

# Oroville 2030 General Plan



for the City of Oroville

Adopted | March 31, 2015



Adopted

# Oroville 2030 General Plan

---

Submitted to  
The City of Oroville | March 31, 2015

---

Prepared By:

**PlaceWorks**

1625 Shattuck Avenue, Suite 300  
Berkeley, California 94709

510.848.3815

510.848.4315 (f)

In Association With:

**Fehr & Peers Associates**  
**ICF International**



## ACKNOWLEDGEMENT

*The work upon which this publication is based was funded in part through a grant awarded by the Strategic Growth Council.*

## DISCLAIMER

*The statements and conclusions of this report are those of the City of Oroville and not necessarily those of the Strategic Growth Council or of the Department of Conservation, or its employees. The Strategic Growth Council and the Department of Conservation make no warranties, express or implied, and assume no liability for the information contained in the succeeding text.*



## TABLE OF CONTENTS

1. INTRODUCTION .....	1-1
2. VISION STATEMENT AND GUIDING PRINCIPLES .....	2-1
3. LAND USE ELEMENT .....	3-1
4. COMMUNITY DESIGN ELEMENT.....	4-1
5. ECONOMIC DEVELOPMENT ELEMENT.....	5-1
6. CIRCULATION AND TRANSPORTATION ELEMENT.....	6-1
7. OPEN SPACE, NATURAL RESOURCES, AND CONSERVATION ELEMENT .....	7-1
8. PUBLIC FACILITIES AND SERVICES ELEMENT .....	8-1
9. SAFETY ELEMENT .....	9-1
10. NOISE ELEMENT .....	10-1
11. GLOSSARY.....	11-1
12. LIST OF PREPARERS.....	12-1

## APPENDICES

Appendix A: Transportation Capital Improvement Program Improvements

*List of Figures*

1. Figure I-1	Regional Location .....	1-3
2. Figure I-2	2030 General Plan Planning Boundaries.....	1-5
3. Figure I-3	General Plan Components .....	1-12
4. Figure LU-1	Existing Land Use.....	3-3
5. Figure LU-2	Existing Vacant and Underutilized Parcels .....	3-9
6. Figure LU-3	Disadvantaged Unincorporated Communities .....	3-15
7. Figure LU-4	Water Service to Disadvantaged Unincorporated Communities .....	3-16
8. Figure LU-5	Wastewater Service to Disadvantaged Unincorporated Communities .....	3-19
9. Figure LU-6	2030 General Plan Land Use Designations.....	3-27
10. Figure LU-7	Foothill Overlay.....	3-34
11. Figure CD-1	Existing Corridors, Districts, Neighborhoods, Preserves .....	4-7
12. Figure CD-2	Representative Arterial and Commercial Collector Street Sections.....	4-16
13. Figure CD-3	Representative Residential Collector and Local Street Sections .....	4-17
14. Figure ED-1	2007 Industry Revenue .....	5-4
15. Figure ED-2	2007 Employment.....	5-6
16. Figure ED-3	Oroville HUBZone and Recycling Market Development Zone.....	5-7
17. Figure ED-4	Economic Focus Areas .....	5-11
18. Figure CIR-1	Functional Classification and Lanes – Existing Conditions .....	6-3
19. Figure CIR-2	PM Peak Hour Level of Service – Existing Conditions.....	6-7
20. Figure CIR-3	Transit Facilities – Existing Conditions .....	6-11
21. Figure CIR-4	Bike Facilities – Existing Conditions.....	6-12
22. Figure CIR-5	Goods Movement – Existing Conditions.....	6-15
23. Figure CIR-6	Functional Classification and Lanes – Future 2035 Conditions .....	6-19
24. Figure CIR-7	Bicycle Facilities – Future 2035 Conditions .....	6-25
25. Figure CIR-8	Goods Movement and Aviation Facilities – Future 2035 Conditions .....	6-26
26. Figure OPS-1	Parks, Recreational Facilities and Open Space .....	7-5
27. Figure OPS-2	Agricultural Lands.....	7-19
28. Figure OPS-3	Vernal Pools and Drainage Corridors .....	7-25
29. Figure OPS-4	Historic Structures in Historic Downtown Oroville .....	7-45

CITY OF OROVILLE  
2030 GENERAL PLAN  
TABLE OF CONTENTS

30. Figure PUB-1	Public Services.....	8-3
31. Figure PUB-2	Schools and School Districts.....	8-11
32. Figure PUB-3	Sewer Collection System Facilities.....	8-27
33. Figure SAF-1	Geologic Hazards.....	9-3
34. Figure SAF-2	Expansive Soils.....	9-7
35. Figure SAF-3	Dam Inundation Areas.....	9-11
36. Figure SAF-4	Levees.....	9-15
37. Figure SAF-5	100-Year FEMA Flood Zones.....	9-16
38. Figure SAF-6	Fire Hazard Severity Zones.....	9-21
39. Figure SAF-7	Wildfire History.....	9-22
40. Figure SAF-8	Responsibility Areas for Fire Protection.....	9-23
41. Figure SAF-9	Hazardous Materials Sites.....	9-29
42. Figure SAF-10	Airport Compatibility Zones.....	9-33
43. Figure NOI-1	Existing Traffic and Rail Noise Contours.....	10-11
44. Figure NOI-2	Oroville Municipal Airport Noise Contours.....	10-14
45. Figure NOI-3	Future 2030 – Traffic and Rail Noise Contours.....	10-19

***List of Tables***

1.	Table LU-1	Acreege of Existing Land Uses.....	3-5
2.	Table LU-2	Disadvantaged Unincorporated Communities .....	3-17
3.	Table LU-3	Acreege of Land by 2030 General Plan Land Use Designation .....	3-26
4.	Table LU-4	Density and Intensity of Land Use Development .....	3-29
5.	Table ED-1	2007 Industry Revenue .....	5-3
6.	Table ED-2	2007 Employment.....	5-5
7.	Table CIR-1	Operational Class and Peak Hour Level-of-Service Thresholds .....	6-6
8.	Table CIR-2	Average Daily Boardings for Bus Routes Serving Oroville .....	6-13
9.	Table OPS-1	Government Code Open Space Classifications.....	7-2
10.	Table OPS-2	Parkland Acreages within the City of Oroville .....	7-4
11.	Table OPS-3	Historic Resources .....	7-47
12.	Table SAF-1	Allowed Uses Within Airport Compatibility Zones .....	9-34
13.	Table NOI-1	Definitions of Acoustical Terms .....	10-3
14.	Table NOI-2	Typical Sound Levels.....	10-4
15.	Table NOI-3	Existing Traffic Noise Levels.....	10-8
16.	Table NOI-4	Distances to 50 dBA-L <sub>eq</sub> Contours for Major Stationary Sources in the City .....	10-13
17.	Table NOI-5	Future 2030 Traffic Noise Levels .....	10-16
18.	Table NOI-6	Maximum Allowable Noise Exposure to Transportation Noise Sources .....	10-23
19.	Table NOI-7	Maximum Allowable Noise Exposure to Non- Transportation Sources.....	10-24
20.	Table NOI-8	Significant Increase in Transportation Noise.....	10-25

# 1 INTRODUCTION

Oroville’s 2030 General Plan provides direction on how Oroville will fulfill its community vision and manage its future growth. This chapter provides an introduction to the City of Oroville and an overview of the contents of the 2030 General Plan.

## *A. Purpose of this General Plan*

The General Plan provides the fundamental basis for the City’s land use, development and conservation policy, and represents the basic community values, ideals and aspirations that will govern the City through 2030. This General Plan addresses all aspects of development, including land use; community character; economic development; circulation and transportation; open space, natural resources and conservation; public facilities and services; safety; and noise.

California Government Code Section 65300 requires the General Plan to be comprehensive and internally consistent, and to provide long-term guidance for the community. Although the General Plan is required to address the issues specified by State law, it may be organized in a way that best suits the City of Oroville.

The overall role of the Oroville 2030 General Plan is to:

- ◆ Define a realistic vision of what the City desires to become in 25 years.
- ◆ Express the policy direction of the City of Oroville in regard to the physical, social, economic, cultural and environmental character of the city.
- ◆ Serve as a comprehensive guide for making decisions about land use, community character, economic development, circulation, open space, the environment, and public health and safety.
- ◆ Serve as the City’s “constitution” for land use and community development. According to State law, the General Plan accomplishes this by providing the legal foundation for all zoning, subdivision and public facilities ordinances, decisions and projects, all of which must be consistent with the General Plan.
- ◆ Provide clear and easy-to-understand guidance that encourages public involvement and understanding.

This 2030 General Plan document supersedes the previous General Plan, adopted in 1995, and coordinates with the Housing Element adopted in 2009. The General

Plan's implementation will include actions to update other planning documents to ensure consistency with the vision outlined in the Oroville 2030 General Plan.

### ***B. Regional Location***

The City of Oroville is one of five incorporated municipalities in Butte County and is the county seat. The City's incorporated area consists of a 13-square-mile area located 65 miles north of Sacramento, where the Sacramento Valley meets the Sierra Nevada foothills.<sup>1</sup> Oroville lies 5 miles west of Highway 99 along Highway 70, a primary transportation route connecting Oroville with Sacramento to the south and Plumas County to the north. Oroville's geographic location is shown in Figure I-1.

### ***C. The City and its Planning Area***

The jurisdictional boundaries most relevant to comprehensive planning in Oroville are the city limits, the Sphere of Influence (SOI), and the Planning Area. These boundaries are depicted in Figure I-2. The approximately 13-square-mile area within Oroville's incorporated city limits covers an irregular shape. The city limits include the Oroville Municipal Airport but do not include Thermalito, an unincorporated area of land under County jurisdiction.

In addition to analyzing land within the incorporated city limits, the State of California encourages cities to look beyond their current borders when undertaking the comprehensive planning required of a General Plan. For this reason, Oroville's General Plan addresses two additional areas that are larger than the city limits, specifically the Sphere of Influence (SOI) and the Planning Area.

The SOI is considered to be the ultimate service area of the City and the area that the City anticipates it will annex at some point in the future. The City of Oroville can propose the area that it would like its SOI to include. However, the SOI is ultimately defined by the Butte County Local Agency Formation Commission (LAFCO). Establishment of this boundary is necessary to determine which governmental agencies can provide services in the most efficient way to the people and

---

<sup>1</sup> City of Oroville, <http://www.cityoforoville.org/statistics.html>, accessed May 9th, 2006.

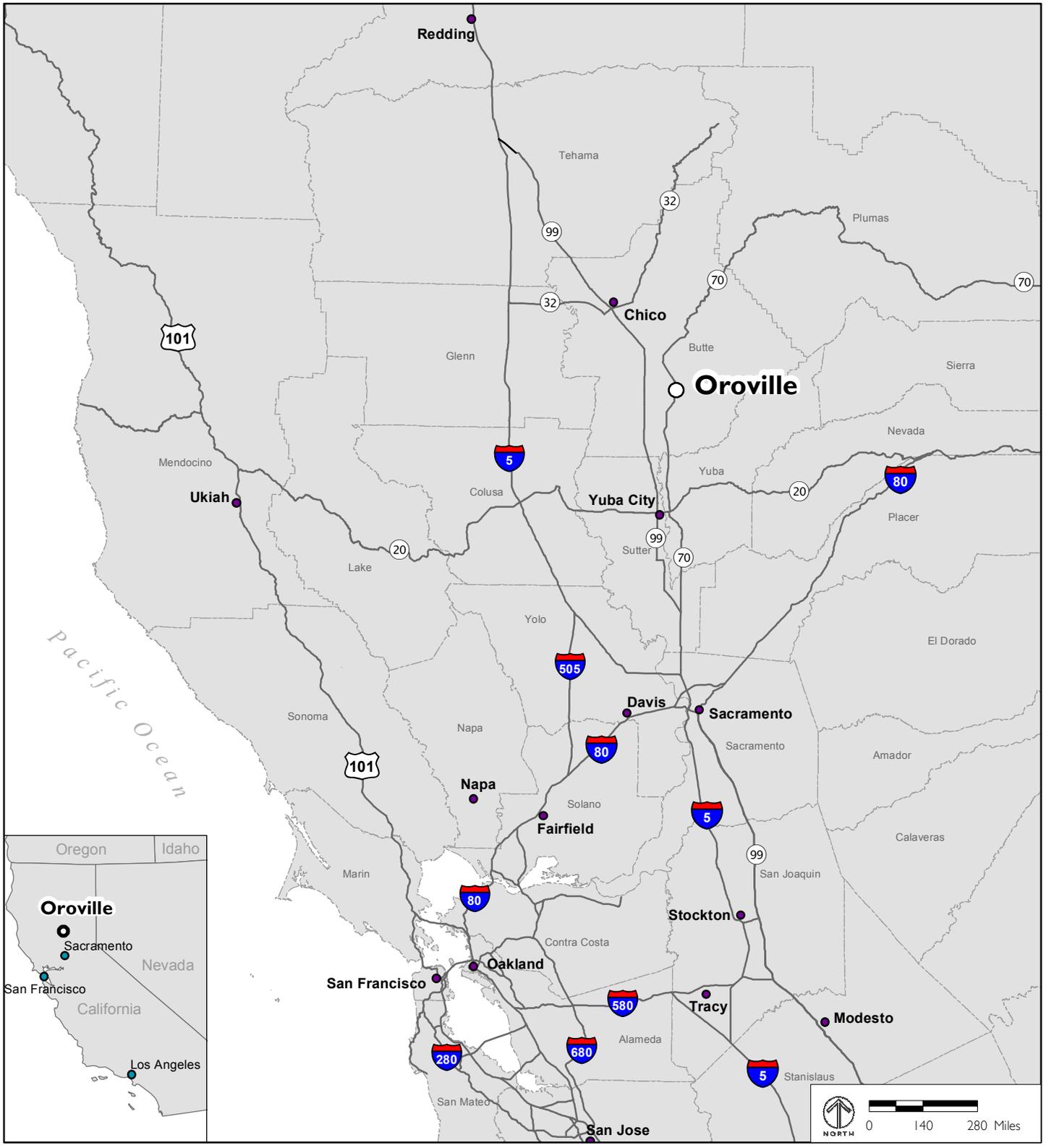


FIGURE I-1  
REGIONAL LOCATION

property in the area.<sup>2</sup> The SOI is a 50-square-mile area, which includes two of the three State Water Project (SWP) Thermalito bays, the Oroville's Wildlife Refuge and Thermalito to the west; South Oroville to Kelly Ridge to the east and north-east; and the Las Plumas area and Palermo to the south. All of these unincorporated areas are developed to some extent.<sup>3</sup>

The second additional area addressed in the General Plan is the Planning Area, an 84-square-mile area. It encompasses a significantly larger portion of land to the west of the City, including, the SWP Thermalito Afterbay and a primarily undeveloped area between Highway 99 and Cottonwood Road. Both the City of Oroville's city limits and SOI are contained within the Planning Area boundary. While the Planning Area does not give the City any regulatory power, it signals to the County and to other nearby local and regional authorities that Oroville recognizes that development within this area has an impact on the future of the City.

#### ***D. Oroville Today***

Oroville is primarily a single-family residential community with an historic downtown district and a main commercial corridor along Oroville Dam Boulevard. As of 2014, the city has approximately 15,980 residents.<sup>4</sup> As a charter city, Oroville operates largely in accordance with its own City Charter, compared to general law cities, which are governed according to State statutes.

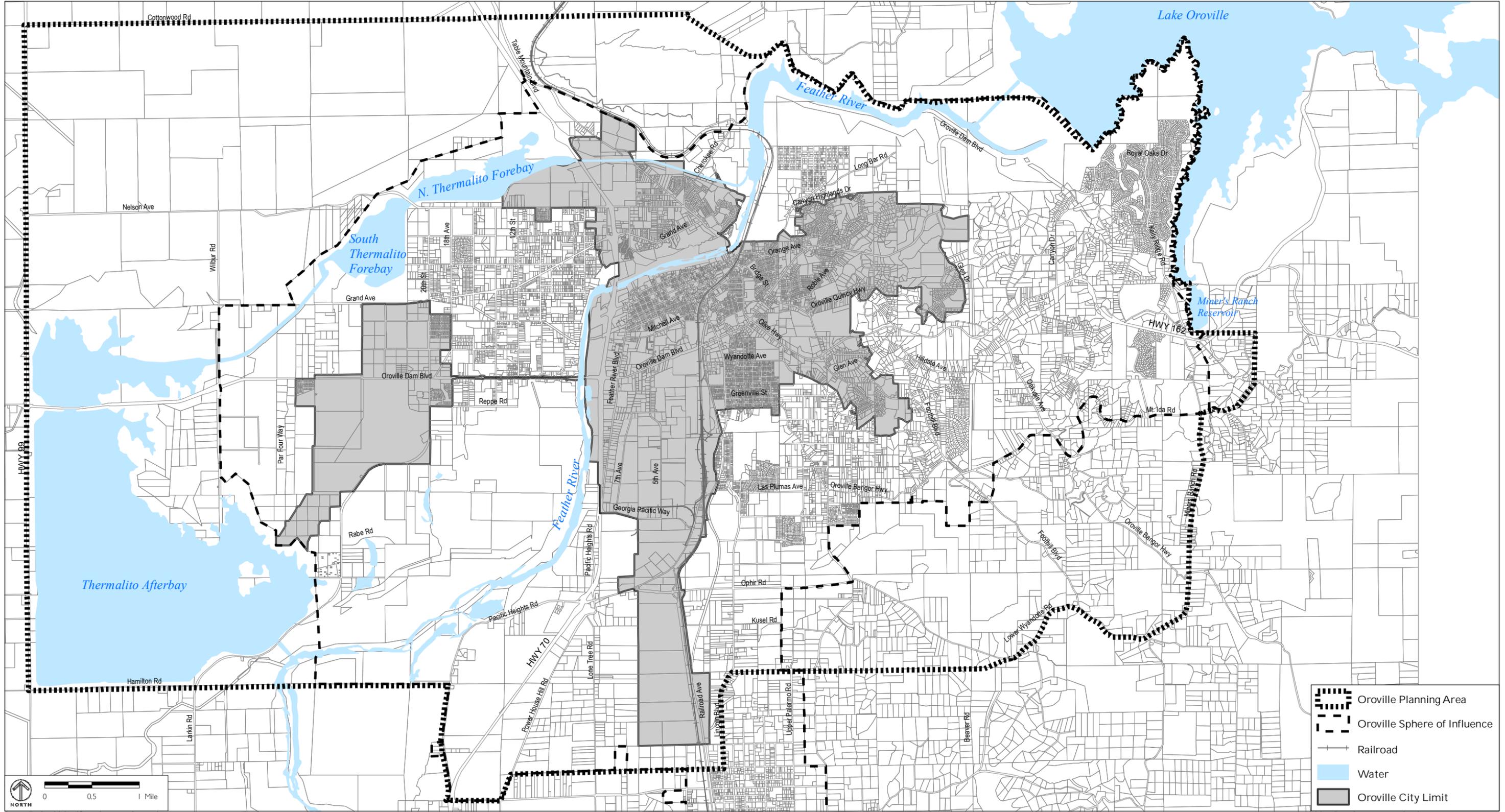
The City's southern and western areas are primarily flat river basin lands that rise into the Sierra Nevada foothills in the northeast. The eastern portion of the City is located in an urban-wildland interface that begins the Sierra Nevada foothills. Development in this eastern area occurs in and around tracts of oak woodlands and chaparral.

---

<sup>2</sup> Butte County LAFCO: [http://buttelafco.org/common/\\_mod\\_faq.asp](http://buttelafco.org/common/_mod_faq.asp), accessed June 20, 2006.

<sup>3</sup> City of Oroville, *Housing Element of the General Plan 2003-2008*. March 2004.

<sup>4</sup> California Department of Finance 2014 population estimates: <http://www.dof.ca.gov/Research/demographic/reports/estimates/e-1/view.php>, accessed May 14, 2014.



Source: City of Oroville GIS, 2005.

FIGURE I-2  
 2030 GENERAL PLAN PLANNING BOUNDARIES



Known as the “City of Gold,” the history of Oroville began along the Feather River before the Gold Rush of 1848. The discovery of gold at Bidwell Bar, located just east of where the City sits today, led to the creation of one of the first gold-mining sites in California. Now situated under Lake Oroville, Bidwell Bar brought thousands of prospectors to the Oroville area seeking gold. Many of Oroville’s historic homes and mansions are remnants from early settlers of this time who made their fortunes from the Gold Rush.<sup>5</sup>

Today, Oroville is most famous for being the site of the Oroville Dam and is the starting point for the State Water Project (SWP), which stores and delivers water to over two-thirds of California’s population.<sup>6</sup> From the Oroville Dam’s spillway, the Feather River provides an open space corridor through the center of the city. The Feather River winds its way through the Feather River Canyon, past Oroville’s historic downtown, and out to the Oroville State Wildlife Area, an 11,400-acre wildlife area on the southwestern edge of Oroville.<sup>7</sup> Along with Lake Oroville, the city is bordered to the west by several other large bodies of water, which are part of the SWP and make up the Lake Oroville State Recreation Area.

Oroville is beginning to see pressures for growth, as the housing markets in both Chico to the north and Sacramento to the south become more constrained. From 1990 to 2000, Oroville’s population increased by 8.7 percent, from 11,960 to 13,004 residents, and the City saw a 12.2 percent increase in housing units, from 4,831 to 5,419. This trend continued from 2000 to 2014, during which time Oroville’s population increased by approximately 23 percent from 13,004 to 15,980 residents.<sup>8</sup> This growth in population is a result of annexation and the comparative affordability of single-family housing in Oroville compared to the larger region.<sup>9</sup> Over the next 25 years, Oroville is likely to see this trend continue, with significant residential and employment expansion.

---

<sup>5</sup> Oroville Area Chamber of Commerce: <http://www.oroVILLEchamber.net/History.htm>, accessed May 15, 2006.

<sup>6</sup> Department of Water Resources: <http://orovillereLICensing.water.ca.gov/project.html>, accessed May 17, 2006.

<sup>7</sup> Oroville Area Chamber of Commerce: <http://www.oroVILLEchamber.net/History.htm>, accessed May 15, 2006.

<sup>8</sup> California Department of Finance estimates for the City of Oroville for January, 2000 and January, 2014.

<sup>9</sup> City of Oroville, *Housing Element of the General Plan 2003-2008*. March 2004.

This General Plan is designed to address the issues that face Oroville as pressures for growth and change increase. It encourages new employment opportunities to allow residents to live, work, play, and shop within the community. It allows a range of housing types to provide housing to meet everyone's needs, while protecting the open space lands that contribute to Oroville's character, history and economic success.

### ***E. General Plan Update Process***

The process for the comprehensive update of the General Plan began in August of 2005 and was completed, with the adoption of the General Plan by the City Council, in 2008. Following this comprehensive update, in 2013, the City conducted a targeted update to refine the land use map, add a new Economic Development Element, support the City's sustainability goals, and meet updated State laws. The targeted update was adopted by the City Council in 2015.

The General Plan was developed with extensive community input and involvement and reflects the community's vision for the City of Oroville. The following describes the public process to update the General Plan.

#### **1. Public Outreach and Involvement**

The comprehensive General Plan Update process was overseen by a Steering Committee of nine Oroville citizens. The Steering Committee represented the diverse Oroville community throughout the Update process, acting as a "sounding board" for ideas from community members, City staff and consultants. The Steering Committee also reviewed working drafts of documents and recommended a preliminary General Plan to the City Council. To develop the Plan, there were a total of 23 Steering Committee meetings, all of which were open to the public.

In addition to the Steering Committee meetings, the City held two community workshops in July 2006. At the workshops, the City and its consultants worked with community participants to develop the future vision for Oroville and identify issues that needed to be addressed in the General Plan. To ensure that people from all parts of Oroville could participate, one workshop was held in Thermalito, and another was held in South Oroville. The City conducted extensive outreach for both public workshops and all outreach materials were distributed in English, Spanish and Hmong. There were also Spanish and Hmong translators present at all the workshops.

During the targeted update, in September 2013, the City held a community meeting to introduce the targeted update project and obtain community input on changes to the General Plan land use map.

The workshops were advertised in the Oroville Mercury-Register, as well as through public service announcements on local radio stations. A flier advertising the workshop was included in a utility bill mailing, posted in businesses throughout the City and sent to representatives of numerous community organizations.

In addition, Steering Committee members and City staff spoke to several community groups and encouraged each group's members to participate in the workshops. Funding for the public outreach and workshops was provided in part by a Caltrans Community Based Transportation Planning (CBTP) grant.

## **2. Public Review Period and Adoption**

As required by State law, the General Plan was circulated for a 45-day review period along with its Environmental Impact Report (EIR) during the months of April and May 2008. During this time, the public was allowed to submit additional comments, which were taken into consideration at subsequent public hearings. As part of this 45-day review period, a Planning Commission hearing was held on April 28, 2009 to take public comments on the Draft Plan and EIR.

On June 2, 2009, another Planning Commission public hearing was held where the Planning Commission passed a recommendation that the City Council certify the Final EIR and adopt the Final General Plan. The City Council then adopted the General Plan at a public hearing held on June 2, 2009.

The draft targeted updates to the General Plan and the associated Supplemental EIR were circulated for a 45-day review period in early 2015. Similar to the comprehensive update, the public provided comments during this time, and they were considered at the subsequent public hearings.

## ***F. General Plan Contents***

This General Plan includes this introduction, the Guiding Principles and eight separate "elements" that set goals, policies and actions for each given area. These elements cover the seven topics required by California State Government Code Section 65302. As previously mentioned, the Housing Element, one of the required elements, was adopted under a separate process and is available as a separate doc-

ument. A brief explanation of the topics included in the Oroville General Plan is provided here.

### 1. State Required Elements

**Land Use Element.** The Land Use Element designates all lands within the City for specific uses such as housing, commercial, industrial, open space and recreational, public facilities and agricultural uses. The Land Use Element also provides development regulations for each land use category and overall land use policies for the City.

**Transportation and Circulation Element.** The Transportation and Circulation Element specifies the general location and extent of existing and proposed major streets and other transportation facilities. The Element must correlate with the Land Use Element to ensure that adequate pedestrian, bicycle, motor vehicle and emergency access is provided to serve both new and existing land uses.

**Open Space, Natural Resources and Conservation Element.** This Element combines two elements required under State law: the Open Space Element and the Conservation Element. It addresses the six State-categorized types of open space: open space for the preservation of natural resources, open space used for the managed production of resources, open space for outdoor recreation, open space for public health and safety, open space in support of the mission of military installations and open space for the protection of Native American sacred sites. This Element also addresses biological resources, water quality, mineral resources, agricultural resources, cultural resources, air quality (including climate change), and energy conservation.

**Safety Element.** The Safety Element is intended to protect the community from risks associated with the effects of seismic and other geologic hazards, flooding and dam inundation, and hazardous materials, and to ensure adequate emergency preparedness. The Safety Element includes goals, objectives, policies and actions to address current and foreseeable safety issues.

**Noise Element.** The Noise Element addresses noise problems in the community and analyzes and quantifies current and projected noise levels from a variety of sources. The Noise Element includes goals, objectives, policies and actions to address current and foreseeable noise problems.

**Housing Element.** As previously stated, the City's Housing Element was adopted in 2009 pursuant to State law. Government Code Section 65588 requires the

Housing Element be updated every five years and include specific components such as analysis of existing housing stock, analysis of existing and projected housing needs, and quantification of the number of housing units that will be developed, preserved and improved through its policies and actions. The Housing Element is available as a separate document.

## 2. Optional Elements

**Community Design Element.** This optional Element discusses urban design principles that are intended to guide both public and private development and protect and enhance the positive characteristics of Oroville’s built environment, including characteristics that contribute to its sense of place and contribute to a high quality of life for its residents.

**Economic Development Element.** This optional Element describes the baseline economic conditions in Oroville, reviews the extensive set of economic development programs and initiatives already underway in the city, and establishes goals, policies, and actions to guide a long-term vision for Oroville’s economy.

**Public Facilities and Services.** This optional Element assesses the current state of public services and facilities within the City, including law enforcement, fire services, schools, libraries, government facilities, water, wastewater, stormwater drainage, solid waste and utilities. Goals and policies in this Element focus on ensuring minimum service levels within Oroville.

### *G. Organization of the General Plan Elements*

Each element of this General Plan contains background information and a series of goals, policies and actions. Some elements also have additional sections that are specific to those elements. For example, the goals, policies and actions in the Land Use Element are based on the principles of livability and smart growth. They were developed through an extensive public involvement process and are written to preserve and enhance the unique characteristics of Oroville and will guide overall development in the City.

Figure I-3 illustrates that policies and actions are at the same level of importance, and are both intended to implement goals. In most cases, goals have both implementing policies and actions. However, it is also possible for a goal to be implemented exclusively through either policies or actions. The following provides a

FIGURE I-3 GENERAL PLAN COMPONENTS

---



description of goals, policies and actions and explains the relationship between them:

- ◆ A **goal** is a description of the general desired result that the City seeks to create through the implementation of its General Plan.
- ◆ A **policy** is a specific statement that guides decision-making as the City works to achieve a goal. Such policies, once adopted, represent statements of City regulation and require no further implementation. The General Plan's policies set out the standards that will be used by City staff, the Planning Commission and City Council in their review of land development projects and in decision-making about City actions.
- ◆ An **action** is a program, implementation measure, procedure or technique intended to help to achieve a specified goal. The City must take additional steps to implement each action in the General Plan.

These goals, policies and actions provide guidance to the City on how to direct change and manage its resources over the next 15 years.

## 2 VISION STATEMENT AND GUIDING PRINCIPLES

*The Vision Statement is a description of what Oroville wants to become through the implementation of the 2030 General Plan. The Guiding Principles provides a sense of the purpose and mission for the 2030 General Plan and sets the tone for the Plan's goals, policies and actions.*

### ***A. Vision Statement***

Oroville will be a thriving, full-service community where residents enjoy a high quality of life and can find well-paying jobs. Oroville's residents will have a choice of housing to best suit their individual lifestyles. Safe, beautiful neighborhood and community parks will be scattered throughout the city and pedestrian and bicycle trails will provide access to the Feather River and the open spaces surrounding Oroville.

Businesses with local, regional, national and international markets in a variety of sectors will be located in Oroville. Tourists and residents alike will be drawn to the attractive historic downtown, which will be home to local businesses as well as mixed-use buildings housing stores, offices, and apartments. Oroville Dam Boulevard, Olive Highway, Ophir Road and Grand Avenue will be vibrant mixed-use corridors, allowing more people to live close to their jobs and other services that will be available along these roadways. The Airport Business Park will be a nexus of innovative light industrial and manufacturing uses, filling the need for 21<sup>st</sup>-century jobs in Butte County. Regional serving retail destinations, thoughtfully designed and landscaped, will be located at appropriate intersections along Highway 70. Many new homes, jobs and services will be developed under a Specific Plan, maximizing cohesive design and infrastructure efficiency.

New residential growth, whatever the size or location, will be carefully regulated by the City and will be required to meet high standards for quality, appearance and integration with existing neighborhoods. Much of the new growth in the City will occur as infill development sensitively designed to enhance the community's character. Single professionals, young families, and retirees will be able to choose among large homes, smaller homes, townhouses and apartments as their needs change. New homes will be affordable for existing residents and people who work in Oroville. Schools and parks will be incorporated into new neighborhoods so that students and neighbors can walk to these important centers of community life.

Oroville will take advantage of its unique natural setting by offering residents and visitors abundant access to nature through a comprehensive system of parks and trails. Open space around the edges of Oroville will be preserved by focusing fu-

ture development within the city. Those neighborhoods at the urban fringe will be carefully designed to create an appropriate transition from the urban environment of Oroville to the rural environment of the surrounding area. Homes in the foothills will be situated on larger lots so that foothill landscapes and woodlands can be preserved. Kelly Ridge will retain its distinct character as a comfortable suburban community with well-maintained homes and a strong focus on outdoor recreation. Oroville's urban character will continue to be shaped by the orchards, fields, waterways and foothills that surround it.

Oroville will be a place people are proud to call home or will visit frequently.

### ***B. Guiding Principles***

The General Plan Guiding Principles are a description of how Oroville intends to grow and develop through the implementation of its General Plan. These principles are based on recommendations provided by community members and approved by the General Plan Steering Committee.

- ◆ **Livability.** Ensure that future development enhances the existing character of our city as a whole, as well as its individual neighborhoods, and has a positive effect on our surroundings and quality of life.
- ◆ **Enhanced Mobility.** Provide an accessible and comprehensive transportation system that integrates automobile use with other transportation options, including bicycle and pedestrian networks throughout the city.
- ◆ **A Vibrant Local Economy.** Create a sustainable economy that serves all segments of the population. Engage in economic development to encourage and retain businesses that provide a variety of job opportunities, quality goods and services, and a dependable tax base.
- ◆ **Natural Resources and the Environment.** Highlight and protect our unique open spaces, natural resources, underdeveloped areas, specimen trees, riparian zones and wetlands.
- ◆ **Recreation.** Enhance recreational opportunities and facilities in Oroville for local residents and visitors.
- ◆ **Community Infrastructure.** Improve and maintain our public services and facilities—including water and energy infrastructure, public safety and emer-

gency preparedness—in order to serve existing residents and businesses and to accommodate future development.

- ◆ **Health and Safety.** Work to ensure the health and safety of Oroville’s residents.
- ◆ **An Involved Citizenry.** Encourage civic participation in the General Plan Update process, and instill a sense of shared responsibility for our community’s well-being.

CITY OF OROVILLE  
2030 GENERAL PLAN  
VISION STATEMENT AND GUIDING PRINCIPLES

### 3 LAND USE ELEMENT

*The purpose of the Land Use Element is to shape the future physical development of Oroville and to preserve, protect and enhance the current livability and quality of life for Oroville's residents. The Land Use Element is not designed to discourage or promote development as allowed in this General Plan, but rather to describe the manner in which development should be managed in the event that it does occur. The Land Use Element is the central chapter of the General Plan.*

As required by California Government Code Section 65302(a) and Public Resources Code Section 2762(a), the Land Use Element of the General Plan addresses the following issues:

- ◆ Distribution, location and extent of the uses of land for housing, business, industry, open space, natural resources, recreation, and enjoyment of scenic beauty, education, public buildings and grounds and other categories of public and private uses of land.
- ◆ Standards of population density and building intensity for the land use designations.

The Land Use Element focuses on development that could potentially occur in both the existing city limits and the City's Sphere of Influence (SOI). The SOI is the area outside of the city limits that the City intends to incorporate in the future.

Land use in the City of Oroville and surrounding area has not changed substantially since adoption of the 1995 *City of Oroville General Plan*. However, regional and local market trends have increased the rate of change over the past few years. This Element presents the regulatory and policy land use tools used to guide these trends in the City of Oroville, as well as existing land uses already present in Oroville. Additional land use-related topics covered by the Land Use Element include separate ongoing planning efforts, current development proposals and an assessment of the buildout potential of the City.

The Land Use Element is divided into seven sections:

- A. Background Information.** Provides details on jurisdictional boundaries, regulatory setting, other planning efforts and existing land uses in Oroville.
- B. SOI and Target Annexation Strategy.** Describes the City of Oroville's desired SOI and the City's annexation strategy for unincorporated areas within the SOI.

- C. Disadvantaged Unincorporated Communities.** Describes disadvantaged unincorporated communities within Oroville’s SOI and assesses their infrastructure needs and deficiencies.
- D. General Plan Land Use Designations.** Describes the characteristics and intensity of each land use designation and contains a map of the application of these designations for Oroville.
- E. General Plan Overlays.** Describes the characteristics of General Plan Overlays, including three specific plan areas located within the SOI, and provides a general overview of how the City of Oroville envisions these areas will develop in the future.
- F. Goals, Policies, and Actions.** Provides guidance to the City of Oroville related to land use decisions.
- G. General Plan Development Potential.** Describes the full buildout potential of the General Plan and the expected amount of development that is likely to occur over the next 25 years.

#### ***A. Background Information***

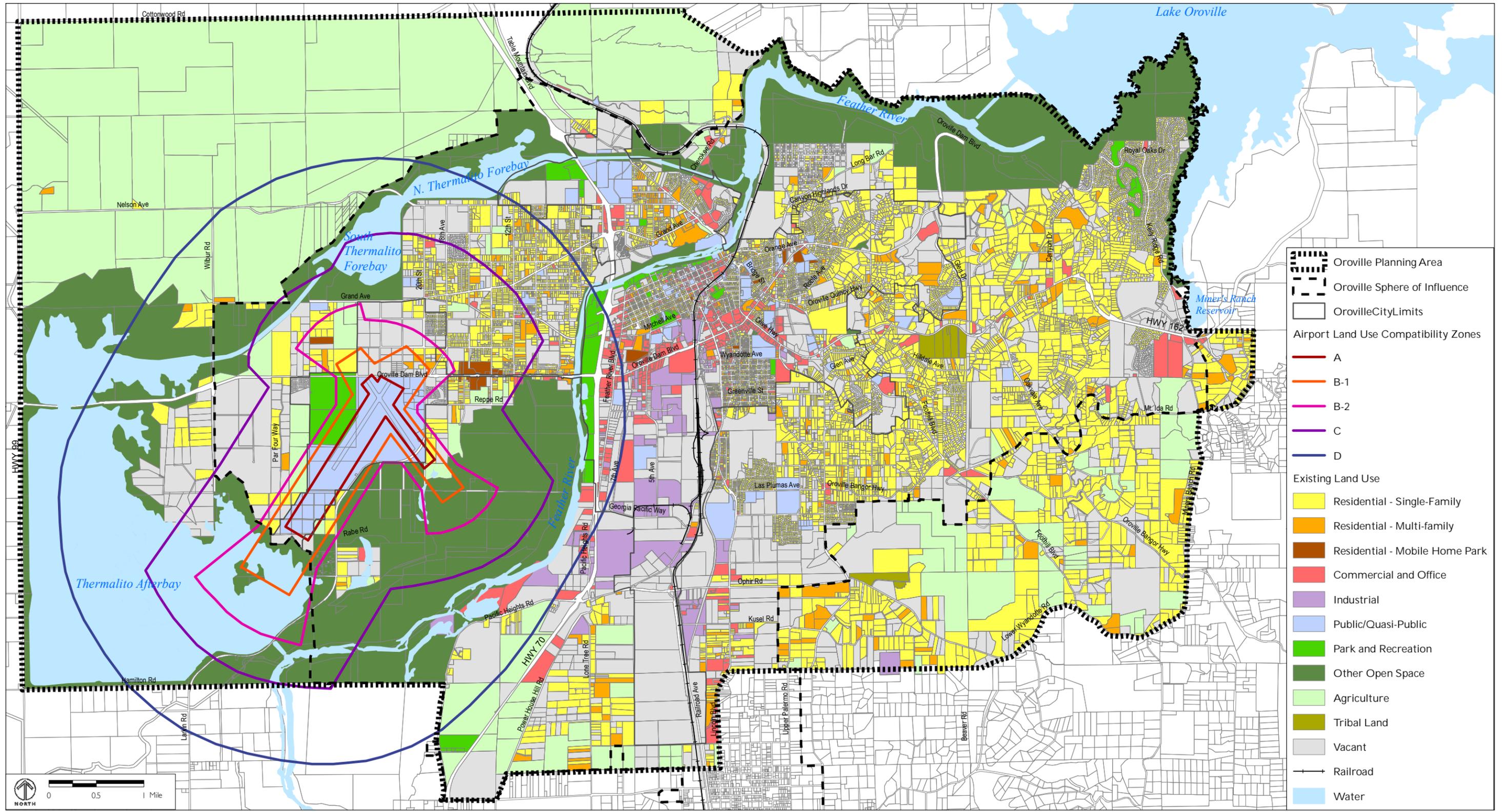
The City of Oroville utilizes a variety of tools to plan for future growth, including the General Plan, Specific Plans, and Zoning Code. The following discussion describes these tools, as well as the various applicable jurisdictional boundaries.

##### **1. Jurisdictional Boundaries**

The City of Oroville exercises regulatory authority over land use within its city limits, and is allowed by law to establish future land use designations for areas outside its city limits but within its SOI. The SOI demarcates the area that may ultimately be subject to City of Oroville jurisdiction due to potential future annexation. The city limits and the boundaries of the SOI are described in the Introduction, Chapter 1, and illustrated in Figure I-2 of that chapter. Land use discussions throughout this Element will be framed by the city limits and SOI.

##### **2. Existing Land Use**

The following section provides an overview of the existing land use pattern in the Oroville Planning Area. Table LU-1 shows the acreages of various existing land uses in the city limits and in the SOI, while Figure LU-1 illustrates existing land uses. References to specific neighborhood, districts and corridors are described in the Community Design Element (Chapter 4) and are illustrated in Figure CD-1.



Source: Butte County Assessor, 2006; City of Oroville GIS, 2005.

FIGURE LU-1  
2006 EXISTING LAND USE



TABLE LU-1 **ACREAGE OF EXISTING LAND USES**

Land Use	City Limits (Acres)	Sphere of Influence (Acres)
Residential - Single-family	1,338	5,600
Residential – Multi-Family	265	535
Residential - Mobile Home Park	32	62
Commercial and Office	630	513
Industrial	416	336
Public/Quasi-Public	1,122	220
Parks and Recreation	513	106
Other Open Space	213	7,596
Agriculture	17	1,563
Tribal Lands	0	92
Vacant	3,117	5,805
<b>Total</b>	<b>7,662</b>	<b>22,427</b>

Source: Butte County Assessor's Data, 2006.

a. Single-Family Residential

Most households in Oroville reside in single-family dwelling units in the City.<sup>1</sup> Within the city limits, single-family units are found mostly in the Historic Downtown, the Table Mountain Boulevard area, the Hammon Road area, and the Canyon Highlands area off of Oroville Dam Boulevard. Single-family parcels comprise approximately 1,338 acres in the City proper and approximately 5,600 acres in the SOI.

<sup>1</sup> State of California's Department of Finance, 2006, *E-5 Population and Housing Estimates for Cities, Counties and the State 2001-2005, with 2000 Benchmark*. Sacramento, California.

b. Multi-Family Residential

For the purposes of this General Plan, “multi-family” includes any housing type with more than one unit in a building, including duplexes, triplexes, fourplexes, apartment buildings and condominiums. Multi-family units are scattered throughout the same areas as single-family neighborhoods, with a particular concentration of higher-density, multi-family buildings along the Table Mountain Boulevard corridor and the Oroville Dam Boulevard corridor. Multi-family parcels occupy 265 acres within the city limits. An additional 535 acres are within the SOI. With few exceptions, multi-family residential buildings in the SOI consist of smaller projects that generally have less than five units.

c. Mobile Home Parks

Mobile home account for roughly 400 units within the city limits of Oroville. Most are located in the City’s 32 acres of mobile home parks. An additional 962 mobile home units are located within the 62 acres of mobile home parks in the SOI. Concentrations of mobile homes are located in Kelly Ridge and Thermalito.

d. Commercial and Office

Commercial uses in this category of existing land use include retail, office and service uses. There are 630 acres of land within the city limits in commercial use, with an additional 513 acres in Oroville’s unincorporated SOI. Commercial and office uses are concentrated in four main areas:

- ◆ The Historic Downtown district has traditionally been the commercial core of the City. In recent years the Oroville Dam Boulevard Corridor has taken away some retail presence from the Historic Downtown. However, revitalization programs should bring more life to the Historic Downtown district. Many parcels consist of ground-floor retail with office or residential units above.
- ◆ The Table Mountain Boulevard corridor contains newer office spaces and office complexes that house a variety of professional functions in both the public and private sectors.
- ◆ The Feather River Boulevard corridor has hospitality commercial located on the north end, while the south end of the corridor is populated by service commercial and Oroville’s only movie theater.
- ◆ Oroville Dam Boulevard and Olive Highway contain the remaining concentration of commercial uses. Beginning at the Highway 70 interchange, strip retail uses, including several big box retailers, dominate the Oroville Dam Boulevard corridor east to Olive Highway; this corridor also contains the Oro

Dam Auto Center at Veatch Street. The retail concentrations along Olive Highway are generally located from Oroville Dam Boulevard southeast to Foothill Boulevard. Most of the strip shopping centers are occupied and active, but a few parcels are underutilized.

e. Industrial

In Oroville, prevalent industrial uses include light manufacturing, heavy industrial, service and repair, processing and warehousing. Currently there are approximately 416 acres in industrial use within the city limits, and approximate 336 acres in the SOI. Industrial uses are confined to two areas in the City of Oroville. The primary industrial zone in the City is located on the Southside, bounded by the Oroville Dam Boulevard on the north, the Western Pacific railroad tracks on the east, Ophir Road on the south, and Highway 70 on the west. Major uses here include manufacturing, wood processing, and warehousing. The Airport Business Park is adjacent to Oroville Municipal Airport on the north and east. Uses here include some light manufacturing/assembly operations as well as limited research and design.

f. Public/Quasi-Public

The Public/Quasi-Public category encompasses several types of uses, including all publicly owned parcels that are not parks or open space, and privately owned parcels that accommodate civic and institutional uses such as churches and hospitals. Public and quasi-public uses account for approximately 1,122 acres within the city limits and 220 acres in the SOI. These include the Oroville Municipal Airport, City of Oroville Government, Butte County Government Complex and Institutional uses such as schools, hospitals, churches, and cemeteries and a fish hatchery.

g. Parks and Recreational Facilities

Parks and recreational facilities, such as playing fields and neighborhood parks, are fairly well distributed around the city, comprising 513 acres within the city limits. A few of the largest parks include River Bend Park (on Feather River), Mitchell Park (south of downtown), and Nelson Park and Recreational Center (north of Thermalito). Parks in Oroville provide a number of recreational opportunities for local residents, ranging from fishing, hiking, and river-rafting to sports fields and a new skate park near the Historic Downtown.

h. Other Open Space

In addition to parks, Oroville has many open space resources that are protected by State agencies or conservation trusts. The 12,000-acre Oroville Wildlife Refuge is a riparian forest bordered by 12 miles of river channels and is important habitat for

beavers, egrets, and river otters.<sup>2</sup> Approximately 2,750 acres of the Oroville Wildlife Refuge are within the Planning Area. In addition to the Wildlife Area, the State of California manages a vast amount of land in the Lake Oroville State Recreation Area, including recreation areas and lands associated with the State Water Project, which begins at Oroville Dam and the Lake Oroville reservoir. South and North Thermalito Forebay comprise approximately 610 acres and Thermalito Afterbay is approximately 3,900 acres.

i. Agriculture

Agriculture is limited within the city limits of Oroville, accounting for only 17 acres. However, agriculture occupies approximately 1,563 acres of land within the SOI. Agricultural lands are typically used for field crops, orchards, and grazing. Grazing and pasture land account for most of the agriculture in the Oroville area, with much of the remainder is citrus and olive orchards. Small parcels of agricultural land can be found in Thermalito, as well as around Wyman Ravine in the southeast part of the SOI.

j. Tribal Lands

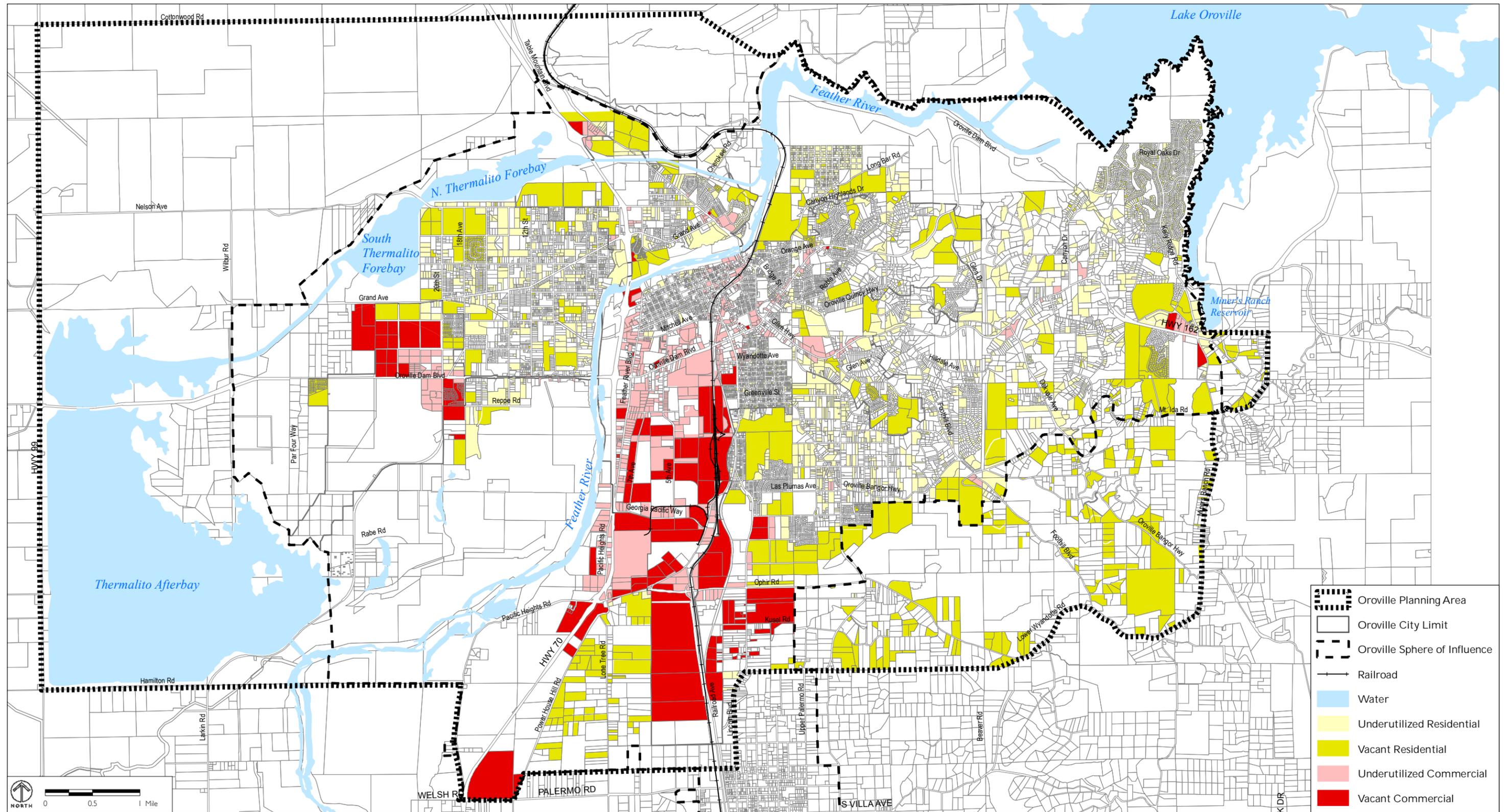
There are no tribal lands within the city limits of Oroville, but one reserve is located in the SOI and another is located in the Planning Area. Both are anchored by casinos. Gold Country Casino occupies 92 acres in the SOI located off of Olive Highway and is operated by the Tyme Maidu of Berry-Creek Rancheria. The Feather Falls Casino operated by the Concow Maidu of Mooretown Rancheria is located off Ophir Road, outside of the SOI but within the Planning Area.

k. Vacant and Underutilized Land

Vacant land is defined as land with no structure or building improvement and that is not used for active agricultural production. Conversely, underutilized land is defined as land with the ability to accommodate additional density. Vacant land is interspersed throughout the City and comprises a significant portion of the Oroville area. Vacant land comprises 3,117 acres within the city limits and 5,805 acres of the land within the SOI. The average vacant parcel size is 2.83 acres. In addition to vacant land, underutilized land is also scattered throughout the City. Figure LU-2 illustrates the location of vacant and underutilized commercial parcels.

---

<sup>2</sup> California Department of Fish and Game, 2006, DFG Wildlife Areas and Ecological Reserves: Oroville Wildlife Area. <http://www.dfg.ca.gov/lands/wa/region2/oroville.html>, accessed on July 24, 2006.



Source: City of Oroville GIS, 2005.

FIGURE LU-2  
 EXISTING VACANT AND UNDERUTILIZED PARCELS



### 3. Other Planning Documents

In addition to the General Plan, the City of Oroville has several other plans that are used by the City to guide development and annexation in specific areas of the Oroville. Among these are the Oro Bay Specific Plan, the Riverfront Master Plan, and a number of policies addressing the City's Economic Development Zones. These plans are described below:

- ◆ **Airport Land Use Compatibility Plan.** The Butte County Airport Land Use Commission is charged with promoting land use compatibility around the County's airports to minimize public exposure to excessive noise and safety hazards. This is accomplished through the preparation and periodic update of an Airport Land Use Compatibility Plan (ALUCP), the most recent of which was adopted in 2000. Public Utilities Code Section 21676 requires Oroville's, and the County's, General Plan land use designations to be in conformance with the land use plans and policies of the adopted ALUCP. These zones are shown in Figures LU-1 and LU-6 for reference, and are described in more detail in Section E of the Safety Element.
- ◆ **Riverfront Master Plan.** The Master Plan was recently developed to coordinate improvements around the Feather River waterfront north of the Historic Downtown. The Master Plan recommends redevelopment of this area to accommodate new uses and to strengthen the connection between the Historic Downtown and the riverfront.
- ◆ **Community of South Oroville Redevelopment/Annexation Feasibility Study.** In 2007, the City completed a feasibility study to examine the possibility of annexing the South Oroville area. The Study Area comprised approximately 5,158 acres of land outside of city limits, extending south to Messina Avenue, west to Pacific Heights Road and the Feather River, and east to Upper Palermo Road. The Study also examined the possibility of expanding the City's Redevelopment Area to include South Oroville.

### 4. Ongoing Planning Efforts

Development of this General Plan also acknowledges other ongoing planning efforts that may influence, provide additional information, or impact the General Plan in the future. These plans are described below:

- ◆ **Butte County General Plan Update.** Although the City of Oroville General Plan land use map does cover land outside the city limits, the City does not have land use authority unless annexation occurs. Absent annexation, the Butte County General Plan and Zoning Ordinance are the land use regulatory documents for land outside the city limits. The County updated its General

Plan and Zoning Ordinance in 2010 and 2012, respectively. In general, the County's General Plan land use map and zoning map are consistent with this General **Oro Bay Specific Plan**. This Specific Plan addresses land use in the 2,400-unit Oro Bay development project west of the Oroville Municipal Airport. It applies to approximately 410 acres and includes a General Plan amendment. An annexation proposal is also associated with this Plan. This Specific Plan is described in more detail in Section E of this Land Use Element.

- ◆ **Rio d'Oro Specific Plan.** This Specific Plan addresses land use in the 2,700-unit Rio d'Oro development project in the southern portion of the Planning Area just west of Highway 70. It applies to approximately 650 acres and includes a General Plan amendment. An annexation proposal is also associated with this Plan. This Specific Plan is described in more detail in Section E of this Land Use Element.

### ***B. Sphere of Influence and Annexation Strategy***

Government Code Section 56076 defines a SOI as a “plan for the probable physical boundaries and service area of a local agency, as determined by the commission.” A SOI is an area within which a city may expand through the process of annexation. The purpose of a SOI is to encourage “logical and orderly development and coordination of local governmental agencies so as to advantageously provide for the present and future needs of the county and its communities.”

The Butte County Local Agency Formation Commission (Butte LAFCO) oversees and adopts the SOI for each City in Butte County and approves a City's annexation of land outside the city limits. The current SOI, which was adopted by the Butte LAFCO on December 4, 2014, is depicted in Figure I-2 in the Introduction chapter.

According to the Cortese-Knox-Hertzberg Act of 2000 which governs all LAFCO's in the State, the purpose of the Butte LAFCO is to discourage urban sprawl, preserve open space and prime agricultural lands, allow for the efficient provision of government services, and encourage the orderly formation and development of local agencies based upon local conditions and circumstances. A LAFCO cannot approve the annexation of land outside of a City's SOI.

The City of Oroville works closely with Butte LAFCO to address local annexation issues, and recently completed annexations of six island areas and the Southside neighborhood. The 2014 SOI update, island annexations, and Southside neighborhood annexation were the result of a 2011 annexation strategy developed by the City. The City has also identified other potential future annexation areas, including the Rio d'Oro, Oro Bay and unincorporated South Ophir Specific Plan Areas that are discussed in Section E.

### ***C. Disadvantaged Unincorporated Communities***

Senate Bill (SB) 244 requires that the Land Use Element identify Disadvantaged Unincorporated Communities (DUCs) within the City's SOI, analyze infrastructure and fire service needs and deficiencies, and assess potential funding mechanisms for expansions of services and facilities. DUCs are defined as follows:

- ◆ Inhabited with ten or more homes adjacent or in close proximity to one another; and
- ◆ Either within a city's SOI, islands within a city boundary, or geographically isolated and have existed for more than 50 years; and
- ◆ The median household income is 80 percent or less than the statewide median household income.

#### **1. Disadvantaged Unincorporated Communities in Oroville's SOI**

The DUCs within Oroville's SOI are shown in Figure LU-3. These communities were mapped using the following steps:

- ◆ Identify Census block groups in which greater than 50 percent of the households have annual incomes that are less than 80 percent of the statewide median (based on 2010 Census data).
- ◆ Exclude areas of the Census block groups that are within the city limits or outside the SOI.
- ◆ Delineate the communities within these Census block groups based on aerial photographs and parcel data. Communities are defined as having ten or more homes adjacent or in close proximity to one another.

As shown in Figure LU-3 and Table LU-2, there are nine DUCs in Oroville's SOI ranging in size from 9 acres to 1,940 acres.<sup>3</sup> Some mapped DUCs encompass multiple communities that are adjacent to one another.

## 2. Infrastructure and Fire Service

This section assesses the water, wastewater, stormwater drainage, and structural fire protection needs and deficiencies within the DUCs.

### a. Water

As shown in Figure LU-4, the majority of the DUCs are within the service areas of the water providers that are described below.

#### *i. Thermalito Water and Sewer District*

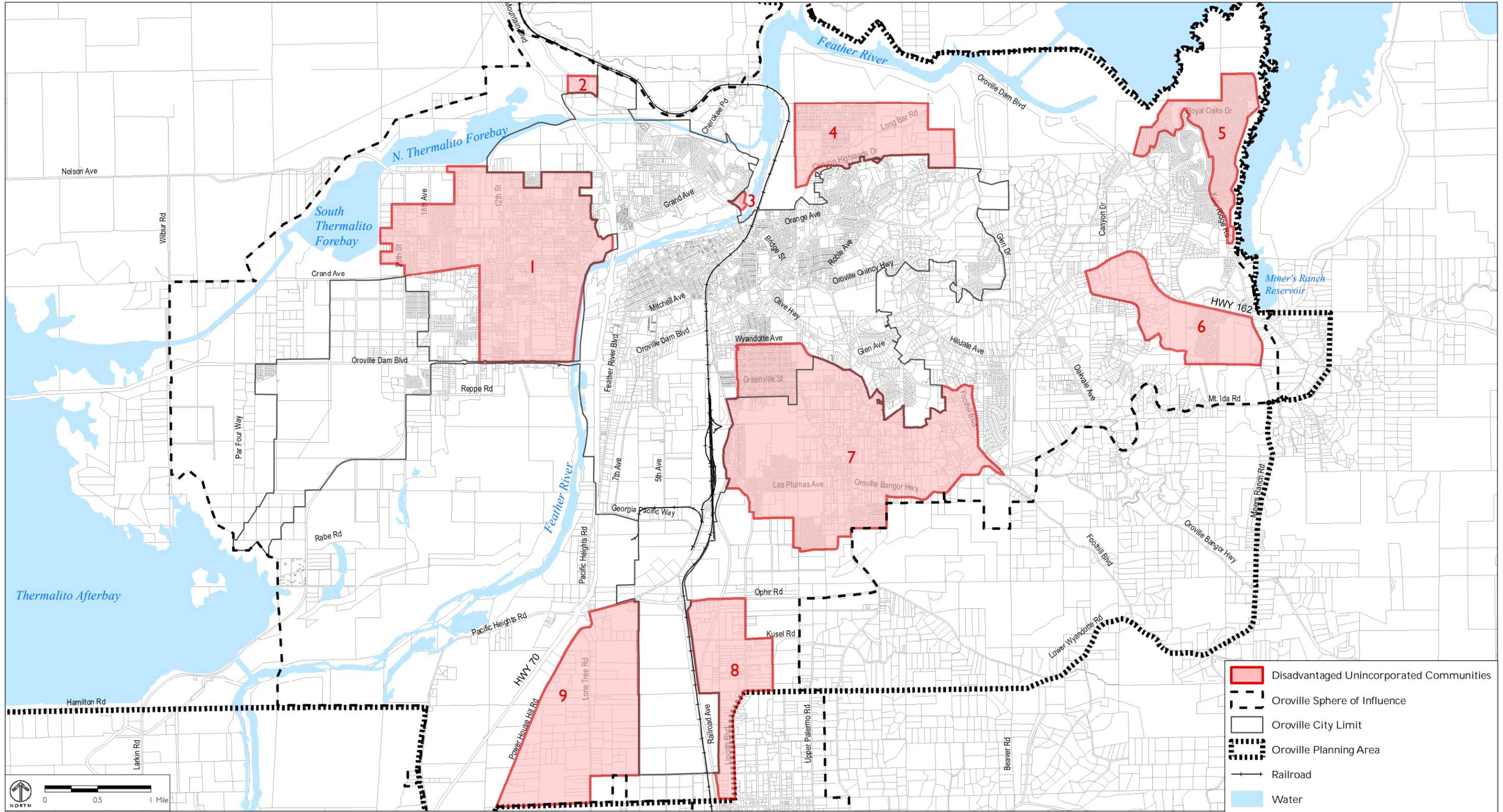
The Thermalito Water and Sewer District (TWSD) serves DUCs 1 and 2. TWSD has rights to 8,200 acre-feet per year (AFY) and obtains its surface water from the Concow Reservoir. TWSD also has five groundwater wells that are used as a backup water source. TWSD serves customers in unincorporated Butte County as well as within the city limits. According to the 2010 Butte County General Plan Draft Environmental Impact Report (EIR), TWSD has adequate capacity to serve existing and new development throughout its service area through and beyond 2030.

#### *ii. California Water Service Company, Oroville*

The California Water Service Company, Oroville (Cal Water Oroville) serves DUC 3 and the Southside neighborhood and Lincoln Blvd. portions of DUC 7. Cal Water Oroville is a private water supplier that mainly serves customers within the city limits. Cal Water Oroville obtains its water from four wells and surface water from the west branch of the Feather River that is purchased from PG&E. According to the 2010 Butte County General Plan Draft EIR, water demand from existing and new development throughout its service area would approach the level of the water system supply around the year 2025. However, additional water supplies are available for purchase from PG&E.

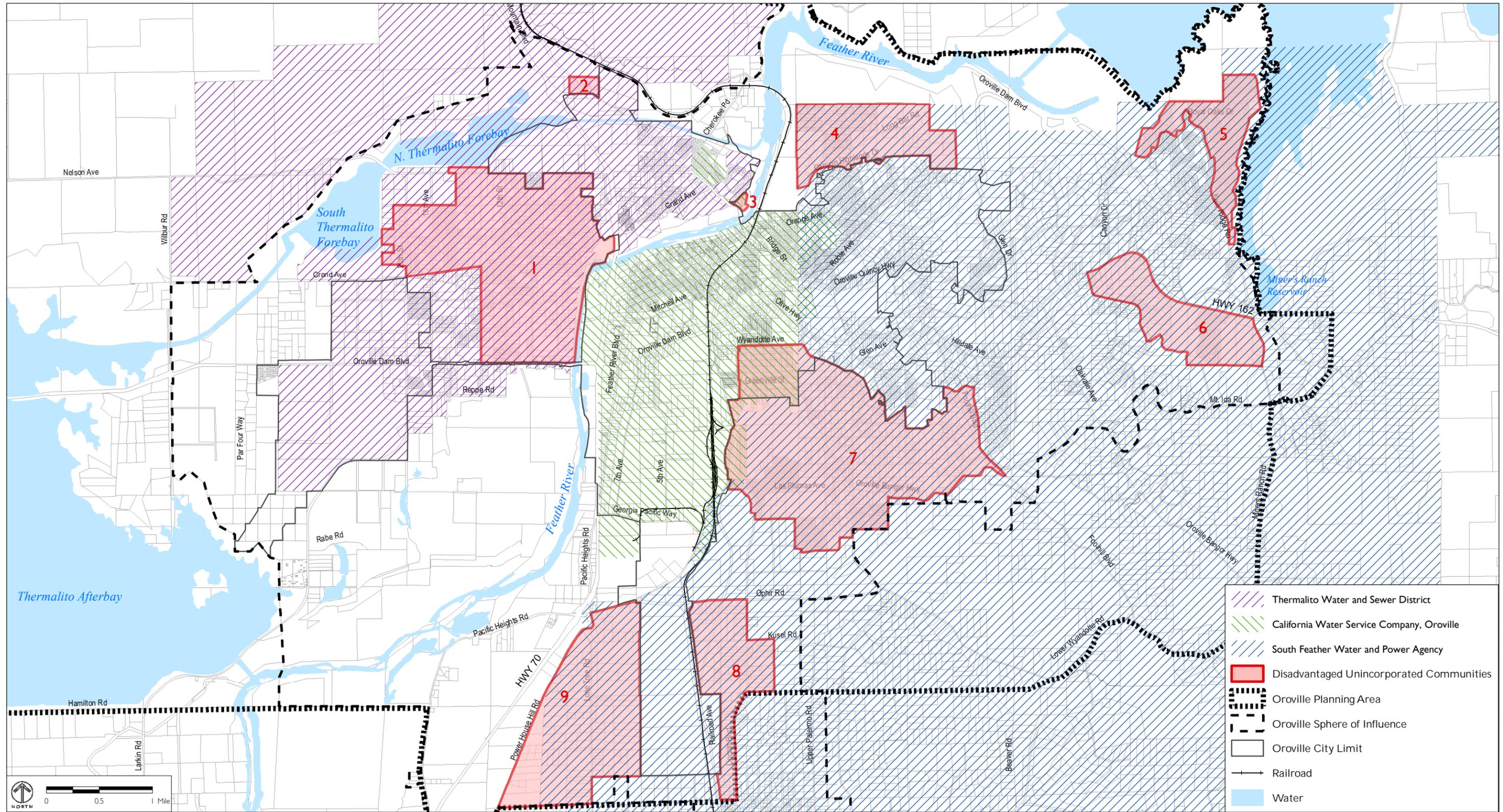
---

<sup>3</sup> DUC 7 was mapped and evaluated prior to the City's annexation of a portion of this area.



Source: City of Oroville GIS, 2005.

FIGURE LU-3  
**DISADVANTAGED UNINCORPORATED COMMUNITIES**



Source: City of Oroville GIS, 2005; Butte County GIS, 2009.

FIGURE LU-4  
**WATER SERVICE TO DISADVANTAGED UNINCORPORATED COMMUNITIES**

TABLE LU-2 **DISADVANTAGED UNINCORPORATED COMMUNITIES**

ID	Location	Size (Acres)
1	Thermalito	1,549
2	Table Mountain Boulevard. at Garden Drive	28
3	Riverview Terrace	9
4	Long Bar Road, Valley View Drive, and Lemon Hill Road	514
5	Kelly Ridge	356
6	South of Highway 162 and west of Miners Ranch Road	487
7	South Oroville	1,922
8	Lincoln Boulevard. south of Ophir Road	458
9	Lone Tree Road	1,022

Source: PlaceWorks, 2014.

*iii. South Feather Water and Power Agency*

The South Feather Water and Power Agency (SFWPA) serves DUCs 4, 5, 6, and 8, as well as the portions of DUC 7 that are not served by Cal Water Oroville and the majority of DUC 9, excluding its western portion. SFWPA has water rights for 51,000 AFY and obtains its surface water from the South Fork of the Feather River and Slate Creek, a tributary of the North Fork of the Yuba River. SFWPA serves customers in unincorporated Butte County as well as within the city limits. According to the 2010 Butte County General Plan Draft EIR, SFWPA has capacity to serve existing and new development throughout its service area through and beyond 2030.

The western extent of DUC 9 (west of the extent of Mariah Lane) is not within the service area of SFWPA. Residents within this area rely on groundwater from private wells, indicating a water service need/deficiency. However, this area is within the SOI of the SFWPA, indicating that the Agency may annex this portion of DUC 9 into its district and service area in the future.

b. Wastewater

As shown in Figure LU-5, wastewater service in the DUCs is provided by a combination of public sewer systems and individual on-site wastewater treatment and dispersal systems (i.e. septic systems).

*i. Thermalito Water and Sewer District*

TWSD provides sanitary sewer collection service to DUCs 1 and 2. TWSD's sewer collection system consists of 49 miles of sanitary sewer line and is generally in adequate condition.<sup>4</sup> TWSD's collection system discharges into a wastewater treatment plant that is operated by the Sewerage Commission – Oroville Region (SCOR). According to the 2010 Butte County General Plan Draft EIR, SCOR's wastewater treatment plant has adequate capacity to serve existing development, but would require additional capacity to serve new development anticipated by 2030.

DUC 3 is not within the service area of TWSD, so residents in this area rely on individual septic systems, indicating a wastewater service need/deficiency. However, DUC 3 is adjacent to TWSD's service area and within its SOI, indicating that the District may annex this DUC into its service area in the future.

*ii. Lake Oroville Area Public Utility District*

The Lake Oroville Area Public Utility District (LOAPUD) provides sanitary sewer collection services to DUC 5 and portions of DUC 6 and 7. LOAPUD has approximately 75 miles of sanitary sewer line and six pump stations. In general, the collection system is in good condition.<sup>5</sup> Similar to TWSD, LOAPUD's collection system discharges into SCOR's Regional Wastewater Treatment Plant.

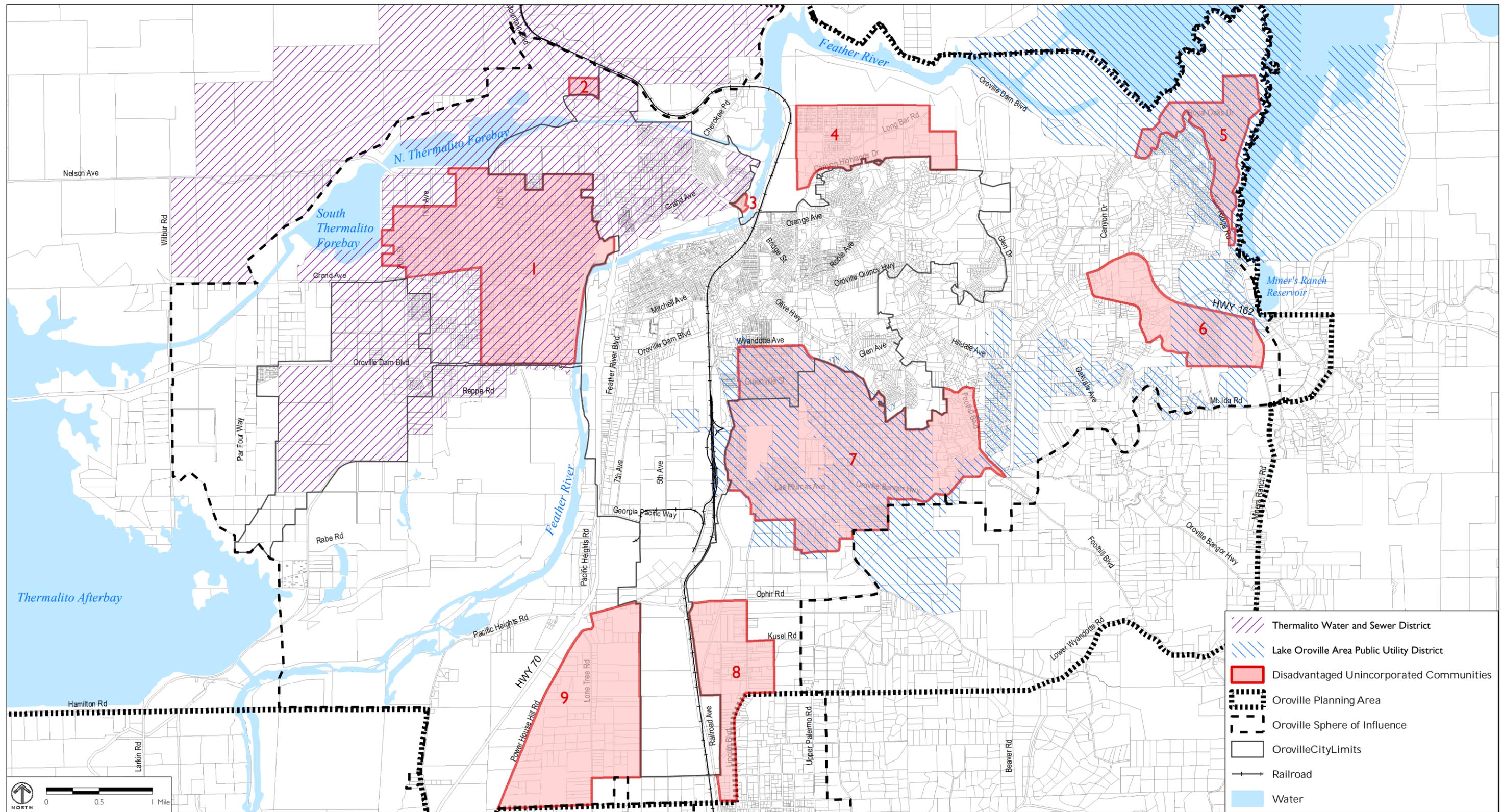
The following portions of DUCs 6 and 7 are not within LOAPUD's service area, so residents rely on individual septic systems, indicating a wastewater service need/deficiency. With the exception of the northwestern portion of DUC 6, these areas are within LOAPUD's SOI, so the District may annex these areas into its service area in the future.

- ◆ **DUC 6:** The easternmost portion along Miners Ranch Road and the portion that is west of Apica Avenue.

---

<sup>4</sup> Butte County, 2010, *Butte County General Plan 2030 Draft EIR*, page 4.14-35.

<sup>5</sup> Butte County, 2010, *Butte County General Plan 2030 Draft EIR*, page 4.14-36.



Source: City of Oroville GIS, 2005; Butte County GIS, 2009.

FIGURE LU-5  
WASTEWATER SERVICE TO DISADVANTAGED UNINCORPORATED COMMUNITIES



- ◆ **DUC 7:** The eastern portions along Foothill Boulevard, Oroville Garden Ranch Road, Inglewood Drive, and Edgemont Drive; an area north of Oak Knoll Way and west of Oroville Bangor Highway; and a large undeveloped parcel south of the Southside neighborhood.

*iii. Private Septic Systems*

DUCs 4, 8, and 9 are not within a service area or SOI of a wastewater service provider, so the residents rely on individual septic systems, indicating a wastewater service need/deficiency.

c. Stormwater Drainage

As shown in Figure SAF-5 in the Safety Element, the majority of the DUCs are not within the 100-year flood zone. However, the following DUC areas are within the 100-year flood zone, indicating that they are susceptible to flooding during 100-year storm events:

- ◆ **DUC 1:** Along Ruddy Creek and along the Feather River.
- ◆ **DUC 7:** Southwest of the Southside neighborhood, along an unnamed waterway south of Oak Knoll Way, and along Wyman Ravine.
- ◆ **DUC 8:** Along Wyman Ravine.

DUC 1 is located within the study area of the Thermalito Master Drainage Plans. Although the majority of this area has adequate stormwater drainage, the Plans identify areas within DUC 1 that have deficient stormwater infrastructure. The Plans also identify potential measures to correct these deficiencies.

The remaining DUCs are within areas that lack stormwater drainage master plans and municipal stormwater drainage systems. However, Butte County is responsible for the culverts, ditches, and waterways that address roadway drainage throughout the unincorporated county. Because these DUCs lack municipal stormwater drainage infrastructure, and because portions of DUC 1 lack adequate stormwater drainage infrastructure, all of the DUCs have stormwater drainage needs/deficiencies.

d. Structural Fire Protection

The Butte County Fire Department (BCFD) and the California Department of Forestry and Fire Protection (CAL FIRE) provide structural fire protection to the majority of the DUCs, with the exception of the Southside neighborhood portion of DUC 7. Butte County contracts with CAL FIRE to provide staffing to BCFD

through an annual cooperative agreement. Under the terms of this agreement, the County funds CAL FIRE professional command, firefighting, and administrative staff to operate the BCFD. Through this arrangement, CAL FIRE and the BCFD function together as a fully consolidated fire protection agency and provide cost-effective fire protection service to the DUCs. In addition, through an automatic aid agreement with BCFD, the City of Oroville's Fire Department provides first response fire protection service to the DUCs when the City engine is the closest resource.

El Medio Fire District (EMFD) provides structural fire protection service to the Southside neighborhood portion of DUC 7, which is not served by BCFD or CAL FIRE. EMFD also has an automatic aid agreement with BCFD and the Oroville Fire Department.

With the BCFD/CAL FIRE and EMFD fire protection services, coupled with automatic aid agreements with the Oroville Fire Department, all of the DUCs have adequate access to structural fire protection service.

### **3. Potential Funding Mechanisms**

As described above, all of the DUCs have identified stormwater drainage infrastructure needs and deficiencies. In addition, the following DUCs have identified water and wastewater infrastructure needs and deficiencies:

- ◆ DUC 3: Wastewater needs/deficiencies.
- ◆ DUC 4: Wastewater needs/deficiencies.
- ◆ Portions of DUC 6: Wastewater needs/deficiencies.
- ◆ Portions of DUC 7: Wastewater needs/deficiencies.
- ◆ DUC 8: Wastewater needs/deficiencies.
- ◆ DUC 9: Water needs/deficiencies (portion) and wastewater needs/deficiencies (entire DUC).

Funding for infrastructure improvements to address these needs and deficiencies is available from a variety of sources, as described below.

The principal funding sources for local government infrastructure include taxes, benefit assessments, bonds, and exactions. The following list details each principal infrastructure funding mechanism available for local government:<sup>6</sup>

---

<sup>6</sup> This discussion is summarized from the following source: California Office of Planning and Research, 2003, *General Plan Guidelines*.

- ◆ **Taxes.** Local governments can collect a general tax that is based on the value of property (e.g. property tax or utility tax) to fund capital improvement projects and services. This is generally for improvements that will serve the entire community. Special districts (e.g. utility districts) can finance their activities using a special tax. City and county governments can also levy a special tax that is dedicated to a particular use. Under the Mello-Roose Community Facilities Act of 1982, local jurisdictions, including special districts, are authorized to form “community facilities districts” to finance new public improvements and issue bonds; these are generally used to finance infrastructure that serves new development.
- ◆ **Benefit Assessment.** A benefit assessment finances improvements that directly benefit the assessed parcels in the benefit district.
- ◆ **Bonds.** There are three types of bonds that can be used to finance infrastructure projects: general obligation bonds, revenue bonds, and lease revenue bonds. General obligation bonds are issued for the acquisition or improvements of real property (e.g. sewers and water systems) and secured by local governments’ ability to levy property taxes. Revenue bonds are secured by the future revenues of the facilities they are financing; therefore, they are used to fund projects that will generate revenue, such as wastewater treatment facilities. Lease revenue bonds are issued by a nonprofit organization or a special authority that constructs a facility and leases it to the local jurisdiction. After bonds retire, facilities are turned over to the local jurisdiction.
- ◆ **Exactions.** Exactions are dedications of land, improvements, or impact fees imposed on new development to fund the construction of capital facilities.

In addition to the principal infrastructure funding mechanisms described above, the following funding opportunities can be used for infrastructure planning and implementation:<sup>7</sup>

- ◆ **California Department of Public Health- Safe Drinking Water State Revolving Fund.** The Safe Drinking Water State Revolving Fund provides low-interest loans to fund public water system planning and infrastructure projects.

---

<sup>7</sup> This discussion is summarized from the following source: California Office of Planning and Research, 2013, *Technical Advisory, Senate Bill 244: Land Use, General Plans, and Disadvantaged Communities*.

- ◆ **State Water Resources Control Board- Revolving Fund Program.** The Revolving Fund provides low-interest financing agreements for water quality projects, including wastewater treatment, local sewers, sewer interceptors, and stormwater treatment.
- ◆ **State Water Resources Control Board- Small Community Wastewater Grant Program.** The Small Community Wastewater Grant Program provides grants for the planning, design, and construction of publicly owned wastewater treatment and collection facilities to small communities with financial hardship.
- ◆ **Department of Water Resources- Integrated Regional Water Management Grant Program.** Integrated Regional Water Management is a collaborative effort to manage all aspects of water resources in a region. Funding for related infrastructure projects in the Oroville region is available from the Sacramento River Funding Area.
- ◆ **Sustainable Communities Planning Grant and Incentive Program.** The Department of Conservation manages competitive grants to promote sustainable community planning and natural resource conservation. The grant program provides an opportunity to improve and sustain the wise use of infrastructure and natural resources through a coordinated and collaborative approach.
- ◆ **US Department of Agriculture- Rural Development Grants and Loans.** Grants and loans are available through the US Department of Agriculture for predevelopment planning, water, wastewater, and emergency water assistance.
- ◆ **Community Development Block Grant Funds.** The US Department of Housing and Urban Development manages the Community Development Block Grant Program, which provides annual grants to address a wide range of unique community development needs.

#### ***D. General Plan Land Use Designations***

This section describes the General Plan land use designations for the Planning Area. These designations are intentionally broad enough to avoid duplicating City or County zoning regulations. Additionally, more than one zoning district may be consistent with a single General Plan use category.

Figure LU-6 illustrates the land uses designations for both of these areas and for the Planning Area outside of the SOI. Table LU-3 summarizes the acreage for each land use designation in the city limits and SOI. Although these lands are under the jurisdiction of Butte County, they demonstrate Oroville's vision for creating a seamless transition between City and County lands.

The boundary lines between most land use designations are delineated as specifically as possible, in most cases following parcel lines. The 20 land use designations described in this element establish a range and intensity or density of uses and are intended to help implement the future vision of the City of Oroville, while providing flexibility for development. For each of the relevant land use designations, these assumed densities and intensities are listed in Table LU-4. The land use designations also reflect the goals and policies in this General Plan. In this General Plan, standards of building intensity for residential uses are stated as the allowable range of dwelling units per net acre. Unlike gross acreage, which includes all land, net acreage excludes the land that is necessary for providing streets, services and rights-of-way. Typically, net acreage is about 20 percent less than the gross acreage.

Standards of building intensity for non-residential uses are stated as maximum floor-area ratios (FARs) based on net acreage. A FAR is a ratio of the gross building square footage permitted on a lot to the net square footage of the lot. For example, on a site with 10,000 square feet of land area, a FAR of 1.0 will allow 10,000 gross square feet of building floor area to be built. On the same site, a FAR of 2.0 would allow 20,000 square feet of floor area (e.g. two-story building with 100 percent of lot coverage, or a four-story building with 50 percent lot coverage), and a FAR of 0.4 would allow 4,000 square feet of floor area.

The goals, policies, and actions contained in this Element provide additional direction on how the various land use designations should be developed to contribute to the overall character and vision of Oroville.

### **1. Residential**

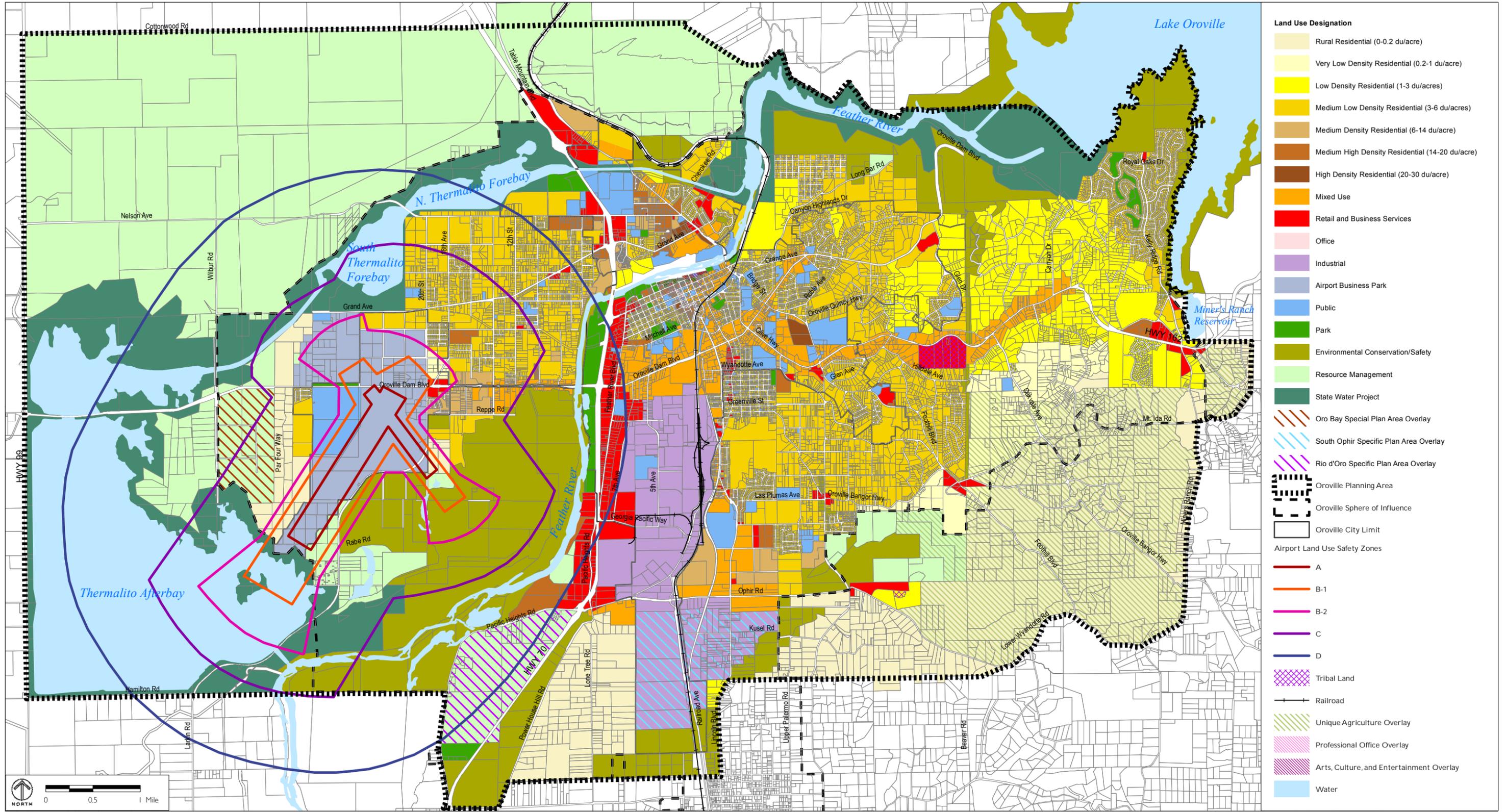
Residential areas provide locations for various types of housing throughout Oroville. Maximum densities for residential uses are expressed in numbers of units per net acre of developable land, provided that at least one housing unit may be built on each existing legal parcel designated for residential use. Second units permitted by local regulation and State-mandated density bonuses for provision of affordable housing are in addition to densities otherwise permitted. New residential projects shall meet or exceed the minimum density specified in the land

CITY OF OROVILLE  
 2030 GENERAL PLAN  
 LAND USE ELEMENT

TABLE LU-3 ACREAGE OF LAND BY 2030 GENERAL PLAN LAND USE DESIGNATION

<b>Land Use Designation</b>	<b>City Limits (Acres)</b>	<b>Sphere of Influence (Acres)</b>
Rural Residential Density	0	1,871
Very Low Density	24	927
Low Density	278	2,013
Medium Low Density	1,952	4,510
Medium Density	105	389
Medium High Density	151	235
High Density	63	0
Mixed Use	953	720
Retail and Business Services	541	507
Office	9	0
Industrial	1,458	489
Airport Business Park	949	280
Public Facilities and Services	752	193
Parks and Recreation	424	107
Environmental Conservation and Safety	164	5,099
Resource Management	0	1,620
State Water Project	75	3,106
<b>Total</b>	<b>7,897</b>	<b>22,066</b>

Source: PlaceWorks GIS, 2014.



Source Data: City of Oroville GIS, 2013.

NOTE: The Foothill Overlay is displayed in Figure LU-7.

FIGURE LU-6  
2030 GENERAL PLAN LAND USE DESIGNATIONS



TABLE LU-4 DENSITY AND INTENSITY OF LAND USE DEVELOPMENT

Land Use Designation	Allowable Range of Residential Density	Allowable Maximum Floor Area Ratio
Rural Residential Density	0 – 0.2 units per acre	
Very Low Density	0.2 – 1 units per acre	
Low Density	1 – 3 units per acre	
Medium Low Density	3 – 6 units per acre	
Medium Density	6 – 14 units per acre	
Medium High Density	14 – 20 units per acre	
High Density	20 – 30 units per acre	
Mixed Use	10 – 30 units per acre*	1.0*
Retail and Business Services		0.4 and 2.0 (Depending on location)
Office		0.4
Industrial		0.4
Airport Business Park		0.2 and 0.35 (Depending on location)

\* For those parcels with a Downtown Mixed Use zoning designation, the maximum residential density shall be 70 units per acre and the maximum FAR shall be 2.0 – 3.5 based on provision of amenities per Policy 2.8 in this Land Use Element.

use designation for that given area and shall not exceed the specified maximum density.

a. Rural Residential Density

This designation provides a transition between sparsely developed areas and the agricultural areas surrounding the community. This designation allows for a maximum of 0.2 units per net acre (one unit for every 5 acres) and encourages large lot development with a rural character, generally on the urban edge.

b. Very Low Density

This designation provides for sparsely developed areas surrounding the community. This designation may be either rural in character or developed as clustered lots if permanent open space is maintained and the overall density does not exceed 1.0 net unit per acre. This designation allows for 0.2 to 1.0 units per net acre.

c. Low Density

This designation provides a transition from lower densities at the edges of town to the higher densities in the center of the community. This designation allows for the development of land with a quasi-rural character. This designation allows for 1.0 to 3.0 units per net acre. Clustered lots as permitted in the Very Low Density category may be substituted, as long as the overall gross density does not exceed 3.0 units per acre.

d. Medium Low Density

This designation applies to more typical development patterns in areas that consist of single-family detached homes on ¼-acre lots. This designation applies to a significant portion of the area within the SOI. This designation allows for 3.0 to 6.0 units per net acre.

e. Medium Density

This designation provides opportunities for small lot single-family attached homes, duplexes and townhouses in the more urban areas that are found primarily within the city limits. Development patterns in these areas would allow for 6.0 to 14.0 units per net acre.

f. Medium High Density

This designation provides opportunities for townhouses, garden apartments, and apartment buildings that would typically be located in urban areas with major roads, adequate infrastructure, and amenities to support higher densities. This designation allows for 14.0 to 20.0 units per net acre.

g. High Density

This designation provides opportunities for townhouses, apartments and condominiums that would typically be found in specifically urban areas with major roads, adequate infrastructure and amenities to support higher densities. This designation allows for 20.0 to 30.0 units per net acre.

**2. Mixed Use**

Mixed use development allows and encourages different but compatible uses to be located in close proximity to each other. A common example is a single structure

or a group of physically integrated structures that combine residential uses with commercial, public, entertainment and/or office uses. In multi-story mixed use developments, the ground floor uses are predominantly nonresidential with the purpose of creating pedestrian activity. Since this designation allows for both residential and commercial uses a wider residential density range is established along with an appropriate FAR.

This designation applies to urban areas with major roads, adequate infrastructure and amenities to support higher densities. Townhomes, garden apartments, apartments and condominiums would typically be found in this designation. Single use commercial development may also be allowed by approval of the Planning Commission. Single use residential development is prohibited under this designation. This designation allows for 10.0 to 30.0 units per net acre and a maximum FAR of 1.0. When mixed-use development is located in the Downtown Historic Overlay District, as identified in the Oroville Municipal Code, Mixed Use shall have a maximum density of 70 units per net acre and a maximum FAR ranging from 2.0 to 3.5 based on amenities that are provided per Policy 2.8 in this Land Use Element.

### **3. Retail and Business Services**

This designation is intended to provide for business activities that offer goods and services to the community. This designation allows for a maximum FAR of 0.40, except in the Historic Downtown where an FAR of 2.0 will be allowed. Zoning districts specify where specific allowed uses, such as the production of goods, wholesale storage, and distribution facilities, may be located.

### **4. Office**

This designation provides spaces for offices that will have minimal adverse impacts upon immediate neighborhoods and residential character. Though limited in its application, this designation is applied in areas that are suitable for offices, but not retail businesses. Office commercial areas provide office sites for medical, legal, insurance, and similar uses. Business and professional offices are to be developed with a maximum FAR of 0.4.

### **5. Industrial**

This designation allows for general manufacturing and distribution in an environment that accommodates the needs of large-scale operations, some of which require extensive outdoor storage. Retail uses are excluded, except those oriented primarily to serving businesses or employees within the industrial area.

Adult-oriented businesses are also allowed in this designation. The maximum FAR for this designation is 0.4.

**6. Airport Business Park**

This designation allows for light manufacturing, limited industrial, food processing, wholesale trade and offices. Retail businesses and public services are permitted to a lesser extent and would generally be allowed as an accessory use. Outdoor storage is only permitted in limited amounts if heavily screened. Projects must maintain architectural and landscape standards normally associated with the term “business park” rather than “industrial area.” FAR range in this designation ranges from 0.20 to 0.35. Maximum FAR is 0.30 in the area bounded by Feather Avenue on the north, Oroville Dam Boulevard West on the south, 20<sup>th</sup> Street on the east and 24<sup>th</sup> Street on the west. Maximum FAR is 0.35 in all other areas.

**7. Public Facilities and Services**

This designation refers to schools, governmental offices, the Oroville Municipal Airport, local cemeteries and other facilities that have a unique public character. Governmental facilities that are similar to private offices or industrial facilities are not shown as public. Places of religious assembly are not shown on the General Plan Diagram.

**8. Parks and Recreation**

This designation refers to public parks, golf courses, or other appropriate recreational uses. A recreational vehicle park or campground may be permitted within areas designated for Parks and Recreation as a conditional use if deemed appropriate with surrounding uses and densities.

**9. Resource Management**

This designation refers to areas primarily devoted to agricultural use, including grazing, crop production and animal husbandry, and to areas which may contain significant resources, such as wetlands. Agriculture is permitted within areas designated as Resource Management with fewer restrictions on animal maintenance than in residential designations. Development is limited to one dwelling unit per legally created parcel.

**10. Environmental Conservation and Safety**

This designation denotes areas with significant wildlife habitat and/or physical development constraints. Examples include woodland or wetland open space, riparian corridors, the Oroville Wildlife Refuge, power transmission line corridors, areas of slope exceeding 30 percent, areas prone to landslide and areas prone to

100-year floods as designated by the Federal Emergency Management Agency (FEMA).

No subdivisions of land will be permitted for properties completely covered by an Environmental Conservation and Safety designation unless acceptable evidence is provided by the developer which demonstrates that the classification is not appropriate for the entire site. The Environmental Conservation and Safety overlay allows for one residential unit on each existing legal parcel provided there are suitable building site(s).

#### **11. State Water Project**

This designation refers to land areas of the State-owned Oroville-Thermalito Complex.

### ***E. General Plan Overlays***

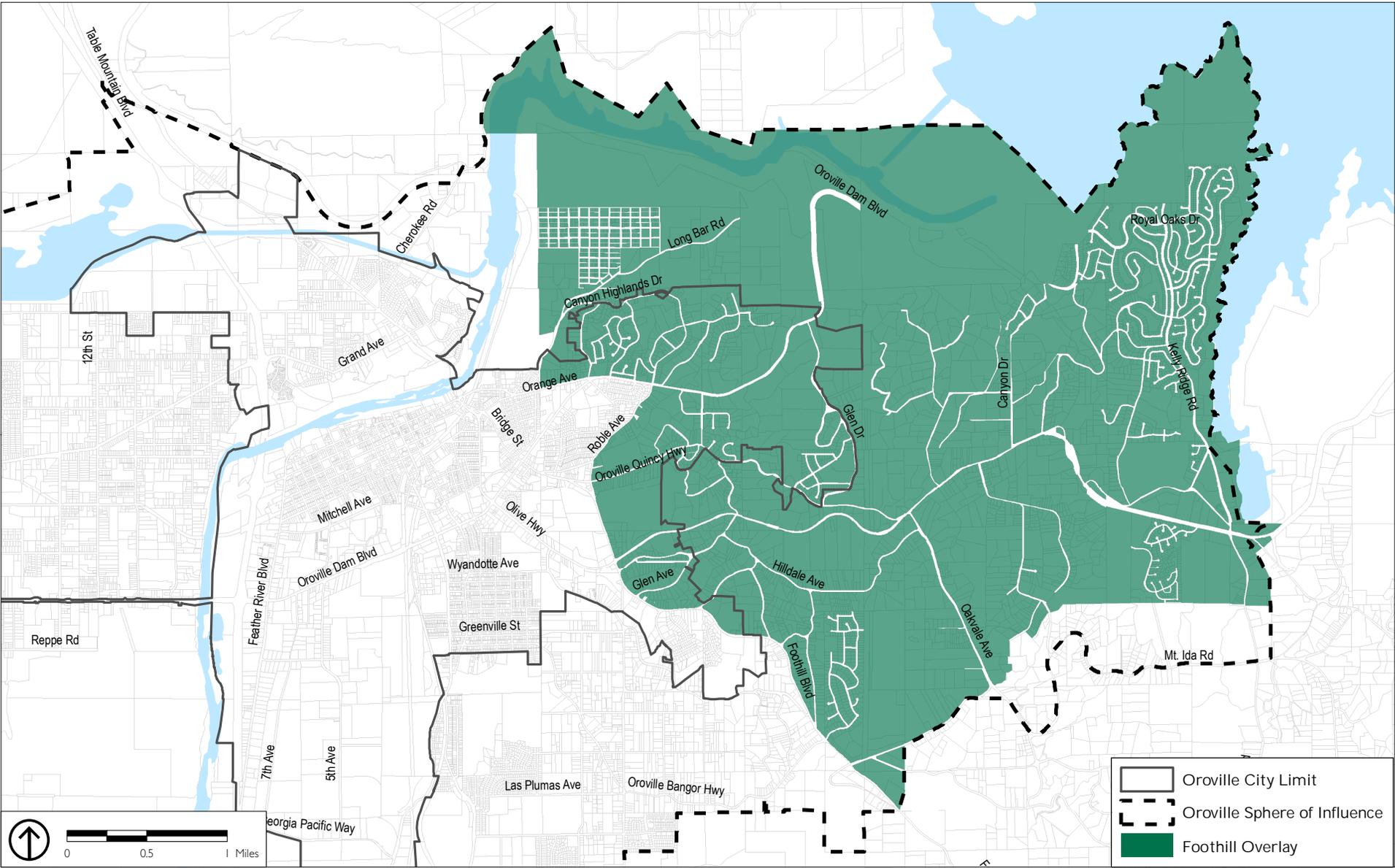
General Plan Overlays are applied over an underlying land use designation. The Unique Agriculture, Foothill, Professional Office, and Arts, Culture, and Entertainment Overlays described below provide more specific regulations and information than the underlying designation. The Specific Plan Area Overlays described below are applied to groups of parcels that will be developed in a cohesive manner that is consistent with the goals of this General Plan. Adoption of a Specific Plan will require a General Plan amendment and annexation into the city limits. Each Specific Plan must be developed in accordance with the land use designations described above and be representative of the goals, policies and actions in this General Plan. All General Plan Overlays are displayed in Figure LU-6, with the exception of the Foothill Overlay, which is shown separately in Figure LU-7 for better readability.

#### **1. Unique Agriculture Overlay**

This designation allows agricultural support and specialty agriculture uses to protect and promote small-scale agriculture, regardless of whether such uses are allowed in the underlying designation. Such uses include wineries, roadside stands, farm-based tourism, and ancillary restaurants and/or stores.

#### **2. Foothill Overlay**

As shown in Figure LU-7, the Foothill Overlay is applied to eastern areas of the city and SOI that are characterized by the foothill landscape and low density residential and open space uses. The intent of this Overlay is to consider the



Source Data: The Planning Center | DC&E, 2013.

FIGURE LU-7  
**FOOTHILL OVERLAY**

nature of this foothill landscape when planning for and conducting development, and to recognize that development is likely to happen slowly over time, affecting the cohesiveness of development in this area. The Foothill Overlay limits activities with high fire risk, and allows for rural roadway and sidewalk design standards while avoiding intermittent sidewalks which can result from inconsistent development patterns.

### **3. Professional Office Overlay**

The Professional Office Overlay allows professional office uses in addition to the uses allowed by the underlying designation. Such uses include offices for accountants, attorneys, commercial art, design services, news services, photographers, counselors, psychologists, engineers, real-estate agents, and other similar professions. The Professional Office Overlay is applied to areas designated for residential uses along Montgomery Street west of Oak Street.

### **4. Arts, Culture, and Entertainment Overlay**

The Arts, Culture, and Entertainment Overlay is applied to the City's Historic Downtown, and is intended to bolster Oroville's position as a tourist and recreational destination by providing amenities that recreational enthusiasts and tourists can enjoy. Additionally, the Arts, Culture, and Entertainment Overlay seeks to plan for appropriate development of the Feather River waterfront to stimulate high-quality commercial, retail, and restaurant establishments in order to provide an enjoyable atmosphere; re-establish the Oroville Historic Downtown as an art, cultural, entertainment, employment, and residential center for the region by incorporating the Feather River; and establish a community gathering place to enjoy shopping, dining, various museums, and live entertainment in a safe and vibrant destination. The Arts, Culture, and Entertainment Overlay allows uses that support these goals, regardless of the underlying designation.

### **5. Oro Bay Specific Plan Area**

The Oro Bay Specific Plan will determine the mix of uses that will occur on the 409-acre site within the limits identified in this General Plan. This Specific Plan will limit development to not more than 2,400 dwelling units of mixed residential types. Commercial areas for this Specific Plan are limited to 5 acres of Retail and Business Serving designation to be located along the Highway 162 frontage. The uses would include, but are not limited to, grocery store, drug store or convenience store; a bakery, deli, coffee shop, or café; a gas/service station; a drycleaner, hair salon, health club, or similar neighborhood retail service. The Specific Plan will specify a maximum permissible FAR of 0.4 for the proposed retail use.

#### **6. Rio d'Oro Specific Plan Area**

The Rio d'Oro Specific Plan will determine the mix of uses that will occur on a 647-acre site in the southern Oroville area, encompassed by Highway 70, Pacific Heights Road and Vineyard Lane. This Specific Plan will limit development to not more than 2,700 dwelling units of mixed residential types. Commercial areas for this specific plan are limited to 30 acres of Retail and Business Serving designation to be located along the northern portion of the Specific Plan area. The uses would include, but are not limited to, grocery store, drug store or convenience store; a bakery, deli, coffee shop, or café; a gas/service station; a drycleaner, hair salon, health club, or similar neighborhood retail service. The Specific Plan will specify a maximum permissible FAR of 0.4 for the proposed retail use.

#### **7. South Ophir Specific Plan Area**

The South Ophir Specific Plan will determine the mix of uses that will occur in a 784-acre area, in the southern Oroville area along both Lincoln Boulevard and Baggett Palermo Road south of Ophir Road, north of Messina Road, east of Lone Tree Road, and west of Upper Palermo Road. A primary goal of the Specific Plan is to provide a mix of uses that includes a business/technology park complex for clean industry.

The amount of development to be included in this area is not set. For environmental review purposes, a minimum of 150 to a maximum of 300 acres of land are assumed to be dedicated to development of the industrial park component. Not more than 1,500 dwelling units of mixed residential types may also be included. Commercial areas for this Specific Plan are limited to the Retail and Business Serving designation and would include uses such as a grocery store, drug store or convenience store; a bakery, deli, coffee shop, or café; a gas/service station; a drycleaner, hair salon, health club, or similar neighborhood retail service. The Specific Plan assumes a maximum permissible FAR of 0.4 for the proposed industrial and retail uses.

#### ***F. Goals, Policies, and Actions***

The Land Use Element framework of goals, policies, and actions address managing growth, Oroville's Historic Downtown, residential areas, commercial and office needs, industrial areas, public and quasi-public uses, and visitor services.

## 1. General Land Use

<b>Goal LU-1</b>	<b>Provide for orderly, well-planned, and balanced growth consistent with the limits imposed by infrastructure and the City's ability to assimilate new growth.</b>
------------------	---

### Policies

- P1.1 Establish a logical methodology for annexation of land into the City that will reduce “island effects” and provide a more coherent city limit boundary. Annexations shall be coordinated with the appropriate property owners and service providers and in substantial conformance with Butte LAFCO Guidelines.
- P1.2 Establish logical jurisdictional boundaries for the City. Work with service districts to provide services to facilitate property owner requests for annexation of properties within the City's Sphere of Influence.
- P1.3 Ensure that all new development pays its fair share in financing of public facilities and services.
- P1.4 Link the rate of growth in Oroville to the provision of adequate services and infrastructure, including schools, roadways, police, fire and medical services, and water supply and wastewater treatment infrastructure to ensure that new development will not negatively impact existing infrastructure and level of services.
- P1.5 Encourage non-conforming land uses to relocate or redevelop in accordance with current land use and zoning designations.
- P1.6 Ensure all new development conforms to current land use and zoning designations.
- P1.7 Require preparation and approval of Specific Plans for large newly developing areas on the periphery of the City prior to annexation and development of these areas. At a minimum, Specific Plans shall be prepared for the Rio d'Oro, Oro Bay, and

South Ophir Road Specific Plan Areas as mapped in Figure LU-6. Specific Plans shall comply with the requirements of this Land Use Element.

- P1.8 Require new specific plans to provide sufficient employment generating land uses to achieve a jobs-to-housing balance equal to the level provided in the incorporated communities of Butte County.
- P1.9 Support infill development by encouraging eligible infill projects to use the streamlined CEQA review provisions allowed by Senate Bill 226. Eligible infill projects are described in Appendix M of the CEQA Guidelines.<sup>8</sup> Eligibility is based on performance standards such as on-site renewable power generation and proximity to transit.
- P1.10 Review Butte County General Plan Updates, General Plan Amendments, and major development project proposals within the Sphere of Influence, and inform County staff of project/plan consistency with this General Plan and City regulations.

#### Actions

- A1.1 As required by law, update the Citywide Municipal Services Review as the City's population and employment base grows to identify what new or expanded public facilities and services are needed to adequately meet the needs of both existing and projected new development.
- A1.2 Review and revise, as necessary, the Development Code to ensure its consistency with this General Plan.

---

<sup>8</sup> Appendix M of the CEQA Guidelines is available at [http://opr.ca.gov/docs/Appendix\\_M\\_feb2013.pdf](http://opr.ca.gov/docs/Appendix_M_feb2013.pdf).

## 2. Historic Downtown

<b>Goal LU-2</b>	<b>Develop an economically vital, pedestrian-oriented Historic Downtown that includes retail, office, residential, civic, cultural, and recreational uses.</b>
------------------	--

### Policies

- P2.1 Preserve and enhance the Historic Downtown and its adjoining historic residential neighborhoods.
- P2.2 Promote development that maintains and reinforces the Historic Downtown as the geographic and economic center of Oroville.
- P2.3 Encourage the addition of housing and visitor accommodations within walking distance of the Historic Downtown.
- P2.4 Encourage concentration of local-serving offices in and near the Historic Downtown.
- P2.5 Encourage the location of businesses, services and civic facilities in the Historic Downtown that provide entertainment, visitor services and cultural enrichment and extend the hours during which the Historic Downtown is an active place.
- P2.6 Encourage restoration and reuse of Historic Downtown buildings.
- P2.7 Promote mixed-use development in the Historic Downtown by allowing higher densities and intensities of development.
- P2.8 Allow higher FARs in the Historic Downtown for mixed-use projects that benefit the community, such as by beautifying or improving wayfinding in the Downtown; providing pedestrian, bicycle, or transit amenities; providing arts or cultural amenities; or incorporating programs or measures to reduce commute trips, prevent crime, or improve sustainability.

Actions

- A2.1 Create a Historic Downtown housing program, possibly using funds from the federal Community Development Block Grant program.
- A2.2 Develop and implement a capital improvement program to upgrade the Historic Downtown's physical infrastructure, such as sidewalks; curbs; water; sewer and drainage facilities; and parking facilities.
- A2.3 Conduct a feasibility study regarding the installation of data conduit or a wireless system in the Historic Downtown to allow for high speed internet access, and install such a system if feasible.

**3. Residential**

<b>Goal LU-3</b>	<b>Provide housing in a range of residential densities and types to address the housing needs of all segments of the community, including all income groups expected to reside in Oroville.</b>
------------------	---

Policies

- P3.1 Provide for development of multi-family housing in parts of the Planning Area where topography, noise and infrastructure are appropriate, particularly along collector and arterial streets and within easy walking distance of the Historic Downtown and public facilities.
- P3.2 Promote the development of cohesive neighborhoods with distinct characters and with adequate park land and other neighborhood serving public facilities. For areas over 100 acres, the City may require the preparation of a Specific Plan.
- P3.3 Discourage large residential development that has the look and feel of a single project; do not have variation in terms of

densities, building typology and design, or lacks the distinct character of the surrounding neighborhood.

- P3.4 Provide for the development of affordable housing to meet State requirements for very-low, low and moderate-income households.
- P3.5 Encourage removal of visible household clutter that has a blighting effect in some neighborhoods.
- P3.6 Prohibit detached single-family homes in the R-3 High Density Residential, RP High Density Residential/Professional, and R-4 Urban Density Residential districts. Areas zoned as R-3 High Density Residential, RP High Density Residential/Professional, and R-4 Urban Density Residential should be preserved for higher density housing, especially rental housing.
- P3.7 Encourage new residential development patterns that do not hinder or limit industrial or commercial development.

Actions

- A3.1 Prepare and adopt appropriate residential design guidelines or subdivision regulations to encourage and entice creative and functional multi-family residential projects.
- A3.2 Amend the Zoning Code to ensure that the housing types allowed in each zoning district are consistent with the density ranges identified in the 2030 General Plan.

**4. Commercial and Office**

<b>Goal LU-4</b>	<b>Provide adequate land for and promote the development of attractive commercial areas and uses that provide goods and services to Oroville residents, employees, and visitors.</b>
------------------	--

Policies

- P4.1 Maintain Oroville Dam Boulevard and Olive Highway between Highway 70 and Foothill Boulevard as one of the Planning Area's primary retail districts.
- P4.2 Continue to encourage mixed use areas along arterials where such developments would be most appropriate, considering issues such as topography, traffic safety and the amount of sight distance available.
- P4.3 To the extent possible, utilize office designations as a buffer between the commercial uses along major arterial roads and residential uses.
- P4.4 Encourage small neighborhood grocery stores that provide healthy foods and everyday needs close to residential areas.
- P4.5 Provide final site plan approvals for shopping centers only after the expression of interest by appropriate major tenants, Chamber of Commerce, other groups, and individuals has been demonstrated and when the project plans are consistent with the design guidelines applicable to the site.

Actions

- A4.1 Adapt, expand, and target existing small business development programs to provide training, promotion, and technical, financial and business assistance to small neighborhood grocery and convenience stores that provide healthy food and accept Supplemental Nutrition Assistance Program (SNAP or CalFresh) and Supplemental Nutrition for Women, Infants and Children (WIC).

## 5. Industrial

<b>Goal LU-5</b>	<b>Encourage diverse industrial environments that will appeal to a broad range of manufacturers and distributors, and provide opportunities for the operation of profitable businesses in Oroville.</b>
------------------	---

### Policies

- P5.1 Maintain zoning, design guidelines and operating standards for industrial uses that promote a community commitment to high aesthetic standards.
- P5.2 Locate new industries that require extensive outdoor storage and open structures, or that produce emissions which may be detectable off-site, in the appropriate industrial areas.
- P5.3 Locate only industries that are compatible with nearby residential areas in the area east of the mainline Union Pacific Railroad.
- P5.4 Require, as necessary, the installation of physical buffers, such as low maintenance solid masonry or decorative block walls and drought-tolerant landscaping, in conjunction with the development of industrial or residential projects along Lincoln Boulevard (generally between Wyandotte Avenue and the south side of Ophir Road) where residential and industrial land uses may interface, or in other locations in the City where potentially conflicting land uses may be adjacent to one another.
- P5.5 Encourage the development of flexible industrial space to accommodate a variety of industrial use and business size.

## 6. Public and Quasi-Public Uses

<b>Goal LU-6</b>	<b>Provide adequate land for development of public and quasi-public uses to provide necessary public services and facilities in support of existing and new residential, commercial, and industrial land uses.</b>
------------------	--

### Policies

- P6.1 Designate adequate, appropriately located land for City, County, special district, and school district facilities, particularly through the Specific Plan and Master Plan processes.
- P6.2 Promote the clustering of public and quasi-public uses such as schools, parks, trails, child care facilities, and community activity centers. Joint use of public facilities shall be promoted, and agreements for sharing costs and operational responsibilities among public service providers shall be encouraged.
- P6.3 Encourage the development and operation of childcare facilities.
- P6.4 Encourage the development and operation of senior assisted-living facilities.

### Actions

- A6.1 Periodically update the City General Plan to ensure adequate, appropriately-located land for quasi-public uses such as medical facilities, churches, public, and private school facilities and utility uses.
- A6.2 Strongly encourage Oroville Hospital and adjoining landowners to prepare a long-range development plan for the Medical Center neighborhood. Issues to be addressed should include:
  - ◆ Long-term space needs for the hospital, medical offices, care facilities if appropriate, and parking and landscaping.
  - ◆ The possibility of expanding parking and storage under or near power transmission lines to make land available for

hospital expansion or other uses, such as bicycle and pedestrian trails.

## 7. Visitor Services

<b>Goal LU-7 Foster Oroville’s role as a regional and statewide visitor destination.</b>
--

### Policies

- P7.1 Encourage the concentration of visitor accommodations on Feather River Boulevard from Bed Rock Park south and on sites overlooking and relating to the Feather River.
- P7.2 Maintain easy access to and from the Highway 70.
- P7.3 Promote traveler-services clusters at freeway interchanges.
- P7.4 Encourage development of bed and breakfast accommodations in historic residences to expand visitor choice and promote the preservation and restoration of Victorian homes.

### Actions

- A7.1 Develop and implement a plan to allow the establishment of Bed and Breakfast visitor accommodations in and adjacent to the Historic Downtown area.

CITY OF OROVILLE  
2030 GENERAL PLAN  
LAND USE ELEMENT

## 4 COMMUNITY DESIGN ELEMENT

*The City of Oroville has a wide array of neighborhood areas with distinct characteristics that create a unique sense of place with small town qualities. The purpose of the Community Design Element is to identify, protect, and enhance the positive characteristics of Oroville's built environment that contribute to a high quality of life for its residents.*

The Community Design Element translates the two-dimensional Land Use Element into the third dimension by specifying how new development should look, feel, and function. The Community Design Element includes important concepts and guidelines that apply to the type, location, and character of both private and public development projects for new and existing areas of the city. This Element includes principles, goals, objectives, policies, actions, and concepts to maintain and enhance the City of Oroville's unique character as it relates to both the physical design of the City and quality of life.

This Element is organized into three sections as follows:

- ◆ **Community Design Principles.** Discusses community design principles that are intended to guide and shape new public and private development.
- ◆ **Existing Community Design and Character.** Provides a brief overview of the existing urban design characteristics of Oroville.
- ◆ **Goals, Policies, and Actions.** Provide additional guidance to the City related to decisions on public and private development.

### ***A. Community Design Principles***

The principles that contribute to people's understanding of their communities as unique places have evolved over many years. This section includes urban design principles that reflect the existing character of Oroville and are intended to guide and shape new development as the city grows.

Many of the principles in this section come from New Urbanism and Smart Growth movements. "New Urbanism" advocates for urban development that is responsive to the human scale and human activities from a regional perspective down to the design of individual buildings. "Smart Growth" contributes to the development of communities that are both economically and socially sustainable. Concepts from these urban design practices can help create vibrant and memorable places by shaping the three-dimensional form of new development.

The following provides a basic overview of each of these approaches, which could inform future development in Oroville.

### 1. New Urbanism

The New Urbanism movement has developed in the past two decades as a response to the development of communities that lack a strong sense of place and are built at the expense of existing central cities. The New Urbanist approach encourages both new development and the retrofitting of existing communities to embody a sense of place, thereby creating communities that reflect and enhance the diversity and heritage of specific places.

The principles of New Urbanism are emphasized at three scales:

- ◆ **The Region.** A region comprises a number of cities, towns, and communities, and each is defined by clear distinctions between the urban development and the surrounding rural environment.
- ◆ **Neighborhood, District, and Corridor.** At this scale, individual communities are recognized as comprising a series of pedestrian-friendly neighborhoods with a mix of land uses. There is a range of housing types and transit opportunities. Transit-supportive development is focused along corridors. Open space is a significant component in the definition of neighborhoods. Section B of this Community Design Element describes Oroville’s neighborhoods, districts, and corridors.
- ◆ **Block, Street, and Building.** At this scale, the details of the built environment—defined both by architectural and landscaping details—are proportioned to the scale of a pedestrian. Block dimensions and building designs place equal emphasis on pedestrian and vehicular uses. These more detailed design principles are addressed in Oroville’s Development Code and Design Guidelines.

### 2. Smart Growth

The concept of “smart growth,” an alternative to conventional suburban development, seeks to design vital, sustainable neighborhoods that meet the needs of many different people, regardless of their income level or transportation choices. There are a number of design and development goals that adhere to the principles of smart growth. Particularly relevant to the development history and future potential of Oroville are the goals described below.

- ◆ **Mix of Land Uses.** One of the defining characteristics of sustainable neighborhood design is the mixing of different, complementary land uses. Instead of separating residential areas from commercial development, neighborhoods provide space near peoples' homes for useful services; civic buildings, such as schools; and places where people can gather in their free time. Neighborhoods have schools within walking distance of children's homes, and include housing near workplaces so that residents can avoid a long commute to their jobs.
- ◆ **High Connectivity.** A neighborhood that follows the principles of smart growth will offer many different ways for people to get around. Instead of streets that form loops and cul-de-sacs, forcing people to make long detours, a highly connected network of streets creates several direct routes to any destination. A connected street pattern also provides drivers with a variety of route choices, which leads to less traffic buildup on major streets and at busy intersections. Sidewalks and bicycle lanes provide safe routes for people who choose to walk or bike to nearby destinations.
- ◆ **High-Quality Development.** All types of development that follows smart growth principles can enhance the character of a neighborhood. In a smart growth neighborhood, retail buildings are located adjacent to sidewalks, framing the street's public space and encouraging people to walk from shop to shop. They include architectural details that make the buildings more attractive and more compatible with the surrounding development. Single-family houses emphasize the front door frontage to the street rather than garages, and apartment buildings use varied building forms to give a sense of the individual dwelling units they contain. In addition, all types of development incorporate the principles of Crime Prevention through Environmental Design (CPTED) by delineating private and public spaces, enhancing visibility, controlling property access, and ensuring adequate property maintenance.
- ◆ **Range of Housing Types.** Smart growth principles lead to neighborhoods with different types and sizes of dwelling units that accommodate all parts of the population. Different types of housing are distributed throughout the neighborhood. For example, single-family houses are often located near townhouses and well-designed apartments. As people's needs change—for example, when a woman has her first child, or when an older couple decides to find a smaller house after their children move out—the variety of housing types allows people to find new places to live within the same neighborhood, so that they can continue to live near friends and neighbors.

- ◆ **Housing Affordability.** A neighborhood that follows smart growth principles is not restricted to people with high incomes. Affordable housing is an integral part of the neighborhood, and it is distributed throughout the neighborhood so that people with different income levels can live on the same street, or even in the same building. Affordable housing units are designed to fit well with their surroundings and to be as long-lasting as market-rate housing units. Policies addressing housing affordability in Oroville are included in the 2009 Housing Element, which is being updated as of 2015.

### 3. Key Urban Design Concepts

Urban design addresses the image or character of a city's built form. It considers the relationship between the location of uses that helps to achieve a strong sense of place. That sense of place is highly dependent on the visual appearance and development character of the built environment. Urban design principles that should be followed to attain a strong sense of place and unique community character are described below.

- ◆ **Human-scale Design.** People feel most comfortable and secure in environments that are designed at the scale of the individual. At a neighborhood level, this translates into shorter block lengths that are walkable and provide more connections throughout a neighborhood. At a site or building design level, human-scale design involves the massing of buildings, articulation of building facades, organization of buildings on a site, landscaping of public and private areas, and the use of color and materials. Generally, this means avoiding or minimizing the use of soundwalls and cul-de-sacs in future residential development and ensuring that future retail, office, and commercial development presents an attractive "face" to the street.
- ◆ **Nodes.** A node is a focal point or meeting place where people might gather. Examples of nodes include a popular shopping area or a plaza, park, or community center. The crossing of significant streets, particularly those with transit lines, can also be a node. Nodes are important components of a community because they provide a common location for people to meet, talk, shop, and play.
- ◆ **Edges.** Edges help to define space; in built environments, they can be created by buildings or rows of trees. Edges can have differing degrees of permeability. For example, an edge created by a wall would be considered "impermeable." A building can create a "semi-permeable" edge with a feature such as a columned arcade, which allows people visual and physical access between the sidewalk area and the private property. Ensuring that buildings, trees, or other

architectural features provide edges or definition to the street enhances the vitality and feeling of safety and security in urbanized areas. Edges are particularly important in areas with high pedestrian traffic, such as a downtown. As a whole, cities are defined by their edges. Edge conditions can be “hard,” where there is an abrupt or clearly defined transition between urban and rural areas, or “soft,” where the transition between urban and rural is more gradual or smooth.

- ◆ **Development on Corners.** On parcels located at roadway intersections, development should be built at the outside corners in order to enclose the space and provide greater definition to the intersection, particularly for pedestrians. Ensuring that buildings are designed to occupy the corners of parcels at street intersections will enhance the visual quality and the safety of the pedestrian environment.
- ◆ **Pedestrian Orientation.** Designing places that are pedestrian-oriented rather than automobile-oriented often creates a stronger sense of place, because it encourages people to use public spaces. Pedestrian orientation involves providing good physical connections between destinations, a mix of uses where possible, and a safe walking environment. In terms of building design, pedestrian orientation can be achieved by orienting buildings to the street and providing pedestrian amenities such as awnings, benches, and attractive street lighting.
- ◆ **Visual Landmarks and Gateways.** Visual landmark or gateways are physical elements by which people orient themselves and can help create a unique identity for an area. Examples of visual landmarks include statues, major works of public art, historic buildings, water towers, significant landscaping or land forms, and other easily identifiable features. Gateway design treatments can include fountains, attractive signage, or natural features such as rows of trees.

#### 4. Livable Street Design

A key goal of the Community Design and Circulation Elements of this General Plan is to maintain the quality and character of Oroville’s streets and to preserve the safety of schoolchildren, pedestrians, and cyclists along those streets, while also allowing for efficient movement of commuters and trucks.

Most streets can be designed or improved to provide sidewalks, bicycle facilities, street trees, and on-street parking while continuing to allow adequate traffic flow.

## ***B. Existing Community Design and Character***

This section provides an overview of the existing community design and character of Oroville's various neighborhoods, districts, corridors, and preserves. By examining the built environment in Oroville's SOI, one can understand the ways in which the City has developed and the opportunities that are present to guide future development. This understanding will help direct future improvements to the City's character and built form. For the purposes of this analysis, the City has been divided into a series of geographic areas. They have been classified into four categories based on the nature of the development and use in each area. These areas, illustrated in Figure CD-1, include Neighborhoods, Districts, Corridors, and Preserves.

### **1. Communitywide Design**

In Oroville, as in many other American cities, conventional zoning codes and high dependence on the automobile, particularly since World War II, have contributed to urban development that lacks a connection to the city's history and natural character. The manner in which streets and buildings have been designed and developed greatly affects the image that people will have of their city.

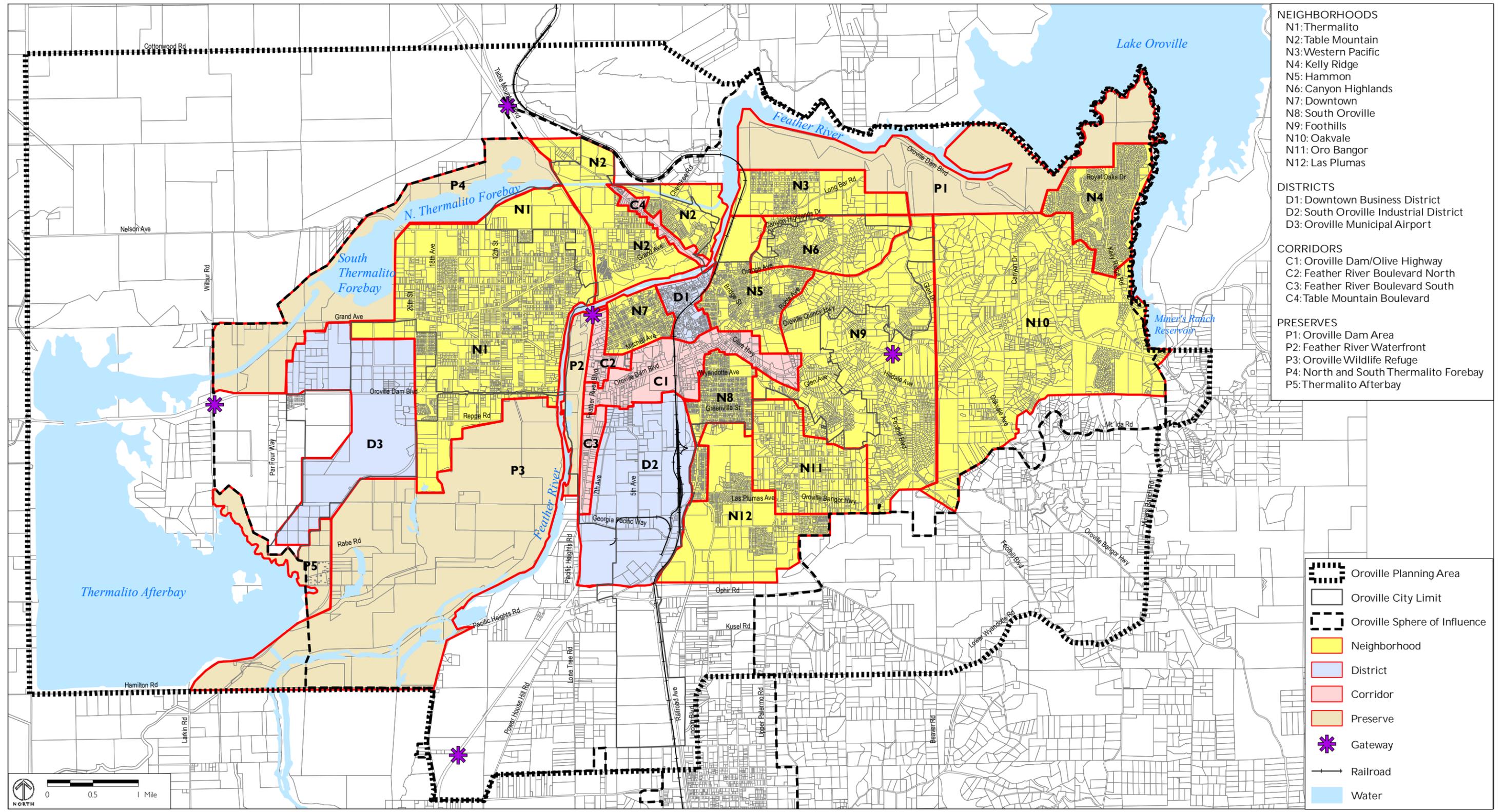
By examining the built environment in Oroville's Planning Area, one can understand the ways in which the City has developed and the opportunities that are present to guide future development. This understanding will help direct future improvements to the City's character and built form.

### **2. Neighborhoods**

Neighborhoods are generally defined as those areas where residential land uses predominate. Each neighborhood contributes to Oroville's unique urban form. The sections below describe Oroville's individual neighborhoods.

#### **a. Thermalito**

Most parts of the Thermalito Neighborhood have a rural character, with post-World War II ranch houses built on large, deep lots. Additionally, the neighborhood contains pockets of more recent single-family development, which typically have a very different, more suburban character. Streets outside of these more recently-built areas typically have drainage ditches and gravel strips in place of sidewalks, curbs, and gutters.



Source: City of Oroville GIS, 2005 and DC&E, 2006.

FIGURE CD-1

EXISTING CORRIDORS, DISTRICTS, NEIGHBORHOODS, PRESERVES



b. Table Mountain

The Table Mountain Neighborhood is generally a modern, suburban area, built in the decades following World War II. The areas around Table Mountain Boulevard, which crosses the neighborhood, have seen a great deal of infill development in recent years, comprised primarily of single-family homes. Recent development has also included apartment buildings.

c. Western Pacific

Although the Western Pacific Neighborhood was subdivided with small residential lots and connected by a grid of streets, this pattern of development is not well suited to the neighborhood's rolling topography and craggy outcrops. As a result, many lots in this neighborhood remain undeveloped and densely forested. Manufactured and mobile homes comprise much of the existing development. Most of the planned streets do not exist, and those that do are generally unpaved.

d. Kelly Ridge

The Kelly Ridge Neighborhood's hillside location near the Oroville Dam provides views of both Historic Downtown Oroville and Lake Oroville. This suburban enclave is a mixture of post-World War II housing types, predominantly ranch homes with large parking bays for automobiles and boating vessels.

e. Hammon

The Hammon Neighborhood has an eclectic mixture of housing styles compared with other neighborhoods in Oroville. In particular, houses on Hammon Avenue use a variety of materials and recall many different architectural periods. Hammon Avenue is unusually narrow for a residential street in Oroville, yet it accommodates parking on both sides of the street, along with sidewalks and a few small street trees. Other parts of the Hammon Neighborhood have more typically suburban housing styles and street patterns.

f. Canyon Highlands

The Canyon Highlands Neighborhood is composed primarily of large, suburban homes, along with a few houses built in more ornate architectural styles. This neighborhood's street layout and site planning are typically oriented towards the views created by the neighborhood's hillside location.

g. Historic Downtown

This Historic Downtown is a combination of distinct residential and business areas that have served the needs of Oroville's residents' since the City's founding. The

areas labeled N7 and D1, as identified in Figure CD-1, depict the geographic area that is generally considered the Historic Downtown.

The residential neighborhood portion of the Historic Downtown is built on a grid of streets, like many other American cities that were founded in the 1800s. Most of the neighborhood's one- and two-story houses were built before World War II. Many streets have closely-planted street trees that provide shade for streets and sidewalks. The street configuration typically includes one lane of traffic and parking in each direction, providing space for residents to park their vehicles. The design of the homes has historically included front porches and other architectural features that emphasize a human-scale, although those types of details are not as evident in recent construction. This neighborhood is bordered by the Feather River along its northern edge. Although the river's flood-control levees separate the neighborhood from the river, implementation of the City's Riverfront Master Plan could improve connections across the levee.

h. South Oroville

The South Oroville Neighborhood's streets form a grid pattern, similar to streets in the Historic Downtown neighborhood. This neighborhood has a discontinuous network of sidewalks, with sidewalk sections replaced by drainage ditches or gravel-covered areas along many streets. There are few street trees and other plants within the public right-of-way. Most houses are small, single-story buildings, often manufactured homes. Myers Street provides space for some neighborhood-serving retail businesses, such as small convenience stores, as well as less neighborhood-oriented uses, such as shops selling tires and other automobile parts. Myers Street is also the location of the El Medio Fire Protection District's fire station.

i. Foothills

The Foothills Neighborhood is a predominantly rural area, with large, deep lots set among the oak woodlands. There are some pockets of newer, larger, and more suburban houses, along with a senior apartment complex, dispersed throughout its curvilinear network of streets.

j. Oakvale

The Oakvale Neighborhood is a hilly area with a sparse network of streets, separated by large stands of oak woodlands. Many of the neighborhood's single-family homes have dense vegetation in their front yards, creating an impression that almost none of the neighborhood has been developed. Homes are generally built on large, deep lots, and the neighborhood's streets rarely have sidewalks or street trees.

k. Oro Bangor

The Oro Bangor Neighborhood is a largely rural area to the southeast of the South Oroville Neighborhood. The area is sparsely developed with single-family homes on large, deep lots, and streets typically lack sidewalks and landscaping. Some homeowners take advantage of their large yards by keeping horses and other livestock on their properties.

l. Las Plumas

The Las Plumas Neighborhood is a mix of post-World War II suburban clusters dispersed among large, undeveloped lots, some of which were once orchards, in a generally flat plain below the foothills. These clusters are developed largely with 1960s and 1970s ranch homes, with garages and wide driveways that dominate their facades.

### 3. Districts

A district contains—or has the potential to provide—a mix of land uses with a greater percentage of retail, office and job-generating land uses than is generally found in a conventional suburban neighborhood. The sections below describe Oroville’s individual districts:

a. Historic Downtown Business District

The Historic Downtown Business District is Oroville’s historic center. It includes civic buildings such as the Municipal Auditorium, City Hall and a branch of the County library. The district’s streets are often planted with street trees, and bulbouts at corners provide additional greenery and benches where people can sit. Although parts of this district are listed on the National Register of Historic Places, the district’s character changes towards the south and east, shifting to newer architectural styles and more auto-oriented patterns of development.

Trails and overlooks provide access to the Feather River at the district’s northern edge. The Riverfront Master Plan proposes additional enhancements to this district’s connection with the river.

b. South Oroville Industrial District

The South Oroville Industrial District, located south of Highway 162 and east of Highway 70, includes a variety of industrial businesses, ranging from machine rental businesses to large metalworking shops. The district also includes commercial businesses that are unrelated to industrial uses, such as the Feather River Cinemas, along with several historic cemeteries. Much of the district is undeveloped, with large, vacant lots that are not served by utility connections or public streets. On the

eastern edge of the district, there are several spurs from the Union Pacific rail line that serve industrial businesses.

c. Oroville Municipal Airport District

The Oroville Municipal Airport District is located along Highway 162, west of Thermalito. This district encompasses the airport as well as the Airport Business Park, a cluster of light industrial and office buildings. While the Airport Business Park includes several attractively-landscaped buildings that are occupied by thriving businesses, it also has several vacant buildings and undeveloped parcels.

#### 4. Corridors

Corridors are linear districts in that they contain—or have the potential to provide—a mix of land uses to a greater degree than a neighborhood, but the focus of their development pattern is linear. Corridors are usually distributed along a significant street or transit line. The sections below describe Oroville’s individual corridors:

a. Oroville Dam Boulevard and Olive Highway Corridor

The Oroville Dam Boulevard and Olive Highway Corridor forms the main east-west connection through the Planning Area. It consists of automobile-oriented, “strip” retail development along the portions of Highway 162 between Highway 70 and Foothill Boulevard; much of Oroville’s commercial land supply is concentrated along this corridor.

b. Feather River Boulevard North Corridor

The Feather River Boulevard North Corridor, located between Montgomery Street and Oroville Dam Boulevard, parallels Highway 70 and is generally more intensely developed than other parts of Feather River Boulevard. The shopping centers along the corridor include large, deep lots with large parking areas and a number of vacant or underutilized storefronts and buildings. There is also a concentration of motel buildings along this corridor.

c. Feather River Boulevard South Corridor

The Feather River Boulevard South Corridor is located between the Georgia Pacific exit from Highway 70 and Oroville Dam Boulevard. Lots along this corridor are relatively small, and development is more sparse here than along the Feather River Boulevard North Corridor. Although the Feather River Cinemas are located along this corridor, most of the existing businesses are light industrial uses, such as mini-storage facilities and equipment rental. Most parts of this corridor lack sidewalks, but there are large, mature street trees in several places along the street.

d. Table Mountain Boulevard Corridor

The Table Mountain Boulevard Corridor is occupied largely by low-intensity, automobile-oriented businesses, as well as some vacant commercial sites. The corridor also includes newly-constructed multi-family residential buildings and single-family homes. In addition, a county building housing the Department of Employment and Social Services is located along the corridor near East Grand Avenue. There are few streetscape improvements along the corridor.

**5. Preserves**

Preserves are single-use areas that are not likely to change in form, character or use in the near future. By the nature of their existing land use, preserves have little or no chance of providing a mix of land uses or access via circulation or transportation networks. The sections below describe Oroville's individual preserves:

a. Oroville Dam Area

This area includes the steeply-sloped hillsides around the dam. This area could provide passive open space recreation opportunities for Oroville residents.

b. Feather River Waterfront

The Feather River waterfront is located between Highway 70 and the Feather River, and it includes Riverbend Park, which is managed by the Feather River Recreation and Park District. The Feather River Waterfront area contains other active and passive recreation opportunities, including the multi-use Brad Freeman Trail that follows the river.

c. Oroville Wildlife Refuge

The refuge begins at Highway 162, between the Feather River to the west and the Oroville Municipal Airport and Thermalito Afterbay to the east, continuing south to the Planning Area boundary. Mine tailings from Oroville's past fill much of the Wildlife Refuge. The Clay Pits State Vehicle Recreation Area, which is managed by the California Department of Parks and Recreation, is located in this area.

d. North and South Thermalito Forebay

The North and South Thermalito Forebay receive water diverted from Lake Oroville as part of the State Water Project, one of the largest water and power systems in the world. North Thermalito Forebay offers recreation opportunities including swimming, boating and picnicking. South Thermalito Forebay also provides recreational opportunities including boating and fishing. Flat rice fields and grazing land surround the forebays.

e. Thermalito Afterbay

Thermalito Afterbay also receives water diverted from Lake Oroville as part of the State Water Project. The Afterbay has approximately 43,000 surface acres of water and includes opportunities for boating, swimming and fishing. The afterbay is adjacent to the Oroville Wildlife Area and the Feather River Fish Hatchery Annex.

These five preserves are identified in this Community Design Element because of their unique qualities and character. Both individually and collectively these preserves are key components that help to distinguish and define Oroville’s urban form. Since these preserves are located on lands not intended for urban development, the Goals, Policies, or Actions related to these preserves can be found throughout the Open Space, Natural Resources and Conservation Element in this General Plan.

*C. Goals, Policies, and Actions*

The Community Design Element’s framework of goals, policies, and actions address Oroville built environment and character through architecture; building design, and siting; landscaping and streetscaping; and gateways and landmarks.

**1. Communitywide**

<b>Goal CD-1</b>	<b>As the community grows, maintain a coherent and distinctive physical form and structure that reflects Oroville’s unique qualities.</b>
------------------	---

Policies

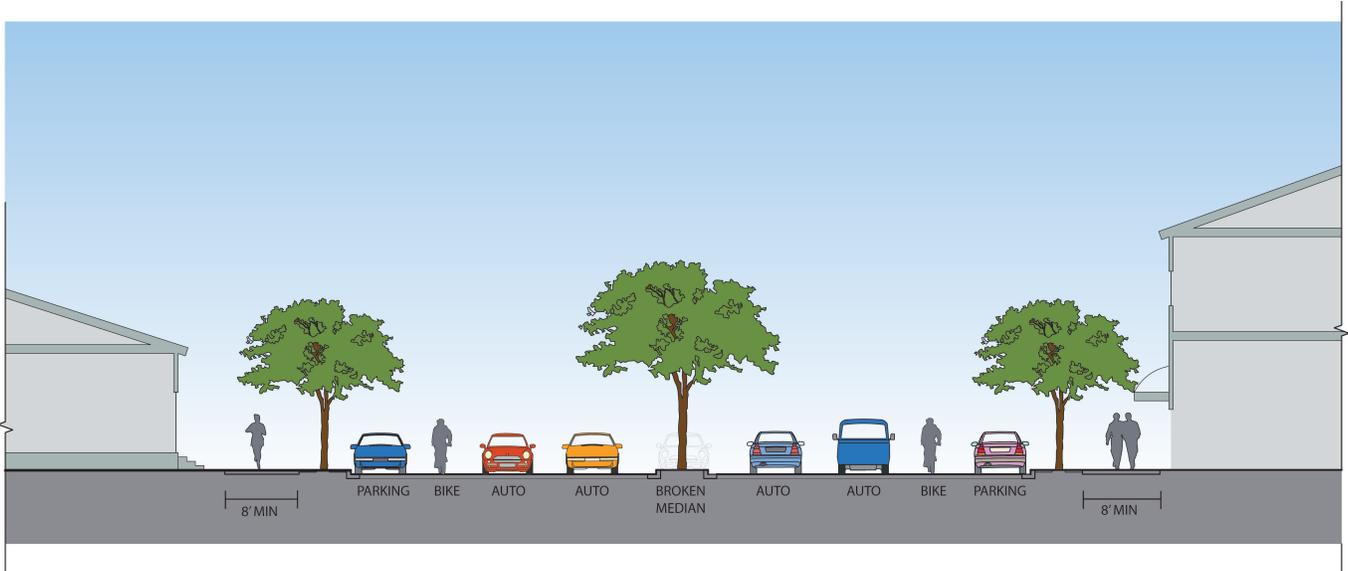
- P1.1 Require quality architectural and landscaping design as well as durable and efficient materials for all projects.
- P1.2 Maintain a compact growth pattern that allows a mix of uses, high connectivity, and a range of housing types for the subsequent development of the community. Locate new development proposals in locations that have support infrastructure currently in place and suitable serviceability.

- P1.3 Require compliance with the City of Oroville Design Guidelines as part of any project approval process.
- P1.4 Preserve the architectural details and design elements of historic structures during building renovations and remodels.
- P1.5 Work with Butte County to focus new countywide development into the City of Oroville, in order to foster more compact patterns of growth consistent with this General Plan and smart growth concepts.
- P1.6 Encourage the State and County to incorporate human-scale, pedestrian-oriented design and native landscaping for their building facilities where appropriate and along the urban interface.

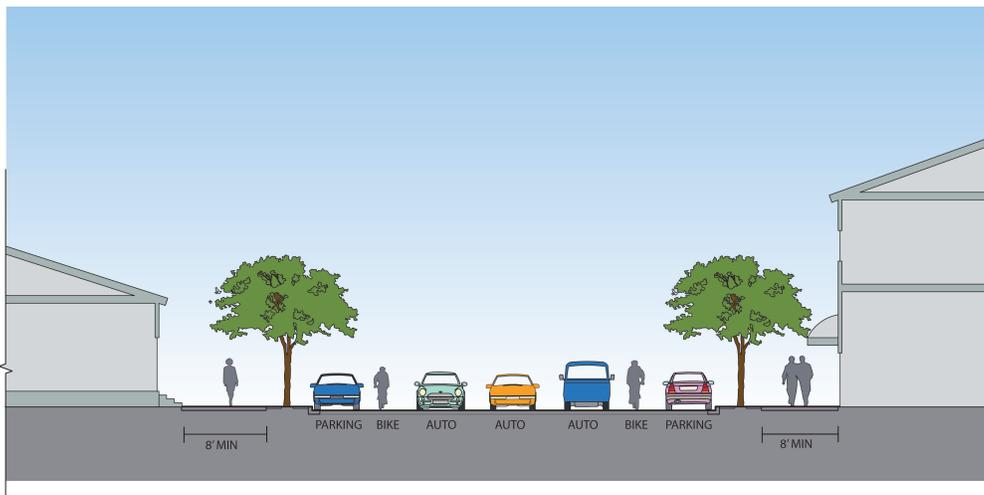
<b>Goal CD-2</b>	<b>Maintain and enhance the quality of Oroville’s landscape, streetscape and gateways.</b>
------------------	--

Policies

- P2.1 Encourage livable street design standards for new roadway development and for improvements or rehabilitation of existing roadways. Livable Street Design Standards for Arterials, Commercial Collectors, Residential Collectors and Local Streets are illustrated in Figure CD-2 and Figure CD-3.
- P2.2 Encourage private landowners to install screen type landscaping on private properties adjacent to Highway 70 which are not included within the State Highway 70 Landscaping Project, in order to create a continuous and unified landscaped corridor along Highway 70.
- P2.3 Encourage imaginative design concepts in woodland areas to perpetuate and preserve native trees.

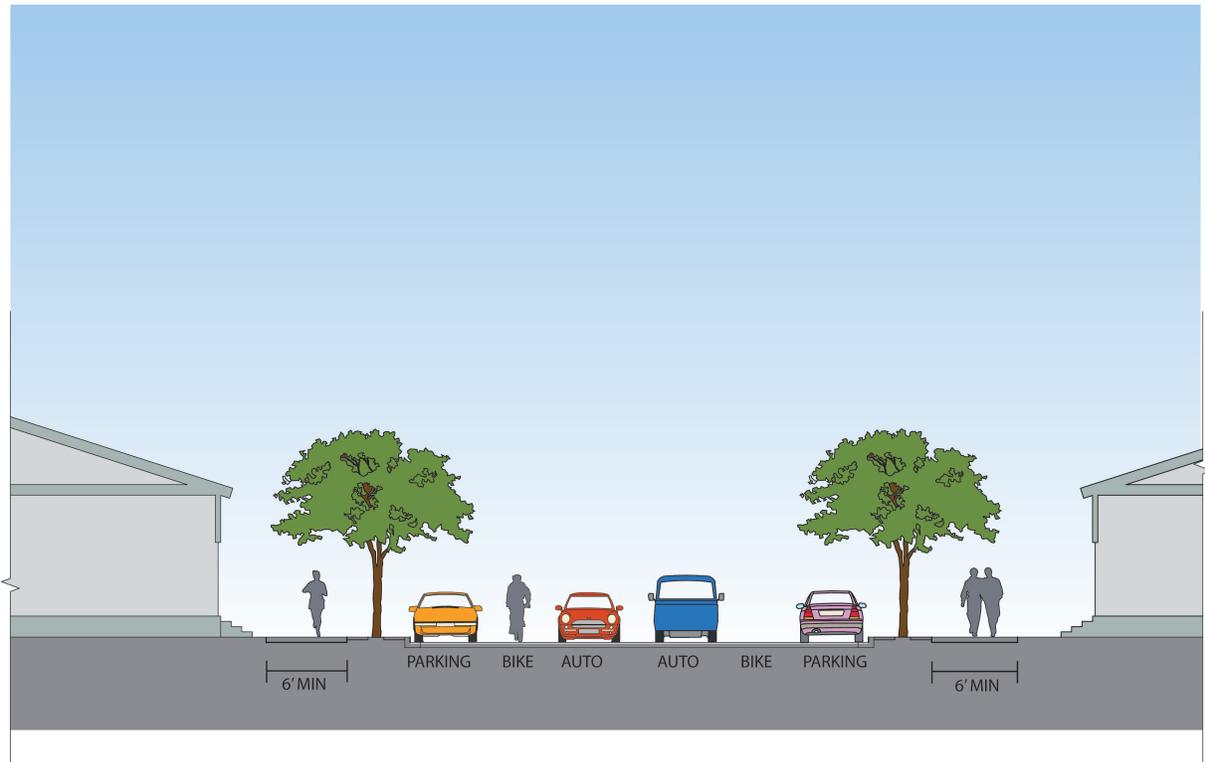


ARTERIAL

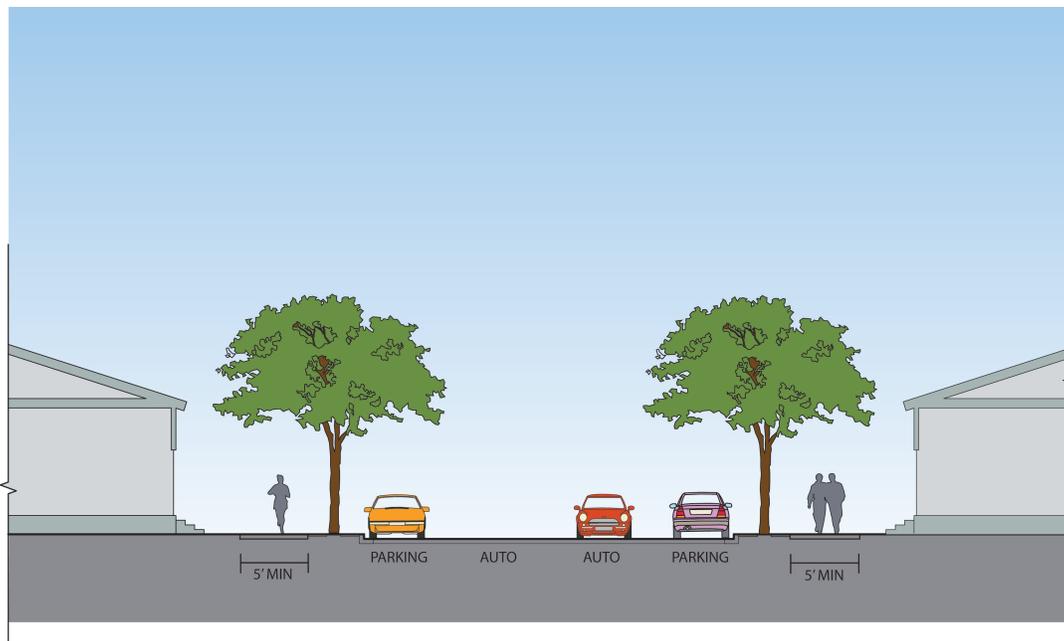


COMMERCIAL COLLECTOR

FIGURE CD-2  
REPRESENTATIVE ARTERIAL AND COMMERCIAL COLLECTOR STREET SECTIONS



RESIDENTIAL COLLECTOR



LOCAL STREET

FIGURE CD-3  
REPRESENTATIVE RESIDENTIAL COLLECTOR AND LOCAL STREET SECTIONS

- P2.4 Use appropriate landscaping to reduce the effects of surface runoff in developing areas, with an emphasis on native and drought-resistant species, minimization of impervious surfaces, and provisions for recharge.
- P2.5 Continue to support and maintain Oroville's involvement and commitment to the Tree City USA® program.
- P2.6 Encourage the planting of trees and other landscape features along Oroville's corridors to make them interesting, appealing, and inviting.
- P2.7 The existing canopy of street trees and landscaping along major streets shall be extended as the City grows, as a means to enhance the visual character, human scale, and pedestrian orientation of special and important streets within Oroville.
- P2.8 An existing street tree removed for any reason shall be replaced with an appropriate species of tree from the list maintained by the Parks and Trees Department no later than the end of the next planting season, provided it is so directed by the Director of the Department of Parks and Trees.
- P2.9 The street tree maintenance program will maintain the health of trees through regular maintenance in order to maintain the climate change benefits of the canopy.
- P2.10 Parking lots intended for automobiles and small trucks with six spaces or more shall include shade trees. Trees shall be evenly distributed throughout parking areas and provide at least 50 percent shading of the paved surface by tree canopy within 15 years.
- P2.11 New development shall provide evenly spaced street trees planted between the curb and the adjacent sidewalk in park strips. Street trees shall be species that will provide a canopy of shade over the public right-of-way when the trees reach maturity, and the species of trees planted on a given street shall be consistent. In developed areas with an existing and prevailing species of street trees, new street trees shall be consistent with the prevailing species.

- P2.12 Require non-residential development to provide landscaping on portions of the property along public right-of-ways that are not occupied by structures or used for pedestrian circulation or vehicle parking and circulation.
- P2.13 New four-lane arterials shall include a median with both landscaping and trees.
- P2.14 New development along or adjacent to the major gateway locations to the City shall contribute towards the establishment of distinctive gateway entrances and landmarks, each with a unified design concept that includes a combination of features such as landscaping, monuments, and signing.
- P2.15 Encourage the development and installation of unique gateway features and landmarks for distinct neighborhoods, districts, and corridors in order to make them more easily identifiable, provide better city orientation, and contribute to developing a sense of place.

Actions

- A2.1 Install appropriate landscaping along major arterials throughout the City; specifically, Oroville Dam Boulevard, Feather River Boulevard, Lincoln Boulevard, Grand Avenue, and Nelson Avenue.
- A2.2 Conduct a study to explore the possibility of enhancing power transmission corridors with plantings, bicycle and pedestrian corridors, revenue producing crops, or off-street parking.
- A2.3 Conduct a study to explore the potential for under-grounding powerlines.
- A2.4 Establish a tree planting program that will work with neighborhood residents to plant street trees on existing neighborhood blocks that do not have street trees or are missing street trees.

## 2. Neighborhoods

<b>Goal CD-3</b>	<b>Preserve and enhance the existing character of Oroville’s established residential neighborhoods.</b>
------------------	---

### Policies

- P3.1 Encourage housing and accommodations on both sides of Feather River adjoining the Historic Downtown. Strive to provide parks and attractions for the river bank area of the Table Mountain neighborhood.
- P3.2 Preserve the vital qualities of existing, stable residential neighborhoods, including a human scale, pedestrian orientation, ample landscaping and trees, attractive architecture, and materials that complement the historic character of existing buildings.
- P3.3 Continue to preserve and enhance the character of existing rural residential neighborhoods, consistent with their land use designation, by limiting development projects that would increase density to a point where the physical and visual character of the neighborhood would be adversely affected.
- P3.4 New development in existing residential neighborhoods shall reflect the existing scale and character of the neighborhood and shall be compatible in design.
- P3.5 Encourage the maintenance of private property within the City’s existing neighborhoods.
- P3.6 Renovations of and additions to existing structures shall result in a design that is compatible with surrounding development within a residential neighborhood.
- P3.7 Maintain the streets, sidewalks, and street trees within existing neighborhoods, repairing streets and sidewalks, and replacing trees as needed.

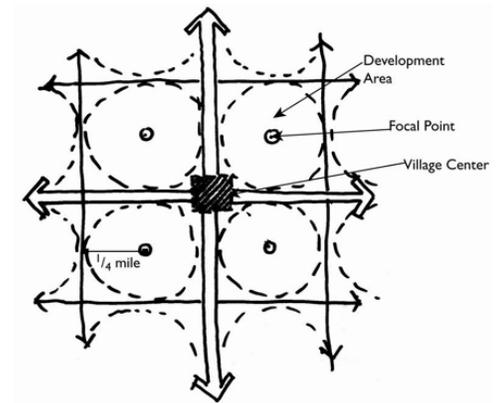
Actions

- A3.1 Complete a study of Ruddy Creek as an attractive and accessible natural feature in Thermalito, including the feasibility of recreational and scenic uses along the creek.
- A3.2 Develop and implement Neighborhood Improvement Plans in order to provide targeted improvements for specific neighborhoods and create better transitions between distinct neighborhood areas within the City of Oroville.

<b>Goal CD-4</b>	<b>Create new residential neighborhoods that preserve and enhance the existing community character and fabric of Oroville, create a sense of place, provide a high quality living environment, and emphasize pedestrian access.</b>
------------------	---

Policies

- P4.1 Require new development to result in well-defined residential neighborhoods that offer neighborhood-serving retail uses, schools and parks, a highly connected network of streets, homes that emphasize the front door more than the garage, and a wide range of housing types.
- P4.2 New residential development shall reflect the human scale and pedestrian-oriented character of existing neighborhoods in Oroville.
- P4.3 Each neighborhood should have at least one clear focal point, such as a park, school, or other open space or community facility. Focal points shall have ample public spaces, and shall be within 1/4-mile from any point in a neighborhood.
- P4.4 New neighborhoods shall be designed to maximize direct pedestrian, bicycle, and vehicular connections both within the neighborhood and to surrounding neighborhoods. Using Oroville's existing grid system as a model, new neighborhoods shall be designed on a traditional or curvilinear grid. In most instances,



block lengths should be short, typically no more than 400 feet, to create a fine-grained street pattern that allows for multiple routes through a neighborhood and encourages walking. Cul-de-sacs may be used within the grid if through bicycle, pedestrian and emergency vehicular access is provided at the end of the cul-de-sac.

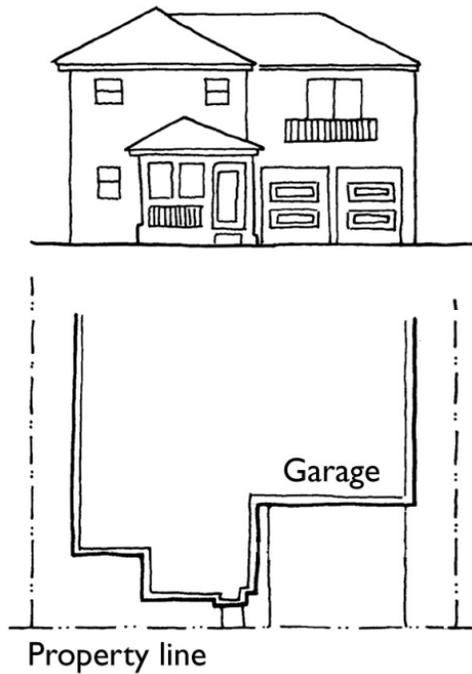
P4.5 Garage doors shall not dominate the street facing facades of residential buildings. Garages for new single-family houses, duplexes, and townhouses should be subordinate in visual importance to the living area and front entryways. A number of different design strategies can achieve consistency with this policy, including locating garages towards the back of properties, constructing alleys, and placing the garages along the alleys, limiting the width of garages to two car spaces, building garages as separate structures from the house, requiring garages to be set back from the front façade of the house, building garages underneath the structure, and orientating garage doors at 90 degrees to the street.

P4.6 A variety of architectural styles shall be provided within each neighborhood. Within each neighborhood block, the exterior design of residential buildings shall be varied to provide visual interest to the streetscape.

P4.7 Buildings shall include appropriate, consistent details and design treatments on all sides of the building and not just on the sides that face a street.

P4.8 Buildings located at corners shall be designed to address the corner, with porches and main entryways oriented towards the corner or located on the portion of the structure adjacent to the corner.

3. Districts



<p><b>Goal CD-5</b></p>	<p><b>Establish the Historic Downtown Business District as the “Heart of the City” focusing on its unique historic, civic, cultural, and natural amenities.</b></p>
-------------------------	---

Policies

- P5.1 New development in the Historic Downtown shall include human-scale details in the design of buildings, such as windows on the street, awnings, and architectural features that create a visually interesting pedestrian environment. Blank walls adjacent to pedestrian circulation areas are prohibited. Entryways shall be oriented to provide direct access to the sidewalk. Additional setbacks shall be allowed where appropriate to provide for pedestrian spaces such as plazas, outdoor café seating areas, and entry nooks.
- P5.2 Utilize coordinated landscaping, plantings, and distinctive street lighting to clarify the routes leading to Historic Downtown.
- P5.3 Support the maintenance of Montgomery Street as the primary commercial and civic street within the Historic Downtown.
- P5.4 Encourage a diversity of uses in the Historic Downtown, including commercial and civic, that will ensure a lively day and evening presence and reinforce the unique qualities of the Historic Downtown as Oroville’s community center.
- P5.5 Ensure that the scale and mass of new development is compatible with the historic character of the existing Historic Downtown.
- P5.6 Encourage the preservation, restoration, rehabilitation, reuse, and maintenance of existing Historic Downtown buildings.

Actions

- A5.1 Conduct a study as to the feasibility of a new bridge(s) across the Feather River to the Historic Downtown.
- A5.2 Install “Historic Downtown Oroville” signs along Highway 70, Oroville Dam Boulevard, and Montgomery Street.
- A5.3 Continue to explore the development of new publicly owned civic spaces on vacant and underutilized Historic Downtown

properties, or utilization of such properties for temporary activities such as displays of public art or community events.

- A5.4 Prepare and adopt Historic Downtown Design Guidelines to ensure architecture and character of the Historic Downtown is preserved and enhanced.

**Goal CD-6 Maintain high quality commercial, industrial, and business park districts with uses that are compatible in design with surrounding uses.**

Policies

- P6.1 New development in commercial, industrial, and business park districts shall include human-scale details in the design of buildings to create a visually interesting pedestrian environment. Blank walls adjacent to pedestrian circulation areas shall be discouraged.
- P6.2 New industrial and business park development shall be designed, sited, and include buffers to be compatible with surrounding uses and not negatively detract from the character of surrounding residential development. This can be provided by trees and landscaping buffers, building setbacks and placement, and by appropriately placed walls on the back and sides of industrial and business park projects.
- P6.3 New industrial and business park development should provide for convenient and direct pedestrian access to surrounding uses and neighborhoods.

Actions

- A6.1 Develop a program to work with industrial and business park property and business owners to improve the appearance and maintenance of those existing industrial properties that detract from the appearance of Oroville.

#### 4. Corridors

<b>Goal CD-7</b>	<b>Develop Oroville’s major corridors as attractive locations with a diverse mix of land uses and development patterns that include high quality pedestrian-oriented design.</b>
------------------	--

##### Policies

- P7.1 Encourage upper floor residential uses in multi-story buildings along Oroville’s major corridors.
- P7.2 New commercial development along Oroville’s major corridors shall include building frontages with human-scale design elements, varied and articulated facades, and entries oriented to public sidewalks or pedestrian pathways. Building facades located along pedestrian pathways and public rights-of-way shall also have window openings and shall not consist of solid blank walls.
- P7.3 Ensure that sound attenuating and screening features located along Oroville Dam Boulevard, Feather River Boulevard, 20<sup>th</sup> Street, Table Mountain Boulevard, Lincoln Boulevard, and Grand and Nelson Avenues are appropriately designed and make a positive visual contribution to these corridors.
- P7.4 Surface parking lots along Oroville’s major corridors shall be minimized by requiring buildings to be located adjacent and parallel to property lines abutting public rights of way. Ample landscaping and low walls should be provided to create a buffer between off-street parking and circulation areas and the adjacent public sidewalk.

##### Actions

- A7.1 Develop a program to work with property and existing business owners along corridors to improve the appearance and maintenance of those properties that do not contribute to an attractive appearance or pedestrian-oriented design.

- A7.2 Develop and implement a Landscape Improvement Program for Oroville’s major corridors to ensure facades and landscape features complement and enhance the character of the corridor.

**5. Preserves**

As noted in Section B of this Element, the preserves are located on lands not intended for urban development. The Goals, Policies, or Actions related to these preserves can be found throughout the Open Space, Natural Resources, and Conservation Element in this General Plan.

## 5 ECONOMIC DEVELOPMENT ELEMENT

Note: This is a new chapter for the General Plan Update. Because the entirety of the chapter is new, changes are not tracked. In addition, some of the policies and actions in this Element were previously contained in the Land Use Element; in those cases, the existing policy/action number is provided in parentheses following the policy/action text. Other new policies and actions are based on the 2014 Economic Development Strategy; in such cases “2014 Economic Development Strategy” is noted in parentheses following the policy/action text.

*The purpose of the Economic Development Element is to provide a long-term vision for the growth and development of the local economy that is supported by goals that carry this vision into specific topic areas. These goals and the corresponding policies and actions will guide the City’s economic development efforts.*

Oroville enjoys a multifaceted economy that includes a charming downtown along the Feather River in the northern section of the city, strong commercial corridors in the central portion of the city and leading out to Lake Oroville, a wealth of industrial and vacant land in the southern end of the city, and a municipal airport with available commercial land adjacent to the west. The Feather River, Lake Oroville, and nearby Sierra Nevada foothills and Plumas National Forest draw recreational visitors to the region, providing robust tourism and recreation-based economic opportunities. In addition, the City has developed numerous economic development programs and projects to boost the local economy, which are described in this Element.

This Economic Development Element is divided into two sections, as follows:

- ◆ **Background Information:** Contains baseline economic information for Oroville, including major economic sectors, employment data, and information about existing City plans and programs.
- ◆ **Goals, Policies, and Actions:** Provides goals and policies that are designed to retain and attract large employers, maximize the city’s retail opportunities, and strengthen and expand the city’s industrial and employment base. Key implementation actions are also provided, which are to be pursued during the lifetime of the General Plan.

### ***A. Background Information***

The City of Oroville utilizes a variety of programs and initiatives to accommodate future economic growth, including an Economic Development Strategy, various

economic development initiatives and programs, and focus areas for economic growth. This section of the General Plan Economic Development Element provides baseline information about Oroville's economy and the City's economic development strategies, initiatives, and programs that aim to enhance the overall quality of the local economy.

### **1. Economic Sectors**

The most recent economic data from the US Census is from 2007. One of the key policies and actions in this Element calls for regular updates of this baseline information as resources are available. According to the US Census, the retail trade business sector brings in the most revenue in Oroville; in 2007, this sector generated approximately \$374 million in revenue, which was about 41 percent of total industry revenue in Oroville. Manufacturing was next at 28 percent of total revenue, followed by health care and social assistance at 19 percent. Together these top business sectors made up almost 90 percent of Oroville's total business sales and revenue. Table ED-1 and Figure ED-1 illustrate the 2007 sales and revenue data for each business sector in Oroville.

### **2. Employment Trends**

Similar to the sales and revenue data discussed above, the health care and social assistance, retail trade, and manufacturing sectors employ the most people in Oroville, together comprising about 75 percent of the total employees in the city. Table ED-2 and Figure ED-2 illustrate the employment data for each business sector in Oroville.

Oroville's employment is expected to continue to grow and diversify. According to the Center for Economic Development, 30 percent of the new jobs expected between 2008 and 2018 will be in the arts, entertainment, and recreation industry. Other leading job growth industries are wholesale trade (19 percent of expected job growth); healthcare and social assistance (17 percent of expected job growth); and administrative, support, waste management, and remediation services (16 percent of expected job growth).

### **3. Economic Development Strategy**

In 2008, the City adopted the 2014 Economic Development Strategy, which provides a framework and purpose for the City's economic development initiatives through 2014. Although this Strategy is intended to provide long-term economic development policy guidance, it also recognizes that economic development needs to be a flexible program that the City must regularly evaluate. The Strategy outlines steps to plan, implement, check, and manage economic development activities. As

TABLE ED-1 **2007 INDUSTRY REVENUE**

<b>Industry Type</b>	<b>Revenue</b>
Retail Trade	\$374 million
Manufacturing	\$259 million
Health Care and Social Assistance	\$171 million
Accommodation and Food Services	\$31 million
Administrative, Support, Waste Management, and Remediation Services	\$19 million
Other Services (Except Public Administration)	\$18 million
Wholesale Trade	\$18 million
Professional, Scientific, and Technical Services	\$13 million
Real Estate and Rental and Leasing	\$10 million

Source: U.S. Census, 2007 Economic Census, Table EC0700A1, All Sectors: Geographic Area Series: Economy-Wide Key Statistics: 2007. Note that data had several sectors with no available or comparable data and/or withheld data to avoid disclosing data for individual companies.

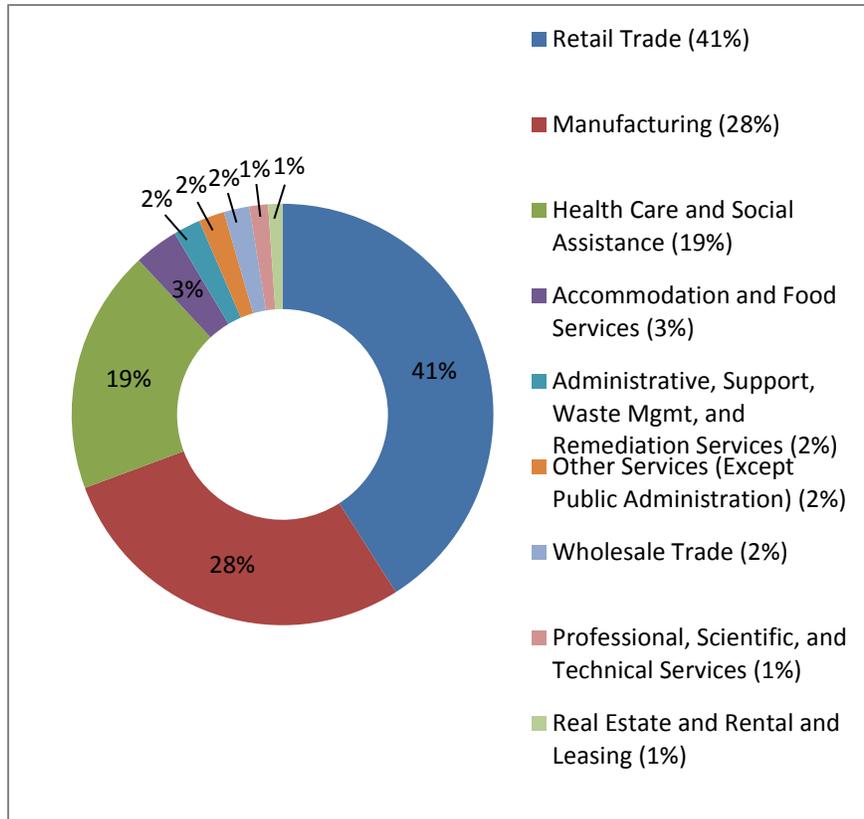
the first economic development plan adopted by the City, the Strategy examines existing opportunities and provides a context for future initiatives and priorities for implementation.

The Economic Development Strategy identifies three key goals for the City to maintain economic sustainability and quality of life: 1) create new jobs, 2) increase tourism benefits, and 3) grow the City’s General Fund. The City works to achieve these goals using various economic development programs and resources that are described below, as well as continued efforts to procure grant funds for investment in infrastructure upgrades, business retention, and entrepreneurial and small business assistance.

#### **4. Economic Development Programs**

The City has initiated and maintained numerous economic development programs to retain existing jobs and businesses, attract new businesses to the city, support small businesses, and revitalize the local economy. Key programs are described below.

Figure ED-1 2007 Industry Revenue



a. Oroville Recycling Market Development Zone

The Recycling Market Development Zone (RMDZ) program combines recycling with economic development to fuel new businesses, expand existing ones, create jobs, and divert waste from landfills. RMDZ areas are designed to attract businesses that will convert goods from the waste stream into recycled products by providing attractive loans, technical assistance, and free product marketing to businesses that use materials from the waste stream to manufacture their products.

As one of seven zones in the North State region, the Oroville RMDZ covers all of the Airport Business Park, Downtown, and other commercial and industrial areas in the city, as shown in Figure ED-3. The RMDZ is particularly successful in attracting emerging green industries into the city with incentives such as expedited permit processing, revolving loan financing, and marketing and technical assistance.

TABLE ED-2 2007 EMPLOYMENT

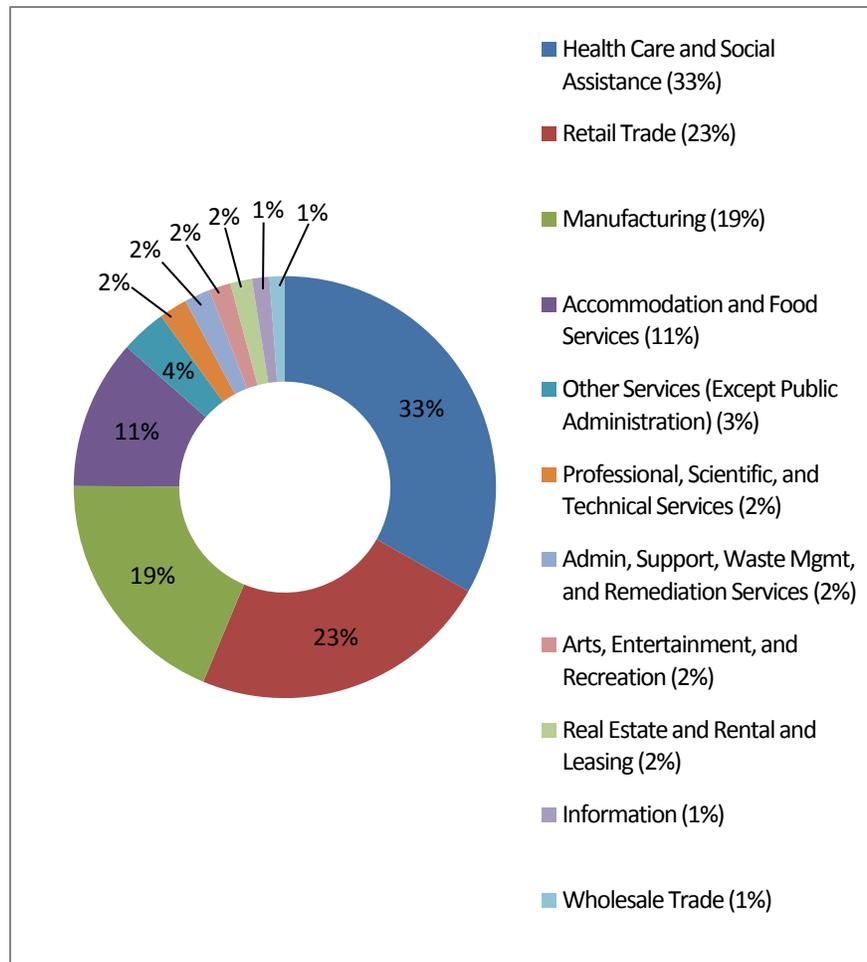
Industry Type	Number of Paid Employees
Health Care and Social Assistance	2,000
Retail Trade	1,390
Manufacturing	1,130
Accommodation and Food Services	690
Other Services (Except Public Administration)	210
Professional, Scientific, and Technical Services	130
Administrative, Support, Waste Management, and Remediation Services	120
Arts, Entertainment, and Recreation	100-250
Real Estate and Rental and Leasing	100
Information	80
Wholesale Trade	70

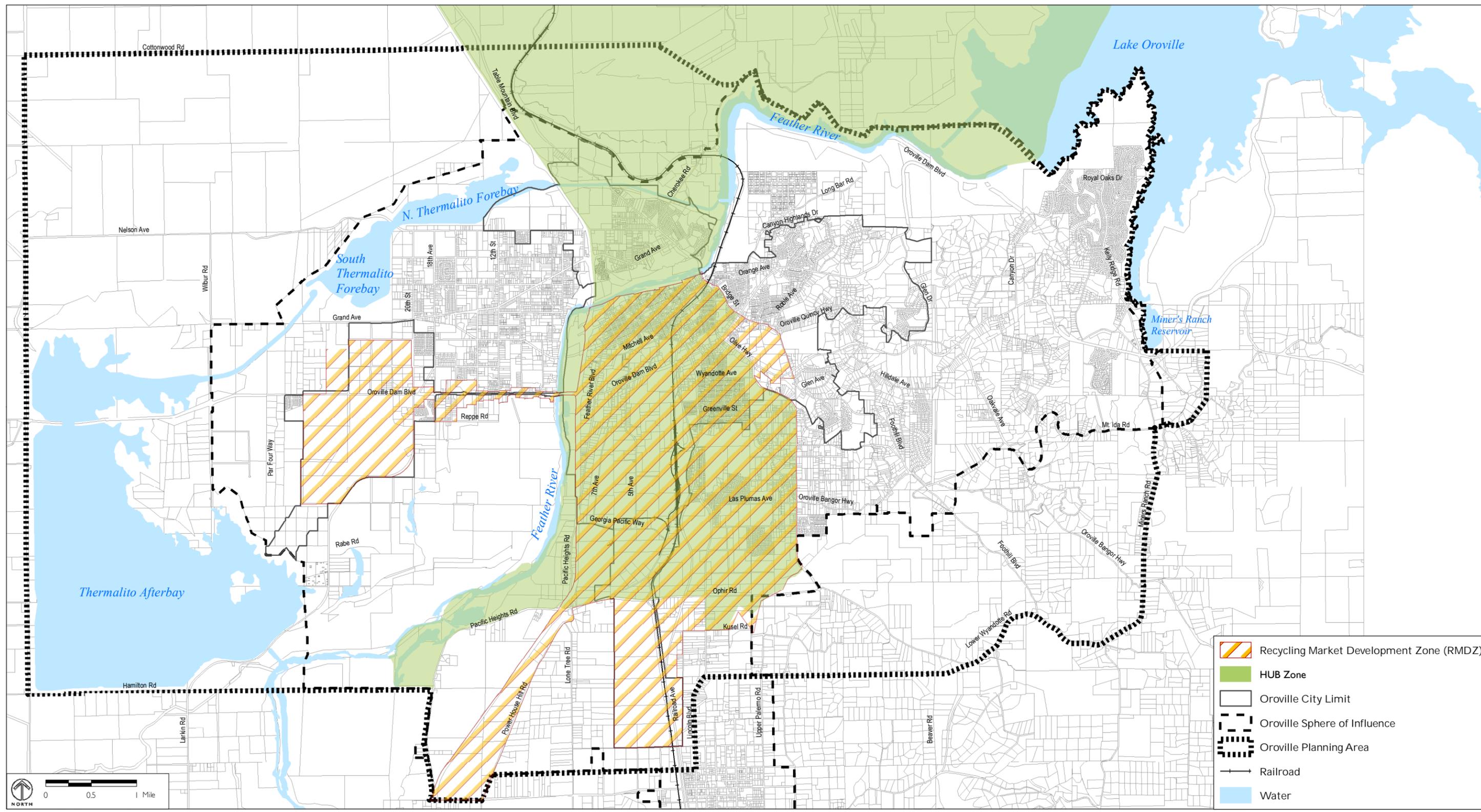
Source: U.S. Census, 2007 Economic Census, Table EC0700A1, All Sectors: Geographic Area Series: Economy-Wide Key Statistics: 2007. Note that data had several sectors with no available or comparable data and/or withheld data to avoid disclosing data for individual companies.

b. Historically Underutilized Business Zone

The US Small Business Administration (SBA) has mapped “Historically Underutilized Business Zones” (HUBZones) throughout the country based on economic data available from various federal agencies like the Census and Bureau of Labor Statistics. Within HUBZones, the SBA promotes job growth, capital investment, and economic development by providing incentives for government agencies to purchase goods and services from certified small businesses. The program’s benefits for certified companies include competitive and sole source contracting, price evaluation preferences, and subcontracting opportunities. The federal government has a goal of awarding 3 percent of all dollars for federal prime contracts to HUB-Zone-certified businesses. Oroville has three different Census tracts that are located in a HUBZones, as shown in Figure ED-3.

Figure ED-2 2007 Employment





Source: City of Oroville GIS, 2005 and US Census, 2010.

FIGURE ED-3  
 OROVILLE HUBZONE AND RECYCLING MARKET DEVELOPMENT ZONE



c. Business Technical Assistance Program

The City's Business Assistance and Housing Development Department operates the Business Technical Assistance Program, which provides assistance to eligible new and existing businesses and real estate development projects to locate and operate in Oroville. This program includes the following benefits:

- ◆ Small business one-stop project review by key departments.
- ◆ Document submittal assistance, including financing and permitting.
- ◆ Educational and training workshops.
- ◆ Referrals to local service providers and resources.
- ◆ Follow-up assistance as needed.

d. Small Business Loan Programs

The City's Enterprise and Revolving Loan Fund Programs provide critical capital to businesses and real estate projects that will create and/or retain jobs and increase the community's tax base. Loan funds may be used for working capital, inventory purchases, equipment acquisitions, real property acquisitions or improvements, and/or fixtures and furnishing purchases.

e. Microenterprise Technical Assistance Program

The Microenterprise Technical Assistance Program is available for eligible startup and growing businesses with five or fewer employees. The program helps microenterprise businesses to become established, stable, and/or expand through:

- ◆ Assistance with business development and expansion efforts.
- ◆ Referrals to other services, including local economic development partners.
- ◆ Assistance with documentation.
- ◆ Follow up as necessary.

f. Small Business Development Center

The Small Business Development Center functions as a one-stop center at Butte College that provides free technical assistance to small businesses. Services provided include financing, business planning, financial analysis, record keeping, marketing, and business management. The City provides local office space for the Small Business Development Center, provides supplemental funding for programs, and participates in workshops for small business owners.

## 5. Economic Focus Areas

As part of its Economic Development Strategy, which is discussed further in Section A.3, the City identified four geographic focus areas where specific strategies

are needed to achieve the City's key economic goals. Figure ED-4 shows the locations of all four economic focus areas.

a. Downtown-Gateway

The Downtown-Gateway Focus Area consists of Oroville's Historic Downtown; the Montgomery Street corridor, which serves as the primary gateway entry into Downtown from Highway 70; and the riverfront area. Because the revitalization of Oroville's historic core relies heavily on the successful redevelopment of this focus area, the City has identified strategic sites to attract private investment for hotel, retail, and mixed-use development.

Keys to achieving economic development success in the Downtown-Gateway Focus Area include the following:

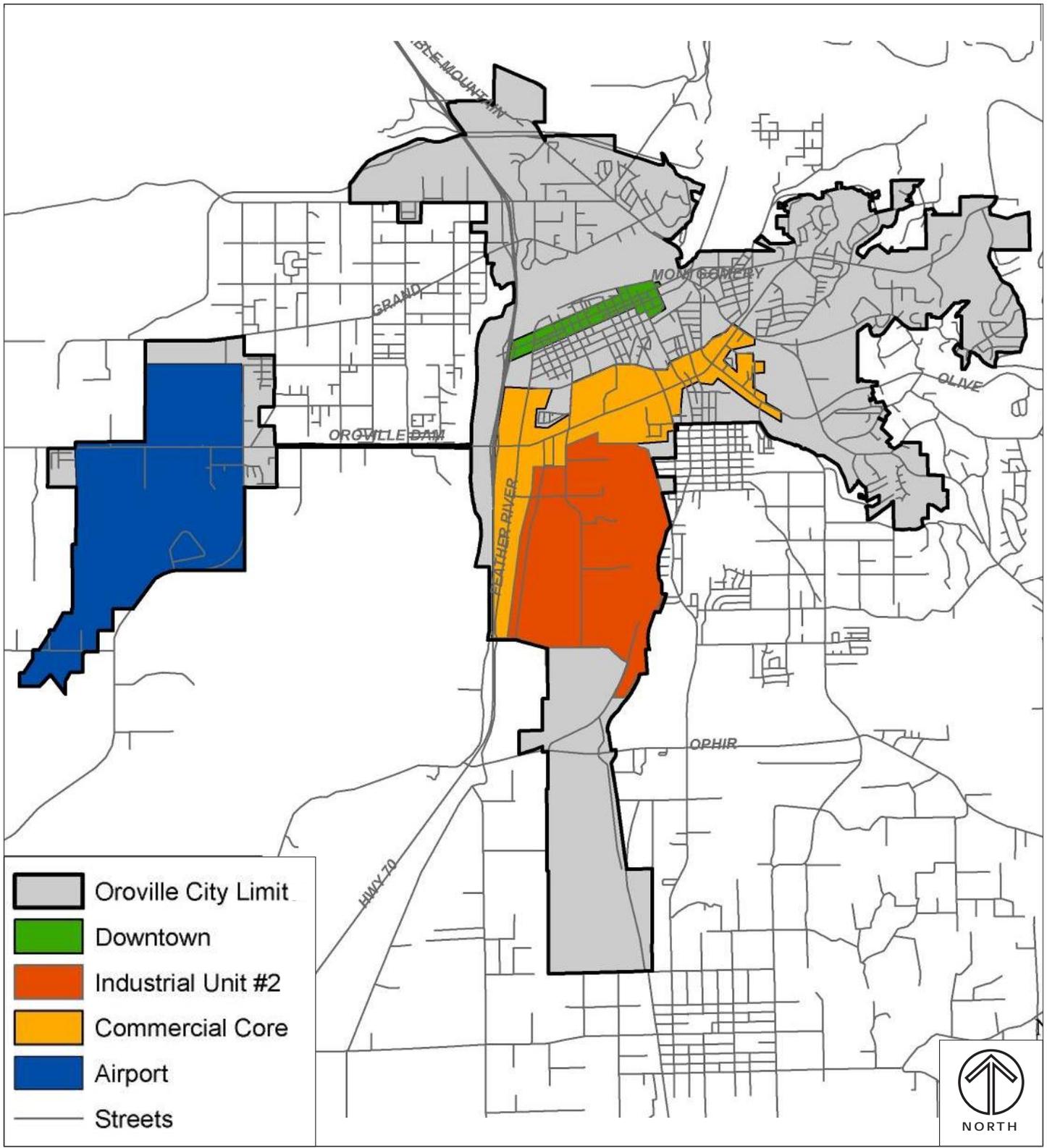
- ◆ Exploring ways to attract more visitors and residents to the Historic Downtown, which is rich in natural and historic amenities.
- ◆ Revitalizing and reusing historic structures.
- ◆ Retaining and recruiting businesses into the Downtown.

b. Airport Business Park

The Airport Business Park Focus Area contains approximately 172 acres of vacant, developable land adjacent to the Oroville Municipal Airport. A portion of the focus area is available to leasehold interests only, as required by the Federal Aviation Administration, but the majority of the focus area is unrestricted and available for private acquisition and development. As this area represents some of Oroville's largest and most suitable land for light industrial and office uses, the City is positioning it to capture emerging industries, including green businesses, and is working closely with other economic development partners to locate suitable uses here.

c. Industrial

The Industrial Focus Area constitutes the city's primary manufacturing, wholesale and business-to-business node. The opportunities for this focus area include vacant infill sites, brownfields, and City-owned properties. The Industrial Focus Area also has opportunities to leverage the numerous business development and expansion incentives to attract growing industries in the city, including wholesale trade and construction.



Source: City of Oroville 2014 Economic Development Strategy.

FIGURE ED-4  
ECONOMIC FOCUS AREAS

d. Commercial Core

The Commercial Core Focus Area includes regional serving and other destination retail commercial uses along the Oro Dam Boulevard and Feather River Boulevard corridors. The Oro Dam Boulevard corridor is the busiest commercial district in the city, containing auto sales, large discount stores, shops, restaurants, and visitor-serving uses. It is located along State Highway 162, which leads visitors from Highway 70 to Lake Oroville. The Feather River Boulevard corridor is the second busiest commercial corridor in Oroville, containing many hotels and retail frontage and redevelopment potential.

**6. Arts, Culture, and Entertainment District**

As described in the Land Use Element, the City has established an Arts, Culture, and Entertainment Overlay, which will support the City's efforts to revitalize Oroville's Historic Downtown. The City is working to establish an Arts, Culture, and Entertainment District with the following objectives:

- ◆ Establish Oroville as a recreation and tourism destination by providing amenities that recreational enthusiasts and tourists can enjoy.
- ◆ Plan for appropriate development of the Feather River waterfront to stimulate high-quality commercial, retail, and restaurant establishments.
- ◆ Re-establish the Historic Downtown as an arts, culture, entertainment, employment, and residential center for the region by incorporating the Feather River.
- ◆ Establish a community gathering place for shopping, dining, museums, and live entertainment in a safe and vibrant atmosphere.

***B. Goals, Policies, and Actions***

The Economic Development Element's framework of goals, policies, and actions address the enhancement and diversification of Oroville's economy; the Historic Downtown; commercial, office, and industrial development; tourism and recreation; employment; and the City's fiscal health.

**1. General Economic Development**

<b>Goal ED-1 Enhance and diversify the Oroville economy.</b>
--

Policies

- P1.1 Provide adequate staff and funding to update economic existing conditions data and implement the City's Economic Development Strategy. When, in times of fiscal stress, such resources are not fully available, either determine when and how the City may return to full implementation of the Strategy or provide resources to revise the Strategy to reflect the level of services that the City can provide with reduced resources.
- P1.2 Provide ongoing economic development training for City staff, the City Council, and the Planning Commission to incorporate economic development priorities in City decisions and to maintain the City's commitment to economic development.
- P1.3 Continue to seek funding for economic development programs that retain and recruit businesses and expand employment opportunities.
- P1.4 Encourage and facilitate the efforts of the Oroville Economic Development Corporation to attract employment- and revenue-generating uses through flexible land use and zoning considerations. (Land Use Element Policy P5.6)
- P1.5 Build and strengthen partnerships with the City's many economic development partners, including local business associations, business development partners, regional economic development associations, and other entities.
- P1.6 Work with the Chamber of Commerce to identify and address challenges to small and start-up businesses operating in Oroville.
- P1.7 Work with local business groups and associations, such as the Oroville Chamber of Commerce, to promote Oroville businesses. (Land Use Element Policy P4.7)
- P1.8 Purchase products and services for City operations from locally owned businesses whenever possible.

P1.9 Provide sufficient infrastructure to serve the development of mixed-use, commercial, office, and industrial areas.

Actions

A1.1 Regularly update the City’s Economic Development Strategy to reflect updated economic conditions. As part of each update, evaluate the previous Strategy’s progress in meeting the City’s economic development goals, and update individual initiatives for specific economic focus areas. (modified Land Use Element Action A8.1)

A1.2 Seek assistance from the Butte County Economic Development Corporation and Oroville Economic Development Corporation in recruiting new firms to Oroville and in expanding Oroville’s existing commercial, retail, and industrial sectors. (Land Use Element Action A8.2)

A1.3 Compile and keep up-to-date data typically requested by site-selection consultants (i.e. available sites and buildings) and post the data on the City’s website.

A1.4 Establish and maintain an annual business visitation program and a system of communication with existing businesses. Use insights gained through this program to inform updates to the City’s Economic Development Strategy (see Action A1.1).

**2. Historic Downtown**

<b>Goal ED-2 Revitalize Historic Downtown Oroville by increasing daytime and evening commercial activity.</b>
---

Policies

P2.1 Support private and public development in the Downtown that contributes to a safe and vibrant town center atmosphere.

P2.2 Work with the Downtown Business Association and Chamber of Commerce to retain and expand businesses in the Downtown. (2014 Economic Development Strategy)

- P2.3 Incorporate the Feather River into Downtown arts, culture, and entertainment activities.
- P2.4 Promote the development of a destination hotel in or around the Downtown area to diversify and expand tourism in Oroville. (2014 Economic Development Strategy)
- P2.5 Provide amenities in the Arts, Culture, and Entertainment Overlay that support tourism and recreation.

Actions

- A2.1 Work with the Downtown Business Association and Oroville Chamber of Commerce to prepare a Strategic Plan for the Historic Downtown area. As part of the plan, identify gaps in available merchandise and services and recruit experienced vendors that would like to relocate to Historic Downtown Oroville. (Land Use Element Action A2.4)
- A2.2 Continue to work with the Downtown Business Association to market the Historic Downtown to residents and visitors alike using, for example, the State Theater, the Farmers' Market, directional signs, cooperative advertising, and promotional events. (Land Use Element Action A2.1)
- A2.3 Develop a comprehensive revitalization strategy for the Downtown-Gateway Economic Focus Area that addresses structural deficiencies in historic structures, redevelopment of the historic Oroville Inn site, mixed-use development incentives, and relocation of restrictive or incompatible uses. (2014 Economic Development Strategy)
- A2.4 Work with Historic Downtown property and business owners to establish a Downtown Business Improvement District (BID). Activities that could be funded by a BID include façade, street tree, street lighting, banner, and sidewalk/paving improvements. A BID could also fund advertising and promotion for the Historic Downtown and its businesses. (Land Use Element Action A2.3)

- A2.5 Develop a Downtown façade improvement program that establishes architectural guidelines and standards, orients local contractors and architects to these standards, provides funding for Downtown façade improvements through the Business Improvement District (see Action A2.4), and designates a demonstration block in which to concentrate façade improvements. (2014 Economic Development Strategy)
- A2.6 Conduct a comprehensive hotel market study for the Downtown area. (2014 Economic Development Strategy)

### 3. Commercial, Office and Industrial Development

<b>Goal ED-3</b>	<b>Provide a variety of thriving retail shopping areas distributed throughout the city.</b>
------------------	---

#### Policies

- P3.1 Encourage a full range of commercial services at the regional, community, and neighborhood levels.
- P3.2 Promote the expansion of the range of retail goods and services offered in Oroville to capture a larger share of expenditures by Oroville’s residents and minimize the need for residents to shop outside the city. (Land Use Element Policy P4.6)
- P3.3 Target the former Georgia Pacific property for mixed-use development that will serve as a center of the Commercial Core Economic Focus Area. (2014 Economic Development Strategy)
- P3.4 Work with local brokers and property owners to market empty anchor tenant spaces to prospective users. (2014 Economic Development Strategy)

#### Actions

- A3.1 Prepare a Strategic Plan for the Oro Dam Boulevard mixed-use corridor. As part of the plan, include strategies for competing for region-serving commercial and office uses, and plan for right-of-way improvements to beautify the streetscape. (Land

Use Element Action A4.1, 2014 Economic Development Strategy)

- A3.2 Create and implement a comprehensive brownfields program to redevelop sites for commercial uses in the Commercial Core Economic Focus Area. (2014 Economic Development Strategy)

<b>Goal ED-4</b>	<b>Expand employment-generating office and industrial uses in Oroville.</b>
------------------	---

Policies

- P4.1 Promote the development of clean industries that do not create environmental problems or pose health risks associated with water and air pollution, or generate hazardous materials or waste. (Land Use Element Policy P8.3)
- P4.2 Partner with local brokers and property owners in the Industrial Economic Focus Area to market the area to growing industries, including wholesale trade, construction, and green industries. (2014 Economic Development Strategy)
- P4.3 Seek federal and State funding and technical assistance to promote the maintenance and expansion of Oroville's industrial sector. (Land Use Element Action A8.3)
- P4.4 Encourage the location of tenants in the Industrial Economic Focus Area that are incompatible with uses elsewhere in the city. (2014 Economic Development Strategy)

Actions

- A4.1 Conduct a study to identify needed policies and procedures to enhance and take advantage of the possibilities made available through the Oroville Recycling Market Development Zone. (Land Use Element Action A5.1)
- A4.2 Create and periodically update an Industrial Land Supply Study to ensure that there is an appropriate amount of land designated for industrial uses. (Land Use Element Action A5.3)

- A4.3 Create and implement a comprehensive brownfields program to redevelop former industrial sites. (2014 Economic Development Strategy)

<b>Goal ED-5    Increase absorption of available office and industrial space in the Airport Business Park.</b>
--

Policies

- P5.1 Promote the Airport Business Park area as an appropriate location for industrial and office development, including for growing industries like green technologies. (Land Use Element Policy P5.7, 2014 Economic Development Strategy)
- P5.2 Encourage the location of workforce development programs at the Airport Business Park. (2014 Economic Development Strategy)
- P5.3 Encourage the location of tenants at the Airport Business Park that are incompatible with uses elsewhere in the city. (2014 Economic Development Strategy)

Actions

- A5.1 Work to secure agreement from the Federal Aviation Administration (FAA) to permit the sale of land in the Airport Business Park. (Land Use Element Action A5.2)
- A5.2 Inventory vacant space and land available for development in the Airport Business Park, and use that information to attract new industries. (2014 Economic Development Strategy)
- A5.3 Create development standards that support industrial and office uses in the Airport Business Park. (2014 Economic Development Strategy)
- A5.4 Work with Butte College to establish a workforce development program at the Airport Business Park. (2014 Economic Development Strategy)

#### 4. Tourism and Recreation

**Goal ED-6 Establish a branded and marketed tourism identity that attracts both daytime and overnight visitors.**

##### Policies

- P6.1 Promote the development of high-quality tourist amenities, such as hotels and restaurants, in Oroville.
- P6.2 Encourage a full range of recreational and tourism uses along the Feather River and Lake Oroville.
- P6.3 Encourage tour companies to visit historic sites and scenic areas in and around Oroville.
- P6.4 Encourage the Feather River Recreation and Park District in its effort to develop the Riverbend Park area. (Land Use Element Policy P7.5)

##### Actions

- A6.1 Develop and implement a tourism development strategy that will focus on all aspects of what is needed to attract more visitors to Oroville.
- A6.2 Coordinate with Butte County, the California Department of Parks and Recreation, and other public and private partners to market the recreational opportunities in the Oroville area, including the Feather River and Lake Oroville.

#### 5. Employment

**Goal ED-7 Increase the number and quality of employment choices for Oroville residents.**

Policies

- P7.1 Take an active role in economic development to promote the maintenance and expansion of employment in Oroville, including employment in the industrial sector. (Land Use Element Policy P8.1)
- P7.2 Encourage diversification in future industrial and business development to provide residents of Oroville with a range of employment opportunities from entry level jobs to highly-skilled and professional jobs. (Land Use Element Policy P8.2)
- P7.3 Promote the development of skilled employment uses that improve the city's jobs-housing balance. (Land Use Element Policy P8.4)
- P7.4 Continue to support the City's workforce development partners to provide training desired by businesses.
- P7.5 Help existing businesses communicate their workforce needs to regional workforce development partners and to school district partners.

Actions

- A7.1 Periodically monitor how new residential and non-residential development is affecting the city's jobs/housing balance. (Land Use Element Action A8.5)
- A7.2 Coordinate with the Butte County Economic Development Corporation and Oroville Economic Development Corporation in efforts to recruit businesses to Oroville that will broaden the range of employment opportunities available to Oroville residents, to diversify and bolster the local economy and the City's fiscal health, and to help existing businesses find the resources necessary to grow and prosper in Oroville.

## 6. Fiscal Health

<b>Goal ED-8</b>	<b>Improve the City's fiscal health.</b>
------------------	--

### Policies

- P8.1 Ensure that land use development and annexation decisions do not result in negative fiscal impacts to the City. (Land Use Element Policy P8.5)
- P8.2 Identify and disclose potential fiscal impacts, including direct and indirect costs, as part of land use or development applications requiring Planning Commission and/or City Council action.
- P8.3 Encourage major mixed-use development projects to develop non-residential uses concurrent with housing so that revenue- and job-generating uses do not appreciably lag residential development.

### Actions

- A8.1 Periodically monitor how new residential and non-residential development is affecting the fiscal health of the City. (Land Use Element Action A8.4)
- A8.2 Require development applications subject to Planning Commission and/or City Council review to include an analysis of potential fiscal impacts to the City.

CITY OF OROVILLE  
2030 GENERAL PLAN  
ECONOMIC DEVELOPMENT ELEMENT