

OROVILLE ARTS, CULTURE & ENTERTAINMENT DISTRICT

Oroville, California

November 20, 2013



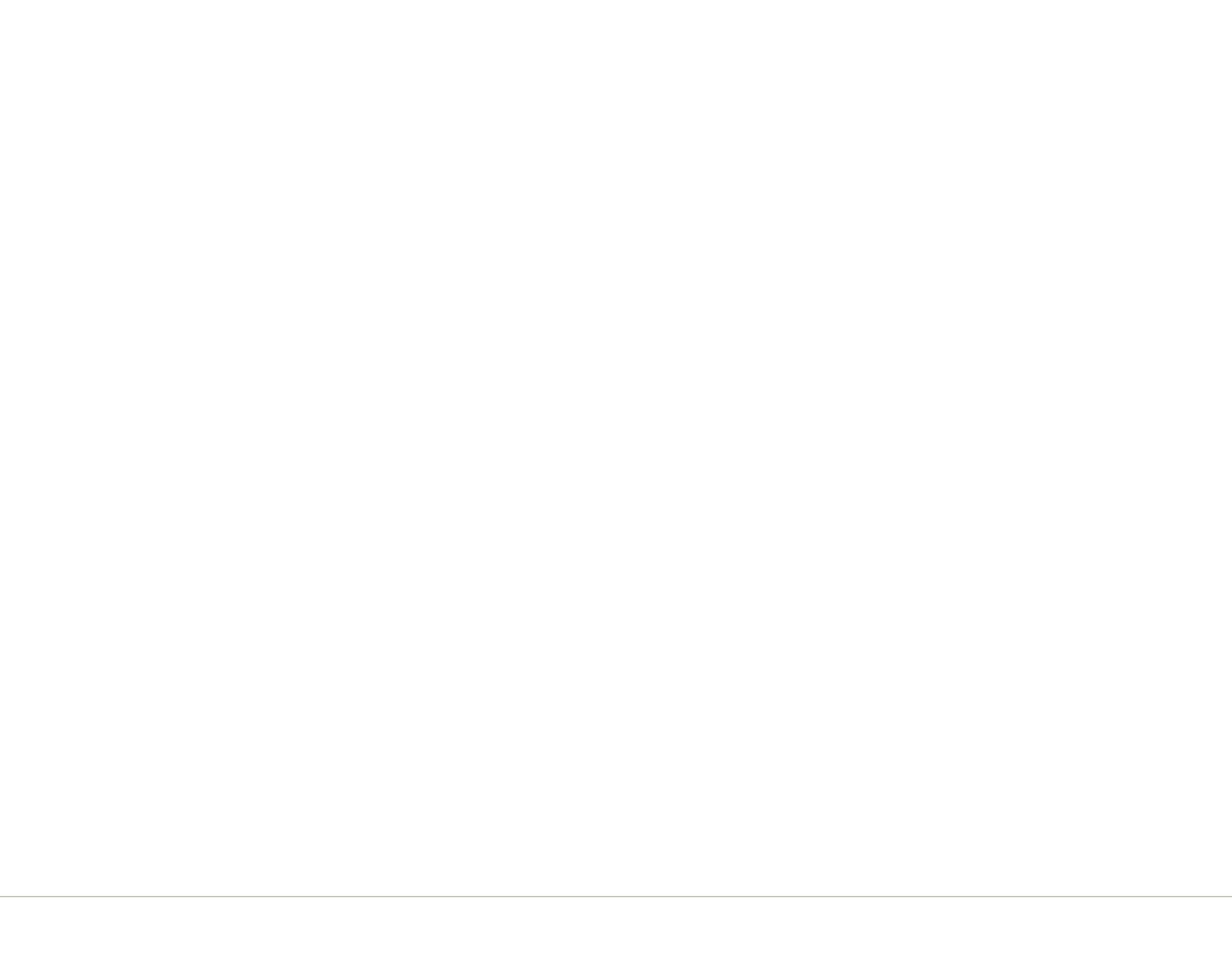
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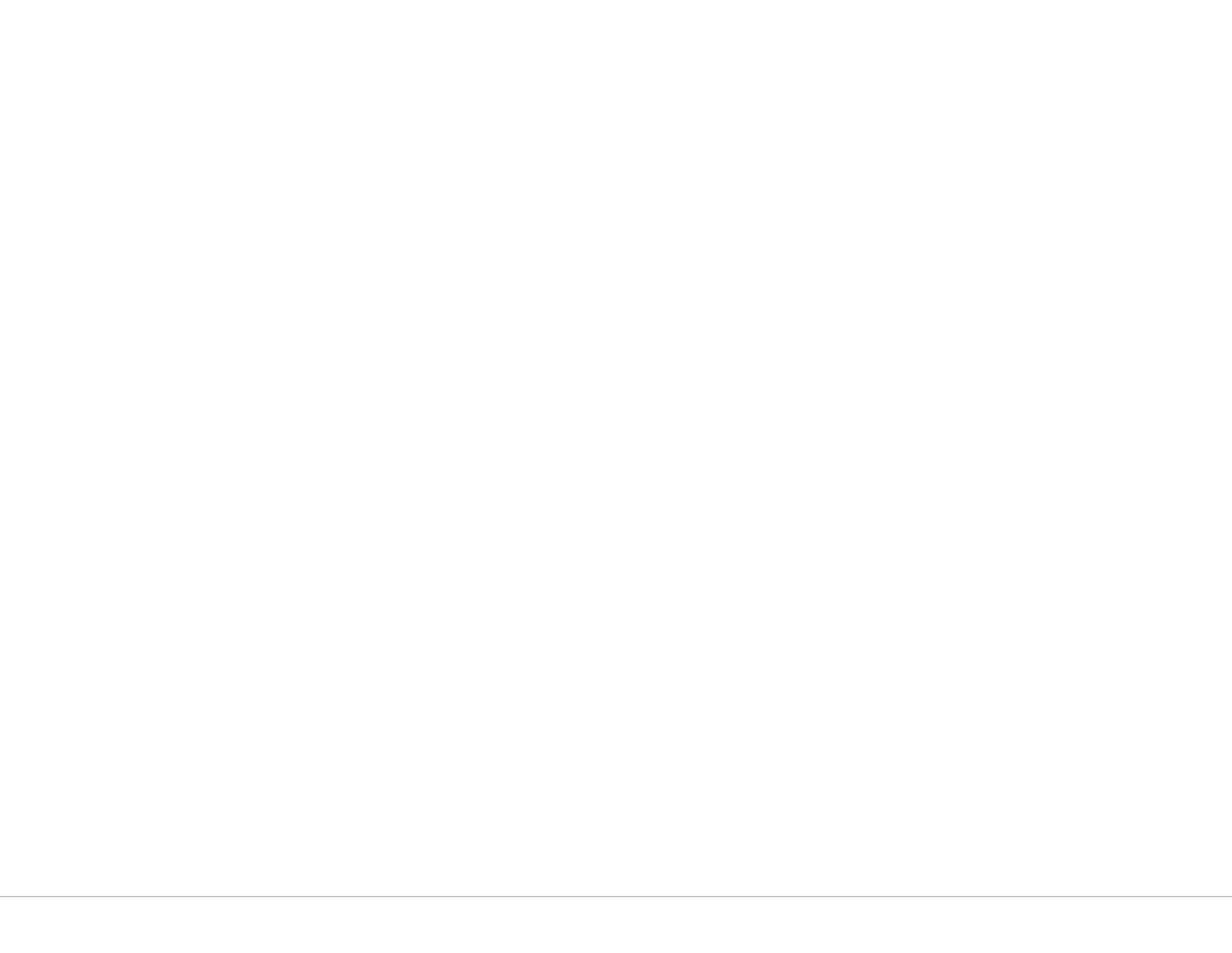
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EXECUTIVE SUMMARY

PURPOSE OF THE STUDY

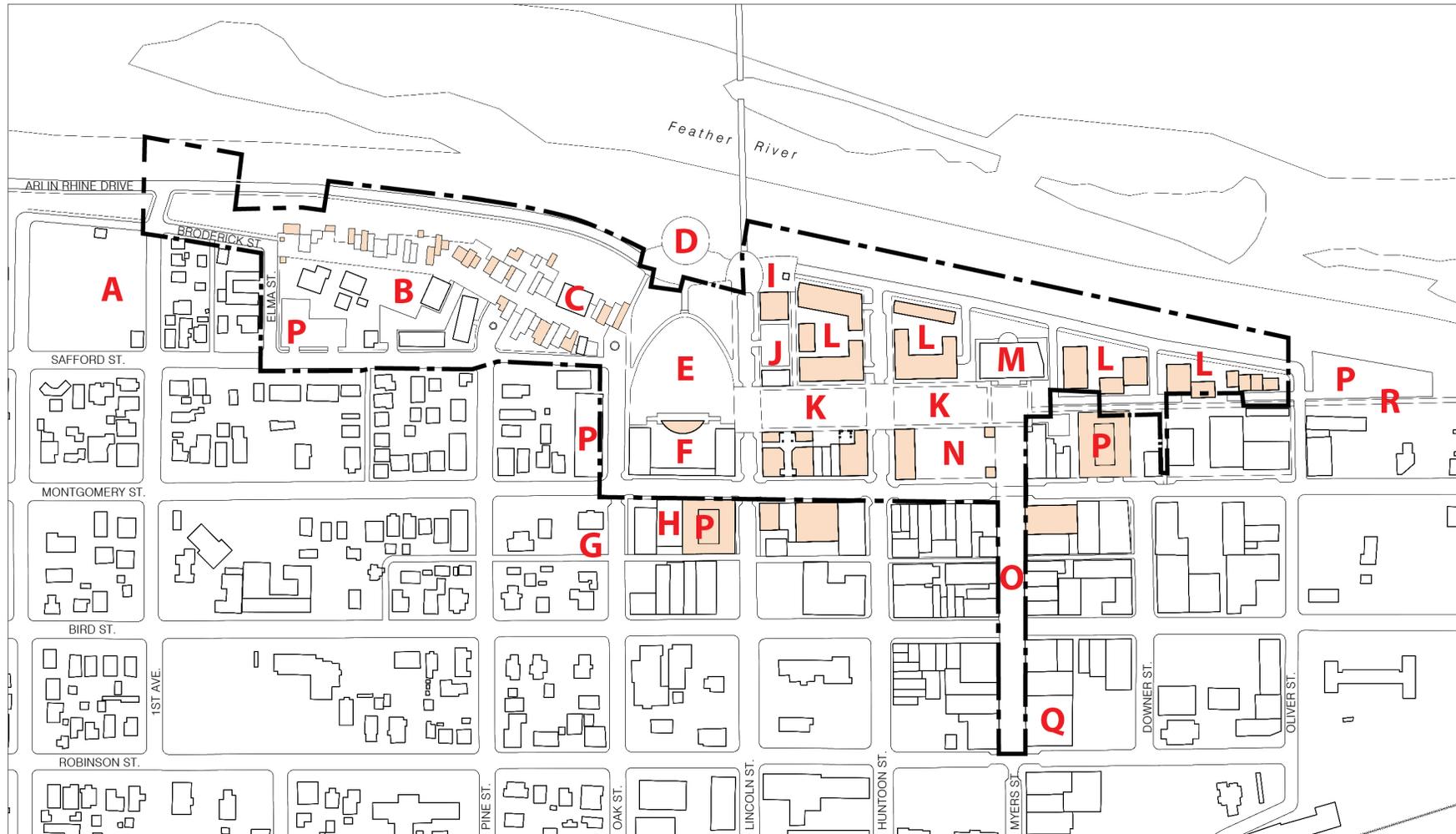
In an effort to revitalize its historic Downtown, in 2012 the City of Oroville initiated a planning process to establish an Arts, Culture and Entertainment District (AC&E District) that would capitalize upon existing cultural, historic, and natural resources of the area. This document is a result of that planning process. It has been funded by a Community Development Block Grant (CDBG) Planning and Technical Assistance grant, with the goal of revitalizing the downtown as a recreational, community and tourist destination.

Located directly on the Feather River, Downtown Oroville is a unique place, with an intact framework of historic buildings and spaces, and an abundance of arts, cultural and entertainment destinations. The Downtown has already become a hub for the visual and performing arts in Oroville, utilizing venues such as the State Theatre, the Centennial Cultural Center, the Pioneer Museum, the Chinese Temple and Museum and several others. However, these many destinations are spread over a wide area, are disconnected and do not establish a critical mass of activity that can strengthen the image and economy of the Downtown.

AC&E DISTRICT PROJECT AREA

Downtown Oroville is located in the north-central portion of the City, defined roughly by the Feather River to the north, Oliver Street to the east, High Street to the south, and Oak

Figure ES.1: Illustrative Concept Plan Key Map



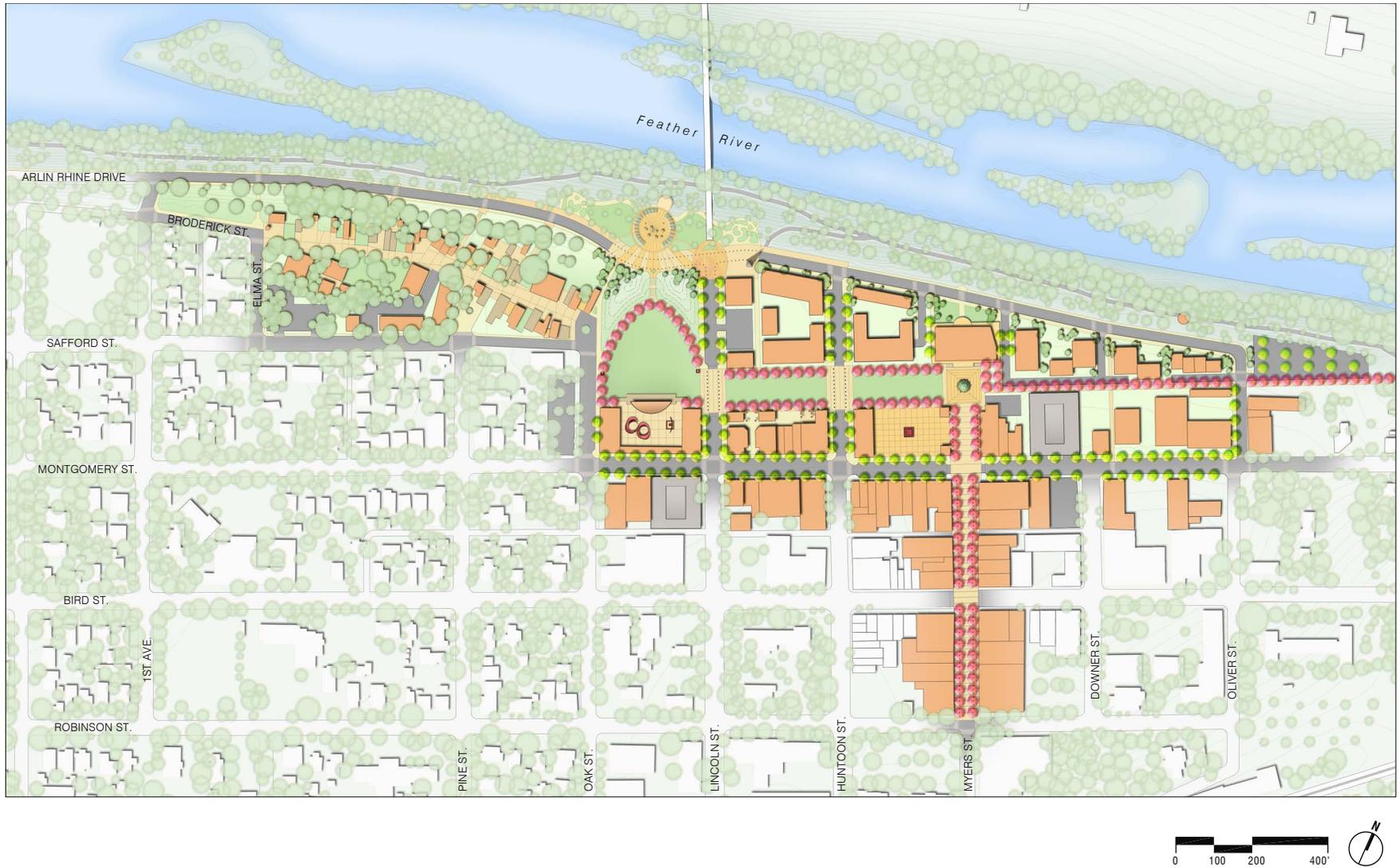
LEGEND

- AC&E DISTRICT BOUNDARY
- NEW INFILL BUILDINGS

- | | | |
|---|---|----------------------------------|
| A ROTARY PARK | G SOROPTOMIST PARK AND LAW LIBRARY | M MUNICIPAL AUDITORIUM |
| B CHINESE HERITAGE AND CULTURAL PARK | H CITY HALL | N TOWN SQUARE |
| C BOLT'S ANTIQUE TOOL MUSEUM | I TOWER PLAZA AND RESTAURANT | O MYERS STREET ARTS PLAZA |
| D CENTENNIAL PLAZA | J FONG LEE COMPANY BUILDING | P PARKING |
| E AMPHITHEATRE PARK | K PARK BLOCKS | Q STATE THEATRE |
| F BACKSTAGE STUDIO AND GALLERY | L RIVERFRONT RESIDENTIAL | R EAST PROMENADE |



Figure ES.2: Illustrative Concept Plan



Street to the west. Though this area consists predominately of commercial uses and public spaces, several historic mixed-use buildings with upper-floor residential units are scattered throughout the area.

The AC&E District project area defined by the City encompasses a more focused area within the Downtown, generally extending east-west along the Feather River and including approximately 29 acres of publicly and privately-owned land. The AC&E District is generally bounded by the Feather River on the north and Oliver Street on the east. The southern boundary follows Montgomery Street from Myers Street to Oak Street jogging north to follow Safford Street from Oak Street to Elma Street. The western boundary follows Elma Street from Safford to Broderick Street, jogging west to 1st Avenue, where it connects to the Feather River. The AC&E District also includes a linear panhandle of the Myers Street right-of-way, extending from Montgomery Street south to Robinson Street.

PROJECT GOALS AND OBJECTIVES

The primary goal of the project, as defined by the City of Oroville, is to develop a plan that will guide the future development of the City of Oroville's AC&E District and achieve the following:

- Infuse activities within the project area.
- Allow for commercial and retail development to stimulate economic growth for the City.
- Increase the attraction to the project area in order to help provide business growth critical to retaining the existing businesses for job retention, as well as attracting new businesses that will create new Targeted Income Group jobs in the historic Downtown area. Prospective business owners, particularly of retail businesses, personal services, and restaurants, are attracted to the Historic Downtown because of its quaintness and proximity to the Feather River.
- Address the lack of an inviting, central focus point that has been a deterrent to attracting the shoppers, tourists, and diners who would normally patronize the area.

The primary objectives of the AC&E District are to:

- Establish Oroville as a tourist and recreational destination by providing amenities that tourists and recreational enthusiasts can enjoy.

- Plan for appropriate development of the Feather River waterfront to stimulate high-quality commercial, retail, and restaurant establishments to provide an enjoyable atmosphere.
- Re-establish the Oroville Historic Downtown as an arts, culture, entertainment, employment and residential center for the region by incorporating the Feather River.
- Establish the Oroville AC&E District as a community gathering place (“town center”) to enjoy shopping, dining, various museums, and live entertainment in a safe and vibrant destination.

PLANNING PROCESS

The planning process for the project has consisted of five sequential tasks, which resulted in the preparation of the Oroville Arts, Culture and Entertainment District Concept Plan, as follows:

- Inventory and Analysis of Existing Physical, Regulatory and Market Conditions
- Alternative Plan Concepts
- Public Review and Outreach
- Preparation and City review of an Administrative Draft Report
- Preparation of the Final Report.

MARKET ANALYSIS

Early in the process, the preparation of a market analysis for the Downtown area provided important input to the creation of the Plan. The market analysis provided a general understanding of local real estate market conditions and private development uses that would potentially enjoy solid market support in the project area, given the characteristics of the area and dynamics of the local competitive marketplace. The market analysis built upon the analysis recently prepared by The Concord Group for the Oroville Gateway Site project, tourism/marketing reports prepared for the City of Oroville, as well as data from other sources.

The results of the Downtown market analysis indicated that over the next twenty years the downtown real estate market has the potential to absorb approximately 200 multi-family residential units, up to about 190,000 square feet of retail, up to 55,000 square

feet of office, approximately 6,000 square feet of visual arts facilities, and a large, centrally located outdoor gathering space that could, on occasion, accommodate performances and vendors. These figures represent new real estate demand. This demand may be accommodated in existing vacant space and/or newly constructed space. To the extent that new demand is absorbed into existing vacant space, new building construction may be less than these figures.

COMMUNITY OUTREACH

An extensive community outreach process was used throughout the preparation of the AC&E District Concept Plan. Comments and input from residents, downtown business and property owners, and representatives of arts organizations who participated in public and focus-group meetings have been instrumental in shaping the concepts for the future of the District.

The following is a chronological listing of the public outreach meetings that influenced concept development:

- Focus Group Meeting #1: Arts and Cultural Organizations
- Focus Group Meeting #2: Downtown Business and Property Owners, and Business Organizations
- City Council Facilities Sub-Committee Meeting
- Arts Commission and Parks Commission Meeting
- Community Workshop #1
- Focus Group Meeting #3: Downtown Business and Property Owners, and Business Organizations
- Community Workshop #2
- County “Urban Greening” Workshop
- Planning Commission and City Council Public Hearings.

CONCEPT ALTERNATIVES

During the planning process for the preparation of the AC&E District Concept Plan, alternative concepts were prepared for review by the community during workshops and Focus Group meetings. These alternative concepts are described in Appendix A of this

report. The Plan described in this report is a hybrid of the alternatives based on input received in the community outreach process.

THE AC&E DISTRICT CONCEPT PLAN

The Plan derives much of its character by building upon the District’s historic authenticity and establishing a series of interconnected public open spaces and a circulation system that binds together the existing disparate arts and cultural areas. Key features of the Plan include the following:

- The Myers Street Arts Plaza - The Myers Street Arts Plaza will be a pedestrian-priority street that continues to allow motor vehicles. It is a consistent elevation across the entire right-of-way, which creates the character of a linear plaza. The street will be lined with bollards, ornamental pedestrian-scaled lights, street trees and street furniture to create a lively and attractive environment.
- The Town Square - A new Town Square will occupy the entire site of the existing public parking lot south of the Municipal Auditorium (Lot A) as well as the surrounding streets. The Square is envisioned as a large pedestrian-only open space of approximately 48,000 square feet (1.1-acre) framed by specially-designed streets on all sides that allow vehicular traffic but can be closed for special events. In this mode, the entire Town Square can be expanded to approximately 96,000 square feet (2.2 acres) in area. The Square will be open to Montgomery Street, thereby being highly visible from the street.

The Square will include a variety of sub-areas, raised mini-plazas and plantings to create platforms or stages for spontaneous performances at a variety of scales. Fronting the Square along Huntoon Street will be a new 2-3 story mixed-use retail/office building. Located within the square will be one or more small one story pavilions, 25’ x 25’ in size (625 square-feet each), that can be used for retail, food service, arts uses or as information and display kiosks.

- The Park Blocks - Two block-long linear open spaces link the new Amphitheater Park on the west with the Myers Street Arts Plaza on the east. The Park Blocks will be approximately 120’ wide. The Park Blocks will provide a new open space, a pedestrian and bicycle system that will serve as a framework for development of the AC&E District, and amenities to the downtown area.

On the south side of the Park Blocks, a concentration of mixed-use retail, arts, culture, and entertainment uses will line Montgomery Street, creating continuous frontages along both the street and parks. Upper floors of office use will be included in each new building.

- Amphitheater Park - The Park Blocks will extend to the west, where they will engage a new Amphitheater Park that will be integrated into the Feather River levee. By doing so, the existing Centennial Plaza will be connected into the open space system. The Amphitheater Park will be approximately 95,000 square feet (2.2 acres) acres in size with a lawn blanket seating capacity of approximately 6,400-7,900 people (based on 12-15 sf/person). The two existing brick Oroville Ford dealership buildings will be incorporated into the open space to create the “Backstage Studio and Gallery,” artists’ workspaces and exhibition space, and backstage area for the amphitheater stage.
- The Chinese Heritage and Cultural Park will be located along Broderick Street in the area of Oroville’s historic Chinatown. Consisting of the Chinese Temple and Museum, and associated buildings, it will become a destination for the education of the public about the history and culture of Chinese immigrants who came to Oroville in the 19th century.
- Riverfront Residential neighborhoods line the north side of the Park Blocks, providing each unit a view of either the Park Blocks or the Feather River. A destination restaurant of approximately 5,000 square feet, with a view of the Feather River, will be located near the existing communications tower, adjacent to the new residential development. Additional new residential development will be located to the east of the Municipal Auditorium.

Both the Myers Street Arts Plaza and the south side of Montgomery Street will have infill mixed-use development in existing and new buildings in order to reinforce existing downtown uses and create continuous “street walls.” The existing transit station at the southeast corner of Myers and Montgomery will be relocated to the street and the very important corner site will be redeveloped with a new mixed-use infill building.

The Plan provides critical pedestrian and bicycle linkages between the Pioneer Museum and future Veterans Memorial Park to the east and Rotary Park to the west. Class II bike lanes will be included on all primary arterial streets and multi-use pathways extend through the Park Blocks. The pedestrian and bicycle connections will be lined with canopy trees and pedestrian-scaled lights. Walkways will also connect northward to the Feather River levee from all streets in the District as well as the Chinese Heritage and Cultural Park, the Municipal Auditorium and the new riverfront residential neighborhoods.

The existing street grid remains, except that Safford Street is closed and abandoned between Oak Street and Huntoon Street to allow for development of Amphitheater Park, the Park Blocks and new residential development.

There is currently a significant oversupply of parking in the District and the Downtown. Therefore, in the short term, parking reductions to achieve the goals of the Plan are feasible. The parking strategy includes the following:

- All existing parking lots will remain, with the exception of the following:
 - The full block on Montgomery Street between Huntoon and Myers Streets, in front of the Municipal Auditorium, will be replaced with one of the Park Blocks, the Town Square and new mixed-use development.
 - In the future, the Chamber of Commerce trailer adjacent to City Hall can be removed and replaced with a parking structure with ground floor retail fronting on Montgomery Street.
 - The lot between Myers Street and Downer Street on the north side of Montgomery Street will be expanded. In the future it, too, will be a good location for a parking structure with ground floor retail.
- A 100-space lot will be located east of Oliver Street, adjacent to the levee, to serve the AC&E District as well as Veterans Memorial Park and Feather River Park.

All on-street parking will remain and is likely to increase slightly due to the reduction of existing curb-cuts, where possible.

IMPLEMENTATION

Implementation of the Oroville Arts, Culture and Entertainment District will require the coordinated efforts of both the public and private sector working cooperatively to achieve a common goal. Generally, there are five key components to this implementation effort:

- Updates to public policy and regulatory documents - In certain instances, revisions will likely be needed to the General Plan and Zoning Code to assure that the policy and regulatory tools available to the City promote the goals of the AC&E District.
- On-going operations, management and marketing - As a specialized district, it will be critical that an operations, management and marketing structure be in place.
- Public and private capital improvements and development - One of the most critical components of the District will be the investment by private entities, both for-profit and not-for-profit, to reuse existing buildings, build new venues and provide arts, cultural and entertainment activities.

Table ES.1: Development Program

Land Use	Area	Quantity ²	Parking Demand	Potential 20-Year Market Demand ³
Mixed Retail/ Entertainment Facilities (ground floor)	1.95 acres	121,500 sf	3 spaces/1,000 sf = 365 spaces	190,000 sf
Residential 30 du/ac	3.70 acres	111 units	1.5 spaces for each dwelling unit = 167 spaces (provided on-site)	200 dus
Med/High Density Residential (existing)	0.94 acres			
New Arts Facilities	Incl. in mixed-use	6,000 sf	3 spaces/1,000 sf = 18 spaces	6,000 sf
Chinese Heritage and Cultural Park	5.92 acres			
Open Space	8.42 acres			
Public Streets and Right-of-Way	8.07 acres			
Office (upper Floors)	Incl. in mixed-use	55,000 sf	3 spaces/1,000 sf = 165 spaces	55,000 sf
	29 acres ¹		588 spaces required (excluding residential provided on-site) 965 spaces provided (including on-street)	

Notes:

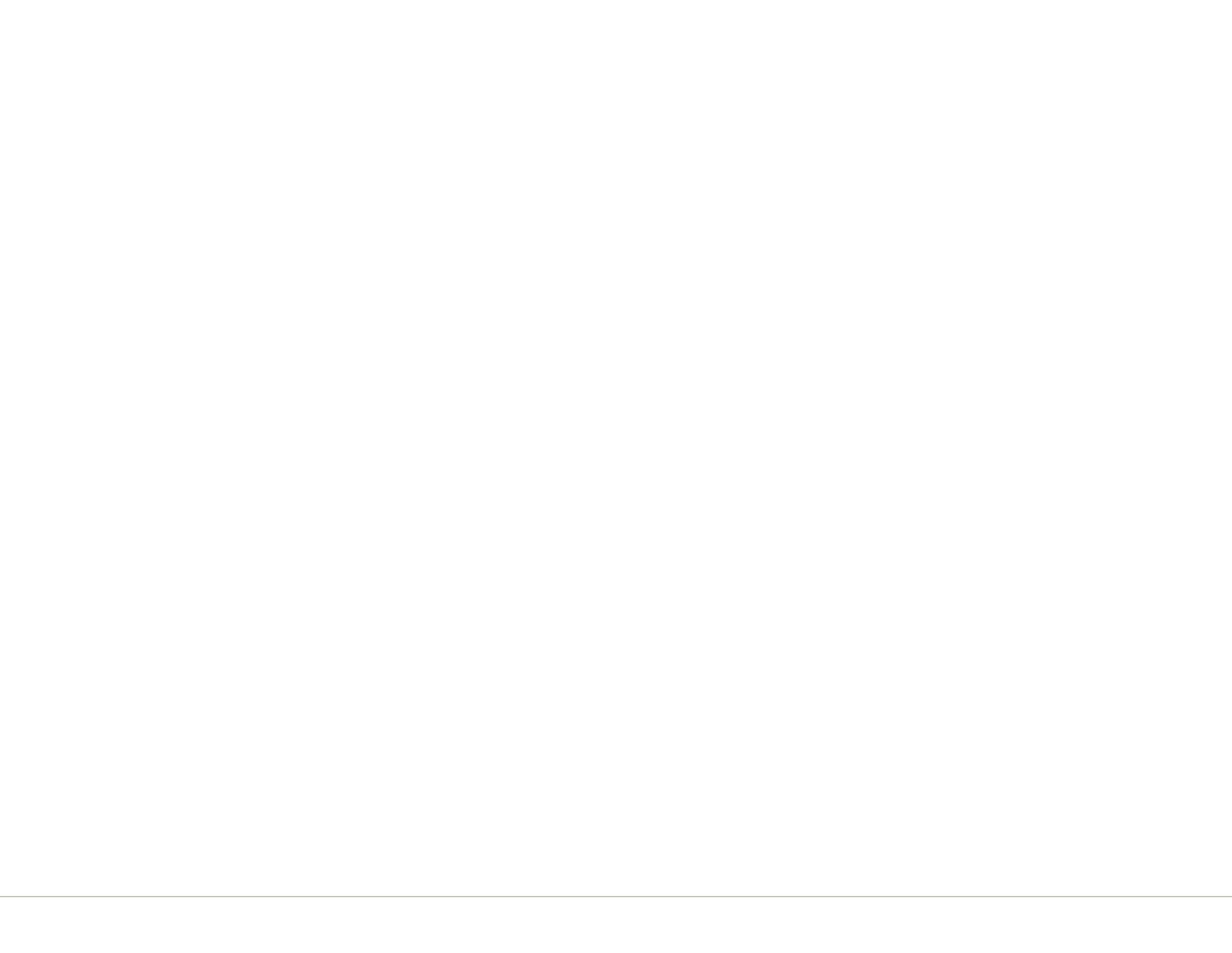
1. Total study area acreage includes Myers Street right-of-way, but does not include Myers Street frontage parcels south of Montgomery Street.
2. Total square footage for mixed-use, arts facilities, and office includes reuse/infill of Myers Street frontage parcels from Montgomery Street to Robinson Street.
3. To the extent that some demand is absorbed in existing vacant space, new construction may be less than the figures in this column.

- Long-term maintenance - With permanent public resources and the availability of outside grants for maintenance limited, a variety of measures will be needed in order to ensure a stable maintenance budget for the future.
- Phasing - The Plan will require significant additional planning, design, development and programming in a phased process over multiple years. However, due to the large amount of publicly-owned land in the District, many features of the Plan can be immediately implemented by the City as funds become available.

NEXT STEPS

The preparation of the Oroville AC&E District Concept Plan is an important first step. Immediate next steps in the implementation process include:

- Prepare a detailed Implementation Action Plan and phasing strategy.
- Complete a policy and regulatory update related to the District.
- Create an AC&E District Task Force and management team.
- Prepare applications for grant funding for detailed planning, design and economic plans.
- Prepare development feasibility and design guidelines for private development of specific publicly-owned properties.
- Issue developer Requests for Proposals to develop publicly-owned properties.
- Prepare detail design plans for selected priority Phase I public improvements.
- Pursue land swaps or purchases for the private land that must be acquired.



BACKGROUND

INTRODUCTION

In an effort to revitalize its historic Downtown, in 2012 the City of Oroville initiated a process to establish an Arts, Culture and Entertainment District (AC&E District) that would capitalize upon the existing cultural, historic, and natural resources in the area. Located directly on the Feather River, Downtown Oroville is a unique place, with an intact framework of historic buildings and spaces, and an abundance of arts, cultural and entertainment destinations.

The Downtown has already become a hub for the visual and performing arts in Oroville, utilizing venues such as the State Theatre, the Centennial Cultural Center, the Pioneer Museum, the Chinese Temple and Museum and several others. However, these many destinations are spread over a wide area, are disconnected and do not establish a critical mass of activity that will strengthen the image and economy of the Downtown.

The intent of the AC&E District Concept Plan is to coalesce these resources into a distinct, cohesive place – a vibrant place in which people can recreate, dine, shop, learn, and be entertained, as well as work and live.

PROJECT GOALS AND OBJECTIVES

The primary goal of the project, as defined by the City of Oroville, is to develop a plan that will guide the future development of the City of Oroville's AC&E District and achieve the following:

- Infuse activities within the project area.
- Allow for commercial and retail development to stimulate economic growth for the City.
- Increase the attraction to the project area in order to help provide business growth critical to retaining the existing businesses for job retention, as well as attracting new businesses that will create new Targeted Income Group jobs in the historic Downtown area. Prospective business owners, particularly of retail businesses, personal services, and restaurants, are attracted to the Historic Downtown because of its quaintness and proximity to the Feather River.
- Address the lack of an inviting, central focus point that has been a deterrent to attracting the shoppers, tourists, and diners who would normally patronize the area.

The primary objectives of the AC&E District are to:

- Establish Oroville as a tourist and recreational destination by providing amenities that tourists and recreational enthusiasts can enjoy.
- Plan for appropriate development of the Feather River waterfront to stimulate high-quality commercial, retail and restaurant establishments to provide an enjoyable atmosphere.
- Re-establish the Oroville Historic Downtown as an arts, culture, entertainment, employment, and residential center for the region by incorporating the Feather River.
- Establish Oroville's AC&E District as a community gathering place ("town center") to enjoy shopping, dining, various museums, and live entertainment in a safe and vibrant destination.

AC&E DISTRICT PROJECT AREA

Downtown Oroville is located in the north-central portion of the City, defined roughly by the Feather River to the north, Oliver Street to the east, High Street to the south, and Oak Street to the west. Though this area consists predominately of commercial uses and

public spaces, several historic mixed-use buildings with upper floor residential units are scattered throughout the area.

The AC&E District project area, defined by the City, encompasses a focused area within the downtown, generally extending east-west along the Feather River and including approximately 29 acres of publicly and privately-owned land. The AC&E District is generally bounded by the Feather River on the north and Oliver Street on the east. The southern boundary follows Montgomery Street from Myers Street to Oak Street jogging north to follow Safford Street from Oak Street to Elma Street. The western boundary follows Elma Street from Safford to Broderick, jogging west to 1st Avenue, where it connects to the Feather River. The AC&E District also includes a linear panhandle of the Myers Street right-of-way, extending from Montgomery Street south to Robinson Street.

The AC&E District has been delineated to include and/or address the key existing art, culture and entertainment venues in and near the Downtown core, including:

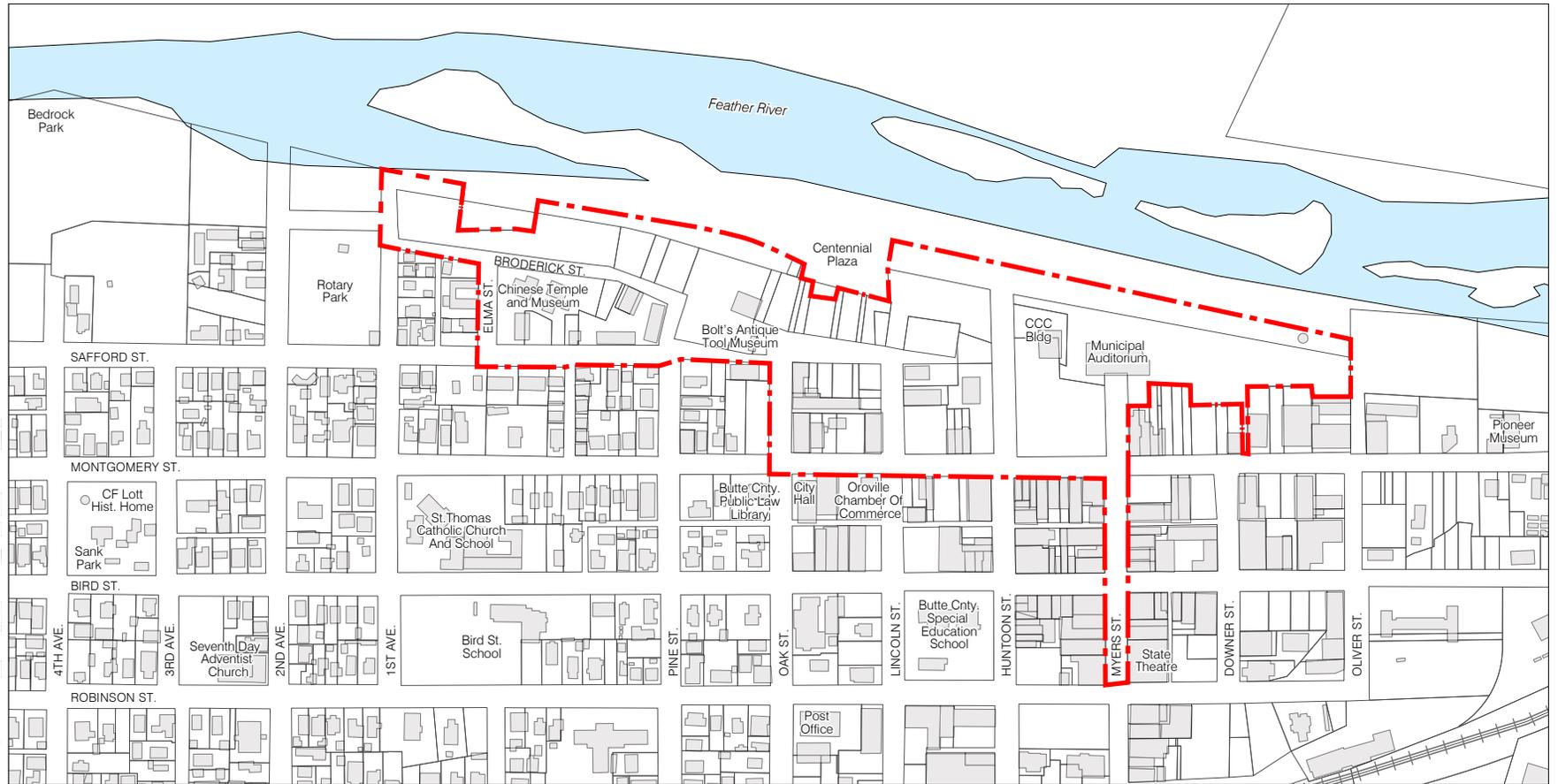
- Bolt's Antique Tool Museum
- Centennial Cultural Center
- Centennial Plaza
- Chinese Temple and Museum
- Municipal Auditorium
- Pioneer Museum
- The State Theatre.

PLANNING PROCESS

The planning process for the project consisted of four sequential tasks which resulted in the preparation of the Oroville Arts, Culture and Entertainment District Concept Plan.

Inventory and Analysis of Existing Physical, Regulatory and Market Conditions – This task began with a joint meeting of the consultant team and City staff followed by a site reconnaissance to understand the existing conditions and opportunities for development of the AC&E District. Subsequently, existing background materials were reviewed and base maps were prepared. The consultant team undertook a market analysis, traffic

Figure 1.1: Oroville AC&E District Area



LEGEND
— AC&E DISTRICT BOUNDARY



BACKGROUND

and parking assessment, regulatory review and infrastructure review, all of which was assembled into *Working Paper #1 – Summary of Existing Conditions* dated January 15, 2013 and revised on January 25, 2013. Interviews with relevant arts groups, business and property owners, and other stakeholders were undertaken in order to understand their desires and recommendations related to improvements in Downtown Oroville.

Alternative Plan Concepts – Based on the findings of the inventory and analysis, three alternative concepts were prepared and reviewed with City staff on March 22, 2013. Each alternative included a plan, sections, 3D model and development program analysis. An Evaluation Matrix was also prepared as a tool for the alternatives to be evaluated and ranked against each other.

Public Review and Outreach – Several meetings with the community, arts groups, and business and property owners were held in order to gain input on community preferences related to each of the alternatives. City staff also held work sessions with the City Council Facilities Subcommittee to brief the Committee on the progress of the planning effort and gain additional feedback.

During these meetings, all participants were asked to rank the alternatives using the Evaluation Matrix. Based on the input received and evaluation ranking results, a preferred AC&E District Concept Plan was identified, consisting of a combination of elements from the various alternatives. This concept is described in detail in Section 6 of this report.

For a complete discussion of the Alternative Plan Concepts and their evaluation, refer to Chapter 5 (Community Outreach) and Appendix A.

Administrative Draft and Final Reports – Based upon input received from the public outreach process, a preferred plan concept for the AC&E District was prepared. The preferred concept was summarized in an Administrative Draft Report, which was reviewed in public hearings with the Planning Commission on July 22 and August 16, 2013 and City Council on September 17, 2013. Comments received from the Planning Commission and City Council have been incorporated into this Final Report.

EXISTING AREA PHYSICAL CONDITIONS

This section provides a summary of the existing conditions of the AC&E District project area, including its current uses, traffic and circulation conditions, utilities and infrastructure. It is based on a review of existing available data and discussions with City staff, representatives from stakeholder groups and observations of the Consultant Team.

EXISTING LAND USE AND DENSITY

Prior to beginning the preparation of plans for an urban area, it is important to understand its existing patterns of land use and development intensities. Following is a discussion of the general land use patterns in the Downtown (by broad area) as well as a discussion of specific land uses, issues and opportunities.

GENERAL LAND USE PATTERNS

Based on visual surveys and review of existing City documents, land use in the AC&E District has been documented on a parcel-by-parcel basis (see Figure 2.1). As the map illustrates, three broad land use patterns can be identified:

1. Residential Neighborhood Area(s) – the areas surrounding the Downtown commercial core are predominantly neighborhoods containing single-family detached residential homes. In general, the quality of these neighborhoods is high and the neighborhoods are stable. The City's long-term goal, as described in the General Plan, is to identify, protect and enhance these neighborhoods.

EXISTING AREA PHYSICAL CONDITIONS

2. Downtown Core Area – Within and immediately south of the AC&E District is the historic Downtown retail core of the City, containing a mix of retail, office, entertainment and public uses, often on single parcels or aggregations of two to four parcels. This area also contains several designated historic and /or architecturally significant structures, many with a substantial presence and building heights up to several stories. Several of the buildings in this area are vacant and/or underutilized. Despite the economic challenges facing this area, the Downtown Core has a strong sense of place and attractiveness due to its historic character, the scale of buildings, the dense building fabric and the strong pedestrian character of its public spaces.
3. Infill Opportunity Areas – Two of these areas exist. East of the AC&E District (also east of the Downtown Core), is an area that contains a large number of underutilized parcels and vacant buildings. The few active land uses in this area generally consist of office, auto-oriented retail, and industrial businesses that are not pedestrian-oriented. Although it is outside the AC&E District boundaries, the Pioneer Museum is also located in this area and linkages to this cultural facility are part of the AC&E District Concept Plan.

The bulk of the land within the AC&E District is in the second Infill Opportunity Area. It consists mostly of undeveloped land or parking lots, which are the focus of the AC&E District Plan. For a more complete discussion of these Opportunity Areas, see Chapter 4 (Market Overview) of this report.

The Existing Land Use map also describes the specific type of land use found on each parcel within and adjacent to the AC&E District. While many of the existing uses are compatible with the goal of creating an arts, culture and entertainment district, many uses are not and should be considered as candidates for long-term change. Following is a summary of each of the land use types found within the AC&E District.

LOW/MEDIUM DENSITY RESIDENTIAL

This land use category consists of single-family detached homes of modest scale on parcels generally below 1/5-acre in size at a density of approximately 6 dwelling units (du) per gross acre. Within the AC&E District there is only one home that fits this category. Residential uses at this density do, however, predominate the area immediately west of the AC&E District. While it is important to protect existing residential uses, additional development of such low density residential uses within the AC&E District will not be the best utilization of land resources to meet the goals of the project.

MEDIUM/HIGH DENSITY RESIDENTIAL

This land use category consists of multi-family residential development at a density of 14-20 dwelling units per acre. In the vicinity of the AC&E District, these are typically two-story buildings of modest scale. Within the AC&E District there is only one development that fits this category, located between Safford and Broderick Streets at Pine Street.

Additional residential uses, at medium to high densities such as those already found in Oroville, can be a very appropriate use in an arts, culture and entertainment district and have been included in the AC&E District Concept Plan.

RETAIL

While many different types of retail can serve a neighborhood and a city, for purposes of planning an arts, culture and entertainment district it is important to understand whether existing retail is oriented toward pedestrians or toward automobile users. Based on experience in other places, most successful districts of this type have a strong pedestrian orientation, both in the design of the public environment and the uses (particularly retail) that support the public spaces and cultural/entertainment venues.

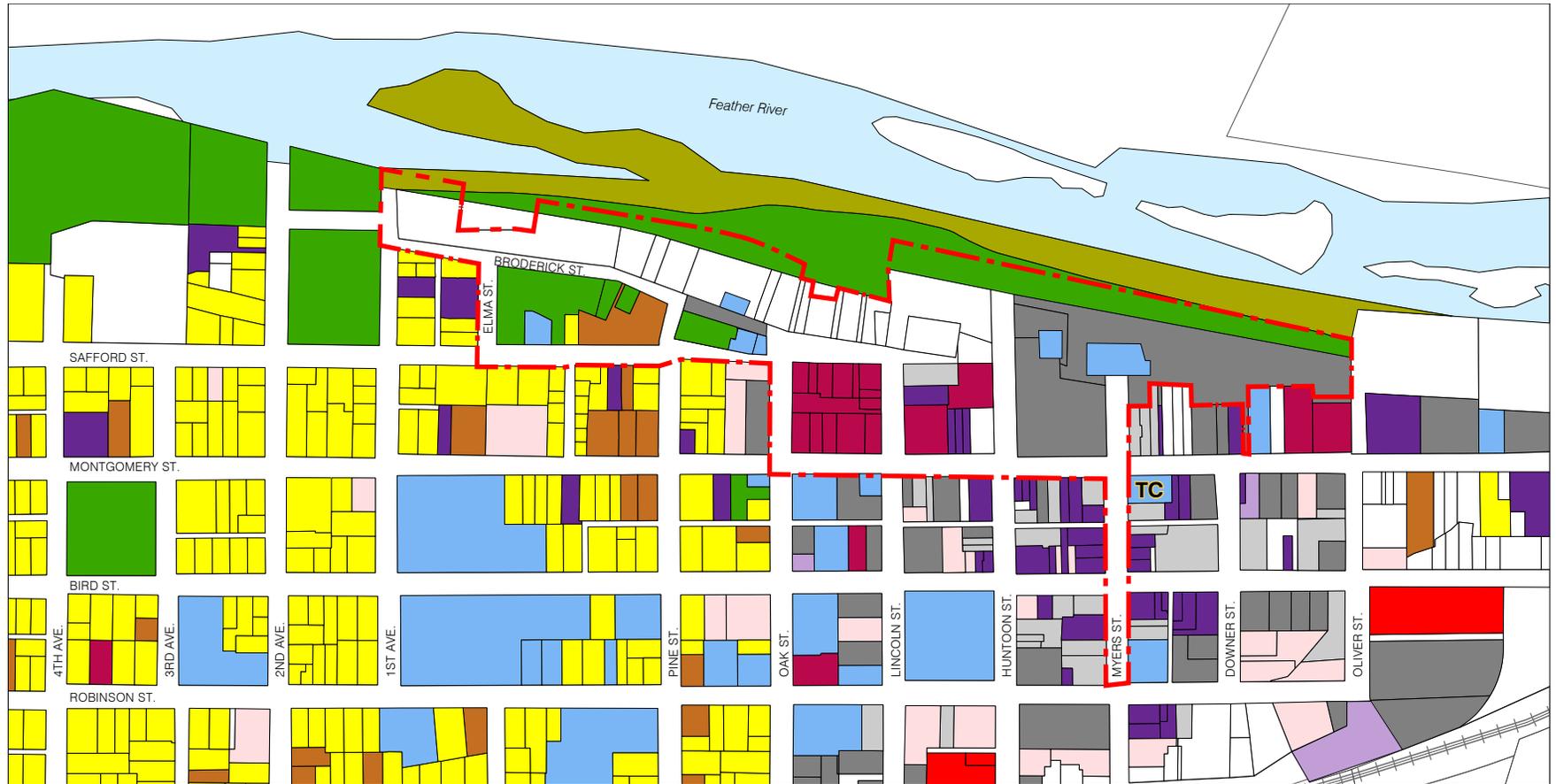
The Existing Land Use map therefore identifies three types of existing retail that are most relevant for the AC&E District planning effort:

- Pedestrian-oriented retail uses are those that are accessed primarily from public sidewalks and are typically oriented directly to the sidewalk. Oftentimes, there is little or no direct on-site parking. Auto access is provided in on-street spaces or nearby parking lots.

Typically, these uses provide a variety of goods, services and eating establishments that are not oriented to the automobile and do not require quick in-and-out access by automobile.

In general, a variety of pedestrian-oriented uses are an ideal component of an arts, culture and entertainment district. However, as the Existing Land Use map indicates, there is very little of this land use type within the AC&E District boundary although the Downtown Core area does contain a large number of these uses (or buildings with vacant ground floor space that are ideally suited to these uses).

Figure 2.1: Existing Land Use



LEGEND

- | | | | |
|------------------------|---------------------------------|----------------------------|--|
| AC&E DISTRICT BOUNDARY | LOW/MEDIUM DENSITY RESIDENTIAL | AUTO-ORIENTED RETAIL | CIVIC/EDUCATION/CULTURAL/RELIGIOUS/PUBLIC ASSEMBLY |
| PARKING | MEDIUM/HIGH DENSITY RESIDENTIAL | AUTO-SERVING RETAIL | OPEN SPACE |
| VACANT BUILDING | OFFICE | PEDESTRIAN-ORIENTED RETAIL | BUS TRANSIT STATION |
| VACANT LAND | PARKS/RECREATION | INDUSTRIAL | |



EXISTING AREA PHYSICAL CONDITIONS

- Auto-oriented retail uses are those which rely on the automobile for direct access, often indicated by entrances that open onto a parking lot rather than onto public pedestrian areas. These include large retailers as well as smaller establishments, such as self-storage facilities, drive-up banks, convenience stores and strip centers that are sited or located in such a way as to favor access by car rather than by foot or bicycle.
- Auto-serving uses are those that directly service the automobile, such as gas stations, auto parts stores, car washes and auto-repair shops.

Auto-oriented and auto-serving uses tend to be low-scale, typically with one-story buildings set back from the street with parking that fronts the street. These uses often have multiple curb cuts, which create conflict with pedestrian and bicycle activity along the street and sidewalk. These uses do not typically support best land use practices needed to create an arts, entertainment and culture district.

As the Existing Land Use map indicates, there is very little active retail of any type within, or adjacent to, the AC&E District. Of the active retail that exists, a large portion is either auto-oriented or auto serving. Over time, the pedestrian-oriented retail character of the area will need to be strengthened while discouraging auto-oriented and auto-serving uses.

OFFICE

There are no office uses within the AC&E District, but some office uses are found directly adjacent to the District on the upper levels of multi-story buildings along Montgomery Street and Myers Street. Much of this office space is currently vacant. Outside the AC&E District, office uses are scattered throughout adjacent Downtown areas. Most of these are one to three-story buildings, often with on-site parking lots. Building entrances are oriented toward these lots rather than to the street or sidewalk. The large parking lots, building orientation, and lack of nearby pedestrian amenities tend to encourage automobile use by employees and clients.

CIVIC/EDUCATIONAL/CULTURAL/RELIGIOUS/PUBLIC ASSEMBLY

In addition to the existing arts, culture and entertainment institutions listed in the Introduction of this report, the only other use in this category within the AC&E District is the Boy Scouts meeting hall on Stafford Street near Elma Street. However, in the nearby area surrounding the AC&E District, there are several of these uses. Educational uses include St. Thomas Catholic Church and School on Montgomery Street between 1st and Pine Streets; Bird Street School, located a block south of St. Thomas; and the Butte County Special Education School on Bird Street between Lincoln and Huntoon Streets. Civic uses include Butte County Public Law Library, City Hall, and the Oroville Chamber of Commerce, all of which directly front the AC&E District on Montgomery Street.

PARKS AND RECREATION FACILITIES

This land use category refers to established City-owned and maintained parks and recreation facilities, as defined in the City's 2030 General Plan. These facilities include both active and passive recreation, ranging from fishing, hiking and rafting to sports fields.

Within the AC&E District there are three existing park and recreation areas. These include:

- Centennial Plaza and trail along the top of the Feather River levee.
- A small pocket park north of Safford Street adjacent to Bolt's Antique Tool Museum.
- Park space surrounding the Chinese Temple and Museum between Broderick and Safford Streets.

In addition, near the AC&E District boundary is Soroptomist Park, which is adjacent to the Butte County Public Law Library; Rotary Park between 1st and 2nd Streets; Sank Park, at the C.F. Lott Historic Home on Montgomery at 3rd Street; and Bedrock Park farther west on the Feather River.

All existing park assets and recreation areas are protected and integrated into the AC&E District Concept Plan.

OPEN SPACE

For purposes of this project, Open Space is land designated in the City's General Plan to be protected for environmental conservation and safety purposes. As the Existing Land Use map shows, the only area in this category is directly to the north of the AC&E District along the Feather River. These lands are protected and incorporated into the AC&E District Concept Plan.

PARKING

Nearly 23% (approximately 6.5 acres) of the AC&E District is currently devoted to surface parking, on both publicly-owned and privately-owned properties. An additional area of approximately 1.75 acres directly abuts the AC&E District boundary, for a total of approximately 8.25 acres of land devoted to surface parking in the immediate area designated for the AC&E District. Much of this parking is underutilized (see also discussion of parking in the Circulation and Parking section of this chapter).

Many parking facilities are located in prime potential pedestrian locations (such as the large lot in front of the Municipal Auditorium on Montgomery Street) or areas of high amenity (such as the paved area overlooking the Feather River east of the Municipal Auditorium).

Considering the low parking utilization rate of these large areas, their prime location, and the lack of building improvements, these sites provide a primary opportunity for reuse as part of the development of the AC&E District. This will require relocation of some parking areas in order to accommodate other District uses while still meeting the need for parking as the District grows in the future.

VACANT LAND

Excluding street rights-of-way, the largest acreage of land in the AC&E District is currently vacant, accounting for approximately 51% (14.8 acres) of total land inside the boundaries of the District. This land, combined with surface parking areas and public rights-of-way, provides prime opportunity areas for development of the AC&E District.

The existing Oroville Ford dealership property bounded by Montgomery Street, Oak Street, Safford Street, and Lincoln Street, will soon move out of Downtown. For pur-

poses of this project, this property is considered vacant (even though the Existing Land Use map shows the block as devoted to auto-serving retail and parking), since it is assumed the land will be available for reuse either with or without retention of the existing buildings. Prior to this study, discussions among City staff and policy makers envisioned this full-block area transformed into a central public space within the AC&E District. Part of the purpose of this study is to confirm the future use of this site within the larger AC&E District.

VACANT BUILDINGS

With the exception of vacant space along Myers Street, there is only one known vacant building within the boundaries of the AC&E District: the Fong Lee Company building, located at the southeast corner of Lincoln and Safford Streets. The small building is a remnant of Oroville's Chinatown. It is of architectural interest, and is listed on the National Register of Historic Places. It has therefore been incorporated into the AC&E District Concept Plan.

Directly adjacent to the boundaries of the AC&E District are numerous buildings that are vacant on both their ground floors and/or upper floors. Many of these buildings are of historic and architectural interest in the Downtown Core subarea, particularly along Montgomery Street and Myers Street.

The precise square footage of vacant available space in existing buildings in and adjacent to the AC&E District is not known. Nor is the feasibility of re-using such space currently known. Nevertheless, due to their historic character and the role these buildings play in creating a unique sense of place in Oroville, this vacant building space represents a major reuse opportunity and most of these buildings are incorporated into the AC&E District Concept Plan.

TRANSIT CENTER

A bus Transit Center is currently located on the southeast corner of Montgomery and Myers Streets. This is a high-visibility location that is valuable for other uses as part of the development of the AC&E District. Therefore, it is envisioned that the Transit Center function be relocated and this site redeveloped. Refer to the Circulation and Parking section of this chapter for additional detail discussion related to the Transit Center.

EXISTING LAND USE SUMMARY

In general, only two areas within or near the AC&E District have a distinct sense of place:

- The Downtown Core area along Myers Street south of the Municipal Auditorium possesses the character of a traditional pedestrian-oriented downtown shopping street, with a strongly defined framework of buildings and public space, despite its lack of economic vitality.
- The Residential Neighborhood area to the west of the AC&E District has a strong neighborhood character, with tree-lined streets, historic residences, and public open spaces that make it unique among residential areas in Oroville.

Most of the land in the AC&E District lies between these two identifiable areas. This land is generally ill-defined, containing a variety of auto-related and pedestrian-oriented uses separated by parking lots and vacant land. Unlike the areas to the east, west, and south, the District as it exists today is without a discernible identity, despite the fact that it is adjacent to two of Oroville's greatest assets, the Feather River and the historic Downtown.

A key strategy of the AC&E District is to strengthen this area as a "Keystone Area" that will serve to bind together the distinct areas to the north, south, east, and west, while also creating an identifiable sense of place.

CIRCULATION AND PARKING

This section discusses the existing vehicular circulation and parking conditions within and around the AC&E District as well as existing pedestrian, bicycle and transit facilities.

AUTO FACILITIES

The streets that serve the AC&E District and vicinity include the following:

- Arlin Rhine Drive is immediately north of the AC&E District and runs south of the Feather River in an east-west manner. The roadway generally follows the Feather River alignment along the top of the levee and provides riverfront access for vehicular traffic. Arlin Rhine Drive currently has a western discontinuity (near the Bedrock Park tennis courts) before it connects to the northerly extension of the Feather River Boulevard segment north of Montgomery Street. The roadway is

un-striped and has no curbs, sidewalks or shoulders along most of its length and has a paved width of approximately 22 feet. The roadway currently serves primarily as a recreational access route along the Feather River with very low traffic volumes (less than 500 vehicles per day).

- Broderick Street is a minor local street that runs generally east-west, connecting 1st Avenue and Safford Street in a somewhat diagonal manner. This roadway is un-striped, with no curb or sidewalks in most areas. The paved width varies from 20 to 33 feet. Broderick Street provides access to public attractions such as the Oroville Chinese Temple and Museum, Bolt's Antique Tool Museum and Rotary Park, as well as on-street parking for pedestrian access to the Feather River directly to the north. There are striped perpendicular parking spaces available on the north side of the street, near the Chinese Temple, and diagonal parking spaces near Bolt's Antique Tool Museum. On-street parallel parking is also allowed. Current traffic volumes on Broderick Street are low (less than 1,000 vehicles per day) and the street operates at Level of Service (LOS) "C" or better in the peak hour as well as on a daily basis.
- Safford Street is an east-west local two-lane street that connects between the Feather River Boulevard corridor on the west and Huntoon Street on the east. The street has curbs on both sides, intermittent sidewalks on the north side, and a curb-to-curb paved width of approximately 36 feet. On-street parking is allowed. Current traffic on Safford Street is low (less than 2,000 vehicles per day), and the street operates at LOS "C" or better in the peak hour as well as on a daily basis.
- Montgomery Street is currently the main east-west vehicular corridor serving the AC&E District. Montgomery Street is designated in the Oroville 2030 General Plan as an east-west 2-lane Arterial serving the downtown and surrounding neighborhoods and providing through connections between the SR 70 highway corridor on the west and the Washington Avenue/Business Route 70 corridor to the east.

The roadway has a two-lane cross-section (one through lane in each direction), left-turn pockets at key intersections and generous sidewalks on both sides through the AC&E District. Montgomery Street provides frontage access to Oroville City Hall and downtown businesses (such as the Oroville Ford dealership) and retail storefronts. The curb-to-curb paved width is approximately 40 feet, and on-street parking is allowed on most segments.

Based on Butte County Association of Governments (BCAG) 2010 traffic counts, Montgomery Street currently carries a Moderate Annual Average Daily Traffic volume (AADT) of approximately 7,300 vehicles per day on the segment west of Table Mountain Road extending through the AC&E District. Through the AC&E District the street carries approximately 680 vehicles (total of both directions) during both AM and PM peak hours, well within the City's desired minimum operating standards of LOS "D" as stated in the General Plan Circulation and Transportation

Element. Therefore, there is ample unused capacity (unused capacity is upwards of 100% of currently used capacity) on the Montgomery Street corridor.

- Oak Street is a north-south minor two-lane local street that connects between Safford Street and Broderick Street to the north and Pomona Avenue to the south. The roadway has a curb-to-curb paved width of approximately 36 feet and allows on-street parking.
- Lincoln Street/Huntoon Street corridor represents a continuous north-south arterial connection between the AC&E District on the north, and the Oro Dam Boulevard East (SR 162) corridor to the south. Lincoln Street and Huntoon Street currently operate as a “one-way couplet” for the segment between Montgomery Street and Ehmann Street, south of the AC&E District.

Lincoln Street is striped for one-way traffic southbound, and Huntoon Street is striped for one-way traffic northbound. The couplet is designated in the Oroville 2030 General Plan as a north-south arterial serving the downtown and surrounding neighborhoods and providing through connection between Montgomery Street and Oro Dam Boulevard. The City has proposed plans for conversion of both of these one-way segments to traditional two-way streets. Both streets have a curb-to-curb paved width of approximately 40 feet, are striped for two travel lanes, and allow on-street parking.

Per BCAG 2010 traffic counts, both Lincoln and Huntoon Streets carry fewer than 3,000 vehicles per day. The Lincoln/Huntoon arterial corridor currently operates at peak hour LOS “C” or better conditions on a daily as well as on a peak hour basis.

- Myers Street is a north-south two-lane street that runs east of and parallel to Huntoon Street, connecting the AC&E District to the Oro Dam Boulevard East (SR 162) corridor to the south. Myers Street is functionally and aesthetically the traditional “Main Street” of Oroville’s downtown area. It provides front-door access to the Municipal Auditorium at its north end, and frontage access to the State Theater at the intersection with Robinson Street.

Myers Street has a curb-to-curb paved width of approximately 40 feet, allows on-street parking, and has generous public sidewalks with commercial buildings that directly front the sidewalks. The street is designated in the Oroville 2030 General Plan as a 2-lane collector.

The Myers Street segment north of Robinson Street currently carries fewer than 4,000 vehicles per day (or 400 peak hour vehicles per hour), well within the City’s desired minimum LOS operating standards of LOS “D.” Therefore, there is ample unused capacity (unused capacity is upwards of 100% of currently used capacity) on the Myers Street collector segment.

- Downer Street is a minor two-lane north-south street that runs east of, and parallel to, Myers Street connecting between Montgomery Street and Robinson Street. The

roadway has a curb-to-curb width of approximately 40 feet, and allows on-street parking. Downer Street currently carries fewer than 2,000 vehicles per day, and operates at LOS “C” or better.

ROADWAY SUMMARY

In summary, all street segments and all critical intersections are currently known to operate at Level of Service “C” or better conditions on a daily as well as peak hour basis, well within the City’s minimum acceptable LOS standard. No traffic operational, capacity or safety-related issues are known to exist within the District.

All critical corridors (Montgomery Street, Lincoln/Huntoon Streets, and Myers Street) that bring external traffic to/from the AC&E District offer abundant unused capacity (exceeding more than 100% of current demand) to accommodate additional traffic on regular weekdays as well as during special events. In addition, most streets in the District offer the opportunity for re-design to provide traffic-calming and improved pedestrian and bicycle access.

BICYCLE FACILITIES

Bicycle facilities are generally defined by the City’s Bicycle Transportation Plan (2010) according to three classifications:

- Class I: An off-street shared-use path that provides a completely separated right-of-way for the exclusive use of bicycles and pedestrians, with cross-flow by motorists minimized.
- Class II: Known as Bicycle Lanes, these provide a striped lane for one-way bicycle travel on the right side of a street or highway.
- Class III: Known as Bicycle Routes, these provide for shared use with pedestrian or motor vehicle traffic on the street. Bicycle Routes are shared facilities which serve either to:
 - Provide continuity to other bicycle facilities (usually Class II Bicycle Lanes)
 - Designate preferred routes through high-demand corridors along specific streets that do not have designated space, such as striped lanes, for bicycle travel. Bicycle Routes are typically located on lower volume streets, are often signed, and are shared with motor vehicles.

EXISTING AREA PHYSICAL CONDITIONS

Currently, the bicycle network in central Oroville is largely undeveloped and discontinuous, presenting challenges for bicyclists throughout the area. Within the AC&E District, there is an existing Class I Bicycle path extending along the south side of the Feather River, from the base of the Oroville Dam Boulevard Bridge through River Bend Park (following the Feather River Parkway) to a turnaround just west of the Table Mountain Boulevard Bridge. The bicycle trail runs along the northern part of the AC&E District (north of Arlin Rhine Drive) and represents a portion of the larger 41-mile Freeman Bicycle Trail.

There are currently no Class II Bicycle Lanes or designated Class III Bicycle Routes in the AC&E District, although all streets in the area are used as prima facie Class III bicycle facilities. Nor do such facilities exist in the surrounding area for which connections should be made. However, the 2010 Bicycle Transportation Plan identifies several Priority Project bikeway improvements that pass through or near the AC&E District. Generally, these Priority Projects are identified as Class II Bicycle lanes and are located along the following corridors:

- Montgomery Street from Table Mountain Boulevard through Veterans Memorial Park to the Feather River Bike Path.
- Veatch Street from Oro Dam Boulevard to Robinson Street.
- Robinson Street from Feather River Boulevard to Oliver Street.
- Bird Street from Feather River Boulevard to Washington Avenue.
- Oliver Street from Robinson Street to the Feather River Bike Path.
- The Feather River from the River Bend Park entrance along the berm to Oro Dam.

The AC&E District Concept Plan incorporates these Priority Projects and recommends additional linkages to establish an interconnected network of bicycle facilities in the area.

PEDESTRIAN FACILITIES

Safe and attractive pedestrian connections are an essential component of a successful arts, culture and entertainment district. Currently, continuous well-connected pedestrian facilities (sidewalks) are inconsistent throughout the District. Within the AC&E District, sidewalks are available along both sides of Lincoln, Huntoon, and Myers Streets, providing good north-south connections to the Downtown Core. East-west connections to and through the District are weaker. Montgomery Street provides generally attractive and safe pedestrian sidewalks along the southern boundary of the AC&E District. However, east-west pedestrian connections north of Montgomery Street are less consistent, in many places requiring pedestrians to walk in the street or through parking areas.

PUBLIC TRANSIT FACILITIES

The Butte County Association of Governments (BCAG) operates the B-Line of the Butte Regional Transit system, which serves the residents of Oroville and provides intercity/regional and local fixed-route services. Oroville's B-Line service includes four local fixed transit routes within Oroville and three intercity/regional routes that provide commuter route service to Biggs, Chico and Paradise.

B-Line Routes 20 and 31 traverse the AC&E District and surrounding vicinity from the east via Table Mountain Boulevard-Montgomery Street-Myers Street connecting to the Transit Center located between Mitchell Avenue and Oroville Dam Boulevard. B-Line Route 25 traverses the area via Robinson Street and Myers Street connecting to the Transit Center.

The B-line routes have two types of stops: fixed stops and flag stops. The fixed-stop locations have signs indicating the bus stop's location, while the flag stop areas are where riders may flag down a passing bus in any location provided it is safe for the bus to stop. Robinson Street is considered a flag-stop segment. The only fixed stop location in the AC&E District is a small transit center/stop adjacent to the Feather River Senior Citizens Center located at the southeast corner of the Montgomery Street/Myers Street intersection. The AC&E District Concept Plan recommends that the existing transit center and stop be reconfigured in order to allow for new mixed-use development on this important corner property.

Generally, the service frequency and average daily ridership on the local Oroville transit routes is low. The existing transit services in the AC&E District will likely be adequate to serve future transit demands for the foreseeable future.

Additional public transportation options in Oroville include the following. None of these services have a need for specific facilities in the AC&E District.

- Commercial bus services
- Shuttle service
- Taxi service
- Park-and-ride facilities.



The site of the existing transit facility will be redeveloped to provide a new mixed-use arts/retail/office building.

PUBLIC PARKING FACILITIES

Public parking facilities in the AC&E District are abundant and exceed current demand.

Inventories conducted by City staff indicated that there are at least six (6) existing public parking lots serving the AC&E District and vicinity, providing a total of 470 off-street spaces. The locations of these lots are illustrated on Figure 2.2 and include the following:

- Lot A, located between Huntoon Street and Myers Street, north of Montgomery Street, near the Municipal Auditorium, is by far the largest, with a total supply of 190 spaces.
- Lot B, located on the southeast quadrant of the Downer Street/Bird Street intersection, has a supply of 74 spaces.
- Lot C, located on the northwest quadrant of the Robinson Street/Downer Street intersection, has a supply of 50 spaces.
- Lot D, located south of Robinson Street between Huntoon and Myers Street, has a supply of 85 spaces.
- Lot E, located on the northwest quadrant of the Montgomery Street/Oak Street intersection has a supply of 35 spaces.



The large parking lot (Lot A) at the Municipal Auditorium will be removed and replaced with a new public gathering place (the Town Square).

EXISTING AREA PHYSICAL CONDITIONS

- Lot F, located north of Montgomery Street near Downer Street has a supply of 36 spaces.

The results of a parking occupancy study completed by City staff on September 22 and 23, 2010 indicate that the overall average weekday peak occupancy of the above six lots ranges from 40-47%, indicating significant underutilized excess parking capacity. In general, parking lots operating at less than 80% peak occupancy are considered to have excess available capacity.

There is also additional public parking available in the AC&E District at the following locations:

- Approximately 40 striped spaces available in a lot located immediately east of the Municipal Auditorium.
- Approximately 20 dedicated striped parking spaces available along Broderick Street (near the Chinese Temple and Museum and Bolt's Antique Tool Museum).

In addition, most AC&E District streets allow on-street parking on both sides of the street, during some or all times of day. It is estimated that the total on-street parking spaces available within the AC&E District and nearby walkable vicinity exceeds 400 spaces.

Thus the total public parking supply in or near the AC&E District is in excess of 930 spaces, which far exceeds current daily demand. During special events (such as the Salmon Festival, Feather Fiesta Day, Veterans Day and Christmas Lights Parade), the City's daytime population is known to almost double, with approximately 15,000-18,000 visitors coming into the City. During such peak events, higher parking demands occur within the AC&E District area. Overflow parking on streets outside of the AC&E District may occur sporadically during such peak times of parking demand. However, no neighborhood issues attributable to parking demand, which might merit the need for additional parking, are currently known.

While parking is an essential component of a successful arts, culture and entertainment district and for a healthy downtown, an excess of valuable land resources are currently being devoted to that use in the AC&E District. The AC&E District Concept Plan therefore describes a revised parking strategy, including both quantity and location, in order to assure adequate parking is appropriately located and available now and in the future.

UTILITY SERVICES

The AC&E District is located in the historic area of Oroville and underground utilities have been constructed over many years as the area has developed. As a result, maintaining and repairing the system is an ongoing issue for the City.

SANITARY SEWER

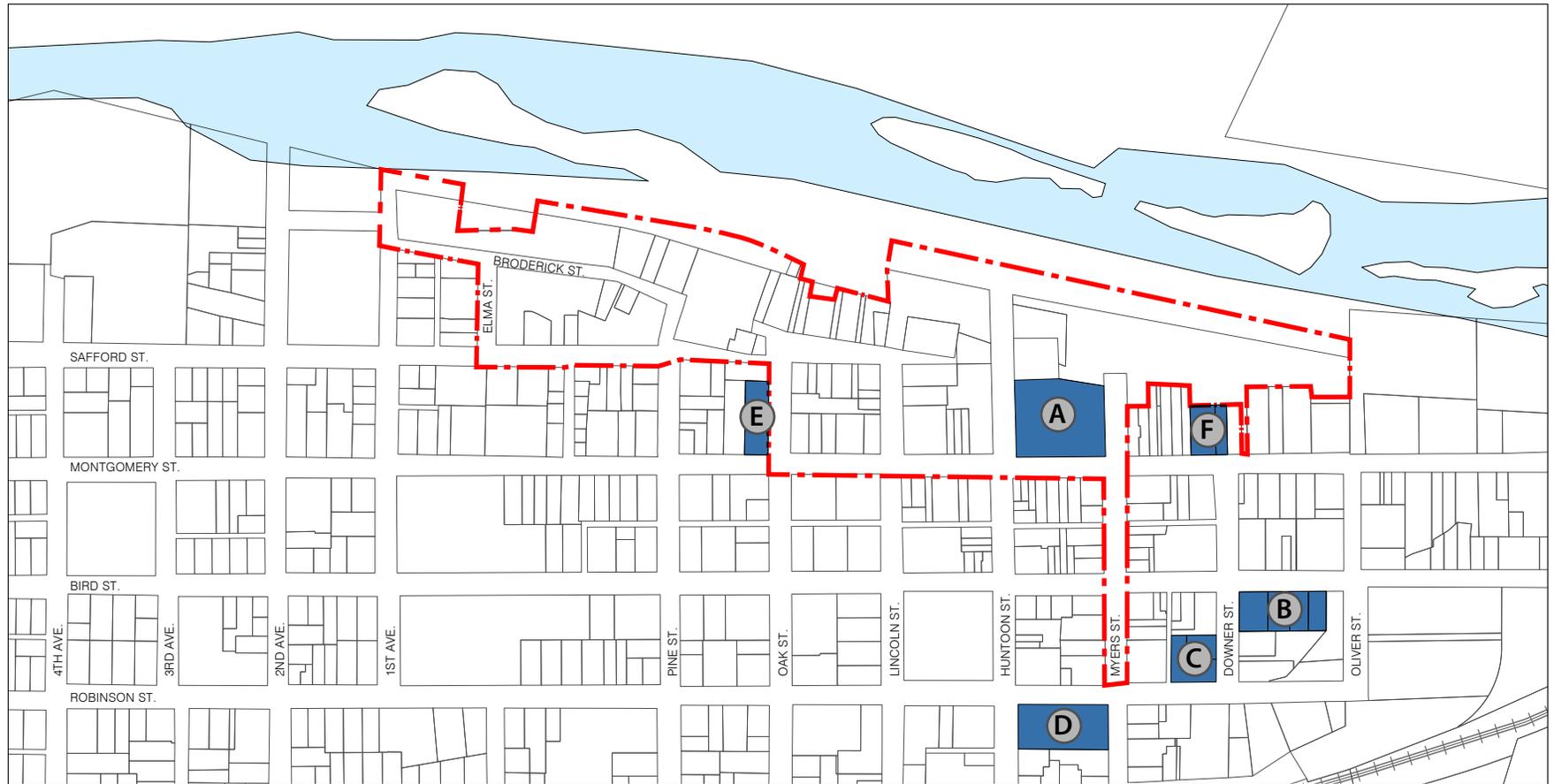
A sewer master plan recently completed by the City identified deficient sewer facilities throughout Oroville. One existing 10-inch sewer main was identified in the AC&E District as undersized and is planned for replacement.

DRAINAGE CONDITIONS

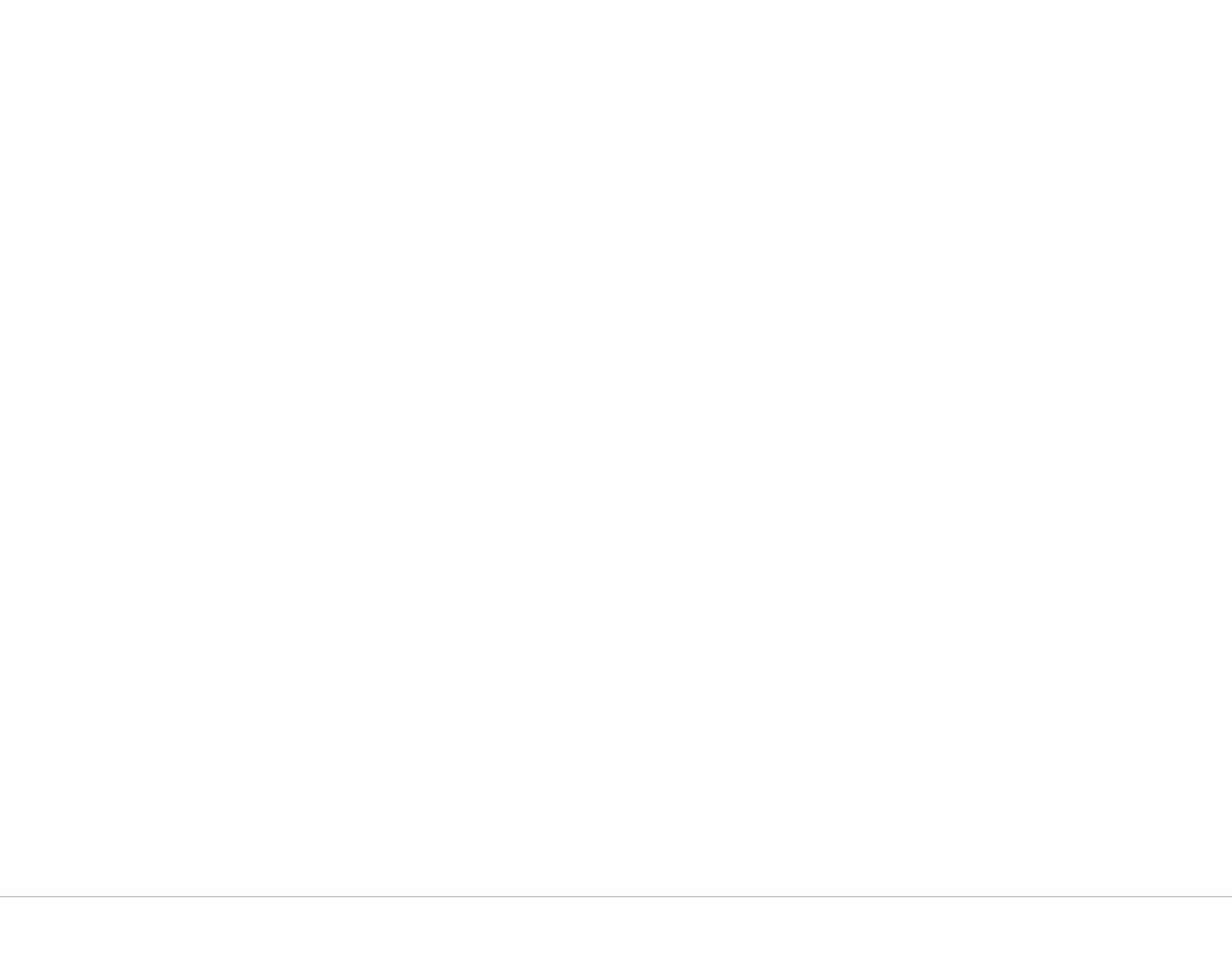
Stormwater runoff in the AC&E District is generally collected into drainage inlets (DI's) and conveyed via curb and gutter. The roadways are generally on flat terrain. Since some bulb-out curb returns already exist, it appears that opportunities for additional bulb-outs of street corners are possible, if desired, without resulting in extreme costs for reconstruction of underground drainage systems. At a few locations, such as the corner of Lincoln Street and Safford Street, the existing DI's are located directly at the corners of the curb returns. Some of the DI's are newer with curb opening and grate, while others are very old grate-only DI's.

Most of the AC&E District is within a built environment with extensive impervious surface area and this condition will likely not increase significantly. In fact, the AC&E District Concept Plan will likely result in a reduction of impervious surface area. Currently, the City requires new development or modifications to existing development to mitigate any increase in stormwater runoff. If the City requires the capacity to convey and capture minor additional runoff, green street and open space techniques, such as planted swales, will become an opportunity. This type of treatment would be consistent with existing City ordinances and standards.

Figure 2.2: Public Parking Lots



- LEGEND**
- - - AC&E DISTRICT BOUNDARY
 - PUBLIC PARKING LOTS



POLICY AND REGULATORY CONTEXT

Several regulatory and policy documents are either in place or in preparation that provide guidance for planning and development in the AC&E District. Most important of these are the Oroville 2030 General Plan and the Zoning Code. In addition, several special detail area plans and studies have been prepared for portions of the AC&E District and nearby areas in recent years that help inform future planning for the area. Following is a summary of key policy and regulatory considerations as well as a brief discussion of recently proposed or pending plans and projects that are relevant to planning of the AC&E District.

OROVILLE 2030 GENERAL PLAN

California law requires that all cities prepare and maintain a General Plan. The General Plan is a city's official policy document regarding the general location of future housing, businesses, industry, transportation facilities, parks and other land uses throughout the city. State law requires that all local government programs and decisions be consistent with the General Plan. The law mandates seven elements to be included: land use, circulation (transportation), housing, conservation, open space, noise, and safety.

In June 2009, the Oroville City Council adopted an updated General Plan, known as the Oroville 2030 General Plan, which extended the planning horizon of the prior 1995 General Plan to the year 2030. The updated General Plan contains eight elements which together meet the requirements of state law (including the Housing Element, which is

a separate document). Of these, the following elements contain guidance that is most relevant to planning the future development of the AC&E District.

LAND USE ELEMENT

The Land Use Element designates allowable land uses for all lands within the City and provides policy guidelines for each land use category. The Oroville 2030 General Plan Land Use Map indicates five land use categories within the AC&E District:

1. Mixed-use development (including residential at 10-30 du/ac, retail, public entertainment and/or office) for most of the Downtown and areas north of Montgomery Street (east of Oak Street). Notably, the block containing the existing Oroville Ford dealership, as well as the full block of Montgomery Street east of this block is designated for future mixed-use development.
2. Medium-high density residential development (at densities of 14–20 du/ac). These densities currently exceed existing densities in most areas where they are designated, although they are consistent with current zoning.
3. Public uses.
4. Parks.
5. Environmental Conservation and Safety, primarily natural open space along the Feather River.

It is notable that the General Plan envisions a significant concentration of new residential development at medium-high densities in both mixed-use development and single-use development throughout the AC&E District and nearby adjacent downtown areas. Indeed, the Vision Statement for the General Plan states:

“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.”

The AC&E District Concept Plan incorporates mixed-use with high-density residential development as envisioned in the General Plan into the land use recommendations for the District.

COMMUNITY DESIGN ELEMENT

The Community Design Element describes how new development should look, feel and function. The Community Design Element defines specific goals, policies and actions related to the Downtown that guide future development of the AC&E District, including the Goal to:

“Establish the Historic Downtown Business District as the ‘Heart of the City’ focusing on its unique historic, civic, cultural and natural amenities.”

This element also establishes specific policies and actions that will guide future public and private development in the AC&E District, including:

- Montgomery Street shall be the primary commercial and civic street in the Historic Downtown.
- Livable street design standards.
- Preservation and reuse of existing Historic District buildings.
- Development of new publicly-owned civic spaces on vacant and underutilized properties.
- Locating housing and accommodation uses along the Feather River adjoining Downtown.
- Preservation of the scale and character of existing stable residential areas.
- Orientation of buildings to the street.
- Placement, orientation and required amenity improvements for parking areas.

In addition, the Community Design Element incorporates the 2004 Riverfront Master Plan by reference and recommends implementation of that plan. (See the Related Projects section of this chapter for key provisions of the Riverfront Master Plan related to the AC&E District.)

CIRCULATION AND TRANSPORTATION ELEMENT

The Circulation and Transportation Element specifies the general location and extent of existing and proposed major streets and other transportation facilities and establishes Level of Service (LOS) standards and other policies for these facilities. Specific goals, policies and actions related to the Downtown that guide future development of the AC&E District, include:

- LOS thresholds for major streets in the City. Policy P2.1 states: *Maintain a minimum operating standard of LOS D... for all arterial, collector streets and intersections except... roadway segment operations along Oroville Dam Boulevard (where LOS E operations will be considered acceptable).*

LOS D will thus apply to four streets in the AC&E District (Montgomery, Lincoln, Huntoon and Myers) as development of the area increases.

- Consider roundabouts as an alternative to stop signs or traffic signals.

The Circulation Element identifies no necessary or planned future roadway corridor/capacity improvements within or through the AC&E District.

OPEN SPACE, NATURAL RESOURCES AND CONSERVATION ELEMENT

The Open Space, Natural Resources and Conservation Element of the General Plan establishes the general location and standards for the provision of six types of open space as well as policies for the protection and enhancement of natural and cultural resources. Specific goals, policies and actions that guide future development of the AC&E District, include:

Five designated parks, recreational facilities and conservation areas are to be protected:

1. Chinese Temple and Museum
2. Rotary Park
3. Centennial Plaza
4. Municipal Auditorium
5. Feather River Parkway Conservation Area.

Ten cultural resources are to be protected, all of which are listed on the National Register of Historic Places and California Register of Historic Resources:

1. State Theatre
2. Governor Perkins Building (1864 Montgomery)
3. Gardella Reece Building (1877 Montgomery)
4. Fong Lee Company Building (1215 Lincoln)
5. Hendee and Gaskill Building
6. Oroville Chinese Temple and Museum
7. 1850 Montgomery Street
8. 1858 Montgomery Street
9. 1346 Meyers Street
10. Old Oroville Commercial District (16 structures on Montgomery Street).

In summary, the Oroville 2030 General Plan already provides policy guidance for future development of the AC&E District Area. Most of the goals and policies of the General Plan have been incorporated into the AC&E District Concept Plan. However, it is envisioned that minor revisions to the General Plan may be required.

ZONING

Where the General Plan establishes the overall land use policies for a city, zoning is the regulatory mechanism that implements the policies of the plan. Zoning codes designate specific land uses permitted and restricted with a “zone” and the development standards, such as density, setbacks, and height limits, associated with that zone. Where the Oroville 2030 General Plan establishes the vision and policies for how the City will develop over time, the Zoning Code prescribes the details for how the development of private property is be implemented.

Lands within the boundaries of the AC&E District are currently located within four zones:

- R3 – High-Density Residential
- C1 – Limited Commercial
- C2 – Intensive Commercial
- OS – Open Space.

Areas directly abutting or near the AC&E District are located in six additional zones:

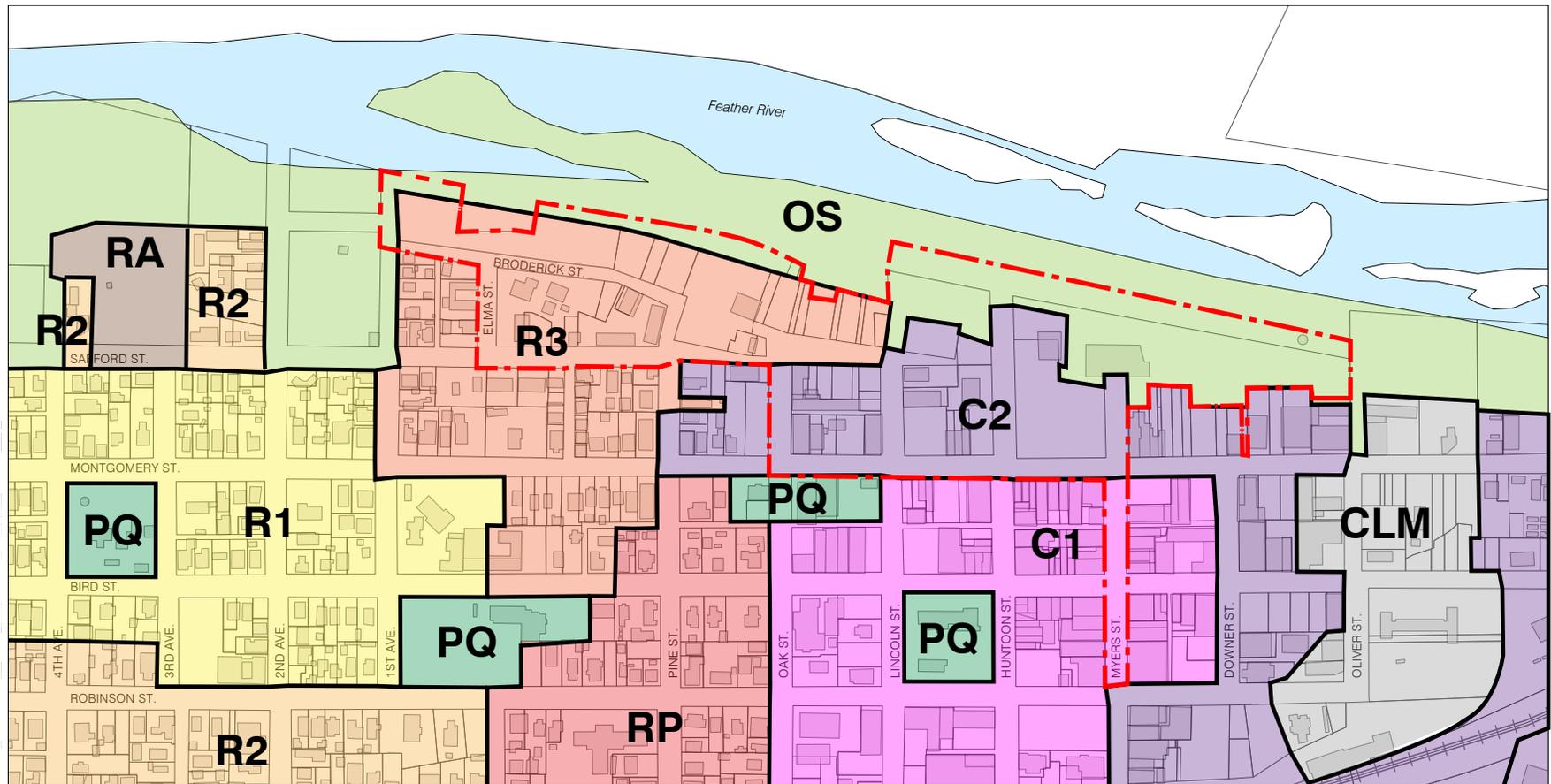
- R1 – Single Family Residential
- R2 – Medium-Density Residential
- RP – High-Density Residential/Professional
- RA - Agricultural Residential
- CLM – Commercial/Light Manufacturing
- PQ – Public or Quasi-Public Facilities.

Boundaries of the various zones and a summary of their relevant requirements are shown on Figure 3.1 and Table 3.1. In general, within the AC&E District, the zones are consistent with existing land use patterns in the area, albeit much of the land is underutilized and is not developed anywhere near its allowed zoning capacity. However, immediately outside the AC&E District boundary, particularly to the west, there is a great discrepancy between existing land use, which is largely single family residential, but which is zoned High-Density Residential (R-3), allowing multi-family development at 20-30 du/ac.

Table 3.1: Summary Overview of Zoning Districts in Project Area

District	Description of Uses	Res Density	Max Height	Front Setback
R-1	Single-Family Residential <i>Intent: To provide living areas within the City where development is limited to low densities, either as part of a conventional subdivision or in other forms such as a cluster development, in varied types and styles.</i>	N/A	30'	15', 20' for garages
R-2	Medium-Density Residential <i>Intent: To provide living areas within the City where development provides for medium-density concentrations of dwelling units in varying housing types and styles.</i>	14 - 20	35'	10', 20' for garages
R-3	High-Density Residential <i>Intent: To provide living areas within the City where development provides for high-density concentrations of dwelling units in varying housing types and styles.</i>	20 - 30	45'	10', 20' for garages
RP	High-Density Residential / Professional <i>Intent: To provide living areas within the City where development provides for high-density concentrations of dwelling units combined with professional businesses.</i>	20 - 30	45'	10', 20' for garages
RA	Agricultural Residential <i>Intent: To provide living areas within the City where development is limited to provide areas conducive to agricultural uses.</i>	N/A	40'	20'
C-1	Limited Commercial <i>Intent: To provide commercial areas within the City where less-intensive retail sales and service activities may be accommodated.</i>	N/A	60'	N/A
C-2	Intensive Commercial <i>Intent: To provide for more intensive commercial establishments, including those that deal in large low-volume items and major repair services, or that require large outdoor display and storage areas.</i>	N/A	60'	N/A
CLM	Commercial / Light Manufacturing <i>Intent: To provide areas in the City for the manufacture, assembly, fabrication, storage and processing for materials that are for most part already in a processed form and do not create objectionable influences on surrounding uses.</i>	N/A	60'	N/A
PQ	Public / Quasi-Public <i>Intent: This district is designed for the accomodation of governmental, public, public utility and educational facilities</i>	N/A	50'	None, except as required for an abutting residential district
OS	Open Space <i>Intent: To provide permanent open spaces that are intended to safeguard the health, safety and welfare of the people.</i>	N/A	N/A	None

Figure 3.1: Zoning Districts



LEGEND

- - - AC&E DISTRICT BOUNDARY
- R1 -SINGLE FAMILY RESIDENTIAL
- R2 -MEDIUM-DENSITY RESIDENTIAL
- R3 -HIGH-DENSITY RESIDENTIAL
- RP -HIGH-DENSITY RESIDENTIAL/PROFESSIONAL
- RA -AGRICULTURAL RESIDENTIAL
- C1 -LIMITED COMMERCIAL
- C2 -INTENSIVE COMMERCIAL
- CLM -COMMERCIAL/LIGHT MANUFACTURING
- PQ -PUBLIC OR QUASI-PUBLIC FACILITIES
- OS -OPEN SPACE



Furthermore, in some locations in the AC&E District, zoning is not consistent with the Oroville 2030 General Plan, particularly areas north of Montgomery Street which are designated mixed-use and medium-high density residential in the General Plan, but zoned Intensive Commercial (C-2), and areas along Myers Street that are zoned Limited Commercial (C1).

For the AC&E District, the goals and land uses of the General Plan are more appropriate than the C1 and C2 zoning, which should be changed. Also, uses such as manufacturing, vehicle sales and large equipment repair service, that are allowed in these zoning districts, are not compatible with pedestrian-oriented retail, residential, cultural uses, and office uses that should be emphasized within the District.

RELATED PROJECTS

A small number of plans and projects have been adopted or proposed which provide guidance to the planning and development of the AC&E District.

OROVILLE RIVERFRONT MASTER PLAN

This plan was prepared in 2004 in conjunction with the Oroville 2030 General Plan Update. The plan describes several land use and design concepts for a portion of the Feather River extending from River Bend Park northeastward to the canal leading into the Thermalito Forebay. One of the four major principles contained in the plan is to “re-establish downtown Oroville as a culture, recreational, employment, and residential center for the region by incorporating Feather River with adjacent land uses in a harmonious manner.”

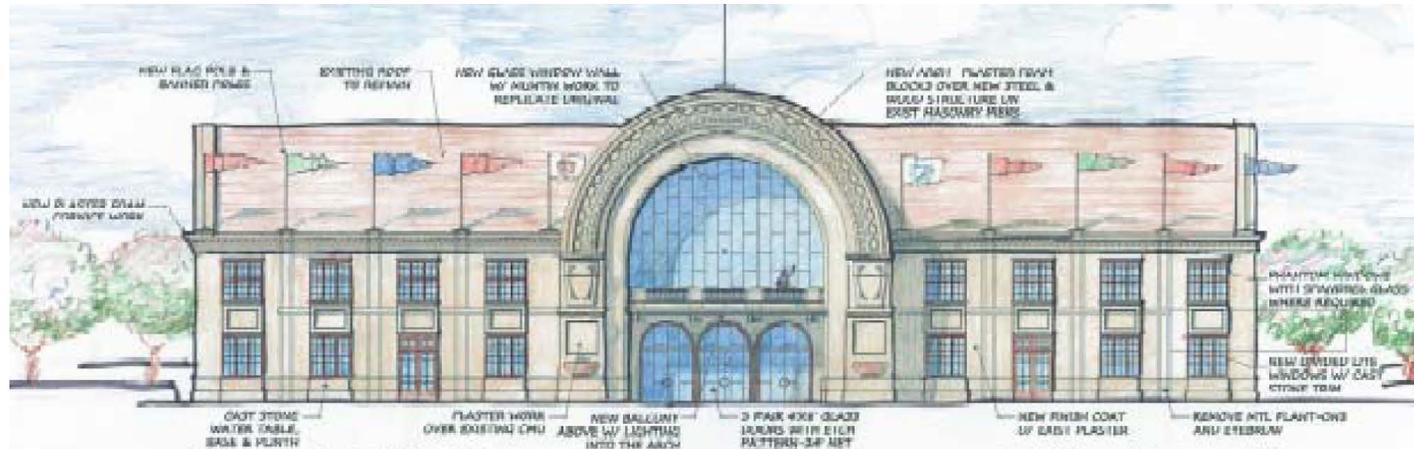
At the time of the plan preparation, the Oroville Ford dealership was assumed to remain and the land use and design proposals of the plan were prepared primarily for the blocks to the east, between Lincoln and Oliver Streets. Nevertheless, the plan still provides a useful starting point for the preparation of concepts for the AC&E District.

The plan proposes that Downtown Mixed-use (retail/office) line Montgomery Street and Riverfront Mixed-use (restaurants/cafés/retail/housing) be located just south of the levee. Central Public Parking Zones are located mid-block, where they are not immediately visible but easily accessible. The Municipal Auditorium and the Eagles Building remain and a new Cultural Center is recommended near the Pioneer Museum.

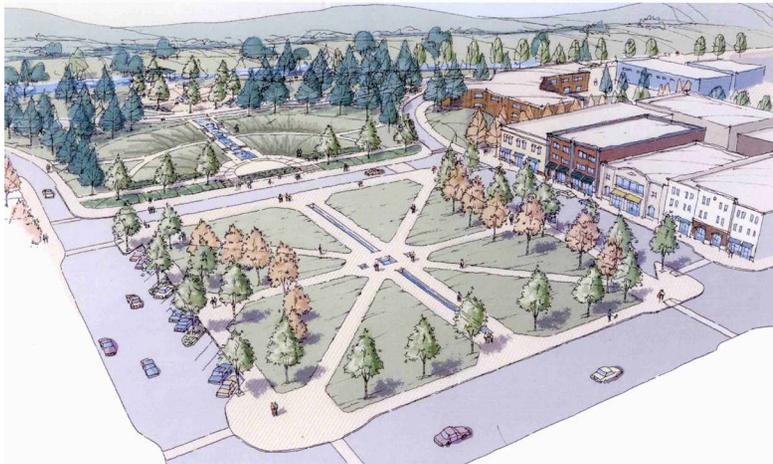
The AC&E District Concept Plan summarized in this report is consistent with the 2004 Oroville Riverfront Master Plan.

VETERAN’S MEMORIAL PARK

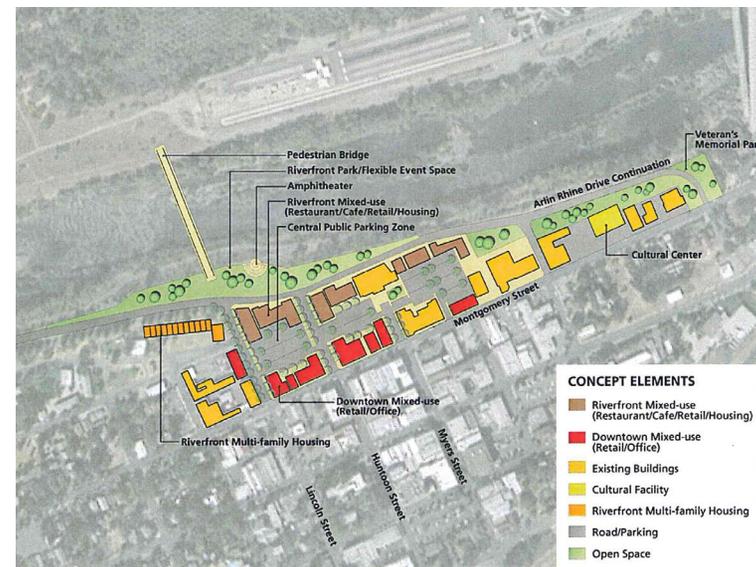
A master plan was prepared in 2009 for a new Veteran’s Memorial Park, located on the east side of the Veteran’s Memorial Hall on Montgomery Street. The park, enhanced with monuments and sculptures, is envisioned to provide a gathering space for the community. Although this park will not be located within the boundaries of the District, the AC&E District Concept Plan provides for pedestrian and bicycle linkages to the park as well as nearby parking.



The proposed renovation of the Municipal Auditorium.



Recent design study for a public plaza and amphitheater, located on the Oroville Ford property.



The 2004 Riverfront Master Plan described a downtown redevelopment concept, including new housing along the Feather River.

MUNICIPAL AUDITORIUM RENOVATION

The Municipal Auditorium, at the northern terminus of Myers Street, is currently planned for renovation. It will continue to be a center of community activity and a key destination within the AC&E District. Renovation plans envision a new plaza which will be located on Myers Street, between Montgomery Street and the auditorium entry and a plaza extending from the building to the Feather River waterfront. These improvements will provide an inviting public access point to the renovated facility and have been incorporated into the AC&E District Concept Plan.

STATE THEATRE RENOVATION

The 600-seat State Theatre, which is owned by the City of Oroville but managed under an agreement with the not-for-profit organization STAGE, is undergoing a fund-raising campaign in order to renovate the building. Several groups currently use the Theatre as their home venue. When renovations are complete, additional seats (up to a capacity of approximately 1,000 seats) will be available, which should enable expanded use.

PUBLIC PLAZA AND AMPHITHEATER (OROVILLE FORD PROPERTY)

A design study was recently conducted to illustrate the potential character of a new public plaza on the block surrounded by Montgomery, Oak, Safford and Lincoln Streets (the current Oroville Ford dealership). The plan also illustrates an amphitheater to the north of the plaza extending up onto the Feather River levee. Although the plan has not been formally adopted, it is a useful study for understanding the scale of the area.

During the process of preparing the AC&E District Concept Plan summarized in this report, the amphitheater and public plaza plan idea was evaluated. It was determined that it was likely too large for the stated purpose and location, as planned. However, components of the plan were deemed desirable, albeit in a revised form. The AC&E District Concept Plan therefore includes an amphitheater as recommended in the prior plan, but moves the Town Square to the vicinity of Myers Street and the Municipal Auditorium.

LINCOLN & HUNTOON STREETS RESTORATION PLAN

A plan was prepared in 2011 to restore this one-way couplet back to its original bi-directional flow. The improvements are designed to assist the city in addressing several key economic development indicators which include economic diversification, private

sector investment and increased job opportunities. While outside the boundaries of the District, concepts of the Lincoln/Huntoon Plan have been incorporated into the AC&E District Concept Plan.

PUBLICLY-OWNED LAND

The location and extent of publicly-owned land is an important factor in the ability to shape and implement an arts, culture and entertainment district. Creation of the AC&E District can be streamlined through direct public investment and control of facilities or through the creation of public-private partnerships in strategic locations where the City can make a land contribution.

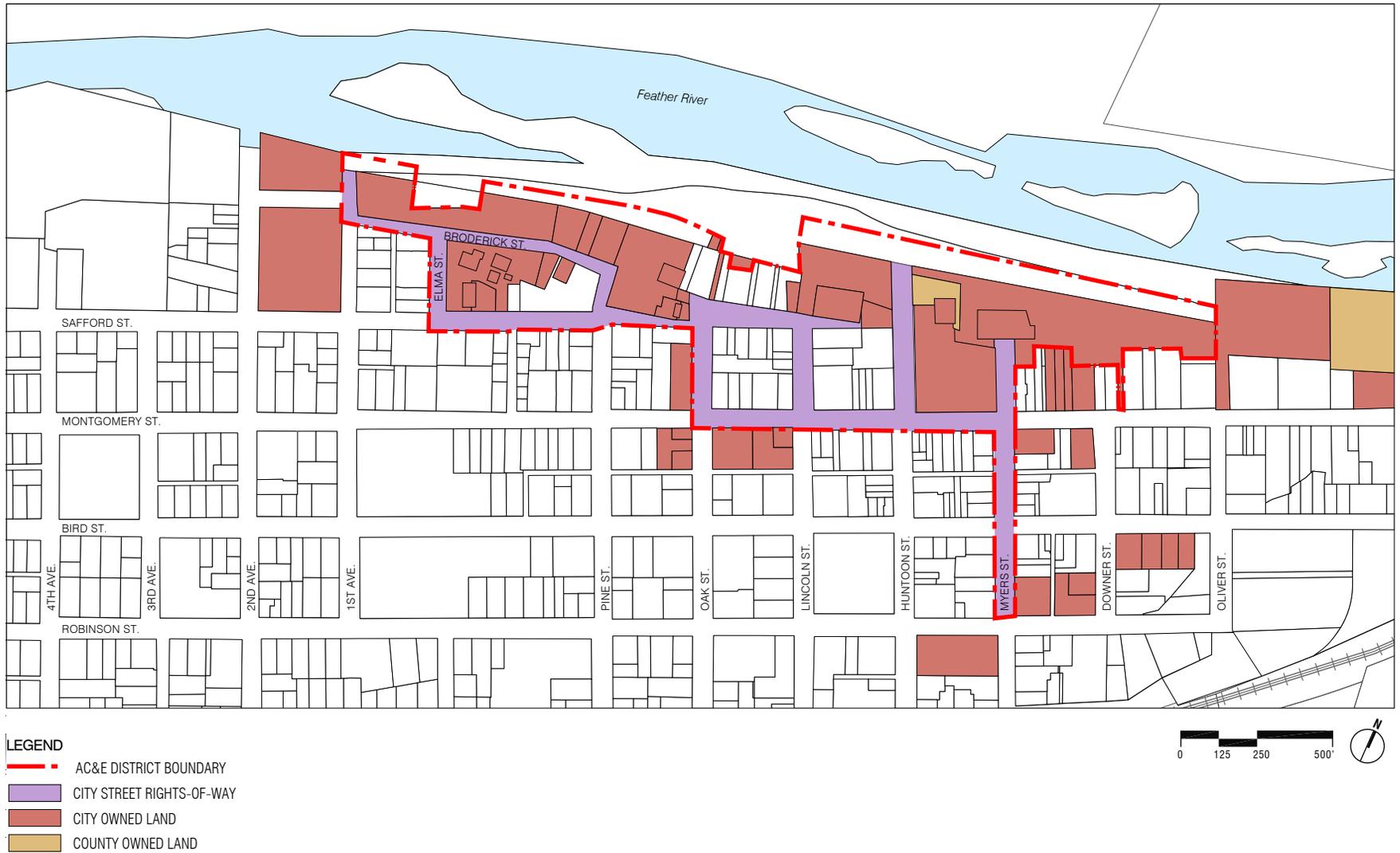
As illustrated in Figure 3.2, within the AC&E District, approximately 21.5 acres of land are in public ownership, accounting for approximately 74% of the total land area of the District. This publicly-owned land includes the following:

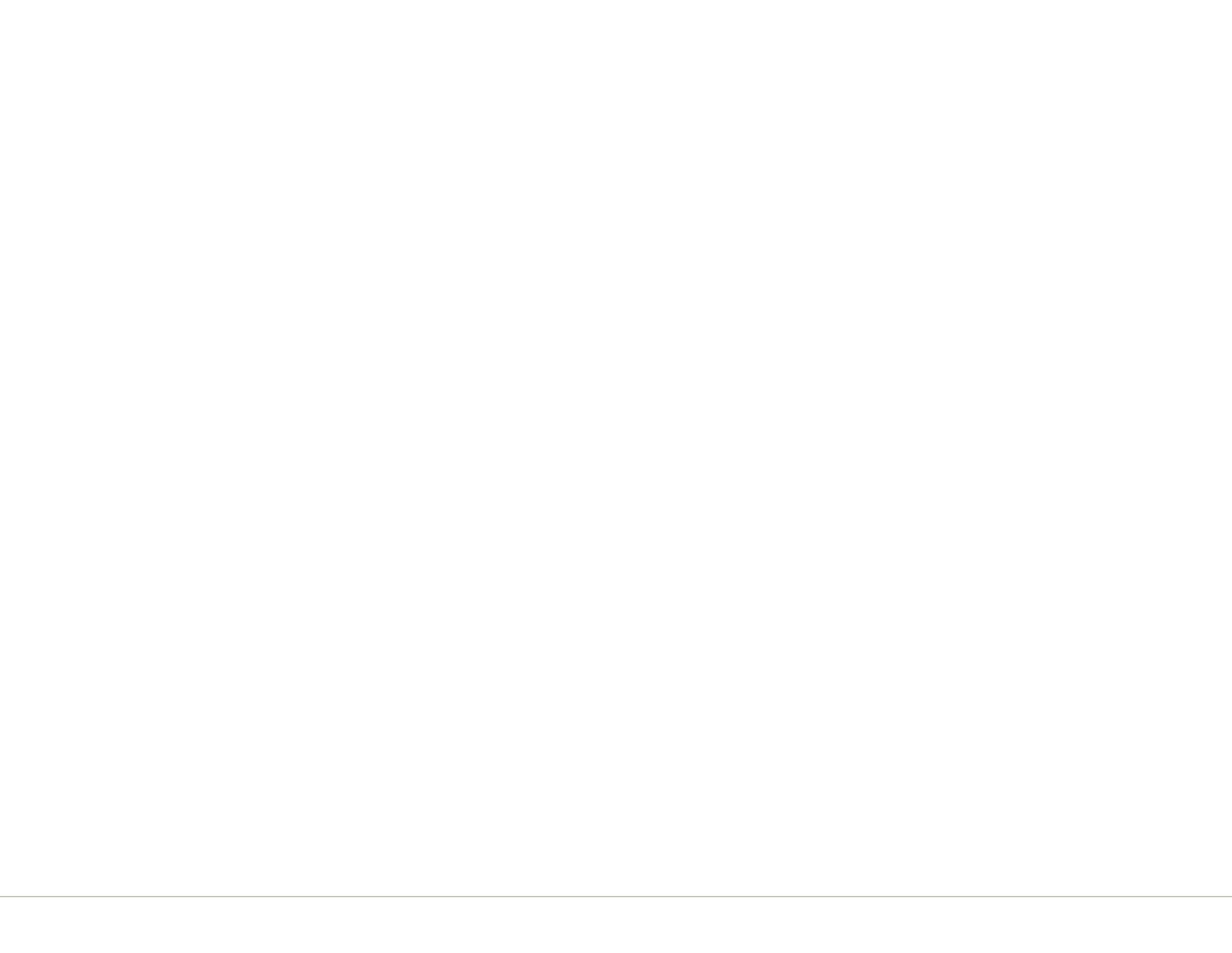
- Street rights-of way: 7.7 acres.
- City-owned parcels: 13.5 acres.
- County-owned parcels: 0.3 acres.



The Municipal Auditorium is located adjacent to large areas of City-owned land to the east and west that are well-suited for public improvements and riverfront private development.

Figure 3.2: Publicly-Owned Land





MARKET OVERVIEW

As part of the planning process for the AC&E District Concept Plan, a market analysis was conducted in order to provide a general understanding of local real estate market conditions. The purpose of the market analysis is to identify private development uses that would potentially enjoy solid market support in the District, based on the characteristics of the area and the dynamics of the local competitive marketplace. The analysis was built upon the market analysis recently prepared by The Concord Group for the Oroville Gateway Site project, prior tourism/marketing studies prepared for the City of Oroville, and data from other sources. See Figure 4.1 for the data collection area.

Focused research on the potential demand for, and local capacity to support, development of additional arts, cultural, and entertainment uses within the project area was also conducted. This included focus-group discussions with local stakeholders and follow-up interviews with local and regional visual and performing arts organizations.

Downtown Oroville has strong potential to become a vibrant community gathering place, but currently suffers from weak retail sales, low real estate values, and sparse pedestrian activity. These challenges are related to both the lack of anchor businesses/attractions that draw shoppers who might not otherwise visit the area, lack of regional identity, as well as the relatively low number of persons who live in the downtown and the low volume of people who visit the Downtown regularly for work or personal reasons.

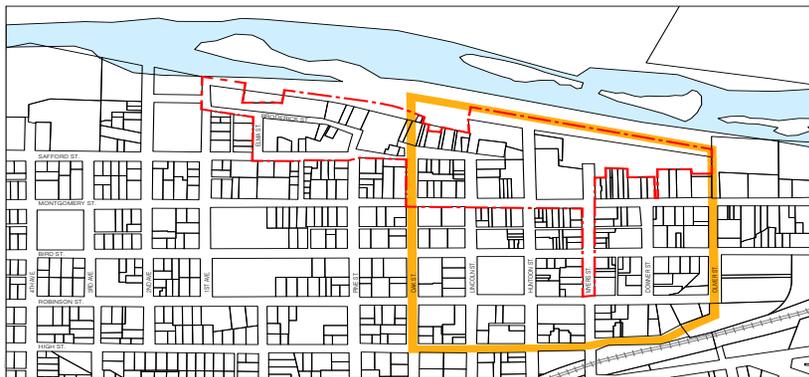
Following are discussions of estimates of the potential order-of-magnitude of demand for retail, office, residential and arts-related facilities in the Downtown area over the next 20 years. These estimates should be taken as rough indicators for the purposes of understanding the potential order of magnitude of new construction that the AC&E District should be able to accommodate after allowing for absorption of existing vacant spaces. Because there are many variables that cannot be accounted for within the scope of this analysis, the plan should be flexible to accommodate new development that may vary from the levels estimated below.

The following discussion is a summary of the market analysis findings. Refer to Appendix C for the full Market Analysis Report.

POTENTIAL DEMAND FOR NEW DOWNTOWN RETAIL

Given the high existing commercial vacancy levels, it is unlikely that Downtown will support substantial amounts of new retail construction in the near or mid-term. While Downtown Oroville once provided for the full range of the community’s retail needs, from convenience retail to auto sales, in the modern era, shopping districts in different parts of the city are better positioned to serve certain retail functions than Downtown. Thus, the overall need for retail space in Downtown Oroville has likely declined in the last several decades and will likely grow only slightly over the longer-term in response to growth in the overall community.

Figure 4.1: Downtown Demographic Data Collection Area



After accounting for existing vacancies of about 25,000 square feet, potential to capture leakage of about 25,000 square feet, and potential to capture a share of long-term growth in citywide demand, there may be potential for construction of up to 165,000 square feet of new retail space, or an average of about 8,250 square feet per year in the Downtown market area, over the next 20 years.

In the next several years, the existing vacant space, along with the relatively low retail lease rates will discourage new retail construction. However, within 3 to 5 years, if the economic recovery continues and vacant space is filled, demand may begin to build for construction of new space. Initially, this demand would likely be for small infill types of projects. Demand for construction of larger retail complexes would only be likely in the second half of the 20-year planning horizon if the City has been successful in developing Downtown Oroville as a shopping and entertainment destination, with a critical mass of retail, cultural, and entertainment venues regularly attracting visitors and area residents.

POTENTIAL DEMAND FOR NEW DOWNTOWN OFFICE

Data derived from the market analysis can be utilized to develop a rough estimate of the potential demand for office construction in Downtown Oroville. Key data points include an existing citywide base of about 330,000 square feet of existing office space and a projected 20-year citywide growth rate of 2.6 percent per year, net of annexations. If office space development keeps pace with general citywide growth, this would translate to about 220,000 square feet of additional office space construction during the next 20 years. Assuming that the Downtown market area could capture up to about 25 percent of the citywide growth in office construction, this would translate to demand for about 55,000 square feet of office space. Actual construction of new office space will be less than 55,000 square feet, to the extent that some demand is captured in existing vacant space.

As with retail space, there is significant existing building space in the Downtown that might be suitable for office use, much of which is not currently offered for lease. Similar to retail space, it can be expected that the low prevailing office lease rates, combined with existing under-utilized building space, will discourage new office construction in the next several years, with any new office tenants likely being accommodated in existing under-utilized building spaces. This may require some renovation, but should be less expensive than new construction. Construction of new Downtown office space

should not be expected in the next several years, but sustained economic recovery, and increases in retail and arts, culture, and entertainment activities in the Downtown could spur interest in new development over the longer term.

POTENTIAL DEMAND FOR NEW DOWNTOWN RESIDENTIAL

In the residential segment, Downtown Oroville's assets are most conducive to attracting new residents to multi-family units. Initially, the market is most likely to be receptive to rental units; however, over time, it is possible that demographic changes, lifestyle changes, and cost factors may also support construction of multi-family for-sale units, such as townhouses or condominiums.

As for the total number of units for which there might be demand, a rough estimate begins with the projected citywide residential growth, which equals approximately 12,200 new residents over a 20-year period. Of this, about 8,000 residents would be existing residents of unincorporated areas that would be annexed to the City of Oroville. The remainder can be divided by the City's average household size, to arrive at an estimate of about 1,636 new households over the 20-year period. Then, the City's current proportion of renter households can be applied to estimate that 1,636 new households might translate to demand for approximately 900 new rental housing units over a 20-year planning horizon.

It is reasonable to assume that Downtown Oroville's share of rental housing unit demand might be approximately 15 percent in the next 10 years, and might increase to 30 percent in the 2nd half of the 20-year planning period. This indicates potential demand for about 68 residential units in the next 10 years, and about 135 units in the 11-20 year timeframe, for a total of about 200 units over the full 20 years in the Downtown market area. The increased capture rate for the 11 to 20 year time period assumes that Downtown will have been successful in attracting new arts, culture, and entertainment activities, as well as additional complementary retail and office uses, which will add vibrancy to the area and help to reestablish downtown as a community focal point and destination. All of these improvements will put a spotlight on the area and create a more desirable residential location that should help to increase the downtown's capture rate for citywide residential demand. To the extent that some of the residential demand is accommodated by filling existing residential units that are vacant, the net construction of new housing units may be less than the 200 units of estimated demand.

POTENTIAL DEMAND FOR NEW DOWNTOWN ARTS FACILITIES

At present, many of the Downtown's existing arts, cultural, and entertainment facilities are underutilized due to the limited organizational and financial capacity of local arts organizations. One of the key first objectives of the AC&E District should be to help local institutions use their limited resources creatively in order to have the broadest impact possible, and to develop interest in Downtown activities, including expanding Downtown Oroville's attraction of visitors from outside the immediate Oroville area.

Several local organizations want to expand activities in the Downtown, including business representatives, arts organizations and the City, but none of these entities has the capacity to generate the programming and marketing needed to attract new visitors on a regular basis. Though there is at present little interest in a Business Improvement District (BID) or other assessment district that might spearhead such coordination efforts, one alternative would be to replicate the Chico Music Think Tank, a coalition of music venues, performers, and art galleries in Chico. The City and Chamber of Commerce have already undertaken efforts to increase the marketing and outreach surrounding Downtown attractions; such programming has successfully created the impression among real estate brokers that the Downtown is on the verge of revitalization and should continue.

MARKET SUMMARY

In summary, over the next twenty years, the Downtown market area has the potential to capture demand for 100-200 multi-family units, up to about 190,000 square feet of retail, up to 55,000 square feet of office, and approximately 6,000 square feet of art facilities. However, the market will first need to absorb underutilized existing retail, public and second-story spaces, through renovation and reuse, so net new construction may be less than these figures.

There is unlikely to be sufficient market demand to support other new arts, culture, and entertainment facilities in the medium term. As the District strives to attract Downtown visitors and increase organizational capacity over the next several years, the planned renovation of existing public facilities and currently vacant storefronts will allow cultural organizations to expand their activities with minimal up-front costs and commitment concerns. As the area population expands and interest in the Downtown grows, there might be an opportunity for a small cinema in the downtown area and a performing arts

facility that seats 200 to 300 persons. There is already interest in visual arts facilities, including a 4,000 square foot museum and 2,000 square feet of studios and galleries, though it is unclear whether local artist cooperatives will be able to generate the capital necessary for such new facilities.

Any catalyzation of the retail environment depends on building an 24-hour environment, so that residents in search of shopping, dining, or other activities can be confident that their needs will be met in the Downtown. This environment could be generated progressively, as retailers coordinate with arts facilities and remain open before and/or after key events such as major performances or festivals. A key anchor tenant could help to draw residents from the greater Oroville area, though the attraction of such a tenant will likely be difficult until pedestrian traffic counts increase.

Moving forward, the AC&E District could leverage the current schedule of parades and festival activities to introduce Downtown amenities to both local and out-of-town visitors. In order to generate repeat customers from one-time festival attendees, the Downtown would need to present itself as an interesting locale in its own right, with a variety of open retail and food establishments, attractive and visible marketing for upcoming performing arts events, and visual arts facilities and amenities that are easy to “stumble upon” given the flow of festival traffic. Downtown institutions may opt to participate in the festivals as vendors, art installations, or performing artists; the District as a whole should seize the opportunity to aggressively market other upcoming events, encouraging attendees to return during non-festival times.

Additionally, the District could benefit from regularly scheduled and coordinated events such as a monthly or quarterly Art Walk where walk-in arts venues, shops, and restaurants remain open late in order to generate a festive environment and a hub of activity. Such events have proven successful in other California downtowns, from Oakland’s Art Murmur, to San Luis Obispo’s Art After Dark, to Paso Robles’ First Saturdays: Wine and Arts.

Finally, the Downtown area is spread out over a relatively large number of blocks. The creation of a main gathering place or visual center could help focus pedestrian activities, creating a vibrant, distinctly identifiable node that could serve as a destination and help with branding the Downtown as an appealing destination. The space might also supplement existing performing arts facilities, creating an economical venue for art

non-profits while generating an accessible, family-friendly environment for daytime performances.

The City should initially concentrate public investments to revitalize a core area of existing retail activity in the Downtown area, such as Myers Street, in order to make a visible impact and stimulate a critical mass of private investment and business activity, and then expand the efforts to surrounding blocks once the core area is nearing complete occupancy by vital and vibrant tenants.

DEVELOPMENT OPPORTUNITY AREAS

Based on the analysis of study area physical conditions and the market analysis, potential major development opportunity areas were identified. These development opportunity areas include parcels of land (excluding street rights-of-way) where development change is possible or desirable, without the demolition of important buildings or structures. As Figure 4.2 illustrates, these parcels or groups of parcels, represent approximately 51% (14.84 acres) of the District area.

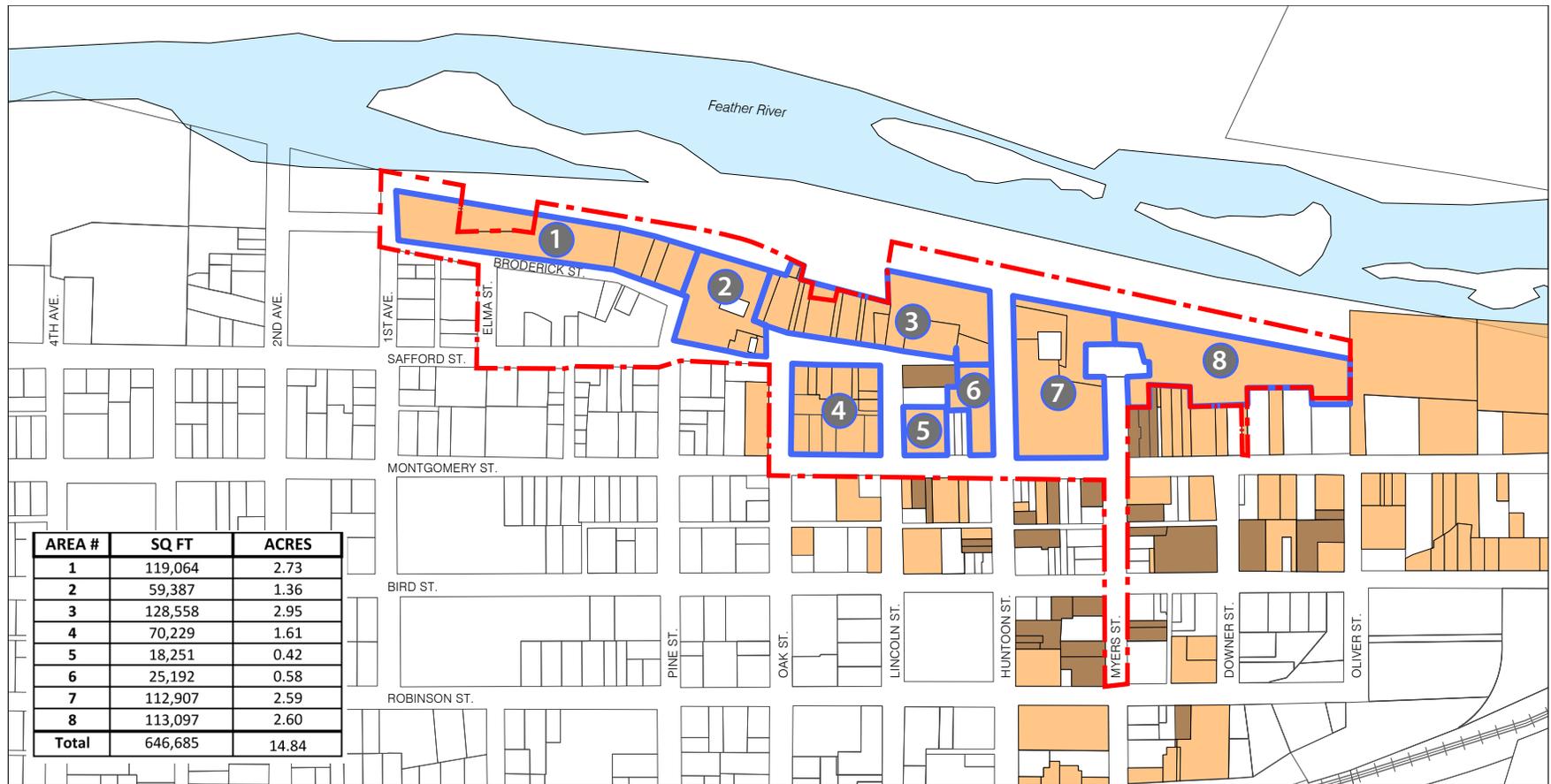
These development opportunity areas were identified based on the following criteria:

- Vacant land (including the Oroville Ford property)
- Land devoted to surface parking, both public and private
- Land and buildings devoted to auto-serving and auto-oriented uses.

The development opportunity areas illustrated on the map have been aggregated into groupings of parcels, or subareas, to assist the consultant team and City staff in planning various parts of the AC&E District going forward. They are strictly to facilitate ease of work and are not intended to illustrate potential future organization of the District.

As the map illustrates, a significant portion of the District is available for land use change as part of the development of the AC&E District Concept Plan. Indeed, when considered with additional potentially available lands and vacant building space in the adjacent Downtown area, available development opportunity areas may far exceed the likely market over the next several years. Therefore, as the market analysis indicates, focus areas within the District and the Downtown will need to be identified where a critical mass of activities can be located and serve as a catalyst for future long-term growth of the area. Refer to Chapter 8 (Implementation) for further information.

Figure 4.2: Development Opportunity Areas



LEGEND

-  AC&E DISTRICT BOUNDARY
-  LAND
-  VACANT SPACE IN EXISTING BUILDINGS



COMMUNITY OUTREACH

An extensive community outreach process was an important part of the process in preparing the AC&E District Concept Plan. The comments and input from residents, Downtown business and property owners, and representatives of arts organizations who participated in public workshops and focus group meetings have been instrumental in shaping the concepts for the future of the District.

Two community workshops were held at key milestones in the work process to give the public an opportunity to provide direct input into the identification of issues and opportunities, and to help shape the future plan for the area. In addition, two focus group meetings were held with business and property owners, a meeting was held with representatives of arts and cultural organizations, and a meeting was held with two City Commissions and the City Council Facilities Sub-Committee.

Based upon the input received during the above community outreach process, an Administrative Draft Report was prepared and reviewed in public hearings with the Planning Commission and City Council. This report incorporates comments received at those hearings.

The following section describes key elements of the community outreach process in chronological order and summarizes the key outcomes that influenced concept development.

FOCUS GROUP MEETING #1: ARTS AND CULTURAL ORGANIZATIONS

This meeting was held at the Centennial Cultural Center on January 31, 2013 and included representatives of Oroville's existing arts and cultural organizations. Organizations represented included:

- Artists of River Town
- Butte County Office of Education
- Body, Mind & Spirit
- Golden Values
- City of Oroville Cultural Facilities
- Oroville Arts Commission
- Oroville Band & Chorus
- Oroville Concert Association
- STAGE
- State Theater Arts Guild, Inc.
- Chico Music Think Tank.



Discussion at Focus Group Meeting #1 held at the Centennial Cultural Center

The key issues and recommendations focused on the needs related to arts venues and programming included the following:

- Develop a new art museum and gallery
- Create a large space for rental and working studio space
- Provide a venue for outdoor events
- Promote arts along the levee
- Provide live/work buildings for artists.

FOCUS GROUP MEETING #2: DOWNTOWN BUSINESS AND PROPERTY OWNERS, AND BUSINESS ORGANIZATIONS

This meeting was also held at the Centennial Cultural Center on January 31, 2013. The meeting included representatives from various Downtown property and business owners, as well as business organizations, including:

- Montgomery Street Group
- Oroville Community Concert Band and Chorus
- Oroville Arts Commission
- Oroville Downtown Business Association (ODBA)
- STAGE.

The meeting focused on business-related issues, and included the following key comments:

- Capitalize on existing assets of Downtown: the Feather River, historic context, walkable layout, intact area.
- Draw new businesses to Downtown, including arts, entertainment and culture uses.
- Expand the open hours of businesses.
- Improve the physical conditions of Downtown, particularly lighting.
- Incorporate the Hmong culture into concepts for the District and the Downtown.

CITY COUNCIL FACILITIES SUB-COMMITTEE MEETING

A briefing meeting was held with the City Council Facilities Sub-Committee on April 1, 2013. The attendees included Director of Planning and Community Development Don Rust, Mayor Dahlmeier, Vice Mayor Wilcox, and City Council Member Bunker. The three initial concept alternatives (described in Appendix A of this report) were reviewed with the Committee to obtain their input. Committee members ranked the alternatives, using an evaluation matrix, which was also used in subsequent community meetings. Based on the ranking results, the Committee preferred a hybrid concept that included the Amphitheater Park and Park Blocks of Alternative A – Park Blocks, with a Town Square similar to that illustrated in Alternative C – Town Square.

ARTS COMMISSION AND PARKS COMMISSION MEETING

Following the meeting with the City Council Facilities Subcommittee, a joint briefing meeting was held with the City's Arts Commission and Parks Commission on the afternoon of April 8, 2013. Director of Planning and Community Development Don Rust presented the three initial concept alternatives to the joint meeting and Commission members ranked the alternatives, using the evaluation matrix.

Comments from the meeting included:

- Need for a Downtown grocery store if residential units are built.
- Strong support for a restaurant along the levee.
- Existing Ford buildings have some historical value and unique layout which should be considered.
- Outdoor seating for restaurants in Downtown is desired.
- Businesses should remain open past five p.m.
- High support for the Town Square concept.

Results from the evaluation matrix indicated that Alternative C - Town Square received the highest level of support followed by Alternative A - Park Blocks. Alternative B - Great Streets was the least preferred of the three Alternatives.

COMMUNITY WORKSHOP #1

Two community-wide workshops were held during the process to give the public an opportunity to provide direct input into the identification of issues and opportunities and to evaluate the three initial concept alternatives. The first of these meetings was held in conjunction with the joint Arts Commission and Parks Commission meeting, described above.

FOCUS GROUP MEETING #3: DOWNTOWN BUSINESS AND PROPERTY OWNERS AND ORGANIZATIONS

A follow-up meeting with Downtown business and property owners was held on April 16, 2013 at the Feather River Senior Center. Like Focus Group Meeting #2 the meeting included representatives from various Downtown property owners and businesses as well as business organizations, including:

- Oroville Chamber of Commerce
- Oroville Downtown Business Association
- Oroville Development Corporation.

Director of Planning and Community Development Don Rust gave a presentation of the three initial concept alternatives. Comments from the meeting included:

- Focus on infilling vacant space before constructing any new commercial or retail space.
- Carefully consider the type of retail/commercial space in buildings - the market should dictate.
- Focus heavily on improving and creating new events/festivals as a way to promote and stimulate more business activity Downtown.
- Carefully design residential development to provide "eyes on the street," and minimize vandalism and crime.

Attendees of the meeting were also asked to complete the evaluation matrix. Results from the evaluation matrix indicated that Alternative A - Park Blocks received the highest level of support, followed by Alternative C - Town Square. Alternative B - Great Streets was the least preferred of the three Alternatives.

COMMUNITY MEETING #2

A second community meeting was held on June 24, 2013 in the City Council Chambers, as a part of a regular Planning Commission Meeting and was attended by approximately five members of the public as well as City staff and Planning Commission members. The focus of this meeting was to introduce and receive feedback on the Preferred Concept Alternative and the new Chinese Cultural Heritage Park concept. Comments from the meeting included:

- High support for a restaurant on the levee.
- Excitement about seeing more art-related activities Downtown.
- Residential development should be designed to provide “eyes on the street,” and minimize vandalism and crime.
- Riverfront access should be reserved as park space.

COUNTY URBAN GREENING WORKSHOP

On June 29, 2013, City staff was invited to a community workshop as part of an Urban Greening Plan being prepared by the County. The purpose of the workshop was to identify greening opportunities for the Oroville area. City staff co-led a walking tour of the Downtown area and introduced the Preferred Concept Alternative to those in attendance, which consisted of approximately eight people. Comments from the walking tour included:

- Concern that the reduction of parking, particularly in the Chinese Heritage and Cultural Park and the removal of Parking Lot A, would cause access issues for the disabled and seniors.
- Direct water access to the Feather River closer to the central Downtown should be incorporated for recreational, in addition to passive, uses.
- Infrastructure for shading should be incorporated in the design of the Town Square.

SUMMARY OF THE COMMUNITY OUTREACH PROCESS

Based on the comments received during focus group and community workshop meetings, a general preference for a hybrid between the Park Blocks and Town Square alternatives was expressed. This is also indicated by the total combined numerical results of the evaluation process, which is summarized on the next page.

The public input and evaluations of the three alternative plans informed the creation of a concept plan that is a hybrid of the Park Blocks and Town Square alternatives. This hybrid plan was summarized in an Administrative Draft Report, which was reviewed in public hearings with the Planning Commission and City Council.

PLANNING COMMISSION PUBLIC HEARING

The Oroville Planning Commission reviewed the Administrative Draft Report on July 22, 2013 at a regularly-scheduled meeting in the City Council Chambers and continued it to the August 16, 2013 meeting. Key comments received from the commission included:

- Provide as much access to the Feather River from downtown as possible.
- Carefully consider the type and mix of high-density housing in future planning for the District.
- Provide adequate parking for senior citizens, particularly at the Chinese Heritage and Cultural Park.
- Park areas specified in the Plan are favorably supported.

CITY COUNCIL PUBLIC HEARING

The Oroville City Council reviewed the Administrative Draft Report on September 17, 2013 in a regularly-scheduled meeting in the City Council Chambers. Key comments received from the City Council included:

- Support for the riverfront being capitalized upon as a City asset.
- Carefully design the Town Square so that it does not become a gathering place for the homeless and is perceived to be safe and attractive to all members of the public.
- Carefully consider the type and mix of high-density housing in future planning for the District.
- Planned restaurants along the levee should be upscale and high-quality.
- Maximize building square footage for artists studios.

Table 5.1: Sample Alternatives Evaluation Matrix

The Arts, Culture and Entertainment District Concept Plan that is described in the following sections of this report is, generally, a hybrid of the initial Park Blocks and Town Square alternatives. It also includes a variety of refinements and concepts based on the input of the various stakeholders, members of the public, and City leadership and staff.

NOTE ABOUT THE EVALUATION MATRIX

The evaluation matrix was created to assist members of the public, City leaders, City staff and the Consultant Team to evaluate the three initial concept alternatives as objectively as possible. The criteria used on the matrix were derived from initial goals for the project defined by the City Council, as well as public input received in the initial focus group meetings. The evaluation uses a simple ranking system of 1-3 (with 3 being the highest) for each of the evaluation criteria, yielding a total score for each alternative. Each person at the various community meetings and focus groups, as well as City staff, Commission members and members of the City Council Facilities Sub-Committee were asked to complete the matrix individually.

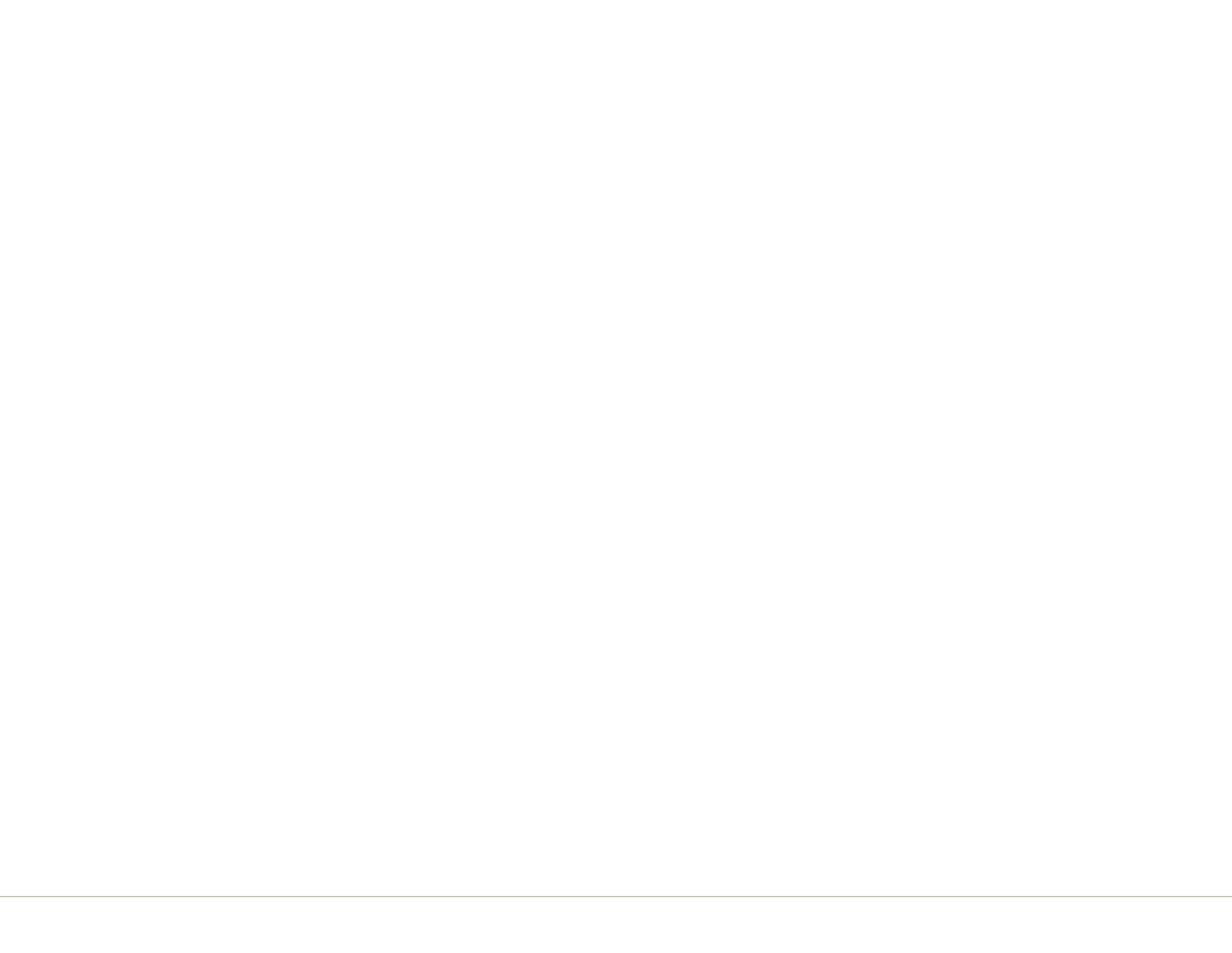
The total combined point results of the evaluations were:

- Alternative A - Park Blocks 950
- Alternative B - Great Streets 672
- Alternative C - Town Square 943

This is not a weighted matrix. Because some goals used to create the evaluation criteria may be somewhat more important than others, the evaluation matrix is not a scientific survey. Nevertheless, it provides a useful tool to consider the comparative advantages and disadvantages of the concept alternatives and help define a preferred plan.

	Alt. A	Alt. B	Alt. C
GENERAL LAND USE			
Creates a distinct character and identity for the district and downtown.			
Creates a 24-hour environment with residential uses.			
Incorporates pedestrian-oriented retail uses.			
ARTS DISTRICT			
Capitalizes on existing cultural venues.			
Creates a concentration of arts-related uses.			
Includes a central gathering/performance space(s).			
Provides an extensive number and variety of gathering spaces.			
CIRCULATION AND PARKING			
Reinforces a pedestrian-oriented district.			
Provides adequate, easily accessible parking.			
Creates an identifiable linkage between cultural venues.			
Creates multi-use streets that can be used for a variety of purposes (including temporary closures).			
IMPLEMENTATION			
Best meets the market absorption targets.			
Allows an optimum phased development strategy.			
Creates a "critical mass" of phase one development.			
Has minimal impact on private land.			
Will be less expensive to implement.			
Has a great opportunity for funding grants.			
Has a great opportunity for inter-agency cooperation and funding.			
TOTAL			

Ranking: 1 = acceptable 2 = good 3 = excellent



THE OROVILLE ARTS, CULTURE AND ENTERTAINMENT DISTRICT CONCEPT PLAN

INTRODUCTION

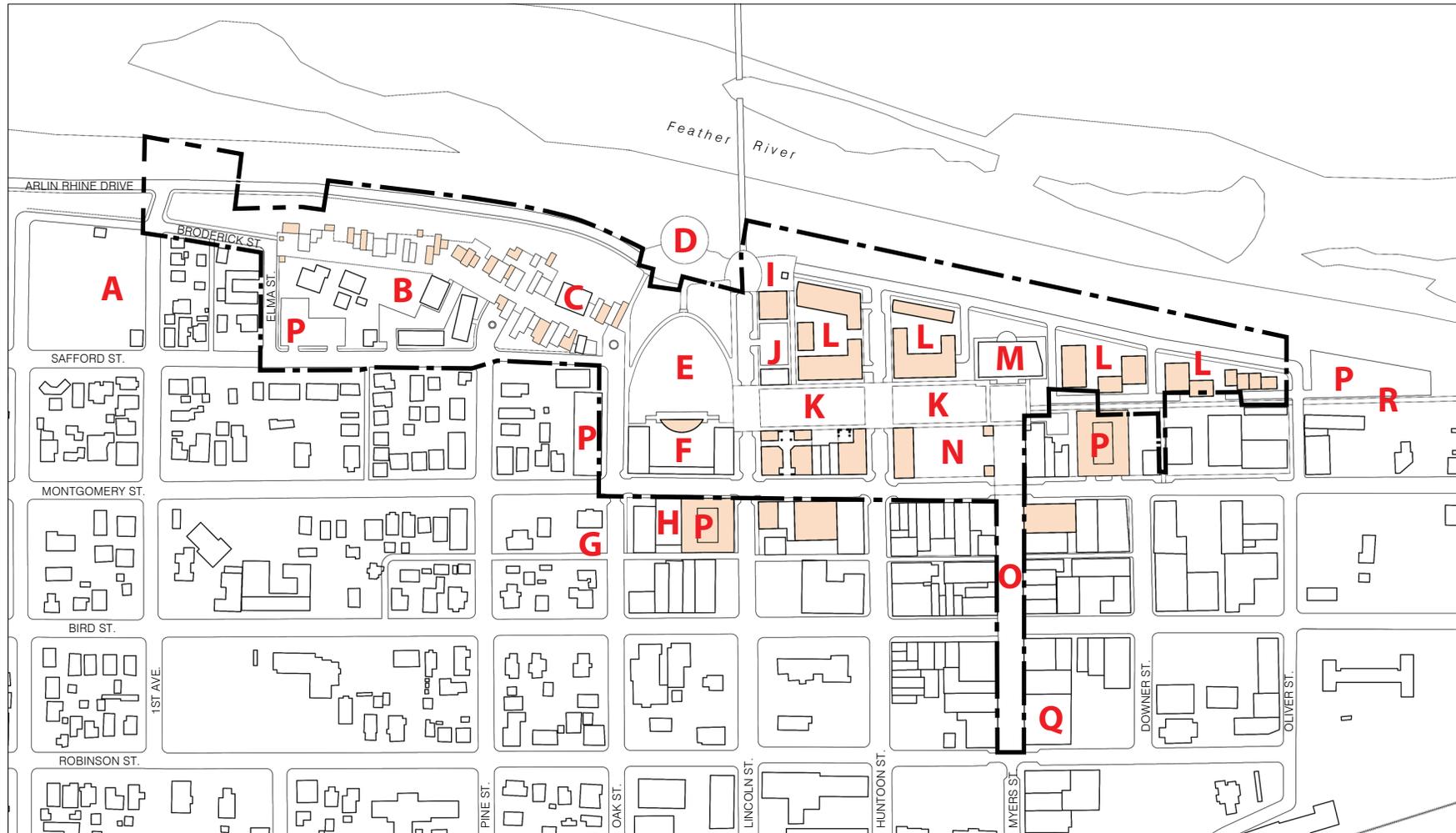
The Arts, Culture & Entertainment District Concept Plan (AC&E District Plan) represents the 20-year vision to create a cohesive Downtown district, consisting of several distinct sub-areas, in which the community and visitors can gather, celebrate, live, perform, work, learn and play.

CONCEPT AND VISION

The AC&E District Concept Plan vision is that of a 24-hour community, steeped in the arts and culture, where residents, workers and visitors alike can recreate and be entertained. The existing disparate arts and culture destinations, along with new venues, will become a recognizable urban place, interconnected with a circulation system that is accessible to all modes of travel: pedestrian, bicycle, automobile, and transit. An interconnected system of large and small open spaces weave continuously throughout the District, linking the sub-districts and venues, and enabling many outdoor activities of varying scales to occur simultaneously.

THE OROVILLE AC&E DISTRICT CONCEPT PLAN

Figure 6.1: Concept Plan Key Map



LEGEND

- AC&E DISTRICT BOUNDARY
- NEW INFILL BUILDINGS

- | | | |
|---|---|----------------------------------|
| A ROTARY PARK | G SOROPTOMIST PARK AND LAW LIBRARY | M MUNICIPAL AUDITORIUM |
| B CHINESE HERITAGE AND CULTURAL PARK | H CITY HALL | N TOWN SQUARE |
| C BOLT'S ANTIQUE TOOL MUSEUM | I TOWER PLAZA AND RESTAURANT | O MYERS STREET ARTS PLAZA |
| D CENTENNIAL PLAZA | J FONG LEE COMPANY BUILDING | P PARKING |
| E AMPHITHEATRE PARK | K PARK BLOCKS | Q STATE THEATRE |
| F BACKSTAGE STUDIO AND GALLERY | L RIVERFRONT RESIDENTIAL | R EAST PROMENADE |



Figure 6.2: Illustrative Concept Plan



PLANNING AND DESIGN PRINCIPLES

Many planning and design principles are fundamental to creating a successful downtown. As a specialty district, additional specific criteria must also be considered. Key planning and design principles that apply to the creation of Oroville's AC&E District include the following:

- Capitalize on and enhance the assets that already exist in the downtown area, particularly arts, culture and entertainment resources.
- Establish a physical urban framework that allows for flexibility and growth over time.
- Create a mixed-use District that includes residential, commercial, retail, and arts, cultural and entertainment uses.
- Create an identifiable District that is distinct in its character and energy, focusing on the growth of a critical mass of arts, culture and entertainment facilities.
- Create a 24-hour environment with people living, working and enjoying a variety of arts, culture and entertainment activities.
- Infill the street frontage in key areas where buildings are missing and/or parking lots exist to create continuous pedestrian-oriented "street walls."
- Implement Complete Streets principles so that streets are used and enjoyed equally by pedestrians, bicycles and transit as well as automobiles.
- Incorporate a linked system of flexible, multi-use public spaces throughout the District that can serve as venues for a variety of uses and crowd sizes.
- Retain, protect and reuse existing historic buildings.
- Design new buildings to be compatible with the historic context.
- Incorporate Crime Prevention Through Environmental Design (CPTED) principles in the design of improvements to ensure that the District feels safe and secure for residents, businesses and visitors, including the following considerations:
 - Streets designed to increase pedestrian and bicycle traffic.
 - Buildings overlooking sidewalks, public spaces and parking lots.
 - Landscape concepts that provide open views to enable surveillance.
 - Public lighting along streets, sidewalks and other pedestrian-use areas.
 - Placement of amenities, such as benches, in public spaces to attract large numbers of desired users.
 - Programming of activities in public spaces to increase proper use, attract more people and increase the perception that these areas are controlled.

DESCRIPTION OF THE PLAN

The Oroville Arts, Culture and Entertainment District Concept Plan includes five elements that describe the future development of the area. These five elements are described in the following pages and include:

1. The District Framework – The overall general strategy for the future physical development of the District.
2. Proposed Land and Building Use – The type, mix and location of uses within the District, with an emphasis on arts, cultural and entertainment facilities. In general, the land use mix is based on the findings of the market analysis summarized in Chapter 4 (Market Overview) of this report.
3. Public Environment – The interconnected system of public streets and open spaces that bind the District together and provide amenities for residents and visitors alike.
4. Circulation and Parking – The system of streets, lanes and paths that allow circulation for all modes of travel, including pedestrians, bicycles, transit and motor vehicles as well as appropriate parking strategies.
5. Infrastructure – The system of utilities that support the development including electrical, water, sewer and gas services.



Two to three-story residential buildings will be located along Arlin Rhine Drive overlooking the Feather River on the north and the Park Blocks on the south.



Streets and public spaces will be designed to encourage arts and cultural events and festivals.



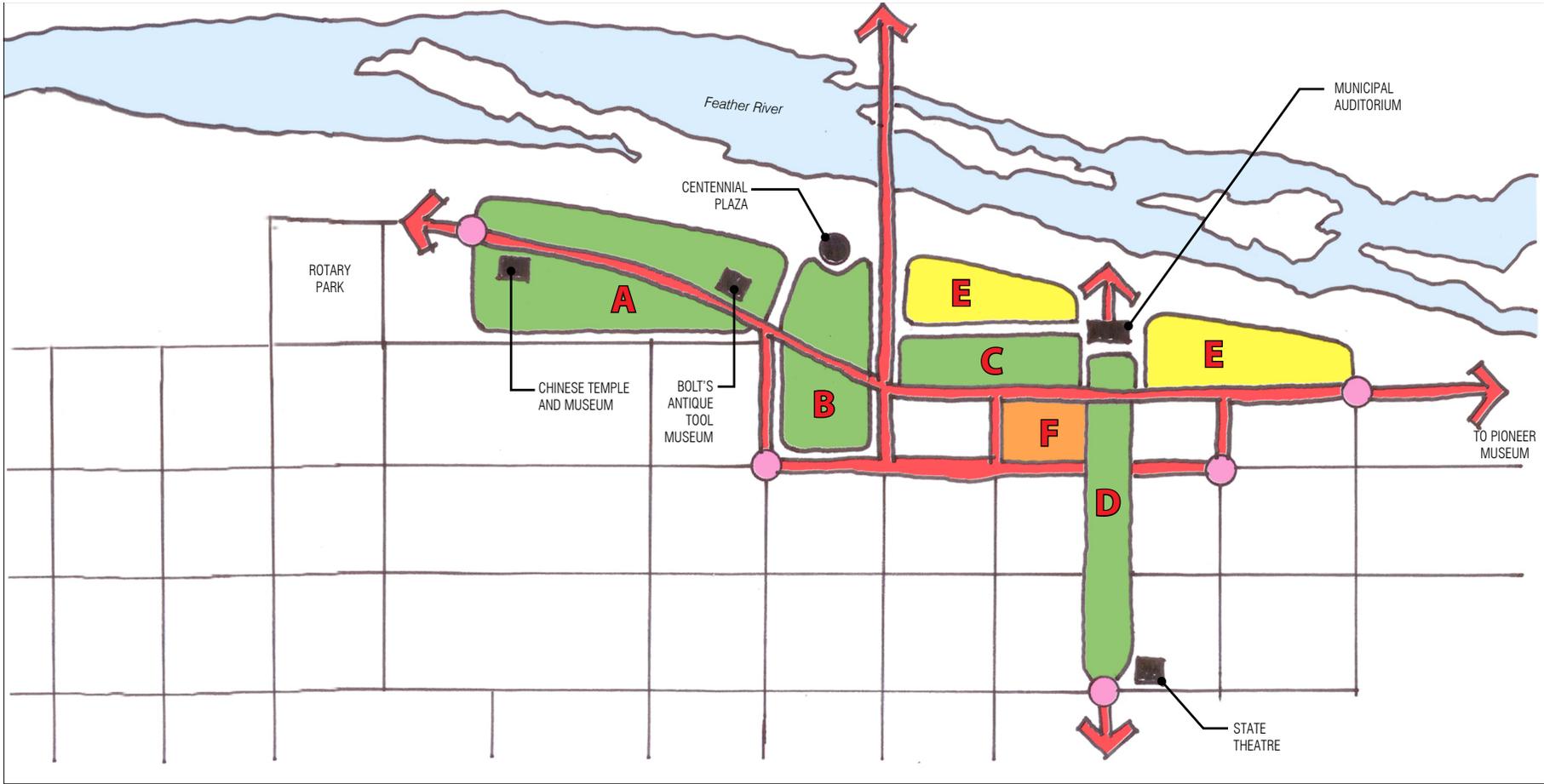
Mini-plazas, wide sidewalks and streetscape amenities will encourage a variety of activities, including outdoor dining and merchandising.

THE DISTRICT FRAMEWORK

The District Framework represents, in a broad, conceptual way, the underlying organization and structure of the AC&E District. The District Framework builds upon several key existing attributes of the Downtown and includes the following key form-giving features:

- The historic street grid, which forms the original fabric of the Downtown and is, perhaps, the strongest man-made form-giving feature of the Downtown. The AC&E District Concept Plan utilizes the historic grid as a basis for planning future facilities and open spaces.
- The Feather River, which is by far the strongest natural feature influencing the shape of the Downtown. Notwithstanding the barrier presented by the levee, the AC&E District Concept Plan seeks to capitalize on the river by maximizing connections to it and locating uses such as a new restaurant and residential development along the riverfront.
- A strong framework of north-south and east-west linkages that connect the special arts, culture and entertainment venues that currently exist in the Downtown but are located in disparate places.
- Primary and secondary gateways – marking the major District entry points along primary circulation corridors.
- Six sub-areas including:
 - Myers Street Arts Plaza – Oroville’s traditional pedestrian-oriented Main Street will be strengthened through new streetscape improvements and an increased focus on arts, entertainment, cultural and retail uses.
 - Town Square – The “heart” of the District and the historic Downtown. Located on the northwest corner of Montgomery and Myers Streets, a new public plaza will provide the opportunity for a hub that links Myers Street to other venues to the east and west.
 - Park Blocks – The “lungs” of the District, providing significant flexible open space, which will link the Town Square to the Amphitheater Park and Chinese Heritage and Cultural Park.
 - Amphitheater Park – A major outdoor performance space and public park, which will link the Feather River and Centennial Plaza to the Park Blocks.
 - Chinese Heritage and Cultural Park – A celebration of the historic Chinatown formerly located along the Feather River. The sub-area will include remnants, new displays and reconstructions of historic Chinatown focused around the existing Chinese Temple and Museum.
 - Riverfront Residential – New residential neighborhoods adjacent to the Feather River, with views of the river corridor to the north or the Park Blocks to the south.

Figure 6.3: District Framework Plan



LEGEND

- A** CHINESE HERITAGE AND CULTURAL PARK
- B** AMPHITHEATRE PARK
- C** PARK BLOCKS
- D** MYERS STREET ARTS PLAZA
- E** RIVERFRONT RESIDENTIAL
- F** TOWN SQUARE

-  PRIMARY PEDESTRIAN AND BICYCLE LINKAGES
-  DISTRICT GATEWAYS



PROPOSED LAND AND BUILDING USE

As described in the introduction to this chapter, the AC&E District Concept Plan envisions a variety of uses focused in a compact, mixed-use District. By incorporating a mix of land uses that support each other, the area will function as a cohesive 24-hour environment. The primary land uses of the AC&E District Concept Plan include:

- Retail mixed-use: arts/culture/entertainment emphasis
- Office
- High-density residential
- Public uses
- Open space.

In general, it is envisioned that land and building uses throughout the District will be mixed, especially retail, restaurant, arts, culture, entertainment and office uses. Uses may be horizontally or vertically mixed, depending upon location. However, it will be particularly important for uses to be vertically mixed along Montgomery Street and Myers Street, which will be the primary commercial corridors of the District and have abundant underutilized and/or vacant buildings and development opportunities on both the ground and upper floors.

Other key general land use concepts include the following:

- All existing residential neighborhoods and dwellings will be protected.
- The land use recommendations of the AC&E District Concept Plan are consistent with current General Plan policies and zoning regulations. However, concepts for potential land use changes recommended in this Plan may result in minor changes in City policy and regulatory documents, notably the following:
 - In the future, auto-oriented and auto-serving uses will no longer be allowed. Existing uses of this type will be allowed to remain (grandfathered) but, over time, such uses will be encouraged to relocate to allow for development of pedestrian-oriented uses better suited to the goals of the AC&E District.
 - The location and quantity of certain allowed uses, such as ground-floor offices, will be restricted within the District in order to assure an active and attractive street-level pedestrian environment.
- All potential land use acquisitions involving private properties will be undertaken through negotiation with property owners. The City of Oroville has no intent to force current private landowners to change land use to meet the objectives of the Plan.

Figure 6.4 illustrates the general type and location of the various uses to be found in the AC&E District. In order to show surrounding context, outside of the District boundary the Plan illustrates proposed land use from the 2030 General Plan. Following is a description of the key features of these uses. Table 6.1 describes the development program.

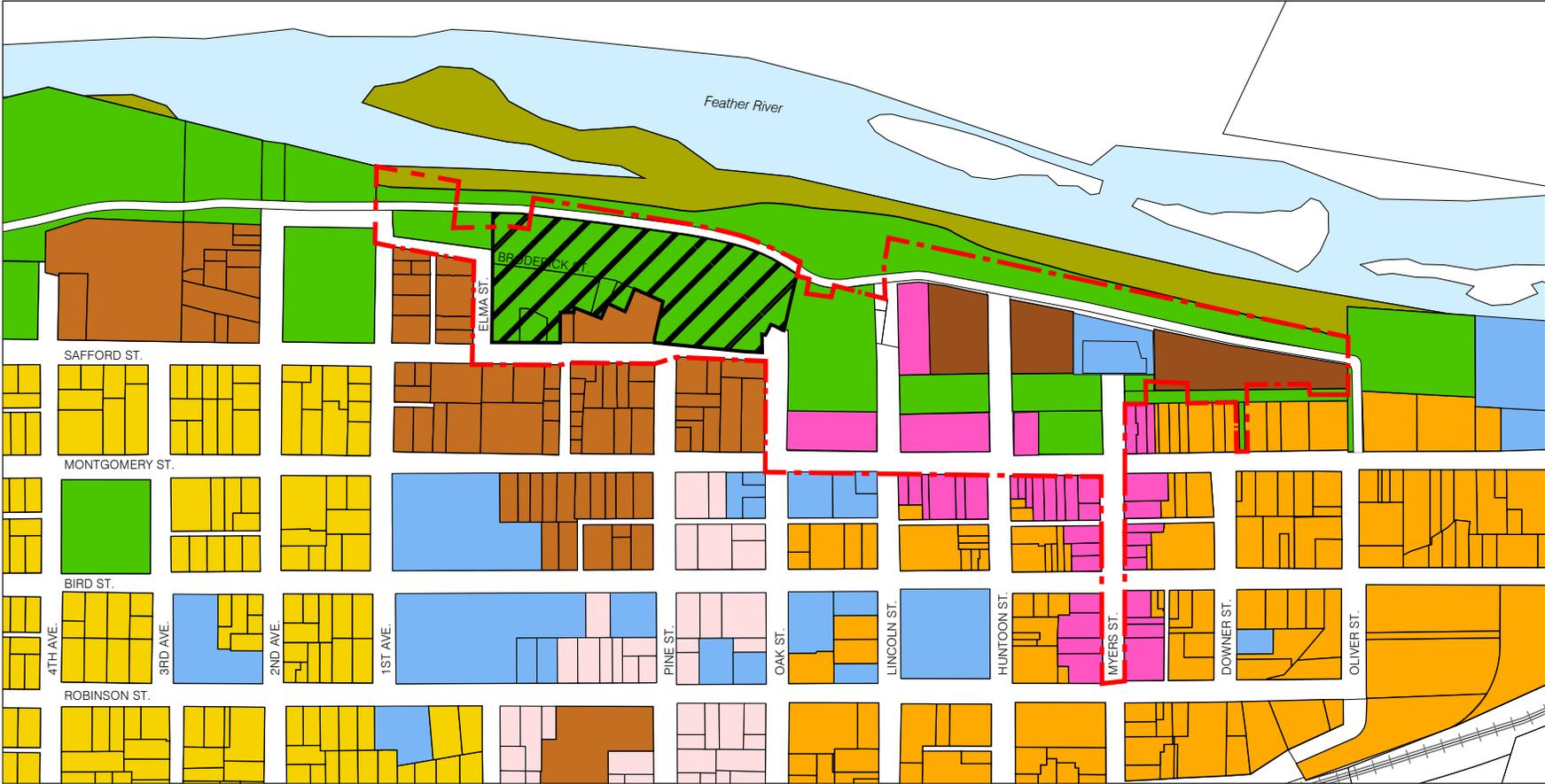
Table 6.1: Development Program

Land Use	Area	Quantity ²	Parking Demand	Potential 20-Year Market Demand ³
Mixed Retail/ Entertainment Facilities (ground floor)	1.95 acres	121,500 sf	3 spaces/1,000 sf = 365 spaces	190,000 sf
Residential 30 du/ac	3.70 acres	111 units	1.5 spaces for each dwelling unit = 167 spaces (provided on-site)	200 dus
Med/High Density Residential (existing)	0.94 acres			
New Arts Facilities	Incl. in mixed-use	6,000 sf	3 spaces/1,000 sf = 18 spaces	6,000 sf
Chinese Heritage and Cultural Park	5.92 acres			
Open Space	8.42 acres			
Public Streets and Right-of-Way	8.07 acres			
Office (upper Floors)	Incl. in mixed-use	55,000 sf	3 spaces/1,000 sf = 165 spaces	55,000 sf
	29 acres ¹		588 spaces required (excluding residential provided on-site) 965 spaces provided (including on-street)	

Notes:

1. Total study area acreage includes Myers Street right-of-way, but does not include Myers Street frontage parcels south of Montgomery Street.
2. Total square footage for mixed-use, arts facilities, and office includes reuse/infill of Myers Street frontage parcels from Montgomery Street to Robinson Street.
3. To the extent that some demand is absorbed in existing vacant space, new construction may be less than the figures in this column.

Figure 6.4: Proposed Land and Building Use



LEGEND

	AC&E DISTRICT BOUNDARY		PUBLIC		PARK
	MEDIUM LOW DENSITY RESIDENTIAL		OFFICE		CHINESE HERITAGE AND CULTURAL PARK
	MEDIUM HIGH DENSITY RESIDENTIAL		MIXED USE		ENVIRONMENTAL CONSERVATION / SAFETY
	HIGH DENSITY RESIDENTIAL		RETAIL MIXED USE: ARTS / CULTURE / ENTERTAINMENT EMPHASIS WITH UPPER FLOOR OFFICE (OR RESIDENTIAL) IN EXISTING OR NEW INFILL BUILDINGS		



RETAIL MIXED-USE: ARTS/CULTURE/ENTERTAINMENT EMPHASIS

This land use category consists of pedestrian-oriented retail and restaurants with an emphasis on arts, culture, and entertainment themes. This includes uses such as art galleries, book stores, art supply stores, and small private theatres and dance venues. Coffee bars, cafes, wine bars and restaurants that feature live music and/or revolving exhibits by local and regional artists are also desirable. General retail uses such as clothing stores, kitchen shops, news stands and specialty food stores are also appropriate because they contribute to the diversity of the retail experience and promote pedestrian activity. However, within the District, emphasis should be placed on retail uses that have an arts, culture and lifestyle orientation and restaurants with outdoor dining. This category also includes new arts facilities, such as a museum and gallery.

As mentioned previously, any auto-oriented retail use, including auto-oriented arts uses, are not appropriate in the District. Within the District, new retail uses are envisioned to be developed in three ways:

- Supplementing existing retail with the addition of arts/culture/entertainment uses in the same building space.
- Reuse of existing vacant buildings.
- Construction of new infill buildings where no building currently exists.

Based on this strategy, it is estimated that approximately 121,500 square feet of new mixed-use retail/entertainment space and 6,000 square feet of new arts facilities can be accommodated within the District in areas illustrated in the Proposed Land and Building Use Plan. This is approximately 65% of the potential retail/arts market demand for the time horizon described in the Market Overview, and allows for the fact that some demand could be captured in existing vacant building space and some could be captured elsewhere in the Downtown market areas, but outside of the AC&E District.

OFFICE

Office can be an appropriate supportive use in an arts, culture and entertainment district, providing daytime users that will utilize the activities of the area. Certain types of office use are preferred in the District, such as the business office for an arts group, cultural or historical society, architect, graphic designer or video/music production.

General office uses in the AC&E District will be located in the upper floors of both new and existing buildings in the areas designated Retail Mixed-Use: Arts/Culture/Entertainment Emphasis on the Proposed Land and Building Use plan. Office uses should not be allowed (or they should be limited) on the ground floor of buildings which are directly adjacent to important pedestrian activity areas, because they do not contribute to an active pedestrian environment.

It is unknown exactly how much space is available in the upper floors of existing buildings. However, the Plan is designed to accommodate approximately 55,000 square feet of additional office space in new infill and renovated existing buildings. This is 100% of the potential office market demand for the time horizon described in the Market Overview.

HIGH DENSITY RESIDENTIAL

Residential uses will provide a 24-hour use, supporting cultural venues and downtown retail within easy walking distance, providing “eyes on the street,” and creating a neighborhood feel to the area. Assuming market conditions are favorable, the addition of significant new medium/high-density residential development will support the success of the District.

Four new residential blocks, consisting of 2-3 story apartments and/or condominiums, flats and townhouses with a density of up to 30 dwelling units per acre, are located adjacent to the Feather River levee. This location provides a high-amenity location with attractive views of the Feather River and the Park Blocks, which will help to attract residents to the Downtown area. Planned densities are the highest currently allowed under the City’s General Plan in order to maximize the resident population in the District. If built-out at this density, the 3.7 acres planned for residential development will yield a total of 111 new units. This is approximately 56% of the potential residential market demand for the time horizon described in the Market Overview.

It is anticipated that residents of the new residential development will include empty-nesters and young professionals seeking to live in a high-amenity urban environment with access to the arts, entertainment, recreational and service opportunities that the District will provide.

Residential uses are also encouraged in other areas of the Downtown. However, they should not be allowed (or their extent limited) on the ground floor of buildings which are directly adjacent to important pedestrian commercial activity areas, as they do not contribute actively to the vitality of public spaces and can have a tendency to “privatize” or deaden these spaces if not carefully designed.

PUBLIC USES

Public uses include government services such as City Hall, the Butte County Office of Education and the Butte County Law Library as well as Memorial Auditorium and the Centennial Cultural Center.

Also included in this category are the publicly-owned arts, entertainment and cultural facilities including the State Theatre, Memorial Auditorium, Chinese Temple and Museum, and Bolt’s Antique Tool Museum. All of the existing public uses and facilities will remain with the exception of the Centennial Cultural Center whose site functions will be relocated and the site redeveloped for residential uses.

OPEN SPACE

A complete description of the open space system follows in the Public Environment section of this chapter.

PUBLIC ENVIRONMENT

Figure 6.5 illustrates the planned public environment for the AC&E District. There are two general components of the public environment in the District: open space and public streets. These two components combine to create a system of public spaces that bind the District together and provide gathering, recreation, entertainment and relaxation places.

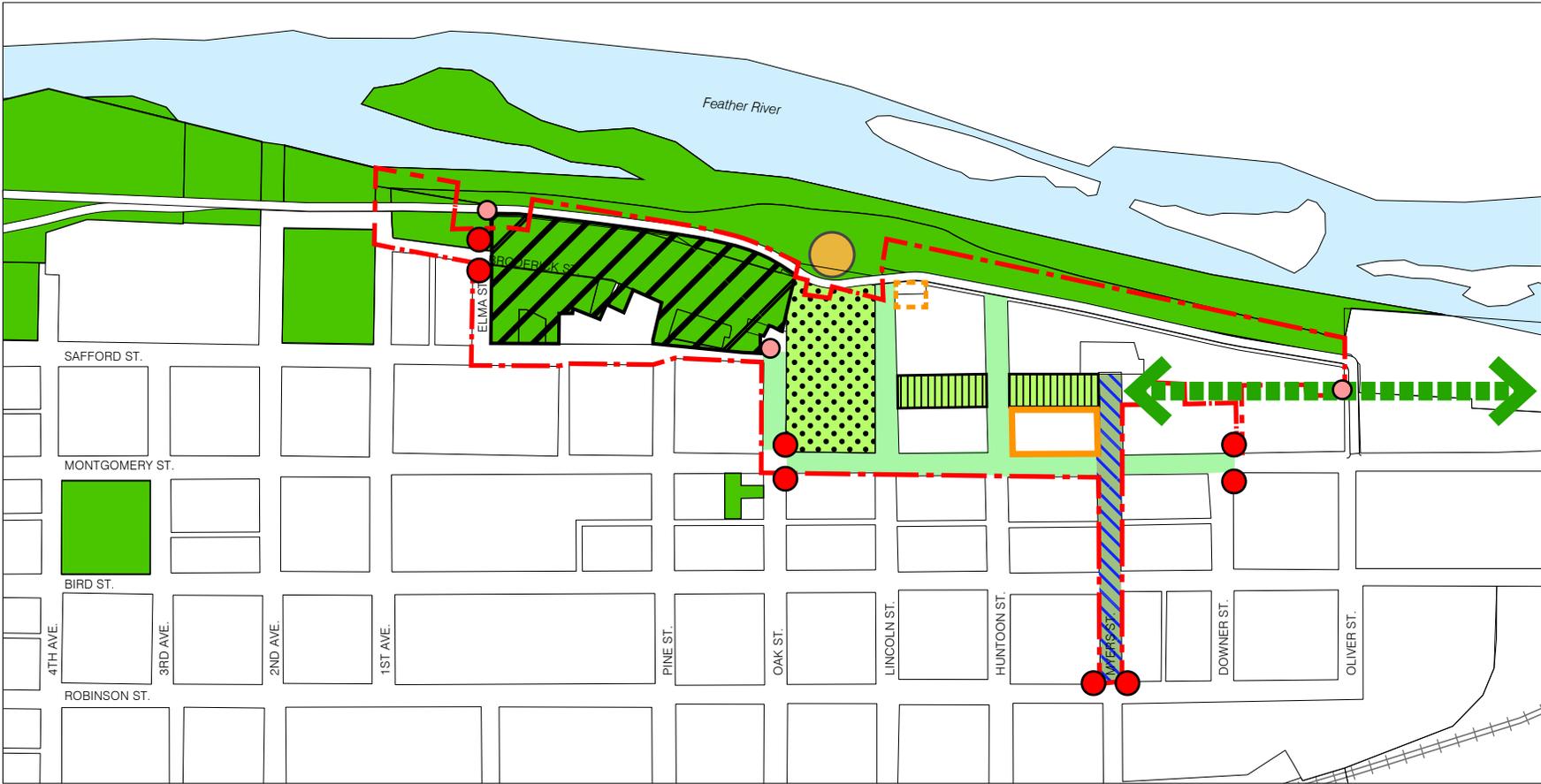
OPEN SPACE

Open space consists of the parks, plazas, promenades, linear parks and the naturalistic lands along the Feather River that provide the gathering, recreation, entertainment and relaxation places within the Downtown. The key open spaces of the AC&E District include:

- **Town Square** – Located on the site of the current public parking lot at the corner of Montgomery and Myers Streets, the Town Square will be the “heart” of Downtown providing the location for major civic events and gatherings. For a more complete description of the Town Square, see Sub-area Plans in Chapter 7 of this report.
- **Myers Street Arts Plaza** – Myers Street will continue to allow motor vehicles, but it will become a pedestrian-priority street, maximizing the space for people to walk, gather or dine, and serving as a linear Arts Plaza of Downtown. Mixed with retail uses, the buildings will also have arts/culture/entertainment venues. The street and sidewalk will be at the same elevation, creating a plaza character.
- **Park Blocks** – The two Park Blocks will be the “lungs” of the District, providing significant flexible open space. They also provide a pedestrian/bicycle connection between the Town Square and the venues to the west and north.
- **Amphitheater Park** – Amphitheater Park will sit at the base of the Feather River levee, immediately south of Centennial Plaza. Complete with a stage, it will serve as the major outdoor performance space for music and theater. As part of the Amphitheater Park area, the existing Oroville Ford dealership buildings are repurposed as the “Backstage Gallery and Studio,” providing arts workshops and outdoor gallery space as well as a backstage area for the amphitheater.
- **The East Promenade** – The East Promenade will be the main pedestrian connection eastward from the Town Square, linking to the Pioneer Museum and the future Veteran’s Memorial Park. With a paved width of 12 feet, it will be a generous walkway lined with canopy trees and ornamental lighting. See Figure 6.6.

- **Feather River Linear Park and Centennial Plaza** – As mentioned above, the existing Centennial Plaza, located on the levee, will be connected to Amphitheater Park. It will continue to connect into the existing Class I multi-use trail along the banks of the Feather River.
- **Tower Plaza** – The existing communications tower just east of Lincoln Street at the top of the levee will be illuminated in the future and anchor a new plaza. It will become a landmark for the District, visible from Highway 70. A restaurant with an associated outdoor dining terrace will face the plaza and overlook the river.
- **Existing Park and Open Space** – Several existing parks and open spaces exist adjacent to, or in the vicinity of, the AC&E District. Where possible, the Plan integrates these existing spaces and provides convenient connections for park and open space users.
- **Chinese Heritage and Cultural Park** – This Cultural Park will be a celebration of the historic Chinatown that once existed along the Feather River. Broderick Street will become a pedestrian-priority street along which this heritage will be interpreted.

Figure 6.5: Public Environment



- LEGEND**
- AC&E DISTRICT BOUNDARY
 - EXISTING PARKS AND OPEN SPACE
 - MYERS STREET ARTS PLAZA
 - CHINESE HERITAGE AND CULTURAL PARK
 - AMPHITHEATRE PARK AND BACKSTAGE GALLERY AND STUDIO
 - PARK BLOCKS
 - STREETSCAPE IMPROVEMENTS
 - EAST PROMENADE
 - CENTENNIAL PLAZA
 - PRIMARY GATEWAY
 - SECONDARY GATEWAY
 - TOWN SQUARE
 - TOWER PLAZA



STREETSCAPE IMPROVEMENTS

Streets are among the most important public spaces in a city. As mentioned in Chapter 3 (Policy and Regulatory Context) of this report, the public street rights-of-way account for approximately 27% (7.7 acres) of the total land area in the AC&E District and therefore the design of the streetscape is an important component of the public environment.

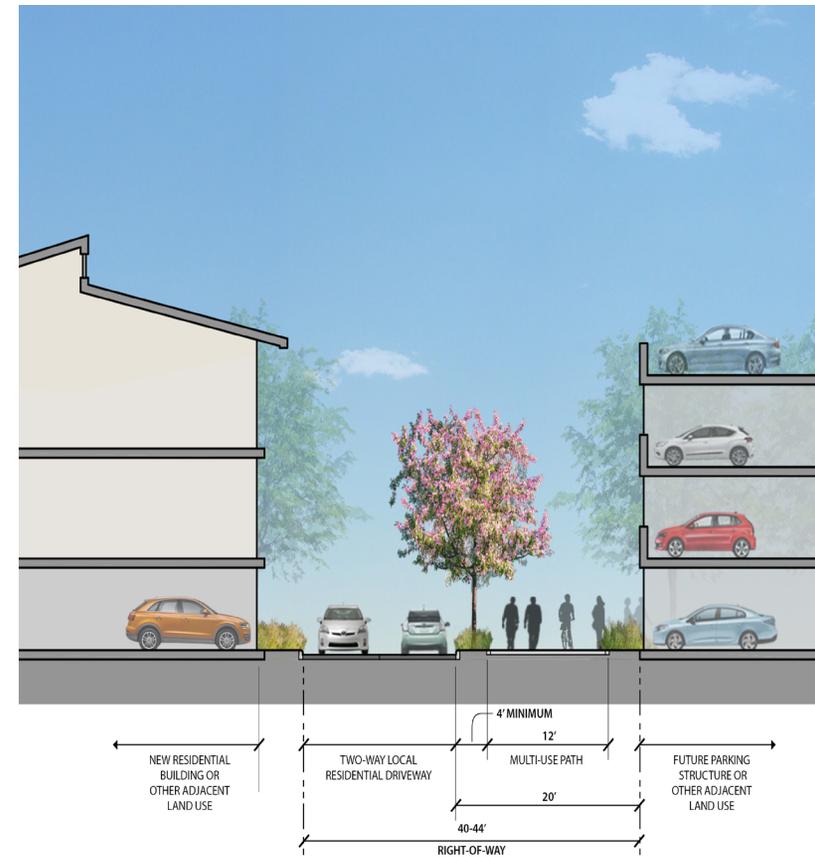
Several planning and design principles apply to the future re-design of streets within the District. All streets should include the following:

- Spaces to accommodate a variety of users and activities. In addition to vehicular circulation, the streets should provide places for public events such as parades and festivals. The sidewalks should be designed for more than simply pedestrian circulation. They should provide places to socialize with neighbors, sit at a café table, promote spontaneous performances, and encourage outdoor displays and merchandizing.
- Ornamental, pedestrian-scale lighting. Lighting should be white in color, such as LED or metal halide. White light renders colors more accurately and is more appropriate in a downtown commercial environment.
- Specially-themed amenities such as street trees, street furniture, special paving and public art to create unique and identifiable places.
- Wayfinding and interpretive signage.

In addition to the above general street design principles, the following apply to specific streets and locations in the District:

- Montgomery Street – Improvements will include continuous street trees, ornamental lighting, expanded on-street parking, and wayfinding signage.
- Lincoln/Huntoon Streets – Improvements to these two streets will be a continuation of the Lincoln & Huntoon Streets Restoration Plan recommendations.
- Oak Street – Improvements will include formal street trees and a wide sidewalk on the District side of the street, and the existing neighborhood improvements on the opposite side.
- Safford Street – Safford Street will retain its existing neighborhood character.
- Broderick Street – Broderick will also be a pedestrian-priority street, with sporadic trees and special paving, providing an easily walkable corridor through the new Chinese Heritage and Cultural Park sub-area.

Figure 6.6: East Promenade



- Arlin Rhine Drive – Located on the Feather River levee, Arlin Rhine Drive will be enhanced as a tree-lined drive.
- Primary Gateways – Gateway elements will mark the major District entry points on the primary arterial streets, at both Montgomery and Oliver and Montgomery and Oak Street.
- Secondary Gateways – Gateways of a lesser scale will mark the secondary District entry points on local streets, including Safford and Oak Streets, Arlin Rhine Drive, and Oliver Street.

CIRCULATION AND PARKING

The efficient circulation of pedestrians, bicycles, automobiles, trucks, service vehicles and transit is critical to the success of the AC&E District. The existing grid street system in the Downtown functions well as a basis for circulation by all modes of travel. The AC&E District Concept Plan builds upon this existing circulation framework and approaches future street improvements based on Complete Streets principles, balancing multiple modes of travel. Complete Streets is a relatively new approach to the design of urban streets in which transportation improvements are considered opportunities to improve safety, access, and mobility for all travelers and recognizes bicycle, pedestrian, and transit modes as integral elements of the transportation system.

MOTOR VEHICLES

Figure 6.7 describes the circulation system for motor vehicles. As stated above, the existing grid street system forms the basis of the vehicular circulation system in the AC&E District Concept Plan. All streets will be retained and enhanced with the exception of Safford Street between Oak Street and Huntoon Street, which will be abandoned and closed in order to provide contiguous open space for the Amphitheater Park, the Park Blocks and new riverfront residential uses.

In general, it is not envisioned that the traffic-carrying capacity of any existing street in the District will change from its current condition and designation in the Circulation Element of the General Plan and other planning documents described in Chapter 3 (Policy and Regulatory Context) of this report. Following is a brief description of each street.

- Primary Vehicular Streets – Montgomery Street, Lincoln Street, and Huntoon Street. These streets will continue to be the primary vehicular connectors to and through the Downtown.
- Pedestrian Preference Streets – Myers Street, Broderick Street and the northern extensions of Oak, Lincoln and Huntoon Streets will be designed to provide an emphasis on pedestrian-oriented circulation and activities while still allowing vehicular access and on-street parking.
- Scenic Parkway – Arlin Rhine Drive, which provides long views of the Feather River along the top of the levee, will remain as a low-volume access road to the Feather River. It will also serve as the “address street” for new riverfront residential in select locations, although there will not be direct parking access from this street.

- Local Commercial Streets – Downer Street and Oliver Street will continue to serve existing adjacent commercial uses as well as the future mixed-uses on the east side of the District.
- Local Neighborhood Streets – Safford Street, Oak Street and Pine Street will generally retain their existing character providing local access to residential uses.
- New Local Access Street (not shown on the Plan) – New minor streets will provide vehicular, pedestrian and bicycle access to and through the new residential development adjacent to the Feather River levee. These streets will be two lanes where sufficient right-of-way is available.

TRAFFIC IMPACTS

As shown in Table B.1 in Appendix B, with the anticipated 20-year absorption of new land uses within the AC&E District, net daily vehicular external traffic generation to/from the AC&E District could increase by approximately 8,700 daily trips per day. This approximately translates to 900 peak hour trips that are projected to be distributed to/from external origins/destinations via a combination of three primary vehicular streets – Montgomery (West), Montgomery (East) and Lincoln/Huntoon (South). However, given the projected local and regional traffic routing patterns, no single corridor is projected to experience an increase in traffic demands by more than 400 peak hour trips. Since there is currently a significant amount of unused peak hour capacity (of more than 1,500 vehicles per hour) on each of the aforementioned corridors, an increase in traffic demands by 400 peak hour vehicles is not projected to cause significant traffic impacts on any of the streets within the District or vicinity.

It is recommended however that focused traffic impact studies be conducted as part of environmental and design review of major development applications submitted for projects proposed within the AC&E District. Such traffic studies should quantify project impacts on critical intersections and frontage roadway segments that serve specific project development sites. Capacity/operational improvements, as well as control improvements (signals, stop-signs, roundabouts, etc.), would be determined pursuant to findings from such focused traffic impact studies.

PEDESTRIAN AND BICYCLE CIRCULATION

Improving the environment of the District for pedestrians and bicycles is a high priority of the AC&E District circulation plan. This system will include three key parts: sidewalks, multi-use (Class I) paths, and Class II and Class III on-street bicycle facilities.

Figure 6.8 illustrates the future bicycle network for the District. A key objective of the AC&E District Concept Plan is that, through a combination of Class I, II and III facilities, continuity is provided to as many bicycle skill levels as possible. Therefore, a variety of proposed bicycle improvements are included in the AC&E District Concept Plan, several of which are already identified in the City’s Bicycle Transportation Plan (2010).

As mentioned in Chapter 2 (Existing Area Physical Conditions), many of the streets in the District currently include sidewalks adequate for pedestrian circulation. For streets that currently do not have sidewalks, they will be added along both sides of the street.

An extensive system of off-street multi-use paths and lanes is also planned as part of the AC&E District to supplement the street-related sidewalk system. Generally, it is envisioned that these will be 10 – 12 foot wide multi-use paths, suitable for use by both pedestrians and recreational cyclists. The primary multi-use off-street (Class I) routes include the following:

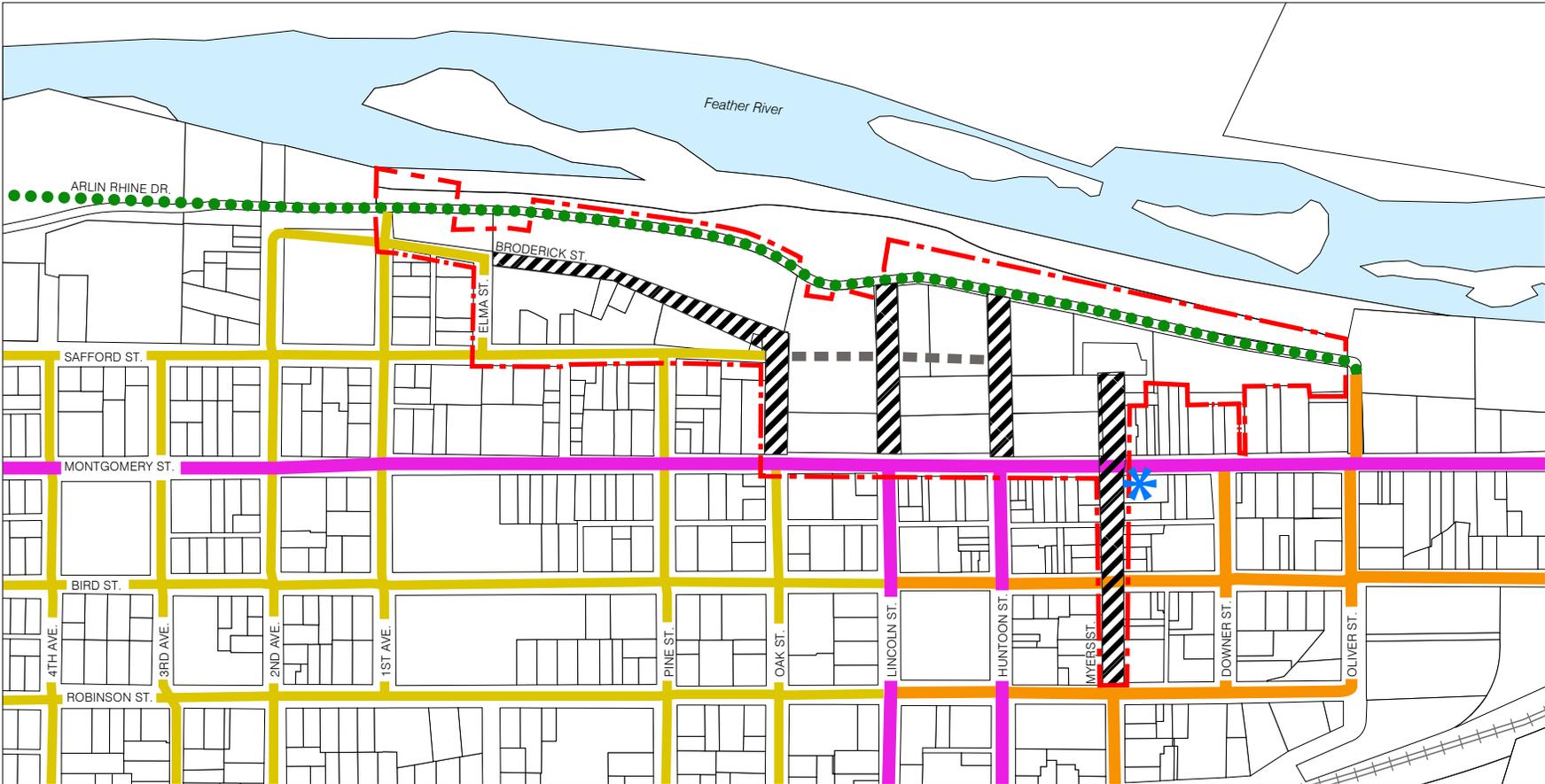
- A new continuous east-west connection through the center of the District connecting Pioneer Museum and the future Veteran’s Park via the East Promenade, to the Town Square, Park Blocks, Amphitheater Park and the Chinese Heritage and Cultural Park.
- A new north-south connection to the existing Feather River Trail and Centennial Plaza, continuing across a future bridge across the Feather River to the north river bank.

Additional facilities are also identified, in order to provide the most extensive bicycle system possible within the District. When complete, the bicycle circulation system will also include:

- Bicycle Lanes (Class II) – Striped lanes on primary arterials and designated local streets including Bird Street, Robinson Street, Lincoln Street, Huntoon Street and Oliver Street.
- Bicycle Routes (Class III) – along Arlin Rhine Drive, Broderick Street and Myers Street where bicycles will share the street with vehicular traffic.

The bicycle network will thus create linkages to the City’s existing and planned trail system as another means of bringing people to the Downtown.

Figure 6.7: Vehicular Circulation



- LEGEND**
- - - AC&E DISTRICT BOUNDARY
 - PRIMARY VEHICULAR
 - PEDESTRIAN PREFERENCE
 - ABANDONED/CLOSED STREET
 - SCENIC PARKWAY
 - LOCAL COMMERCIAL
 - LOCAL NEIGHBORHOOD
 - ✦ TRANSIT STOP



VEHICULAR PARKING

Due to the current oversupply of parking in the Downtown, there is adequate supply to support the full build-out of the District as planned. In some cases, however, the land devoted to parking is more suitable for new infill development or to provide important public spaces that will be key to the success of the AC&E District and Downtown. These valuable development sites include the existing 190-space parking lot at the northwest corner of Myers and Montgomery Streets (Lot A), the parking lot of approximately 40 spaces directly to the east of the Memorial Auditorium, and the existing Transit Center parcel at the southeast corner of Myers and Montgomery Streets. Considering the low parking utilization rate of these large areas, their prime location, and the lack of major building improvements at these locations, these sites provide a primary opportunity for reuse as part of the development of the AC&E District.

In addition, parking today is not located in the most visible or accessible locations to serve the District in the future. As the District becomes successful in future years, adequate parking in appropriate locations will be needed. This will require relocation of some parking areas to accommodate other District uses and optimize the success of the District as a whole, while also providing for needed parking.

The parking strategy of the AC&E District Plan includes the following:

- Most existing parking lots will be retained in their current location.
- The 190 spaces removed from the corner of Myers and Montgomery Streets (Lot A) will be accommodated in three locations;
 - An additional 100-car parking lot will be located at the east end of the District approximately equidistant between the Municipal Auditorium and the future Veteran's Memorial Park.
 - In the near term, the existing lot at Montgomery and Lincoln Streets can be expanded, if necessary, through removal of the Chamber of Commerce trailer.
 - The parking lot at Montgomery and Downer Streets will be expanded.
- The two expanded parking lots noted above can be replaced with parking structures (with ground-floor retail) in the future when full build-out of the District has been achieved and when the economics of the revitalized area will be more capable of supporting construction costs.
- Existing on-street parking will remain to support the mixed retail, arts, culture, entertainment, and office uses. The on-street parking count will likely increase

slightly due to the removal of parking lot driveways that will be replaced with street curbs in front of new infill buildings.

For further information on parking facilities see the parking supply analysis in Appendix B. As the parking supply analysis indicates, an estimated parking surplus remains at full build-out of the AC&E District Concept Plan. This does not include potential additional available supply that could be available if new parking structures were constructed at locations designated in the Plan.

ADA ACCESSIBILITY

The AC&E District Concept Plan has been planned to assure that accessible paths of travel will be available to and within all new facilities. Access for the disabled and the elderly will be provided to all public spaces and new buildings in the District to comply with the Americans with Disabilities Act (ADA) and City of Oroville standards and policies. In the public spaces, this will include elements such as paving gradients below 5%, ramps in conjunction with steps, hand railings, curb ramps, and the use of tactile and audible warnings at street crossings and at accessible parking facilities. Building entries will be accessible at sidewalks and parking lots will include accessible hand-capped parking spaces and signage.

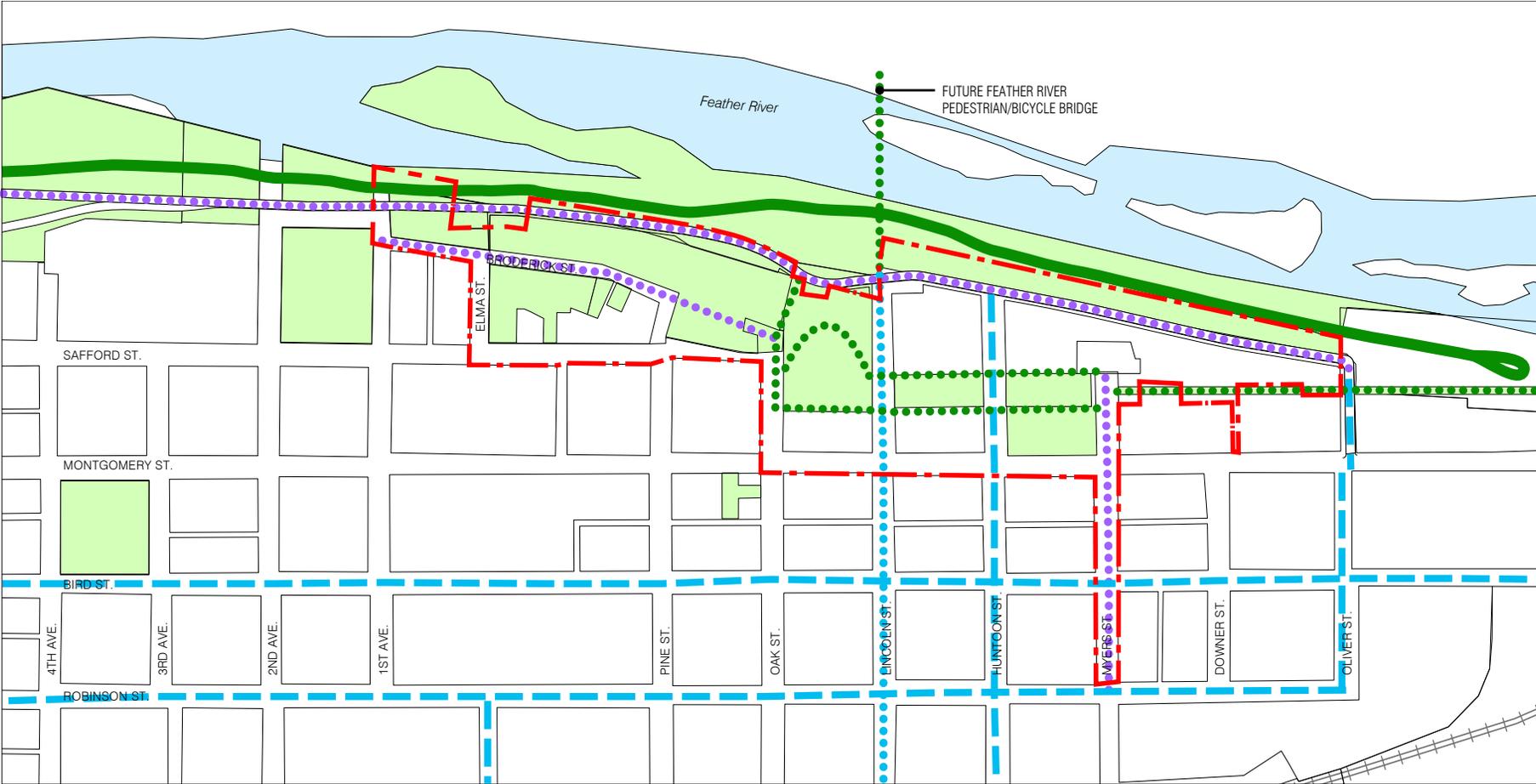
TRANSIT

Generally, the service frequency and average daily ridership on the existing local Oroville transit routes is low and there is likely adequate capacity to serve the future transit demands in the Downtown for the foreseeable future. The AC&E District Concept Plan therefore does not envision changes to existing transit operations.

However, the Plan does recommend a modification to existing transit facilities at the southeast corner of Montgomery and Myers Streets. The existing Transit Center will be removed to enable infill development at that important corner. To accommodate transit patrons, the new building will be set back five to ten feet to allow a wide sidewalk. This will allow space for bus patron amenities such as seating and a shelter. Refer to Figure 6.9 for a cross-section showing this configuration.

For buses travelling westbound on Montgomery and turning southbound on Myers, the sidewalk on the southwest corner of Myers Street can be redesigned with a long bulb-out to provide pedestrian amenities, and a transit stop and shelter. This will require the

Figure 6.8: Bicycle Circulation



LEGEND

AC&E DISTRICT BOUNDARY	CLASS I -EXISTING	CLASS II -EXISTING	CLASS III -EXISTING
PARKS AND OPEN SPACE (EXISTING AND PROPOSED)	CLASS I -PLANNED	CLASS II -PLANNED	CLASS III -PLANNED
	CLASS I -PROPOSED	CLASS II -PROPOSED	CLASS III -PROPOSED



bus to stop in the travel lane. However, since the Myers Street Art Plaza is envisioned to be a pedestrian-priority, low-volume vehicular street, traffic flows should not be adversely impacted. These modifications to transit facilities will require coordination with Butte Regional Transit.

INFRASTRUCTURE

The AC&E District Concept Plan projects an increase in both the quantity and density of development over existing levels. The development includes both new high-density residential uses and new retail/commercial uses. Since there is evidence of existing deficiencies in the underground utility systems, there is potential that utility modifications to accommodate future demand could be required, particularly water, sewer and gas services.

It is not envisioned, however, that existing infrastructure systems will present a limitation to the development of the AC&E District as planned. Further analysis of the existing utility system will be required in order to determine the capability of the system to accommodate future demand and identify deficient or undersized facilities. As each specific development is designed, a detailed analysis will be needed to show the impact of the project to the system and the associated improvements that may be required.

In addition, the City should take the lead to develop a coordinated plan for infrastructure improvements. Requiring individual projects to solve infrastructure problems piecemeal will be inefficient and potentially too costly for any single project to bear.

Figure 6.9: Transit Stop on Montgomery Street East of Myers Street

