

SUB-AREAS OF THE AC&E DISTRICT CONCEPT PLAN

The physical framework of the AC&E District Concept Plan has been strategically planned to create six distinct, interconnected sub-areas. The connections between these sub-areas and the synergy between the various uses and facilities will create a District that will accommodate a variety of local-serving and visitor-serving services, amenities and venues. The following section describes, in greater detail, key features of these six sub-areas.

MYERS STREET ARTS PLAZA

Anchored by the State Theatre to the south and the Municipal Auditorium to the north, Myers Street will be revitalized and become a focus of retail, arts, culture, entertainment, and office mixed-use activities in the AC&E District. Following are key features of the Myers Street improvements.

STREETSCAPE IMPROVEMENTS

A primary objective of streetscape improvements is to establish Myers Street as a pedestrian-priority environment, with amenities that will support a variety of activities day and night. As a pedestrian-priority street, Myers Street will be re-designed to create a plaza-like environment where slow-moving vehicular traffic is also allowed during most hours of the day. However, the character, materials and furnishings of the street will be modified to create a feeling of a great linear plaza, where motor vehicles feel they are a guest in the space. The Myers Street Arts Plaza will be designed in such a manner that it can be closed to traffic on regular occasions to allow for art festivals, parades, special markets and other arts and entertainment activities that will occur in the District.

It is particularly important that streetscape improvements be designed to allow and encourage arts-related activities. Key improvements may include:

- Curbs will be removed and the paving set at a uniform elevation from building face to building face, creating a pedestrian, bicycle and auto plaza.
- On-street parking will remain, although in some areas bulb-outs in the pedestrian zone will create wide mini-plazas for a variety of activities.
- Specially-designed oversized bollards will separate the pedestrian sidewalks from parked cars and travel ways. The oversized bollards can serve as mini-stages for street musicians, mimes or painters.
- Deciduous ornamental street trees that provide shade in summer and allow sun penetration in winter. The trees should be of a unique species that provides an attractive presence in all seasons. The species should be used only on the Myers Street Arts Plaza, thereby strengthening the unique image of the street and distinguishing it from other streets in the city.
- Seating areas in mid-block sidewalk bulb-outs arranged to create conversation areas or mini-amphitheaters where displays and sidewalk entertainment can occur.
- Pedestrian-scaled ornamental lighting not exceeding 16 feet in height. The lighting should be multi-functional, incorporating spot lighting that can be used during

large street performance events and festive amenity lighting in addition to street and pedestrian area lighting. Light sources should be white in color, such as LED or metal halide, as this renders colors more accurately and can contribute to perceptions of improved safety.

- Special identity signage and banners.

The Myers Street Arts Plaza terminates north of Montgomery Street at a turn-around in front of the Municipal Auditorium. The turn-around contains a large planter with an evergreen tree, which can be illuminated each Christmas season.

BUILDING DESIGN AND USE

Myers Street consists of a collection of attractive historic buildings. The building facades should be preserved and false facades should be removed.

New infill buildings should not attempt to replicate the historic structures, but should incorporate several important characteristics so that they are complementary:

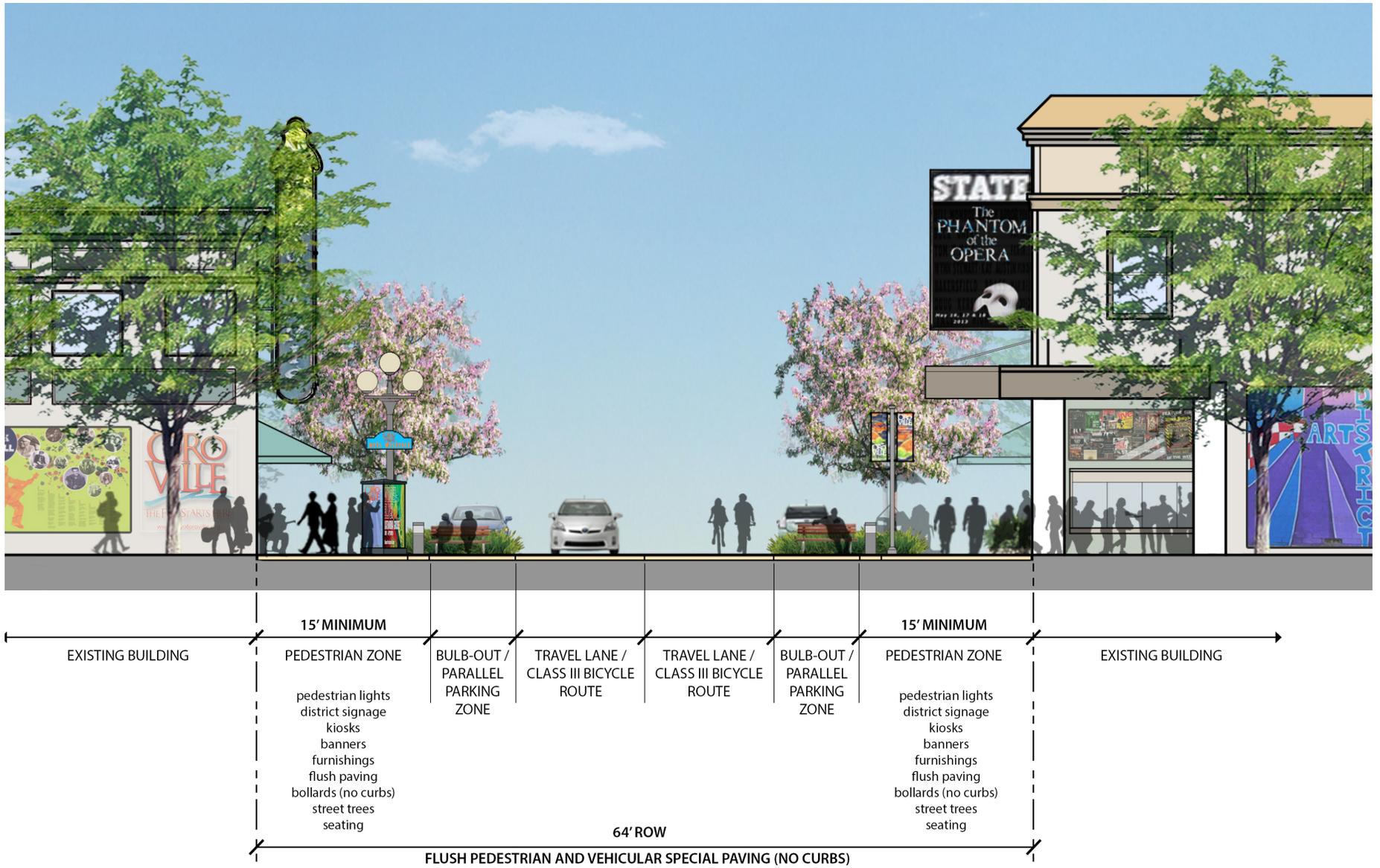
- Consistent height and massing
- Similar colors and materials
- Transparency on the ground floor with generous display windows and glass doors
- Awnings or canopies
- Use of street front spaces for art exhibits and galleries.

Building signage is an important architectural component that should be consistent along the streetscape. Facade signage that is consistent with the historic character of the District is appropriate as well as blade signs that extend over the sidewalk and can easily be viewed by the pedestrian.

Building and signage lighting can lend an exciting character in the nighttime and should be encouraged. However, special lighting guidelines will need to be established in future detailed planning for the District.

Refer to Figure 7.1 for a conceptual cross-section of how Myers Street can be re-envisioned.

Figure 7.1: Myers Street Arts Plaza



TOWN SQUARE

Located at the northwest corner of Montgomery Street and Myers Street, adjacent to the Municipal Auditorium, the Town Square will be a focal point of the AC&E District. Serving as a hub in the framework of the District, it will provide a physical open space, as well as a pedestrian and bicycle linkage between the Myers Street Arts Plaza extending to the south, the Park Blocks extending to the west, and the East Promenade connecting to the Pioneer Museum.

The Town Square is envisioned as a multi-purpose specially-paved public plaza suitable for a variety of arts, entertainment, recreational and community functions. It will be approximately 30,000 square feet (2/3-acre) in size excluding the adjacent Park Block to the north and a portion of the Myers Street Art Plaza directly to the east.

The Park Block, just to the north of the Square, will enable even larger overflow crowds to be accommodated by providing additional area of approximately 30,000 square feet (2/3 acre). Directly to the east, a portion of the Myers Street Arts Plaza and turnaround provides another 20,000 square-foot overflow space for events. Total area including these two spaces adds up to approximately 80,000 square feet (approximately two acres) of urban public open space that can be configured in a variety of ways.

The design concept for the Town Square is an open plaza, which will allow a variety of events to occur, such as farmers' markets, music/dance performances, Saturday night movies, political rallies, and other community and visitor events. The Town Square will be designed to include a variety of sub-areas and raised mini-plazas and plantings to create platforms or stages and seating for spontaneous performances at a variety of scales.

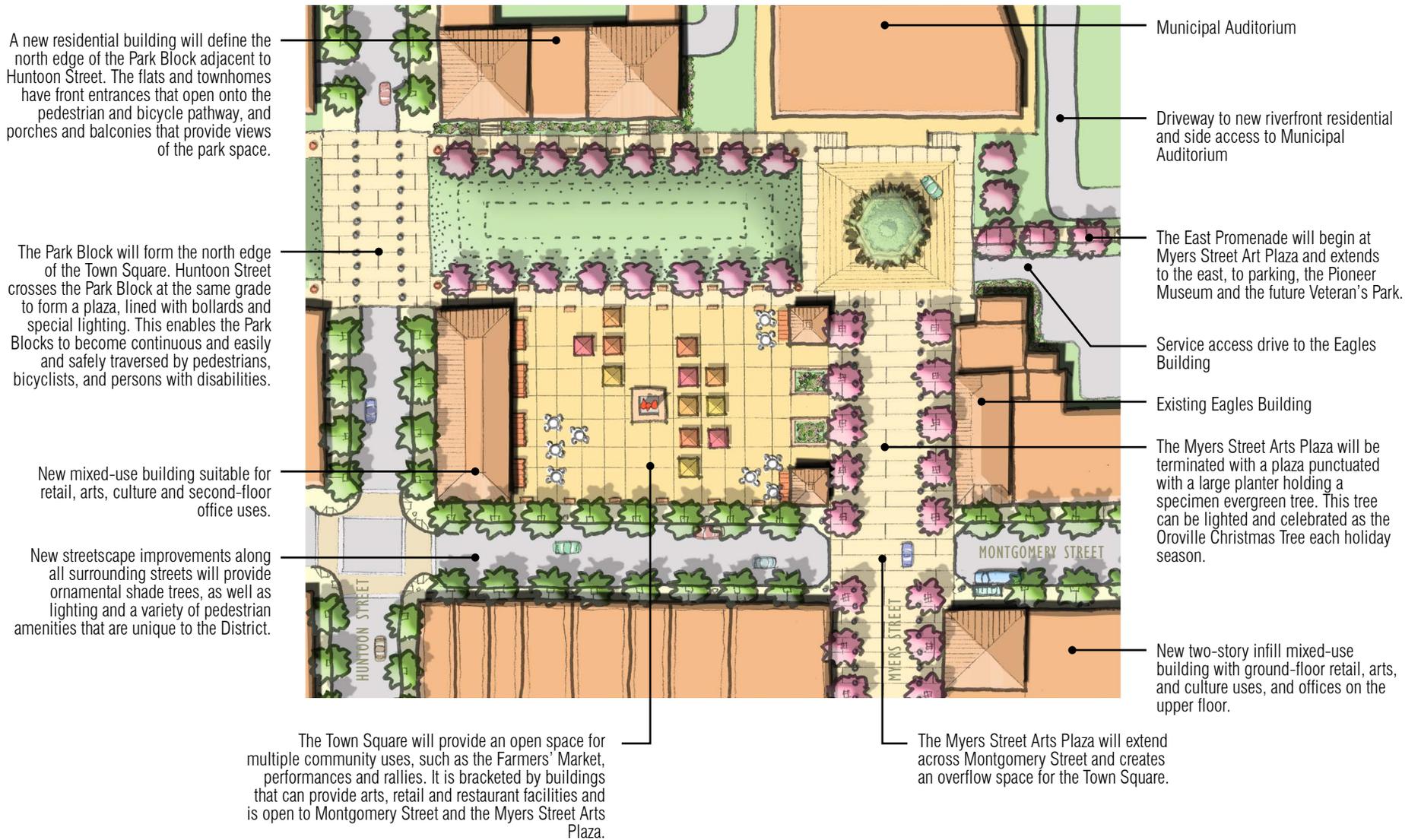
Deciduous shade trees will encircle the Square to provide shade in summer and sun in winter. In addition, special anchorages will be designed into the surface of the Square to allow the installation of structures to provide temporary or permanent shade and shelter.

New buildings anchor all of the corners of the Square: framing the west side of the Square along Huntoon Street will be a new 12,500 square-foot, two-story mixed-use retail/arts/office building. To the east are two small one-story pavilions 25 x 25 feet in size (625 square-feet each). They can be used for retail, food service, or arts uses or as information and display kiosks.

As mentioned in the Circulation and Parking section in Chapter 6 (The Oroville AC&E District Concept Plan), the Town Square replaces one of the largest parking facilities in the downtown area (Lot A). Currently, this parking is significantly underutilized except during peak events. This parking will be relocated within or adjacent to the AC&E District in order to create space for the Town Square and also to assure adequate parking as the revitalization of the Downtown proceeds.

Figure 7.2 provides an illustrative concept plan for the layout of the Town Square and surrounding areas.

Figure 7.2: Town Square



PARK BLOCKS

The Park Blocks will be two new linear open spaces that run east-west and connect the new Town Square near the Municipal Auditorium with Amphitheater Park. Each of the Park Blocks will be approximately 1/3-acre in area and 120 feet in width. Wide multi-use pathways will line both the north and south edges, providing a leisurely walking and biking alternative to the city streets. These multi-use pathways will be a minimum paved width of 12 feet in order to ensure safety for both pedestrian and bicyclists, and will also be used by maintenance vehicles. Though not as long, for reference purposes, the Park Blocks are comparable in width to the Capitol Mall, which extends west from 9th Street to Tower Bridge in Sacramento.

The surface of the Park Blocks is envisioned to be lawn or other similar material suitable for active and passive outdoor recreational activities. Outdoor seating and pedestrian-scaled ornamental lighting will line the pathways and provide socializing opportunities or viewing locations for activities on the lawn.

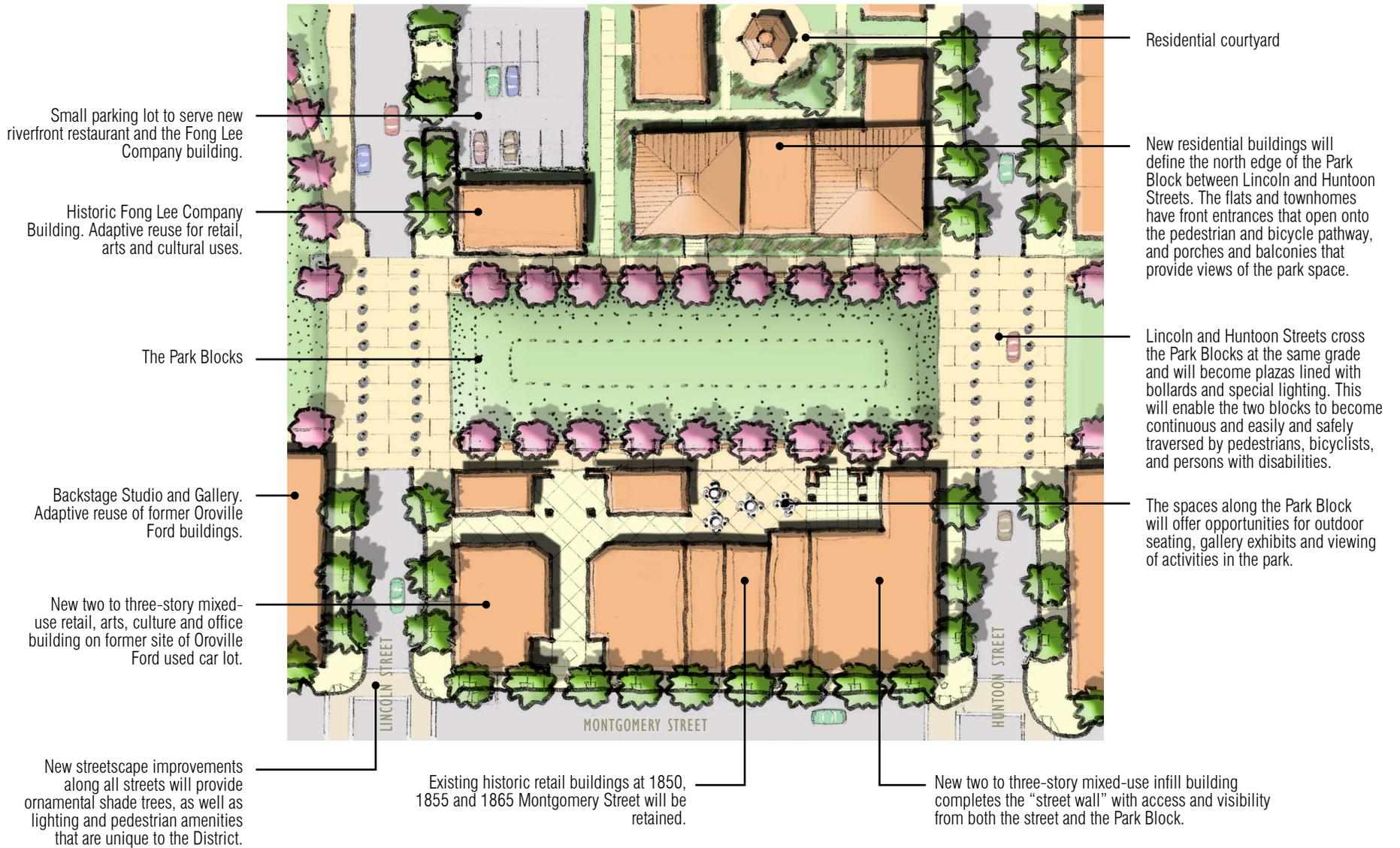
In addition to providing usable open spaces for passive recreation or events, the Park Blocks will provide a visual amenity for adjacent uses to the south and north. On the south side, along Montgomery Street, the Park Blocks will be overlooked by existing and new infill buildings containing mixed-use retail, restaurants, arts and entertainment uses, and upper-floor offices. Depending upon the use, the mixed-use buildings may have entrances on both Montgomery Street and on the Park Blocks, which will double their exposure. It is anticipated that restaurants and galleries will use the Park Blocks frontage for outdoor dining and exhibits.

On the north side, the Park Blocks will provide an amenity for the portions of the new residential development that will not have views of the Feather River. These multi-family condominiums and townhomes will have porches, entrances, and balconies that provide direct pedestrian access and views to the Park Blocks. Vehicular access to garages will be from side streets and will not be allowed from the Park Blocks.

The historic Fong Lee Company building will be preserved and will be adjacent to the Park Blocks on the north side. It will be adaptively reused for mixed-use arts/retail purposes.

Figure 7.3 provides an illustrative concept for the layout of one of the Park Blocks that extends from Lincoln Street on the west (adjacent to Amphitheater Park) to Huntoon Street on the east.

Figure 7.3: Park Blocks



AMPHITHEATER PARK

Located between Lincoln Street on the east, Oak Street on the west, Arlin Rhine Drive on the north and Montgomery Street on the south, Amphitheater Park is planned to be a new 3-acre public open space and arts venue suitable for a variety of arts, entertainment and recreational functions. The Amphitheater Park will be the largest multi-purpose open space in the AC&E District and will provide open space, pedestrian and bicycle connections and multi-function arts facilities between the Park Blocks to the east and the Chinese Heritage and Cultural Park to the west.

An informal amphitheater of approximately 95,000 square feet (2.2 acres) will be located within the park space. A portion of the amphitheater will be located on the existing levee to provide a sloped area for seating on chairs or blankets for picnics. Estimated capacity of the amphitheater for blanket seating will be approximately 6400-7900 persons, based on an allocation of approximately 12-15 square feet per person.

Amphitheater Park will provide both a visual and pedestrian linkage northward to engage the existing Centennial Plaza, connecting it into the overall AC&E District and the Downtown area.

To the east of Amphitheater Park, along Lincoln Street, new mixed-use retail and arts facilities are envisioned. In addition, a major destination restaurant with outdoor dining on a plaza (Tower Plaza) overlooking the Feather River is planned. Tower Plaza will be anchored by the existing steel communications tower, which is currently visible from the SR70 freeway and other distant surrounding areas. It will be re-purposed with lighting and signage creating an iconic landmark for the AC&E District.

To the south of the amphitheater, it is envisioned that a portion of the existing Oroville Ford dealership property, fronting on Montgomery Street, will be retained and reused to become the Backstage Studio and Gallery. The two existing brick workshop buildings (on the east and west sides of the property) could be well-suited for artists' studios with additional open-air work and display space in the courtyard between them. The buildings have open floorplates and roll-up doors, which after renovation could be transformed into working studios for sculpture, painting and other artist activities. The existing corner showrooms on the property could also be ideal as gallery space related to the working studios in a high-visibility Montgomery Street location.

A performance stage will be located immediately north of the working studios facing the amphitheater. The working studios can thus also function as a backstage area for performing artists and for the construction of stage sets as well as provide a location for restrooms and storage.

The Backstage Studio and Gallery thus will provide a facility that will fill a specific need defined by the local arts community during the focus group discussions early in the planning process. It can also provide a more suitable diversified arts facility than the existing Centennial Cultural Center, whose site is more appropriate for residential development or other uses that can capitalize on the amenities of the Feather River.

Figure 7.4 provides an illustrative concept for the layout of a portion of the Amphitheater Park and the Backstage Studio and Gallery. When completed, these facilities will provide a strong linkage between other activity centers in the AC&E District, a venue for large festivals and events, and a year-round center of art activity.



Amphitheater Park will include a ready-to-use (“plug and play”), multi-purpose stage suitable for use by a variety of performing arts groups and festivals.

Figure 7.4: Amphitheater Park

Centennial Plaza will be linked to Amphitheater Park via a pedestrian plaza crossing Arlin Rhine Drive and a series of grand steps leading down the levee berm. This plaza, lined with bollards to define the roadway, can be closed to traffic during festivals or events.

Entrance to Chinese Heritage and Cultural Park

The Amphitheater Park lawn will be raked at a gentle slope southward toward a performance stage. A walkway will align the bottom of the berm and provide a pedestrian and bicycle connection across the lawn connecting the Park Block to the east to the Chinese Heritage and Cultural Park along Broderick Street to the west.

The two existing brick buildings, currently part of Oroville Ford, will be repurposed as The Backstage Studio and Gallery. The amphitheater stage, oriented toward the lawn, will complete the enclosure of the outdoor working area and gallery.

New streetscape improvements along all streets will provide ornamental shade trees, as well as lighting and pedestrian amenities that are unique to the District.



A new pedestrian and bicycle bridge will extend from the new Tower Plaza at the end of Lincoln Street northward across the Feather River. As part of the design and construction of the new bridge, connections down to the water level of the Feather River should be provided.

Tower Plaza derives its name from the existing communications tower. The Plaza will be a continuation of the pedestrian space at Centennial Plaza, creating a pedestrian gathering space with a view overlooking the Feather River.

A new destination restaurant will sit on Lincoln Street at levee elevation, with views of the Feather River.

Parking to serve the new restaurant and Fong Lee Company Building.

Historic Fong Lee Company Building. Adaptive reuse for retail, arts and cultural uses.

Park Blocks

New 2 - 3 story mixed-use retail, arts, culture and office building on the former site of the Oroville Ford used car lot.

CHINESE HERITAGE AND CULTURAL PARK

This 6.8-acre sub-area will extend from Oak Street on the east to Elma Street on the west, centered on Broderick Street. The area was part of Oroville's bustling Chinatown in the late nineteenth century, when more than 10,000 Chinese were residents there. A 1907 flood destroyed most of Chinatown and many Chinese remained to help rebuild the levee, but their numbers rapidly dwindled afterwards. Today, only a few remnants of historic Chinatown remain, the most important being the Chinese Temple and Museum, and support buildings. Bolt's Antique Tool Museum, which is not related to the Chinese heritage of Oroville, is also located in the area. Despite the presence of the Chinese Temple and the Tool Museum, the area feels removed from the activity centers of the Downtown and is not a strong activity generator in its own right.

A key goal of the AC&E District Plan is to strengthen the existing arts and cultural assets of the area and link them together more effectively. The Chinese Heritage and Cultural Park is intended to create a larger destination and experience that recalls the Chinese culture that once thrived in the neighborhood. Its layout is roughly based on historic maps of Chinatown, obtained from the Chinese Temple Museum and shown on the following pages. Key features of the sub-area include:

- Broderick Street will be re-designed as an auto and pedestrian way, lined with recollections of the buildings and spaces that once sat in this location by the Feather River. The street should be designed as a pedestrian-preference area that allows motor vehicles during most hours of the day, but can be closed on special occasions such as parades, Chinese New Year events and festivals.
- The historic character of Chinatown will be re-created through a variety of building and landscape improvements which may include:
 - Historic building foundations outlined in the paving and landscape with special stone or brick, or as walls that can also be used for seating. Interpretive historic information can be integrated into the collection of foundations.
 - Historic buildings can also be described in vertical structures, such as trellises and frame structures that are in character with the type of structures that were once found in Chinatown, and also provide shade for visitors.
 - Over time, new buildings, which are designed to reference historic Chinatown structures, can be constructed to infill the foundations and paving patterns. These buildings can become locations for arts and cultural facilities, retail and restaurants.

- At-risk historic buildings from other locations can be moved to this sub-area for restoration and reuse.
- An interpretive signage and exhibit program that tells the story of Oroville's Chinese community through history.
- Gardens and outdoor gathering spaces can be locations for events, educational exhibits and passive recreation.
- Streetscape and public space improvements will be designed to express the unique character of this area within the larger context of the AC&E District.
- Parking for the disabled, the elderly and service vehicles can be provided in small "parking pockets" and courts within the sub-area. A larger parking area can be provided on the periphery at the corner of Safford Street and Elma Street.

When completed, residents and visitors can meander down Broderick Street towards the Chinese Temple and Museum and become educated about a key element of the City's past. The Chinese Heritage and Cultural Park will celebrate the Chinese culture in a robust way that will strengthen the area as a destination in itself and provide a strong link between Rotary Park on the west and the Amphitheater Park and Park Blocks on the east.

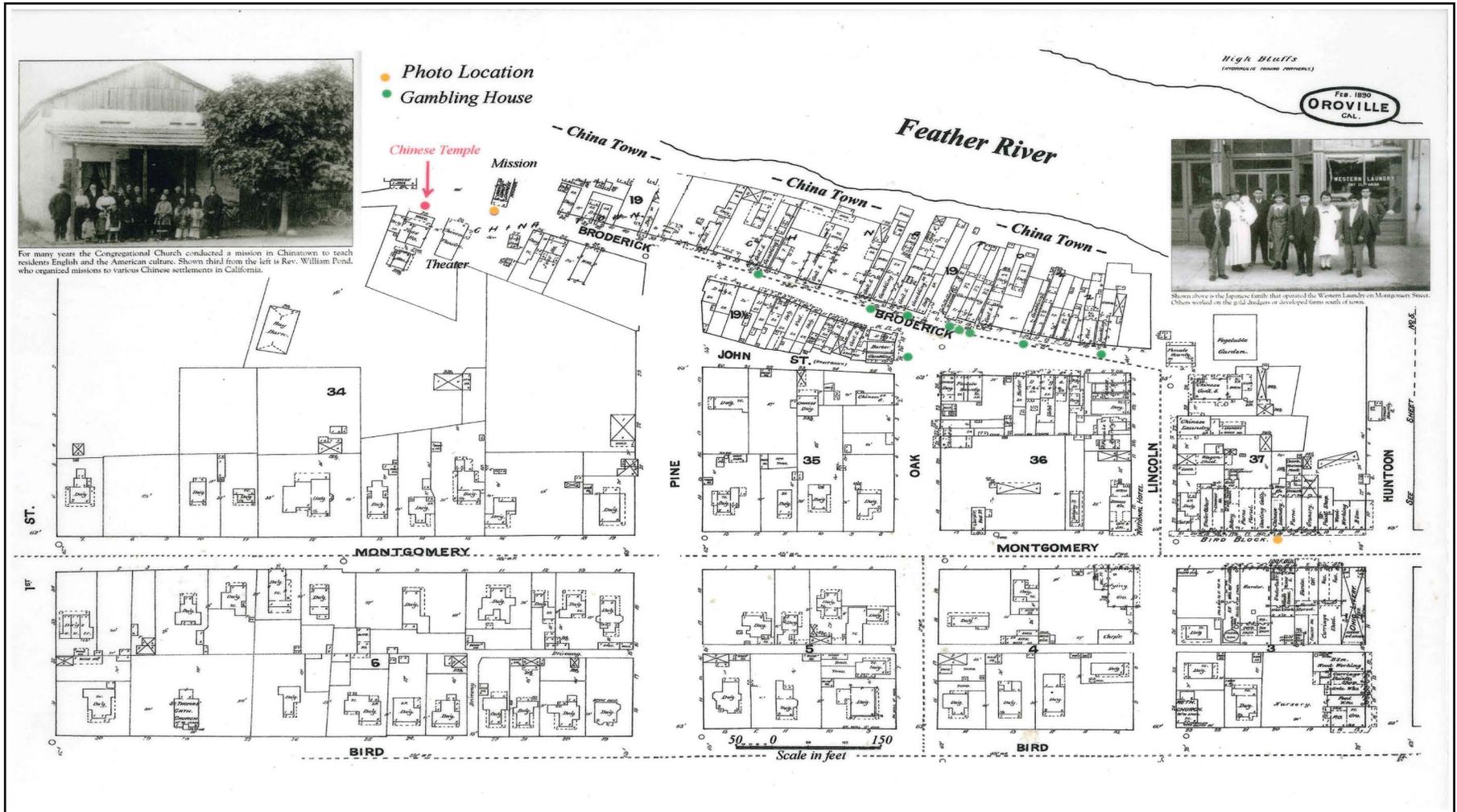
Figure 7.5 provides an illustrative concept for the layout of a portion of the Chinese Heritage and Cultural Park. As a next step in the implementation of this concept, additional research and detailed design will be required.

Figure 7.5: Chinese Heritage and Cultural Park





Images from the Chinese Temple and Museum, and the Tong Fong Low celebration.



For many years the Congregational Church conducted a mission in Chinatown to teach residents English and the American culture. Shown third from the left is Rev. William Pond, who organized missions to various Chinese settlements in California.



Shown above is the Japanese family that operated the Western Laundry on Montgomery Street. Others worked on the gold blocks or developed farms north of town.

This historic map of Oroville's Chinatown along Broderick Street near the Feather River serves as the basis for the configuration and layout of the Chinese Heritage and Cultural Park. The Chinese Heritage and Cultural Park will expand the presence of the existing Chinese Temple and Museum to establish an identifiable sub-district and destination, providing venues for these activities and additional locations for permanent displays and installations recalling this important part of Oroville's history.

NEW RIVERFRONT RESIDENTIAL NEIGHBORHOODS

As mentioned in both the market analysis and land use sections of this report, the success of the AC&E District (as well as the Downtown as a whole) will be greatly enhanced with the attraction of new permanent residents to the area. Residential uses will provide the only true 24-hour activity in the area and will support the desired uses of the District.

Attracting new residents to the Downtown will require the development of attractive housing in an area with a high level of amenity. Therefore, the AC&E District Concept Plan establishes four new residential blocks that front on Arlin Rhine Drive overlooking the Feather River, thereby providing attractive views and easy access to riverfront amenities. These four blocks contain approximately 3.7 net acres available for new residential development.

In order to maximize the potential new downtown population as well as capitalize on the high-amenity riverfront location, development densities for the four blocks are planned at the highest currently allowed under the Mixed-Use policies of the Oroville General Plan (30 dwelling units per acre). This will result in potential new development of 111 dwelling units. New residential units are envisioned to be high quality apartments, condominium flats or townhomes ranging in height from 2-4 stories, within the existing maximum height limits already allowed by current zoning in the City.

Figure 7.7 illustrates the new residential development adjacent to the levee. As the cross-section illustrates, it is anticipated that new residential buildings will utilize the grade differential created by the levee to create two-story river-view units with parking below. Buildings will be configured so that river views are provided for most of the units. The few units that do not have a river view will have access and vistas facing south to the Park Blocks as illustrated in Figure 7.6 and, possibly, landscaped central courtyards.

Residential buildings can be of either a single-loaded or double-loaded configuration with outside entries, arranged around central or river-facing courtyards. The courtyards are an opportunity for additional semi-private open space to serve the residents.

Parking will be accessed from the side streets of the residential blocks. No direct parking access will be allowed from Arlin Rhine Drive or the Park Blocks. As the cross-section illustrates, parking should be located below the buildings, either as a full-level

to take up grade against the levee or as split-level parking located approximately 5 feet below grade adjacent to the Park Blocks. This will allow raised porches and entries overlooking the Park Blocks. In addition, a small amount of parking can be located in the central courtyards of the residential blocks, if needed.

Figure 7.6: Riverfront Residential at Park Blocks

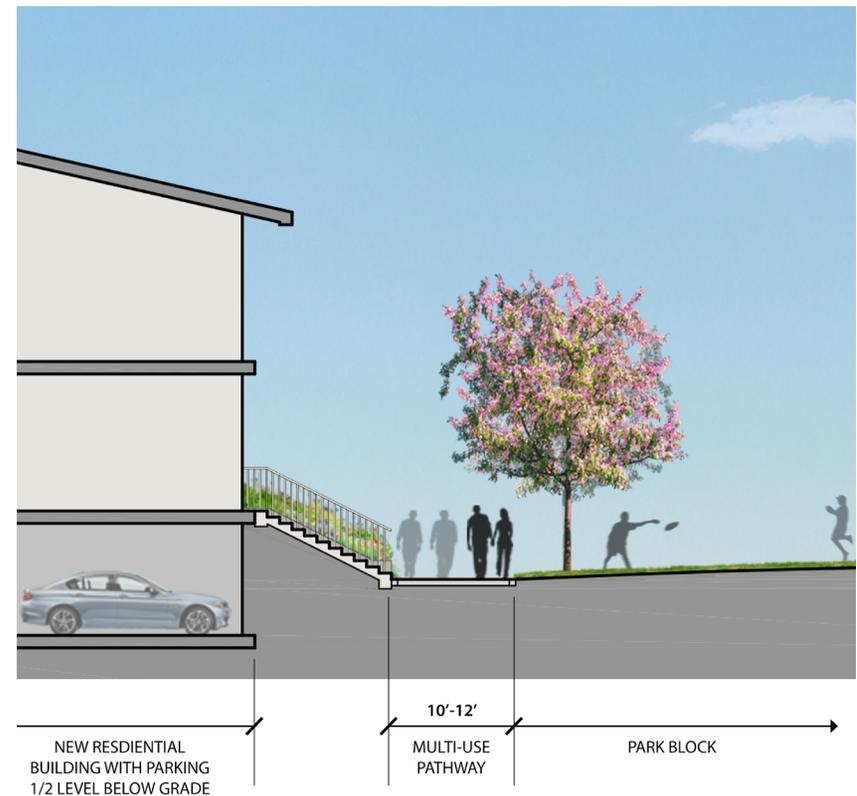
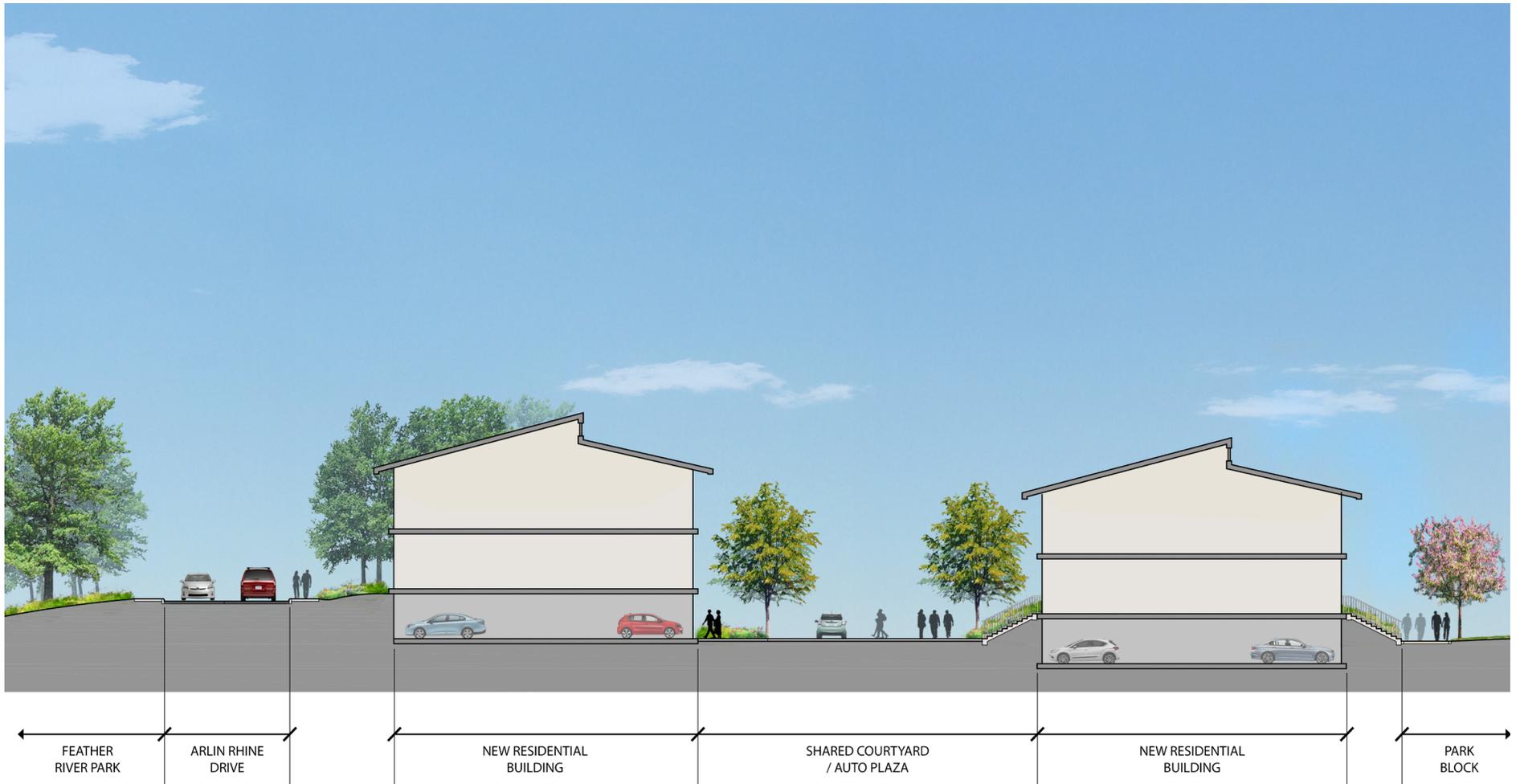
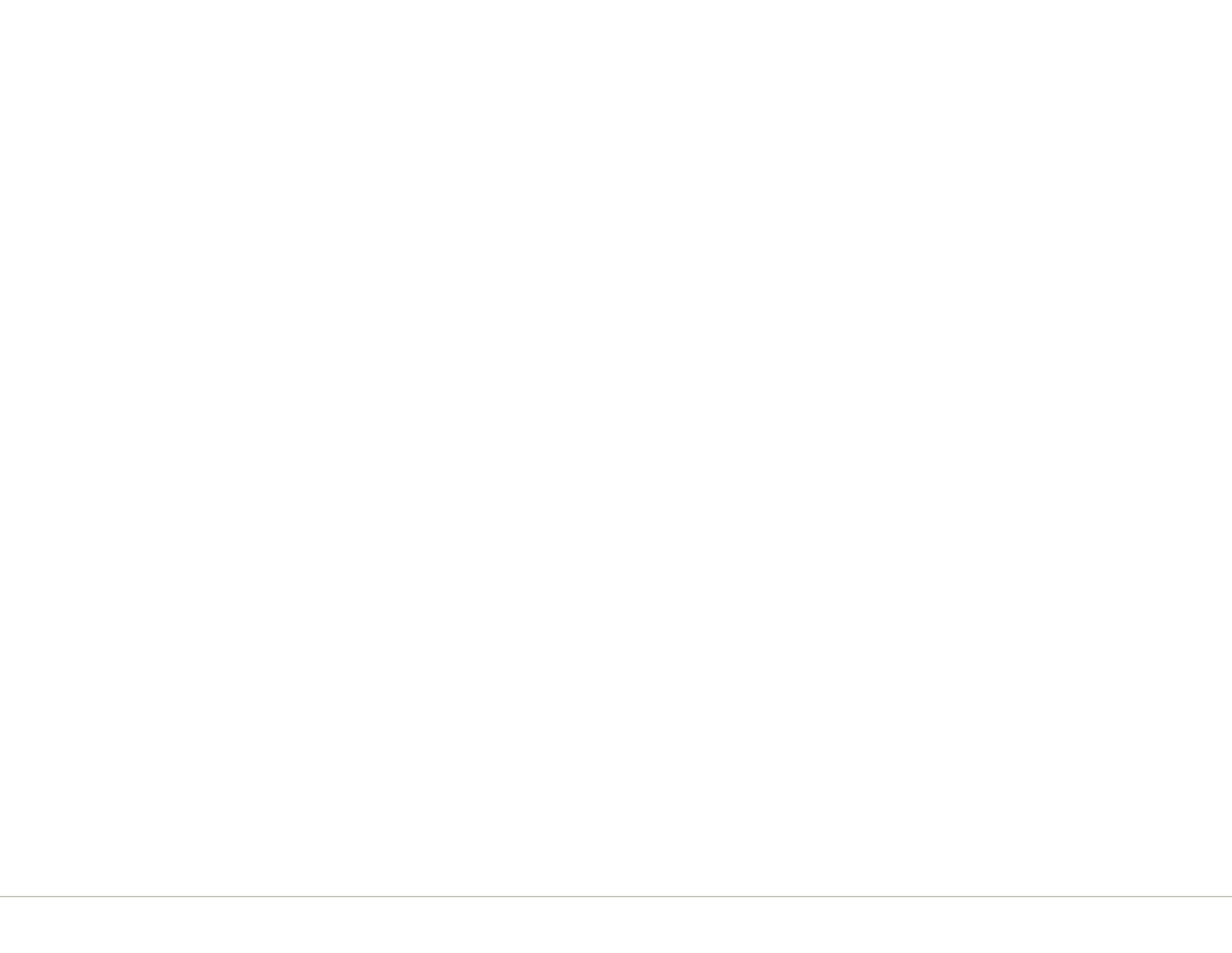


Figure 7.7: Riverfront Residential (cross-section facing east)





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 elements to this implementation effort:

1. Updates to public policy and regulatory documents
2. On-going operations, management and marketing
3. Public and private capital improvements and development
4. Long-term maintenance
5. Phasing.

This section provides a broad discussion of these key elements of an implementation strategy. As a next step in the process, a more detailed Implementation Action Plan should be prepared.

UPDATES TO CITY POLICY AND REGULATORY DOCUMENTS

Generally, the concepts for the AC&E District described in this Plan are consistent with existing City policies and regulatory documents, notably the Oroville 2030 General Plan and the Zoning Code. However, in certain instances, revisions will likely be needed, in order to ensure that City policy and regulatory tools promote the goals of the AC&E

IMPLEMENTATION

District. For example, as mentioned previously in this document, current zoning allows auto-oriented and auto-serving uses to be located within the boundaries of the District. Future development of such uses should be excluded from those allowed by City policy within the District.

A detailed analysis and update of policy and regulatory documents in the City should be conducted as an early step in the implementation of the Plan for the AC&E District. In addition to minor amendments to the General Plan, a special overlay district may be appropriate.

ONGOING OPERATIONS, MANAGEMENT AND MARKETING

The success of the AC&E District will be dependent on more than the development of the physical improvements described in this Concept Plan. As a specialized district, it will be critical that an operations, management and marketing structure be in place. A key feature of a successful arts, culture and entertainment district is for it to be managed and programmed with events frequently so that it is perceived as always active.

Because of the variety and frequency of events and because the AC&E District will consist of six geographically-distinct sub-areas with varying opportunities and management needs, overall coordination will be needed. One option is to establish a single umbrella entity, dedicated specifically to the start-up and on-going management of the District. This could be an AC&E District Task Force with a dedicated management position within the City or the Downtown Business Association, or a separate entity with representation from both the City and the private sector. Establishing this management structure should also be one of the first implementation actions taken, in order to coordinate the physical development and promotion of the overall District as well as assisting with the needs of individual stakeholder groups.

Following is a list of a few of the responsibilities of an AC&E District Task Force. Several of these recommendations were expressed in the focus group meetings held with business and property owners and arts groups during the planning process.

- Focus on capacity-building for existing arts institutions and organizations.
- Encourage longer opening hours on weekdays and open hours on weekends for retail businesses.
- Leverage existing festivals, events and parades.

- Create regular events, for example, Art on the Levee and Random Acts of Culture.
- Better promote all events.
- Collaborate with outside organizations, such as the Chico Music Think Tank.
- Familiarize regional performing arts promoters with downtown Oroville's facilities.
- Assist the City in programming and coordinating new development.

PUBLIC AND PRIVATE CAPITAL IMPROVEMENTS AND DEVELOPMENT

Implementation of the AC&E District Concept Plan depends upon improvements to the public environment as well as private development for its success. Public improvements for streetscape and open space are essential but will not result in a successful outcome alone. Indeed, probably the most critical component in the development 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. There are three key considerations to promote development of the District according to the Plan:

- Land Acquisition
- Public Improvements
- Private Development.

LAND ACQUISITION

In general, the AC&E District Concept Plan describes a concept for future development that conforms to existing patterns of public and private land ownership. However, in a few circumstances the Plan envisions new private development on existing public lands and, vice versa, the development of public uses on existing privately-held lands. Therefore, in order to achieve the goals of the Plan, various land acquisition strategies for both the public and private sector will be needed.

It is not the intention of the City of Oroville to force the sale of land or relocation of businesses to achieve the goals of the Plan. Rather, the City envisions a variety of mechanisms to achieve the land acquisition needs of the Plan through negotiation and incentives, including:

- Land swaps

Table 8.1: Potential Funding Sources

- Land sales of public land for new development or public revenue generation. Locations include portions of the new riverfront residential areas, new mixed-use development in the Town Square sub-area and at the corner of Myers and Montgomery Streets.
- Purchase for public use (friendly purchases) using proceeds of land sales or other revenue sources.
- Joint development partnerships.

PUBLIC IMPROVEMENTS

Funding for further detailed planning, design and capital improvements to the public environment is potentially available from a wide variety of sources, as shown in the accompanying table. Additional sources may be available. Further research will be required to determine the most appropriate sources to match the timing of the AC&E District Concept Plan improvements.

PRIVATE DEVELOPMENT

Full realization of the AC&E District will require private sector participation. Several tools can be used to promote private development in downtown, including the following:

- Public/private partnerships leveraging City-owned real estate.
- Creation of a pop-up business program – where the City could offer incentives, such as waiving business license fees and giving local share (1%) sales tax rebate for the first year, and waiving any necessary planning permit fees.
- Implementation of a historic building code to facilitate adaptive reuse.

LONG-TERM MAINTENANCE

The AC&E District Concept Plan envisions a place with numerous public open spaces and building facilities, available for a wide variety of festivals and arts-related activities. Long-term maintenance of these facilities to a high standard of quality will be needed to ensure that visitors and local residents are attracted to the District. With permanent public resources and the availability of outside grants for maintenance limited, a variety of measures should be considered in order to ensure a stable budget for the future, including:

POTENTIAL FUNDING SOURCES
Federal
National Endowment for the Arts (NEA) Grants (“Our Town,” etc)
ArtPlace Grants
Congestion Mitigation & Air Quality
Recreational Trails Program
Transportation, Community and System Preservation Program
Federal Lands Highway Fund
Rivers, Trails & Conservation Program
Safe Routes to School - SRTS
Community Development Block Grants
Highway Safety Improvement Program
USDA Arts & Humanities Grants
Historic Preservation Tax Credits
Low-income housing Tax Credits
State
Caltrans Roadway Improvements
Caltrans Bicycle Transportation Account
Caltrans Transportation Development Act
California Art Council “Creating Places of Vitality” Grant
Proposition 1 Grant
Proposition 1C Grant - Transportation HCD
Safe Routes to Transit
Bicycle Transportation Account
California Conservation Corps
State Infrastructure Bond Funds
Office of Traffic Safety

Table 8.1 (continued): Potential Funding Sources

State (continued)
Community Based Transportation Planning Demonstration
Transportation Development Act, Article III
Environmental Justice: Context Sensitive Planning Grants
Measure A
Wildlife Conservation Board Public Access Program
State Department of Housing and Community Development
Regional
Transportation Fund for Clean Air
Transportation for Livable Communities
Transportation Enhancement Program
Regional Bicycle and Pedestrian Program
Safe Routes to Transit
Housing Incentive Program
Lifeline Transportation Program
Air Quality Management District
County
Butte County Bicycle Expenditure Plan
Butte County Transportation Design & Transportation Program Grants
City
Potential BID/PBID Formation
Potential Transient Occupancy Tax Add-On/Room Excise Tax
Remaining Redevelopment Agency Funds
Reinvest Funds from Disposition of Hotel Into Other Downtown Projects

- Joint public/private maintenance authority or BID/PBID.
- Business owners' participation in specific activities.
- Lighting and landscaping assessment district.
- More systemic needs, such as garbage collection, can remain the responsibility of the City.

PHASING

The AC&E District Plan is a concept plan, not a final design plan. Implementation of the Plan will require 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. Other features of the plan can be achieved through a variety of incentives to encourage appropriate private development, by both for-profit and not-for-profit organizations. Still others will require successful negotiation with private businesses and property owners. Many aspects of the Plan can be achieved concurrently.

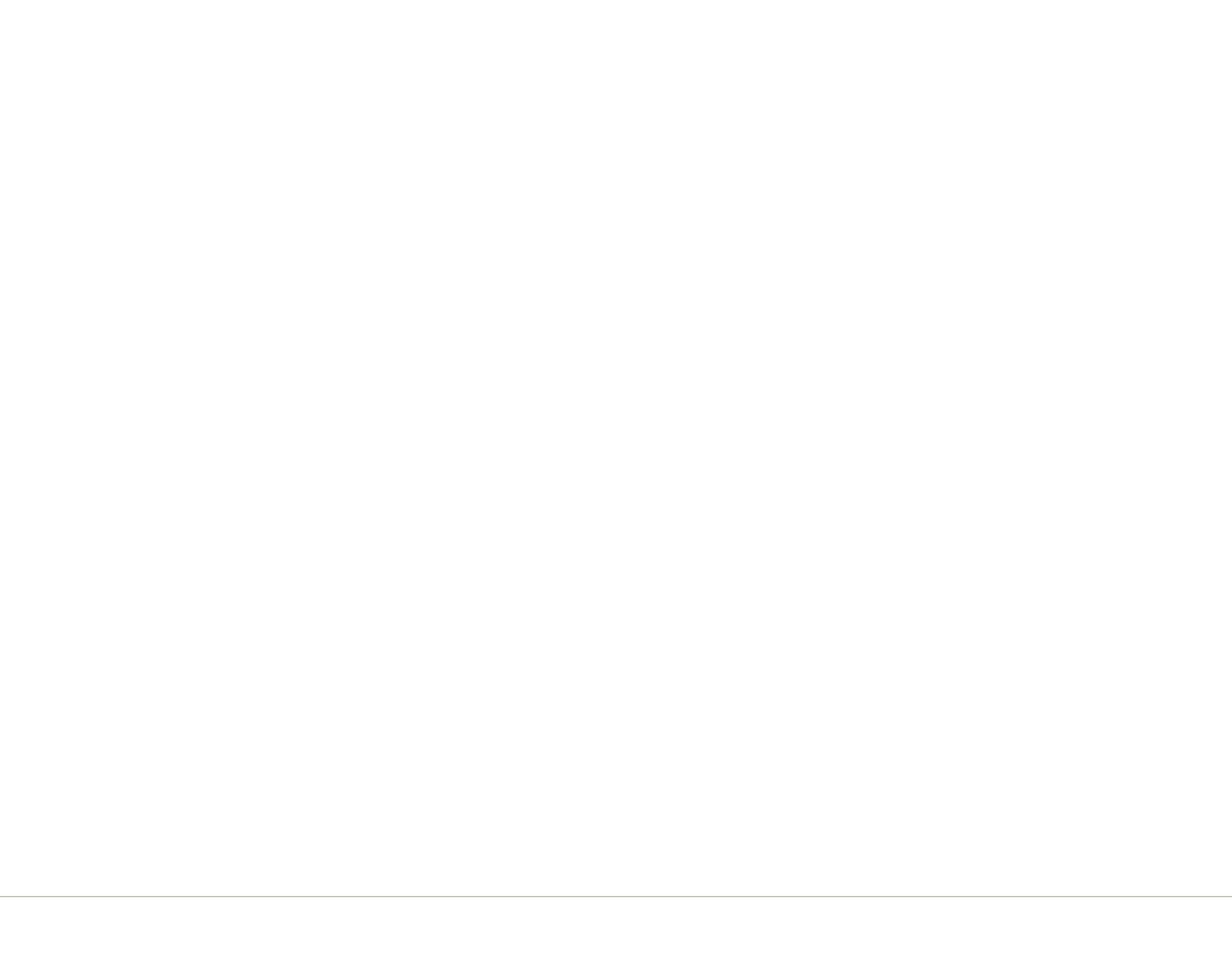
Preparation of a detailed Phasing Strategy will be needed as one of the immediate next steps in the implementation of the Plan. Following is a summary of key early action considerations in a Phasing Strategy. For additional discussion see Chapter 4 (Market Overview) and Appendix C.

- Address public concerns regarding perceived safety issues by providing improved lighting and considering crime prevention through environmental design (CPTED) principles in all project planning and development.
- Strengthen the demand for performing arts and entertainment.
- Focus on filling vacant spaces first. Consider new development in later phases.
- Begin creative reuse of existing District spaces through programs such as rotating pop-up galleries in vacant storefronts and the reuse of the Oroville Ford property.
- Increase event programming.
- Focus initial public improvements in areas where a critical mass of activity can be generated.

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 a coordinated Infrastructure Improvement Plan.
- 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 in accordance with the goals and concepts of this Plan.
- Prepare detail design plans for selected priority early-phase public improvements.
- Pursue land swaps or purchases for the private land that must be acquired.



APPENDICES

APPENDIX A - CONCEPT ALTERNATIVES

During the planning process for the preparation of the AC&E District Concept Plan, alternative concepts were prepared for review by the general public, business and property owners, arts-groups, City staff and a sub-committee of the City Council. The Plan described in this report is a result of this review process. It is a hybrid of the alternative plan concepts, combining key elements of each, including:

- The Park Blocks of Alternative A
- The strong streetscape improvements of Alternative B
- The Town Square of Alternative C.

Following is a description of the alternatives that were prepared and reviewed during the planning process. It should be noted that several major elements are generally common to all of the alternatives, including:

- Chinese Heritage and Cultural Park
- Myers Street Arts Plaza
- Riverfront Residential
- East Promenade
- Location of future parking facilities
- Re-designed existing communications tower and plaza (Tower Plaza)
- Removal of the Centennial Cultural Center and redevelopment of that site
- Relocation of the existing bus transit station and redevelopment of that site.

ALTERNATIVE A — PARK BLOCKS

Alternative A derives its name from the two-block-long linear open spaces that link the new Amphitheater Park on the west with the Myers Street Arts Plaza on the east. The Park Blocks are approximately 120' wide. The Park Blocks provide a new open space, pedestrian, and bicycle system that serves as a framework for development of the AC&E District and provides amenities to the Downtown area.

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

The Park Blocks extend to the west, where they engage a new Amphitheater Park that is integrated into the Feather River levee. By doing so, the existing Centennial Plaza is connected into the open space system. The Amphitheater Park is approximately 95,000 square feet (2.2 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 and showroom are incorporated into the open space as artists' studios and a backstage area for the amphitheater.

Residential neighborhoods are aligned along 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, is located adjacent to the Municipal Auditorium and new residential development as part of a mixed-use development. Additional new residential development is located farther to the west as well as east of the Municipal Auditorium. Total residential development under this alternative is estimated to be approximately 122 dwelling units, based on a density of 30 dwelling units per acre.

Both Myers Street and the south side of Montgomery Street 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 has been relocated to the street and the important corner site is redeveloped with a new mixed-use infill building.

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

The street grid remains as existing, 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.

All existing parking lots remain, with the exception of the following:

- The full block on Montgomery Street between Huntoon and Myers Streets (Lot A) is replaced with one of the Park Blocks 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 has been expanded. In the future, it too will be a good location for a parking structure with ground-floor retail.
- A 100-space lot has been 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 remains and is likely increased slightly due to the reduction of existing curb-cuts where possible.

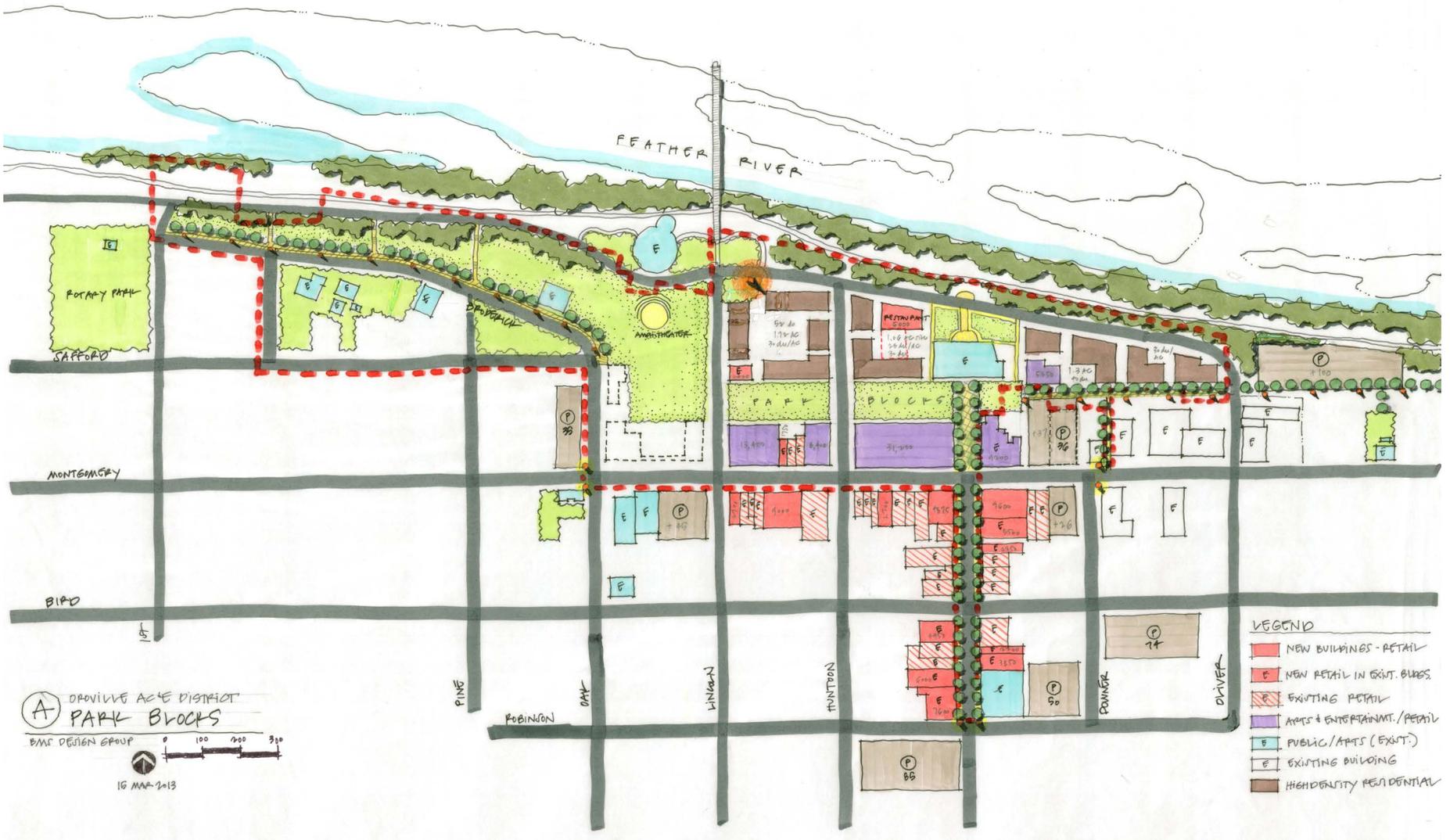
Table A.1: Alternative A - Park Blocks Development Program

Land Use	Area/ Quantity	Parking Demand	Potential 20-Year Market Demand ¹
Residential	4.08 ac. 30 du/ac 122 units	1.5 space for each dwelling unit = 183 spaces (provided on-site)	200 du
Mixed Retail/Entertainment Facilities (Ground Floor)	123,900 sf	354 spaces	190,000 sf
New Arts Facilities	6,000 sf	3 spaces/1,000 sf = 18 spaces	6,000 sf
Office (Upper Floors)	74,300 sf	3 spaces/1,000 sf= 223 spaces	55,000 sf
Chinese Heritage and Cultural Park	6.8 ac.	40 spaces	---
		635 spaces required (off-site) 985 provided (including on-street)	

Notes:

1. To the extent that some demand is captured in existing vacant space, actual new construction may be less than the figures in this column.

Figure A.1: Alternative A - Park Blocks



ALTERNATIVE B — GREAT STREETS

The focus of Alternative B is on improving existing streets and adjacent properties to provide a variety of public spaces, plazas and gathering spaces, with sidewalk cafes, sidewalk arts and a mix of uses. Under this alternative, Montgomery Street, Myers Street, Safford Street and Broderick Street become truly Great Streets that give a unique identity to the District and tie it together from east to west. The streets are intended to have strong unique identities, through the use of street trees, special lighting, different paving approaches, banners and street furniture. Portions of the streets themselves would be designed with artists as part of the design and engineering team.

The only significant public open space is an approximately 1/2-acre area located at the southwest corner of Safford Street and Lincoln Street. This space provides a gathering space for larger public events, and can accommodate approximately 1,500-1,800 people on blanket seating (based on 12-15 sf/person). Like the Park Blocks alternative, the two existing older brick buildings and showrooms of the Oroville Ford dealership property are connected to the open space and could be used as artists' studios and public galleries.

Both Myers Street and the south side of Montgomery Street have infill mixed arts, culture, entertainment and retail in both existing and new infill buildings. New mixed-use retail and arts uses are also located in infill buildings on the parking lots and vacant lands on the north side of Montgomery Street and on portions of Lincoln and Huntoon Streets. Like all of the alternatives, the existing transit station at the southeast corner of Myers Street and Montgomery Street has been relocated to the street and the important corner site is redeveloped with a new mixed-use infill building. Thus, the existing "street walls" of all streets will be restored, active Downtown uses will be reinforced and the image of these Great Streets will be strengthened.

Also, like all of the alternatives, new residential development is located overlooking the Feather River. A destination restaurant of approximately 5,000 square feet, with a view of the Feather River, is located to the west of the Municipal Auditorium as part of an integrated mixed-use development that is envisioned to include residential, retail, arts, and restaurant uses. Total residential development under this alternative is estimated to be approximately 128 dwelling units, based on a density of 30 dwelling units per acre.

The street grid in the District remains and generally functions as existing. Class II bike lanes are included on all primary arterial streets.

Under this alternative, generally all pedestrian and bicycle linkages are associated with the improved streets, with the exception of the new East Promenade which extends eastward from the Municipal Auditorium. Walkways also tie northward to the Feather River levee from all streets in the District as well as from the new Chinese Heritage and

Cultural Park, the Municipal Auditorium and the new riverfront residential neighborhoods. All sidewalks are lined with deciduous canopy trees and pedestrian-scaled lights, street furnishings and special amenities. Attractive non-motorized connections are therefore available throughout the District.

All existing parking lots remain, with the exception of the following:

- The full block on Montgomery Street between Huntoon and Myers Streets (Lot A) is replaced with new mixed-use development and additional parking.
- 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 has been expanded. In the future, it too will be a good location for a parking structure with ground-floor retail.
- A 100-space lot has been 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 remains and is likely increased slightly due to the reduction of existing curb-cuts where possible.

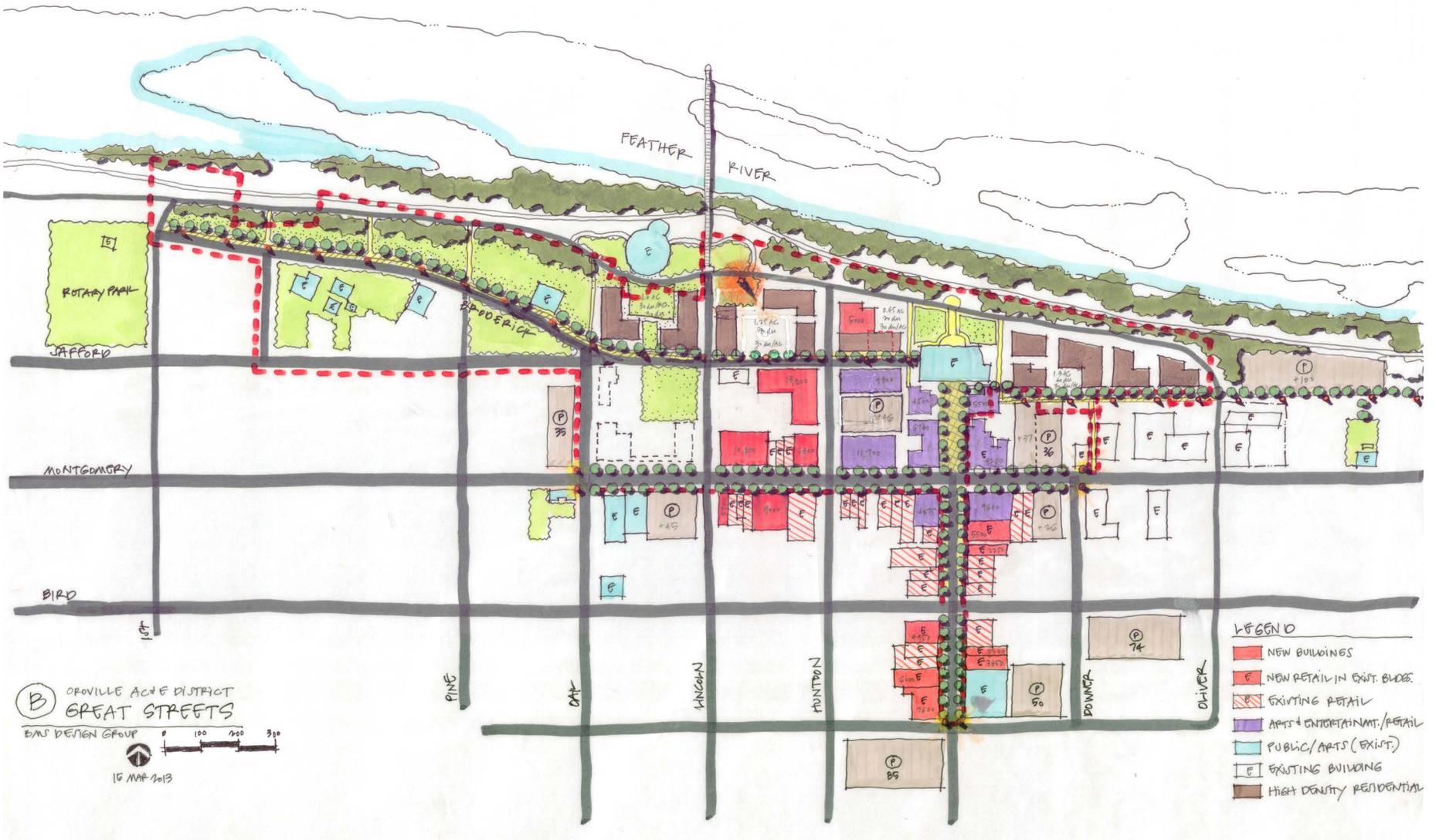
Table A.2: Alternative B - Great Streets Development Program

Land Use	Area/ Quantity	Parking Demand	Potential 20-Year Market Demand
Residential	4.26 ac. 30 du/ac 128 units	1.5 space for each dwelling unit = 192 spaces (provided on-site)	200 du
Mixed Retail/Entertainment Facilities	136,100 sf	409 spaces	190,000 sf
New Arts Facilities	6,000 sf	3 spaces/1,000 sf = 18 spaces	6,000 sf
Office (Upper Floors)	60,000 sf	3 spaces/1,000 sf = 180 spaces	55,000 sf
Chinese Heritage and Cultural Park	6.8 ac.	40 spaces	---
		647 spaces required (off-site) 1,031 provided (including on-street)	

Notes:

1. To the extent that some demand is captured in existing vacant space, actual new construction may be less than the figures in this column.

Figure A.2: Alternative B - Great Streets



ALTERNATIVE C – TOWN SQUARE

Alternative C is the most geographically-focused alternative. Under this alternative, the AC&E District is organized around a major central open space in the form of a Town Square, which will serve as an identifiable central gathering space for the community and focal point for the District. In total, the Town Square occupies the entire site of the existing public parking lot south of the Municipal Auditorium (Lot A) as well as the surrounding streets.

The Town 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 is 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 and seating at a variety of scales. Located within the Square are one or more small one story pavilions, 25' x 25' in size (625 square-feet each), that can be used for retail, food service, or arts uses or as information and display kiosks.

New mixed-use retail, arts, cultural, entertainment and office uses in both new infill buildings and renovated existing buildings surround the Town Square on all four sides and extend south from the Square along the Myers Street Arts Plaza. Like all of the alternatives, the existing transit station at the southeast corner of Myers and Montgomery Streets has been relocated to the street and the important corner site is redeveloped with a new 2 - 3 story mixed-use infill building. Thus, a strong spatial frame and “street wall” defines the Town Square and reinforces the Myers Street Arts Plaza.

Like all of the alternatives, new residential development is located overlooking the Feather River. Like the Great Streets alternative, an additional block of development is located just south of Centennial Plaza. The existing communications tower is located in a new plaza adjacent to the new residential development. Total residential development under this alternative is estimated to be approximately 128 dwelling units, based on a density of 30 dwelling units per acre.

Under this alternative the focus of the AC&E District is around the Town Square and the Myers Street Arts Plaza and therefore the Oroville Ford dealership property is not identified as a key arts facility as it is in the other alternatives.

The street grid in the District remains and generally functions as existing with the exception that a new east-west vehicular connection is provided on the north side of the Town Square, connecting the Myers Street Arts Plaza to Huntoon Street. Class II bike lanes are included on all primary arterial streets.

A strong pedestrian and bicycle link is provided to the west via improvements to Safford and Broderick Streets. The East Promenade provides a similar strong link to the east. These linkages are improved with deciduous canopy trees, pedestrian-scaled lights, street furnishings and special amenities. Thus an attractive non-motorized connection is provided between the Pioneer Museum and future Veterans Memorial Park to the east and Rotary Park to the west. Walkways also tie to the Feather River levee from the Chinese Heritage and Cultural Park, the Municipal Auditorium and the riverfront residential neighborhoods.

Like the other alternatives, replacement parking will be provided in the following:

- 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 and Downer Streets on the north side of Montgomery Street has been expanded. In the future, it too will be a good location for a parking structure with ground-floor retail.
- A 100-space lot has been 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 remains and is likely increased slightly by reducing existing curb cuts, where possible.

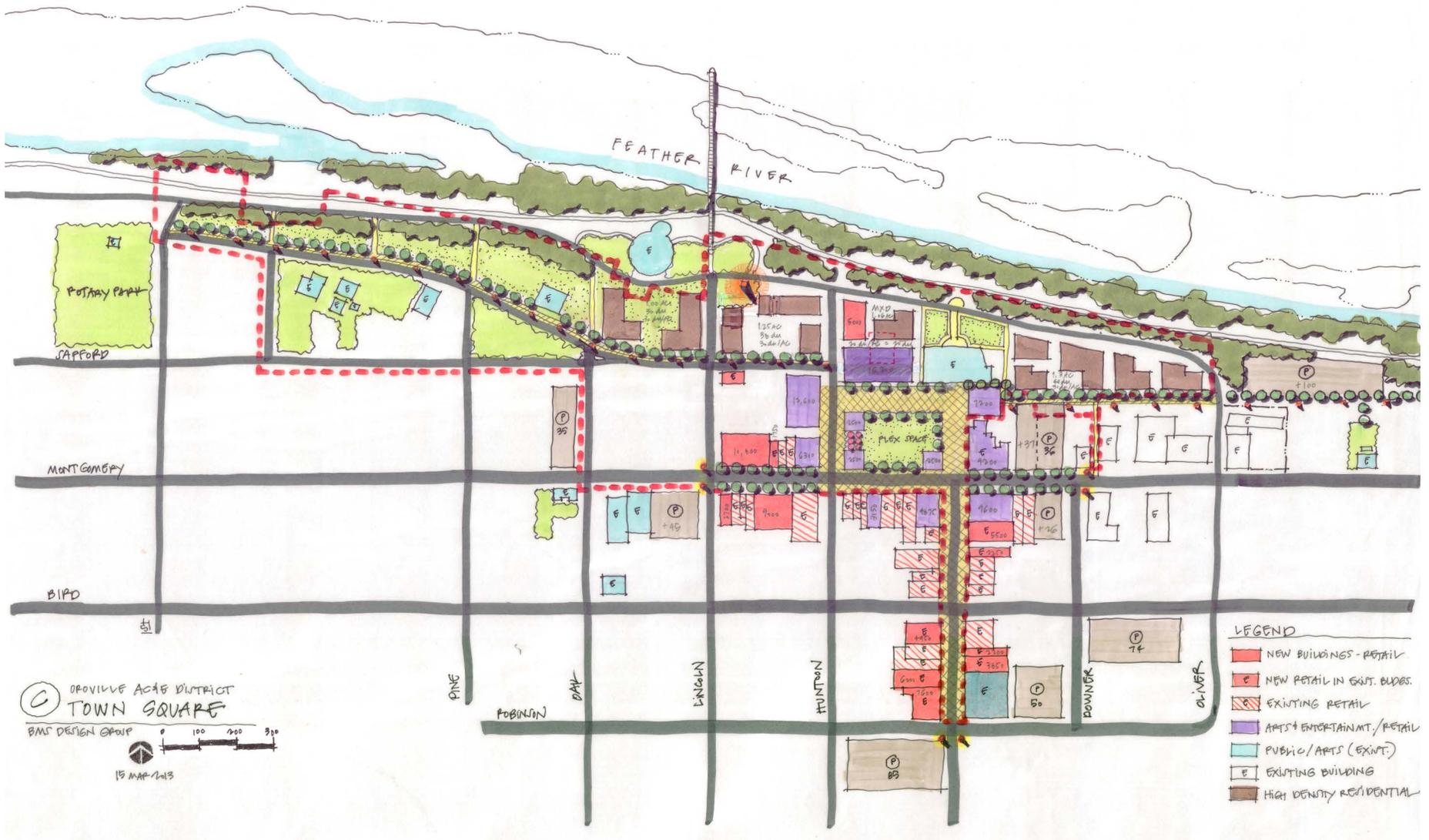
Table A.3: Alternative C - Town Square Development Program

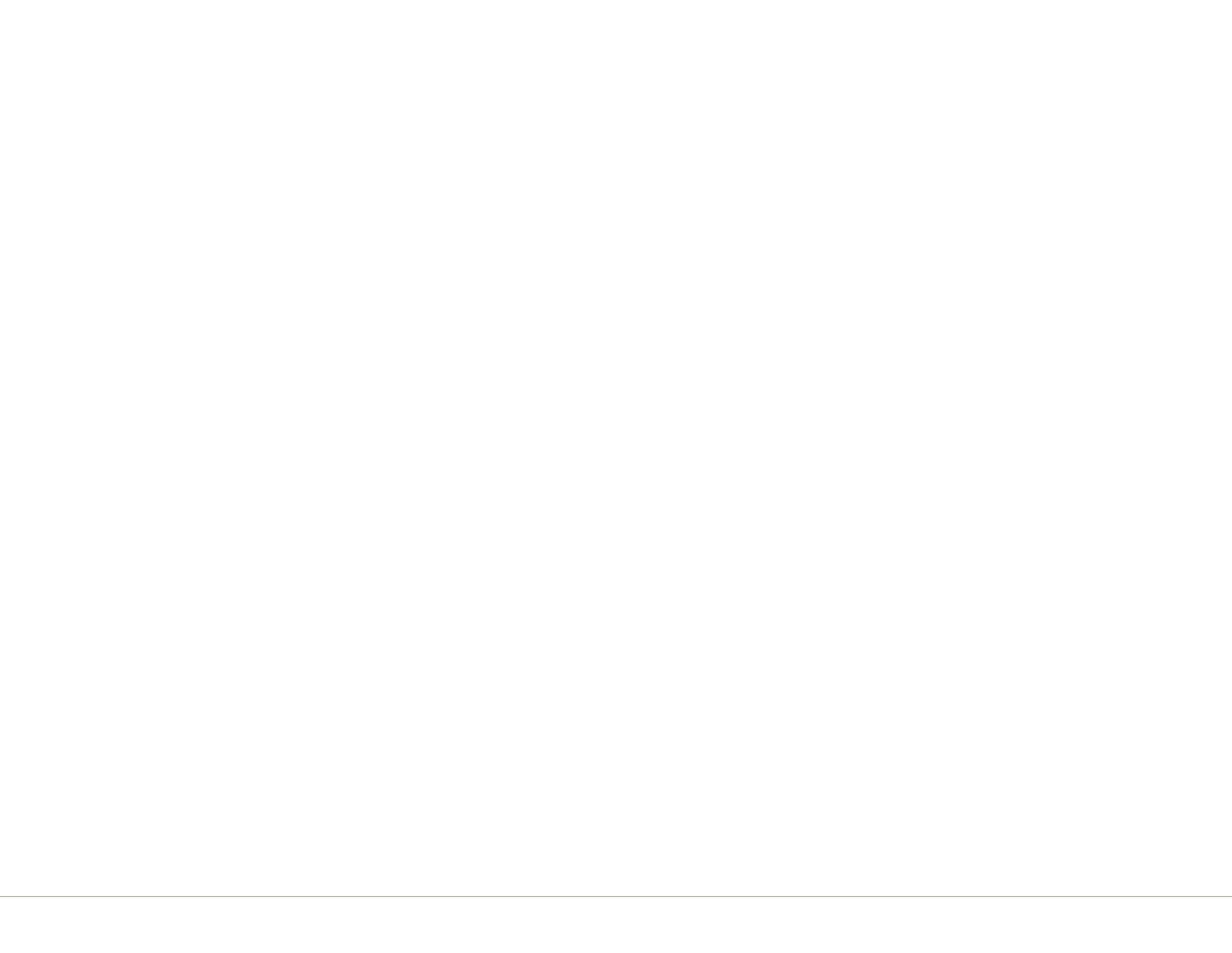
Land Use	Area/Quantity	Parking Demand	Potential 20-Year Market Demand
Residential	4.21 ac. 30 du/ac 128 units	1.5 space for each dwelling unit = 192 spaces (provided on-site)	200 du
MXD Retail/Entertainment Facilities	130,500 sf	392 spaces	190,000 sf
New Arts Facilities	6,000 sf	3 spaces/1,000 sf = 18 spaces	6,000 sf
Office (Upper Floors)	65,000 sf	3 spaces/1,000 sf = 195 spaces	55,000 sf
Chinese Heritage and Cultural Park	6.8 ac	40 spaces	---
		645 spaces required (off-site) 985 provided (including on-street)	

Notes:

1. To the extent that some demand is captured in existing vacant space, actual new construction may be less than the figures in this column.

Figure A.3: Alternative C - Town Square





APPENDICES

APPENDIX B - TRAFFIC IMPACTS & PARKING ANALYSIS

This section provides a general description of traffic and parking impacts associated with the AC&E District Concept Plan.

TRAFFIC IMPACTS

As shown in Table B.1, 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 trips per day. This translates approximately to 900 peak hour trips that are projected to be distributed to/from external origin/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 abundant unused peak hour capacity (in excess of 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 internal streets or streets in the surrounding vicinity.

It is recommended however that the City require focused traffic impact studies as part of environmental and design review of specific 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.

STREET CLASSIFICATIONS

The street classifications suggested/proposed in the AC&E District Concept Plan and their corresponding closest available/relevant City General Plan-based roadway functional capacity classifications and the recommended planning actions are listed in Table B.2.

PARKING IMPACTS

A parking analysis was undertaken as part of the planning process for the AC&E District Concept Plan. The analysis inventoried the existing on-street and off-street parking supply, by street and by individual public parking lot. Based on the development program prepared in each Alternative and the final Preferred Plan, parking demand was calculated and the proposed new parking supplies were determined. The parking excess or deficit for each Alternative was formulated by subtracting the demand from the supply.

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.

Table B.3 on the following page summarizes this analysis.

Table B.1: Traffic Impacts

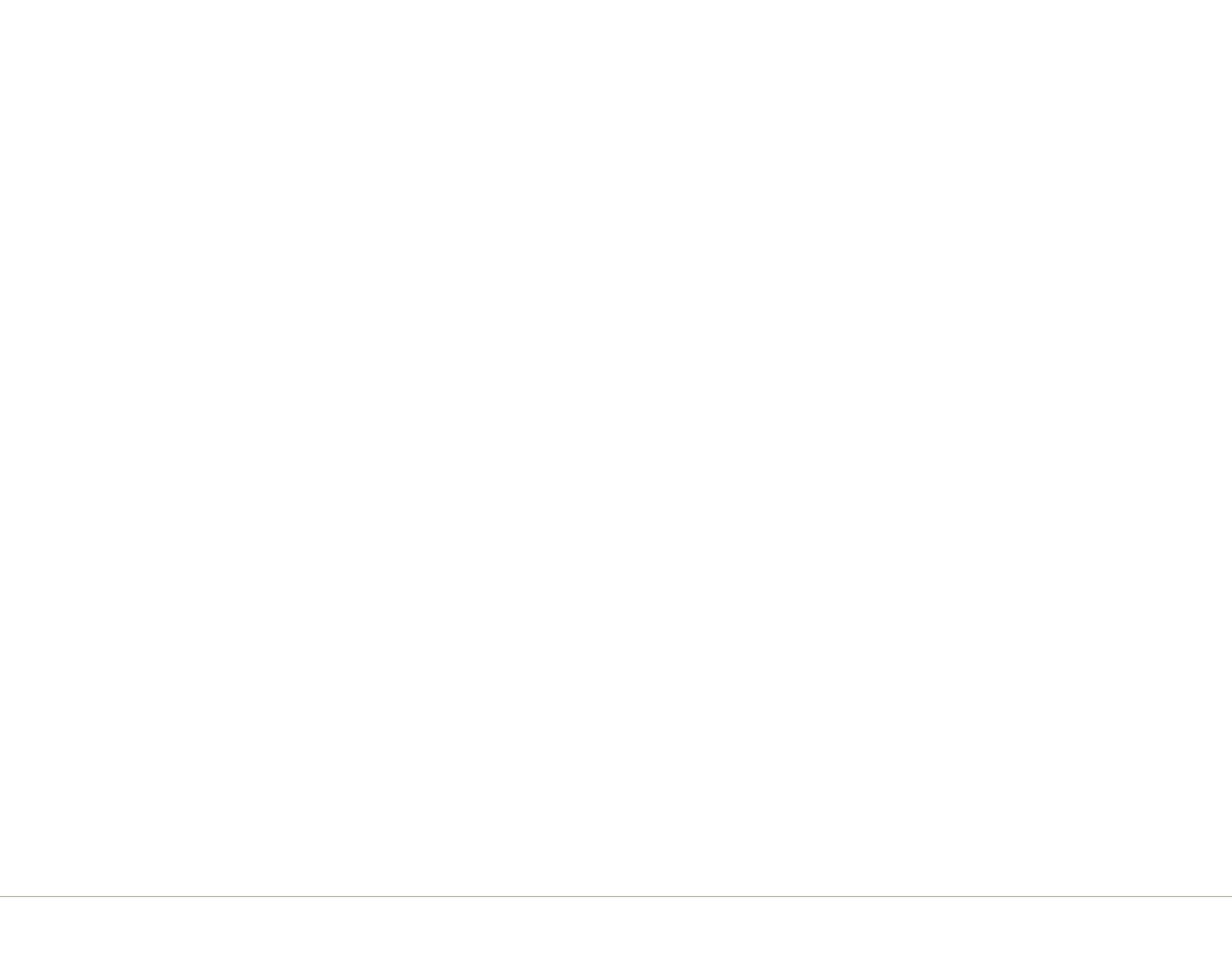
Land Use Type	Proposed Quantity	Daily Trip Generation Rate	Projected Daily Trips
Retail (MXD Retail/Entertainment uses)	121,500 SF	63 daily trips/KSF	7,700 trips
Museum/New Arts Facilities	6,000 SF	4 daily trips/KSF	24 trips
Office & Working Studios	55,000 SF	15 trips/KSF	830 trips
Residential	111 DU	9.5 trips/DU	1,055 trips
Misc. minor uses			50 trips
Total Vehicular Trips			9,659 trips
Anticipated Vehicular Trip Reduction for walk/bike/transit usage (10%)			966 trips
Net New Vehicular Trip Generation			8,693 trips
<i>Sources:</i>			
Lane Use quantity estimates are from Concept Plan Development Program (dated June 22, 2013)			
Trip Generation rates are from ITE Publication <i>Trip Generation (Ninth Edition)</i>			
<i>Notes:</i> All trip generation rates indicated herein are ballpark, high-level gross average estimates only. Actual trip rates for buildings/pads will vary depending on a wide range of factors, including (but not limited to) - size and location of uses/buildings, tenant types, proximity to other complementary uses, on-site trip making characteristics, availability of walk/bike/transit opportunities, etc.			

Table B.2: Street Classifications

AC&E Concept Plan Classification	General Plan Roadway Classification (closest available)	Recommended Planning Action
Primary Vehicular Streets	Urban Minor Arterial	None
Local Commercial Street	Collector Street	None
Local Neighborhood Street	Collector Street	None
Local Access Street	Local Street	None
Scenic Parkway	Local Street	Adopt typical cross-sections
Pedestrian Preference Streets	Local Street	Adopt typical cross-sections

Table B.3: Parking Analysis

PARKING SUPPLY		Number of Spaces					
ID/Name	Type	EXISTING CONDITIONS	Park Blocks ALTERNATIVE "A"	Great Streets ALTERNATIVE "B"	Town Square ALTERNATIVE "C"	Preferred Plan AC&E District Concept Plan	Notes/Comments
A	Lot	190	0	0	0	0	Existing Lot A is lost under all Alternatives
B	Lot	74	74	74	74	74	
C	Lot	50	50	50	50	50	
D	Lot	85	85	85	85	85	
E	Lot	35	35	35	35	35	
F	Lot	36	73	73	73	73	Lot F adds 37 spaces under all Alternatives
Municipal Aud.	Lot	40	0	0	0	0	East of Municipal Auditorium
New	Lot	0	100	100	100	100	NE of Oliver/Montgomery
New	Lot	0	26	26	26	26	SW of Montgomery/Downer
New	Lot	0	45	45	45	45	SW of Montgomery/Lincoln
New	Lot	0	0	46	0	0	Proposed new lot where Lot A was
New	Lot	0	40	40	40	40	Safford Street behind the Chinese Temple & Museum
Subtotal (Off-street)		510	528	574	528	508	
Oak	On-Street	38	38	38	38	38	
Lincoln	On-Street	39	39	39	39	39	
Huntoon	On-Street	40	40	40	40	40	
Myers	On-Street	37	37	37	37	37	
Downer	On-Street	24	24	24	24	24	
Oliver	On-Street	18	18	18	18	18	
Broderick	On-Street	20	20	20	20	20	
Safford	On-Street	15	15	15	15	15	
Montgomery	On-Street	44	44	44	44	44	
Bird	On-Street	77	77	77	77	77	
Robinson	On-Street	63	63	63	63	63	
Arline-Rhine	On-Street	0	0	0	0	0	No On-street parking assumed
Expected On-Street Increase		0	42	42	42	42	10% supply increase with elimination of driveways
Subtotal (On-street)		415	457	457	457	457	
TOTAL SUPPLY		925	985	1,031	985	965	
PARKING DEMAND		Number of Spaces					
Existing Peak Demand/Usage		417	417	417	417	417	45% of existing supply (per 2010 parking surveys)
New Additional Peak Demand		0	635	647	645	588	100% of projected additional parking demand
Demand Reduction with Parking Demand Management		0	-159	-162	-162	-152	25% reduction projected with shared parking & other measures
TOTAL DEMAND		417	903	912	910	853	
PARKING SURPLUS		508	82	119	75	112	



APPENDICES

APPENDIX C - MARKET OVERVIEW (COMPLETE TEXT)

The City of Oroville is the county seat for Butte County, and is located near the site of the Oroville Dam. In an effort to increase job opportunities and spur taxable sales growth, the City has embarked on a process to develop an Arts, Culture, and Entertainment District (AC&E District) within the historic Downtown area. The project is 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. At present, the Downtown area is struggling with high retail and office vacancy rates, as well as sparse pedestrian activity and, in some cases, poor building maintenance. Nonetheless, the Downtown's close proximity to Feather River, its attractive early 20th century architecture and streetscape, and the relatively high density of arts, cultural, and community organizations could all be leveraged to create a vibrant community gathering place.

The consultant team conducted a market analysis, providing a general understanding of the local real estate market conditions and those private development uses which would potentially enjoy solid market support in the project area, given its characteristics and the dynamics within the local competitive marketplace. In preparing this analysis, the team built upon the market analysis recently prepared by The Concord Group for the Oroville Gateway Site project, tourism/marketing reports provided by the City of Oroville, and data from other sources.

The team also conducted additional focused research on the potential demand for, and local capacity to support, development of additional arts, cultural, and entertainment uses within the project area. As part of this analysis, the team participated in focus group discussions with local stakeholders on January 31, 2013 and conducted follow-up interviews with local and regional visual and performing arts organizations.

LOCAL DEMOGRAPHICS

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. This section of this report discusses the demographic characteristics of the Downtown population, drawing comparisons where relevant to the population characteristics of the City as a whole and the County.

Figure C.1 illustrates the Downtown area, with the AC&E District boundaries, as defined by the City for the purposes of this project, and the boundaries defined for the purposes of compiling demographic data.

POPULATION TRENDS

According to Claritas, Inc., a private demographic data vendor, approximately 180 persons in 80 households currently reside within the Downtown commercial area. As shown in Table C.1, the Downtown population has dropped since 2000, when approximately 200 persons and 94 households were located in the area. During the same time period, the population in the City of Oroville as a whole grew by an annual average of 0.8 percent and the Butte County population grew by an annual average of 0.7 percent.

HOUSING UNITS

Approximately 110 housing units were located in Downtown Oroville in 2000, but by 2012 the number is estimated to have shrunk to 93. Demolition and conversion to non-residential uses have decreased the housing supply by 17 percent over the past 12 years, even as the citywide housing supply grew by six percent and the county-wide housing supply grew by 13 percent.

HOUSEHOLD COMPOSITION

Over half of the households residing in Downtown Oroville consist of individuals who are not related to each other (such as roommates or non-married couples), compared with only 38 percent citywide. Though Downtown households tend to be slightly smaller than those of the City overall (2.24 persons compared to 2.59 persons), the proportion of Downtown households with children is comparable to the citywide proportion (31 percent versus 34 percent) and higher than the county-wide figure (29 percent). In other words, the Downtown appears to be a particularly desirable residential location

for non-family households, while still attracting smaller families with children. A future AC&E District may opt to target at least some of its programming at these two population groups.

It is also worth noting that both the Downtown population and the citywide population tend to be younger than residents in the rest of Butte County. The median age of downtown residents and Oroville residents is 34 years and 33 years, respectively, compared to the county-wide median age of 37.2 years.

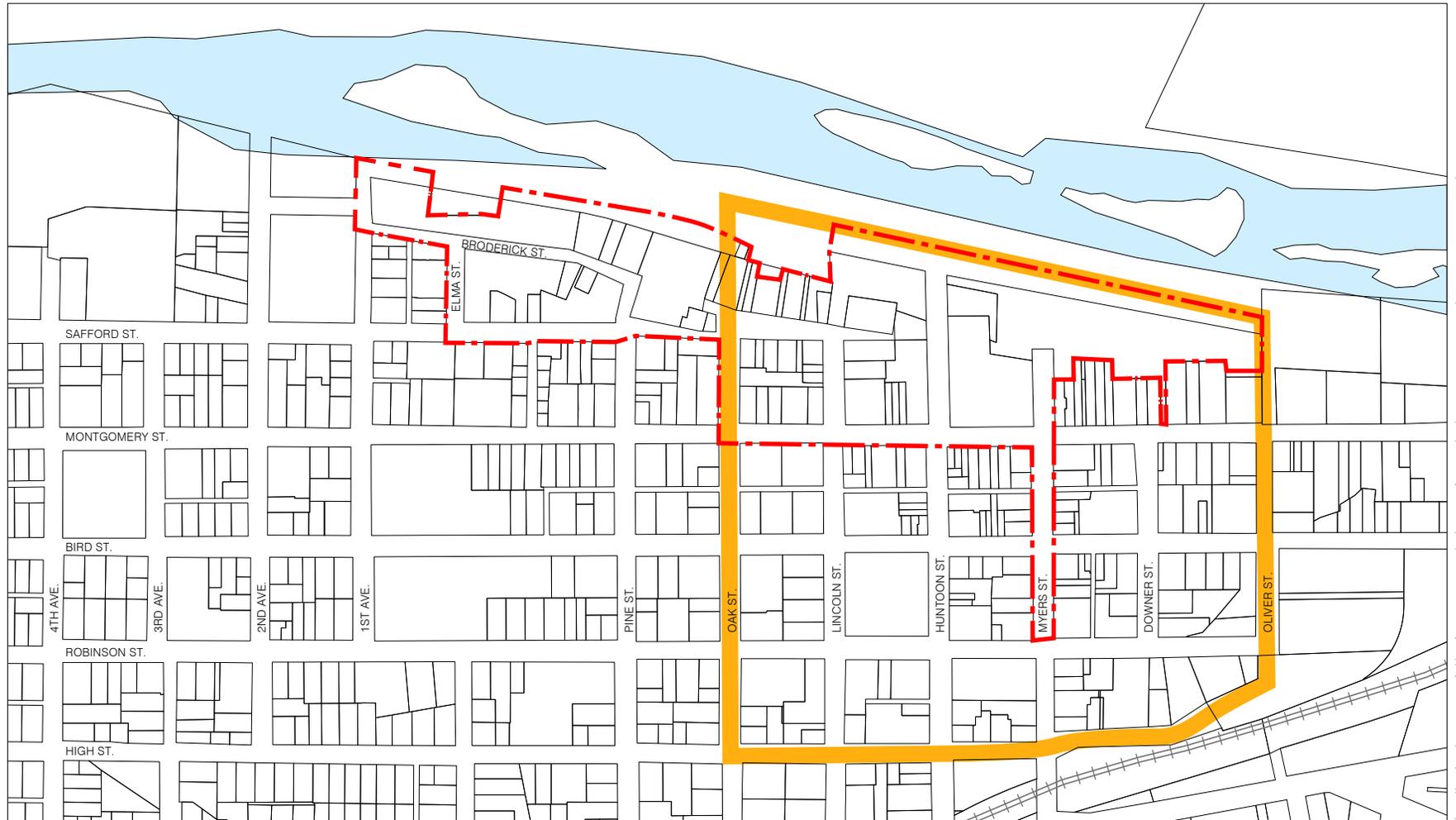
Table C.1: Population and Household Characteristics

	Downtown Oroville (a)			City of Oroville			Butte County		
	2000	2012	Annual Average Change 2000-2012	2000	2012	Annual Average Change 2000-2012	2000	2012	Annual Average Change 2000-2012
Population	203	182	-0.9%	14,649	16,055	0.8%	203,173	221,613	0.7%
Households	94	80	-1.3%	5,510	5,875	0.5%	79,566	88,442	0.9%
Avg. Household Size	2.15	2.24		2.52	2.59		2.48	2.45	
Housing Units	112	93	-1.5%	6,096	6,461	0.5%	85,524	96,752	1.0%
Household Type									
Non-Families	53	42	-1.9%	2,084	2,219	0.5%	30,178	35,439	1.3%
Family	41	38	-0.6%	3,426	3,656	0.5%	49,388	53,003	0.6%
Households with Children Under 18	29	25	-1.2%	2,016	2,016	0.0%	24,809	24,644	-0.1%
% of Total Households	30.9%	31.3%		36.6%	34.3%		31.2%	27.9%	
Median Age (years)	34.2	34.0		33.8	33.0		35.7	37.2	
Household Tenure									
Renter	75	62	-1.6%	2,858	3,226	1.0%	31,228	36,996	1.4%
% of Total Households	79.8%	77.5%		51.9%	54.9%		39.2%	41.8%	
Owner	19	18	-0.4%	2,652	2,649	0.0%	48,338	51,446	0.5%
% of Total Households	20.2%	22.5%		48.1%	45.1%		60.8%	58.2%	

Notes:
(a) Defined by Feather River to the north, Oliver St. to the east, High St. to the south, and Oak St. to the west.

Sources: Claritas, 2012; BAE, 2012.

Figure C.1: Downtown Demographic Data Collection Area



LEGEND

- AC&E DISTRICT BOUNDARY
- DEMOGRAPHIC DATA COLLECTION AREA



HOUSEHOLD TENURE

Over 77 percent of Downtown households are renters, compared to 55 percent city-wide and 42 percent in Butte County. Between 2000 and 2012, the renter population decreased by 13 households while the homeowner population remained relatively constant, decreasing by only one household. This contrast is likely due to the fact that renters are not as anchored as homeowners, and therefore have more flexibility to move if a location becomes more or less desirable relative to other housing options. By extension, it is likely that notable improvements in Downtown amenities and quality of life would attract renters first, consistent with the characteristics of existing Downtown households, and then homeowners more slowly.

HOUSEHOLD INCOME

Table C.2 indicates that the median annual household income is currently \$30,100 in Downtown Oroville, notably lower than the citywide median (\$37,300) and the county-wide median (\$42,900). This indicates that Downtown residents are likely to have less disposable income, and therefore less capacity to support the Downtown retail businesses, than households residing elsewhere in the city and county. Nevertheless, between 2000 and 2012, the median income for Downtown households increased by 51 percent after adjusting for inflation, compared to an 18 percent real increase citywide and a 0.7 percent decrease county-wide. These trends could signal a strong shift in the desirability of a Downtown location among residents with higher incomes over the past 12 years.

The implications for the future of the AC&E District are two-fold: first, programming choices and marketing strategies must reach out to households who do not reside in the Downtown and may not frequent the Downtown regularly, because the number of households in the Downtown area itself is limited. Visitors drawn from outside the Downtown area may have a greater capacity to support Downtown businesses due to higher incomes. Second, Downtown businesses would likely benefit from efforts to stimulate Downtown housing construction and renovation of under-utilized upper floor spaces for residential use, to expand the base of Downtown residents, and increase the overall Downtown activity levels, particularly during evenings and weekends. Also, new housing is likely to attract higher income households to the Downtown area, and such households could serve as a captive market for everyday purchases, dining, and services.

GROWTH PROJECTIONS

Table C.3 presents 2010 to 2030 projections for the City of Oroville and Butte County, as reported in the County's Long Term Regional Growth Forecasts report. These projections are included in order to supplement the 2010 to 2015 projections reported in the Concord Group's report with longer-term growth trends that correspond to the longer-term implementation period for the AC&E District.

Between 2010 and 2030, the City of Oroville is expected to almost double in size, growing from 14,700 residents to 26,900 residents. More than half of this growth is due to the expected annexation of currently unincorporated areas around the City, particularly in the South and Eastern Oroville communities. Based on discussions with forecasting staff at the Butte County Association of Governments, it is likely that the currently incorporated area within the City will continue to grow at an annual average rate of 2.6 percent, approximately 50 percent faster than Butte County's projected annual growth rate of 1.6 percent. Thus, approximately 900 new rental units may represent a conservative estimate of the number of new for-rent residential units for which there would be demand with the city's projected growth between 2010 and 2030.

The relatively strong population growth trends, combined with rising income levels among Downtown residents and a statewide trend towards smaller households (including aging residents, empty nesters, singles, and couples without children), suggest that Downtown living may experience a resurgence in the coming decades. Should this projected trend materialize, the Downtown is well positioned to become one of the more attractive locations in the County for people who are interested in living in a traditional Downtown area, such as Downtown Oroville, particularly given that the Downtown location gives residents relatively easy access to the freeway for commute access to jobs elsewhere in the city and county. Overall, Downtown Oroville may be one of the locations within the community that is best positioned to capture a share of the growth in demand for higher density housing over the next twenty years. For example, if Downtown Oroville captured 15 percent of the baseline rental housing demand figure mentioned above, this would amount to 130 units. If Downtown captured 25 percent of the demand, the number would be 225 units.

Table C.2: Household Income Characteristics

Annual Household Income	Downtown Oroville (a)				City of Oroville				Butte County			
	2000		2012		2000		2012		2000		2012	
	Number	%	Number	%	Number	%	Number	%	Number	%	Number	%
Less than \$14,999	55	57.9%	22	27.5%	1,786	32.4%	1,067	18.2%	17,880	22.4%	13,114	14.8%
\$15,000 to \$24,999	16	16.8%	12	15.0%	1,124	20.4%	959	16.3%	13,693	17.2%	12,509	14.1%
\$25,000 to \$34,999	8	8.4%	11	13.8%	683	12.4%	759	12.9%	11,129	14.0%	11,449	12.9%
\$35,000 to \$49,999	6	6.3%	14	17.5%	779	14.1%	998	17.0%	13,021	16.3%	13,546	15.3%
\$50,000 to \$74,999	8	8.4%	12	15.0%	763	13.8%	1,149	19.6%	12,927	16.2%	15,800	17.9%
\$75,000 to \$99,999	-	0.0%	6	7.5%	209	3.8%	471	8.0%	5,649	7.1%	9,892	11.2%
\$100,000 to \$149,999	2	2.1%	2	2.5%	113	2.0%	361	6.1%	3,446	4.3%	8,337	9.4%
\$150,000 and above	-	0.0%	1	1.3%	63	1.1%	111	1.9%	1,925	2.4%	3,795	4.3%
Total Households	95	100.0%	80	100.0%	5,520	100.0%	5,875	100.0%	79,670	100.0%	88,442	100.0%
Median Household Income	\$14,999		\$30,112		\$23,665		\$37,292		\$32,424		\$42,916	
in 2012 Dollars	\$19,993		\$30,112		\$31,544		\$37,292		\$43,219		\$42,916	

Notes:

(a) Defined by Feather River to the north, Oliver St. to the east, High St. to the south, and Oak St. to the west.

Sources: Claritas, 2012; BAE, 2012.

Table C.3: Demographic & Economic Projections

	2010	2015	2020	2025	2030	Absolute Change 2010-2030	Absolute Pct. Change 2010-2030	Average Annual Increase 2010-2030
City of Oroville (a)								
Population	14,687	16,755	20,063	24,359	26,921	12,234	83.3%	3.1%
Total Housing	6,393	7,293	8,733	10,603	12,958	6,565	102.7%	3.6%
Butte County								
Population	221,768	236,800	257,266	281,558	306,047	84,279	38.0%	1.6%
Housing	96,623	103,078	111,813	122,213	132,668	36,045	37.3%	1.6%
Employment	71,501	78,339	87,214	95,326	103,481	31,980	44.7%	1.9%

Notes: Projections not available for Downtown Oroville. Projections reflect the "median growth scenario," relying on a May 2010 baseline from the California Department of Finance.

(a) The projections assume that the City of Oroville will annex the communities of Southern Oroville and Eastern Oroville, as per the City's General Plan.

Sources: Butte County Association of Governments, Butte County Long Term Regional Growth Forecasts, 2010 - 2035; BAE, 2012.

ECONOMIC CONDITIONS

This section discusses the retail, office, and residential real estate market conditions within the City of Oroville, with a particular emphasis on Downtown conditions. As part of this research, business license data, sales tax revenue data, and research were conducted as part of previous market studies such as The Concord Group's Gateway site feasibility study. The team also inventoried currently available commercial spaces within the Downtown area and discussed the current leasing environment with listing agents.

RETAIL MARKET CONDITIONS

There are approximately 1.6 million square feet of retail space located within the greater Oroville area, the majority of which is concentrated along key traffic corridors such as Feather River Boulevard and Oro Dam Boulevard. Retail spaces located along these two corridors are mostly organized in strip center configuration, varying in size from unanchored centers to centers anchored by grocers such as Raley's, to stand-alone big box stores such as Wal-Mart or mid-box stores like Staples. Commercial spaces in Downtown Oroville, in contrast, are generally small-scale ground-floor retail spaces with upper floor offices or residential, located on pedestrian-friendly sidewalks and two-lane streets.

At the time of this writing (January 2013), over 25,000 square feet of Downtown retail space is currently listed for lease or for sale. As documented in Table C.4, most spaces are relatively small storefronts with 2,000 square feet or less, but the 19,000 square foot Emporio building at the intersection of Bird Street and Downer Street is also available for rent. Further, it appears that there are several vacant retail spaces that are not currently listed or advertised as available, an observation later confirmed in discussions with local brokers. One broker described an environment of "discouraged property owners," who see little chance for movement in a down economy. According to this broker, several property owners have taken their vacant properties off-market until the economy recovers, a decision which can encourage vandalism and reinforce the image of the Downtown as a place without much activity. Of those retail properties that are listed, asking rents range between \$0.50 and \$1.00 per square foot, while asking sales prices range between \$29 and \$62 per square foot. In contrast, The Concord Group found in 2010 that citywide asking rents average \$1.00 per square foot and reached up to \$2.50 in desirable locations.

During a focus group meeting of Downtown business and property owners, there was strong agreement that a barrier to increasing evening activity in the Downtown area is a lack of adequate lighting, resulting in a feeling of a lack of safety after dark. Some participants observed that tall streetlights do not penetrate the tree canopy along some streets. In order to transform Downtown Oroville into an evening destination with appeal to people of all ages, it will be particularly important to provide enhanced street lighting at the sidewalk level.

Brokers interviewed as part of this study noted that the Downtown area was an extremely slow market compared to other parts of Oroville, due in large part to the low volumes of traffic and the resulting low exposure to potential shoppers. Additionally, prospective buyers are concerned about maintenance issues and upkeep associated with historic properties, while some prospective tenants have struggled with small spaces, outdated wiring, and relatively few electrical outlets by modern standards (an issue particularly for beauty salons).

However, all brokers interviewed noted that Downtown revitalization is currently viewed as a likely mid-term outcome: "there is more energy around the Downtown" and "People are starting to see the Downtown as a civic amenity rather than blight." One broker speculated that the Downtown market had been in the process of recovering, but that the national economic recession had undermined that progress and left the market stagnant.

Table C.4: Currently Leasing and For Sale Retail Properties, September 2012

Name/Address Year Built	Total Size (rsf) Vacancy Rate	Property Type	Lease Terms	Details	Prior Tenants	
FOR LEASE						
	Emporio Bldg 2120 Bird St Built 1980	19,000 SF 100% vacant	Retail	\$0.50 for Mezanine \$1 for First Floor Modified Gross	This building was a McMahan's furniture store for many years, newly remodeled in 2010 for a premier clothing store owned and operated by the Private Industry Council in Oroville. The second floor is left unfinished, for future growth. All of the infill was done to specifics of a retail clothing store, all amenities left in place, including display cases. All new HVAC up to code for entire space. Also for sale for \$1 million, or \$52.63/sqft.	McMahan's Furniture, clothing store
	1847 Robinson St Built 1929	1,700 SF 100% vacant	Office	\$0.50 Modified Gross	Neighbors include Bidwell Title, Weight Watchers, Butte County Office of Education and Wells Fargo. 5 large offices, large reception and waiting room area, break room and two restrooms. Listed since July 2011.	
	1420 Myers St	11,648 sqft		\$0.30	Large office building, appropriate for a bank. Includes an elevator, basement with 2 vaults, mezzanine.	Carey Construction
FOR SALE						
	2150 Bird St Built 1900	2,614 SF 100% vacant	Retail	\$119,000 \$45.52/sqft	Former sports bar now being used as a consignment shop. Owner will carry with significant down payment. For sale since June 2012.	
	1945-1955 Bird St Built 1920	4,200 SF 100% vacant	Retail	\$120,000 \$28.57/sqft	For sale since Jan 2011, price reduced by 25% since then. Large commercial/retail building. Many upgrades, including newer electrical, 6 phase wiring, central heat/air, plumbing and sewer upgrades. 4200 sq feet downstairs, approx. 2400 sq. ft. upstairs plus partially finished basement.	Hill Furniture
	1925 Montgomery St Built 1910	2,068 SF 100% vacant	Retail	\$129,000 \$62.38/sqft	For Sale since Sept 2012. Remodeled in 2005.	
	1359, 1365, 1363 Myers Built 1900	6,850 SF 0% vacant	Mixed-Use	\$284,995 \$41.61/sqft	Mixed Use with 3,260 SF ground floor retail and 4 apts. on second story (two 1BR and two 2BR). New roof and new stucco facade. Possible owner finance, owner carry for a couple years. Both retail units are currently occupied by a very nice high end home decor shop. They are on a triple-net lease and have been renting space for over 4 years. Listed for sale since March 2012.	Home Décor shop

OFFICE MARKET CONDITIONS

In 2010, The Concord Group found that the greater Oroville area had approximately 330,000 square feet of office space and was struggling with high vacancy rates due to the relatively low number of office-using businesses in the Oroville economy. Indeed, financial activities and professional services account for less than 13 percent of total employment in Oroville.

Downtown Oroville in particular has a large supply of Class C office space, much of which is currently occupied by City or County government offices. In general, Downtown office spaces tend to be small, with 1,000 square feet or less, and attract price-conscious tenants such as small, independent businesses and non-profits. Office buildings that provide off-street parking have lower vacancy rates than mixed-use historic buildings with upper story office space. As with retail spaces, brokers noted that there are many vacant office spaces in the Downtown that are not actively listed for sale or for lease at present. The one office building currently listed for rent is a large 11,000 square foot building that once housed a bank, currently listed at \$0.30 per square foot. In contrast, The Concord Group found that average office asking rents were \$0.80 per square foot citywide, in 2010.

Brokers interviewed as part of this study noted that offices along Oro Dam Boulevard are viewed as more attractive in general than offices located in the Downtown, as the building amenities are often newer and therefore viewed as more welcoming for businesses who receive clients in their offices. Other factors include the higher level of activity along Oro Dam Boulevard and the availability of off-street parking. One broker noted that several potential second-story office spaces in the Downtown would need to be substantially renovated prior to leasing in order to accommodate modern tenant needs.

RESIDENTIAL MARKET CONDITIONS

For-Sale Residential

The Concord Group Gateway Feasibility Study found that there is an extremely weak citywide market for new residential development. Between 2000 and 2010, fewer than 30 new homes were sold each year, and average home sales prices of approximately \$90 per square foot made new construction financially infeasible. As of 2010, all new residential developments had stopped sales activity and were either temporarily moth-balled by the developer or were in receivership, a situation in which the weakness of citywide demand was likely exacerbated by the nationwide economic recession.

The for-sale residential market in areas adjacent to the Downtown differs from the greater Oroville residential market in several key ways. Between April 2010 and September 2010, 44 housing sales occurred in neighborhoods immediately adjoining the Downtown. The average price per square foot was \$68, significantly lower than the greater Oroville average of \$91, though comparable to the \$64 per square foot average in South Oroville. On average, housing units sold in the Downtown were built in 1945, approximately twenty years older than the area average. Lot sizes were also significantly smaller than the area average, 7,465 square feet compared to 34,821 square feet. In other words, houses adjacent to the Downtown are generally older and more densely situated than houses elsewhere in the area, and the neighborhood is the second least expensive in the area.

Despite the relatively low selling prices of Downtown housing units, the demographic and social trends identified earlier in this report point towards a renewed interest in urban living in Oroville. With its strong array of existing amenities, the Downtown is an ideal location to capture this currently under-served segment of the City's housing market.

Rental Residential

In 2010, The Concord Group found that the Oroville rental market is relatively stable, with vacancies around five percent. The market predominately consists of small non-managed apartment complexes owned by individual investors. In December 2010, average rents for one-bedroom units were \$585, \$752 for two-bedroom units, \$872 for 3 bedroom units, and \$1,300 for four-bedroom units. These price points render new development exceedingly difficult as rental revenue is insufficient to support construction costs. The report concluded that citywide demand for "urban" rental apartments is likely limited to six each year, priced between \$700 and \$1,300/month. The report classified this housing type as a moderate market risk with moderate catalytic potential.

Most housing units located in the Downtown commercial area are rental units with one or two bedrooms. Discussions with local brokers indicate that Downtown residential vacancies are relatively low, and that the types of housing units are unique within the area (mixed-use, pedestrian-friendly environment, relatively small floor plans). The Downtown would benefit from a greater range of available unit sizes and rent levels; however, modern housing codes can make it difficult and expensive to upgrade unused second story spaces for residential living. Successful introduction of new or rehabilitated units into the Downtown will be dependent on the recovery of home prices and absorption

Table C.5: Business Licenses by Type of Business

rates, which can be enhanced by area improvements, both physical and programmatic, that boost the desirability of living Downtown.

TYPES OF BUSINESSES

Table C.5 offers a breakdown of the types of businesses that held active City of Oroville business licenses in 2010, by area. These data indicate that 106 businesses currently operate in Downtown Oroville, or one-third of the total number of businesses that operate within the City. It is important to note these data do not indicate that 106 commercial spaces are currently occupied, as several businesses may share one retail space (for example, individual hair stylists each hold a unique business license but may rent stations in the same beauty salon). The Downtown hosts a disproportionately high number of non-profits and miscellaneous retail stores, and a disproportionately low number of professional businesses. These data align closely with local brokers' assessment that Downtown office spaces are preferred by tenants that prioritize low costs over quality of building space.

Based on a Downtown reconnaissance by the consultant team, it appears that Downtown businesses are almost exclusively small, independent enterprises (often referred to as Mom and Pop shops). Though there are a relatively large number of shopping opportunities available (note that half of all of Oroville's retail businesses are located in the Downtown), store hours tend to be limited. Several retail establishments are open only four days a week or less, and hours are quite restricted, especially in comparison to national chain stores. As a result, everyday shopper activity is sparse and the area has difficulty drawing impulse shoppers and other persons at times other than large, well marketed events, such as parades and festivals.

	Downtown Oroville		Rest of Oroville	
	# Business Licenses Issued	Percent	# Business Licenses Issued	Percent
Auto Rental	0	0.0%	2	0.7%
Auto Repair	4	3.8%	11	3.7%
Barber/Beauty Shop	9	8.5%	28	9.3%
Business and Professions	13	12.3%	67	22.3%
Contractor	2	1.9%	7	2.3%
Dance School	1	0.9%	1	0.3%
Daycare/Preschool	0	0.0%	3	1.0%
Nonprofits	12	11.3%	16	5.3%
Health/Fitness	0	0.0%	2	0.7%
Hospital/Rest Home	0	0.0%	3	1.0%
Hotel/Apartments	2	1.9%	29	9.6%
Manufacturing/Wholesale	4	3.8%	9	3.0%
Mobile Home Park	0	0.0%	2	0.7%
Mobile Services	2	1.9%	2	0.7%
Pawnbroker	1	0.9%	0	0.0%
Real Estate	2	1.9%	2	0.7%
Recycle	0	0.0%	1	0.3%
Retail Sales and Misc	54	50.9%	111	36.9%
Taxicab Operator	0	0.0%	1	0.3%
Vending Machines	0	0.0%	1	0.3%
Total	106	100.0%	301	100.0%

Source: City of Oroville Business Licenses, November 2012; BAE, 2012.

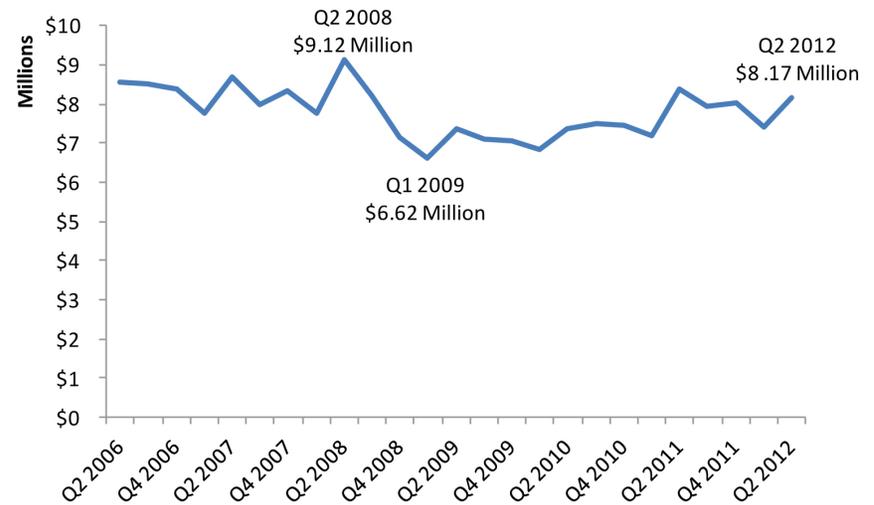
TAXABLE SALES

As shown in Table C.6, the taxable sales within the City of Oroville reached a high of \$9.12 million in the second quarter of 2008, and then dropped by 27 percent during the depth of the national economic crisis in autumn 2008, bottoming out at a low of \$6.62 million in the first quarter of 2009. Though not yet returned to 2006 levels when the seasonally adjusted taxable sales were \$8.48 million, taxable sales have been slowly but steadily recovering over the past three years, averaging an average annual growth rate of 3.8 percent.

The Concord Group performed a citywide retail leakage analysis in connection with their study of the Gateway site. Their findings indicate that there are significant untapped retail opportunities in Clothing and Accessories (\$30 million), Sporting Goods/Hobby stores (\$1.7 million), Food and Beverage (\$52 million), and Eating and Drinking places (\$41 million), all business sectors that might perform well in a pedestrian-friendly downtown. These leakages likely occur as Oroville residents shop in retail destinations in Chico, Yuba City, Sacramento, and Roseville. According to the Concord Group, if local businesses were able to capture all retail leakage, the demand for retail square footage would likely increase by 169,300 square feet within the greater Oroville area.

Geographically, it is worth noting that the City of Oroville is well positioned to capture a significant quantity of the taxable sales spending from residents of surrounding rural communities such as Bangor, Berry Creek, Concow, Feather Falls, Forbestown, Palermo, Richvale, Rackerby, and Yankee Hill, where there are very limited retail offerings. Because the main roads from these areas lead to Oroville, the city can plan on capturing this source of potential taxable retail sales. A successful Downtown Oroville AC&E District that offers a range of specialized retail, dining, services and entertainment and cultural attractions that are not duplicated elsewhere can also attract visitors from larger nearby communities, such as Chico, Durham, Paradise, and Gridley, which are within an easy drive; however, developing a critical mass of such offerings will be key to consistently attracting visitors from outside the Oroville area.

Table C.6: City of Oroville Taxable Sales, 2006-2012



Source: City of Oroville, Quarterly Taxable Sales, Q2 2006 – Q2 2012.

POTENTIAL FOR NEW ARTS FACILITIES IN DOWNTOWN OROVILLE

This section evaluates the potential market support for additional arts, cultural, and entertainment facilities in Downtown Oroville. In order to evaluate the existing capacity and medium-term needs of local arts and cultural organizations, the consultant team participated in the January 31, 2013 focus group roundtables and conducted individual follow-up interviews with both local and regional arts organizations.

EXISTING ARTS, CULTURAL, AND ENTERTAINMENT FACILITIES

One of the Downtown's greatest landmarks, the historic State Theatre is located at the intersection of Myers Street and Robinson Street and anchors the south-eastern end of the Downtown area. Built in 1928, the art-deco building currently seats 608 persons on the main floor, with the potential for seating an additional 400 persons once the mezzanine level is restored. The theater was built to accommodate vaudeville performances, then served as a two-screen cinema run by United Artists until 1986, when it was purchased by the City of Oroville for use as a community performance space. At present, the theater hosts one performance or event per week on average, with up to three performances per week between March and June, and only a couple performances scheduled during the month of January. Most uses align with the arts, cultural, and entertainment objectives of the AC&E District, including concerts, dance recitals, pageants, and theater performances; in addition, the local high school rents the Theatre for graduation ceremonies and churches rent the facility for Christmas and Easter services. Current facility rental fees are \$50 per hour, with additional costs for use of the sound/lighting systems and staffing assistance. Some local nonprofit arts organizations find that these costs limit the number of performances that they can offer. In addition to restoring mezzanine level seating, the City has plans to preserve the 1920s décor and the original pipe organ and has applied for a grant from the U.S. Economic Development Administration.

The Birdcage Theater is the other Downtown facility designed specifically for live performances, located at the intersection of Oak Street and Bird Street. The theater includes 81 seats and is used exclusively by the Birdcage Theater Company, which puts on approximately 60 performances per year on Fridays, Saturdays, and Sundays from December through May. The all-volunteer organization also hosts a theater workshop for children during the summer.

The third Downtown facility in active use is the Centennial Cultural Center, a City-owned building located next to the levee that currently houses the Artists of River Town exhibit

room and studio space, with some art supplies for sale. The facility is open Tuesdays through Saturdays in the afternoon and, though the facility is not necessarily staffed during opening hours, the nonprofit cooperative aims to have one member each day present at the facility. The exhibit room displays approximately 100 pieces of art by Artists of River Town members, rotating every two months, and regularly hosts art classes for up to 20 students on Saturdays. However, the facility was not designed to be an art exhibition space with appropriate lighting and other amenities, and is not located in a prominent location within the Downtown where it might attract walk-ins. The Artists of River Town previously rented a storefront in a more prominent location on Myers Street, but vacated the space due to cost concerns.

In the western part of the Downtown area, somewhat disconnected from the retail and other activities along Myers Street, are two of the city's historic museums: the Chinese Temple and Museum and Bolt's Antique Tool Museum. Unlike the other arts and cultural facilities in the area, these museums are open seven days a week for limited hours during the day. Bolt's Antique Tool Museum offers a permanent exhibit as well as regular lectures, while the Chinese Temple and Museum includes a worship space, a tapestry exhibit hall, and a separate building constructed in 2008 to display Chinese artifacts. Neither museum hosts temporary or rotating exhibits. Though not located within the project area, the Pioneer History Museum is located east of the Downtown area, and the C.K. Loft Historic Home is located to the west of the Downtown area.

Several public outdoor facilities located in the Downtown periodically host arts and cultural events during the year. For example, the public parking lot located at the intersection of Myers Street and Montgomery Street hosts a farmer's market on Saturdays between May and November, and hosts a variety of vendors during the city's six annual festivals and parades. Located on the levee, Centennial Park hosts games, live music, a talent show, and other activities during the annual Salmon Festival, as well as free outdoor movies organized by the Chamber of Commerce on the First Friday evening of the month. The city's six large festivals make use of downtown streets, sidewalks, and other public right-of-ways during approximately ten days per year.

The Downtown also includes three underutilized public buildings which might serve as arts, cultural, and entertainment facilities once they are renovated. The Municipal Auditorium is located at the northern-most end of Myers Street. The City purchased the building in December 2011 from the Feather River Recreation and Parks District and intends to renovate and update it in order to decrease operating costs and increase functionality. The City has applied for New Market Tax Credits and is interested in pursu-

ing other sources of funding. The building currently hosts weekly athletic events, such as basketball and volleyball games, as well as occasional music shows. The County-owned Veterans Hall located at 2374 Montgomery Street is also scheduled for renovation once funds become available, and is periodically rented by Veterans of Foreign Wars, Auxiliary Post 9602, for fundraiser dinners and meetings. Finally, the Eagles Hall located at the intersection of Montgomery and Myers Street is also used by the fraternal order of Eagles for fundraiser dinners and meetings, as well as rented by the Chamber of Commerce for mixers and similar activities.

The Feather River Senior Citizen's Association is located in a storefront at 1335 Myers Street, and is open from Tuesday through Friday during the middle of the day. The facility hosts various weekly events for area seniors, including Zumba classes, pinochle, and bingo, and occasionally organizes special events such as lectures and music performances.

Finally, the Downtown includes two private dance studios, Stamp Your Feet Performing Arts Center at 1559 Myers and Kathy Neal's Creative Arts Centre at 1462B Myers Street. These studios are predominantly targeted towards children and teenagers, and host classes on late afternoons and early evenings on weekdays.

CURRENT VISITOR BASE

Based on discussions with individuals who manage Downtown Oroville event facilities and local arts, cultural, and entertainment organizations, most visitors who patronize Downtown Oroville events are locals. Baby boomers and retirees make up the majority of concert or theater attendees, though younger parents do attend events that showcase youth, such as dance recitals, pageants, and family-oriented performances at the State Theatre. Many organizations interviewed indicated that their visitor base is quite cost-conscious and that events must be free or significantly subsidized (\$15 per adult or less) in order to attract patrons. As a result, most arts and cultural groups must rely entirely on volunteer organizers and performers, including the Birdcage Theater, the Concert Association, the Artists of River Town, and the Oroville Community Concert Band and Chorus. With minimal revenues derived from ticket sales, these local organizations have limited financial and organizational capacity to expand their operations.

The City's six annual festivals and parades are extremely well attended, drawing up to 10,000 visitors to the Downtown from as far away as Sacramento and the Bay Area. These festivals include the five day long Feather Fiesta, the Salmon Festival, the Band Festivo, the December Light Parade, the October Perry Mason day, and Veteran's Pa-

rade. Attendees span all generations, from families with children to young adults to empty nesters. However, neither the local events nor the regional festivals yield much spillover effects for Downtown businesses, in large part due to Downtown businesses' limited hours of operation. Few or no businesses are open on weekends or in the evenings, leaving festival attendees, State Theatre patrons, and Birdcage Theater patrons with few options for walk-in shopping or dining. Occasionally, the group performing at the State Theatre will arrange for a local business to sell refreshments in the lobby of the theater before the show or during intermission; otherwise, the economic multiplier effects of such events are minimal. Daytime visitors, such as those frequenting Bolt's Antique Tool Museum, the Chinese Temple and Museum, the Artists of River Town gallery, the dance studios, or the Senior Center, are more likely to have the option of frequenting Downtown retail stores during their visit.

Several individuals interviewed for this study indicated that there would be interest in a family-friendly low cost dining option with extended hours on performance days. Others suggested coordinating specific days each week or each month when a sizable portion of Downtown businesses would be open "after hours." However, concerns arose regarding who would undertake coordination efforts. In general, many organizations reported struggling with outreach and marketing, efforts that are necessary in order to generate demand for arts and cultural uses but that also require the use of scarce funds and significant time and energy on the part of volunteer staff that may not be adequately prepared for the tasks. The well-attended festivals are marketed by an outreach consultant hired by the Chamber of Commerce; other organizations are for the most part limited to public service announcements on the radio and in the local paper.

POTENTIAL FOR ADDITIONAL FACILITIES

First, it is important to note that none of the existing Downtown Oroville organizations interviewed has the organizational capacity to expand their programmatic offerings in the project area at this time, due to both financial limitations and staffing constraints. For example, limited revenues have forced the Artists of River Town to move from a centrally-located storefront to a relatively isolated public building, and the members of the all-volunteer Oroville Band and Chorus are not interested in expanding their time commitments. Those few organizations that are interested in expanding their activities can do so only in free facilities such as the Butte County Library, where the Birdcage Theater currently holds theater readings once each month and the Band and Chorus group has held a concert.

In addition, the performing arts spaces in the Downtown area are currently underutilized, with the Birdcage hosting events on only 61 days per year, the Stage Theatre hosting events on approximately 52 days per year, and the Municipal Auditorium and the Veterans Hall hosting events on even fewer occasions. With such low levels of usage, it appears that the Downtown area will need to first strengthen the demand for performing arts and entertainment (such as music, theater, and other performances) prior to developing additional facilities. These efforts will likely include actively marketing available facilities to regional and touring groups (perhaps in coordination with regional organizations such as the Chico Music Think Tank), expanding outreach efforts to target new patrons, leveraging the attention and crowds generated by local festivals and parades, and creating synergy by coordinating the activities of different groups and businesses that stand to benefit from additional Downtown visitors.

Should local organizations and facilities start to expand their capacity to provide programmatic offerings, the first effect will be increasing interest in overlapping uses or the creative reuse of existing Downtown facilities. For example, organizations will become better equipped to coordinate rotating “pop up” galleries in vacant storefronts; loan local art works to area cafes, restaurants and retail stores; schedule “live music” afternoons or evenings at area cafes and restaurants; and/or work with the City to support the renovation of the Stage Theatre and the Municipal Auditorium. Once the State Theatre is capable of accommodating 1,100 ticket holders, the venue will be better positioned to attract well known performers from Chico and elsewhere. Relative to the cost of building and activating new facilities, the expanded usage of existing spaces are low-cost and low-commitment and therefore appropriate for the organizational capacity of area arts groups in the medium term.

Another potential opportunity to expand the programming in Downtown Oroville is to collaborate with Chico-based artists and cultural organizations, such as Chico Music Think Tank, to expand their activities to include periodic events in Downtown Oroville. A participant in the arts and cultural organizations Focus Group meeting that was organized as part of the larger study effort indicated that there are too few arts venues available in Chico to accommodate all of the artists, musicians, and performing arts groups that want to present their works to the public, and that if venues are made available in Downtown Oroville, some would likely be interested in putting on exhibits and shows in Downtown. In addition to tapping into the regional talent pool, this strategy could also have the added benefit of helping to introduce the followers of Chico-based

artists to Downtown Oroville as a visitor destination; thus raising Downtown Oroville’s profile within the region.

In the longer term, Downtown Oroville has the potential to host a variety of visual arts facilities which might meet the needs of local artists, provide both tourists and residents with a reason to visit and linger in the Downtown, and create the capacity to attract touring exhibits. According to the Artists of River Town organization, there is currently demand on the artist side for approximately 20 studios with approximately 100 square feet each, as well as a 4,000 square foot art museum and possibly additional retail space for art supplies and galleries in which the cooperative might sell its members’ works. Since cost represents the biggest barrier to developing and operating visual arts spaces, financing would be a significant concern and new facilities (or renovations of existing buildings) would likely need to be heavily subsidized. One option would be to create a studio space that would double as a gallery space, in which artists could work and visitors could peruse completed works, thereby reducing staffing requirements and increasing the activity and therefore the attractiveness of the facility, such as the two existing brick buildings on the Oroville Ford property.

Another facility that could help to activate the Downtown area would be a medium size outdoor performing arts venue, which could accommodate popular existing outdoor activities such as farmer’s markets and festival vendors but also increase the district’s capacity to host outdoor concerts, exhibits, and other cultural uses. This facility could provide an alternative location for performances that might otherwise take place in the State Theatre, allowing volunteer nonprofit organizations to offer free performances in an unintimidating setting that would be attractive to families and other non-traditional performance patrons. It would be important to design the facility in such a way that it connected seamlessly to the existing hub of Downtown retail, encouraging visitors to explore the full range of Downtown offerings. Additionally, the layout of the outdoor facility should encourage activities beyond performances, serving as a public gathering space so that it does not feel vacant when no performances are scheduled. That said, it will be important to identify a point person or organization to actively recruit, schedule, and market performances, to ensure that the space is used as frequently as possible.

During a third phase of build out, there is a possibility that the Downtown could become an attractive location for a small cinema, particularly once the level of activity and the number of regular visitors and Downtown residents increases. At present, the City of Oroville contains only one cinema, located on Feather River Boulevard south of Oro Dam Boulevard. The Feather River Cinemas has eight screens and shows popular first

run movies. The next closest cinemas are located in Paradise, Chico, and Yuba City. As the city continues to grow, there may be sufficient market demand for a second cinema in the Downtown area.

Finally, once the Downtown area has developed into a hub of retail and cultural activities, there may be sufficient market demand and organizational capacity to support an indoor performing arts venue that could seat 200 to 300 persons. At present, the Birdcage Theater can accommodate intimate performances with fewer than 100 persons and the State Theatre can accommodate 600 on its main floor, but the Downtown does not have a performing arts facility that caters to the middle range in terms of seating capacity.

CONCLUSIONS

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 new retail, office, and residential construction 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 magnitude of new construction that the AC&E District should be able to accommodate. 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 significantly from the levels estimated below.

POTENTIAL DEMAND FOR NEW DOWNTOWN RETAIL CONSTRUCTION

Given the elevated commercial vacancy levels, it is unlikely that Downtown will support substantial amounts of new retail construction in the near or mid-term. Downtown Oroville once provided for the full range of the community’s retail needs, from convenience retail to auto sales, but 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.

Information discussed previously can be used to develop a rough estimate of the order of magnitude of potential demand for additional retail space in Downtown Oroville over the next 20 years. First, it must be recognized that there is approximately 25,000 square feet of existing vacant retail space in Downtown Oroville, a significant amount of which should be absorbed prior to needing to construct new space. Second, there is an existing citywide supply of about 1.6 million square feet of retail space. Third, resident demand will be the primary driver of retail sales in Downtown and elsewhere in Oroville in the foreseeable future. After accounting for the portion of projected population growth that is attributed to annexations of existing residential areas to the City of Oroville, the City’s projected residential growth rate is approximately 2.6 percent per year, which would translate to increased demand for up to about 1.1 million square feet of new retail space. Of this, only a portion would be in retail categories for which Downtown would be a competitive location. For the purposes of this analysis, a Downtown capture rate of about 15 percent, or about 165,000 square feet of the total would be reasonable. In addition, the Concord Group previously estimated that existing retail leakage would support an additional 169,000 square feet of retail space. If we assume again that Downtown might be able to capture 15 percent of this existing leakage, this might translate to about 25,000 square feet of demand.

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 retail space in new buildings, or an average of about 8,250 square feet per year, 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 2nd 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 CONSTRUCTION

Data presented in the office market section above can be utilized to develop a rough estimate of the potential demand for office construction in Downtown Oroville. Key data points include an existing 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 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 new office 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, cultural, and entertainment activities in the Downtown could spur interest in new development over the longer term.

POTENTIAL DEMAND FOR NEW DOWNTOWN RESIDENTIAL CONSTRUCTION

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. Assuming that Downtown Oroville's share of rental housing unit demand might be approximately 15 percent in the next 10 years, and might be able to increase to 30 percent in the 2nd half of the 20-year planning period, this indicates potential for construction of about 68 new Downtown residential units in the next 10 years, and about 135 new units in the 11-20 year time frame, for a total of about 200 new units over the full 20 years. The increased capture rate for the 11 to 20 year time period assumes that Downtown will have been successful in attracting new arts, cultural, 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.

POTENTIAL DEMAND FOR NEW DOWNTOWN ARTS CONSTRUCTION

At present, many of the Downtown's existing arts, cultural, and entertainment facilities are under-utilized 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. At present, several local organizations are interested in expanding activities in the Downtown, including business representatives, arts organizations and the City, but none of these entities has the capacity to generate the coordinated programming and marketing needed to attract new visitors on a regular basis. Though there is at present little interest in a business improvement district 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 brokers that the Downtown is on the verge of revitalization and should continue.

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 AC&E District as a whole should seize the opportunity to aggressively market other upcoming events, encouraging attendees to return during non-festival times.

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 traffic counts increase. Alternatively, the AC&E 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 Murrur to San Luis Obispo’s Art After Dark to Paso Robles’ First Saturdays: Wine and Arts. A key precursor to creating an 24-hour environment will be to generate the feeling of safety and ease in the Downtown area at night. Better lighting throughout the project area could have a significant impact. Similarly, providing enhanced wayfinding to the Downtown area will be beneficial. In addition, the idea to build the identity of the Downtown itself through iconic landmarks should also be explored. For example, the idea of “lighting” the cell tower above Downtown with neon features that would attract attention to the AC&E District should be studied.

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.

Apart from the creation of a main gathering place, there is unlikely to be sufficient market demand to support other new arts, cultural, and entertainment facilities in the medium term. As the AC&E 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. In any event, such investments should be accompanied by an organized and sustainable effort to increase the marketing of Downtown along with programming additional events that will attract local residents and visitors to the Downtown on a year ‘round basis. Should an individual or organization be found to actively undertake such marketing and programming efforts, demand for new Downtown facilities might materialize sooner than expected.

In summary, over the next twenty years, the Downtown real estate market has potential to absorb 100-200 new multi-family units, up to about 165,000 square feet of retail in new buildings, up to 55,000 square feet of new office, approximately 6,000 square feet of new visual art facilities, and a large, centrally located outdoor gathering space that could on occasion accommodate performances and vendors. However, the market will first need to absorb underutilized existing retail (25,000 square feet), public, and second story spaces, through renovation and reuse.

APPENDICES

APPENDIX D - POTENTIAL BENEFITS TO TARGETED INCOME GROUP

The preparation of this plan for the Oroville Arts, Culture and Entertainment District (AC&E District) was funded with a planning and technical assistance grant from the State of California, Department of Housing and Community Development, Community Development Block Grant Program, Small Cities Economic Development Program. A condition of this grant is that the activities funded by the grant principally benefit households in the Targeted Income Group (TIG), which is households with incomes that are at or below 80 percent of area median income. Both directly and indirectly, the new employment and income potential associated with the development of the AC&E District will primarily benefit targeted income group households.

The AC&E District will build on Downtown Oroville's assets by enhancing and showcasing the riverfront and historic Downtown area for both residents and visitors. This will occur by developing a mixed-use destination that will be more attractive for shopping, dining, and entertainment activities. The AC&E District has the potential to stimulate new investments in rehabilitation of existing buildings and construction of new buildings and public improvements. In addition, by encouraging the expansion of existing activities and attracting new businesses, and arts and cultural institutions, this Plan has the potential to help generate new business, employment, and income opportunities for individuals from the targeted income group. In addition to construction-related

jobs, this can include ongoing job opportunities in restaurant, arts/culture/retail, and entertainment sectors.

It is likely that the majority of individuals who would benefit from the types of increased employment opportunities described above are from lower-income households. The majority of the new jobs created would likely be in the form of positions such as sales clerks, food servers, kitchen staff, maintenance staff, reception/host staff, and other positions that are typically accessible to members of lower-income households. At the same time, lower-income residents who fill these positions may also have opportunities for advancement to positions of higher seniority and increasing income through on-the-job training. In addition, by providing venues to showcase visual and performing arts and promoting such activities, including attraction of patrons, the AC&E District has the potential to increase opportunities for artists and performers of various types, many of whom would be expected to come from lower-income households.

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OROVILLE ARTS, CULTURE & ENTERTAINMENT DISTRICT