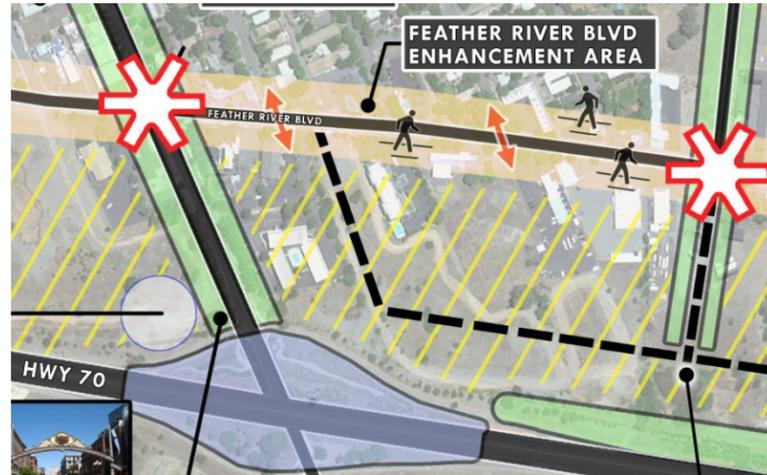


Feather River Boulevard Revitalization Plan Final Draft

Oroville, California



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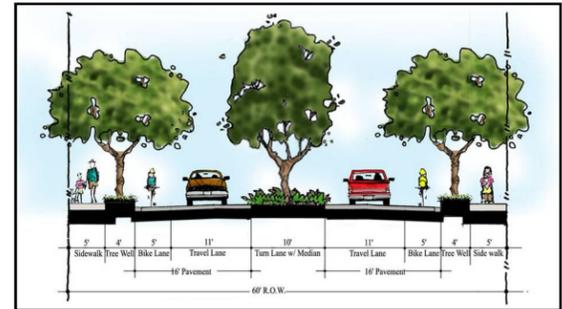


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Purpose

The purpose of this plan is to analyze the existing physical conditions of Feather River Boulevard and to develop a commercial corridor revitalization plan for street improvements.

The combined efforts of the plan include transportation and circulation planning, determining infrastructure needs and conceptual design. The Revitalization Plan is an integrative process with the overall intention to create a cohesive community and environment for commerce to thrive.

A revitalization plan for the corridor will help facilitate redevelopment of this section of the City of Oroville that can be replicated as part of other City capital investment projects, such as those identified in the MIDAS Program, thereby enabling the City to achieve success throughout the community.

Site analysis and transportation policy such as the Complete Streets design approach will be used to determine proposed street widths. Street enhancements could include bifurcated sidewalks, curb extensions, bike lanes, striped parking areas, transit stop furniture, raised or striped medians, new traffic control devices and traffic circles, pedestrian crossings, and other enhancements to make the street more complete and pedestrian friendly. Special attention will be given to locations where safety issues occur.

As a part of this analysis, the plan will identify intersection size, right of way and the necessary view corridors to create a gateway concept for the Montgomery Street and Oro Dam Boulevard gateways. The Gateway project on Hwy 70 and Montgomery will also be studied to prepare for the proper ingress and egress into this future project.

This plan will provide direction for streetscape and traffic improvements in an effort to enhance pedestrian safety, bring continuity to the corridor and create a more vibrant experience that will attract new business, appeal to the existing community and promote tourism.



Figure 1 – Project Boundary

Study Area

The section of Feather River Boulevard included in the revitalization project study area is located east of State Route 70 between Oroville Dam Boulevard and Montgomery Street in the City of Oroville. Regional access to the study area is provided by State Route 70 via either Oroville Dam Boulevard or Montgomery Street. A description of the study roadway segment, key regional facilities and local roadways, pedestrian and bicycle facilities, and transit services that provide access to the study area is addressed in the Existing Conditions section of this Plan. Figure 1 presents the location of the study area and the surrounding roadway network.

Feather River Boulevard is a north-south roadway that parallels State Route 70. It is generally a two-lane collector street that extends from Safford Street at its northern end to Ophir Road at its southern end. In the study area, it has two-lanes between Montgomery Street and the Oroville Jewish Cemetery. From the Jewish Cemetery to Oro Dam Road it is generally a three lane section (two travel lanes and a two-way left-turn lane) with the exception of a short segment of roadway in front of the Staples/Sears Retail Center where the road has two southbound lanes, a two-way left-turn lane and one northbound lane.

Figures 2 and 3 provide a graphic analysis of the relationships that exist with Feather River Boulevard and the surrounding community and potential improvements that will enhance these relationships and attract new business to the area.

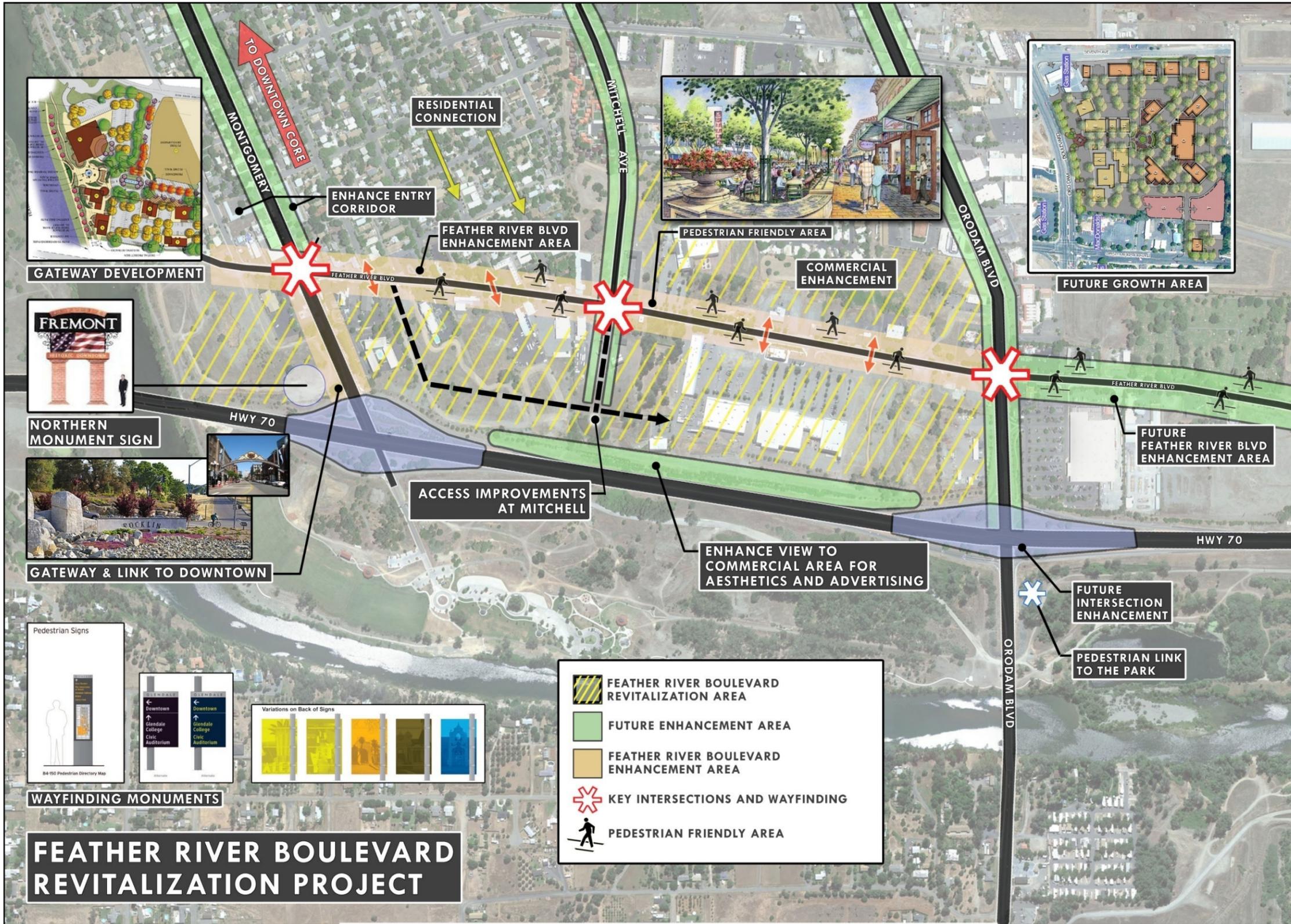


Figure 3 – Improvement Opportunities and Relationships

Existing Conditions

Regulatory

Over recent years, many planning documents have been prepared and/or updated to address the goals and opportunities of for the City of Oroville. Since Feather River Boulevard is located in between the two primary gateways to the City at Highway 70, Montgomery Street and Oro Dam Boulevard, incorporating relevant information from existing plans is an essential step in providing direction for improvements. These plans address Land-Use, Community Design, Circulation and Traffic and Downtown Redevelopment. It's important that this Revitalization Plan is consistent with these plans and builds on the information relative to this study.

City of Oroville planning documents relevant to this study:

- ❖ 2030 General Plan
- ❖ Development Code and Zoning
- ❖ 2010 Bicycle Transportation Plan
- ❖ Arts, Cultural, & Entertainment Complex (prepared by BMS Design Group)

Zoning

The project area is zoned mostly Intensive Commercial (C2) with some overlapping Medium Density Residential (R2).

Existing Land Use

Land uses along the corridor include manufacturing, big box retail, office, motel, and residential. In the study area, land uses are generally residential, tourist commercial, and retail. At the time of this study there were also 18 vacant lots.

General Plan Land Use

Retail and Business Services with Mixed Use on the east side of Feather River Boulevard between Mitchell Avenue and Oro Dam Boulevard. The Oroville Jewish Cemetery will remain as Public/Quasi-Public.

General Plan Elements

Much of the background information presented and analyzed in this plan has been borrowed from the City's recently adopted 2030 General Plan. As the City's chief planning tool to implement the Communities goals toward growth and development, this study recognizes the importance of this document and approaches the Feather River Boulevard Revitalization Plan in a manner consistent with its goals. Elements in the General Plan address Land-Use, Community Design, Circulation and Traffic. The following two pages of this section outline goals and policies of these elements that are relevant to this study.

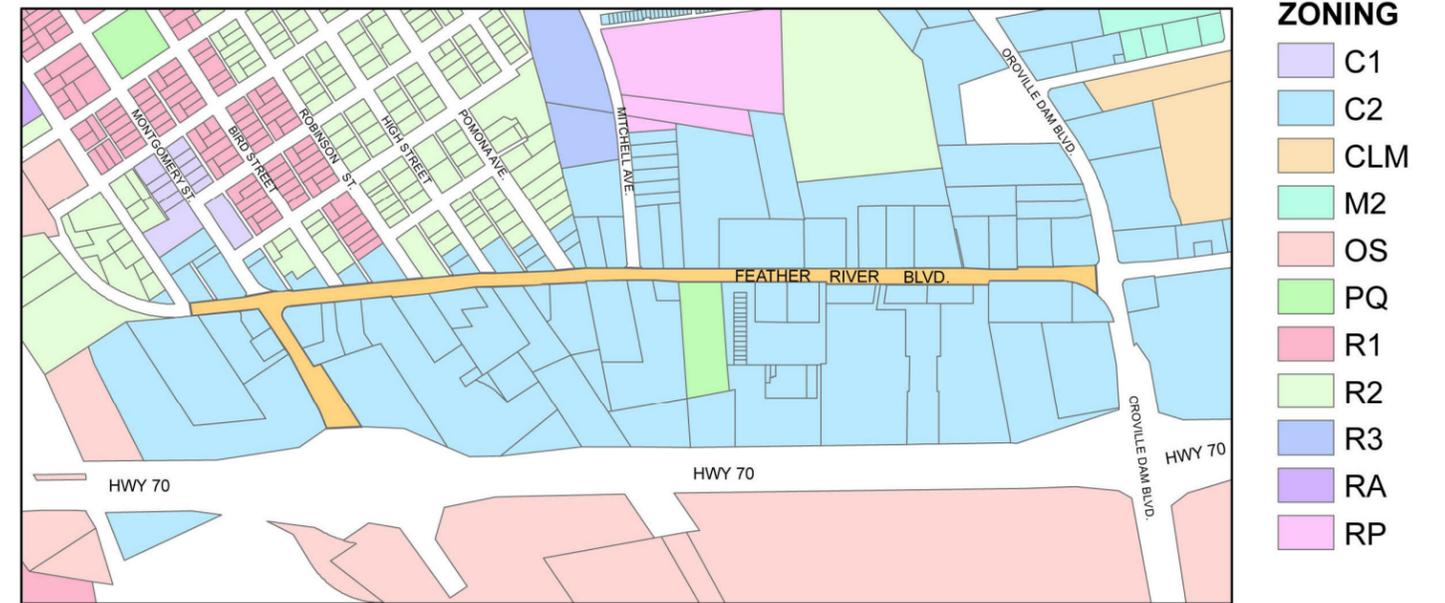


Figure 4 - Zoning Code Designations

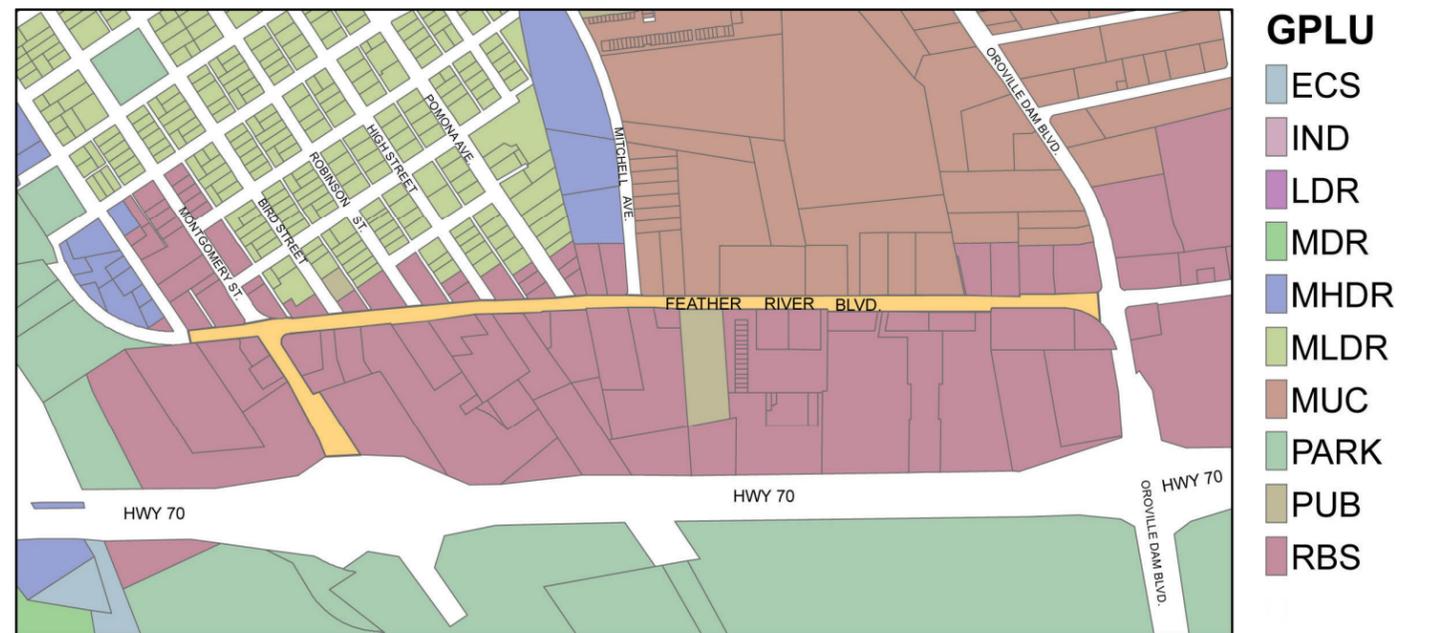


Figure 5- General Plan Land Use Designations

General Plan - Land-Use Element

Goals

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

Goal LU-7: Foster Oroville's role as a regional and statewide visitor destination.

Policies

P4.1 Maintain Oroville Dam Boulevard and Olive Highway between Highway 70 and Foothill Boulevard as one of the Planning Area's primary retail districts.

P4.2 Continue to encourage mixed use areas along arterials where such developments would be most appropriate, considering issues such as topography, traffic safety and the amount of sight distance available.

P7.1 Encourage the concentration of visitor accommodations on Feather River Boulevard from Bed Rock Park south and on sites overlooking and relating to the Feather River.

P7.2 Maintain easy access to and from the Highway 70.

P7.3 Promote traveler-services clusters at freeway interchanges.

Actions

A8.3 Seek federal and state funding and technical assistance to promote the maintenance and expansion of Oroville's industrial sector.

The Community Design Element

Goals

Goal CD-2: Maintain and enhance the quality of Oroville's landscape, streetscape and gateways.

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

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

Policies

P2.1: Encourage livable street design standards for new roadway development and for improvements or rehabilitation of existing roadways. Livable Street Design Standards for Arterials, Commercial Collectors, Residential Collectors and Local Streets are illustrated in Figure CD-2 and Figure CD-3.

P2.2: Encourage private landowners to install screen type landscaping on private properties adjacent to Highway 70 which are not included within the State Highway 70 Landscaping Project, in order to create a continuous and unified landscaped corridor along Highway 70.

P2.4: Use appropriate landscaping to reduce the effects of surface runoff in developing areas, with an emphasis on native and drought-resistant species, minimization of impervious surfaces, and provisions for recharge.

P2.6: Encourage the planting of trees and other landscape features along Oroville's corridors to make them interesting, appealing and inviting.

P2.7: The existing canopy of street trees and landscaping along major streets shall be extended as the City grows, as a means to enhance the visual character, human scale and pedestrian orientation of special and important streets within Oroville.

P2.11: New development shall provide evenly spaced street trees planted between the curb and the adjacent sidewalk in park strips. Street trees shall be species that will provide a canopy of shade over the public right of way when the trees reach maturity, and the species of trees planted on a given street shall be consistent. In developed areas with an existing and prevailing species of street trees, new street trees shall be consistent with the prevailing species.

P2.12: Require non-residential development to provide landscaping on portions of the property along public rights of ways that are not occupied by structures or used for pedestrian circulation or vehicle parking and circulation.

P2.14: New development along or adjacent to the major gateway locations to the City shall contribute towards the establishment of distinctive gateway entrances and landmarks, each with a unified design concept that includes a combination of features such as landscaping, monuments and signing.

P2.12: Encourage the development and installation of unique gateway features and landmarks for distinct neighborhoods, districts, and corridors in order to make them more easily identifiable, provide better city orientation and contribute to developing a sense of place.

P6.1: Encourage livable street design standards for new roadway development and for improvements or rehabilitation of existing roadways. Livable Street Design Standards for Arterials, Commercial Collectors, Residential Collectors and Local Streets are illustrated in Figure CD-2 and Figure CD-3.

Actions

A2.1: Install appropriate landscaping along major arterials throughout the City; specifically, Oroville Dam Boulevard, Lincoln Boulevard, Grand Avenue and Nelson Avenue.

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

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

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

General Plan - Circulation Element

Goals

Goal CIR-2: Create and maintain a roadway network that provides for the safe and efficient movement of people and goods throughout the City while maintaining the quality of life for residents.

Goal CIR-3: Promote the strategic development of new roadways that benefit and enhance the existing roadway network and improve access and mobility for all modes.

Goal CIR-4: Ensure the adequate provision of both on- and off-street parking.

Goal CIR-6: Provide a bicycle network to encourage bicycling for both transportation and recreation.

Goal CIR-7: Provide a pedestrian network that encourages walking for transportation and recreation.

Goal CIR-8: Facilitate the mobility of persons with accessibility needs.

Policies

P2.8: Roundabouts shall be considered as an alternative to stop signs or traffic signals when planning new intersections or intersection modifications on arterial and collector roadways.

P3.1: Widths for new streets shall be limited to the minimum width necessary to adequately carry the volume of anticipated traffic and meet the City's LOS Policy of C, while allowing for adequate bicycle and pedestrian facilities and emergency access.

P4.1: Wherever possible, avoid reductions in on-street parking as a means to provide additional travel lanes.

P4.2: If future growth in traffic volumes necessitates removal of on-street parking places to provide additional traffic lanes, ensure, if feasible, that the lost on-street spaces are replaced with an equal number of off-street spaces within the same vicinity.

P4.3: Require provision of adequate off-street parking in conjunction with all new developments outside the historic downtown.

P4.4: Shared parking arrangements shall be encouraged.

P4.5: Balance the need for improved traffic flow with the need for on-street parking in the design of new or reconfiguration of existing streets.

P6.1: Establish Oroville as a bicycle center for Butte County by providing a comprehensive system of Class I bicycle paths, Class II bicycle lanes and multi-use recreational trails throughout the Plan Area, and particularly to connect residential neighborhoods, the Historic downtown, and the Feather River.

P6.2: Use bikeways to link public parks, recreation areas, and other public facilities.

P6.3: Use Class III shared use bicycle routes to connect Class I and Class II facilities.

P6.4: Select bikeway alignments based on the following criteria:

- ◆Whether the route minimizes potential for conflict with motor vehicle movement and parking;
- ◆Whether the route improves access to major facilities and destinations;
- ◆Whether the route links public parks and recreation areas and other public facilities;
- ◆Whether routes intersect with existing transit lines in support of multi-modal transportation; and
- ◆Whether areas are available for convenient and secure parking.

P6.5: Reduce conflicts between bicycles and other vehicles by:

- ◆Designating on-street bike lanes;
- ◆Developing off-street bike paths;
- ◆Signing and marking the routes thoroughly;
- ◆Monitoring the success of the routes and devising a system to improve their utility, if necessary; and
- ◆Adhering to proper design criteria and standards.

P6.6: Provide convenient, safe, well-lighted bicycle parking racks or other parking facilities in public places and at bus and auto carpool transfer points, while encouraging residential, commercial and industrial developers to do the same.

P6.10: Ensure that developments located along existing and future bikeways provide for bicycle use within and adjacent to project boundaries.

P6.11: Bicycle safety shall be considered when designing and implementing improvements for automobile traffic operations.

Improvements for motor vehicle circulation shall not detract from or degrade the bicycle circulation system.

P7.1: Ensure the safe and convenient movement of pedestrians throughout the City and within neighborhoods.

P7.2: Design public and private facilities to aid and encourage pedestrian activity.

P7.4: Designate appropriate truck routes with appropriate signage to minimize impacts to residential areas and sensitive land uses.

P7.5: Require installation of sidewalks and/or walking paths along all city streets in newly developing areas.

P7.6: Pedestrian safety shall be considered when designing and implementing improvements for automobile traffic operations. Improvements for motor vehicle circulation shall not detract from or degrade the bicycle circulation system.

P7.7: New development in Oroville will encourage pedestrian accessibility and facilitate the use of non-automobile forms of transportation.

P8.1: New development shall meet the requirements of the Americans with Disabilities Act (ADA).

Actions

A2.2: Monitor the LOS at key intersections for the purpose of ongoing calibration of computer projections and in order to maintain continuing forecasts of acceptable service standards for all arterial and collector streets.

Existing Transportation System

Feather River Boulevard is a north-south roadway that parallels State Route 70. It is generally a two-lane collector street that extends from Safford Street at its northern end to Ophir Road at its southern end. In the study area, it has two-lanes between Montgomery Street and the Jewish Cemetery.

From the Jewish Cemetery to Oroville Dam Road it is generally a three lane section (two travel lanes and a two-way left-turn lane) with the exception of a short segment of roadway in front of the Staples/Sears Retail Center where the road has two southbound lanes, a two-way left-turn lane and one northbound lane. According to the 2030 General Plan (Figure CIR-6) the study segment of Feather River Boulevard is a two-lane collector.

The Oroville Dam Road/Feather River Boulevard and Montgomery Street/Feather River Boulevard intersections are controlled by a traffic signal. All of the other intersections, including the Mitchell Avenue/Feather River Boulevard intersection, are controlled by stop signs on the minor street approaches. Figure 6 shows the lane configurations along the roadway and at the three critical intersections.

Land uses along the corridor include manufacturing, big box retail, office, motel, and residential. In the study area, land uses are generally residential, tourist commercial, and retail.

The posted speed limit within the study area is 35 mph. On-street parking is allowed on the section of the road between the Jewish Cemetery and Montgomery Street. The road is designated a local truck route.

Feather River Boulevard between Oroville Dam Road and Montgomery Street currently carries approximately 7,600 vehicles per day on a weekday. According to the City of Oroville

General Plan Environmental Impact Report the study segment currently operates at level of service (LOS) D. Feather River Boulevard is forecasted to carry approximately 8,300 vehicles per day and is expected to operate at level of service (LOS) D in the Year 2030. The goal level of service for City of Oroville roadways is LOS D (Policy P2.1).

The intersection of Oroville Dam Road/Feather River Boulevard currently operates at LOS C during the AM peak hour and LOS D during the PM peak hour on weekdays (City of Oroville Oroville Walmart Project Partially Recirculated Draft EIR, Michael Brandman Associates).

In the year 2030, the intersection is projected to operate at LOS F during both the AM and PM weekday peak hours (City of Oroville – Oroville Walmart Project Partially Recirculated Draft EIR, Michael Brandman Associates).

The 2030 General Plan Circulation and Transportation Element calls for adding lanes to the Oroville Dam Road/Feather River Boulevard intersection to improve future operations (Table CIR-3).

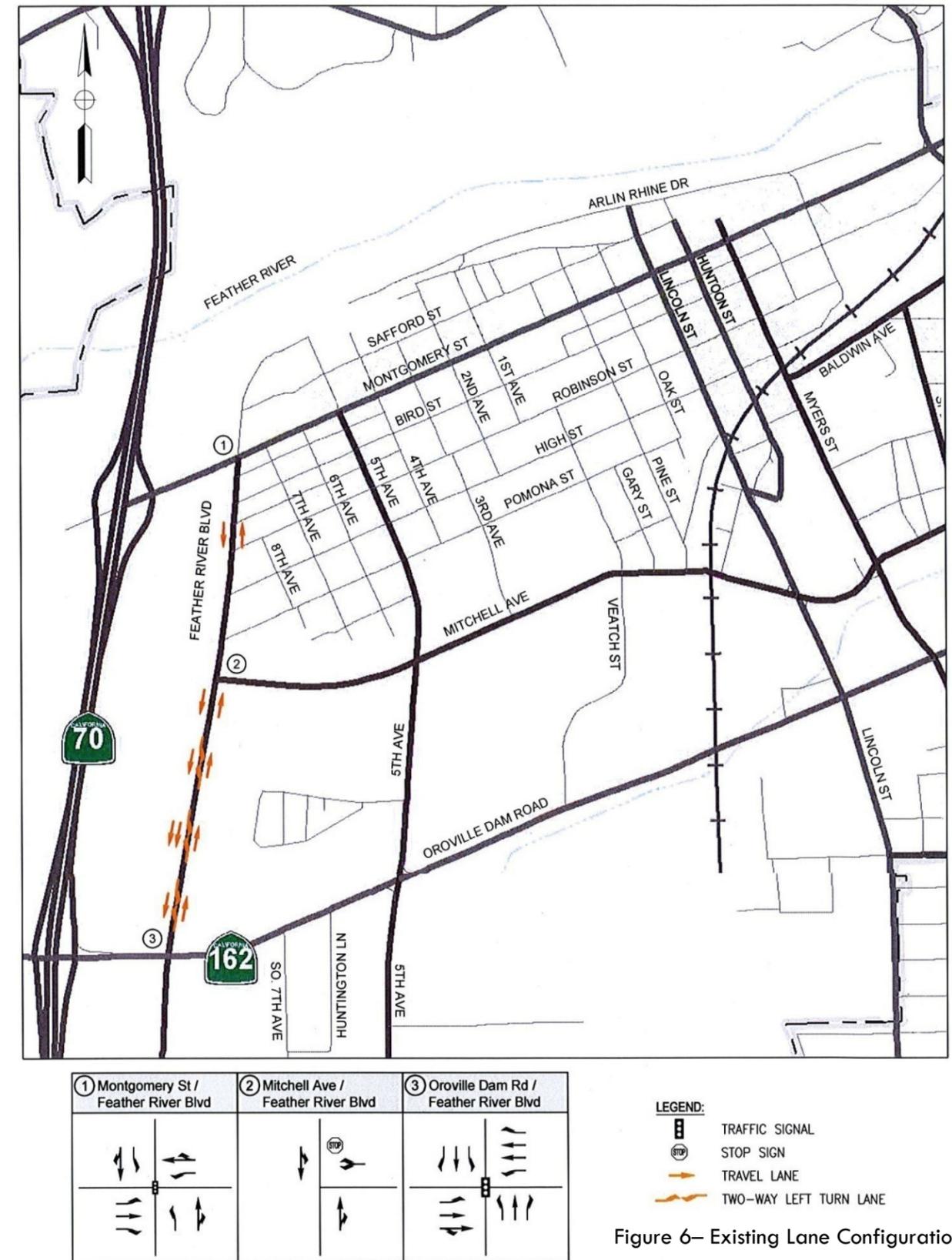


Figure 6– Existing Lane Configurations

Regional and Local Roadway System

- **State Route 70** is a north-south state highway that connects to State Route 99 in Sutter County with US 395 in Plumas County. In the study area, it is a four-lane freeway with Overpasses, or On & Off ramps at Oroville Dam Boulevard and Montgomery Street.
- **Oroville Dam Boulevard** is an arterial roadway with two travel lanes in each direction, and a center two-way left-turn lane or median. The section of Oroville Dam Boulevard near Feather River Boulevard carries about 33,000 vehicles per day on a weekday. The section of Oroville Dam Road between State Route 99 and Olive Highway is designated State Route 162. The roadway extends from State Route 99 to Canyon Drive. Oroville Dam Boulevard serves as both a regional connector and a main street in the City of Oroville.
- **Montgomery Street** is a two-lane minor arterial that extends from State Route 70 to Orange Avenue. It provides access to downtown Oroville from State Route 70.
- **Mitchell Avenue** is a two-lane east-west collector that connects Feather River Boulevard to Bridge Street. This street provides access to residential uses and Mitchell Park.

Bicycle and Pedestrian Facilities

The study segment of Feather River Boulevard does not currently have any designated bicycle facilities. The *Draft City of Oroville Bicycle Transportation Plan, July 2010* designates the study section as second priority bikeway. Second priority bikeways are either Class I (bike paths) or Class II (bike lanes) that will be added to the City’s bikeway network to create connectivity in the region. Second priority bikeways would be constructed after first priority bikeways.

Sidewalks are provided on a majority of the frontage on Feather River Boulevard, but there are gaps such that sidewalks are not continuous along the street. Figure 3 shows the general location of and type of sidewalks. In front of the Dahl’s Motel, sidewalks exist but the width of the sidewalks is non-standard.

The location of existing driveways is shown on Figure 7.

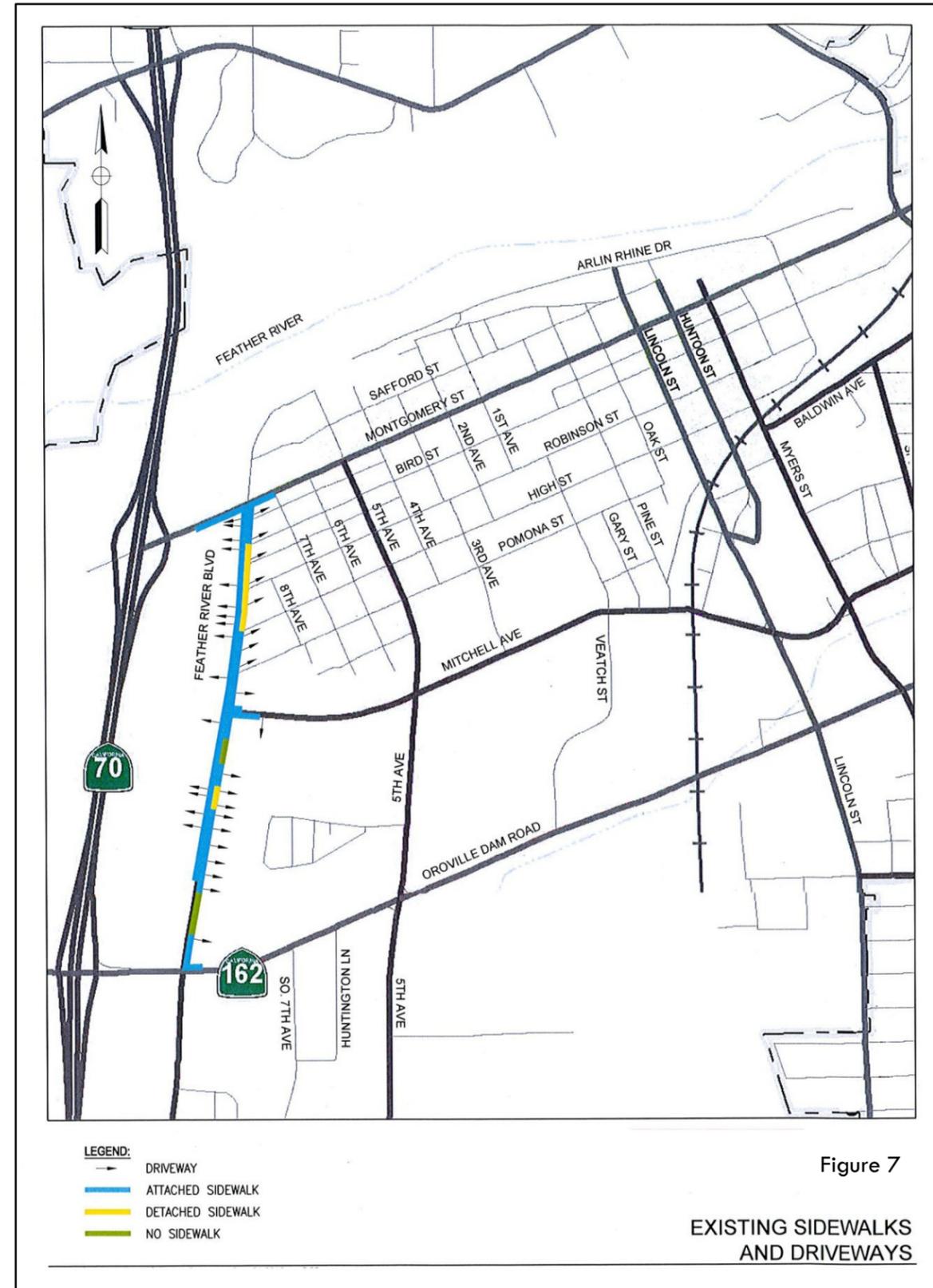


Figure 7

EXISTING SIDEWALKS AND DRIVEWAYS

Transit Facilities

B-Line provides public transit service within Butte County, including three fixed bus routes, Route 20 (Chico-Oroville), Route 24 (Thermalito), and Route 25 (Oro Dam) that serve the part of Feather River Boulevard between Oroville Dam Boulevard and Mitchell Avenue. Seven bus stops are provided on Feather River Boulevard. These stops are marked by a posted sign, or a posted sign with a bench. The three routes serving the area are described below:

- **Route 20 (Chico-Oroville)** connects Oroville to Chico. The route operates on two hour headways on weekends between 8:45 AM and 5:00 PM. Weekday service ends at the Oroville Transit Center at Mitchell Avenue and Spencer Avenue, which is located approximately 1.1 miles east of Feather River Boulevard.
- **Route 24 (Thermalito)** connects Oroville to the Thermalito area of Butte County. The route generally operates on one hour headways from Monday to Friday between 6:30 AM and 6:50 PM. Service begins and ends at the Oroville Transit Center at Mitchell Avenue and Spencer Avenue. Route 24 is timed to connect with the northbound Route 20 at the Butte County Public Works building for transferring to Chico. There is no service on the weekends or holidays.
- **Route 25 (Oro Dam)** is a route that circulates through Oroville. One hour headways are provided between 6:10 AM and 6:30 PM. Service begins and ends at the Oroville Transit Center at Mitchell Avenue and Spencer Avenue. This route does not provide service on weekends or holidays.

Figure 8 displays the locations of transit routes and stops within the vicinity of study area.

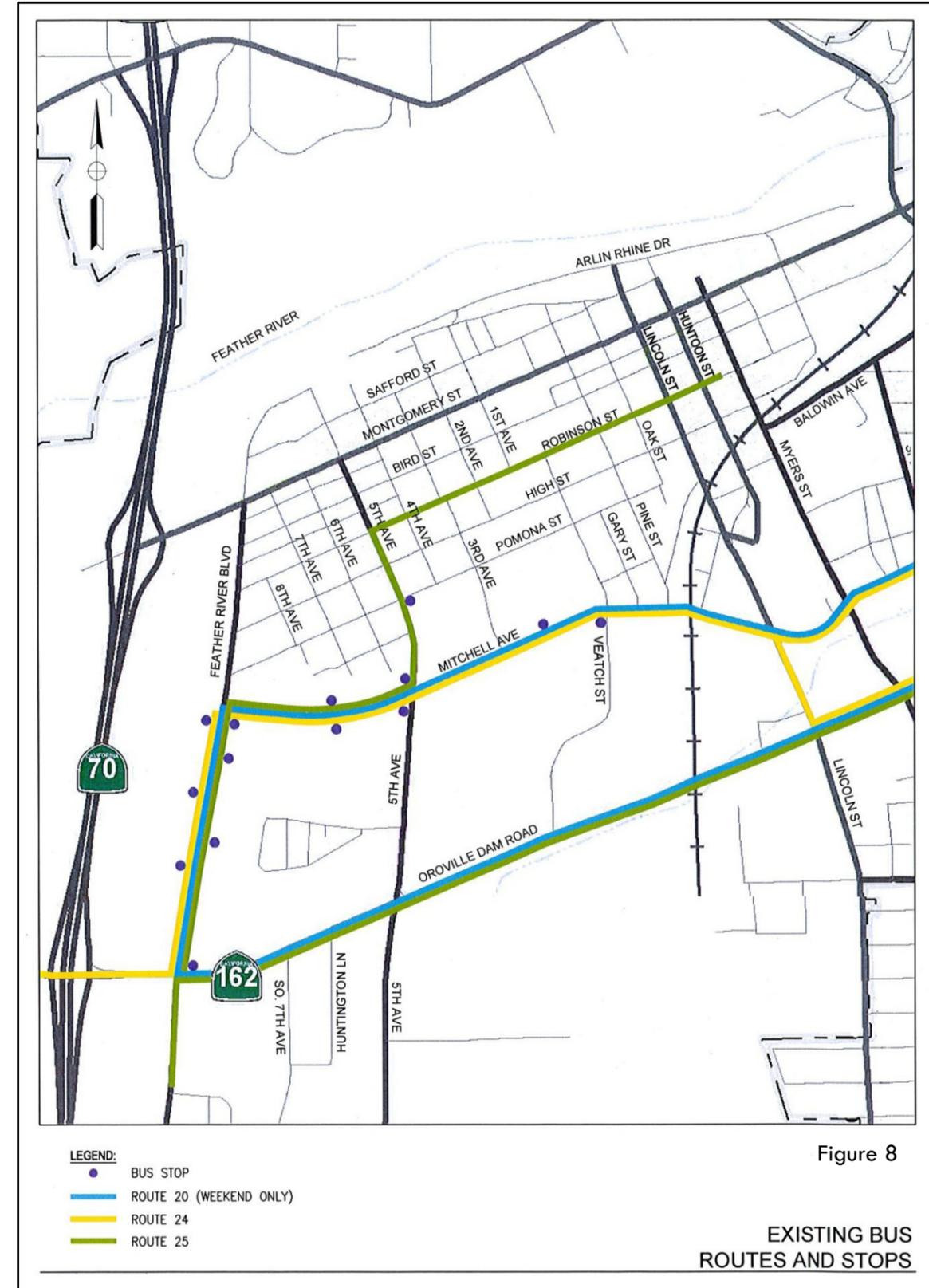


Figure 8

Existing Utilities

As is typical with most cities infrastructure, utilities are located along public easements such as Feather River Boulevard. Many of the proposed improvements in this plan will require adjustments and/or relocation of existing utilities as they relate to new curb, gutter and sidewalk locations. Utility improvements generally consist of the relocation and/or upgrade of storm drains and street lights.

Storm Drain System

Figure 9 depicts the existing storm system serving the project area. Appendix A is a Master Map of the City of Oroville Storm Drainage and provides storm drain pipe size. This system currently meets present and future capacity needs of the area.

Storm water collected in the system falls within three independent drainage basins. The northern basin drains an area north of High Street through a 24" outfall which passes under Hwy 70 where it is dispelled in to the low-flow channel of the Feather River. The central basin drains the area of Feather River Blvd. between Mitchell Avenue and High Street and discharges through a 48" outfall to a storm drain detention pond adjacent to Hwy 70. The Southern basin drains the area between Oro Dam Blvd. and Mitchel Ave and also discharges through a 48" outfall to a storm drain detention pond adjacent to Hwy 70. Due to the high porosity of the soils in the Feather River Blvd study area, storm water infiltration will be the predominant system for storm water disposal for both public and private development.

The proposed curb and sidewalk improvements along both Feather River Boulevard will require that many of the existing storm drain inlets along the street be relocated. Where feasible these storm drain inlets will continue to convey storm water to their existing outfall.

The most significant adjustment to the system would occur in the southern basin between Mitchell Avenue and Oro Dam Boulevard where the right of way is large enough for curb and gutter improvements. This area will require numerous new inlets due to the fact that the majority of properties without existing curb and gutter occur in this section as well.



● Storm Drain Drop Inlet ● Storm Drain Manhole
 — Storm Drain Pipe

Figure 9 – Existing Storm Drain System

Sanitary Sewer System

As shown in Figure 10, 6" sanitary sewer collection lines are located the entire length of the project. This collection system conveys wastewater to a large parallel trunk line extending from Robinson Street to Mitchell Avenue. Appendix B is a Master Map of the City of Oroville Sanitary Sewer System. It shows the location of the large (27") parallel trunk and manholes.

In 2013 the City of Oroville adopted the "Sanitary Sewer Master Plan Update". This update indicates that upon full build out of the master plan service area, both the 6" collector system and the 27" trunk line may suffer capacity deficiencies.

This conclusion is based upon numerous variables and assumptions. Project specific analysis relative to any proposed developments along Feather River Blvd must be completed to determine sufficient capacity exists. Due to unknown variables associated with possible developments specific recommendations relative to sanitary sewer size are beyond the scope of this study. At this point, there are no changes foreseen to the sanitary sewer system.

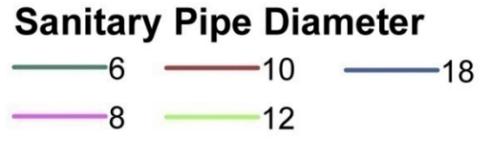


Figure 10 – Existing Sanitary Sewer System

Existing Water System

California Water Service owns and operates the water distribution system along the Feather River corridor study area. An 8" water main extends from Arlin Rhine Drive south to Mitchell Avenue where it then continues as a 6" main. See Figure 12 below. Supply wells STA. 2 and STA 10 exist in close proximity to the study area and STA. 11 is located less than a mile away. Sufficient capacity exists in the existing system to meet the future development needs along the study corridor.

Figure 11 identifies the existing fire hydrants in the project area. No additional hydrants are recommended and those at all other locations may be retained. As development occurs the need for additional onsite fire hydrants and water main extensions must be analyzed on a project by project basis.



• Hydrants

Figure 11 – Existing Hydrants

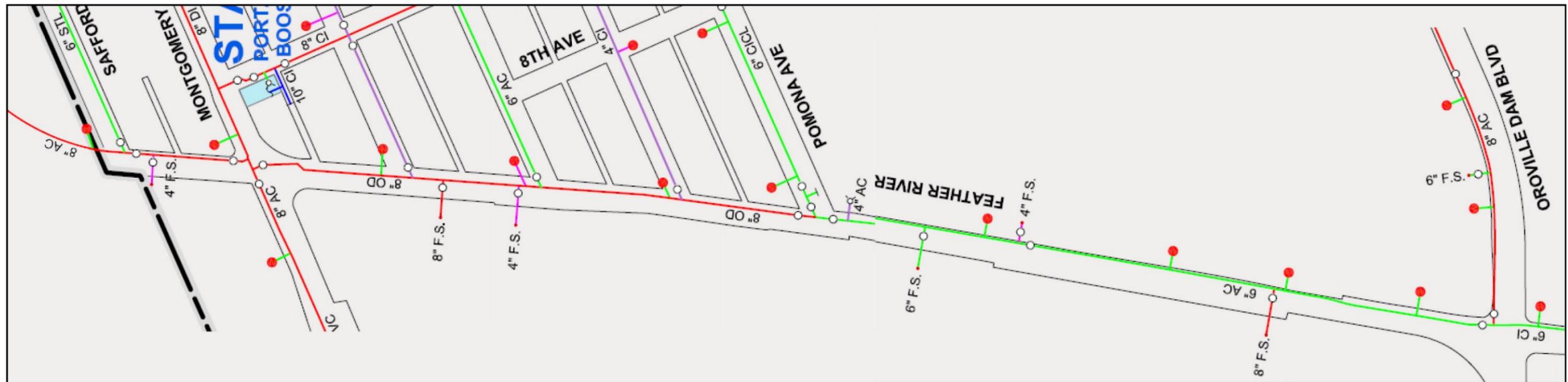


Figure 12 – Existing Water System

Existing Gas and Electric

The existing primary and secondary electrical system along the Feather River corridor is owned and operated by Pacific Gas and Electric. Correspondence with the PG&E service coordinator indicates that the existing infrastructure is sufficient for current gas and electric needs. All development of adjacent properties will require utility service applications. At that time PG&E will determine the adequacy of existing infrastructure relative to the demands of the proposed development. If deficiencies are found to exist, PG&E will provide for infrastructure expansion to the proposed service point. Determination of the adequacy of the existing infrastructure is beyond the scope of this study due to the unknown demands of future developments. Appendices C through G are PG&E Gas and Electric Distribution Maps for the project area.

Street Lights

Figure 13 locates and identifies all street lighting in the project area. As the figure illustrates, existing poles along the Feather River Boulevard project area are galvanized steel located in a fairly uniform pattern. While lighting in this manner is sufficient for travel and public safety, it misses an opportunity to provide a strong and distinguished identity at the Montgomery Street intersection as a gateway to the City.

The galvanized steel poles are also consistent with Heavy Commercial use as most of the corridor is zoned but does not provide pedestrian scale light poles for the overlapping Medium Density Residential properties north of Mitchell Avenue and the General Plan proposed Mixed Use properties near Oro Dam Boulevard.

It is understood that the existing street lights are adequate for safety and that the City is in the process of updating some lights with LED lamps. Alternate decorative lighting is recommended if there is an opportunity for them through the right of way of future developments or street improvements.

Decorative light poles or lighted bollards could be installed at regular intervals between the galvanized poles or a program could be put in place to replace the galvanized poles in groups over a given time period. The galvanized poles could be used at other locations in the City. The objective is to line the corridor with historic style lighting that will match existing areas of downtown and provide an ambiance that will attract more pedestrian use of the boulevard. This also offers an opportunity to light the gateway to downtown along Montgomery Street and provide a strong identity consistent with goals specific to downtown.

Additional lighting could occur as accents to illuminate signs and monuments at the intersection of Montgomery Street and Feather River Boulevard and at a potential roundabout at Mitchell Avenue. Electrical connections could also be provided at landscape medians for seasonal street tree lighting.



Pole Style

- Galvanized Steel
- Wood

Figure 13 – Existing Street Lights

Existing Landscape



MATCHLINE - SEE PLAN VIEW, BELOW



MATCHLINE - SEE PLAN VIEW, ABOVE

SYMBOL	DESCRIPTION	SYMBOL	DESCRIPTION
	PROPERTY LINE		EXISTING CITY R.O.W. LANDSCAPE
	EXISTING CURB, GUTTER AND SIDEWALK		EXISTING PRIVATE PROPERTY LANDSCAPE
	EXISTING DRIVEWAYS		
	EXISTING TREE		

Figure 14 identifies existing landscape in the project area. Existing landscape primarily consists of parkway planters and singular tree planters, or tree wells. Parkway strips are on average four-foot wide and include sporadic street trees and sparse ground cover or shrub plantings. As shown in the Design Elements section of this Revitalization Plan, additional street trees are proposed in a center median planter and between existing trees along the City Right of Way. Additional landscape will also be acquired through street frontage of future development along the Feather River Boulevard according to City Development Code.

Existing Site Photos



View from Hwy 70 at Montgomery Street off-ramp.

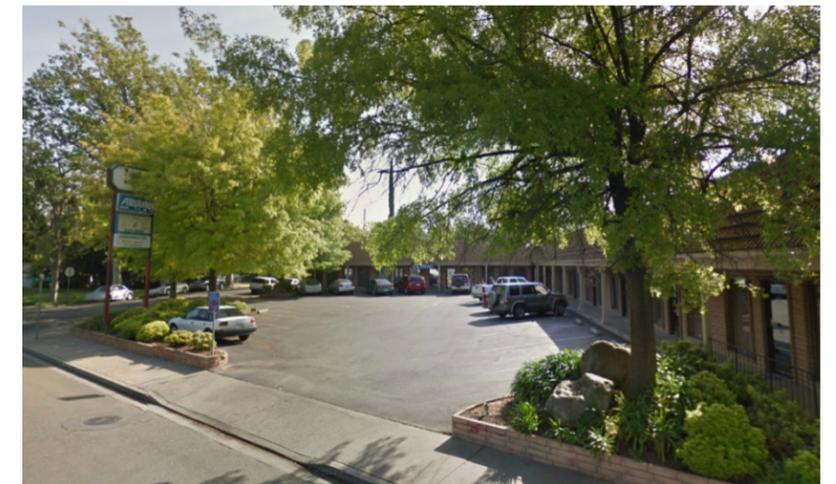
Note tall business signs visible from freeway, seven total in project area, all at intersections of Oro Dam Blvd or Montgomery Street intersections, with the exception of one mid-block sign for Staples.



One of seven hotels in the project area.



One of three gas stations in the project area.



Three sample photos of landscape improvements along the Feather River Boulevard that were developed with standards that meet or nearly meet the City's current Landscape Code 26-13.050. The properties that most uphold to these standards occur between Bird Street and Pomona Avenue. Key elements that occur here include street trees that line the boulevard and planters at the back of walk. An ideal layout would have been to include a planter between the street and the sidewalk.



This set of photos represent commercial or service related business along the boulevard with asphalt drive isles or parking areas in the City right of way that would be required to be landscaped if improvements were to occur under existing City Landscape Code. Parking lot shade trees and building perimeter landscape would also be required. These properties present an opportunity to include right of way landscape when the City improves the boulevard streetscape or property owners apply to the City for property improvements. See Figure 16 Streetscape Improvements for right of way landscape improvement opportunities along the boulevard.



Staples, Applebee's, Tractor Supply Company and a Sear's Hometown Store occupy a large retail center at the south end of the project boundary near Oro Dam Boulevard.

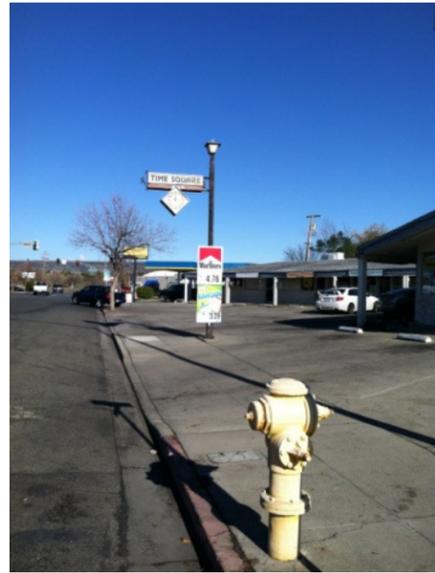
Oroville Outdoors is located behind the shopping center and is a great example of properties or portions of deep lot properties that work well to advertise along Highway 70 but are not visible from their access point on Feather River Blvd.



There is also a multi-unit building within the shopping center. Most of the units are vacant.

Vacant lots are in front of the Staples store.

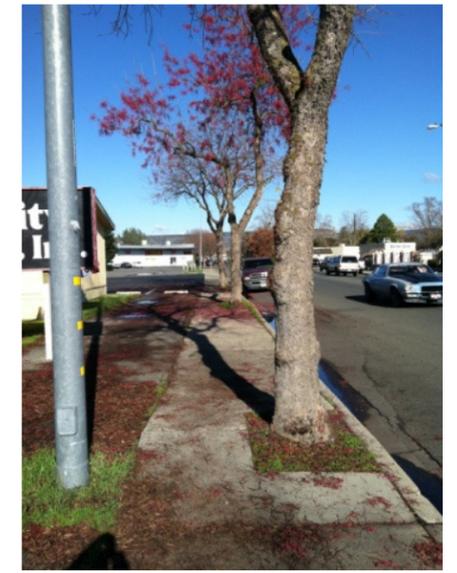
Small office building across from retail center.



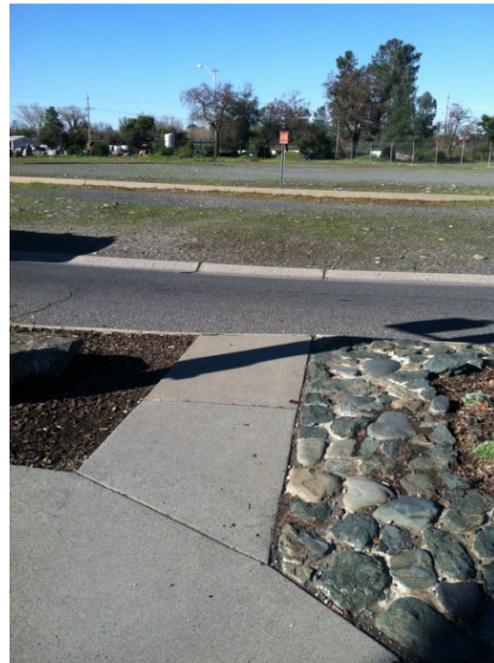
Examples of streetscape with more sidewalk than is necessary.



Lack of sidewalks at south end of boulevard.



Inadequate sidewalk and planter size



Inaccessible crossing at Oro Dam Blvd



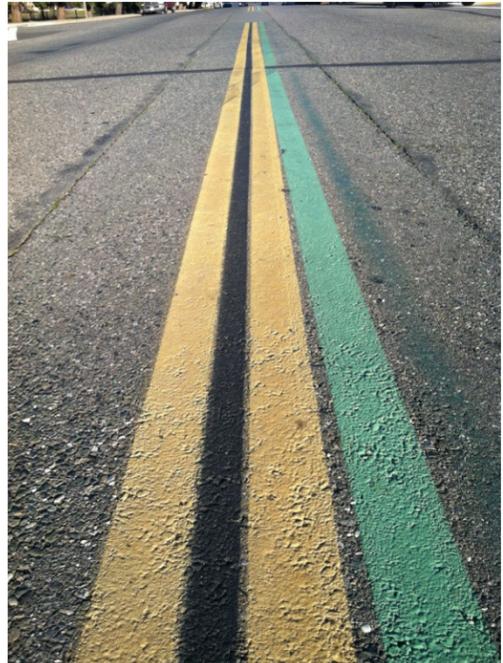
No sidewalk turning west onto Oro Dam Blvd.



Bike lanes do not currently exist along the Feather River Blvd study area.



Examples of existing landscape and tree lined portions of the project area.



Examples of existing gateway treatments on Montgomery Street and the beginning of the green line historic tour of the City. The Greenline Tour starts at Montgomery Street near Highway 70 and leads visitors to historic attractions throughout Oroville, including the length of the Feather River Blvd study area.