

August 2021

BARBER YARD REVITALIZATION

HISTORY & CONTEXT

Chico, California

GONZALES
DEVELOPMENT
C O M P A N Y
UDA

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1. Introduction

- Meet the Team
- Background
- Project Timeline

2. Neighborhood Observations

- Existing Conditions Analysis

3. Vision & Defining Principles

- What does the place want to be?

4. Framework

- How does the site work?

5. Discussion

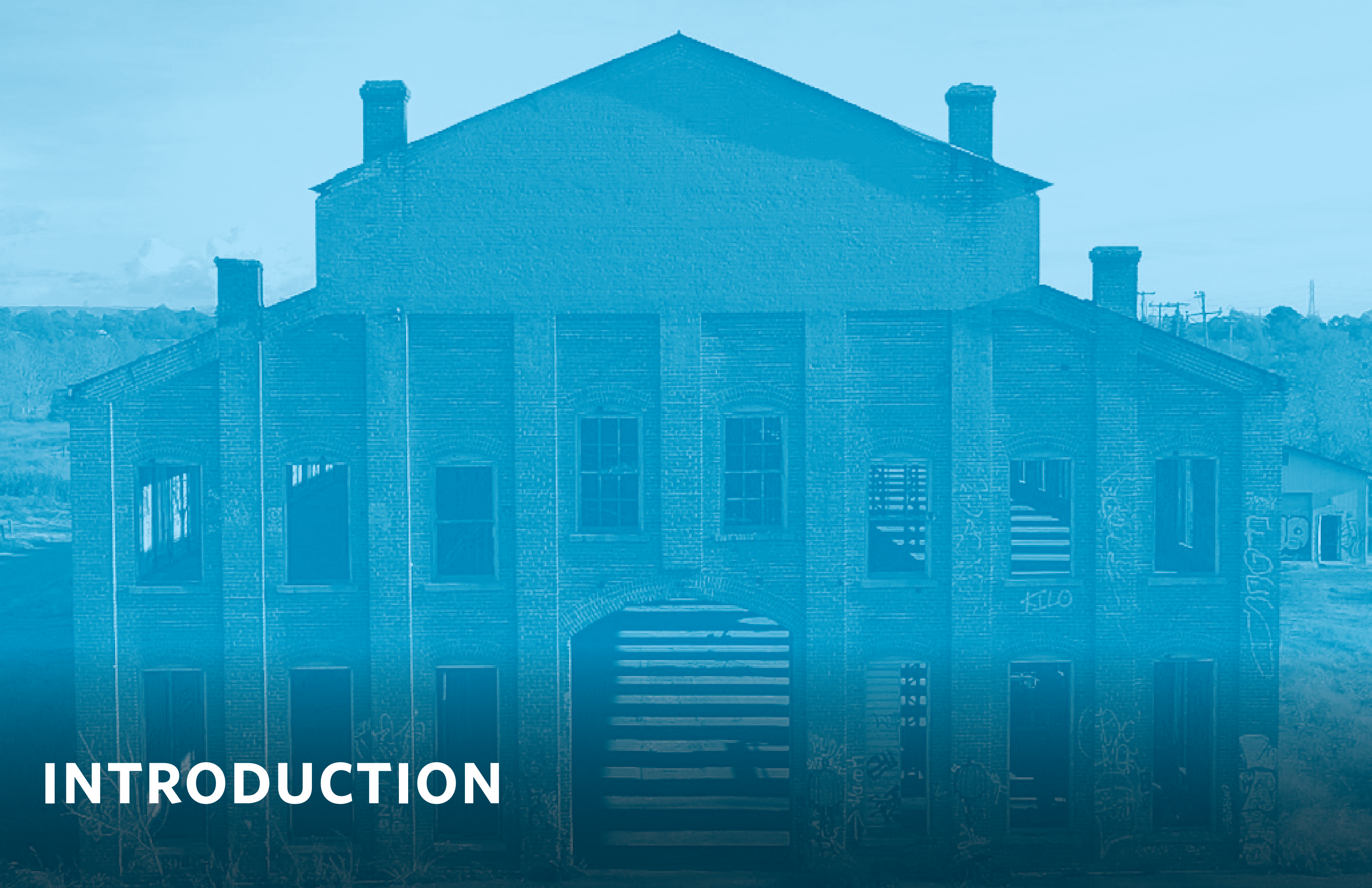
CONTENTS



- During the presentation, we will mute everyone.
- This presentation will be recorded and posted on the website. The break out discussions will not be recorded or publicly posted.
- We will provide an opportunity for questions and comments at the end of the meeting using the Chat feature.
- During the group break out room discussions, your audio will be unmuted so that you can share your thoughts and ideas.
- If you experience any technical difficulties, you can communicate with our meeting host through the Chat feature. Our host will be closely monitoring the chat throughout the entire meeting.

MEETING PROCEDURES





INTRODUCTION

Gonzales Development Company plans to **revitalize Barber Yard as an extension of the Barber Neighborhood and a celebration of the site's history.** Consistent with the City of Chico's General plan, we anticipate a mix of housing, neighborhood amenities such as parks and trails, and ancillary destination commercial uses.

We look forward to working with the Barber Neighborhood Association and existing neighborhood residents in crafting a more detailed vision.



- **UDA**
 - Community Engagement Specialists & Planners



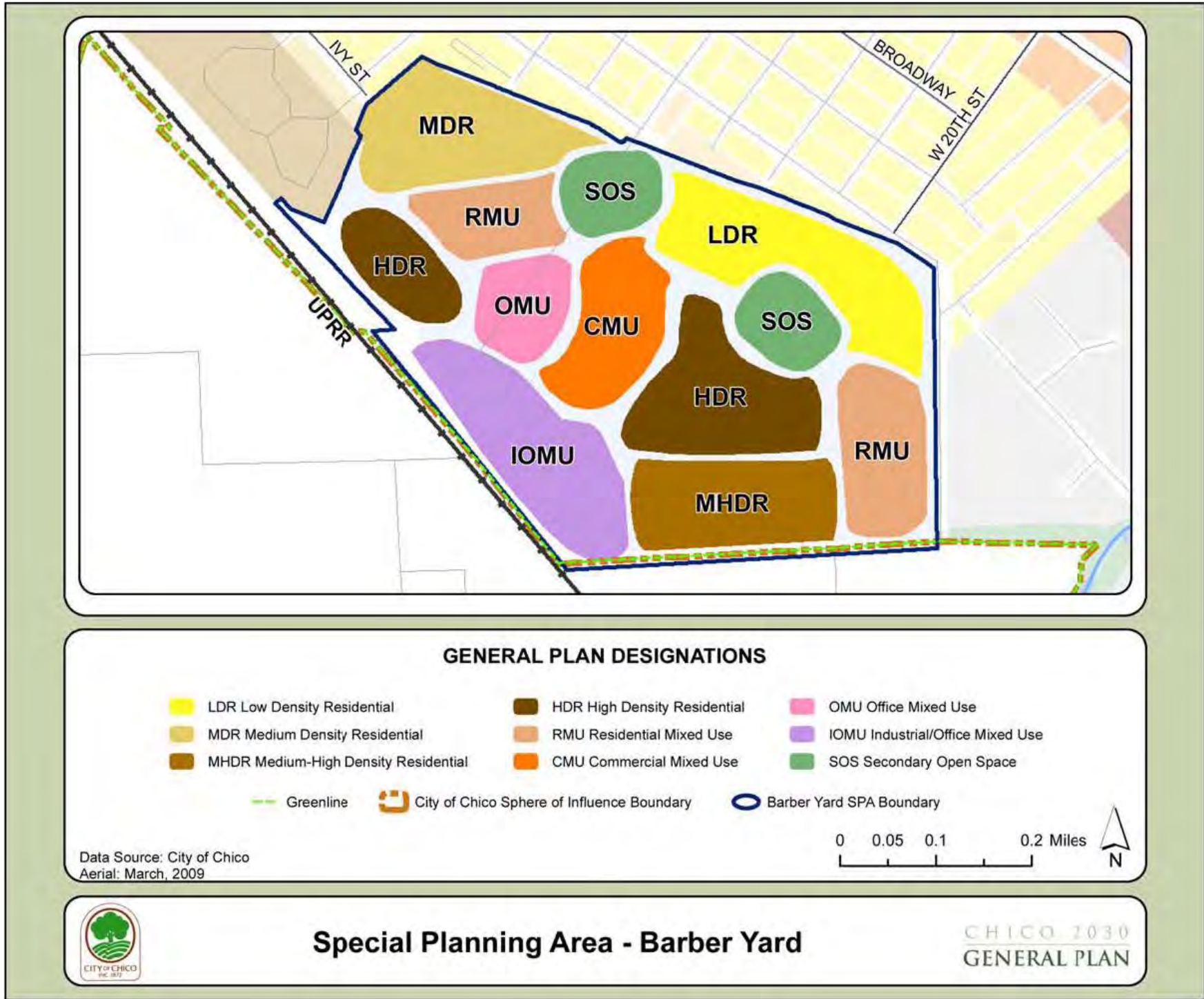
- **NorthStar**
 - Engineers & Architects



- **Melton Design Group**
 - Landscape Architects

GONZALES DEVELOPMENT COMPANY & CONSULTANTS

Special Planning Area	Acreage	Dwelling Units	Non-Residential Square Footage
Barber Yard SPA	±112 Acres	1,096	403,882



DEVELOPMENT POTENTIAL FOR SPECIAL PLANNING AREAS

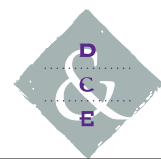
Special Planning Area	Acreage(1)	Dwelling Units	Non-Residential Square Footage
Bell Muir SPA	251	644	N/A
Barber Yard SPA	112	1,096	403,882
Doe Mill/Honey Run SPA	1,287	2,095	374,247
North Chico SPA	377	1,899	1,070,225
South Entler SPA	238	949	1,348,754
Total	2,265 acres	6,681 units	3,197,109 sf

(1) Excludes estimated right-of-way

SOUTHWEST CHICO NEIGHBORHOOD IMPROVEMENT PLAN



The City of Chico | December 2008



DESIGN, COMMUNITY & ENVIRONMENT

INTRODUCTION

1

B. PARK AVENUE VISIONING STUDY

The 1994 Chico General Plan, as amended, identifies Park Avenue as a potential component of a ring transportation corridor. In 2002, the Park Avenue Visioning Study was undertaken for the City of Chico to define a vision for Park Avenue north of East 22nd Street and address the future of Park Avenue over a 15- to 20-year horizon. The study imagined future growth along the corridor as being interrelated to the intensification of bus service.

Using input from a community process, the Vision Study identified four component themes for the Park Avenue Corridor:

- ♦ **Community Character:** Ensure that future development makes Park Avenue a unique place.
- ♦ **Pedestrian Scale:** Reintroduce a scale of development that enables Chico residents in the neighborhoods on either side of Park Avenue to safely co-exist with the automobile-oriented nature of Park Avenue.
- ♦ **The Park Avenue Relationship with Chico:** Envision the Park Avenue Corridor as a unique neighborhood that is well integrated into the fabric of the City of Chico.
- ♦ **New Development:** Develop Park Avenue in a manner that implements the Vision. Figure 1-2 illustrates a three-dimensional view of the prototypical building types envisioned for new development along the corridor.



The 1200 Park Avenue Senior Apartments and the street improvements around it were built following the Vision Study's design guidelines.

This Neighborhood Plan expands on the recommendations of the Park Avenue Visioning Study to address how Park Avenue and the surrounding neighborhood can support each other in a socially and economically sustainable manner.

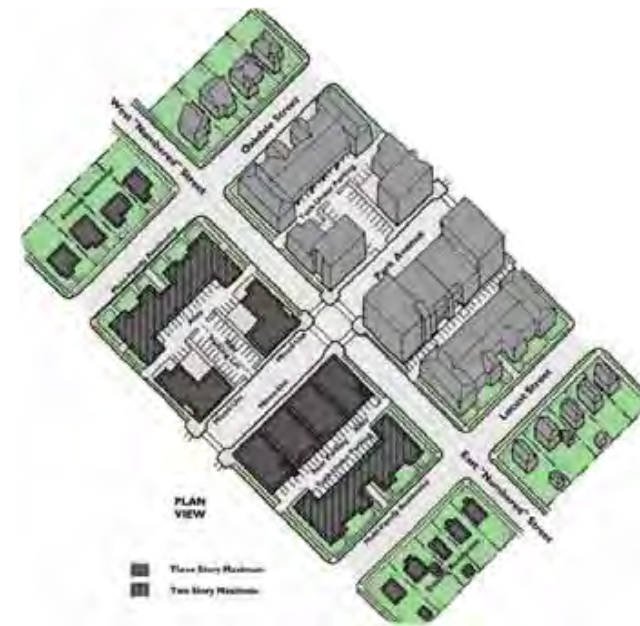
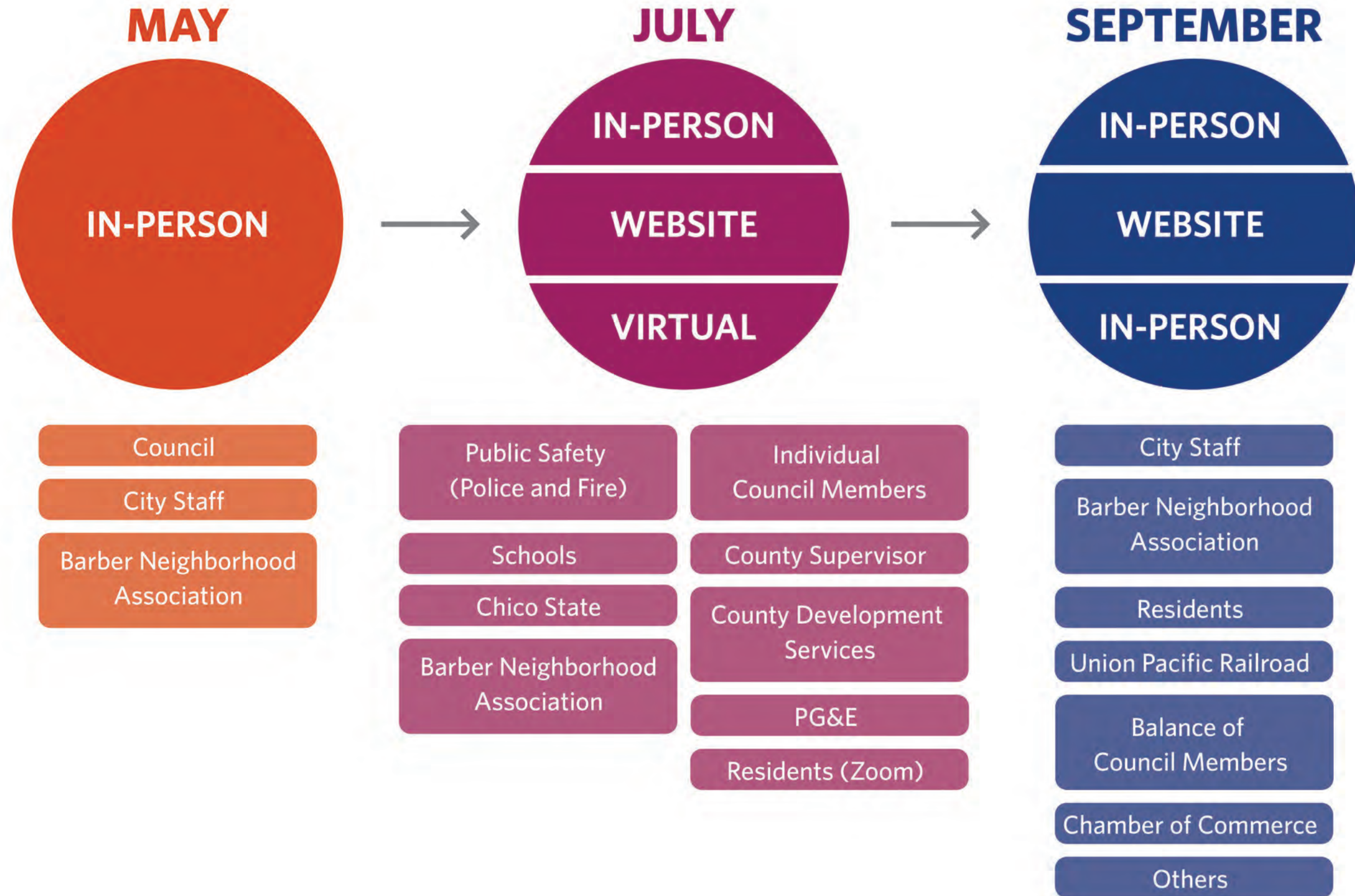


Figure 1-2. Conceptual Building Types from the Park Avenue Visioning Study.

NEIGHBORHOOD PLAN GOALS AND OBJECTIVES

- Create multiple automobile, bicycle, and pedestrian linkages between new development in Diamond Match and the Barber Neighborhood
- Provide common open space as an amenity for new and existing neighborhoods
- Facilitate regional bicycle connections
- For residential uses that are proposed, new development should adhere to the Proposed Design Guidelines in Appendix A and should relate to and enhance the diversity of architecture in the existing Barber Neighborhood
- If industrial or light industrial uses are proposed, avoid intermixing industrial and residential circulation networks





COMMUNITY ENGAGEMENT



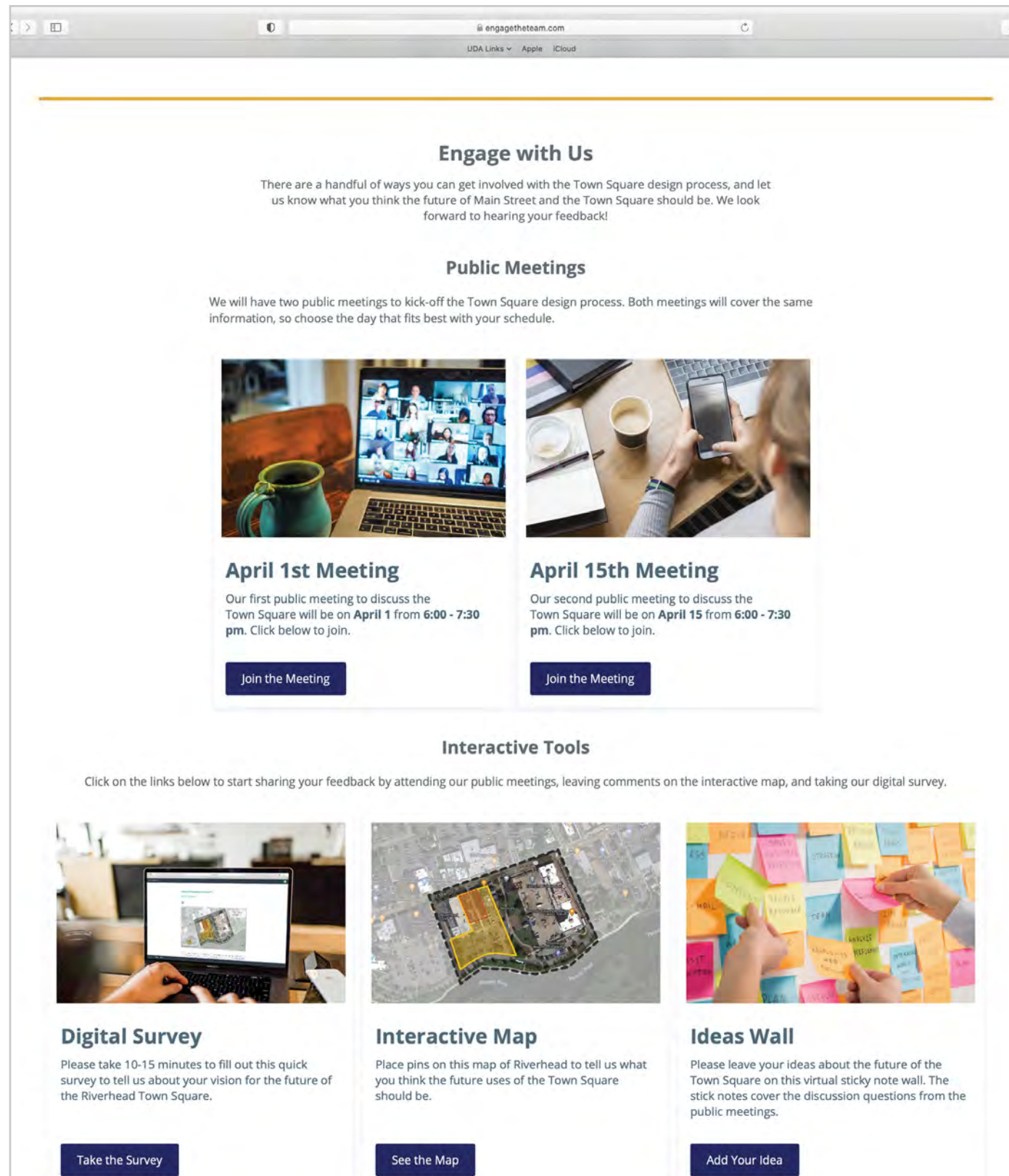
PROJECT TIMELINE

ENGAGEMENT TOOLS

- Interactive Map
- Ideas Wall
- Online Surveys (2)
- Public Forums (2)
- Stakeholder Meetings

FEEDBACK LOOPS

1. Establish Scope of Project
2. **Listen to the Community & Stakeholders**
3. Begin Preliminary Design
4. Present Design and Gather Feedback
5. Revise Design
6. Present Design and Gather Feedback
7. Revise Design
8. Present Final Concept Design
9. Determine Next Steps

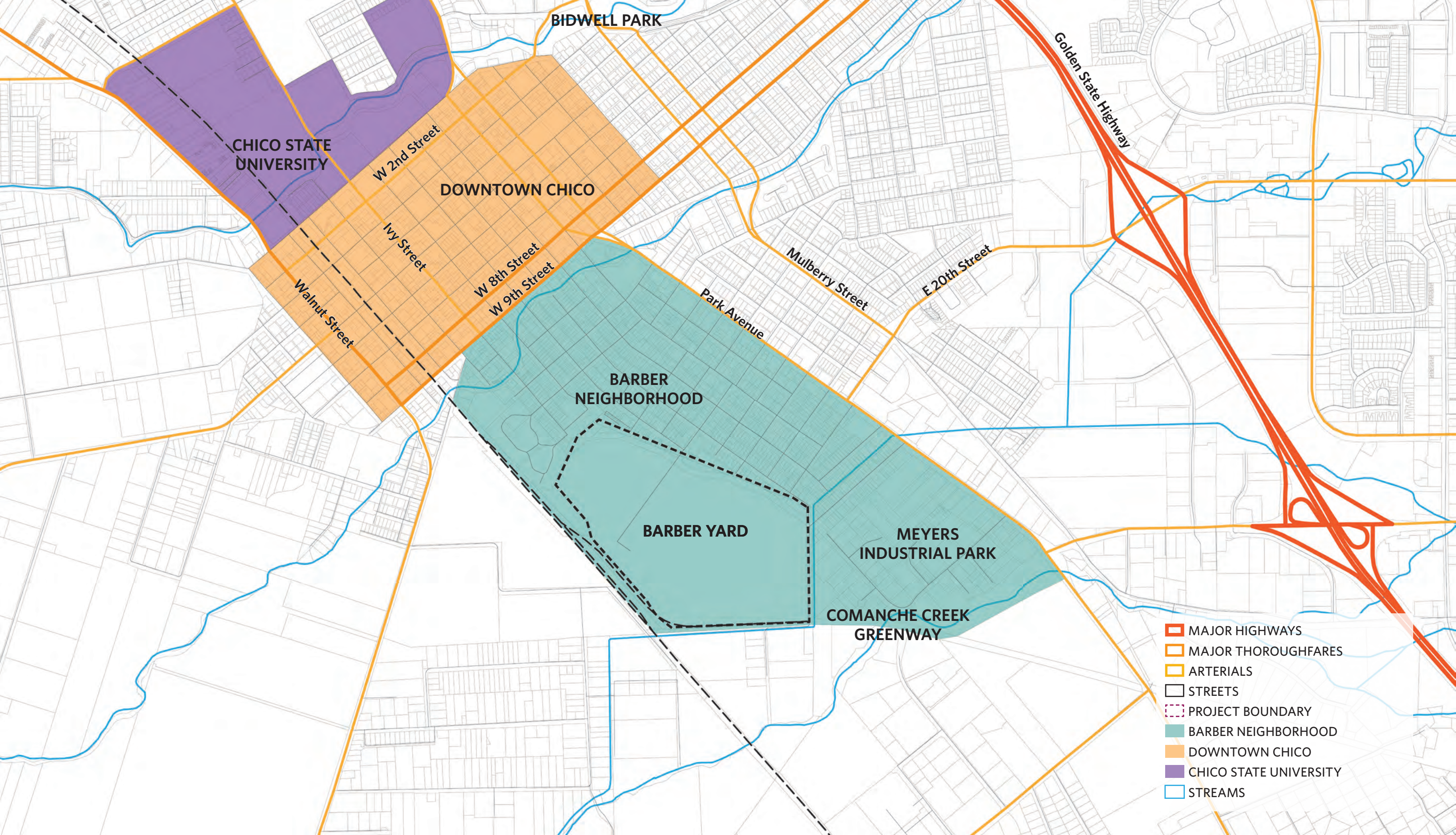


Project Website — Primary Forum for Project Updates/Meeting Links/Etc.

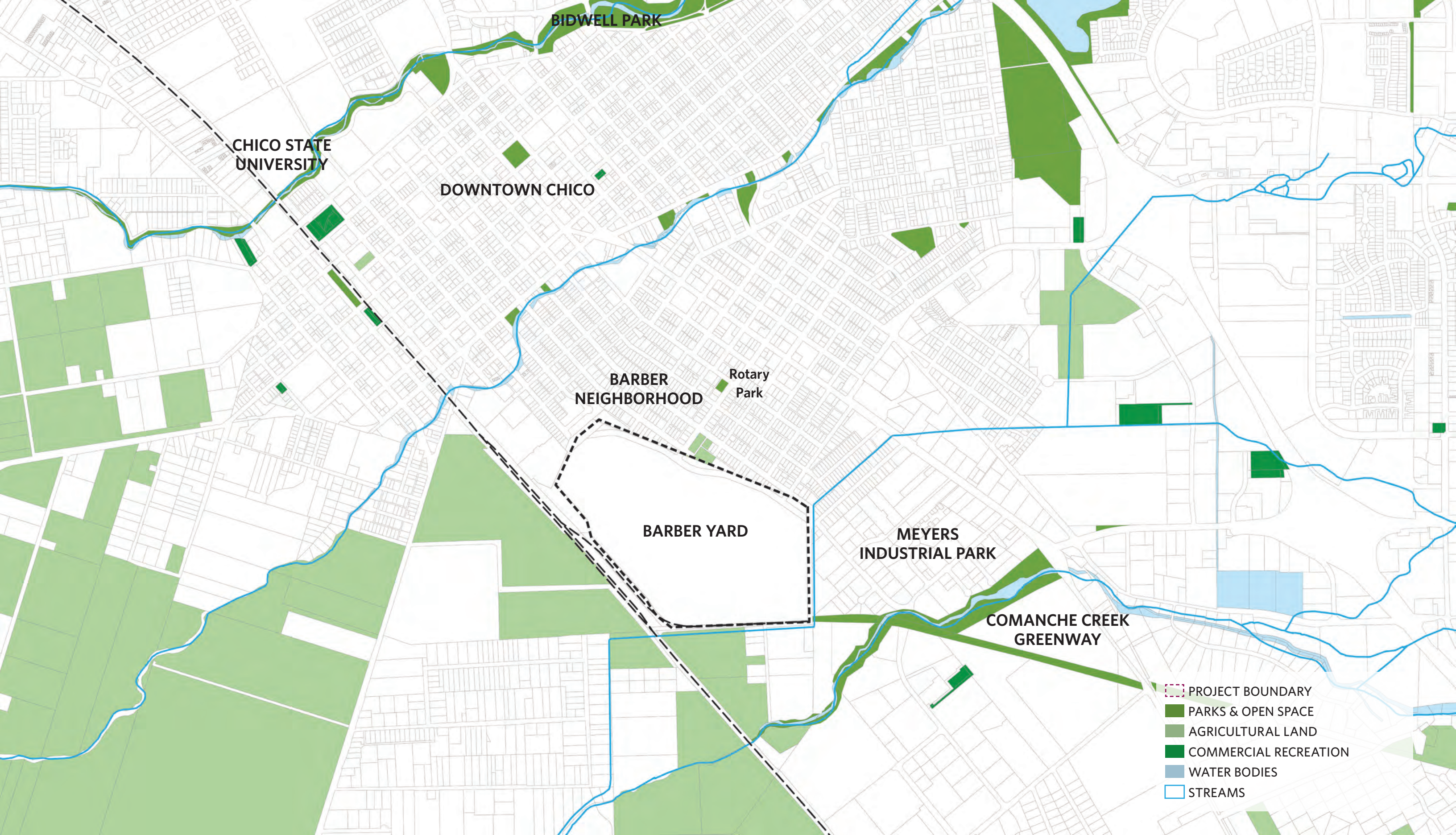
FEEDBACK FORMATS



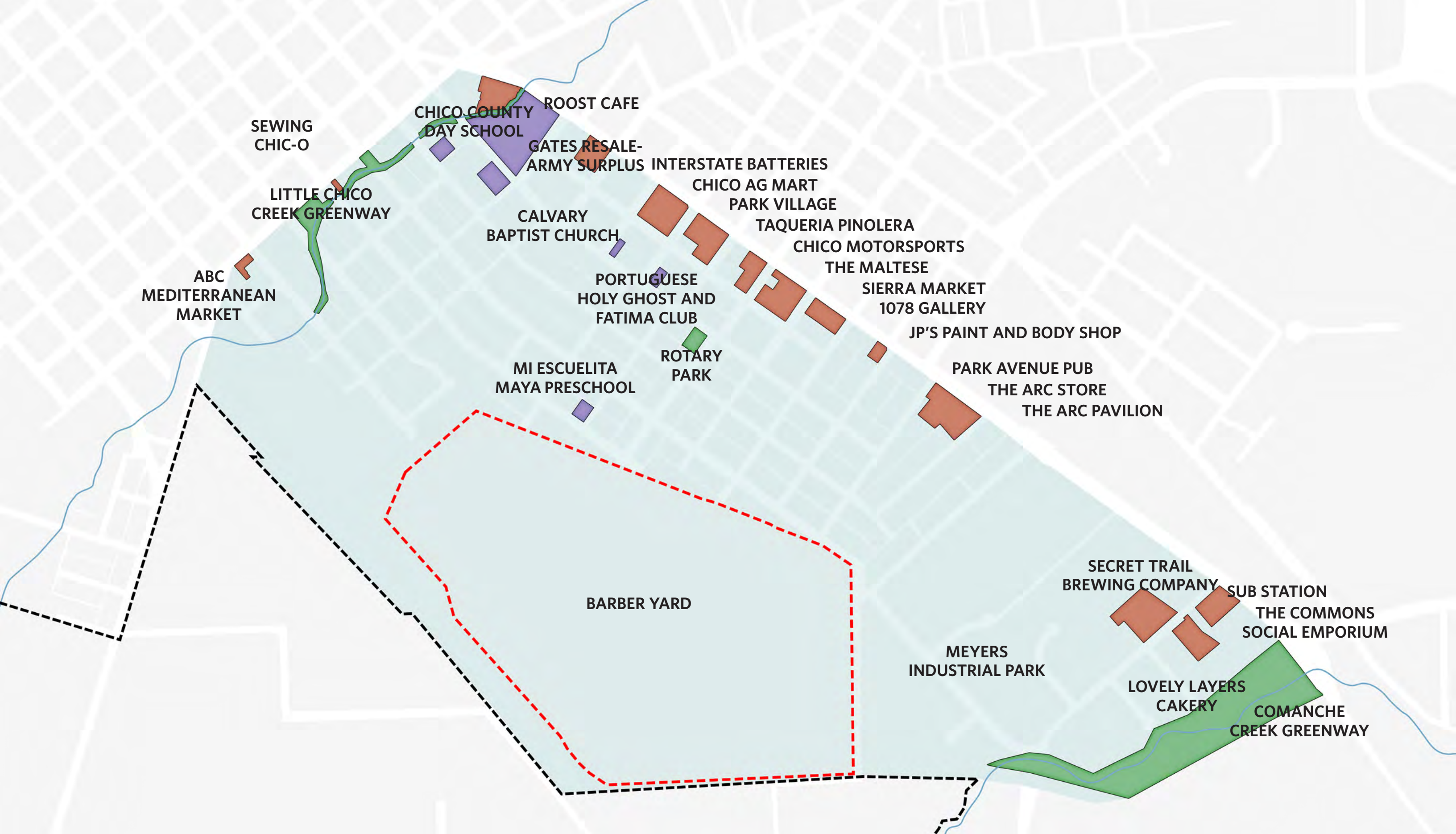
NEIGHBORHOOD OBSERVATIONS



SITE & SURROUNDING CONTEXT



OPEN SPACE

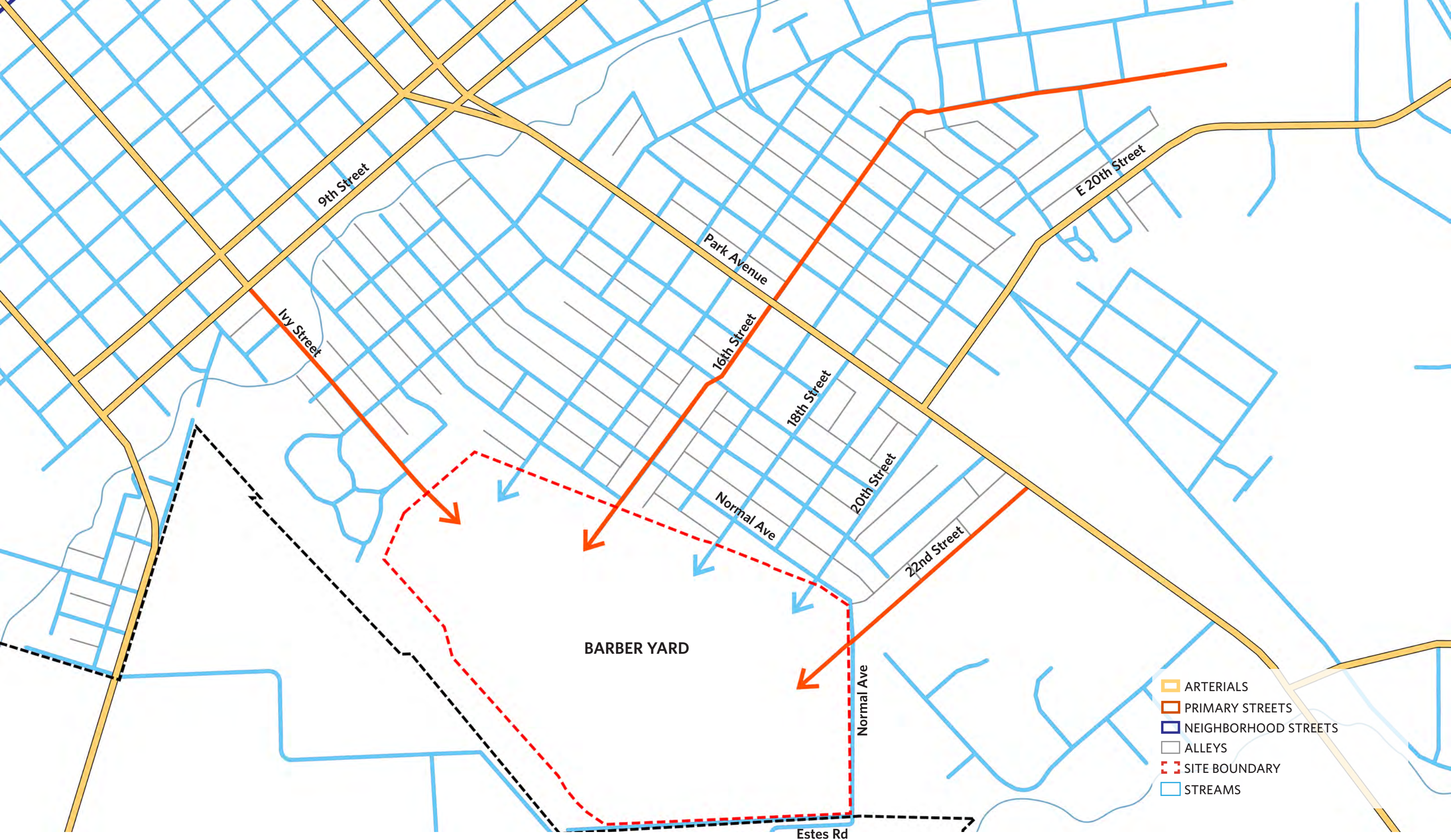


MIX OF USES

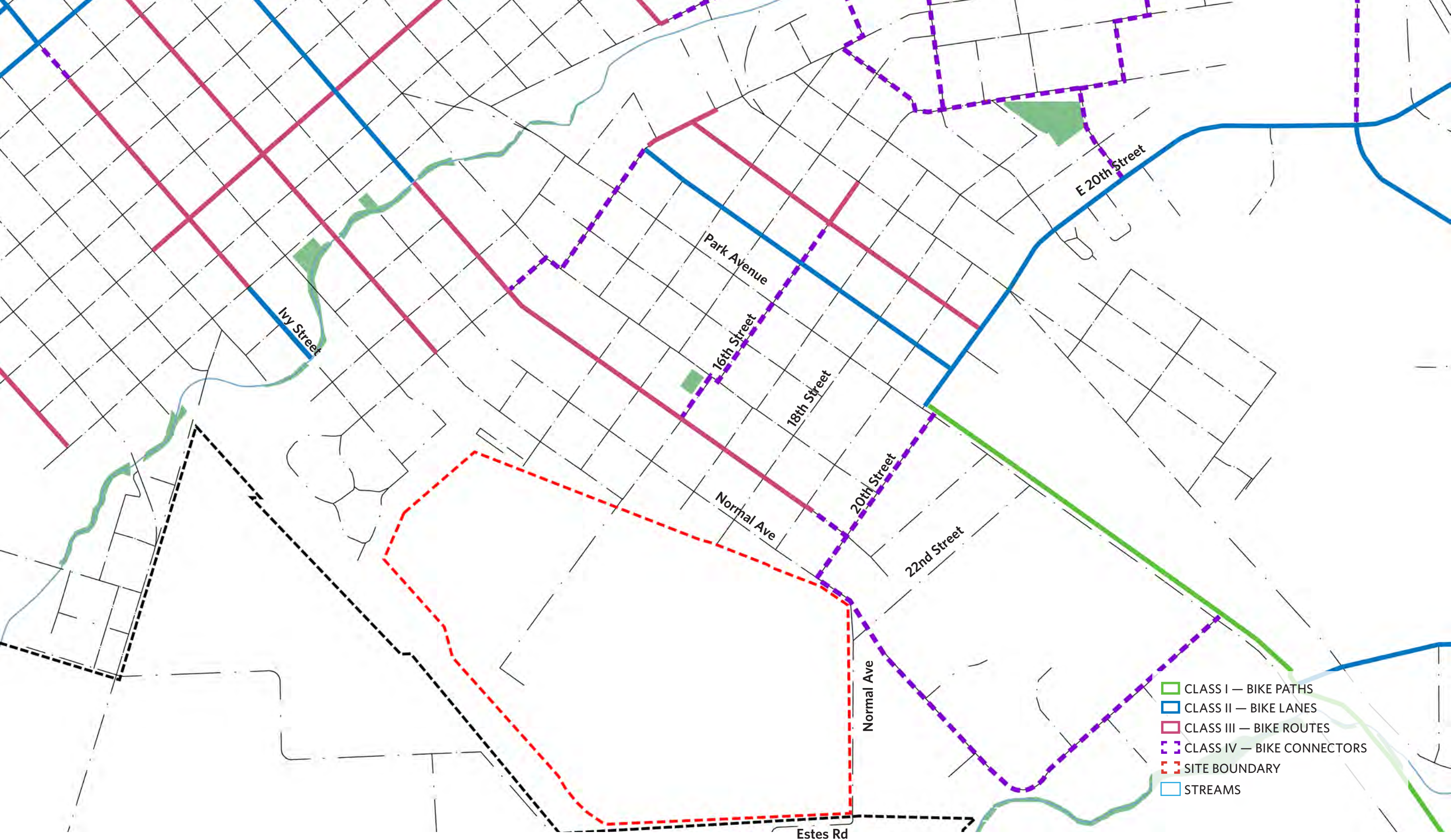


BUILDING FOOTPRINTS

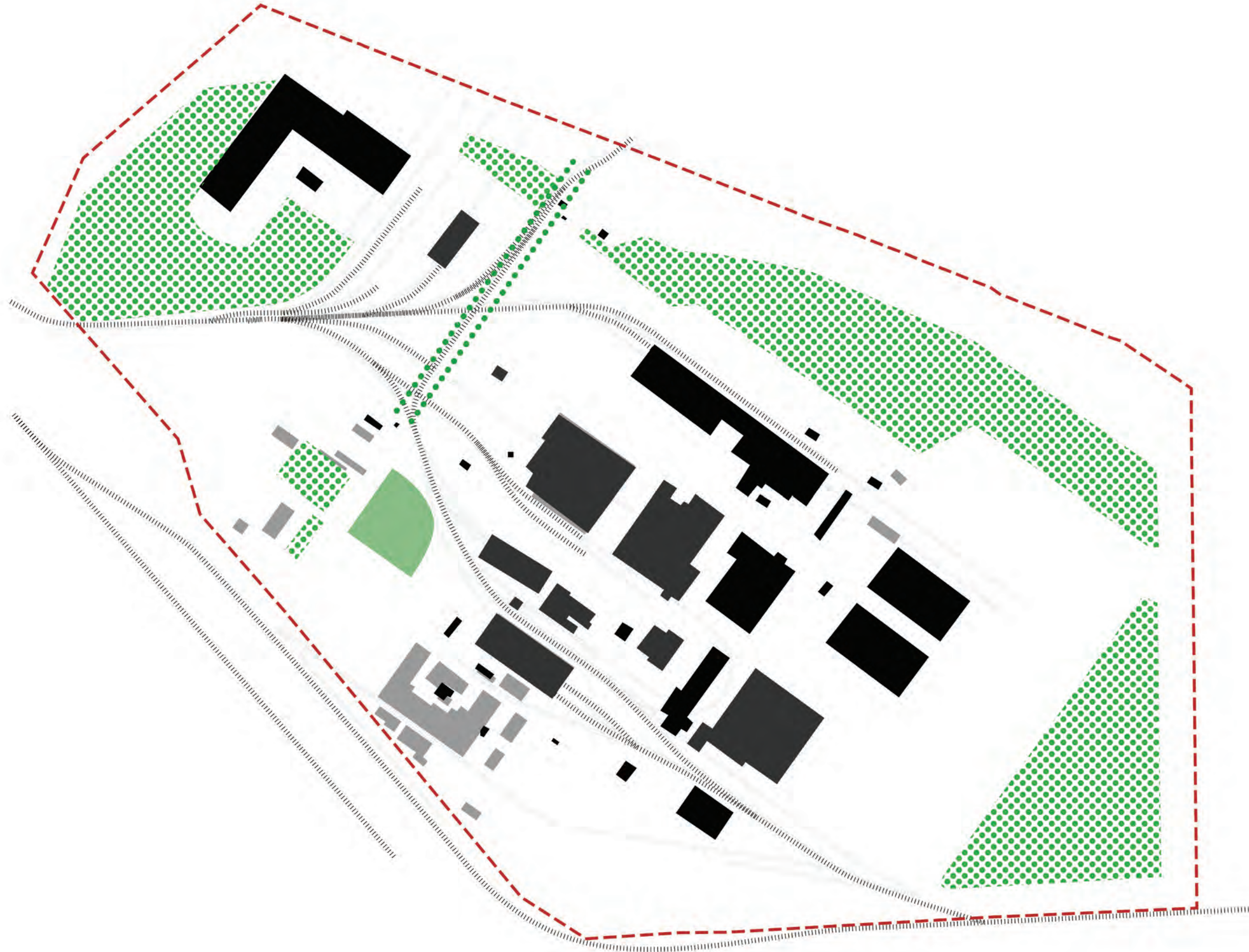




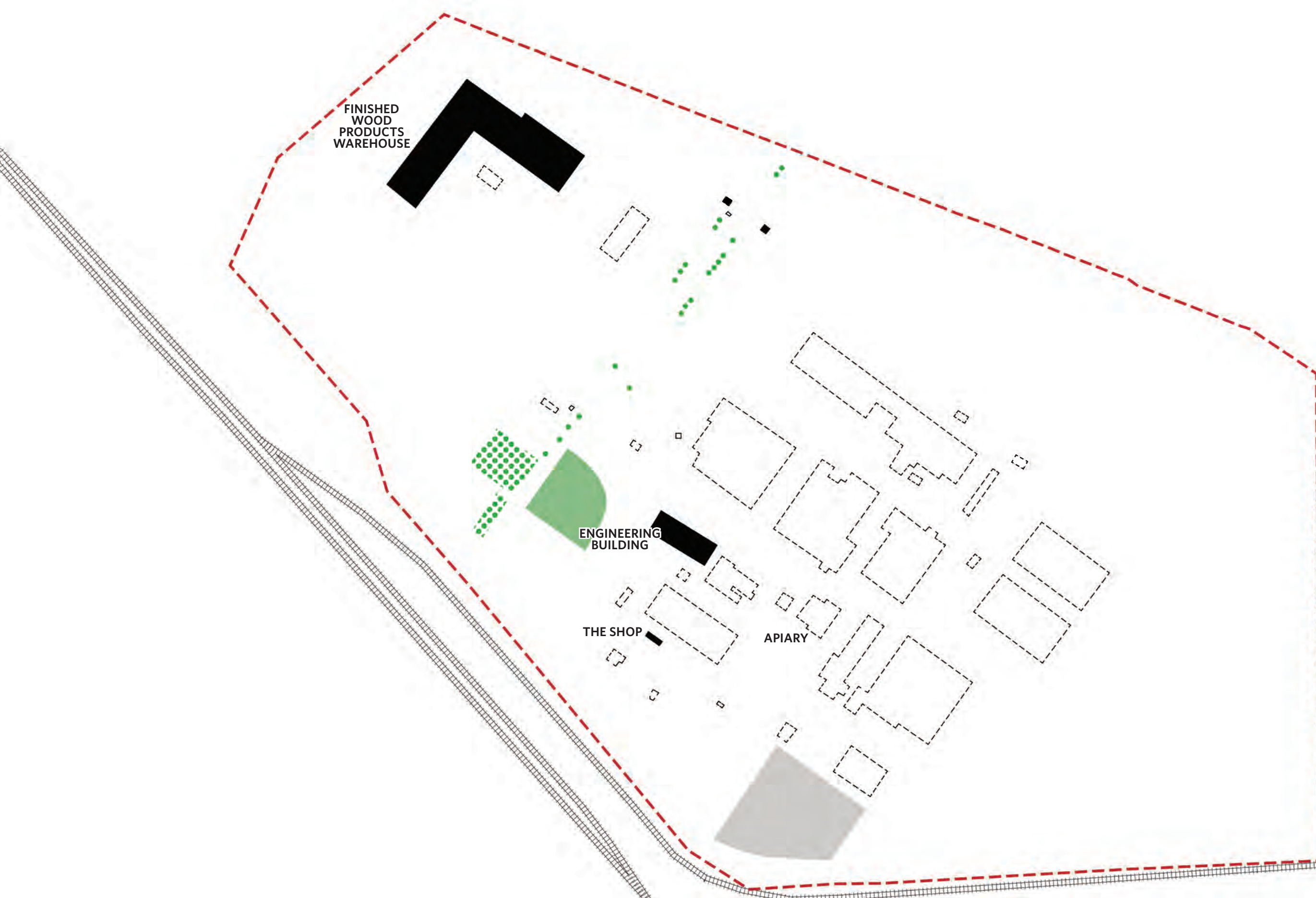
STREET NETWORK



BICYCLE NETWORK



THEN (1921-1984)



NOW (2021)



- Cameras
- Lighting
- Sightlines — 1 to 8 feet — no obstructions
- Security fencing along Union Pacific ROW
- Brush and debris removal

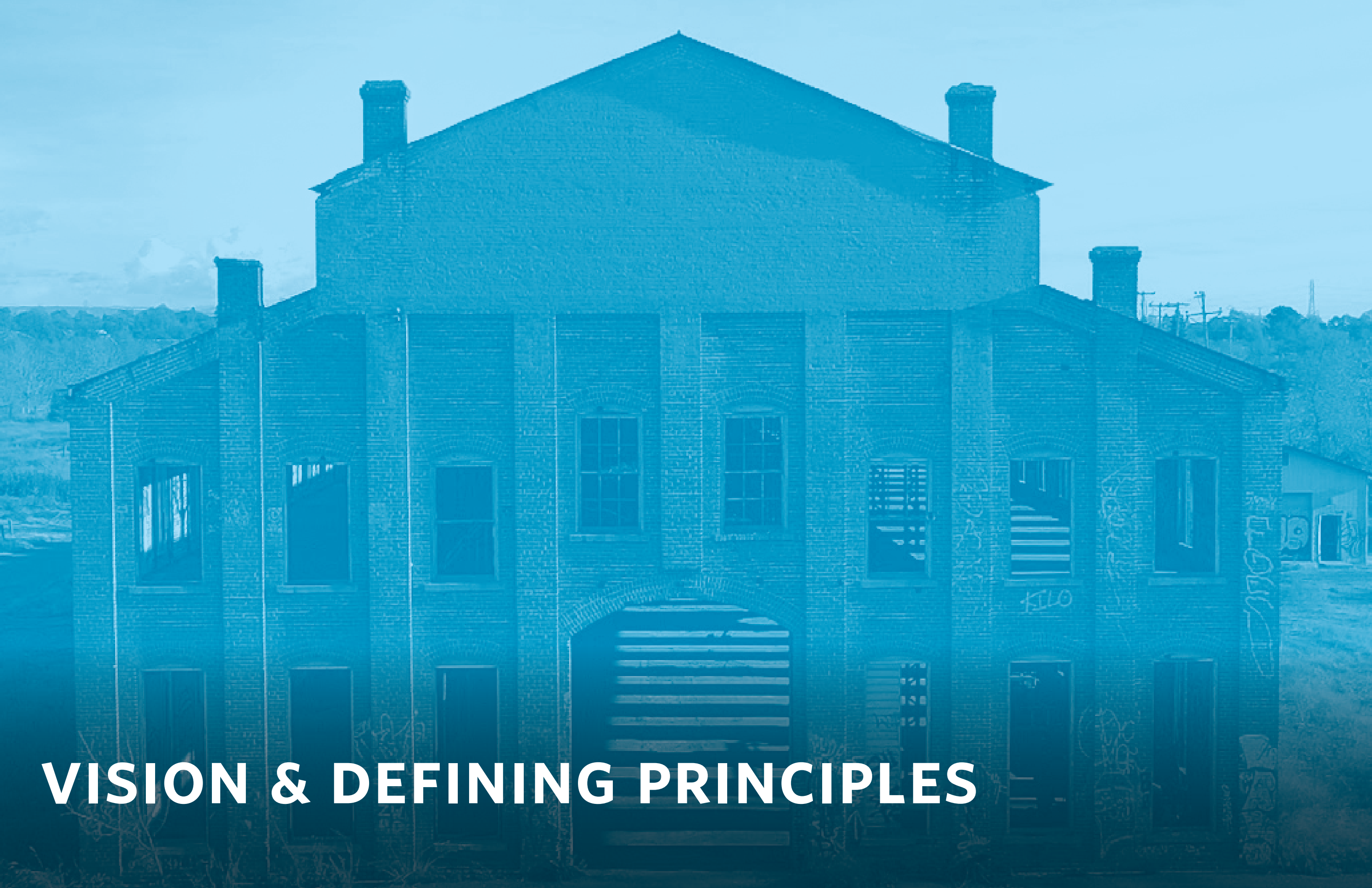
NEAR-TERM SECURITY/WILDFIRE RISK MITIGATION

NEXT STEPS

- California Environmental Quality Act (CEQA) requires full and complete analysis of any potential hazards. This will be done as part of the EIR for the Specific Plan by an independent consultant hired by the city.
- Consultant will review all reports and formulate their own independent “complete and final” evidence-based conclusion.
- A science-based “fair argument” must be made for further testing to be mandated.
- Gonzales Development Company plans to commission additional environmental testing independent of the EIR work and testing to date.

ENVIRONMENTAL REVIEW





VISION & DEFINING PRINCIPLES

WHAT DOES THE PLACE WANT TO BE?

Based on past planning, the answer is that it wants to be an extension of the Barber Neighborhood and a celebration of the site's history.

Existing features of interest:

- Former worker housing in Barber neighborhood
- Diamond Match Factory Engineering Building
- Some building foundations, including Apiary ruins

Revitalization opportunities:

- Architecture that extends the history and aesthetic of the Barber neighborhood
- Resurrect large tree canopies into park space
- Embrace ruins and foundations into usable community space
- Resurrect old brick buildings into functional spaces celebrating the history of Barber Yard



Diamond Match Factory Sanborn Map Overlay (1921)



PROMOTE THE DISTINCTIVE BARBER NEIGHBORHOOD DNA



PRESERVE OPEN SPACE



MIX DESTINATION CONCEPTS



PROMOTE WALKING & BIKING



FOCUS ON COMPACT LIVING OPTIONS



CREATE A RANGE OF HOUSING OPPORTUNITIES & CHOICES



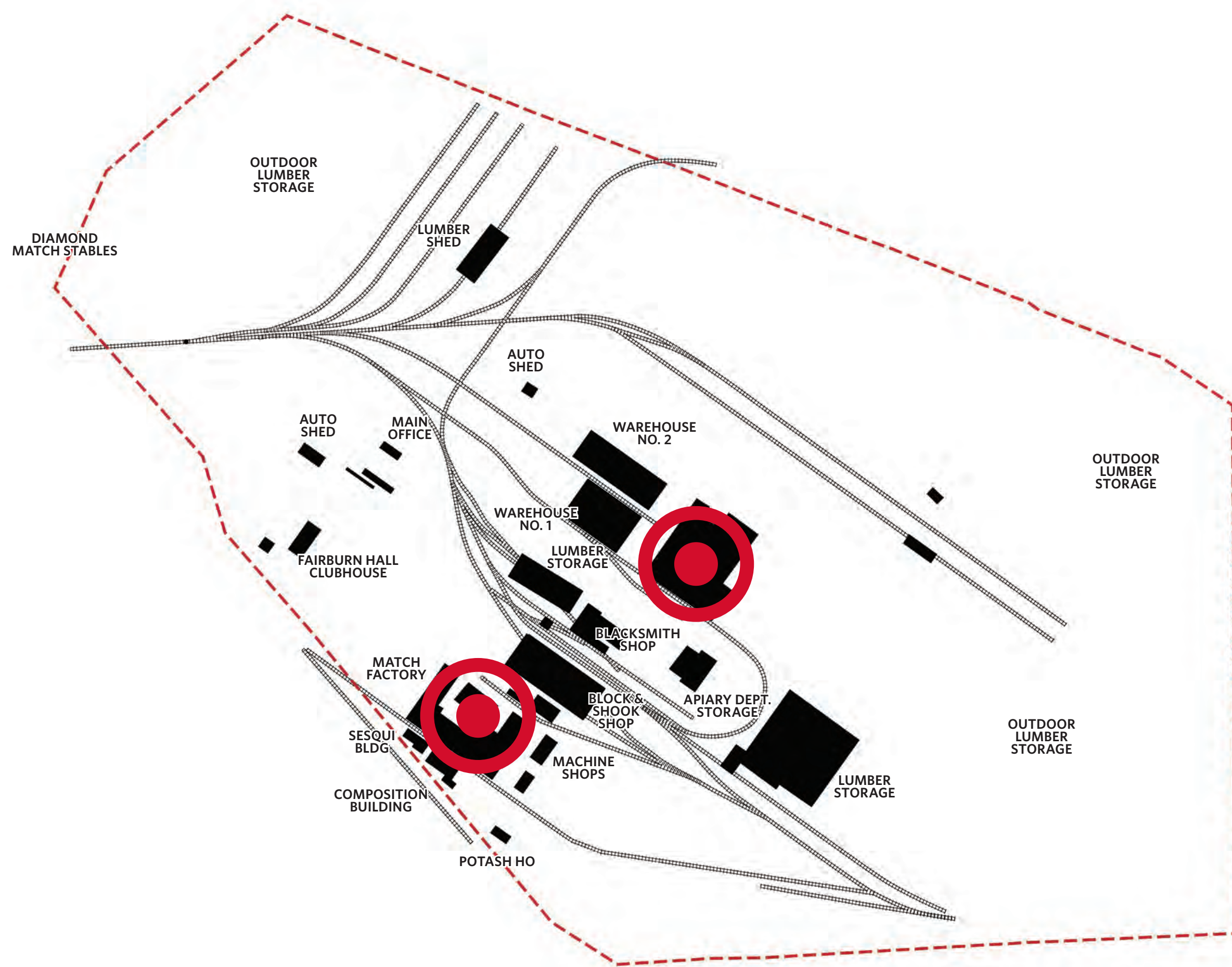
SUPPORT INFILL OVER SPRAWL



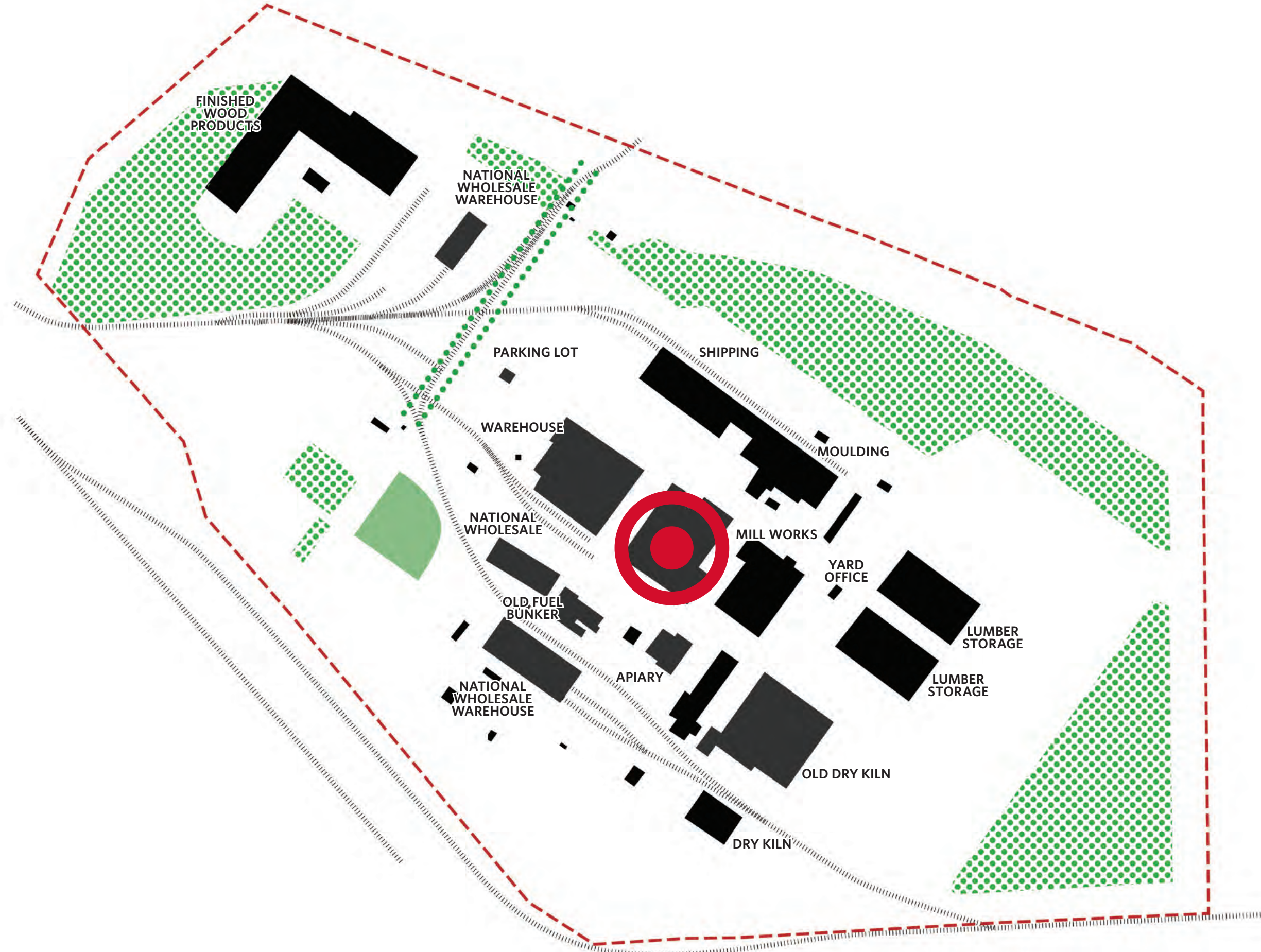
FRAMEWORK



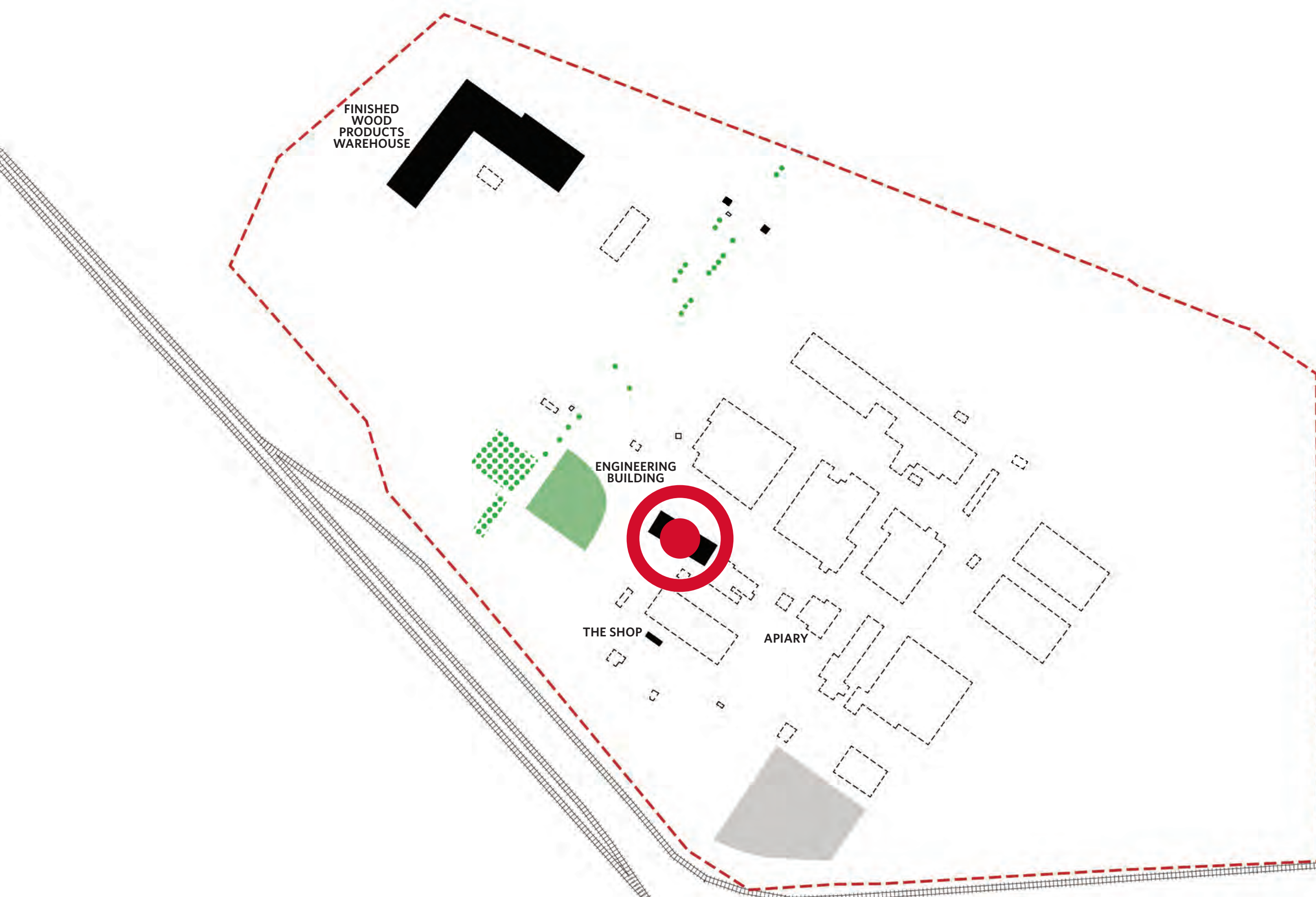
SITE AERIAL



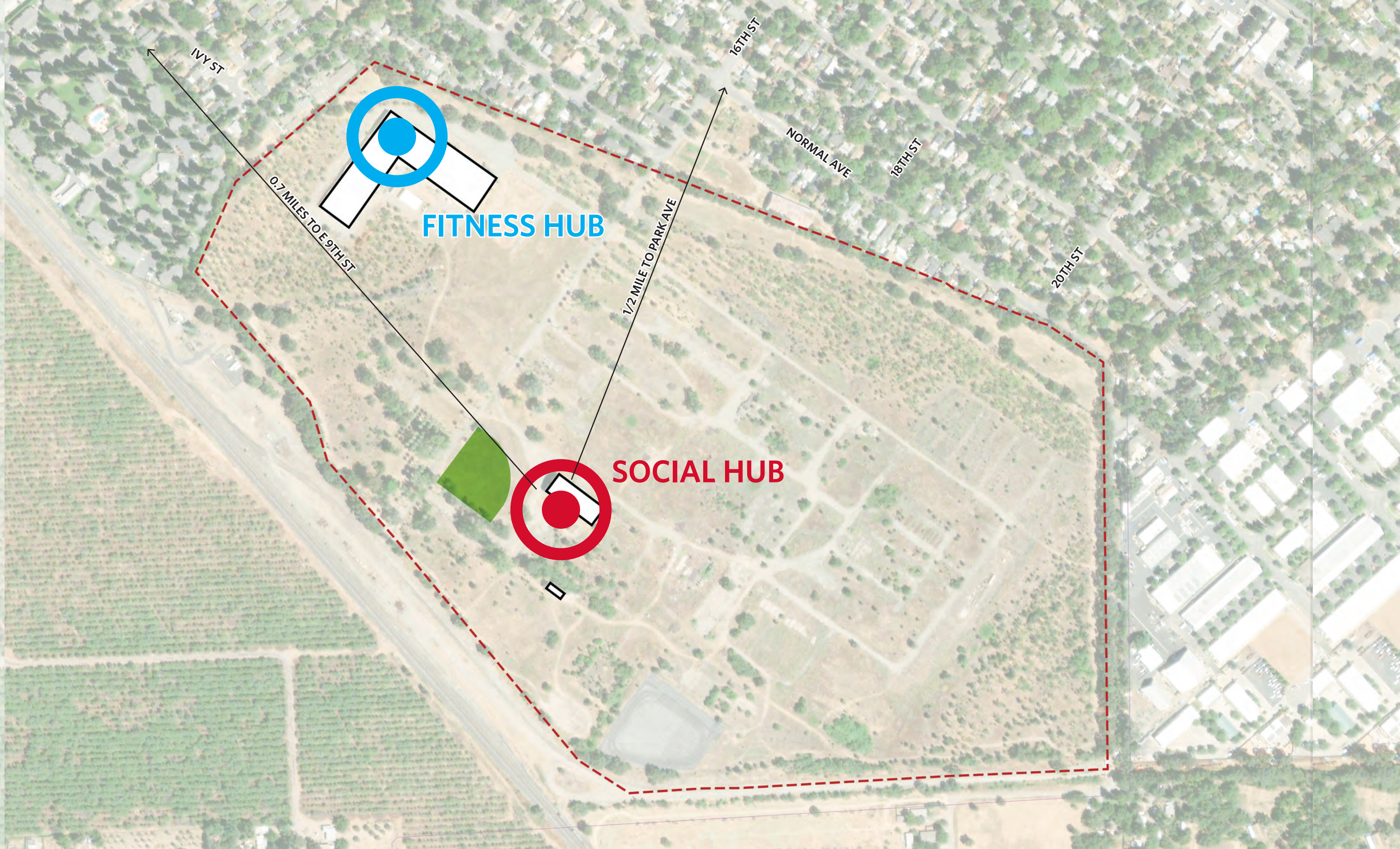
THEN AND NOW: 1921 CENTERS



THEN AND NOW: 1984 CENTER



THEN AND NOW: 2021



ANCHORS USING EXISTING BUILDINGS

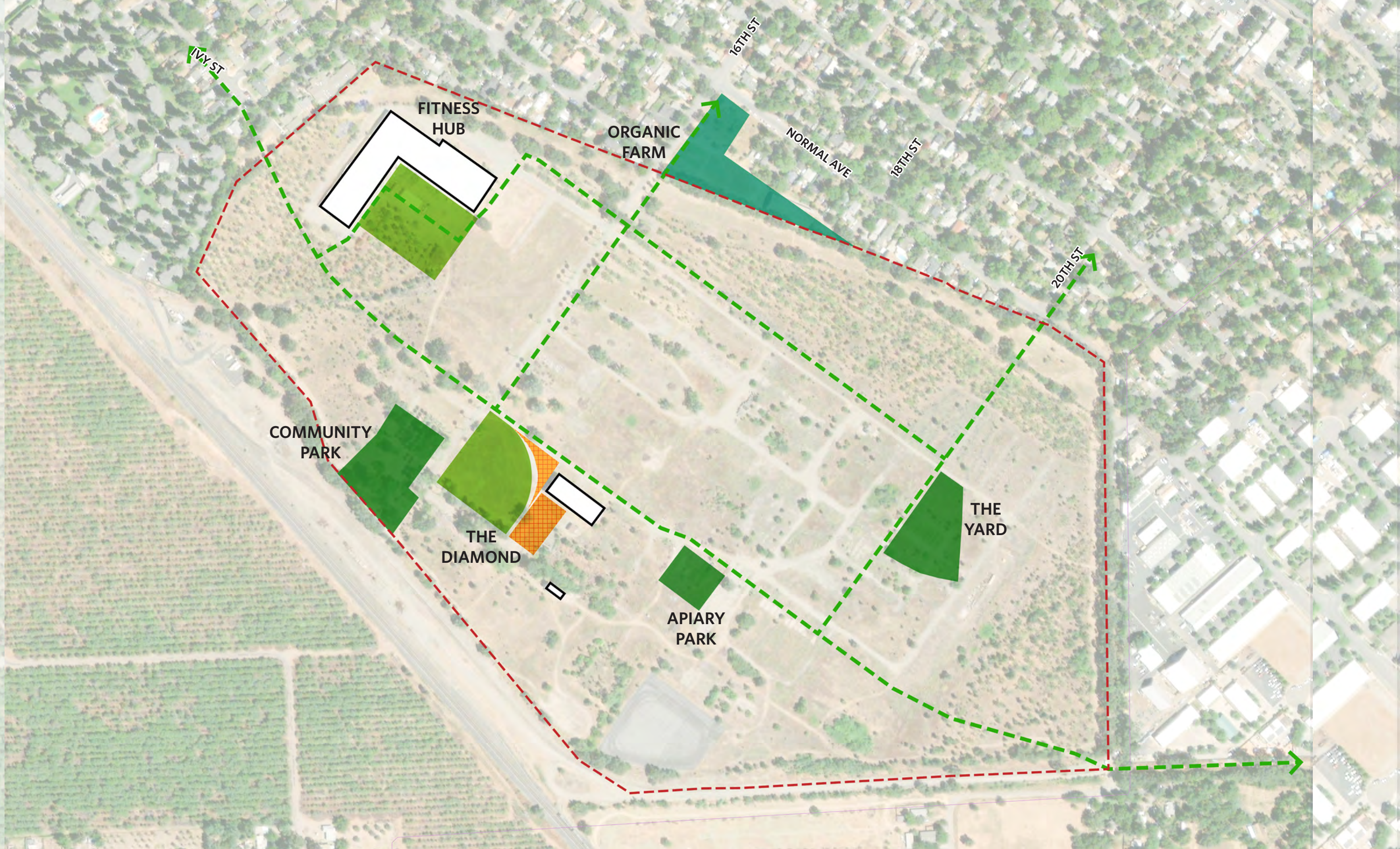


BARBER FOOD PARK (THE POP-UP)





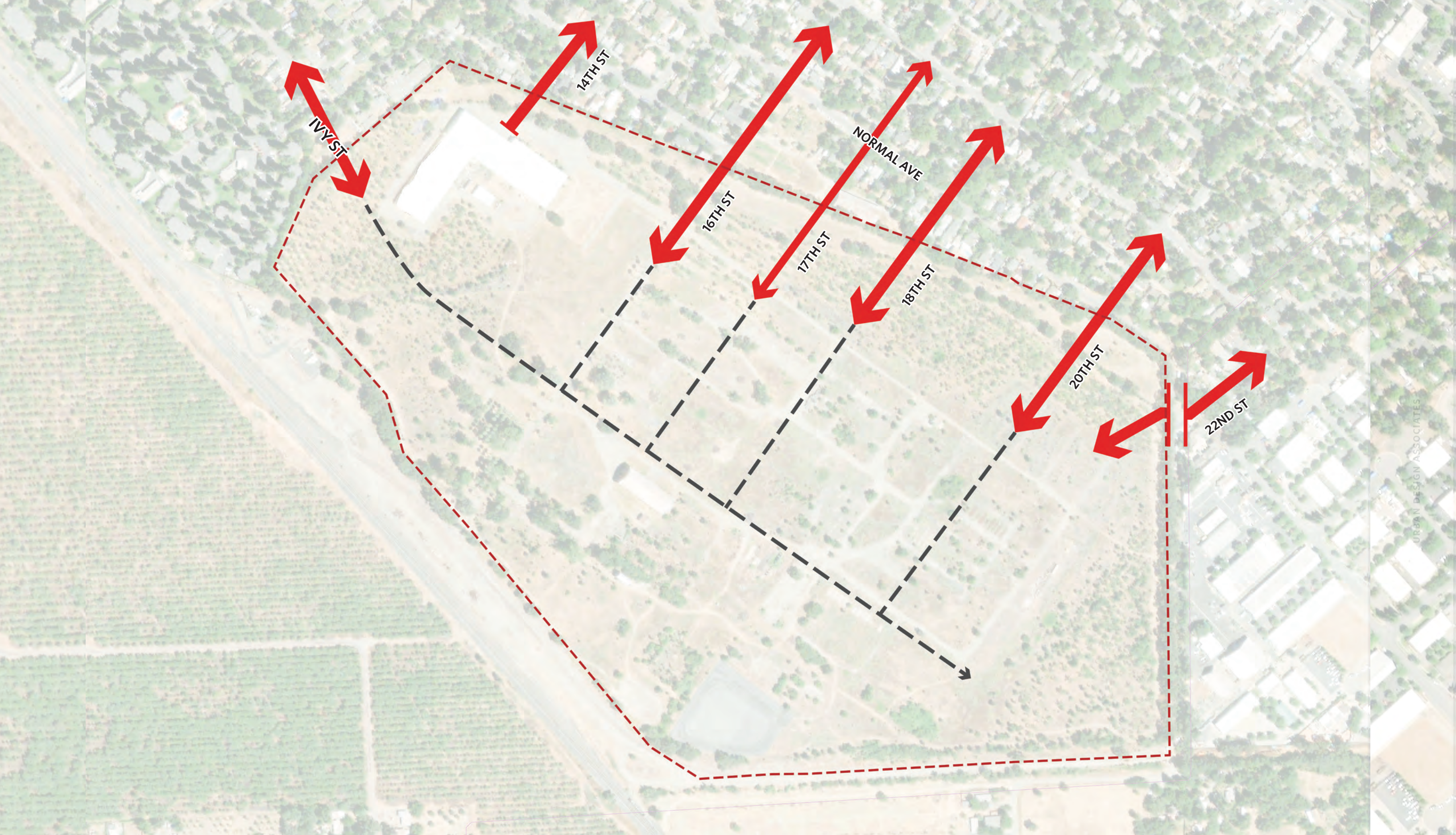




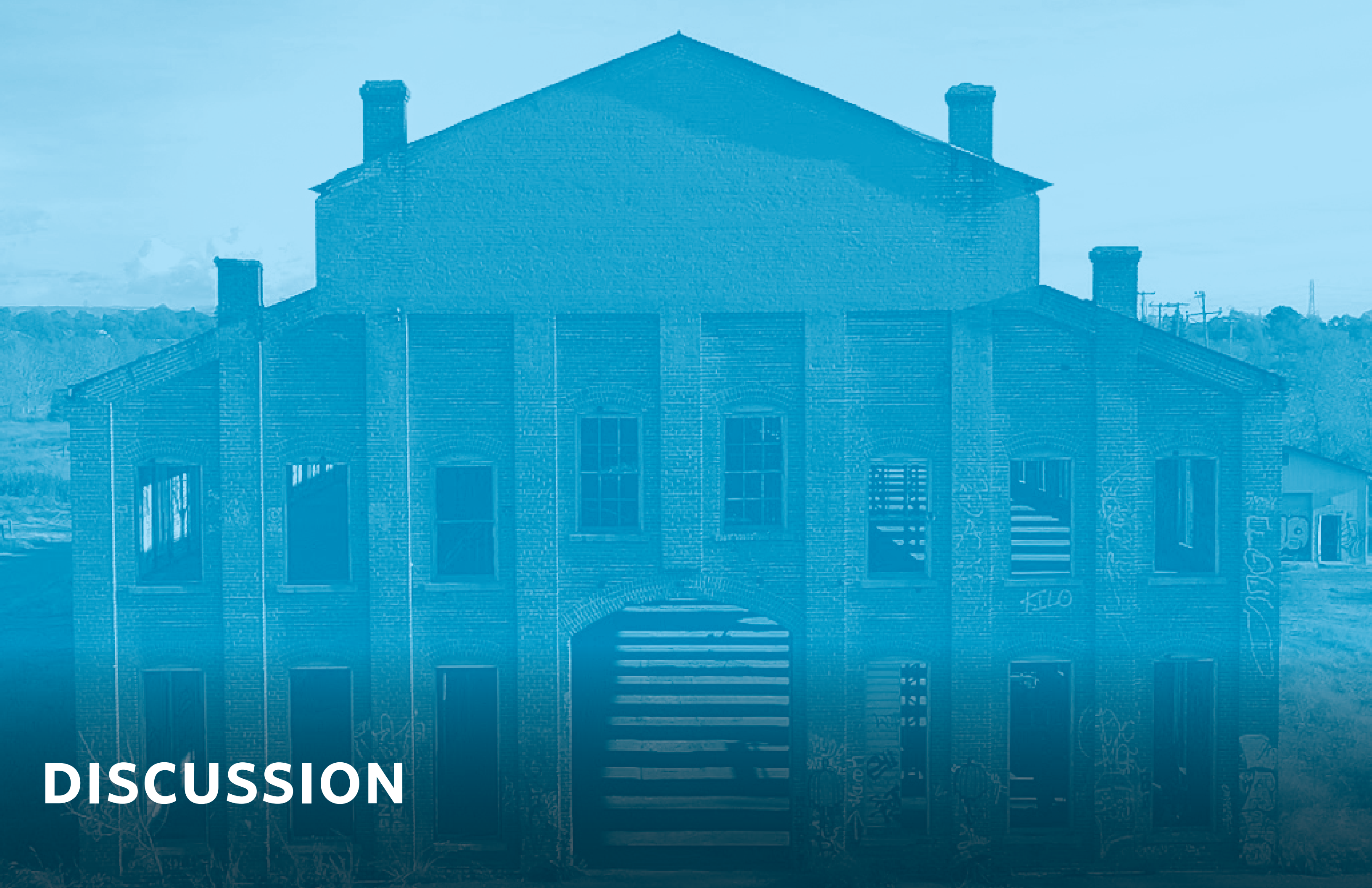
CREATING PARKS, OPEN SPACE, AND TRAILS



ORGANIC FARM



EXTENDING NEIGHBORHOOD BLOCKS



DISCUSSION

BREAKOUT GROUP DISCUSSION

- What are the *strengths* of the Barber neighborhood?
- What are the *weaknesses* of the Barber neighborhood?
- Building on the information that was presented tonight, what would you *like included* in the Barber Yard vision?

DISCUSSION



NEXT COMMUNITY MEETING

- Tentatively scheduled via Zoom
September 22, 2021 at 6:00PM
- In the meantime, please go to **www.EngageTheTeam.com/BarberYard** to subscribe to our email list, submit any additional questions you have about the project, and leave comments on the interactive map



Planning Updates Email List

Subscribe to our email list!

If you would like to be invited to upcoming public meetings and keep up-to-date on all Barber Yard Revitalization Project information, click the link below to add your email address to our contact list.

[Join the Email List](#)



Barber Yard Project Questions

Submit your questions!

If you have any questions about the project, click the button below to submit. We will be answering those questions in a Frequently Asked Questions sheet, and posting it to the website soon!

[Ask Your Questions](#)



Interactive Map

Over the course of the project we will be sharing planning concepts and design ideas as they evolve based on community input and consideration. In the meantime, take a look at where the Barber Site is in relationship to the City of Chico!

[See Project Map](#)



UP NEXT



Creating a sense of place through collaboration, context, and community.