

### INTRODUCTION

During the past months, the Downtown Committee has reviewed and given their input on draft "Guiding Principles" reflective of what we've heard and what we know thus far in the process. Those "Guiding Principles" included a wide range of big ideas, objectives, goals, specific policies, and even some implementation items. Now that the City has established nomenclature and organizational structure for the General Plan, the Project Team will be working with the Downtown Committee to present and discuss those previously identified "Guiding Principles" in the context and appropriate phases of the overall General Plan Update effort.

The Chico 2030 General Plan will be organized as follows:

#### Introduction Chapter

- Overall Vision for Chico in 2030
- General Plan Strategy of Sustainability
- Guiding Principles - Establishes objectives, framework, and/or benchmarks to guide/direct subsequent policies and actions consistent with the Vision.

#### Individual General Plan Elements (11 total, including the Downtown Element)

- Vision Statement - Paints a picture of what Chico wants to be in 25 years (relative to the Element).
- Context - Element purpose, related plan, issues and considerations.
- Goals, Policies, and Actions - Goals are statements of community desires that will further refine and detail the 9 broader General Plan guiding principles. The policies serve as guides to the decision makers in reviewing development proposals and making other decisions that affect the future growth and development of the City. Actions are the implementation steps necessary to ensure the goals and policies are carried out.

Please see additional details in the Draft Guiding Principles document (Introduction Chapter) and Downtown Element Organization document for context.

## Downtown Element

### DRAFT DOWNTOWN GOALS

The following goals have been drafted for Ad Hoc Committee review and input. The nine goals listed below extract relevant goal language from the previous “guiding principles” document provided to the Downtown Committee and reflect the input and feedback heard previously.

#### Land Use Strategy

1. Emphasize the role of Downtown as the historic, cultural, and commercial Heart of the community that promotes a walkable, pedestrian-oriented environment.
2. Promote and encourage development of Downtown as a mixed-use activity center serving as both a visitor destination and neighborhood retail center with supportive residential uses.
3. Encourage strategic mixed-use developments to facilitate Downtown’s transformation into a vibrant community that incorporates governmental, retail, passive and active recreation, cultural, entertainment/nightlife and higher density housing opportunities.

#### Circulation and Parking Strategy

4. Maintain the rectangular grid street pattern within Downtown and enhance connectivity and linkages in the Downtown between destinations such as the University, parks, creeks, and trails and other facilities.
5. Encourage a balanced multi-modal circulation system that includes vehicular and improved alternative modes of transportation to promote safe and efficient circulation and promote Downtown as a key transportation hub, emphasizing the Downtown Transit Center.
6. Create a parking and access system that supports, facilitates and contributes to the development of a vibrant and accessible Downtown and supports its role as the central point from which customers and visitors are connected to all the sub-areas of the Downtown.

#### Design and Development Strategy

7. Encourage and promote new development that is urban, environmentally sustainable and energy efficient in scale, treatment and character and reflects Downtown Chico’s unique historic, environmental, and architectural context.
8. Encourage new development and redevelopment projects to reinforce a walkable grid street layout with pedestrian connections (e.g., alleys, paseos), and pedestrian-friendly sidewalks, integrated with the existing grid network.

## Downtown Element

9. Improve streetscapes within the Downtown, including:
  - Preserving recognizable landmarks;
  - Providing pedestrian amenities;
  - Strengthening transitions between land uses; and
  - Increasing landscaping and planting more street trees.