

**Stakeholder Meeting Synopsis  
Downtown Chico  
February 27 & 28, 2008**



## **Downtown Element**

### **GROUP CHARACTERISTICS**

These stakeholders were representative of various interests relative to Downtown Chico (business, property owners, users, university, developers, residents, arts, transportation, environmentalists, etc.) who expressed an overwhelming sense of community, overall concerns about the lack of family friendly businesses, presence of homeless and a strong interest in mixed-use developments and commercial/ retail development.

As a group, they strongly believe that Downtown Chico's future is tied to measured growth, which balances social and environmental concerns with appropriate, market-driven development of new residential, retail and commercial areas.

#### **1. WHAT IS YOUR FAVORITE THING ABOUT DOWNTOWN?**

The overwhelming response to this question was "The feeling of being in a "local" place with lots of people that know you. Sense of community and neighborhood. Still vital without resorting to being "cutsie."

Other responses included vibrant downtown that is the "Heart of Chico," diverse art and architecture, presence of historic buildings, energy and youthfulness (mainly due to the presence of CSU campus)

#### **2. WHAT IS YOUR LEAST FAVORITE PLACE OR THING IN THE DOWNTOWN?**

The answers were a bit more varied. Homeless topped the list with existing chain restaurants, lack of trees, tattoo establishments, dirty sidewalks & streets, Broadway & Main acting as thoroughfares instead of a downtown street, heavy traffic movement, development process, presence of more nighttime uses, vandalism, rough nighttime element (not necessarily CSU students) etc

#### **3. IF YOU COULD BRING ONE TYPE OF BUSINESS INTO DOWNTOWN, WHAT WOULD IT BE?**

The answers to this question laments the loss of some uses that were there already. The answers include; Boutique pet store, grocery store, pharmacy, high quality department store, bookstore, comprehensive record store, real art gallery, high-rise office, woman's apparel, restaurants with outdoor dining, small scale convention center that serves as a meeting place for local and community meetings and other events, outlets with storefronts affiliated with businesses in the mall and industrial areas.

**4. IF YOU COULD INSTANTLY GET RID OF ONE THING IN DOWNTOWN, WHAT WOULD IT BE?**

The bars, homeless, the entire city hall block, the parking in-lieu fee, traffic, Starbucks, the new plaza, parking problem, tattoo parlors (need a tattoo moratorium), car traffic (make Main & Broadway 2 lanes with diagonal parking), fast food drive-thru restaurants on the plaza, uses that serve only students and 7-11 (main place where homeless get their liquor from).

**5. IF YOU COULD BRING ONE THING INTO THE DOWNTOWN, WHAT WOULD IT BE?**

More coordinated parking, convention/meeting center, faster moving development process, loading zones, incentives for developers (height and parking) and employees (parking), mixed use development, an assessment to clean and provide security, senior center, more housing, high end clothing shops, good salon/spa, non-car oriented events, drug store, proper shelters to house homeless, better biking facilities, public art with a message.

**6. OTHER COMMENTS**

- Need more collaboration with CSU especially to address parking
- Property owners need to more proactive
- Better use of underutilized buildings
- Relocate Farmer's Market to Main Street instead of having it in a parking lot
- Build parking structure in City parking lot
- Better public transit & connections
- Need public restrooms