

**Tour Guide: Mark B1 Group: Property Owners**

**Walking Tour Group Questions**

**A. Does the group think this is an appropriate use for the property?**

1. Keep the same retail (next to parking) grocery? 6 story retail & residences
2. Yes, they pay rent – except if their investments are contrary. More tenants if increased to 4 stories
3. Not getting enough rent
4. Yes sign is a historical monument basis for tourism
5. Regulatory assistance good as park/daily farmers market outdoor mall, no
6. No

**B. Does the group like the appearance of what is on the property?**

1. Mostly no, well maintained, drop down in height compared to adjacent buildings, 2 story & solar panels.
2. Ugly
3. No character!!
4. Like the sign - retro charm ok
5. No – all asphalt
6. No

**C. If you could wave a magic wand, what would appear on the property? Please be specific with regards to ground floor use, upper floor use and ultimate number of stories.**

1. Multi story building & retail on ground floor solar panels on top
2. IMAX theatre, architecturally exquisite and high end restaurants & retail, residences
3. Drug store & pharmacy, multi-story office, nod to plaza, perhaps fancy restaurant
4. Nice motel & 3<sup>rd</sup> story
5. Outdoor mall, low buildings, need gateway at bridge to downtown, transition to higher structures.
6. Riverwalk, art gallery, creekside dining, theatres, clock tower. Offices & views of creek.

**D. How would this new use relate to or support the rest of downtown?**

1. Reduce car use, tenant mix, see #2
2. Bring people to plaza, traffic to businesses, security for park, utilize parking lot, retail facing plaza, destination location
3. Office – close to city hall, post office, revitalize south area, pharmacy to service downtown dwellers – move B of A (Chico credit agency)
4. Benefit tourism, tax revenue, increase bed tax, draw more people to south end
5. Transition from park to urban area, expand service areas, daily market supports families, small locally owned businesses supports sustainability
6. Downtown more beautiful, open to creek, retail sales tax

**E. Should the City provide regulatory or financial assistance to get this property developed in a manner consistent with what the community wants to see here?**

1. Yes
2. Yes
3. Yes
4. Yes
5. Yes
6. Yes - Superfund site, drycleaners