

Downtown Chico Visioning Workshop



CHICO 2030
GENERAL PLAN UPDATE

Downtown
Element

March 25, 2008

Agenda

- **Introductions and Purpose** (6.00 PM)
 - Downtown Element
 - Downtown Chico Today
- **Exercises** (6:15 – 8:00 PM)
 - “Walk in My Shoes” – (6:15 PM)
 - Walking Tour Reports (7:20 PM)
 - Live Polling Visual Preference Survey (7:45 PM)
- **Downtown Context** (8:05 PM)
 - Vision Plan
- **Conclusions and Next Steps** (8:15 PM)

Purpose

- Maximize participation in General Plan process to develop a vision for future Downtown Chico
- Get your ideas on shopping, offices, housing in Downtown as well as design of public & private spaces
- Develop a vision that is
 - Supported by the community
 - Consistent with recommendations of General Plan, previous projects and strategies
 - A catalyst for a reinvestment

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Downtown Element

- Downtown Element of General Plan will preserve and revitalize 'Heart of Chico'
- Provides development strategy and policy to improve identity, streetscape, access, historical resources, and parking
- Includes: Getting Smart about Downtown Chico; Vision Plan Poster; Implementation Goals, Policies and Plans; Economic Study

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Downtown Element

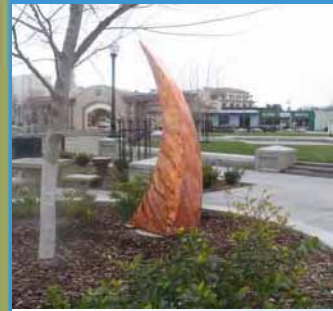


Downtown Chico Today

- *Breakdown of uses*
- *Age of established businesses*
- *Number of Chain stores*
- *Arts and entertainment venues*
- *Vacancy rate*
- *Physical Dimensions*

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Downtown Chico – Walking Tour

“Walk In My Shoes” - Downtown Walking with Different Eyes

- Reach under your seat
- Find your tour guide
- Assign a Captain
- Get walking!



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Downtown Chico – Walking Tour Reports

Team captains report
back to the full group
on their findings

Downtown Chico – The Great, the Good and the Not So Good

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What are your
preferences for
Downtown Chico?

Live Polling

Downtown Chico – The Great, the Good and the Not So Good

- Use your voice – ask questions and share ideas
- Participate in the instant polling
 - Live results!
 - Do you have a response card?
- This helps us all to understand the community preference for Downtown Chico



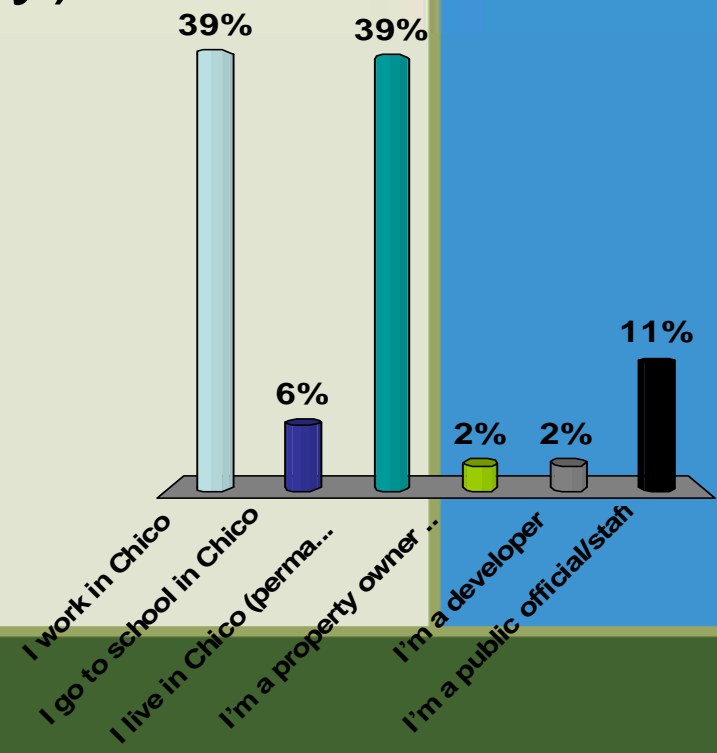
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Which of the following classification(s) do you fit under? (Please check all that apply)

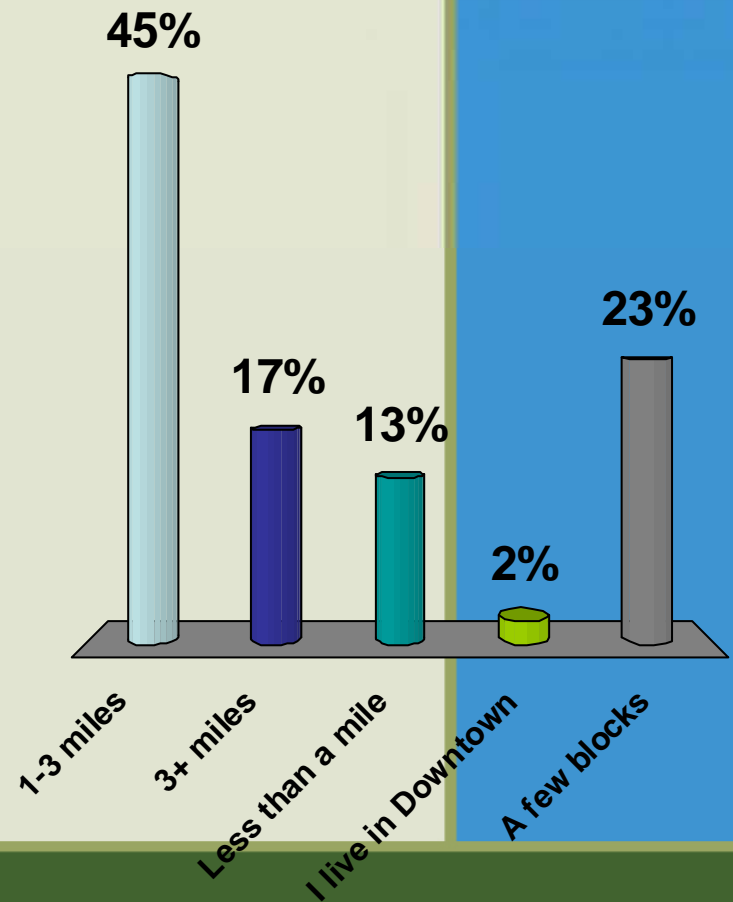
1. I work in Chico
2. I go to school in Chico
3. I live in Chico (permanently)
4. I'm a property owner in Downtown
5. I'm a developer
6. I'm a public official/staff

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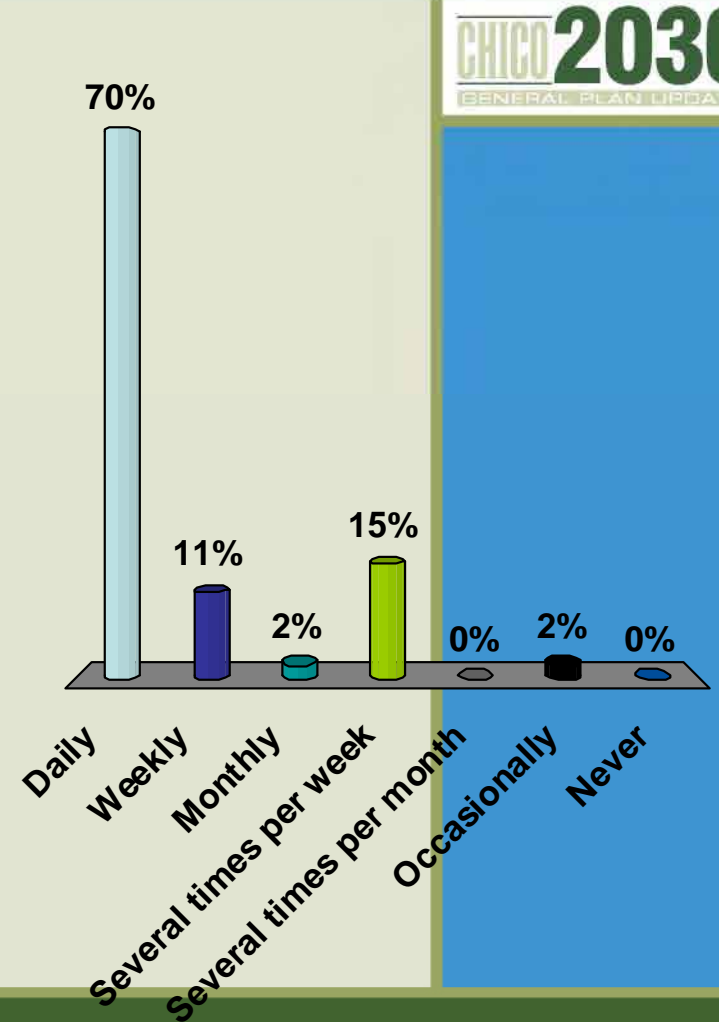
How far do you live from Downtown?

1. 1-3 miles
2. 3+ miles
3. Less than a mile
4. I live in Downtown
5. A few blocks



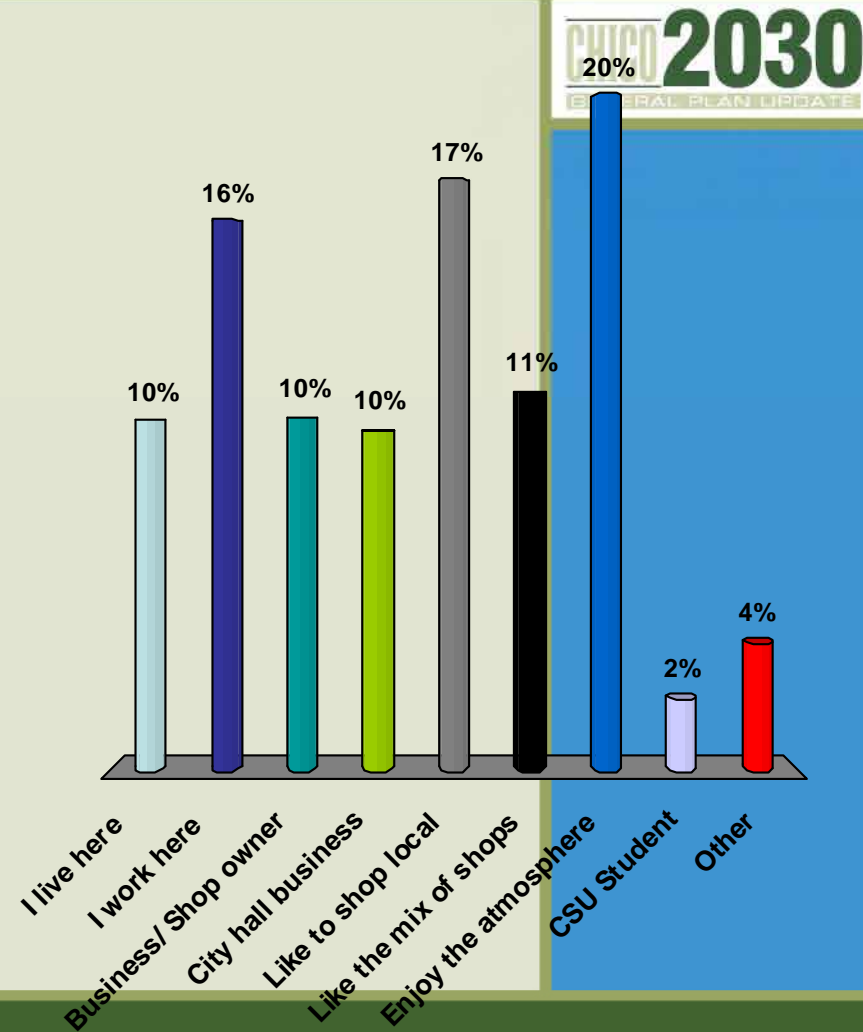
How often do you visit Downtown Chico?

1. Daily
2. Weekly
3. Monthly
4. Several times per week
5. Several times per month
6. Occasionally
7. Never



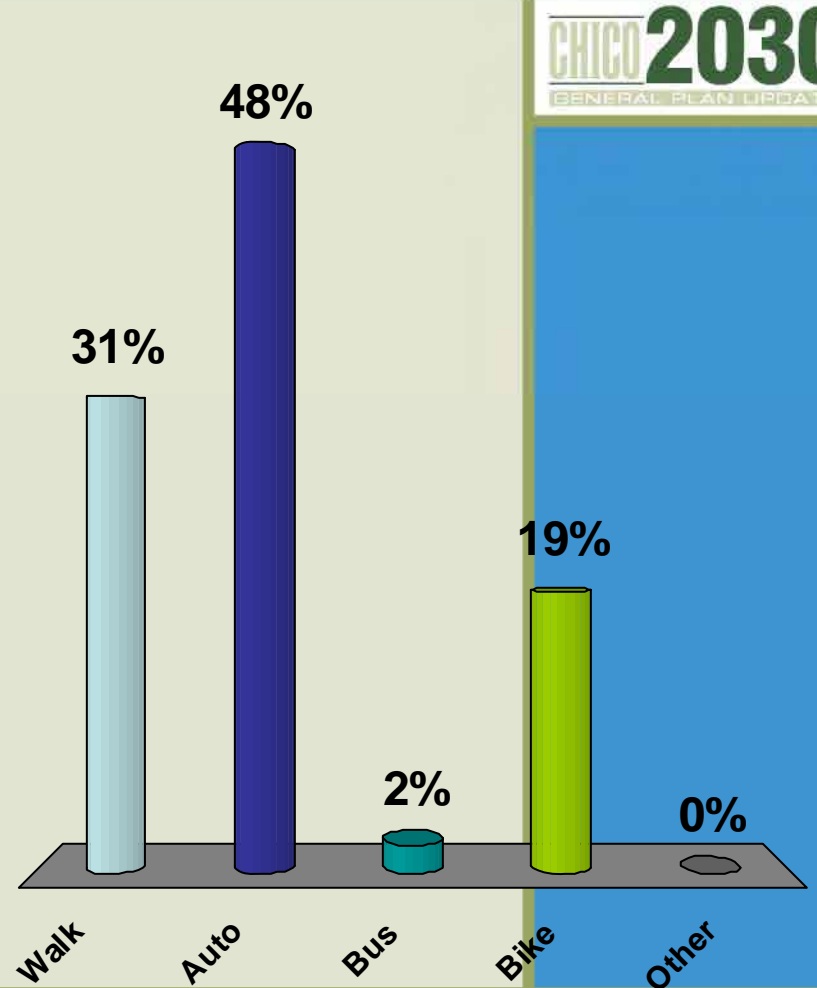
For what reasons do you visit Downtown? (Pick three)

1. I live here
2. I work here
3. Business/ Shop owner
4. City hall business
5. Like to shop local
6. Like the mix of shops
7. Enjoy the atmosphere
8. CSU Student
9. Other



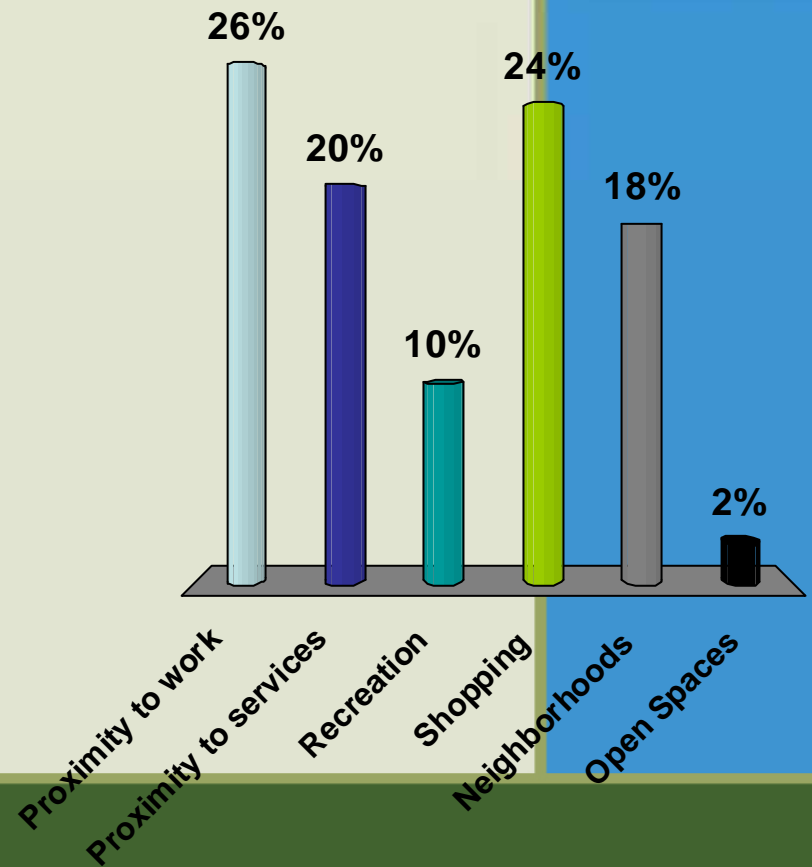
How do you usually get to Downtown? (Pick one)

1. Walk
2. Auto
3. Bus
4. Bike
5. Other



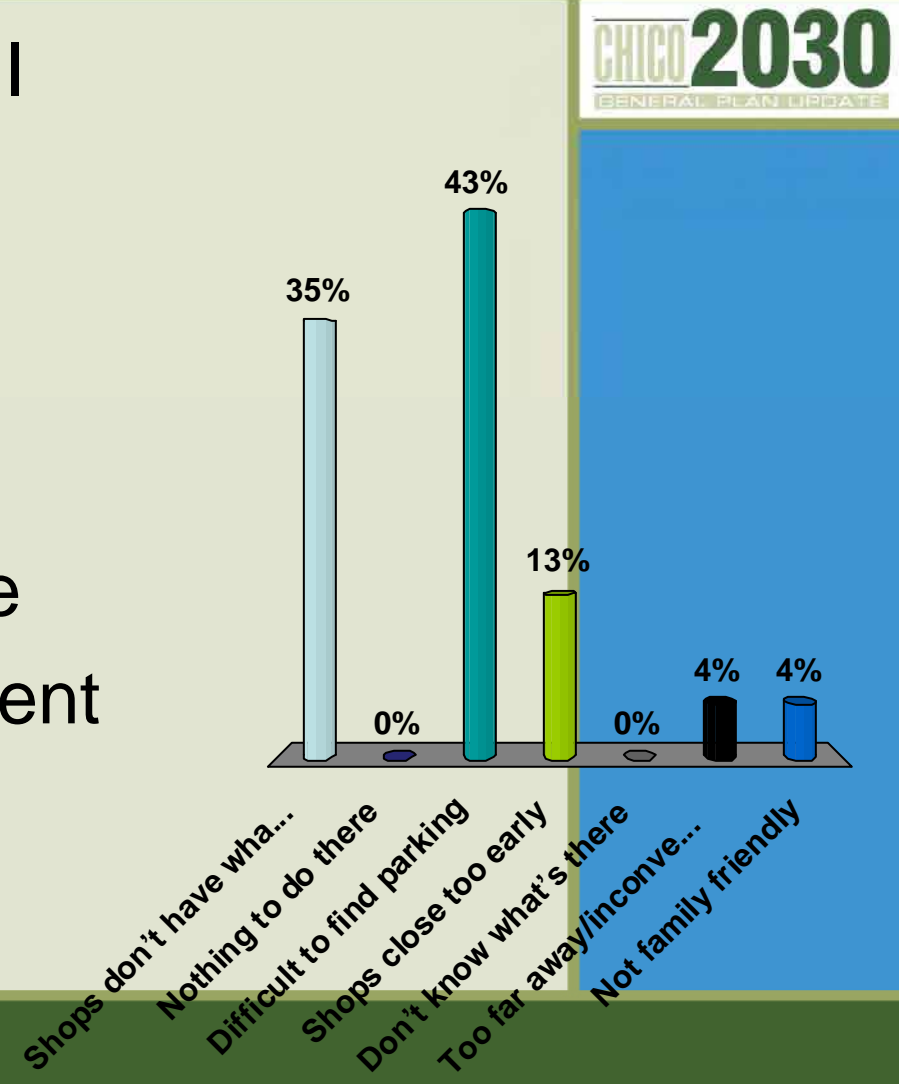
What do you like most about Downtown? (Pick one)

1. Proximity to work
2. Proximity to services
3. Recreation
4. Shopping
5. Neighborhoods
6. Open Spaces



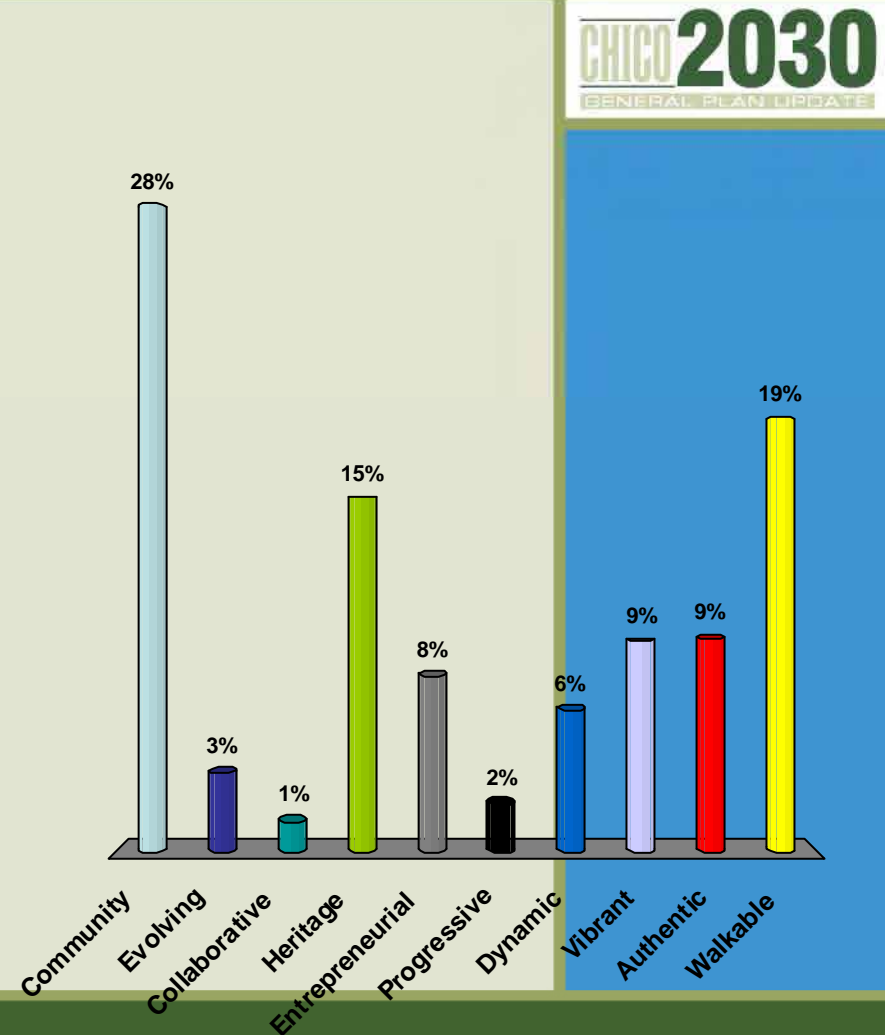
If you don't visit Downtown Chico often, why? (Pick one)

1. Shops don't have what I need
2. Nothing to do there
3. Difficult to find parking
4. Shops close too early
5. Don't know what's there
6. Too far away/inconvenient
7. Not family friendly



Three words that best describe Downtown for you are...

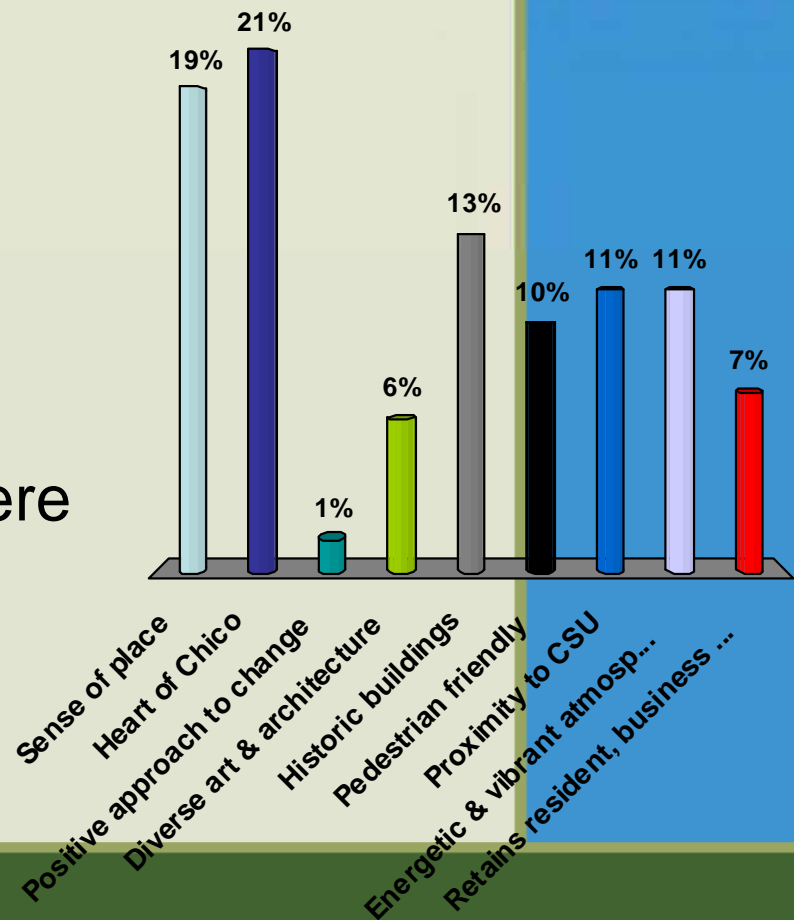
1. Community
2. Evolving
3. Collaborative
4. Heritage
5. Entrepreneurial
6. Progressive
7. Dynamic
8. Vibrant
9. Authentic
10. Walkable



Three items about Downtown that make you proud are...

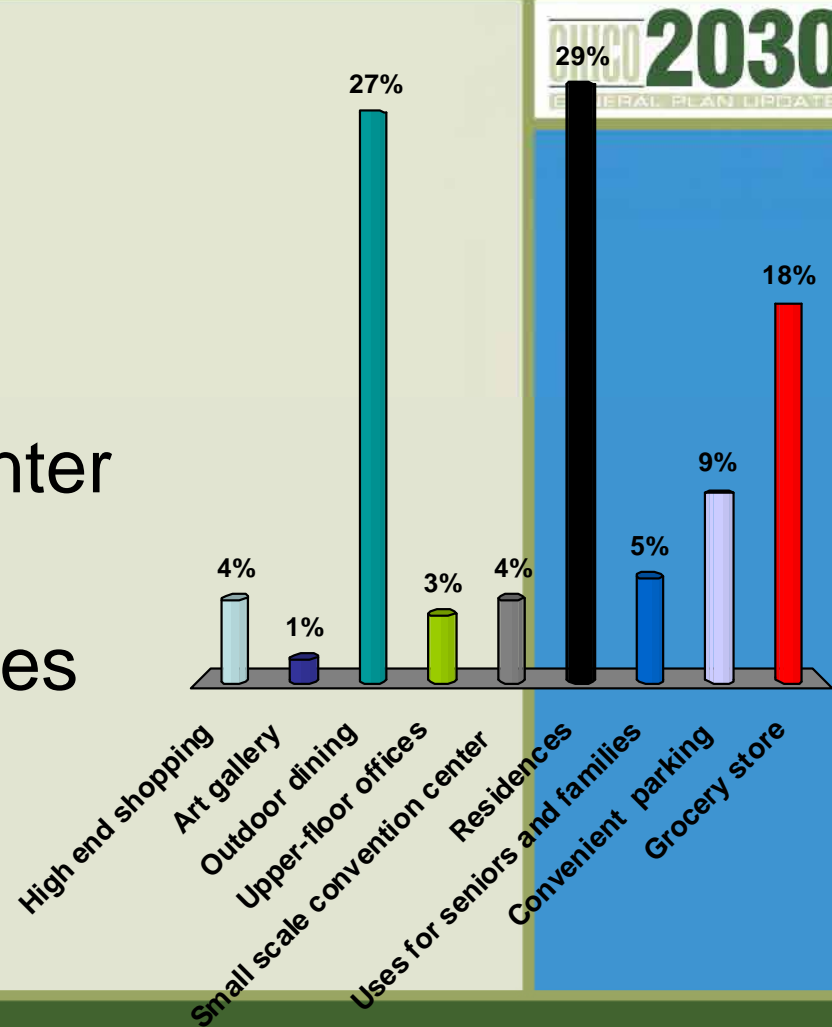
1. Sense of place
2. Heart of Chico
3. Positive approach to change
4. Diverse art & architecture
5. Historic buildings
6. Pedestrian friendly
7. Proximity to CSU
8. Energetic & vibrant atmosphere
9. Retains resident, business diversity

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Things/places you think Downtown needs (Pick two)

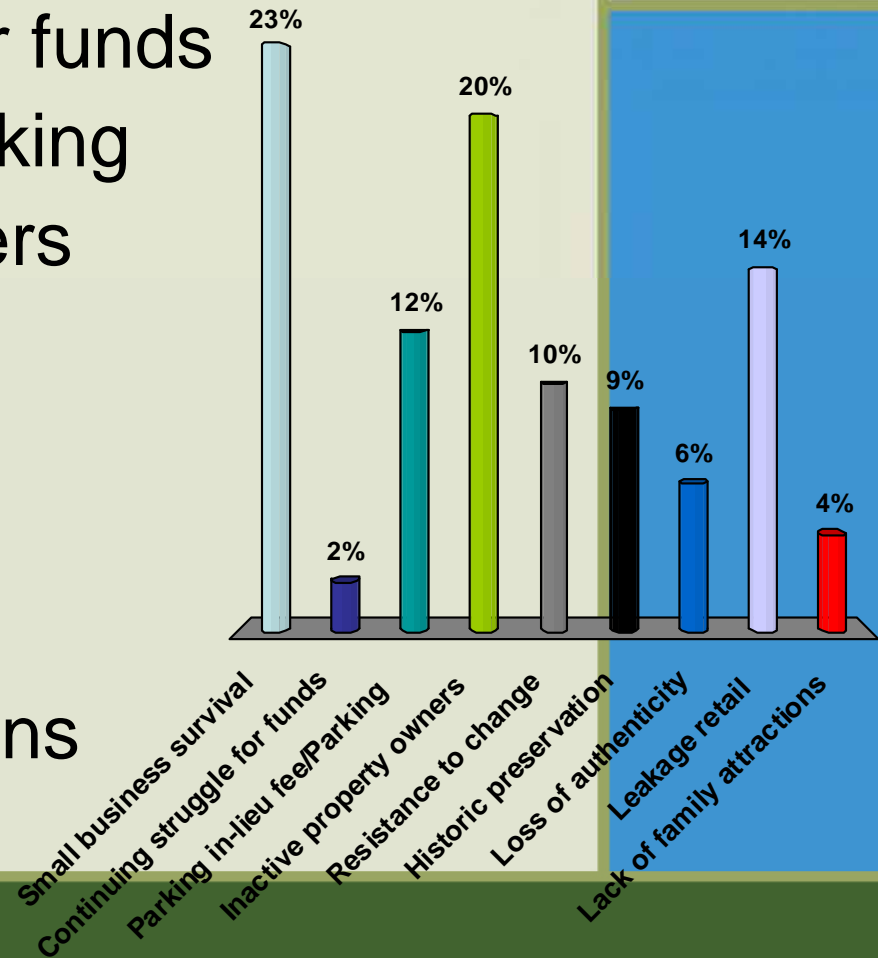
1. High end shopping
2. Art gallery
3. Outdoor dining
4. Upper-floor offices
5. Small scale convention center
6. Residences
7. Uses for seniors and families
8. Convenient parking
9. Grocery store



Anticipated/Continued Challenges for Downtown (Pick two)

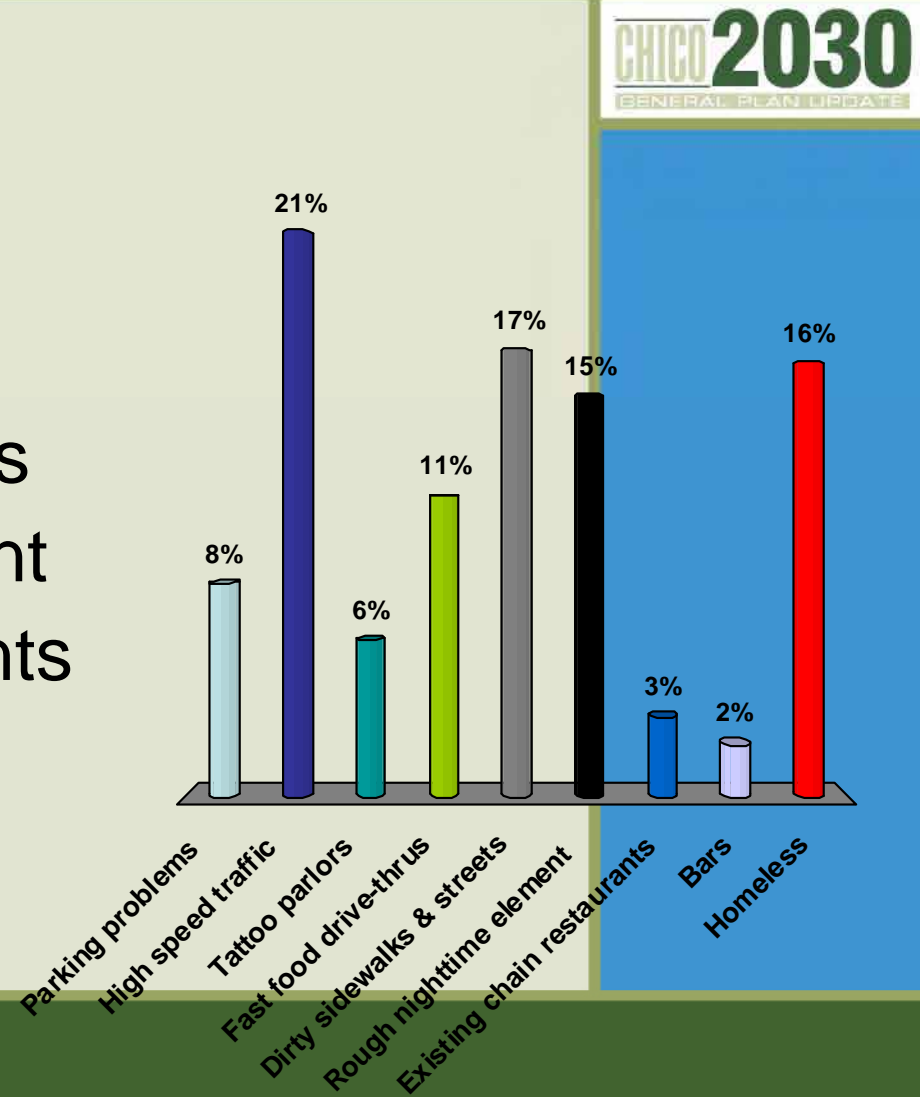
1. Small business survival
2. Continuing struggle for funds
3. Parking in-lieu fee/Parking
4. Inactive property owners
5. Resistance to change
6. Historic preservation
7. Loss of authenticity
8. Leakage retail
9. Lack of family attractions

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Places/features you don't want in Downtowns (Pick two)

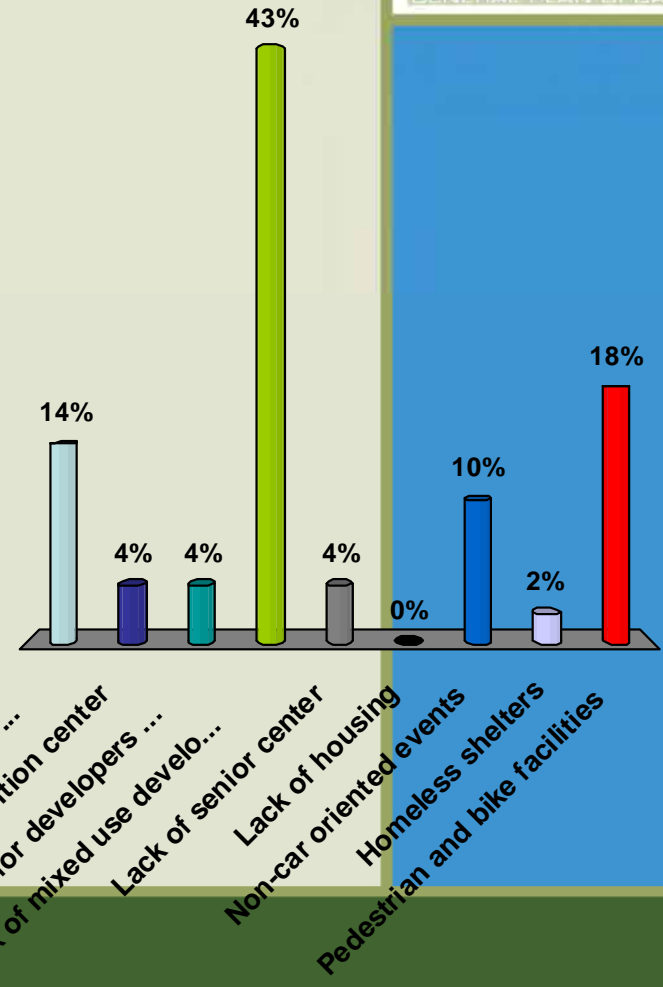
1. Parking problems
2. High speed traffic
3. Tattoo parlors
4. Fast food drive-thrus
5. Dirty sidewalks & streets
6. Rough nighttime element
7. Existing chain restaurants
8. Bars
9. Homeless



Places/ Features that you would like integrated in future development (Pick one)

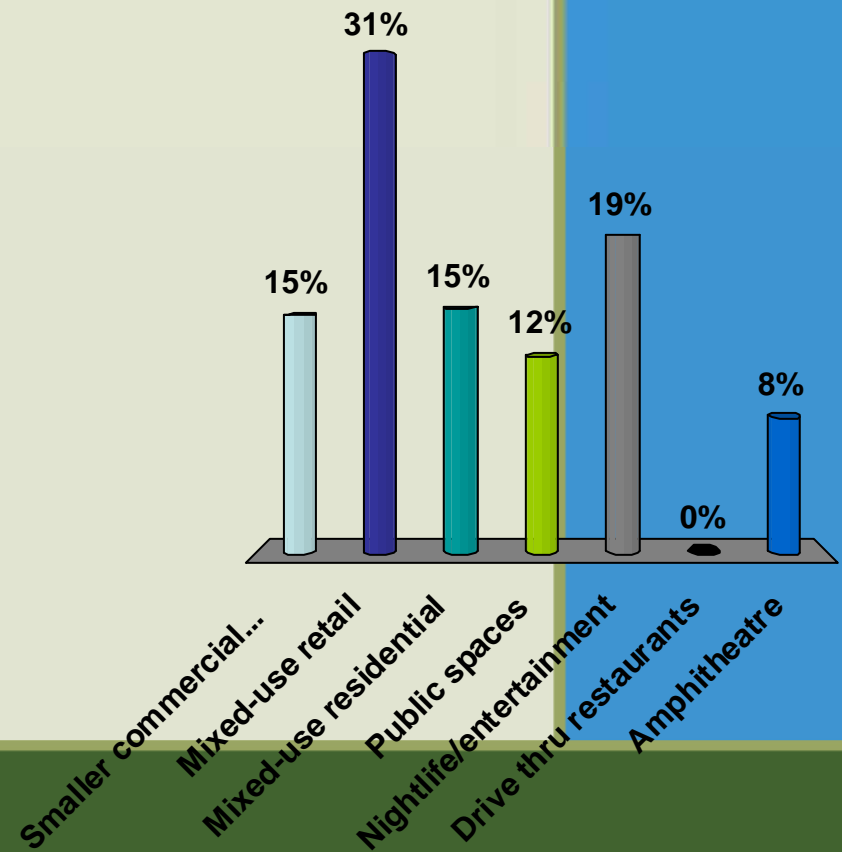
1. More coordinated parking, loading zones
2. Convention center
3. Incentives for developers and employees (parking)
4. Lack of mixed use development
5. Lack of senior center
6. Lack of housing
7. Non-car oriented events
8. Homeless shelters
9. Pedestrian and bike facilities

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What uses would make you spend more time Downtown? (Pick two)

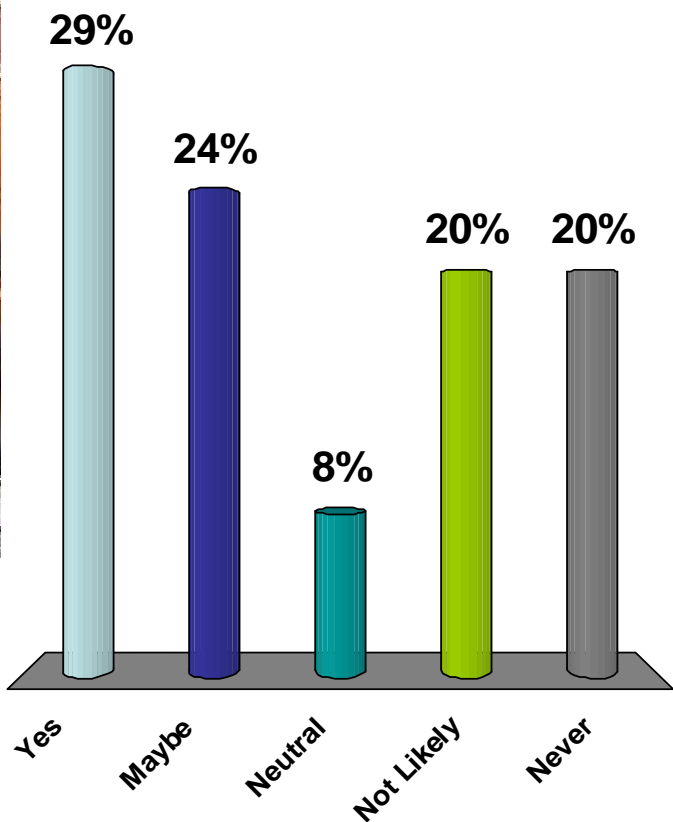
1. Smaller commercial vendors
2. Mixed-use retail
3. Mixed-use residential
4. Public spaces
5. Nightlife/entertainment
6. Drive thru restaurants
7. Amphitheatre



Would you encourage 'Big Box' retail stores if they met the Downtown Design Criteria?



Big-Box

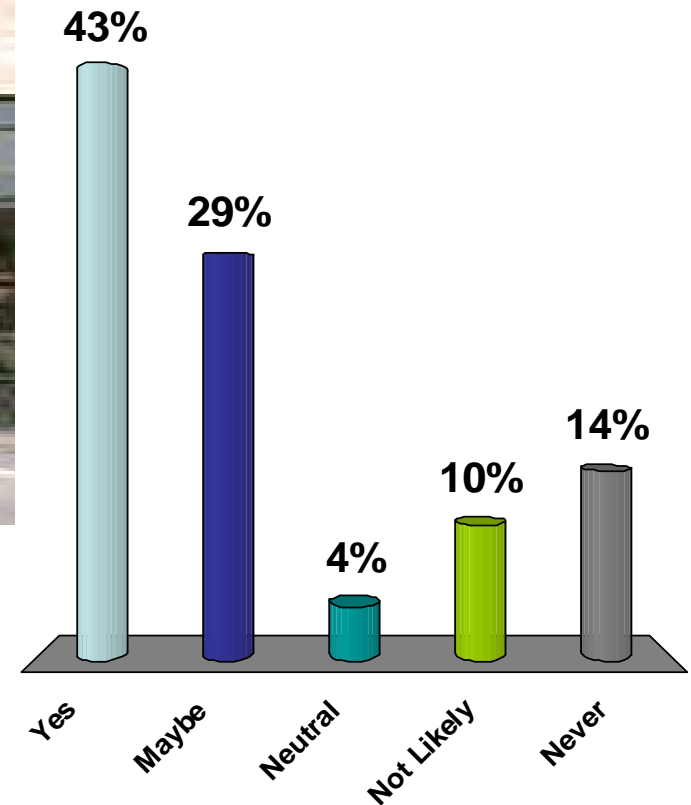


1. Yes
2. Maybe
3. Neutral
4. Not Likely
5. Never

Would you encourage these national retailers if they met the Downtown Design Criteria?



National Retailer

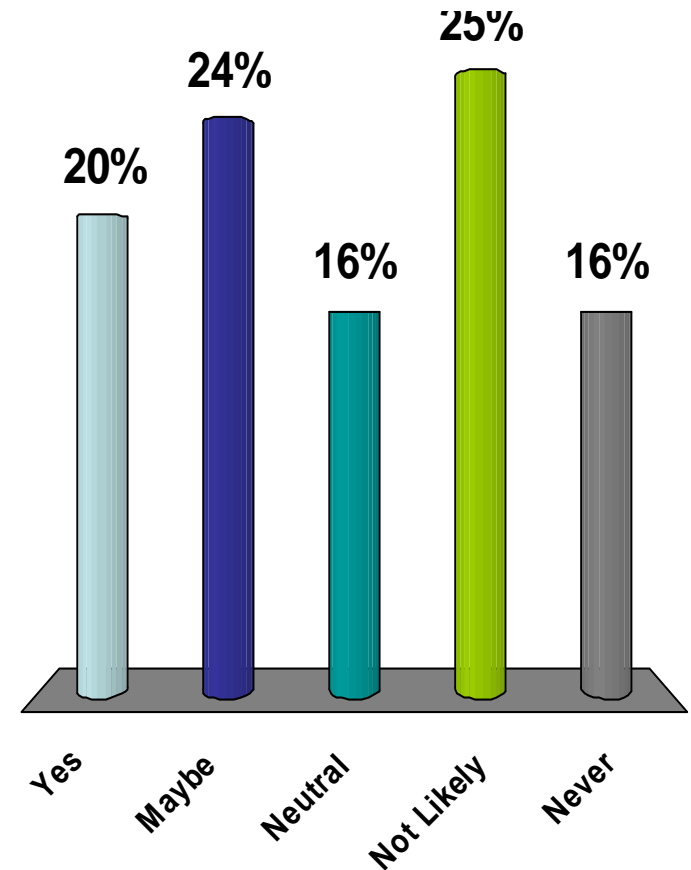


1. Yes
2. Maybe
3. Neutral
4. Not Likely
5. Never

Do you think a sporting goods store (like Bass Pro) would fit in an older, historic building in Chico?



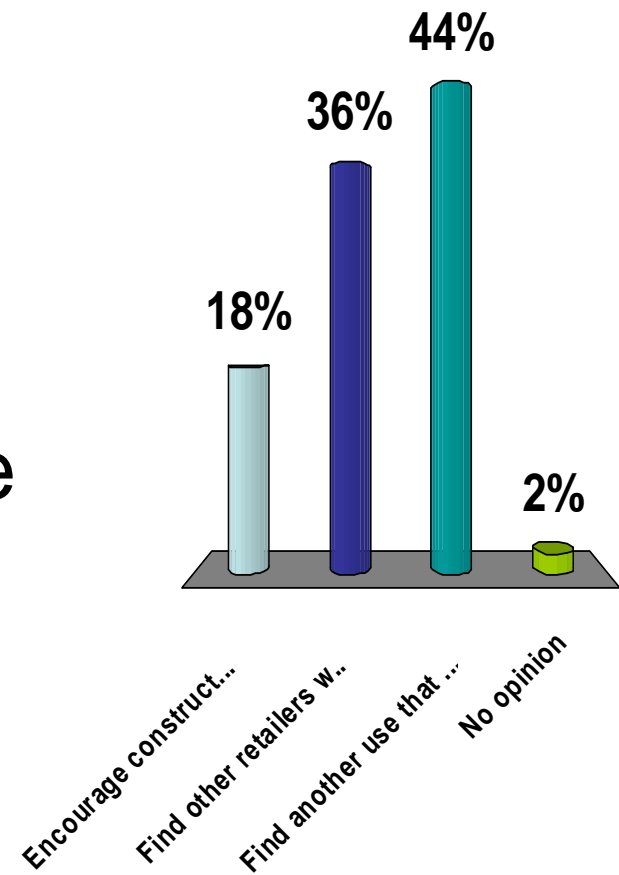
National Retailer



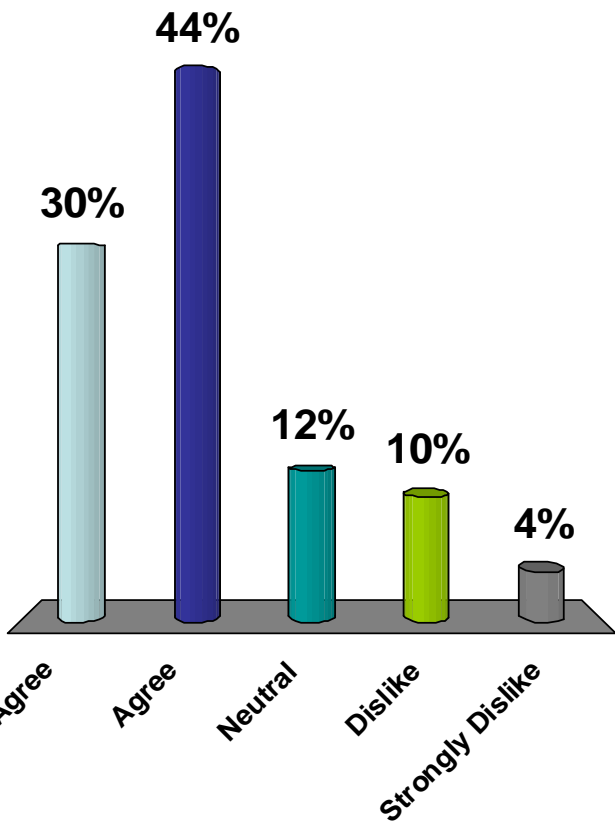
1. Yes
2. Maybe
3. Neutral
4. Not Likely
5. Never

If new businesses cannot be accommodated in Downtown historic buildings, what should be done?

1. Encourage construction of new replacement buildings
2. Find other retailers who could use the space
3. Find another use that will be compatible with the building
4. No opinion

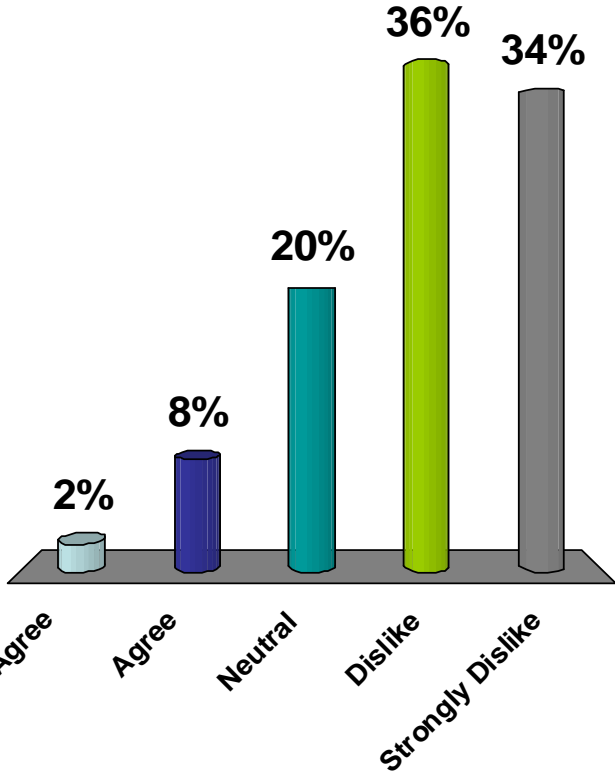


Do you think this place would define Downtown's "Sense of Place" and make it more pedestrian friendly?



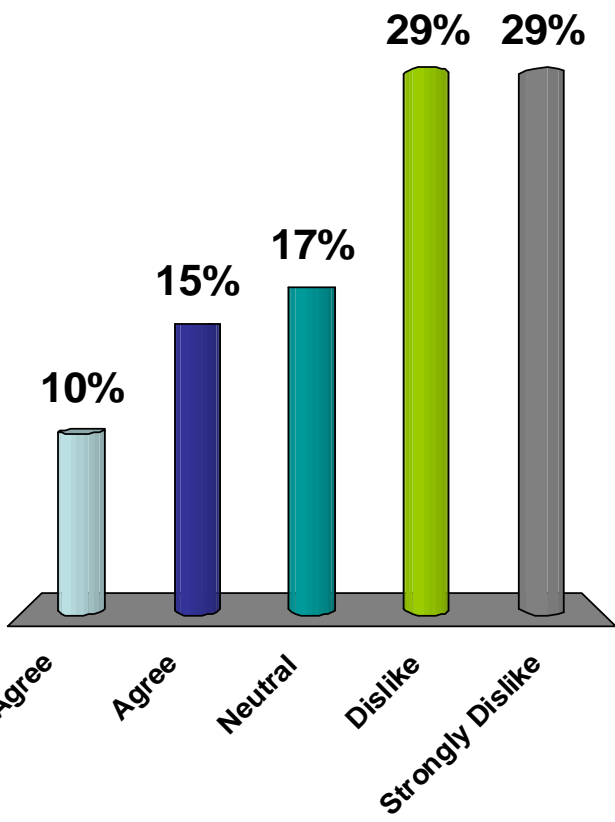
- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Dislike
- 5. Strongly Dislike

Do you think this place would define Downtown's "Sense of Place" and make it more pedestrian friendly?



- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Dislike
- 5. Strongly Dislike

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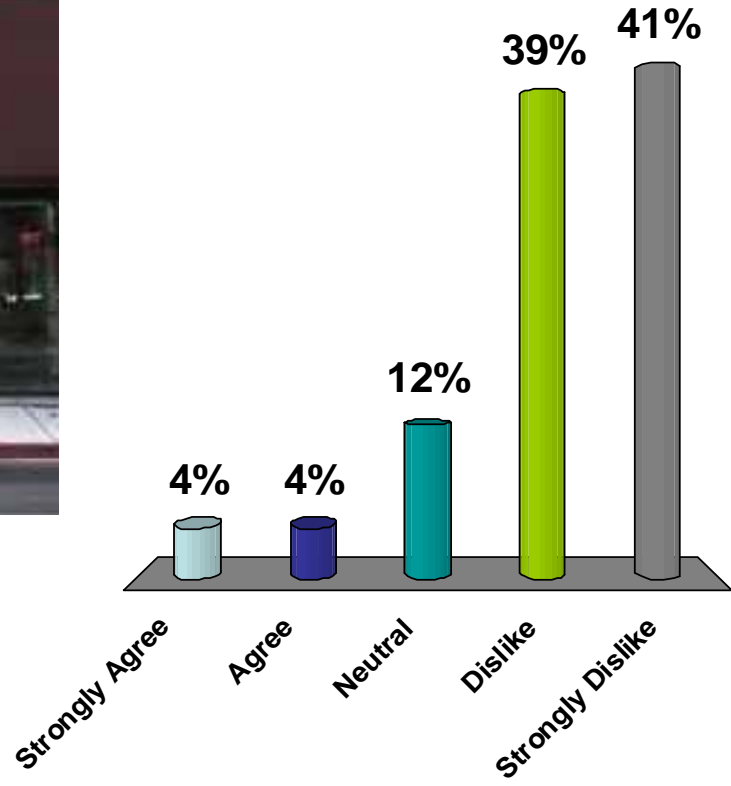


- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Dislike
- 5. Strongly Dislike

Do you think this place would define Downtown's "Sense of Place" and make it more pedestrian friendly?

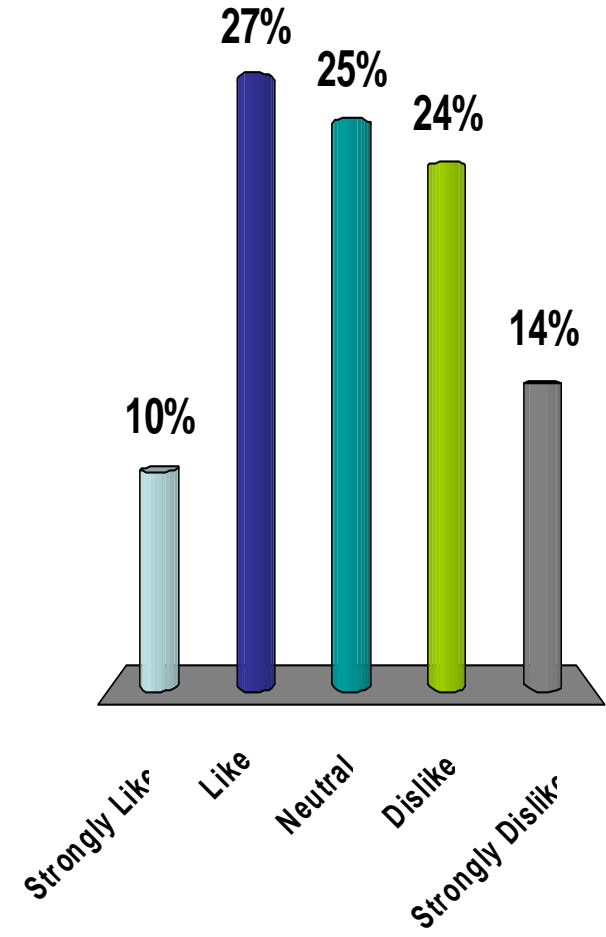


- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Dislike
- 5. Strongly Dislike



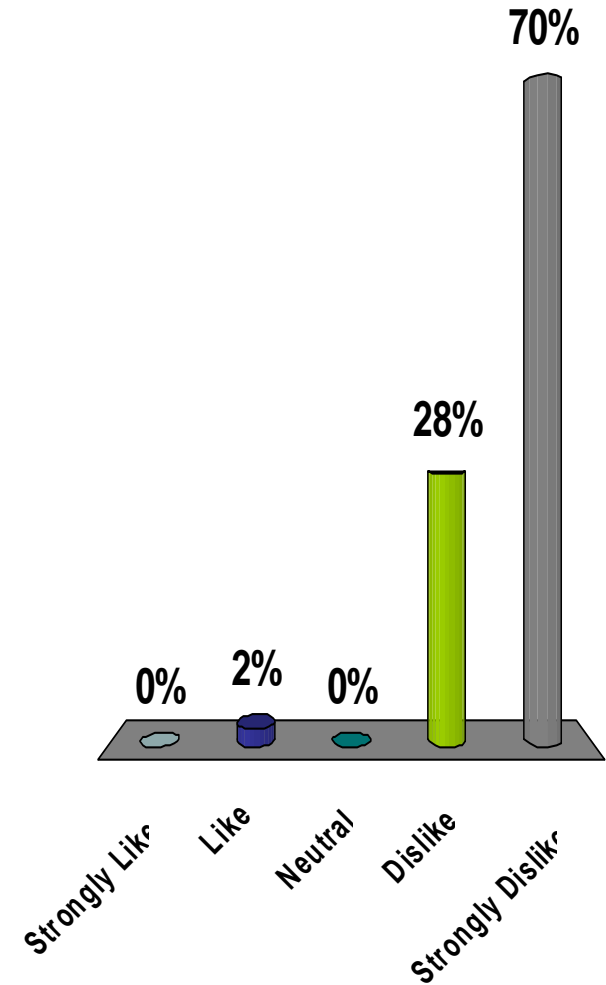
Based on a QUICK first impression, do you like this architectural style for Downtown Chico?

architectural style for Downtown Chico?



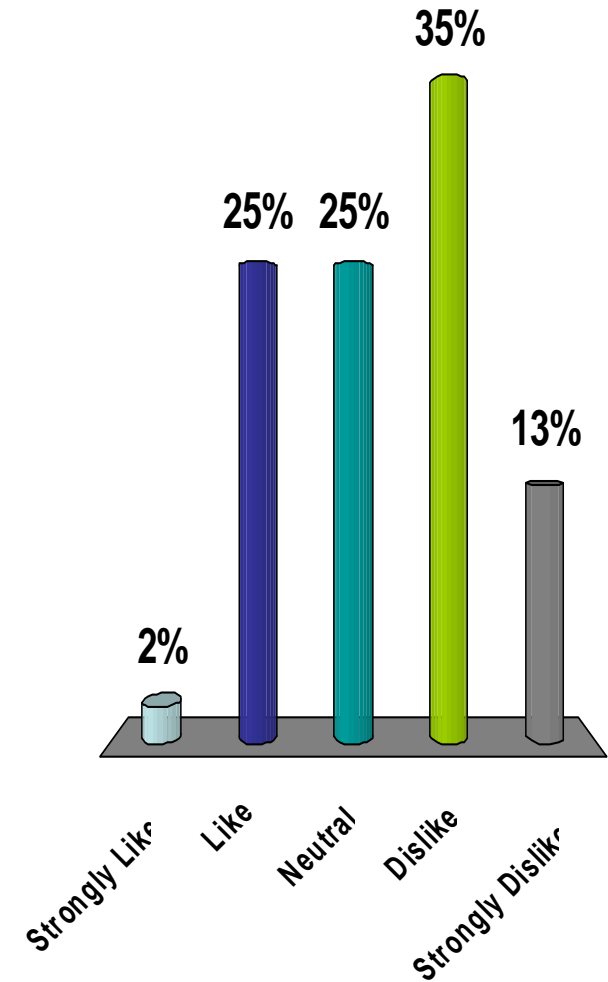
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Based on a QUICK first impression, do you like this architectural style for Downtown Chico?



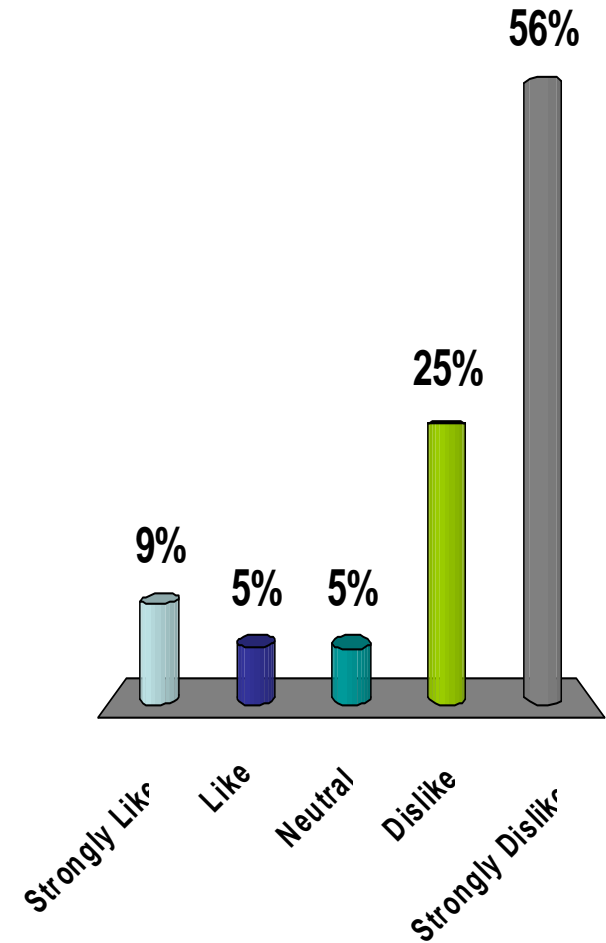
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Based on a QUICK first impression, do you like this architectural style for Downtown Chico?



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

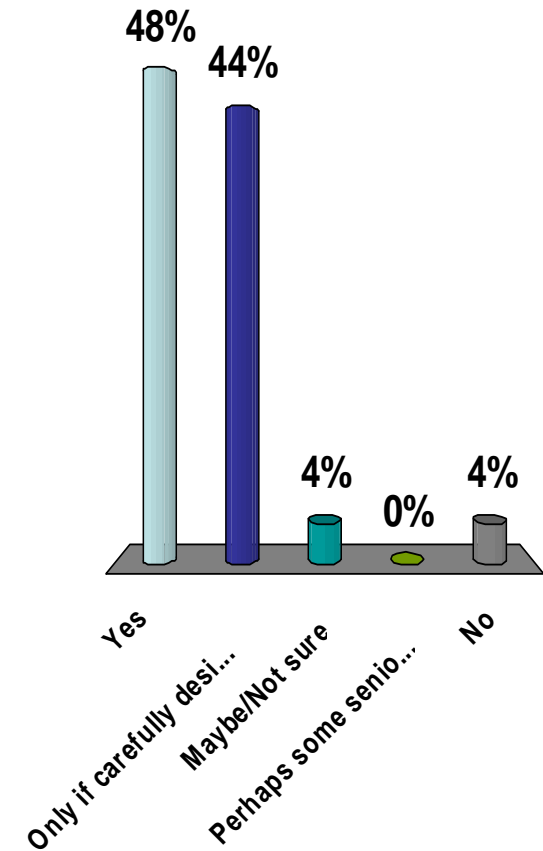
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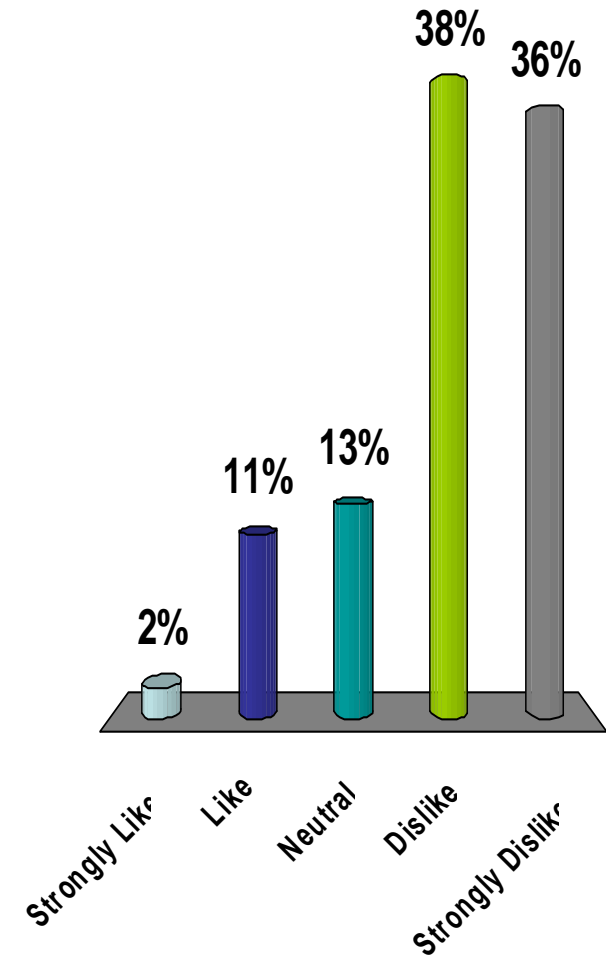
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Are you in favor of seeing more housing in and around Downtown Chico?

1. Yes
2. Only if carefully designed
3. Maybe/Not sure
4. Perhaps some senior housing
5. No

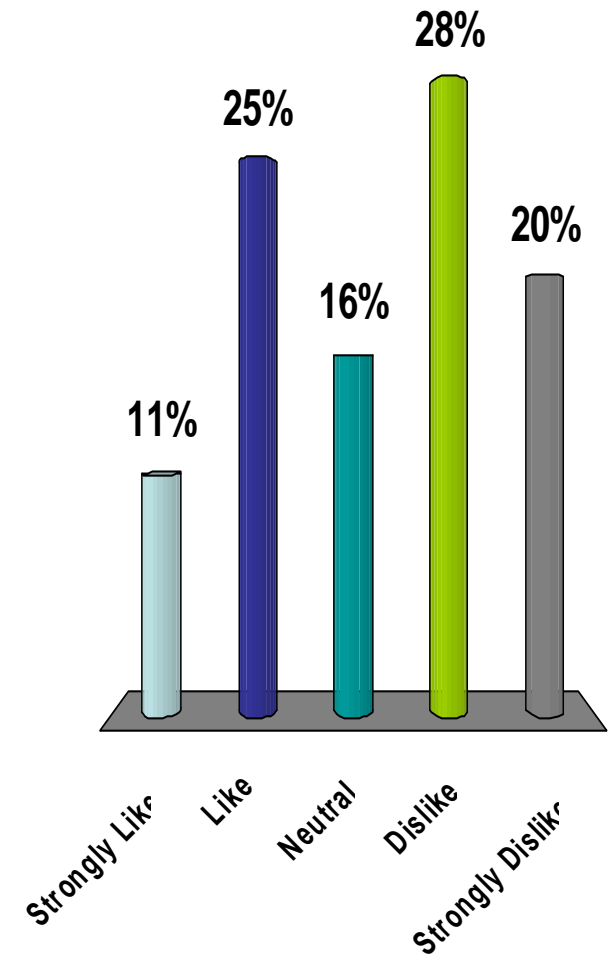


Based on a QUICK first impression, would this type of housing work in Downtown Chico?



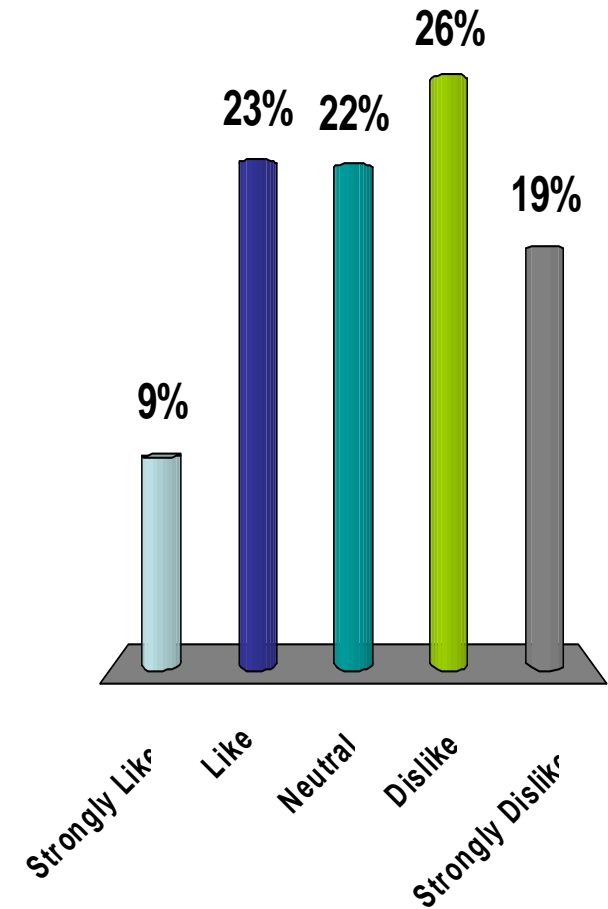
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Based on a QUICK first impression, would this type of housing work in Downtown Chico?



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

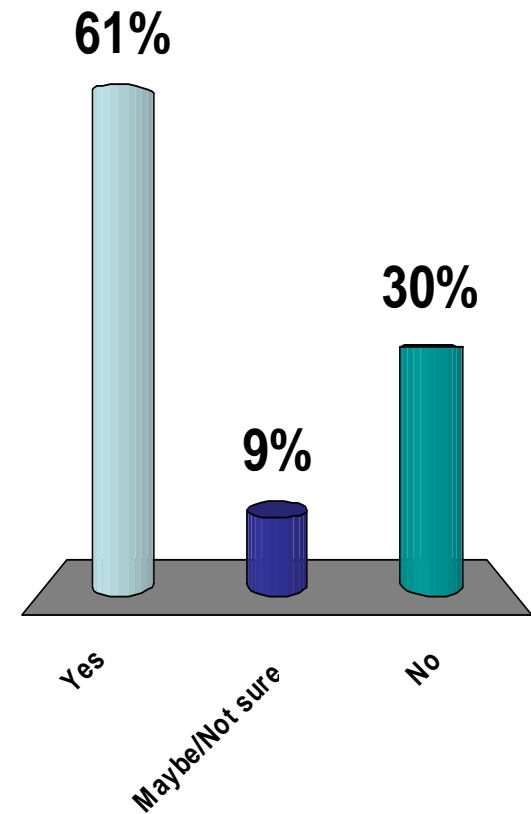
Based on a QUICK first impression, would this type of housing work in Downtown Chico?



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

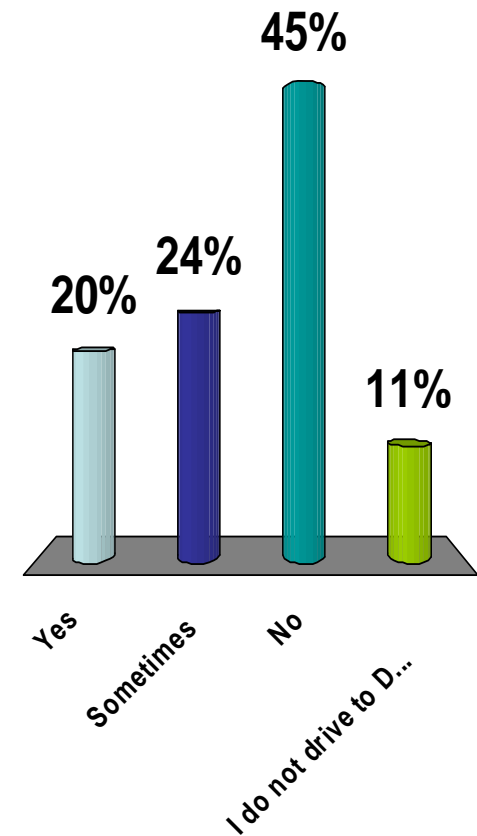
Do you think there is enough parking in Downtown?

1. Yes
2. Maybe/Not sure
3. No



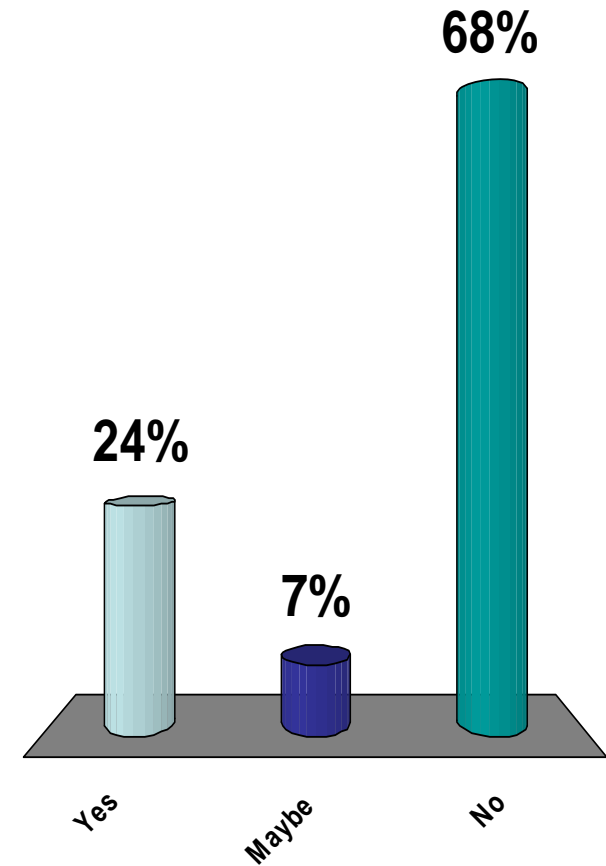
Do you have difficulty parking when you drive to Downtown?

1. Yes
2. Sometimes
3. No
4. I do not drive to Downtown

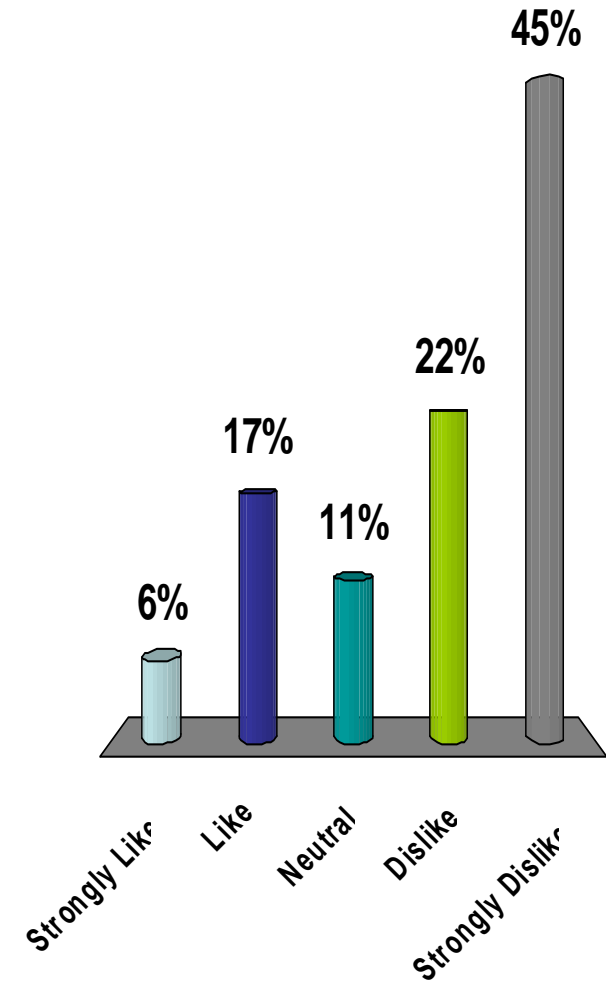


Do you think Downtown Chico needs another parking structure at this time?

1. Yes
2. Maybe
3. No



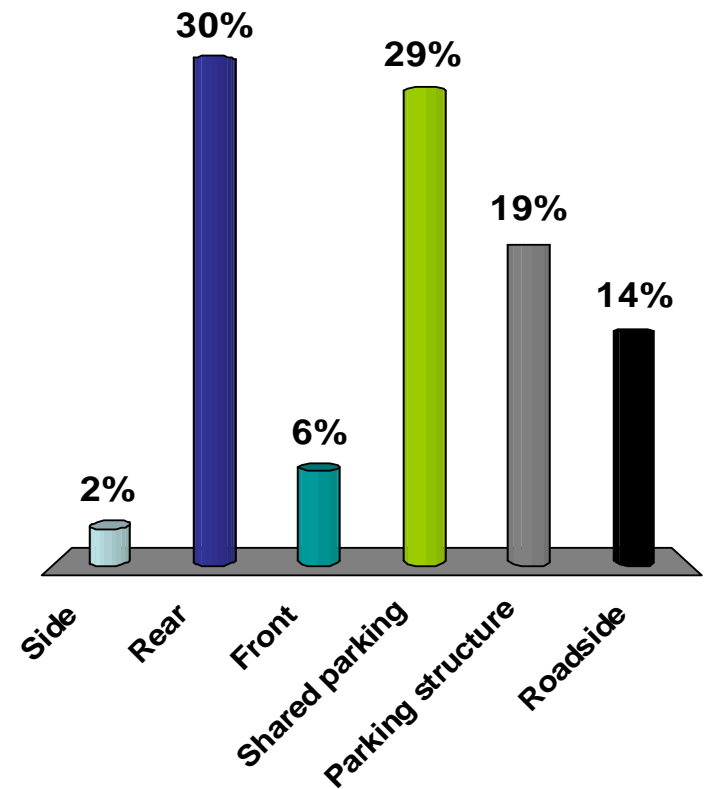
How do you feel about the **design** of this project integrating retail/housing/parking?



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

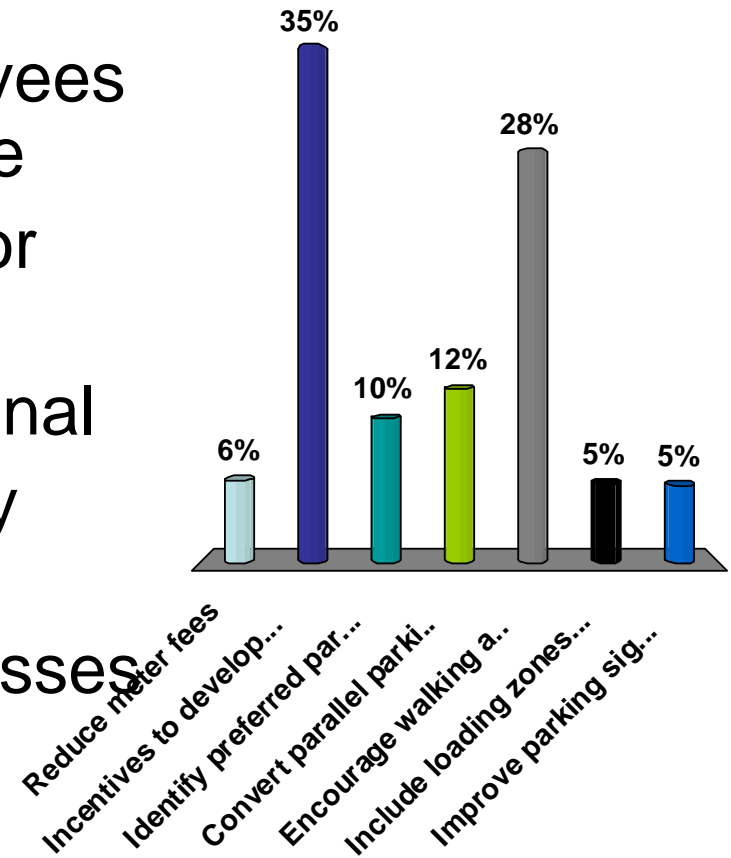
Where do you think parking should be located in commercial developments? (Pick two)

1. Side
2. Rear
3. Front
4. Shared parking
5. Parking structure
6. Roadside

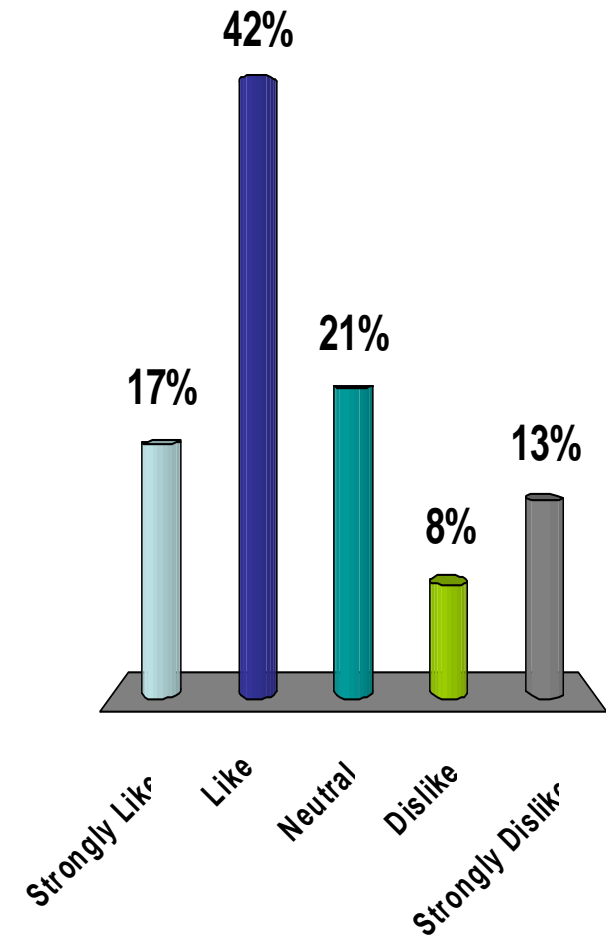


What will solve the parking problem? (Pick two)

1. Reduce meter fees
2. Incentives to developers, employees and employers to park elsewhere
3. Identify preferred parking sites for parking structure
4. Convert parallel parking to diagonal
5. Encourage walking and biking by providing better facilities
6. Include loading zones for businesses
7. Improve parking signage

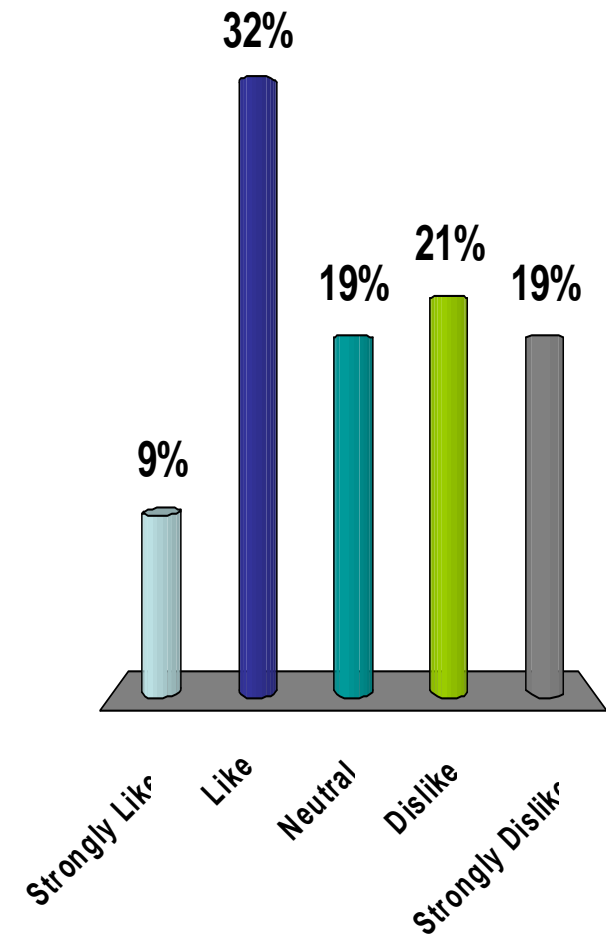


Is this TYPE of signage appropriate for the Downtown?



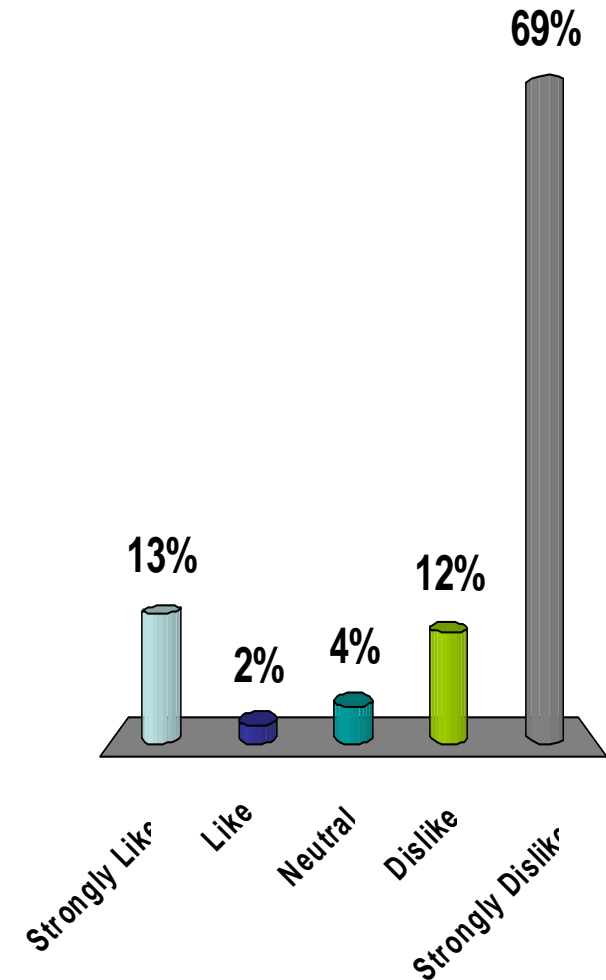
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Is this TYPE of signage appropriate for the Downtown?



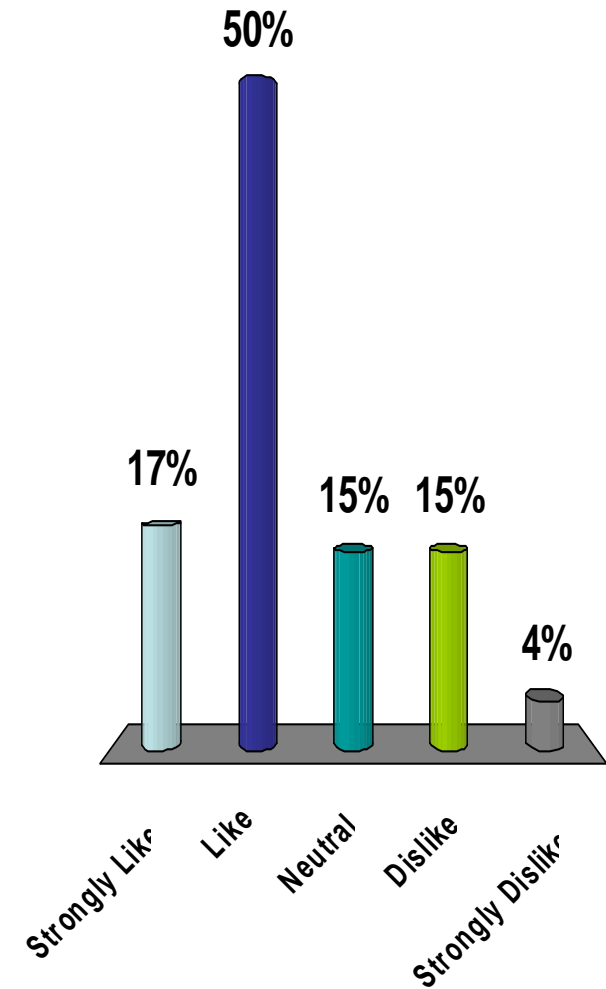
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Is this TYPE of signage appropriate for the Downtown?



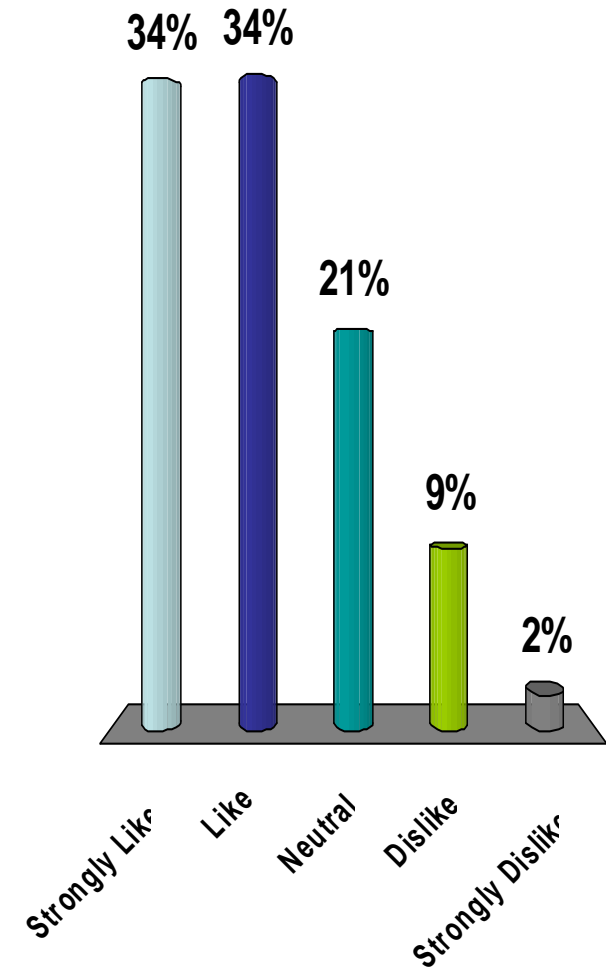
1. Strongly Like
2. Like
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4. Dislike
5. Strongly Dislike

Is this TYPE of signage appropriate for the Downtown?



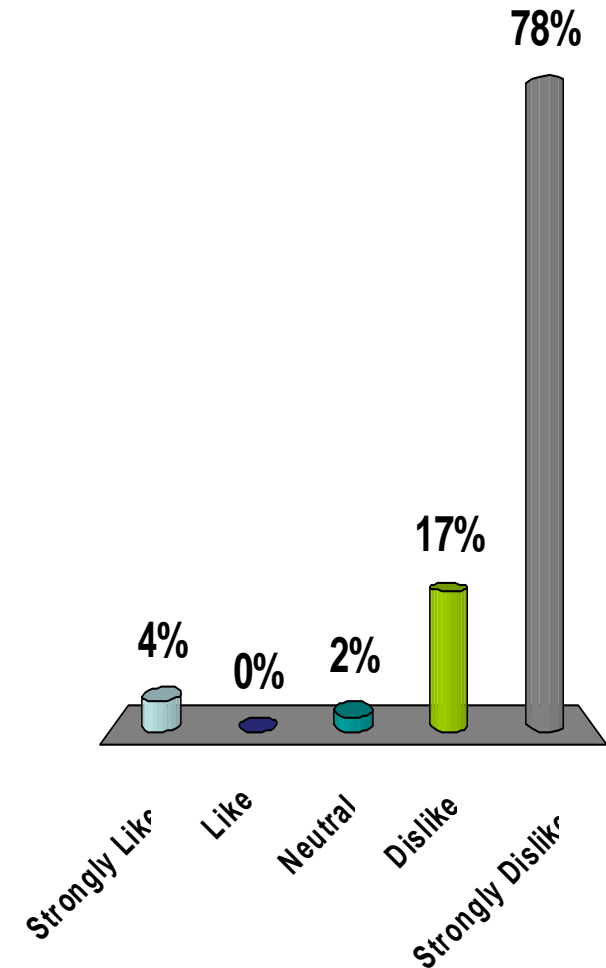
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3. Neutral
4. Dislike
5. Strongly Dislike

Is this TYPE of signage appropriate for the Downtown?



1. Strongly Like
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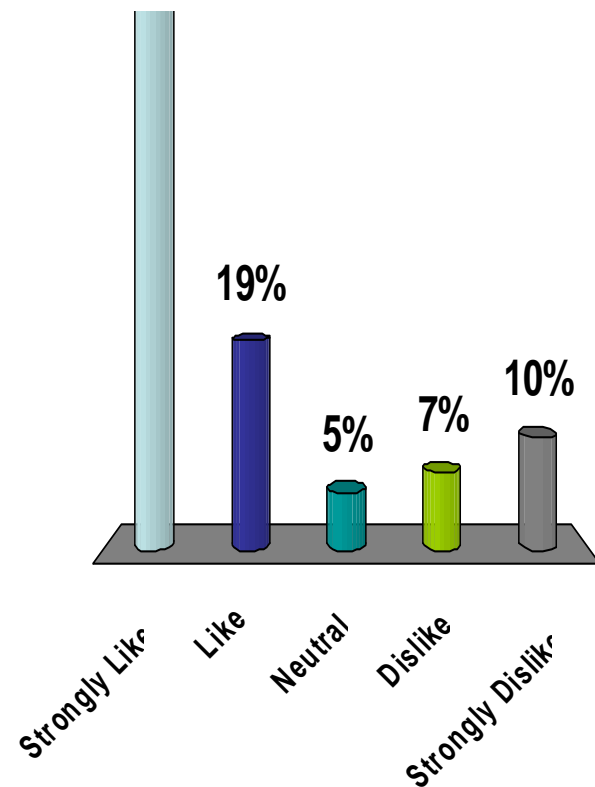


1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

How do you like this public space for Downtown Chico?



Saturday Farmer's
Market on the plaza or a
closed street

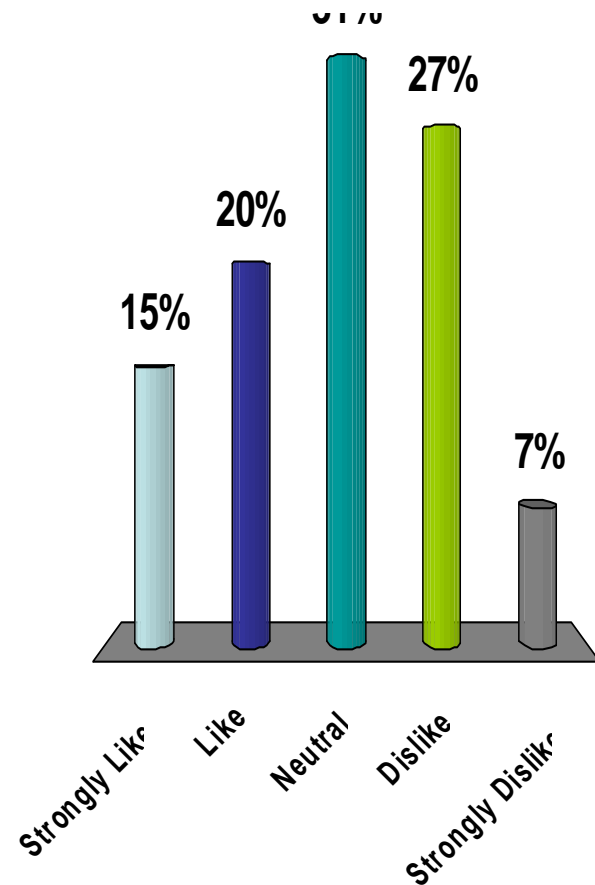


1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

How do you like this public space for Downtown Chico?



Street side music

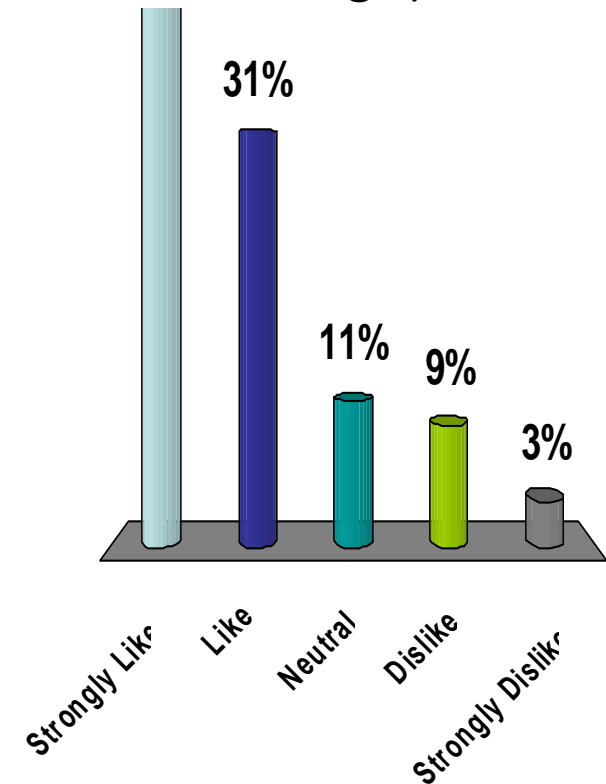


1. Strongly Like
2. Like
3. Neutral
4. Dislike
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How do you like this public space for Downtown Chico?



Paseos (non-vehicular passageway between buildings)

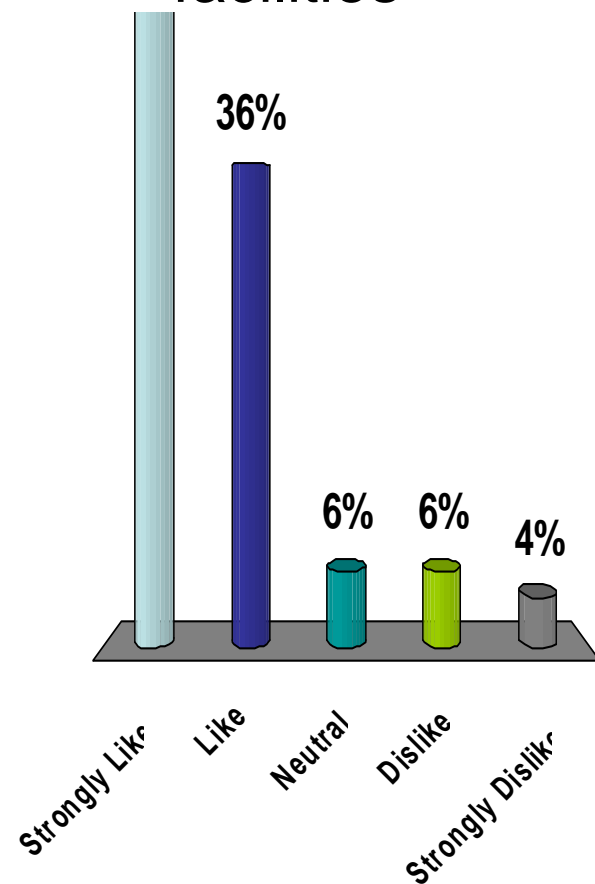


1. Strongly Like
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4. Dislike
5. Strongly Dislike

How do you like this public space for Downtown Chico?

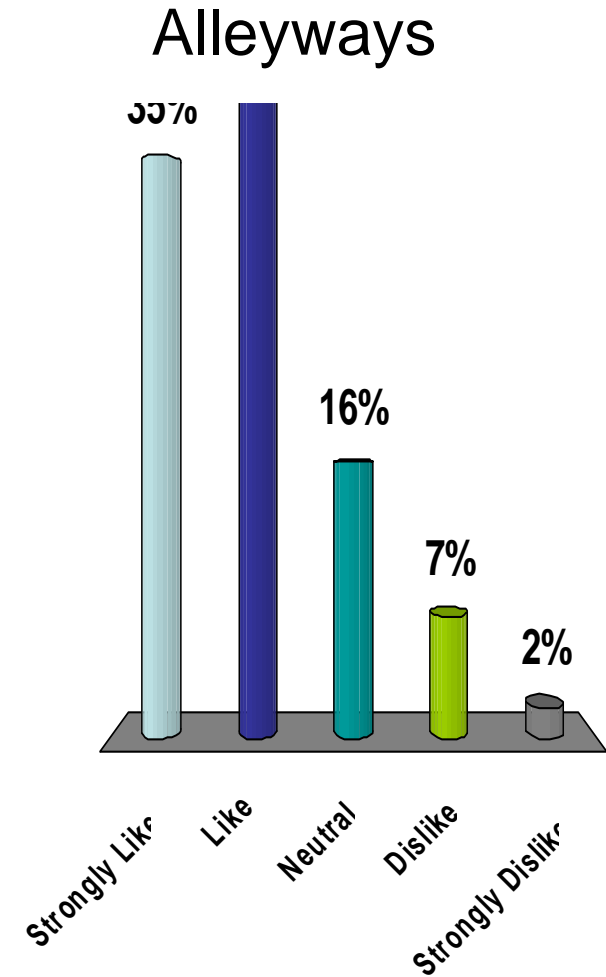


Pedestrian and Bike facilities



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

How do you like this public space for Downtown Chico?

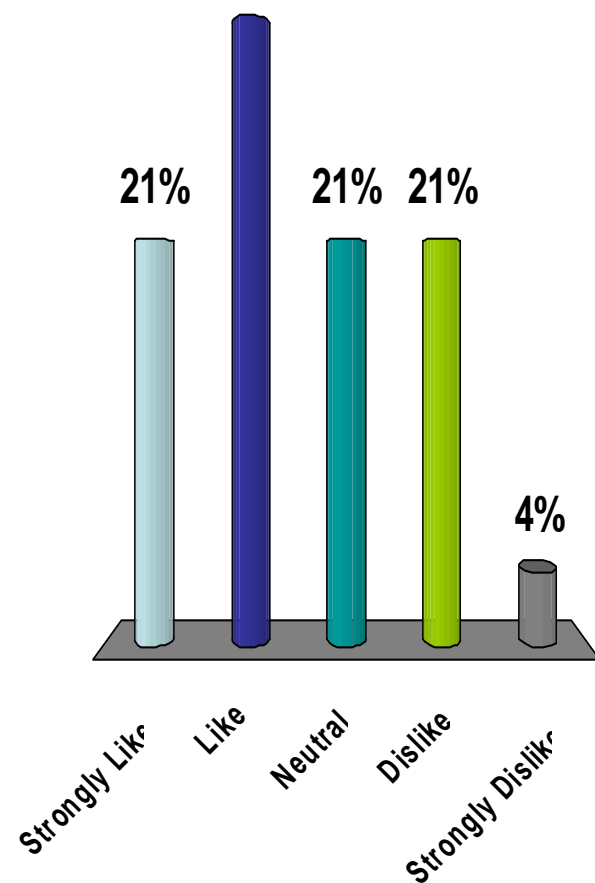


1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

What streetscape treatments are needed in Downtown Chico?

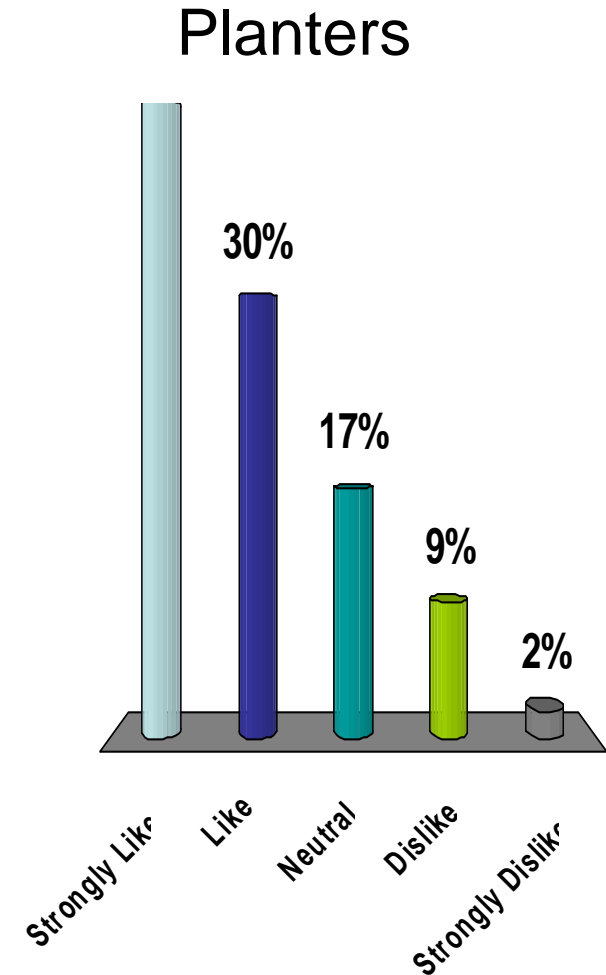


Transit Shelters



1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

What streetscape treatments are needed in Downtown Chico?

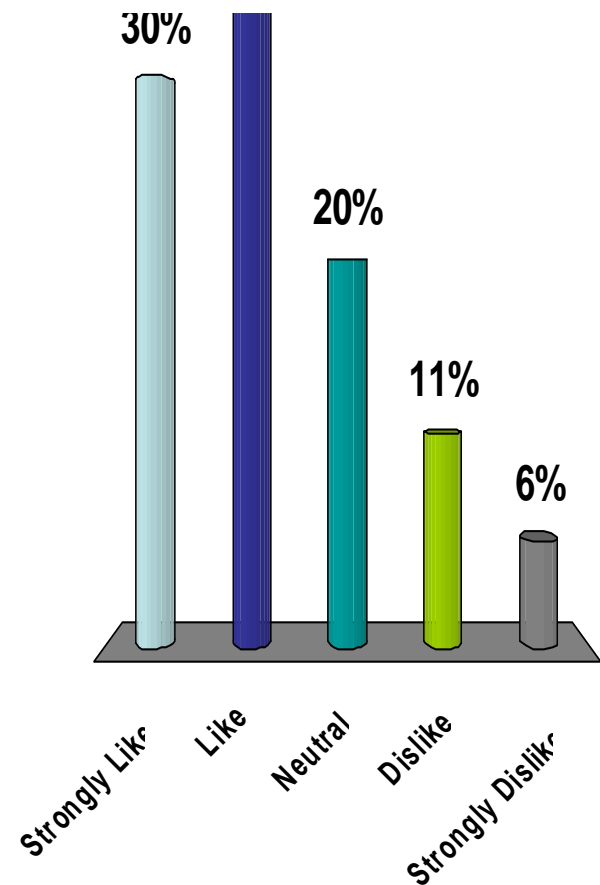


1. Strongly Like
2. Like
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5. Strongly Dislike

What streetscape treatments are needed in Downtown Chico?

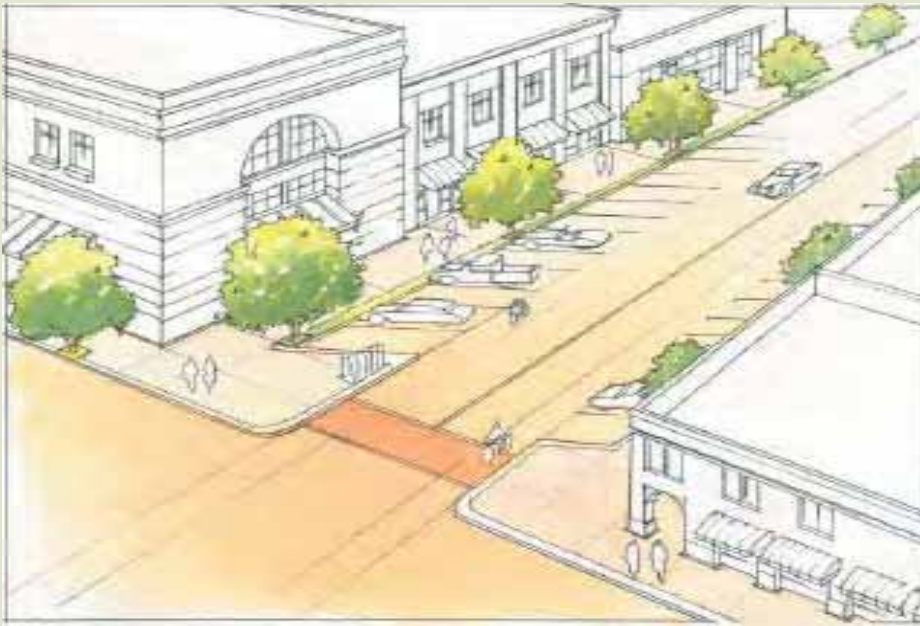


Paving Treatments



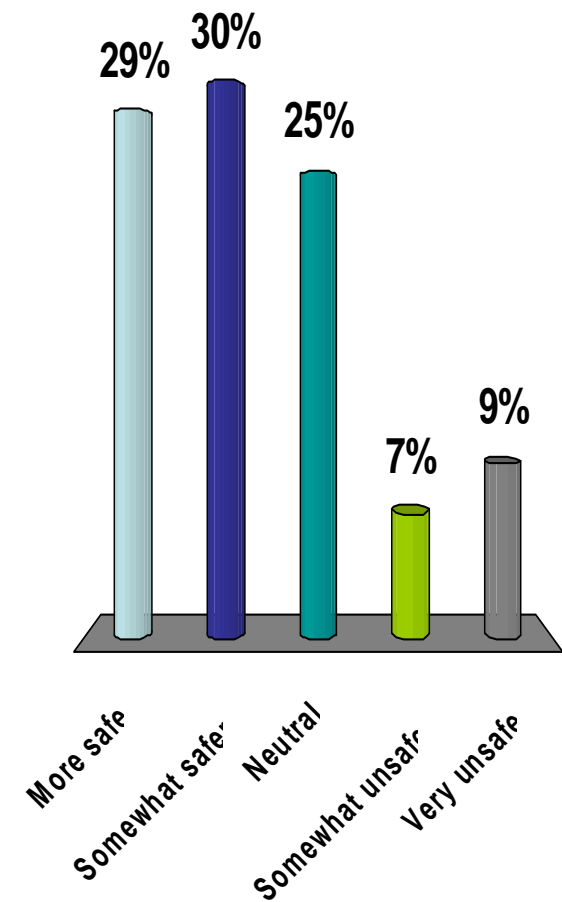
1. Strongly Like
2. Like
3. Neutral
4. Dislike
5. Strongly Dislike

Would this solution make you feel more or less safe as a pedestrian than what is there?



Along Main/ Broadway – 1 way

1. More safe
2. Somewhat safer
3. Neutral
4. Somewhat unsafe
5. Very unsafe



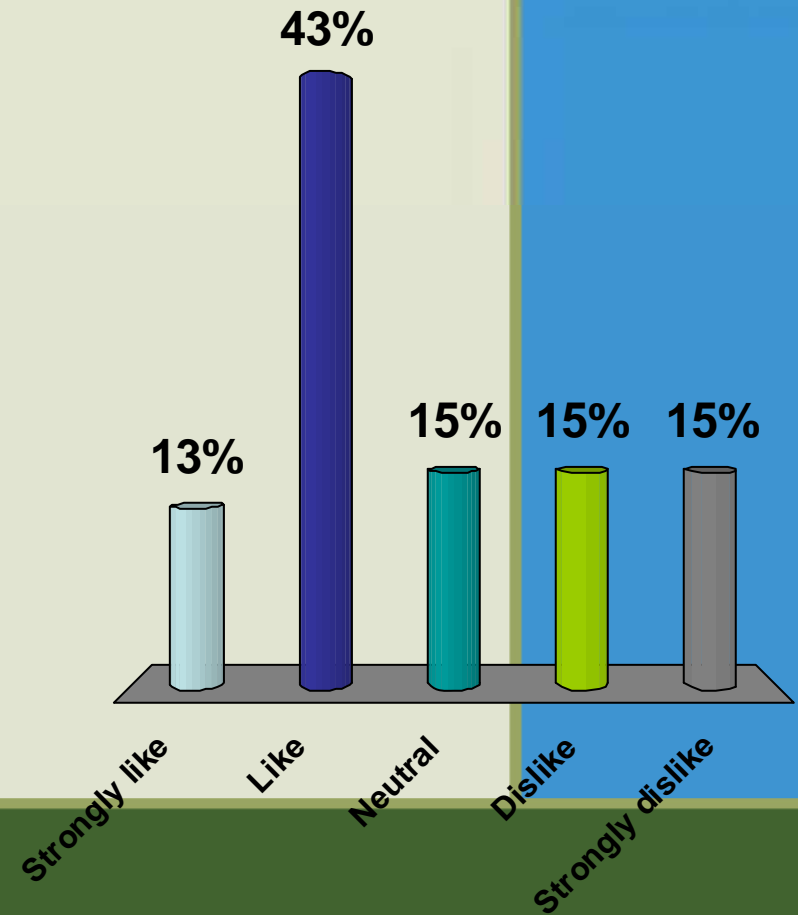
End Live Polling Exercise

Thank you for your participation!

How would you rate this workshop?



1. Strongly like
2. Like
3. Neutral
4. Dislike
5. Strongly dislike



End Live Polling Exercise

Please pass your remotes back
Thank you!

Vision Plans



Conclusions and Next Steps

Thank you for your participation!