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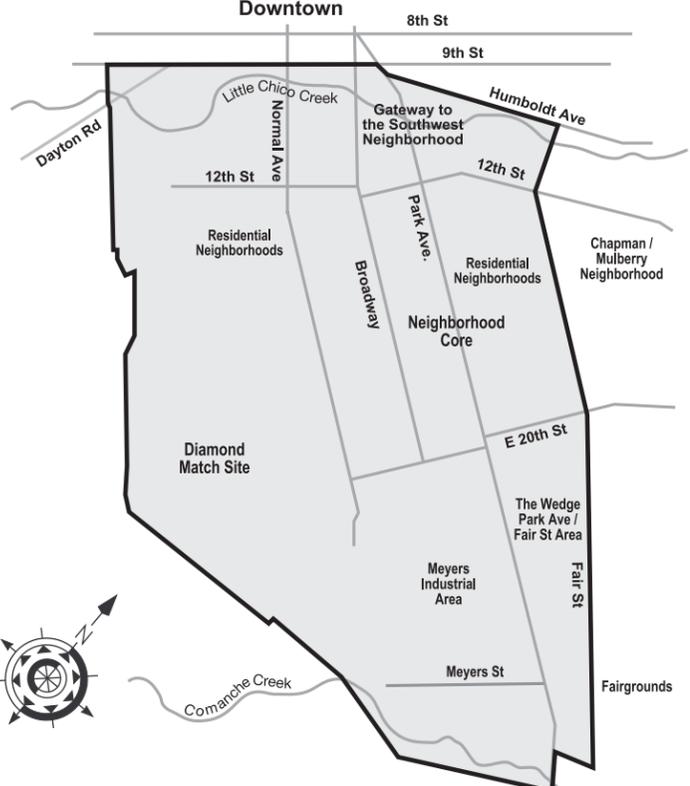
City of Chico  
Housing and Neighborhood Services  
PO Box 3420  
Chico, CA 95927-3420

*Return Instructions:*  
PLEASE REFOLD BALLOT SO THAT  
THE CITY OF CHICO MAILING ADDRESS IS VISIBLE.  
This ballot can be mailed (please be sure to add postage) or hand delivered  
to City of Chico Municipal Building, 411 Main Street, 3rd Floor.

**Become involved in your neighborhood's future.  
Please complete this questionnaire!**



**Neighborhood Plan Area**



To view the draft Southwest Neighborhood Plan, please visit:  
[www.chiconeighborhoods.org](http://www.chiconeighborhoods.org)

If you have questions, please contact  
Shawn Tillman at:  
[Stillman@ci.chico.ca.us](mailto:Stillman@ci.chico.ca.us)  
or (530) 879-6321

## What do you think are the major issues in the Southwest Neighborhood?

The Southwest Chico Neighborhood extends generally from Little Chico Creek south to Comanche Creek, and from Mulberry / Fair Streets west to the railroad tracks. One of the primary purposes of the Southwest Chico Neighborhood Plan is to provide guidance for future public improvements and capital projects in the Southwest Chico Neighborhood. Recommendations address issues including infrastructure, pedestrian and bicycle safety, creeks, parks, open space, land use and neighborhood character. This questionnaire is intended to help clarify what should be the priorities for implementation after the Plan is adopted.

The City of Chico, in partnership with Southwest Neighborhood residents and businesses, held an extensive planning process in 2007 and public priority setting workshops in the spring of this year. Through the priority setting process, a list of draft recommendations was developed. The purpose of this questionnaire is to ensure everyone within the plan area has an opportunity to participate in the process.

Your participation is essential to creating a successful plan for improvements in the Southwest Chico Neighborhood. Please complete this questionnaire and return by mail (see instructions). **Please return the questionnaire no later than August 8, 2008.** If you have questions, please contact **Shawn Tillman at (530) 879-6321 or [stillman@ci.chico.ca.us](mailto:stillman@ci.chico.ca.us).**

To view the draft Southwest Chico Neighborhood Plan, please visit [www.chiconeighborhoods.org](http://www.chiconeighborhoods.org). More detail on the recommendations in this questionnaire can be found in the "Implementation" section of the Plan beginning on page 97. If you do not have access to the Internet, you may borrow a copy of the draft Plan by visiting the City of Chico Housing & Neighborhood Services office at 411 Main Street, 3rd Floor, during normal business hours.

# Southwest Chico Neighborhood Plan – Questionnaire

**Part 1 — RATE THE DRAFT RECOMMENDATIONS:** Please indicate how you rate the priority of each recommendation by circling a number (1=low, 5=high).

| RECOMMENDED ACTION  | (Indicate Priority Level for Each Item) |     |      | RECOMMENDED ACTION | (Indicate Priority Level for Each Item)  |   |      |   |   |   |   |
|---|---|-----|------|--------------------|--|---|------|---|---|---|---|
|   | LOW                                     | MED | HIGH |                    | LOW  | MED   | HIGH |   |   |   |   |
| <b>Infrastructure</b>   |   |     |      |                    |  |   |      |   |   |   |   |
| 1) Construct a demonstration streetscape project (curb, gutter, sidewalk, paving, drainage landscaping) as a model for future street reconstruction | 1                                       | 2   | 3    | 4                  | 5  | <b>Parks</b>  |      |   |   |   |   |
| 2) Construct paving improvements where necessary neighborhood-wide  | 1                                       | 2   | 3    | 4                  | 5  | 24) Create new parks within convenient walking distance to all residents  | 1    | 2 | 3 | 4 | 5 |
| 3) Correct surface drainage deficiencies where necessary neighborhood-wide  | 1                                       | 2   | 3    | 4                  | 5  | 25) Explore possibility of acquiring parcel on southwest corner of W. 16th St. & Normal Ave. for a future park site           | 1    | 2 | 3 | 4 | 5 |
| 4) Install sidewalks where missing or badly damaged   | 1                                       | 2   | 3    | 4                  | 5  | <b>Land Use &amp; Neighborhood Character</b>  |      |   |   |   |   |
| 5) Start a loan program to assist homeowners in replacing failing sewer laterals  | 1                                       | 2   | 3    | 4                  | 5  | 26) Modify existing zoning to encourage retail fronting on Park Ave. south of 20th St.  | 1    | 2 | 3 | 4 | 5 |
| <b>Public Improvements, Transit, Circulation</b>  |   |     |      |                    | 27) Change zoning on southeast corner of 20th St. & Park Ave. from industrial to commercial with transit corridor overlay (which allows residential on upper floors) | 1   | 2    | 3 | 4 | 5 |   |
| 6) Study the feasibility of installing a landscaped median along Park Ave. between 20th and Little Chico Creek                                      | 1                                       | 2   | 3    | 4                  | 5  | 28) Create development incentives (i.e. reduced parking requirements) to promote higher intensity, mixed uses along Park Ave. | 1    | 2 | 3 | 4 | 5 |
| 7) Install gateway feature at Little Chico Creek and Park Ave.  | 1                                       | 2   | 3    | 4                  | 5  | 29) Increase visual access to the creeks  | 1    | 2 | 3 | 4 | 5 |
| 8) Study the feasibility of a short transit loop connecting the SW Neighborhood to Downtown   | 1                                       | 2   | 3    | 4                  | 5  | 30) Target residential rehabilitation funding for Southwest neighborhood  | 1    | 2 | 3 | 4 | 5 |
| 9) Construct new public roads between Park Ave. and Fair St.  | 1                                       | 2   | 3    | 4                  | 5  | 31) Adopt design guidelines for new residential, commercial and industrial development  | 1    | 2 | 3 | 4 | 5 |
| 10) Create 2nd access to Meyers St. area from Park Ave. via Commerce Ct.  | 1                                       | 2   | 3    | 4                  | 5  | <b>Resources</b>  |      |   |   |   |   |
| 11) Reconfigure intersection of Park Ave. and 20th St.  | 1                                       | 2   | 3    | 4                  | 5  | 32) Create financial incentives for the use of creative storm water management techniques                                     | 1    | 2 | 3 | 4 | 5 |
| <b>Pedestrian &amp; Bicycle Improvements</b>  |   |     |      |                    | 33) Increase funding for trees/urban forest enhancement  | 1   | 2    | 3 | 4 | 5 |   |
| 12) Install pedestrian safety and circulation improvements on W. 11th St. between Park Ave. and Broadway St. at the school                          | 1                                       | 2   | 3    | 4                  | 5  | 34) Conduct an historic resources inventory and initiate a signage program to identify historic resources                     | 1    | 2 | 3 | 4 | 5 |
| 13) Install high visibility crosswalk on Park Ave. at Little Chico Creek bridge   | 1                                       | 2   | 3    | 4                  | 5  | <b>Economic Development</b>   |      |   |   |   |   |
| 14) Plan a regional path along old rail line near Comanche Creek  | 1                                       | 2   | 3    | 4                  | 5  | 35) Initiate a program to provide financial assistance for businesses in the Southwest neighborhood                           | 1    | 2 | 3 | 4 | 5 |
| 15) Extend bicycle lanes on Chestnut St. from W. 9th St. to W. 16th St.   | 1                                       | 2   | 3    | 4                  | 5  | 36) Initiate a program to provide funding for façade improvements to commercial buildings on Park Ave.                        | 1    | 2 | 3 | 4 | 5 |
| 16) Add crosswalk on south side of 9th St. at Humboldt across Broadway and Park   | 1                                       | 2   | 3    | 4                  | 5  | <b>Health &amp; Safety/Nuisances</b>  |      |   |   |   |   |
| 17) Widen existing Salem St. bridge to accommodate pedestrians and cyclists or build a separate pedestrian/bike bridge                              | 1                                       | 2   | 3    | 4                  | 5  | 37) Expand outreach, education and clean-up activities for the creeks   | 1    | 2 | 3 | 4 | 5 |
| 18) Improve intersection crossings for cyclists at high traffic locations   | 1                                       | 2   | 3    | 4                  | 5  | 38) Expand “drop & dash” clean-up events  | 1    | 2 | 3 | 4 | 5 |
| <b>Creeks &amp; Open Space</b>  |   |     |      |                    | 39) Consider a party noise ordinance   | 1   | 2    | 3 | 4 | 5 |   |
| 19) Acquire property along Little Chico Creek as it becomes available   | 1                                       | 2   | 3    | 4                  | 5  | <b>Other Ideas</b>  |      |   |   |   |   |
| 20) Design future multi-use pathway along south side of Comanche Creek  | 1                                       | 2   | 3    | 4                  | 5  | 40) _____   | 1    | 2 | 3 | 4 | 5 |
| 21) Design the future extension of existing Little Chico Creek multi-use pathway  | 1                                       | 2   | 3    | 4                  | 5  | 41) _____   | 1    | 2 | 3 | 4 | 5 |
| 22) Build creek overlooks on the south bank of Little Chico Creek at Normal Ave. and Hazel St.  | 1                                       | 2   | 3    | 4                  | 5  | 42) _____   | 1    | 2 | 3 | 4 | 5 |
| 23) Construct a park on City-owned property on north bank of Little Chico Creek at Hazel St.  | 1                                       | 2   | 3    | 4                  | 5  |   |      |   |   |   |   |

## Part 2 — CHOOSE YOUR TOP PRIORITIES

A) Of the recommended actions on the left, please indicate which should be the top priorities acted on in the first year after the Southwest Neighborhood Plan is adopted. (Please check no more than five boxes)

|        |                          |        |                          |        |                          |        |                          |        |                          |        |                          |
|--------|--------------------------|--------|--------------------------|--------|--------------------------|--------|--------------------------|--------|--------------------------|--------|--------------------------|
| No. 1  | <input type="checkbox"/> | No. 2  | <input type="checkbox"/> | No. 3  | <input type="checkbox"/> | No. 4  | <input type="checkbox"/> | No. 5  | <input type="checkbox"/> | No. 6  | <input type="checkbox"/> |
| No. 7  | <input type="checkbox"/> | No. 8  | <input type="checkbox"/> | No. 9  | <input type="checkbox"/> | No. 10 | <input type="checkbox"/> | No. 11 | <input type="checkbox"/> | No. 12 | <input type="checkbox"/> |
| No. 13 | <input type="checkbox"/> | No. 14 | <input type="checkbox"/> | No. 15 | <input type="checkbox"/> | No. 16 | <input type="checkbox"/> | No. 17 | <input type="checkbox"/> | No. 18 | <input type="checkbox"/> |
| No. 19 | <input type="checkbox"/> | No. 20 | <input type="checkbox"/> | No. 21 | <input type="checkbox"/> | No. 22 | <input type="checkbox"/> | No. 23 | <input type="checkbox"/> | No. 24 | <input type="checkbox"/> |
| No. 25 | <input type="checkbox"/> | No. 26 | <input type="checkbox"/> | No. 27 | <input type="checkbox"/> | No. 28 | <input type="checkbox"/> | No. 29 | <input type="checkbox"/> | No. 30 | <input type="checkbox"/> |
| No. 31 | <input type="checkbox"/> | No. 32 | <input type="checkbox"/> | No. 33 | <input type="checkbox"/> | No. 34 | <input type="checkbox"/> | No. 35 | <input type="checkbox"/> | No. 36 | <input type="checkbox"/> |
| No. 37 | <input type="checkbox"/> | No. 38 | <input type="checkbox"/> | No. 39 | <input type="checkbox"/> | No. 40 | <input type="checkbox"/> | No. 41 | <input type="checkbox"/> | No. 42 | <input type="checkbox"/> |

B) Of the following nine categories, please indicate which are most important to you overall. (Please check no more than three boxes)

|  |  |   |
|--|--|---|
| <input type="checkbox"/> Infrastructure            | <input type="checkbox"/> Public Improvements/Transit/Circulation | <input type="checkbox"/> Parks                |
| <input type="checkbox"/> Creeks & Open Space       | <input type="checkbox"/> Pedestrian & Bicycle Improvements       | <input type="checkbox"/> Economic Development |
| <input type="checkbox"/> Health & Safety/Nuisances | <input type="checkbox"/> Land Use & Neighborhood Character       | <input type="checkbox"/> Resources            |

## Part 3 — DEMOGRAPHIC INFORMATION

A) Please check all the boxes that apply. Do you:

Live in the Southwest Neighborhood?     Own your home?     Rent your home?

Operate a business in the Southwest Neighborhood?

Own property in the Southwest Neighborhood, but do not live in the neighborhood?

B) Have you participated in one or more Southwest Chico Neighborhood planning meetings?     Yes     No

C) Optional ethnicity/race information: (Please check all that apply)

African American/Black     Asian/SE Asian/Pacific Islander     Caucasian/White

Latino/Hispanic     Native American/Alaska Native     Other: \_\_\_\_\_

## Part 4 — OPTIONAL CONTACT INFORMATION

If you would like to be more involved in implementing improvements in the Southwest Chico Neighborhood, please provide your contact information:

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

*End of questionnaire — Thank you for participating!*

— PLEASE SEE RETURN INSTRUCTIONS ON REVERSE —

