VISION

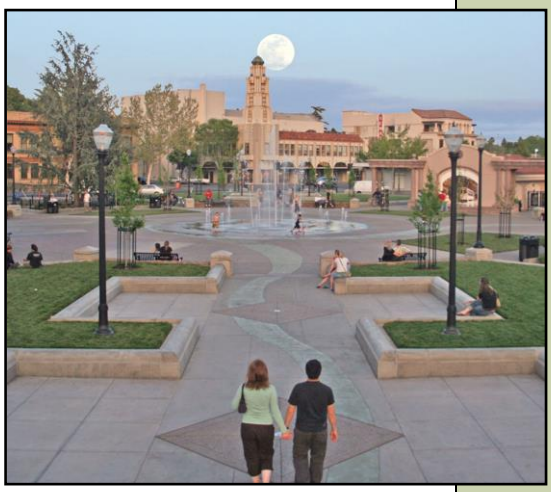
In 2030, Downtown Chico is the heart of the community and the center of cultural activity. Engaging and active at the street level, it is a multi-story, mixed-use hub, with specialty retail, restaurants, residences, services, entertainment, and civic and cultural uses. Downtown Chico serves as both a visitor destination and a community center with activities that attract heavy pedestrian traffic. Downtown is walkable with supportive parking facilities, and new development is designed with the pedestrian and bicyclist in mind. North and South Downtown each has its own distinct but complementary character.

INTRODUCTION

The Downtown Element focuses on supporting and expanding the vitality and enhancement of Downtown Chico as the City's central core.

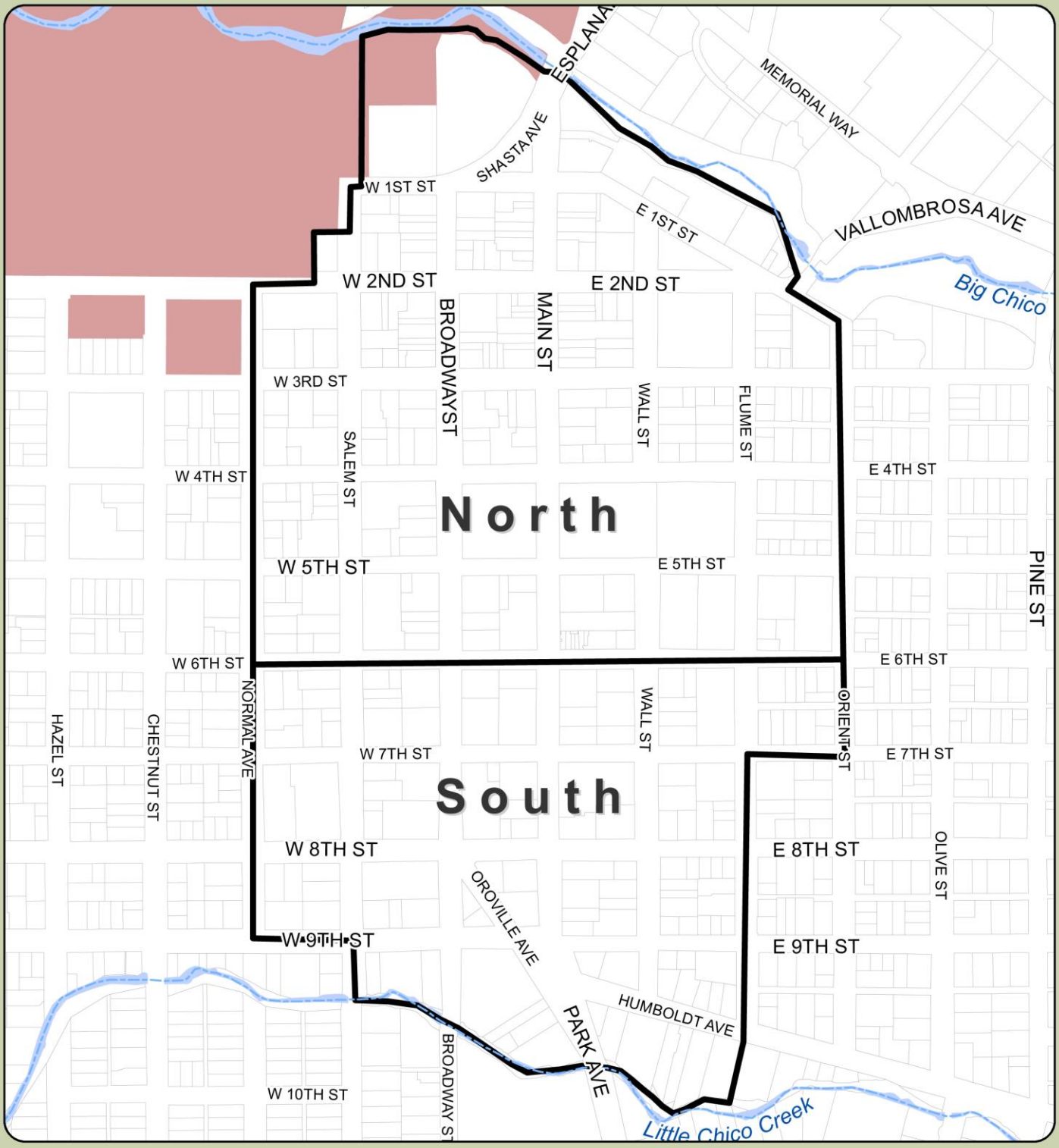
Established in 1860, Downtown Chico represents the historic foundation of the community. Located on the original town grid, Downtown is a vibrant, compact, urban district with a diverse mixture of historic and modern structures. The area is approximately ten blocks long and five blocks wide, bordered on the east and west by residential neighborhoods, to the south by Little Chico Creek, and to the north by Big Chico Creek and the CSU Chico campus. The character of North Downtown is distinct from that in South Downtown, and they are each considered sub-districts of Downtown. **Figure DT-1** delineates the boundaries of Downtown Chico.

Downtown is the social, cultural, and entertainment core of the City with a mix of retail, service, civic, office, and residential uses. Buildings include multi-story, mixed-use structures that contribute to a lively pedestrian environment. Downtown is cherished by local residents and visitors for its public art, unique shops, public open spaces, local farmers markets, and events such as parades and festivals.



Historically, policies associated with Downtown Chico have been integrated into several different elements of the General Plan. Because of Downtown's important role in making Chico a successful and sustainable community, the City has created a separate element to address key issues associated with Downtown. Since this element is for a specific subarea of the City, it addresses many of the major issues of the General Plan such as land use, circulation, and open space, as found in other elements, but with a specific focus on Downtown. Where appropriate, cross-references are provided to alert the reader to the applicable

policies or actions in other elements.



DOWNTOWN AREA

Downtown

CSUC Campus

Assessors Parcels

0 125 250 500 Feet

Data Source: City of Chico

Figure DT-1 Downtown Chico Map

CHICO 2030 GENERAL PLAN

ISSUES AND CONSIDERATIONS

This Element addresses key issues related to Downtown that were identified and evaluated by the Downtown Ad Hoc Committee and the larger community as part of the General Plan Update, including: mixed-use development, the character of South Downtown, circulation and traffic calming, placemaking, wayfinding, and Downtown's relationship with CSU Chico. Policy guidance is found in the goals, policies, and actions section of this element. An explanation of specialized terms can be found in the General Plan Glossary (**Appendix A**).

DOWNTOWN VISION ILLUSTRATION AND CONCEPTS

The Downtown Element addresses key issues through its goals, policies and actions. In addition, the key issues informed development of the Downtown Vision Illustration **(Figure DT-2)** and corresponding Vision Concepts that, when considered together, represent Chico's future vision for Downtown as an evolving, vibrant, mixed-use, urban neighborhood.

DOWNTOWN VISION ILLUSTRATION

The Downtown Vision Illustration (**Figure DT-2)** is meant to inspire development that advances the community's vision for Downtown through images and conceptual development patterns which are based on the Vision Concepts, Land Use Diagram, and General Plan policies. The Downtown Vision Illustration is not a master plan or a specific blueprint for future development, nor does the illustration mandate any parcel or site specific development solution. Rather, the Vision Illustration is intended to help the reader visualize the development types, patterns, and overall intensity anticipated for the future of Downtown.

DOWNTOWN VISION CONCEPTS

Concept #1: Downtown Intensification

The City's plan to accommodate future jobs and housing growth in a compact and sustainable development pattern relies on infill and redevelopment. Downtown is a key opportunity for higher density and intensity of development given its central location, development patterns, and proximity to employment, services, transit, education, and other amenities.

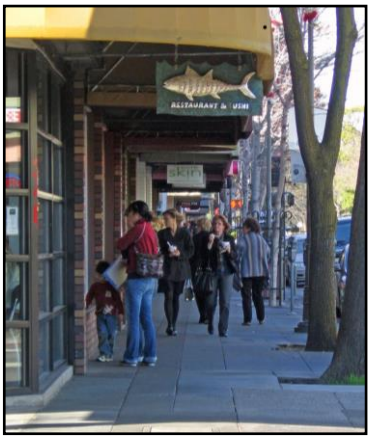
Concept #2: South Downtown District

South Downtown (south of 6th Street) has significant redevelopment potential due to existing parcel and building sizes. The district could benefit from developing a stronger

sense of place and from an extension of the pedestrian-oriented character of North Downtown. Future development in South Downtown will include higher density, multi-story, and mixed-use buildings with public open spaces and parking on the interior of lots to create a pedestrian-friendly environment. South Downtown will transition smoothly to North Downtown by way of architectural design, development standards, streetscape improvements, and permitted uses for a more unified and vibrant Downtown. Commercial service and auto-oriented uses in South Downtown will be managed to limit uses that could detract from the pedestrian-oriented character of Downtown.

Concept #3: Mixed-Use Development

Chico residents desire a more livable and mixed-use Downtown where residents can walk to shopping, commercial services, and recreational amenities. The addition of more residential and office uses in Downtown will provide a 24-hour market for commercial success. Methods, such as incentives for new mixed-use development and public/private partnerships, are intended to promote a greater mix of uses in Downtown.

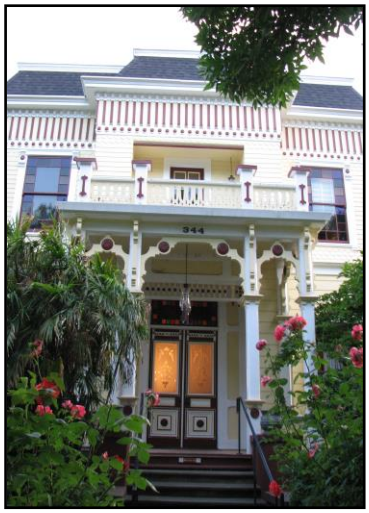


Concept #4: Pedestrian Activity

Pedestrian activity and connectivity is essential to the success of Downtown Chico. The existing street grid pattern, colored crosswalks, bulbouts, and street furniture will be preserved, expanded and further enhanced with additional amenities such as sidewalk dining, art, shade, and seating. Additional open space areas that are clean and well-maintained will provide small refuges and gathering places on corners and block interiors. Public parking in the Downtown will be easy to find and will facilitate pedestrian access to the central core.

Concept #5: Development Transition at Neighborhood Edges

While Downtown is envisioned to continue growing as an intensive mixed-use center, it is important to protect adjacent residential neighborhoods from potential negative influences caused by increased density and land use intensity. The Downtown Vision Illustration (**Figure DT-2**) and the Downtown Land Use Diagram (**Figure DT-3**) call for a transition in development intensity in areas adjacent to existing residential neighborhoods.



Concept #6: Preservation of Historic Buildings

Engaging the public in the identification, preservation, and celebration of cultural and historic resources in Downtown helps maintain the community's shared value for the unique character and historical integrity of the area. The City supports the preservation and adaptive reuse of historic buildings in order to develop these unique structural assets of Downtown to their highest and best use.

Concept #7: Integrated Parking Structures

A stand-alone parking structure is not conducive to a quality pedestrian environment; therefore, new parking structures will be ringed primarily with ground-floor commercial suites or otherwise integrated into larger mixed-use development projects.

Concept #8: Parking Access and Management

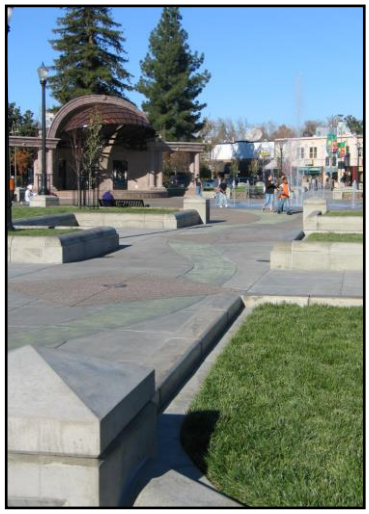
Maintaining an adequate parking supply is integral to supporting a vibrant downtown. Future parking options will include modern, safe, convenient, and identifiable street, surface, underground, and structured parking throughout Downtown.

Concept #9: Traffic Calming

While Downtown relies on adequate traffic volume and flow to maintain its vitality, traffic should not disturb the pedestrian experience. Downtown streets will be designed and improved with consideration for slowing the speed of vehicles, supporting non-vehicular modes of travel, accommodating parking, and providing a safe pedestrian environment.

Concept #10: Relationship with California State University, Chico

CSU Chico blends into the commercial and residential fabric of Downtown due to its proximity. The vitality of Downtown is closely tied to the University's population of students, faculty, and staff. Collaboration between the University and the City on projects, such as improving pedestrian and bicycle connections to the University, is critical to achieving the Downtown Vision.



Concept #11: Open Space Protection and Enhancement

As Downtown matures and urbanizes, it is important to enhance and maintain public access to open spaces, creeks, parks, and plazas.

Concept #12: Downtown as a Key Transportation Hub

Chico's Downtown is served by public transit, with multiple routes converging on the Downtown Transit Center. Downtown is and will continue to be an important link in Citywide and regional circulation for all modes of transportation.

Concept #13: Downtown as the Cultural and Civic Community Core

As Chico has grown, the role of Downtown has diversified. In addition to its traditional role as a commercial center, Downtown is also the focal point for local governmental affairs and cultural events for the community. While striving to enhance the economic viability of Downtown, it is important to maintain its

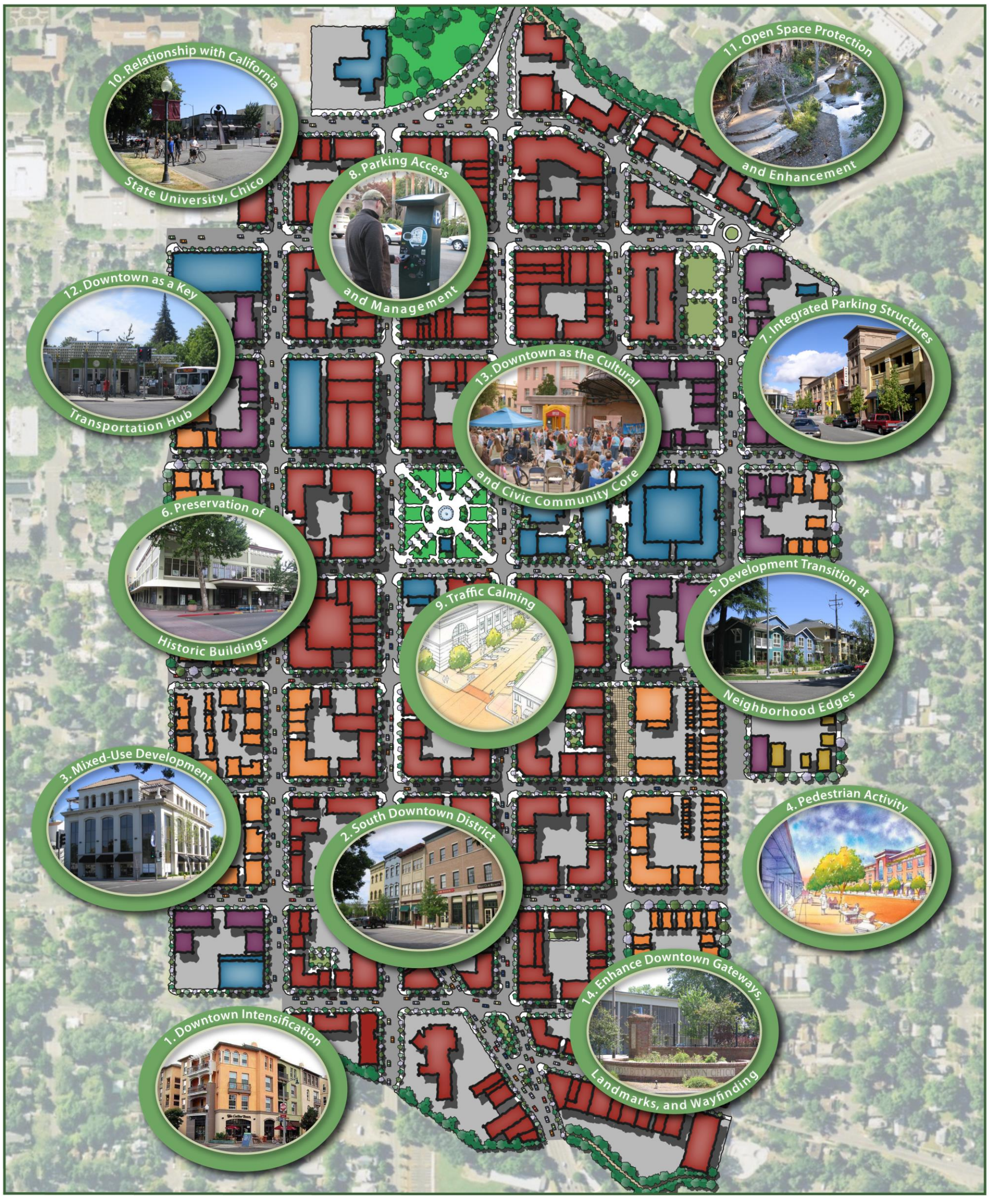
central role in cultural and civic activities such as music, art, public meetings, parades, outdoor markets, and festivals.

Concept #14: Enhance Downtown Gateways, Landmarks, and Wayfinding

The network of high-volume streets, some one-way, combined with aging and incomplete signage can make navigating and finding key destinations and parking in Downtown difficult. As a solution, a new wayfinding system with creative signage and landmarks unique to Downtown will be developed to help residents and visitors navigate the area, find destinations and convenient parking, accentuate Downtown gateways, and to strengthen the sense of place and identity of Downtown.

CHICO 2030 GENERAL PLAN

Figure DT-2
Downtown Vision Illustration



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Legend

- Commercial Mixed Use
- Office Mixed Use
- Public Facilities & Services
- Residential Mixed Use
- Medium Density Residential
- Open Space

Not to Scale

Downtown Vision Concepts

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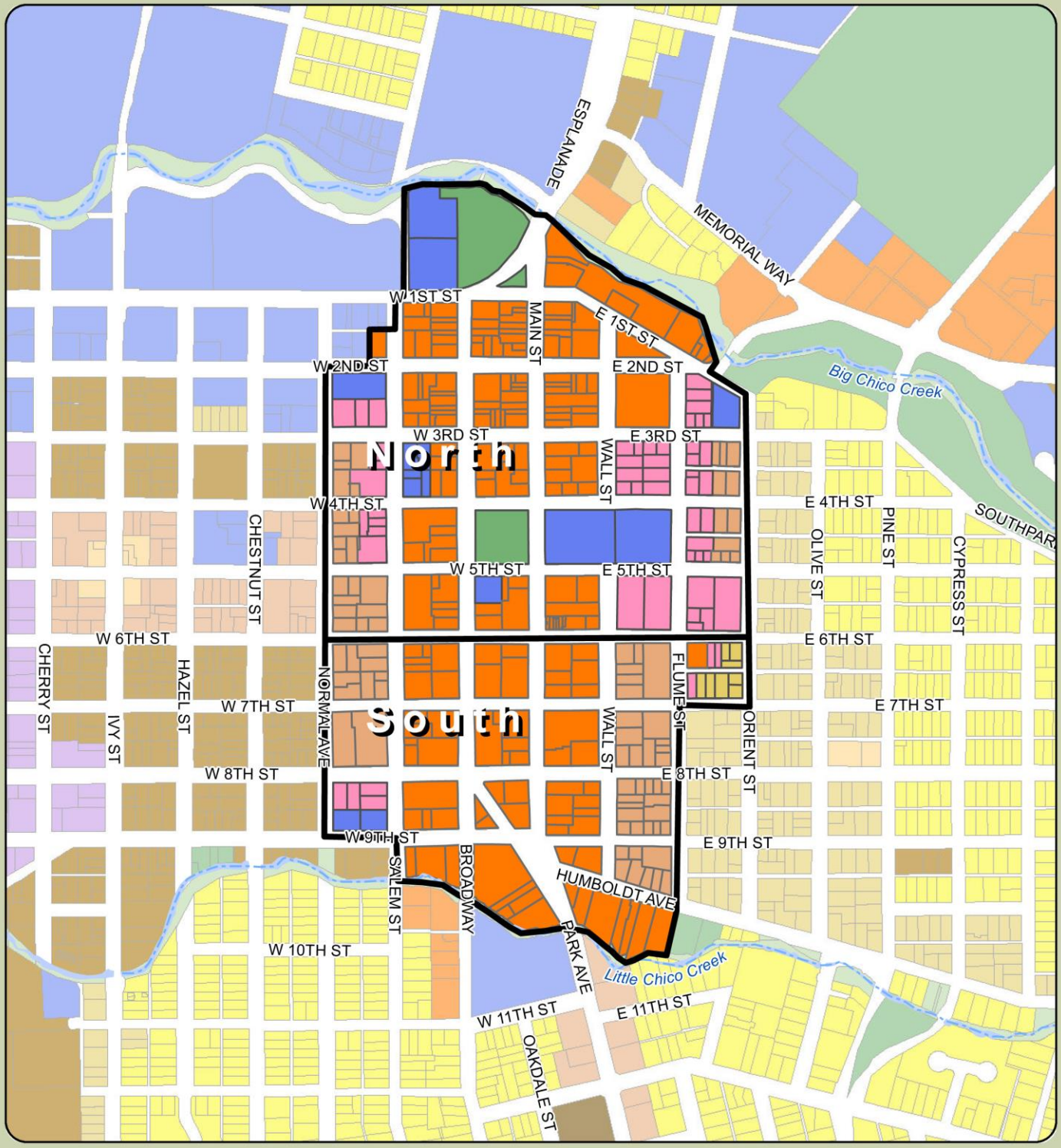
DOWNTOWN LAND USE DIAGRAM

As identified in the Land Use Element, Downtown Chico is a designated Opportunity Site, which means that the area is optimal for infill, redevelopment, and revitalization in keeping with the City's desire for a compact growth footprint and sustainable development pattern. The Land Use Diagram for Downtown shown in **Figure DT-3** (and in Land Use Element **Figure LU-1**) establishes land use designations that will guide future development and redevelopment. Downtown includes several mixed-use land use designations to encourage more vertical and horizontal integration of uses and higher density and intensity of development. A transition in land use designations is identified for the areas flanking the Downtown core to provide a thoughtful interface with surrounding residential neighborhoods.

Vertical Integration of Uses



DOWNTOWN LAND USE DESIGNATIONS

- MDR Medium Density Residential
- RMU Residential Mixed Use
- CMU Commercial Mixed Use
- OMU Office Mixed Use
- PFS Public Facilities & Services
- SOS Secondary Open Space

SURROUNDING LAND USE DESIGNATIONS

- LDR Low Density Residential
- MDR Medium Density Residential
- RMU Residential Mixed Use
- MHDR Medium-High Density Residential
- HDR High Density Residential
- NC Neighborhood Commercial
- CS Commercial Services
- CMU Commercial Mixed Use
- OMU Office Mixed Use
- IOMU Industrial/Office Mixed Use
- PFS Public Facilities & Services
- POS Primary Open Space
- SOS Secondary Open Space

0 125250 500 Feet

Data Source: City of Chico

CITY OF CHICO INC. 1872

Figure DT-3 Downtown Land Use Plan

CHICO 2030 GENERAL PLAN

GOALS, POLICIES, AND ACTIONS

Goal DT-1: Emphasize the role of Downtown as the civic, commercial, and cultural core of the community.

Goal DT-2: Strengthen Downtown with a variety of land uses, mixed-use developments, and redevelopment throughout Downtown.

Goal DT-3: Enhance the pedestrian environment in Downtown.

Goal DT-4: Achieve new development and redevelopment in Downtown that promotes the Downtown Vision Illustration and Concepts.

Goal DT-5: Support all modes of transportation in and around Downtown.

Goal DT-6: Reinforce the identity of Downtown, and distinguish it from adjacent neighborhoods.

Goal DT-7: Establish a "Park Once and Walk" environment by improving Downtown parking.

Goal DT-8: Preserve and enhance landmarks or buildings of special historic or architectural interest.

- **Goal DT-1: Emphasize the role of Downtown as the civic, commercial, and cultural core of the community.**

  - **Policy DT-1.1 (Support Vitality of Downtown) – Maintain and enhance the vitality and economic well-being of Downtown to support its status as the City's center.**

    - **Action DT-1.1.1 (Support Downtown Business) –** Support Downtown business and property owners by helping to develop and fund public/private partnerships, such as business improvement districts, to provide for increased maintenance, cleanliness, security, marketing, business retention and recruitment.

Cross reference ED-1.5.2

  - **Policy DT-1.2 (Businesses Variety) – Encourage a variety of Downtown business types to provide a unique shopping experience.**

Cross reference ED-2.1.2

  - **Policy DT-1.3 (City as Liaison for Downtown Issues) – Enhance the City's role as a Downtown liaison with merchants, property owners, CSU Chico, and the community at large.**

    - **Action DT-1.3.1 (City Attention to Downtown Issues) –** Continue to allocate staff resources to address current and future Downtown issues.

- **Action DT-1.3.2 (Downtown Working Group) -** Meet with Downtown property owners, businesses, residents, CSU Chico, and others interested in Downtown to discuss solutions to key Downtown policy issues and support implementation of the Downtown Element.

- **Action DT-1.3.3 (CSU Chico and CUSD) –** Consult with CSU Chico and Chico Unified School District to address mutual interests in Downtown.

- **Policy DT-1.4 (Civic Center) – Preserve and enhance the civic focus of Downtown by maintaining existing civic structures and uses, such as City Hall, the Plaza, and the Post Office, and by encouraging other civic uses to locate Downtown.**

Cross reference CRHP-2.4.2 and PPFS-7.1

- **Policy DT-1.5 (Culture and Arts) – Encourage the development of cultural and arts facilities and activities in public spaces throughout Downtown to reinforce its role as the cultural core of the City and region.**

Cross reference ED-2.2

- **Action DT-1.5.1 (Plaza Park) –** Reinforce the role of the Plaza as the cultural heart of Downtown by continuing to sponsor and allow cultural activities, and events that bring residents and visitors to Downtown such as concerts, and cycling, art and seasonal events.

Cross reference SUS-7.1.1

- **Action DT-1.5.2 (Farmers Markets) –** Support the operation and enhancement of farmers markets within Downtown.

Cross reference PPFS-7.1.2, CD-7.2.1

- **Action DT-1.5.3 (Art in Downtown) –** Continue to provide locations and funding to support the installation of art in public places Downtown.

- **Policy DT-1.6 (Downtown Theaters) – Support the continued use, rehabilitation, and preservation of Downtown theaters.**

Goal DT-2: Strengthen Downtown with a variety of land uses, mixed-use developments, and redevelopment throughout Downtown.

- **Policy DT-2.1 (Mixed Land Uses) – Promote development of Downtown as a mixed-use activity center with particular priority to projects including residential uses to help create an economically healthy and vibrant Downtown throughout the day and night.**

- **Action DT-2.1.1 (Incentives for Vertical Mixed Use) –** Utilize City incentives identified in Action LU-2.3.1 to support developers who construct vertical mixed-use projects within Downtown.

- **Action DT-2.1.2 (Incentives for Housing above Non-Residential Uses) –** Utilize City incentives identified in Action LU-2.3.1 to support developers who build housing above non-residential ground-floor uses in Downtown.

Cross reference CIRC-8.3

- **Policy DT-2.3 (Resident Serving Uses) – Encourage resident-serving land uses, such as pharmacies and small grocery stores, in Downtown.**

  - **Action DT-2.3.1 (Allowed Uses) –** ~~Amend~~ Maintain the Municipal Code to allow frequently visited, resident-serving uses by right in Downtown.

  - **Action DT-2.3.2 (Residential Parking) –** Consider the inclusion of dedicated residential parking spaces in new parking facilities.

- **Policy DT-2.4 (Existing Building Code) – Encourage the reuse of existing buildings in Downtown by utilizing the International Existing Building Code which provides flexibility in the retrofitting of buildings.**

  - **Action DT-2.4.1 (Reuse Upstairs) –** Promote intensified use and reuse of existing suites above ground floors.

- **Policy DT-2.5 (Revitalization and Redevelopment) – Promote revitalization of underutilized, deteriorated areas and buildings through development incentives, public/private partnerships, and public investment.**

Cross reference ED-1.3 and ED-3.1

  - **Action DT-2.5.1 (Downtown Utilities) –** Work with local utility providers to assess and improve infrastructure to meet the needs of the development projected for Downtown.

  - **Action DT-2.5.2 (Public/Private Development Partnerships) –** Investigate the use of City-owned properties and underutilized private parking lots in public/private partnerships as an incentive for new development Downtown.

Cross reference ED-1.4.3

  - **Action DT-2.5.3 (Incentive for Land Assembly) –** Utilize City incentives identified in Action LU-2.3.1 to support assemblage of multiple properties Downtown for larger integrated development projects.

Cross reference ED-1.4.4

Goal DT-3: Enhance the pedestrian environment in Downtown.

- **Policy DT-3.1 (Design for the Pedestrian Environment) – Enhance the high-quality pedestrian environment within Downtown through the design and maintenance of buildings, sidewalks, open spaces, and other pedestrian amenities.**

Cross reference CIRC 4.3 and CD 3.2

Cross reference CD-3.1.1

- **Action DT-3.1.1 (Downtown Design Guidelines) –** Maintain and apply the Design Guidelines Manual for Downtown building rehabilitation, new construction, parking, signs, streetscape, pedestrian pathways, and sidewalks.

Cross reference CD-3.3.1

- **Action DT-3.1.2 (Common Spaces) –** Modify standards and building fees to allow and encourage the incorporation of architectural features that create welcoming outdoor places for residents, employees and visitors.

- **Policy DT-3.2 (Streetscape Environment) – Ensure a lively streetscape environment.**

  - **Action DT-3.2.1 (Ground-floor Uses) –** ~~Amend~~ Maintain the Municipal Code to ~~establish a retail zoning district in~~ ensure the North Downtown zoning district ~~that~~ requires development to incorporate retail or other uses that contribute to increased pedestrian activity on the ground-floor and requires use permit approval for other ground-floor uses.

Cross reference CIRC-8.2

  - **Action DT-3.2.2 (Mixed-use Parking Structures) –** Ensure that new parking structures in Downtown are ringed primarily with ground-floor retail suites, other pedestrian-oriented uses, or will be otherwise integrated into larger mixed-use development projects.

- **Policy DT-3.3 (Public Realm) – Develop public areas in Downtown that are comfortable, welcoming, and available for use by the whole community.**

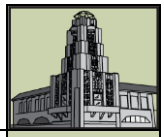
  - **Action DT-3.3.1 (Sidewalk Uses) –** Encourage the active use of sidewalks by expanding their allowed uses to include outdoor seating and dining, streetscape and landscape furnishings, and other pedestrian features, while maintaining space for a path of travel.

  - **Action DT-3.3.2 (Enhance Downtown Open Space) –** Increase the use of public open space by providing well-maintained and well-lit pedestrian pathways, landscaping, street furniture, courtyards, shade, and other amenities.

Cross reference CD-3.4 and S-5.5

- **Policy DT-3.4 (Public Safety Design) – Design Downtown streets and public spaces that enhance public safety and discourage crime by providing street-fronting uses ("eyes on the street"), adequate lighting and sight lines, and features that cultivate a sense of community ownership.**

- **Policy DT-3.5 (Pedestrian Priorities) – Prioritize facilities for pedestrian travel within Downtown.**



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erence
C-4.3.1
LU-5.1.4

- **Action DT-3.5.1 (Enhance Sidewalks) –** Enhance pedestrian facilities with features such as wide sidewalks, bulb-out corners, and street furniture, placing an emphasis on extending sidewalk features to South Downtown.

- **Action DT-3.5.2 (Bicycling and Skateboarding on Sidewalks) –** Enforce regulations prohibiting bicycling and skateboarding on sidewalks to maintain pedestrian safety, and promote alternate routes for bicyclists.

- **Action DT-3.5.3 (Highway 32) –** Consult with Caltrans to identify ways to improve pedestrian access and safety where Highway 32 crosses Downtown.

- **Policy DT-3.6 (Location of Parking) – Reduce the visual prominence of parking by locating off-street parking safely behind or within structures, or otherwise screening it from the public right-of-way.**

Cross reference CIRC-8.2.1

- **Policy DT-3.7 (Scale of Downtown Streets) – Design Downtown streets to encourage more sidewalk pedestrian activity.**

  - **Action DT-3.7.1 (Number of Travel Lanes) –** Giving special consideration for north-south circulation patterns and the delivery needs of Downtown businesses, identify options to reduce the number of travel lanes on Downtown streets to accommodate additional diagonal parking or an enhanced pedestrian environment.

  - **Action DT-3.7.2 (Truck Deliveries) –** Facilitate an effort among Downtown businesses and delivery companies to develop Downtown loading and unloading guidelines with the objective of reducing vehicle congestion that can discourage pedestrian and bicycling activity.

Cross reference CIRC-9.2

Goal DT-4: Achieve new development and redevelopment in Downtown that promotes the Downtown Vision Illustration and Concepts.

- **Policy DT-4.1 (Urban Development) – Ensure that new development in Downtown is urban in character.**

  - **Action DT-4.1.1 (Coordinate Development Design Features) –** Work with property owners who desire to coordinate development activities over multiple sites to create projects with complementary design features and shared facilities.

- **Policy DT-4.2 (Building Context) – Ensure that new construction in Downtown matches or increases the development intensity of its block.**

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- **Action DT 4.2.1 (New Construction) –** New construction in Downtown North will have a minimum building height of two-stories, or no less than the average height of the existing buildings on both sides of the block in which the building is located, whichever is greater.

- **Action DT-4.2.2 (Downtown Edges) –** Require new development at the edges of Downtown to be designed with transitions in building height and mass, where appropriate, to complement the physical character of the adjoining development.

- **Policy DT-4.3 (South Downtown) – Support redevelopment in South Downtown that contributes to a more unified and vibrant Downtown.**

  - **Action DT-4.3.1 (South Downtown Zoning) –** ~~Amend~~ Maintain the Municipal Code to allow uses that attract pedestrian activity and limit uses that could detract from the pedestrian-oriented character of South Downtown.

Goal DT-5: Support all modes of transportation in and around Downtown.

Cross reference CIRC-1.1.1

- **Policy DT-5.1 (Multimodal Circulation) – Promote a balanced multimodal circulation system to and throughout Downtown that includes pedestrians, bicycles, vehicles, and public transit.**

Cross reference CIRC-5.1.3

  - **Action DT-5.1.1 (Downtown as Transportation Hub) –** Promote Downtown as a key transportation hub, emphasizing the Downtown Transit Center.

  - **Action DT-5.1.2 (Expand Bicycle Amenities) –** Create additional bicycle lanes and safe, convenient, and attractive bicycle parking, including covered spaces.

  - **Action DT-5.1.3 (Bicycle and Pedestrian Safety) –** Identify and address hazards for pedestrians and bicyclists.

  - **Action DT-5.1.4 (Transit Passes) –** Coordinate and distribute subsidized transit passes for Downtown residents and employees to encourage increased transit use.

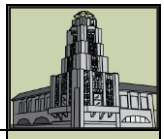
Goal DT-6: Reinforce the identity of Downtown, and distinguish it from adjacent neighborhoods.

Cross reference SUS 1.6, CD-2.1.1, and CIRC-2.2.1

- **Policy DT-6.1 (Street Pattern) – Maintain the historic street grid as a recognizable part of Downtown, avoiding the permanent removal of grid segments.**

Cross reference CD-6.1.1

- **Policy DT-6.2 (Creeks and Neighborhood Context) – Enhance Downtown's integration with bordering creeks and adjacent residential neighborhoods.**



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-6.1.2

- **Action DT-6.2.1 (Downtown Gateways) –** Establish gateway landmarks that create a sense of entry and a welcoming first impression for residents and visitors at major entry points to Downtown from the south, east and west.

- **Action DT-6.2.2 (Creek Path) –** Create a pedestrian/bicycle path along Big Chico Creek to improve circulation through Downtown and provide public access to the creek.

- **Action DT-6.2.3 (Creek Access) –** Maintain public access to Big and Little Chico Creeks through adjacent development.

- **Action DT-6.2.4 (Creekside Development) –** Require development and redevelopment along Downtown creeks to incorporate design features fronting the creek such as outdoor seating or dining, public open spaces, and creekside façade improvements.

Cross reference PPFS-2.1.2 and CD 2.1.4

- **Policy DT-6.3 (Directional Signage) – Provide unique signage throughout Downtown to strengthen its identity.**

Cross reference ED-1.5.2

  - **Action DT-6.3.1 (Design of Signs) –** Install signs and landmarks throughout Downtown with graphics that reflect the character and history of Downtown to reinforce a uniform, recognizable Downtown "brand" and to help residents and visitors navigate and find key destinations and parking.

Cross reference CD-6.1.2

Goal DT-7: Establish a "Park Once and Walk" environment by improving Downtown parking.

- **Policy DT-7.1 (Downtown Parking) – Provide parking in convenient locations throughout Downtown.**

Cross reference CIRC-8.2.1

  - **Action DT-7.1.1 (Parking Strategy) –** Implement a comprehensive Downtown parking strategy that addresses the needs of customers, visitors, employees, and residents.

Cross reference CIRC-8.3

  - **Action DT-7.1.2 (Parking Facilities) –** Develop and charge for publicly-owned, well-lit, and safe parking facilities that allow 24-hour access to Downtown.

- **Policy DT-7.2 (Parking Supply) – Increase the use of the existing Downtown parking supply.**

  - **Action DT-7.2.1 (Downtown Parking Requirements) –** ~~Amend~~ Maintain the Municipal Code to eliminate minimum parking requirements in North

Cross reference LU-5.1.3

Downtown, and reduce or eliminate minimum parking requirements in South Downtown.

- **Action DT-7.2.2 (On-Street Parking)** – Preserve existing on-street parking along main traffic corridors to support street-level activities, and convert parallel parking to diagonal parking where possible to increase parking supply.

- **Policy DT-7.3 (Parking Facilities) – Design parking facilities with limited vehicle access points to minimize pedestrian/auto conflicts.**

Goal DT-8: Preserve and enhance landmarks and buildings of special historic or architectural interest.

Cross reference CRHP-1.1, CRHP-2.1.1, and CD-5.3.1

- **Policy DT-8.1 (Building Preservation) – Encourage the preservation, enhancement, and adaptive reuse of buildings of special historic or architectural interest.**

  - **Action DT-8.1.1 (Facade Improvements)** – Provide incentives for façade improvement projects in Downtown.

Cross reference CRHP-1.1.1

  - **Action DT-8.1.2 (Historic Building Preservation)** – ~~P~~Apply the Landmark Overlay zoning district to preserve and protect buildings of special historic or architectural interest within ~~a~~ Downtown. ~~Historic Overlay Zoning District.~~

Cross reference LU-3.4.1

- **Policy DT-8.2 (Historic Building Code) – Encourage the preservation of significant historic buildings in Downtown by utilizing the California State Historic Building Code, which makes provisions for the special treatment of qualified historic buildings.**

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11