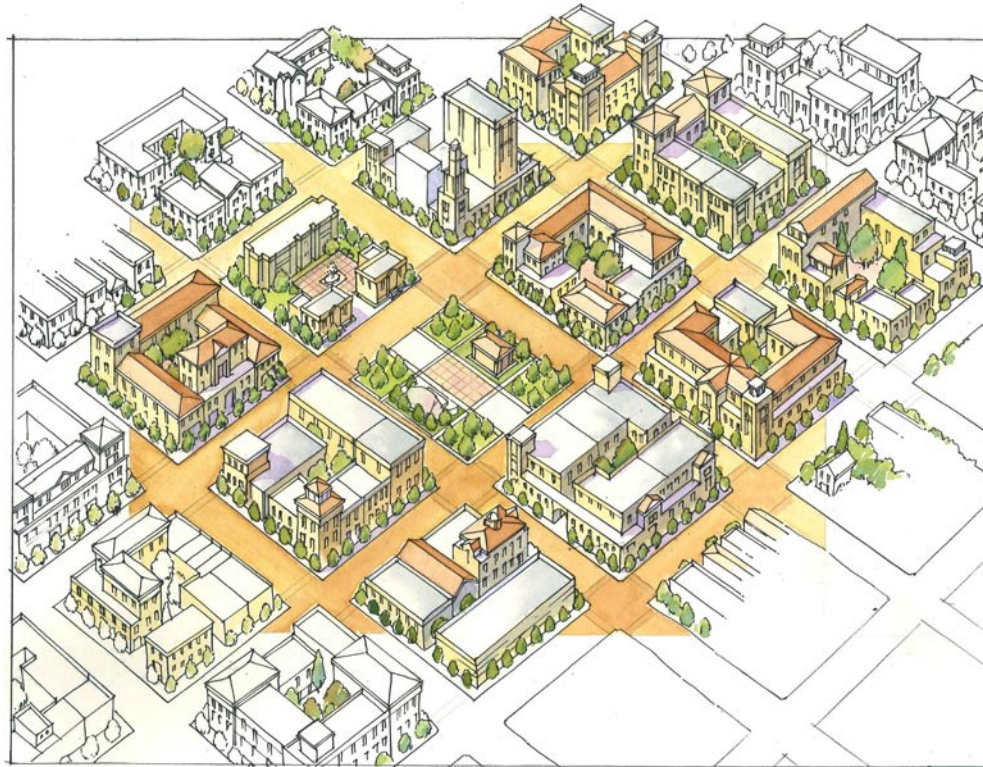


# Chico Downtown Access Planning Charrette

March 23rd - 27th, 2006

Prepared for the City of Chico, California  
June 9th, 2006



**HDR** | Town Planning



**Nelson | Nygaard**  
Transportation Planning  
for Livable Communities

## Acknowledgments

*We would like to thank the many citizens of Chico who participated in the Charrette.*

### **City of Chico:**

*City Staff from every department supported this planning process.*

### **HDR | Town Planning:**

Steve Coyle, Principal  
Daniel Dunigan, Project Manager  
Susan Poliwka  
Christopher Ross  
Knight Martorell  
Rebecca Sanjabi  
David Kim (New Urban Builders)

### **Nelson / Nygaard:**

Adam Millard-Ball, Principal  
Brian Stokle  
Paul Lutey

## Table of Contents:

<b>Introduction</b> . . . . .	<b>3</b>
<b>1. How We Began</b> . . . . .	<b>6</b>
Existing Parking Analysis . . . . .	<b>10</b>
<b>2. The Charrette</b> . . . . .	<b>19</b>
Day One . . . . .	<b>20</b>
Day Two . . . . .	<b>23</b>
Day Three . . . . .	<b>29</b>
Day Four . . . . .	<b>33</b>
Day Five . . . . .	<b>36</b>
<b>3. What You Told Us</b> . . . . .	<b>37</b>
<b>4. Our Response</b> . . . . .	<b>40</b>
Future Parking Scenarios . . . . .	<b>44</b>
Policy Recommendations . . . . .	<b>48</b>
Transit Recommendations . . . . .	<b>66</b>
Street Design Recommendations . . . . .	<b>69</b>
<b>5. Where we go from here</b> . . . . .	<b>89</b>

## Introduction:

### **The Chico Downtown Access Plan consists of three parts: Downtown Circulation, Parking, and Development**

The Plan recommends improvements to the circulation of pedestrians, bicyclist, cars, delivery trucks, emergency vehicles, and transit both within the Downtown core, and the California State University, Chico (CSUC) campus, and also recommends ways to improve the primary streets and paths that connect to the Downtown. The planning area is bounded by 1st Street on the north edge to 9th Street on the south edge, and from Orient and Flume Streets on the east boundary to Normal and Chestnut Streets as the western boundary.

The Plan proposes strategies and techniques for increasing pedestrian, bicycle, private motor vehicle, and transit safety and convenience, to provide a balance between the need or desire to drive, walk or bike, and to make the streetscape more attractive and user-friendly for all modes of circulation. For example, proposed improvements include reconfiguring restrictive intersections and adding bikeways.

The Plan recommends improvements to both public and private parking availability for all citizens, including students, and to access in the Downtown and campus by suggested policies, strategies, and tactics for reducing parking demand and increasing parking supply. Strategies for increasing both the quantity and availability of on-street parking include converting parallel parking to diagonal by pavement re-striping, and adding time and cost adjustable 'smart' meters' block by block, calibrated to the adjacent business and customer parking demands. The combination of design and technological improvements will more effectively spread parking supply throughout the Downtown by providing location and cost choices for longer or shorter term parking.

The Plan suggests specific sites for one or more new parking structures that will in the future be warranted by retail and office growth in the Downtown. The Plan also describes policies and techniques for reducing parking demand by increasing the convenience, safety, and attractiveness of walking, biking, and transit, a more cost-effective means of providing access, than building parking

structures. The improvements include safer and shorter street crosswalks, better bike parking, and a recommended transit center location. Finally, the Plan suggests ways to protect surrounding neighborhood residents from student and Downtown overflow parking impacts through permit programs.

In order to determine potential parking and access impacts of future development in Downtown Chico, the Plan includes a projected Downtown growth plan designed within the height and lot coverage constraints of the City's General Plan, respecting historic and other valuable built and natural assets, and assuming a mix of retail, office, and housing that reflects current development trends. Looking both ahead to and back from this future, the Plan then recommends circulation and parking improvements that can anticipate, accommodate and adjust to (as opposed to undermining) Downtown growth.

### **The Chico Downtown Access Plan employs three planning scales: the region, the district, and block**

The regional scale encompasses all Downtown's blocks and streets, the boundaries of the district, and the surrounding neighborhoods and corridors in order to evaluate and improve the circulation to, through, and around the Downtown core.

The district scale targets the Downtown core from 1st Street on the north edge to 9th Street on the south, and from Orient and Flume Streets on the east side to Normal and Chestnut Streets to the west. This scale describes, in one plan or diagram, proposed circulation and parking strategies, and articulates the form and intensity of the Downtown, now and many years from now.

The block scale describes specific improvements and conditions within a particular street, intersection, or city block. The block scale is necessary to view and test proposed circulation and parking changes at a level where, for example, new vehicle and bike lanes become visible, parking spaces can be counted, and crosswalk lengths can be measured.

**The Chico Downtown Access Plan projects two time scales for evaluating circulation, parking and development:**

**Short Term and Long Term**

The short-term time scale provides a way to identify and prioritize improvements that can be implemented almost immediately or within a few years. For example, re-stripping and re-metering specific streets to convert parallel to diagonal parking might be considered a near term prospect to increase on-street parking without building a new parking structure, a longer term option.

The long term time scale views the Downtown within the context of a fully grown and mature place, so that proposed improvements, including alternatives and options to the Plan, can be identified, prioritized, and phased to accommodate development and changes to the physical, regulatory, and economic environment in the City. The long scale also informs the short term view. For example, a proposed parking structure could be designed and constructed in time to meet parking demands warranted by new retail development that might take years to manifest. However, in the short term, one or more alternative structure sites should be designated and protected to avoid precluding their use in the future.

Finally, the consultant Team worked closely with the City Management, Planning, Engineering, Fire, and Police Staff, and CSUC representatives to first identify their issues and concerns within the Downtown, then to clarify and prioritize goals and objectives, recommend both existing and untested policies, strategies, and tactics for achieving the objectives, and finally to determine appropriate decision-making criteria necessary to evaluate the performance of proposed concepts and solutions.



Source: [www.jiminchico.com](http://www.jiminchico.com)

How We Began





We identified the Community's objectives, reflected in the adopted General Plan.

- Sustain or enhance the economic, social, and cultural vitality of Downtown
- Provide comprehensive and long-term parking solutions consistent with overall City policy/vision as expressed in the General Plan.
- Address parking and circulation for all modes of transportation.
- Improve pedestrian, bicycle, and vehicular safety, especially in relation to pedestrian/vehicle interactions.
- Reflect the concerns, interests, and knowledge of Chico community members.
- Balance Downtown access and transportation with CSUC's planning and management
- Address parking issues throughout the Downtown
- Determine the optimal location of a Downtown Transit Center.
- Address issues related to Downtown commercial loading and unloading.

We identified community priorities and concerns.

- Circulation – pedestrians, bikes, cars, trucks, emergency vehicles, and transit – old/young
- Parking and access
- Public and private places and spaces – streets, blocks, buildings, plazas
- Economics – public and private
- Regulations – policies, codes, and ordinances
- Social – safety, health, civic life
- Environmental - sustainability

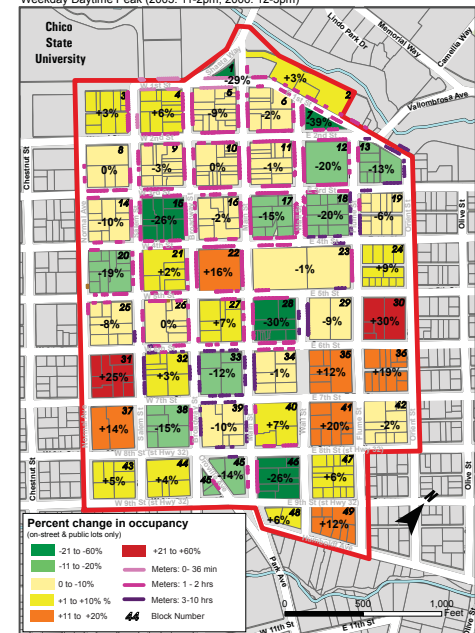


We studied CSUC's Parking Needs Assessment to determine how the University's needs impact the Downtown, and we met with CSUC representatives.



We qualified and quantified parking supply, including locations, demand, and the average number of spaces occupied per 1000 square feet of Downtown building.

Parking Occupancy Change by Block (2003 to 2006)  
Weekday Daytime Peak (2003: 11-2pm, 2006: 12-3pm)



Nelson\Nygaard  
consulting associates  
GIS Data Source: City of Chico  
Parking Data Source: Omni Means Downtown Parking Management and Implementation Study (2003) and Nelson\Nygaard Consulting Associates (2006)

## Parking Supply and Demand Analysis

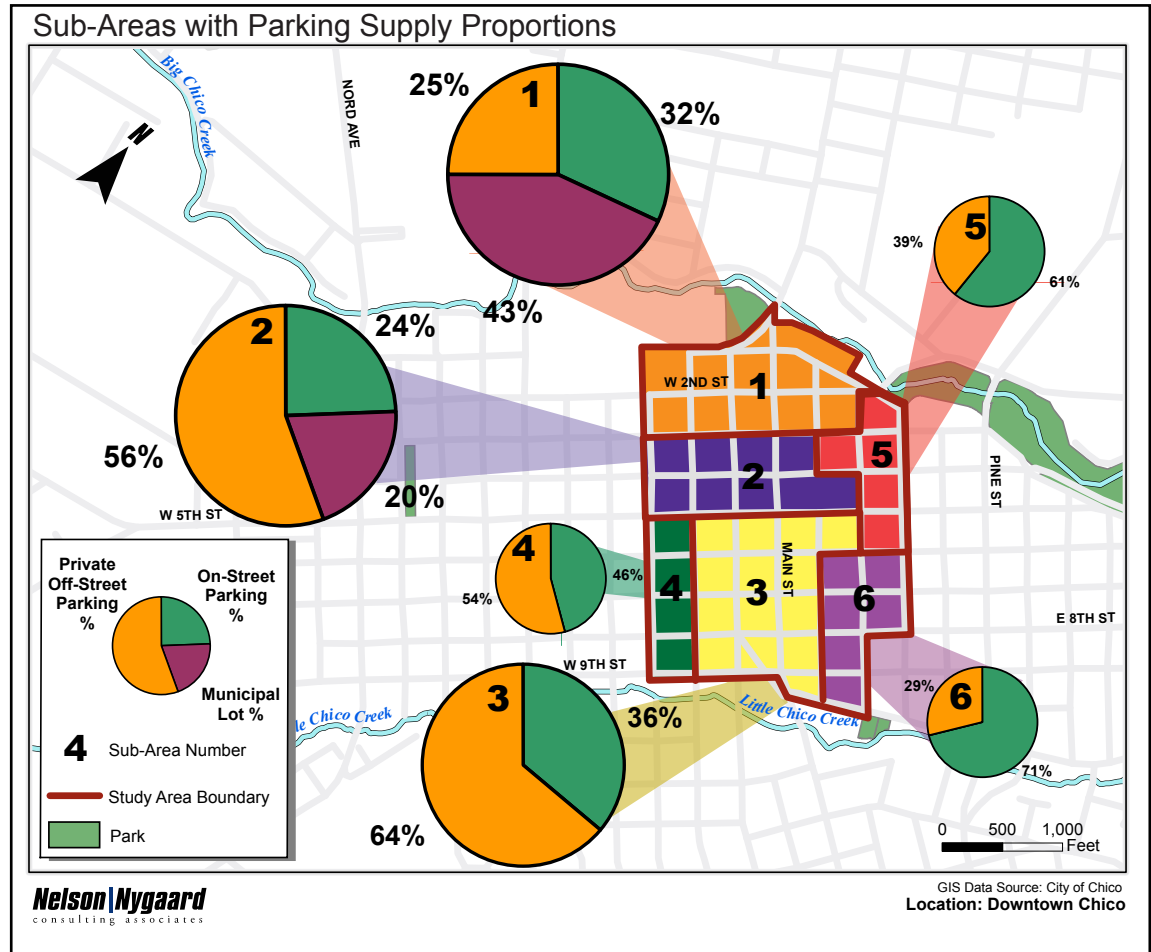
### How much is there?

The parking surveys conducted for the Downtown Access Plan in February 2006 provide important baseline data to inform the public and the charrette team.

Surveys were conducted on Wednesday and Thursday, February 22-23, 2006, and Saturday February 25, 2006, which were selected to represent a “typical” weekday and Saturday scenario while CSUC is in session. Surveyors confirmed the supply of parking spaces, and collected data on the number of parked cars on each block face at two-hour intervals between 8 AM and 10 PM. The survey was designed to facilitate a comparison with the 2003 parking study. Full details of the methodology and results are contained in a separate report, Technical Memorandum #1.

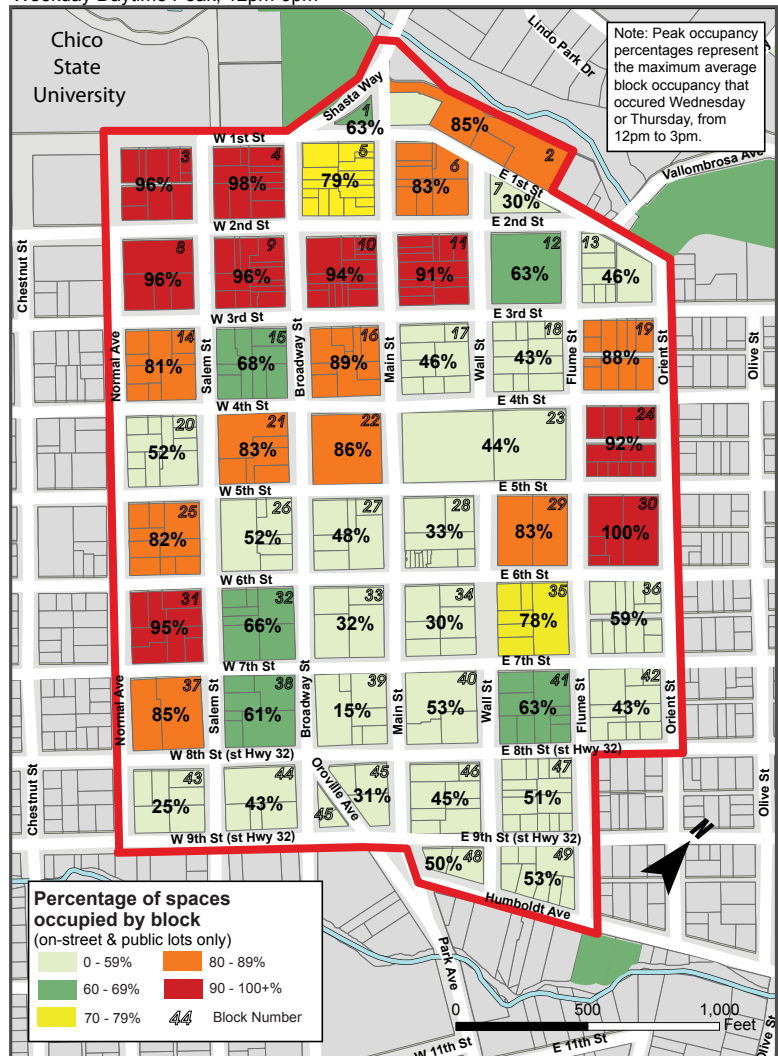
The key results are summarized in these pages.

- Downtown Chico has more than 4,000 parking spaces.
- More than one-third (37%) are on-street and are open to all users.
- A further 16% are in municipal lots, which are mostly open to all users, although some are leased to private businesses or reserved for City vehicles.
- Nearly half (46%) of parking spaces are in private off-street lots, and are usually reserved for customers or employees of specific businesses.



This map shows the balance between the three types of parking in different subareas of Downtown.

**Parking Occupancy by Block - February 2006**  
Weekday Daytime Peak, 12pm-3pm



Nelson|Nygaard consulting associates  
GIS Data Source: City of Chico  
Location: Downtown Chico

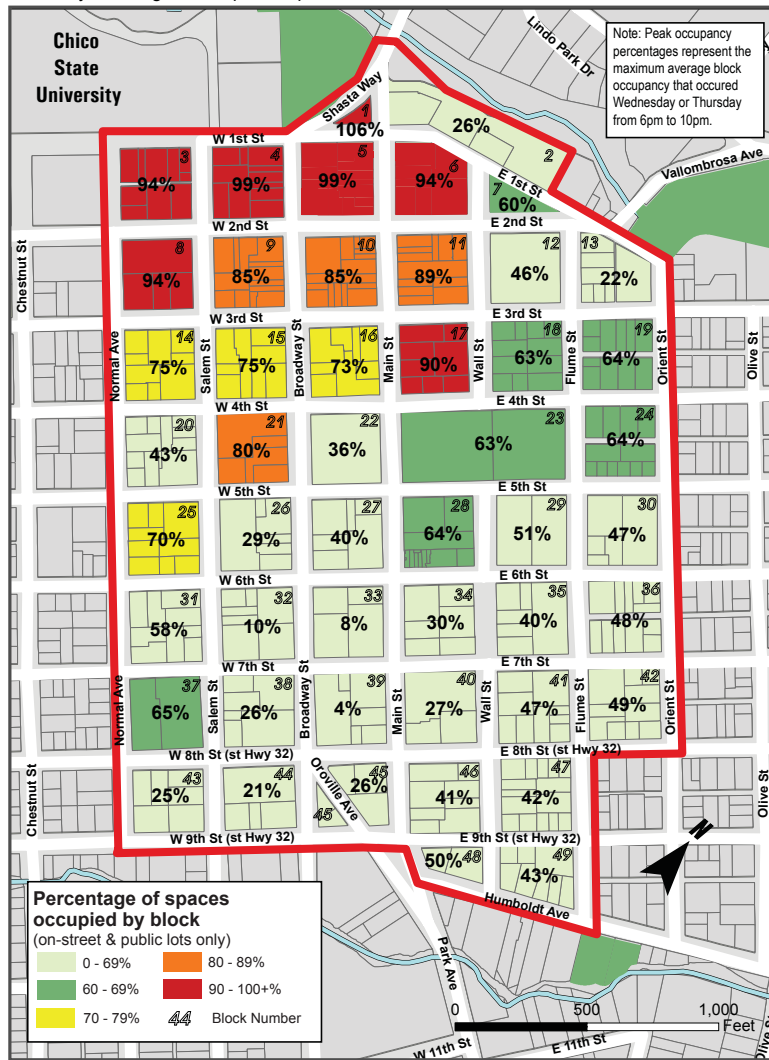
## Parking Supply and Demand Analysis

The map opposite shows parking occupancy at public facilities (on-street and municipal lots) on each block for the weekday daytime peak period. The red blocks are those where public parking is difficult to find, with occupancies of 90% or more. For comparison, an occupancy rate of 85% is typically considered the optimal balance between making efficient use of the supply and making it easy to find a space. Some of the interesting findings are:

- There are hotspots of parking demand, particularly at the gateway to the CSUC campus, where parking is almost fully occupied at peak times.
- Even close to CSUC, there is always available parking to be found within a few blocks. In Subarea 1 (north of 3rd St), which has the highest parking occupancy, only 71% of spaces are occupied at peak times.
- In the downtown study area as a whole, just 58% of spaces are occupied at the peak time.
- Weekday evenings and Saturdays have similar patterns of parking occupancy to the weekday peak (see maps on following page).

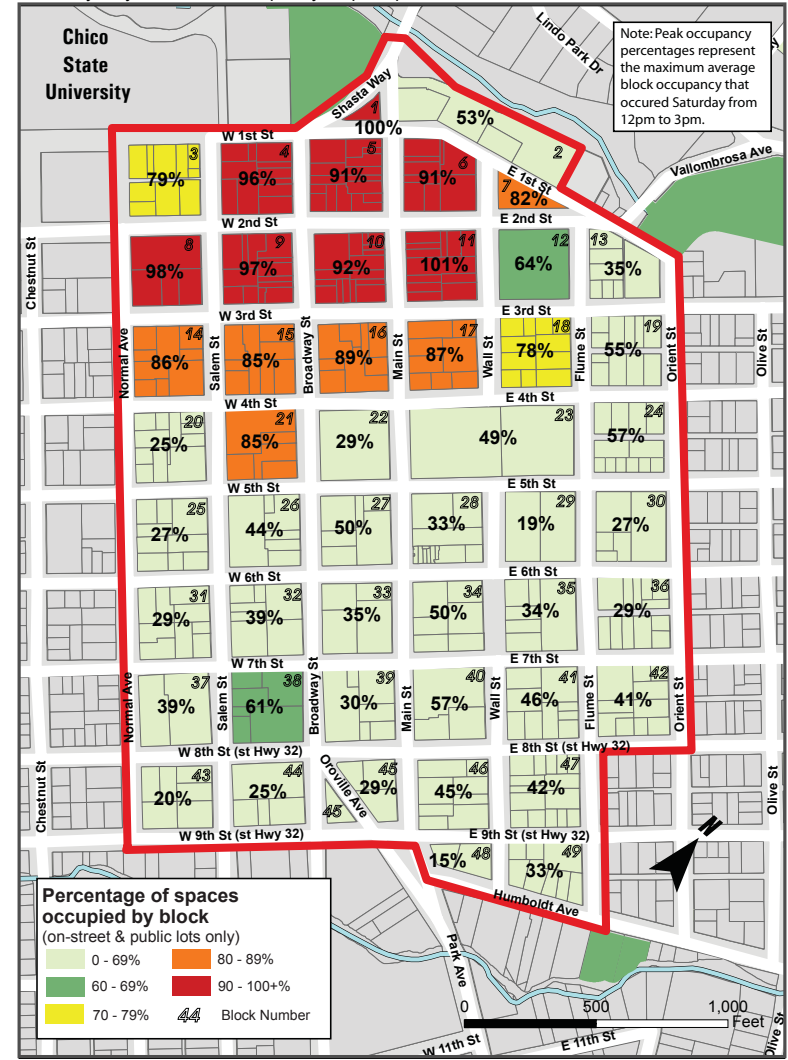
Parking Occupancy by Block - February 2006

Weekday Evening Peak, 6pm - 10pm

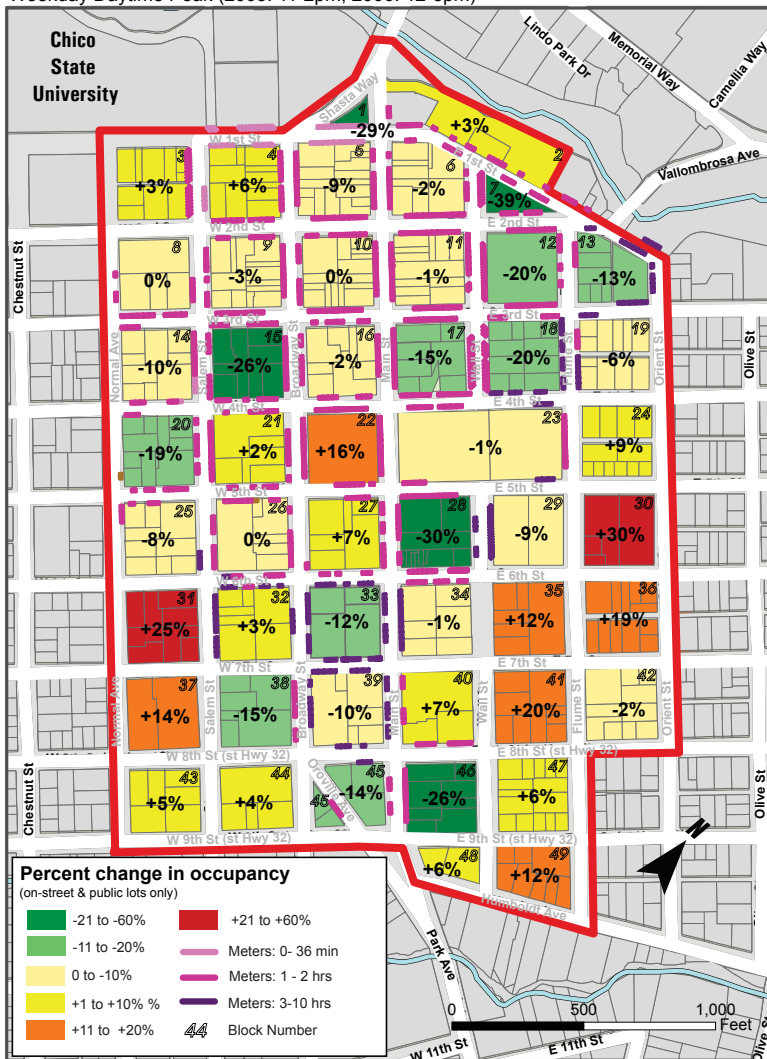


Parking Occupancy by Block - February 2006

Saturday Daytime Peak Occupancy, 12pm-3pm



**Parking Occupancy Change by Block (2003 to 2006)**  
 Weekday Daytime Peak (2003: 11-2pm, 2006: 12-3pm)



**Nelson|Nygaard**  
 consulting associates

GIS Data Source: City of Chico  
 Parking Data Source: Omni Means Downtown Parking Management and Implementation Study (2003) and Nelson|Nygaard Consulting Associates (2006)

## Changes since 2003

The map opposite shows the changes in parking demand from previous surveys in 2003, and captures the effects of the doubling of meter rates in July 2005. Green blocks are those where demand has fallen substantially; orange and red blocks are those where demand has increased. Some of the interesting findings are:

- The meter rate increase in 2005 has changed parking patterns, rather than producing a major shift away from the private car.
- Total public parking usage (on-street and public lots) in the downtown study area as a whole fell by 5% between the 2003 and 2006 surveys.
- Meter revenues increased by 25% between 2004 and 2005 (\$365 thousand to \$457 thousand)
- When measuring the actual hours of parking paid<sup>1</sup> we see however that the demand for parking in the metered areas actually decreased by 37% (1,461,000 hours in 2003 to 913,000 hours in 2006.)
- The rate increase has encouraged people to move to free spaces in the south of downtown. The blocks showing major increases in occupancy are those just outside the metered area.
- Metered spaces at the CSUC gateway are still almost fully occupied, indicating that motorists are willing to pay for the most convenient spaces. The reduction in demand has occurred at metered spaces in other parts of downtown.

<sup>1</sup> Calculated by the following formula: revenue / price per hour of parking = hours of parking paid = public parking usage. So in the case of 2004-2005 (Quarter 3-Quarter 1) revenues the calculation was \$365,130 (total revenue) / \$0.25 (price per hour of parking) = 1,460,520 hours of paid parking (in those three quarters).

## How much parking demand does new development create?

Combining the parking surveys with information on downtown development shows that downtown non-residential development generates parking demand of 1.6 spaces per 1,000 square feet of occupied floor area. This figure is typical for mixed-use downtowns in small cities with relatively little transit, and is a useful benchmark of the “parking intensity” of land uses downtown.

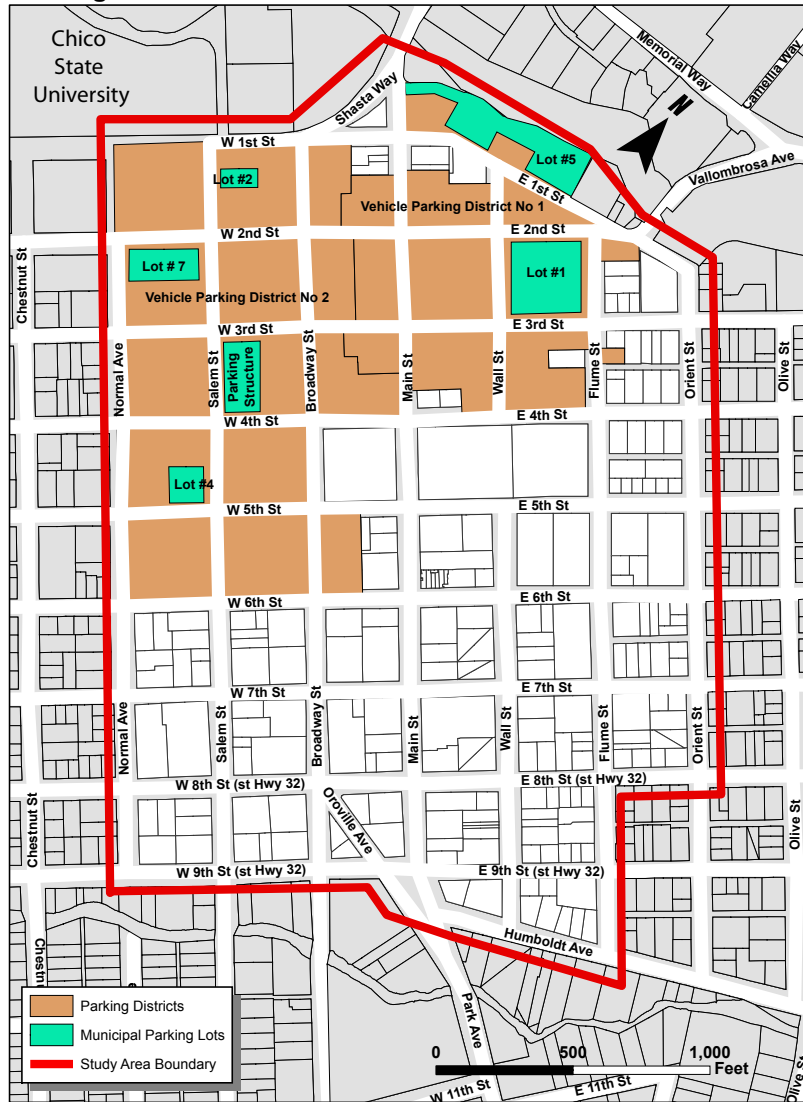
This figure also suggests that the current parking requirements for non-residential uses of 3.3 to 5 spaces per 1,000 square feet are set to accommodate more than double the level of parking demand than actually occurs.

Chico has two Vehicle Parking Districts in the core of Downtown (see map overleaf), where no parking is required for most non-residential uses. In the in-lieu fee district (also mapped), developers can pay a fee to the City of \$16,000 per space instead of building parking on site.



Existing parking standards accommodate more than double the current demand.

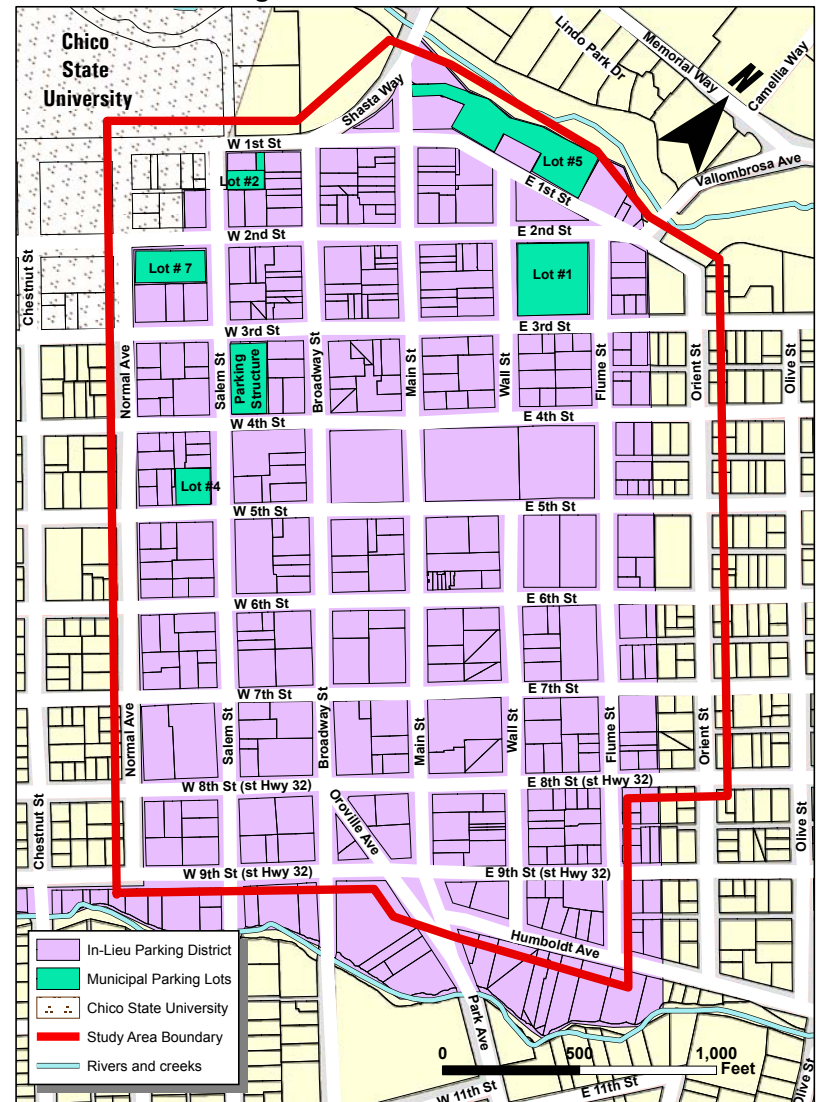
### Parking Districts



**Nelson|Nygaard**  
consulting associates

GIS Data Source: City of Chico  
Location: Downtown Chico

### In- Lieu Fee Parking District



**Nelson|Nygaard**  
consulting associates

GIS Data Source: City of Chico  
Location: Downtown Chico

## Parking at CSUC

CSUC is an important partner in improving downtown access. The University recently studied its parking needs as part of a campus master plan. It found the need to add between 1,160 and 1,430 spaces in two garages. About half of these are to cater for campus expansion to 15,800 full-time equivalent students. The remaining spaces will accommodate about 300 students currently parking off-campus (for example in municipal lots), and for “latent demand” from students and faculty who currently walk, bike or take transit to campus.

The study also identified preferred locations for the new garages:

- At the stadium in the north of campus.
- Combining the municipal lot with the CSUC lot on 2nd Street, or (if the City is not willing to partner), combining the two CSUC lots on 2nd Street.

The map overleaf on page 17 shows the locations and size of current CSUC parking facilities.

## CSUC Projected Future Parking Needs

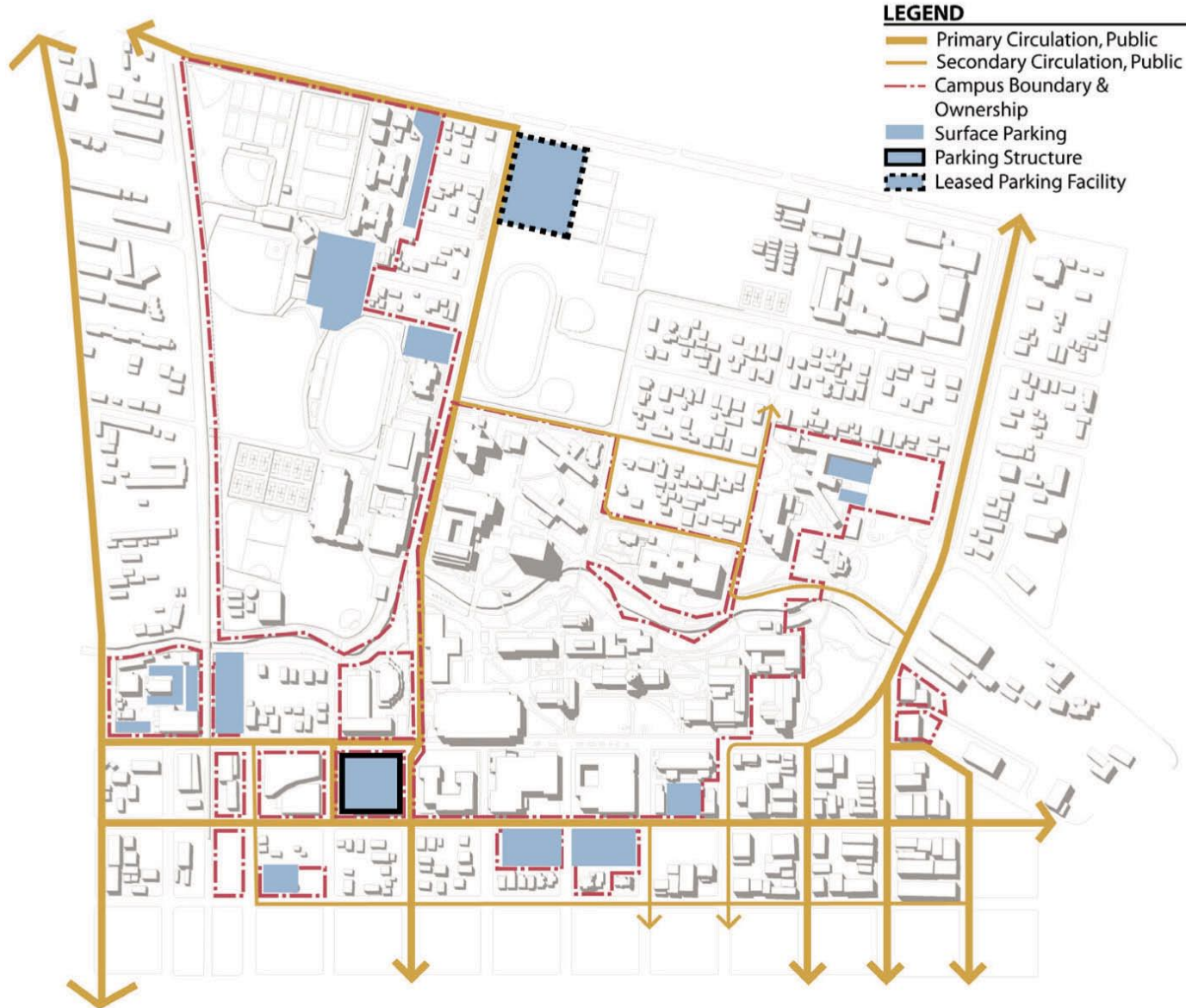
	Number of Spaces
Current Campus Parking Supply	2210
<b>New Parking Needed</b>	
Off-Campus Parking Used by Students	305
Campus Expansion	175
Development on Existing Campus Lots	420
Latent Demand	260-530
<b>Total New Spaces</b>	<b>1,160-1,430</b>

Source: CSUC Draft Executive Summary, Parking Needs Assessment, June 2004



Existing CSUC surface parking lot





CSUC Circulation and Parking Map

Source: CSU Chico Master Plan, 2005

**The Charrette**



## The Charrette

The Charrette has emerged as an alternative to conventional planning, approval, and development methods. Generally held on-site, Charrettes are social, political and business events. They provide a forum for ideas and feedback, and a venue for collaborating on developing a vision with a broad, community authorship. Charrettes are designed to achieve specific objectives: the design of a new neighborhood, the redevelopment of an underutilized, old main street, or the revitalization of a subarea bounded by major transportation corridors.

The Charrette integrates the designers, the end users, the developers, the regulators, and citizen-activists into a relatively brief, cyclical process of output and input.

Leading up to the Charrette, the team generally holds confidential stakeholder interviews with property and business owners, community groups and public officials. Confidential interviews help build trust and allow stakeholders to express their thoughts freely.

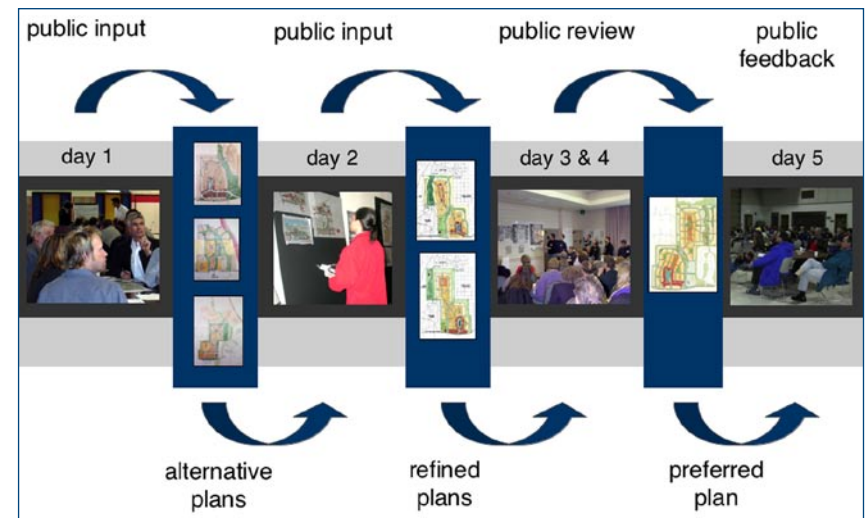
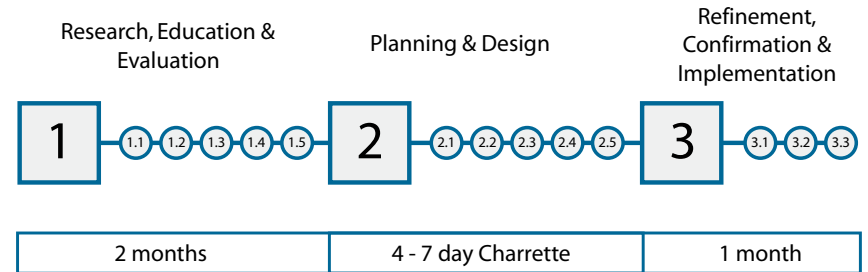
Whether through a single Charrette or series of workshops, a rigorous and iterative brainstorming and review cycle process can facilitate community participation while testing plans to arrive at excellence through consensus.

### The Chico Downtown Access Planning Charrette

The Chico Downtown Access Planning Charrette was held in response to City Council's direction to comprehensively address the larger issues of downtown parking and transportation through a charrette process.

The goal of the Chico Downtown Access Charrette was to identify issues, define overarching principles that will guide discussion and outcomes, and find common ground that will assist the City in building consensus for effective action regarding downtown parking and transportation.

## Phases of the Charrette Process



## Day One, Thursday

Chico Downtown Access Charrette					
Charrette Schedule					
Time	Thursday March 23	Friday March 24	Saturday March 25	Sunday March 26	Monday March 27
7:00 AM					
7:30 AM					
8:00 AM					
8:30 AM		Team meeting: (Charrette Team)	Tour of Farmer's Market	Team meeting: (Charrette Team)	Team meeting: (Charrette Team)
9:00 AM			Site Tour Beginning at Farm's Market		
9:30 AM		Team meeting: (Charrette Team-City staff)	Team meeting: (Charrette Team)	Team meeting: (Charrette Team-City Staff)	Team meeting: (Charrette Team-City Staff)
10:00 AM					
10:30 AM		Develop concepts for overall plan	Refine Concepts	Refine Concepts	Production
11:00 AM	Studio Set-up				
11:30 AM					
12:00 PM	team lunch at studio	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)
12:30 PM					
1:00 PM					
1:30 PM					
2:00 PM	Stakeholder Interviews				
2:30 PM	Studio Set up				
3:00 PM					
3:30 PM		Design Development	Design Development	Design Development	Production
4:00 PM					
4:30 PM	SITE TOUR (Charrette Team)				
5:00 PM					
5:30 PM	Team Briefing/ Presentation Setup (Charrette Team- City Staff)				Team Briefing/ Presentation Setup (Charrette Team-City Staff)
6:00 PM					
6:30 PM					
7:00 PM	Public Kick-Off Meeting	Public Open House- Pin Up	Public Open House- Pin Up	Public Open House- Pin Up	Final Presentation
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					

### Meetings

The team held meetings with the City and any stakeholders that were not interviewed in the first round of interviews.

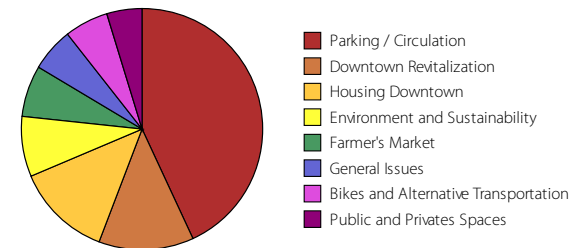
### Site tour

The team took a site tour with a City of Chico Planning staff member to experience the site first hand.

### Public workshop with input and concept brainstorming

The team conducted an opening night public workshop with a presentation and roundtable community input. The results are the maps that follow.

Breakdown of Interests and Topics: Initial Public Meeting



Opening night presentation and roundtable community input at Chico Junior High.

# Day One, Thursday's Public Workshop





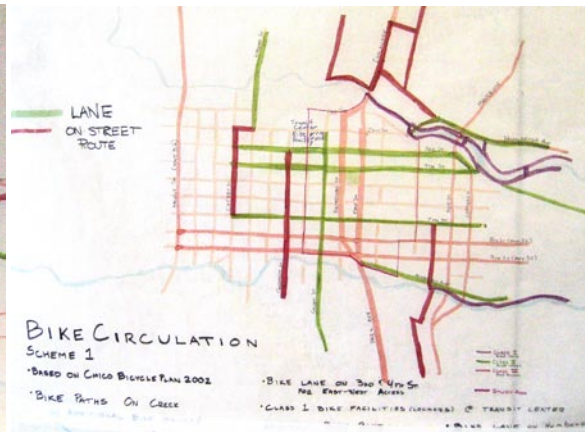


Initial Concepts:

These were refined and synthesized in subsequent concepts presented later in this chapter.

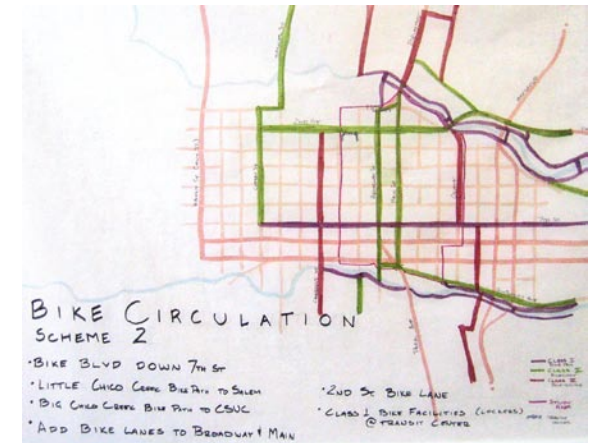


EXISTING BIKE CONDITIONS



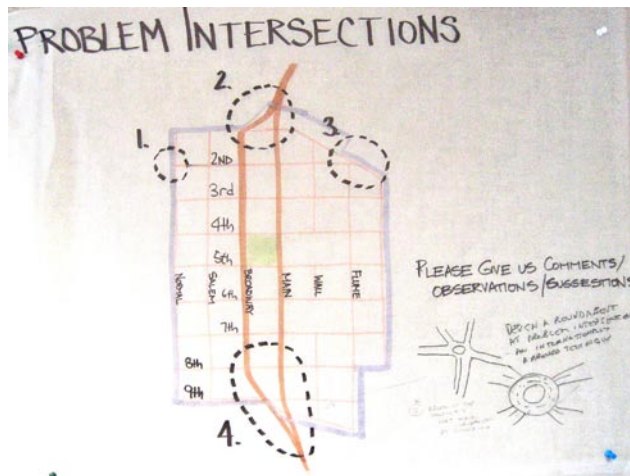
BIKE CIRCULATION SCHEME 1

- BASED ON CHICO BICYCLE PLAN 2002
- BIKE PATHS ON CREEK
- BIKE LANE ON 2ND ST/4th St. No. East-West Access
- CLASS 1 BIKE FACILITIES (UNPAVED) @ TRANSIT CENTER
- BIKE LANE ON BROADWAY



BIKE CIRCULATION SCHEME 2

- BIKE BLVD DOWN 7th St
- LITTLE CHICO CREEK BIKE PATH TO SILEN
- BIG CHICO CREEK BIKE PATH TO CSUC
- ADD BIKE LANES TO BROADWAY + MAIN
- 2ND St BIKE LANE
- CLASS 1 BIKE FACILITIES (UNPAVED) @ TRANSIT CENTER



PROBLEM INTERSECTIONS



Core Parking Area

- 75¢/hour
- 55¢/hour/spot
- No parking requirements for new development

Central Area

- 50¢/hour
- Free 1st/2nd/3rd
- No parking requirements for new development (developer choice)

South Area

- 10¢/hour on street
- Free 1st/2nd/3rd
- No parking requirements (developer choice)

DIFFERENTIAL PARKING RATES

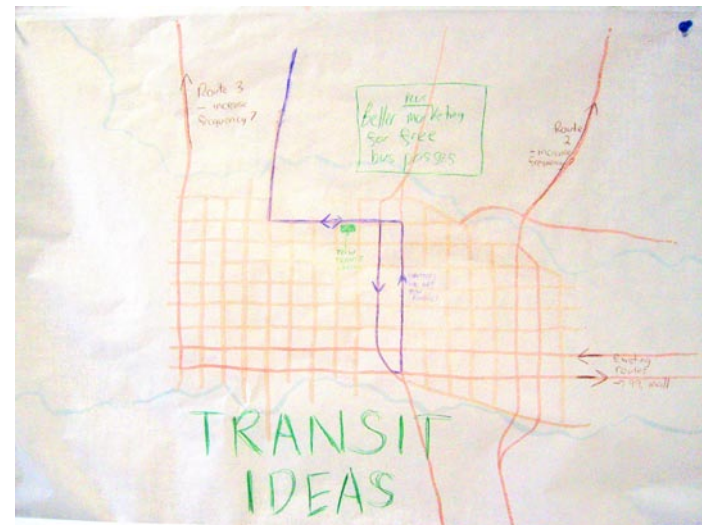
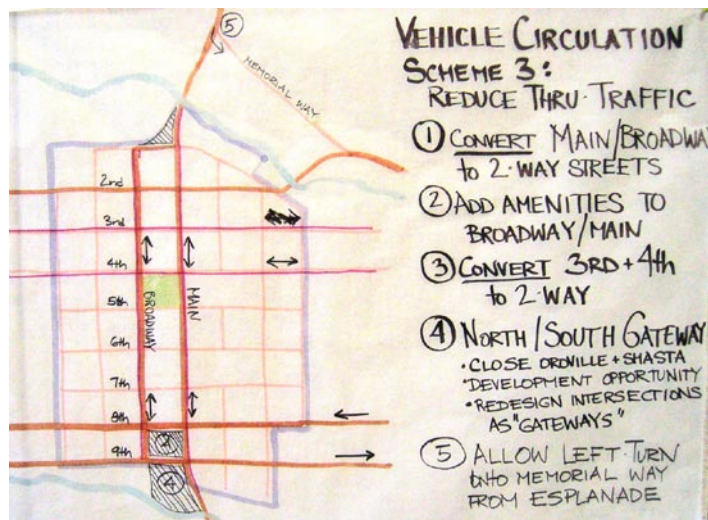
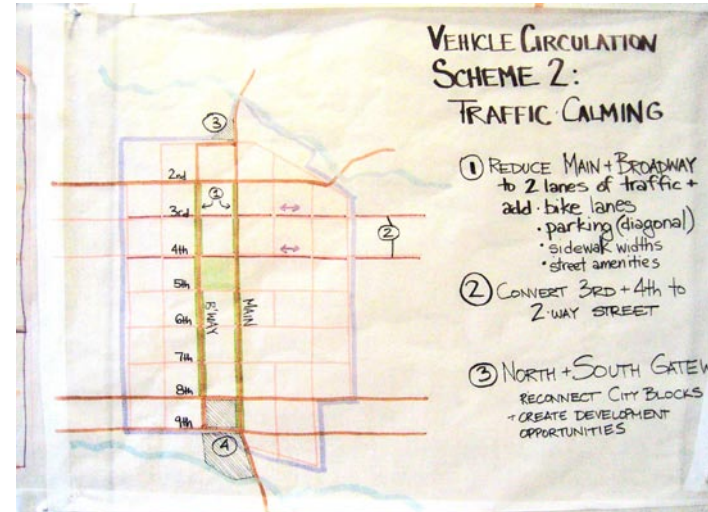
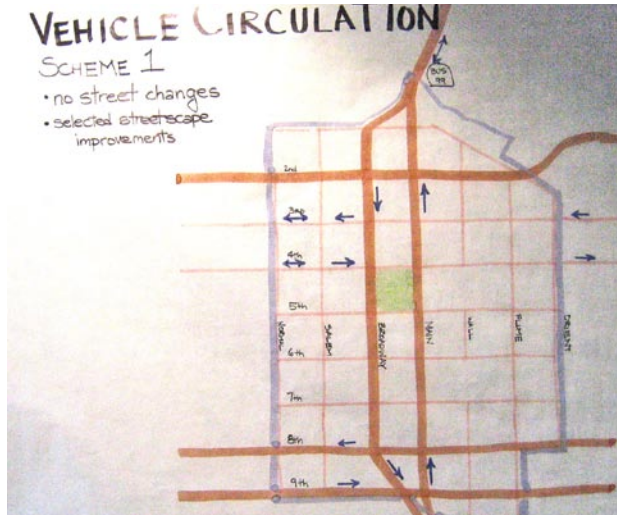


POTENTIAL GARAGE SITES



**Vehicle Circulation:**

Scheme 1 (minor streetscape changes only) was dropped since it attracted little community support. Schemes 2 and 3 were developed further and are presented later in this report.



## Survey Results from Friday's Open House:

Note that many of these policies are described in detail in the Recommendations chapter.

The Weighted Ranking is the best indicator of the combined results. A positive number indicates overall support; a negative number overall opposition. In summary, the responses showed:

- **Parking Requirements.** The strongest support is for parking maximums, or restrictions on the amount of parking that can be built with new development. Just 13% of respondents were opposed to this approach.
- **Parking Garages.** There is no clear consensus from the surveys on the best approach to funding and building parking garages. There is net opposition to most of the options. Opinions are particularly polarized on the suggestion that no garages be built, with about one-third of respondents strongly in support and one-third strongly opposed.
- **Residential Parking.** There is some support for residential permit parking to avoid spillover from downtown, whether as a traditional permit system or one where residents can sell surplus daytime parking to commuters.
- **Parking Meters.** Community members expressed overwhelming support for reinvesting meter revenue in downtown, and for new payment technologies to replace existing meters. There was also support for more sophisticated pricing mechanisms, such as setting prices to achieve an 85% occupancy goal or escalating rate structures with the first hour free in municipal lots.

### Proposals with the strongest support:

- Transit and bicycle improvements
- Better parking signage
- Differential meter rates
- Redirecting meter revenue to downtown
- Restrictions on new private parking
- Reconfiguration of Main Street and Broadway

- **Parking Signage.** There was overwhelming support for improved parking signage.
- **Transit.** More frequent transit and promotion of the City's existing free bus pass program were the two most popular strategies, attracting 95% support.
- **Circulation.** The strongest support was for reconnecting the blocks at the north and south gateways to downtown, through eliminating Shasta Way and Oroville Avenue, coupled with streetscape improvements and traffic calming on Broadway and Main Street. Allowing left turns from the Esplanade onto Memorial Way was also favored. Overall, Circulation Plan #2 was the most popular.
- **Bicycles.** All of the bicycle improvements attracted overwhelming support.

RESULTS - FRIDAY OPEN HOUSE SURVEYS							
Chico Downtown Access Plan Charrette Evaluation Form - Policies							
Proposed Policy Changes	Strongly Support (2)	Support (1)	Neutral (0)	Oppose (-1)	Strongly Oppose (-2)	TOTAL	Weighted Ranking from 2 (strongly support) to -2 (strongly oppose)
Weighted Values	2	1	0	-1	-2		
<b>City Parking Standards</b>							
Current Parking Requirements	3	6	9	5	7	30	-0.2
Current Parking Requirements With Reduced In-Lieu Fee	3	10	10	7	3	33	0.1
No Parking Requirements	8	3	8	10	9	38	-0.2
Parking Caps - Maximize	6	9	11	4		30	0.6
<b>Parking Garages</b>							
City Subsidizes New Parking Garages	8	6	3	7	16	40	-0.4
City Builds Parking Garages Without Subsidy	1	6	5	9	14	35	-0.8
Public Use	6	11	7	8	4	36	0.2
New Garages Privately Built	4	5	8	8	9	34	-0.4
No Garages Built	15	3	5	6	14	43	0.0
<b>Residential Parking</b>							
Residential Permit Parking - Residents Only	8	7	8	9	5	37	0.1
Sell Day-Time Surplus to	5	10	10	5	4	34	0.2
<b>Parking Meters</b>							
Set Meter Prices for 85% Occupied	11	7	12	7	3	40	0.4
Reinvest Meter Revenue for Downtown	20	19	5	1	1	46	1.2
Evening and Saturday Meter Enforcement	10	6	6	6	17	45	-0.3
First Meter-Hour Free in Municipal Lots	11	12	14	5	2	44	0.6
Use Price-Demand	4	5	12	12	6	39	-0.3
Time-Escalate Meter Pricing (Card Payment, etc.)	9	13	10	10	1	43	0.4
	16	12	7	5	4	44	0.7
<b>Other</b>							
Better Parking Signage	16	10	10		2	38	1.0
Off Peak Delivery Times						0	
Dedicated Loading Zones						0	
<b>Transit</b>							
Satellite Lot Transit Loop						0	
Satellite CSU Lot/Transit						0	
More Frequent Transit	22	15	4		1	42	1.4
Promote Free Bus Passes	33	12			1	46	1.7

RESULTS - FRIDAY OPEN HOUSE SURVEYS							
Chico Downtown Access Plan Charrette Evaluation Form - Circulation Options							
Proposed Policy Changes	Strongly Support (2)	Support (1)	Neutral (0)	Oppose (-1)	Strongly Oppose (-2)	TOTAL	Weighted Ranking from 2 (strongly support) to -2 (strongly oppose)
<b>Car Circulation Plan #1</b>							
No Street Changes	3	4	13	6	6	32	-0.3
Streetscape Improvements (curb extension, bike lanes)	18	18	2		1	39	1.3
<b>Car Circulation Plan #2</b>							
Traffic calm Broadway and Main Streets	10	18	4		3	35	0.9
Convert 3rd and 4th Streets from One to Two-Way	6	11	10	4	7	38	0.1
Reconnecting blocks and redirecting traffic at North and South ends of Downtown	3	21	8	4		36	1.5
<b>Car Circulation Plan #3</b>							
Convert Broadway and Main Streets from One to Two-Way	6	13	4	8	7	38	0.1
Convert 3rd and 4th Streets from One to Two-Way	6	10	8	9	7	40	0.0
Allow left turns on Memorial Way to relieve thru-traffic	10	9	11	7		37	1.8
Reconnecting blocks and redirecting traffic at North and South ends of Downtown	6	15	10	6		37	2.7
<b>Bike Circulation Plan #1</b>							
Bike Paths and Big and Little Chico Creeks	26	11	1			38	1.7
Bike lanes on 3rd and 4th Streets and Bike Facilities at Transit Center	20	11	4		1	36	1.4
Bike lanes on Humboldt	17	12	5			34	1.5
<b>Bike Circulation Plan #2</b>							
Bike Boulevard on 7th St.	13	6	7	4	1	31	0.8
Extend Little Chico Creek bike paths to Salem St.	21	15	4			40	1.4
Bike lanes on Humboldt	15	15	6			36	2.4
Add 2nd Street bike lane	20	5	9	3		37	2.1
Add bike lanes to Broadway and Main Street	17	7	7	5		36	2.2
Extend Big Chico Creek bike paths to CSU	25	10	4			39	

RESULTS - FRIDAY OPEN HOUSE SURVEYS							
Chico Downtown Access Plan Charrette Evaluation Form - Circulation Options							
Streetscapes	Strongly Support (2)	Support (1)	Neutral (0)	Oppose (-1)	Strongly Oppose (-2)	TOTAL	Weighted Ranking from 2 (strongly support) to -2 (strongly oppose)
<b>A - Main and Broadway Restriping</b>							
Change lane widths to add diagonal parking one side	10	13	8	5	3	39	0.6
<b>B - Main Sidewalk Extensions and Bike Lane</b>							
Reduce number of lanes from 3 to 2 to extend sidewalk width from 12 to 19 feet both sides, and 1 bike lane	11	13	5	7	2	38	0.6
<b>C - Broadway Restriping</b>							
Reduce number of lanes from 3 to 2 to add diagonal parking both sides and bike lane	14	12	6	2	3	37	0.9
<b>D - Main Street Restriping</b>							
Change traffic lanes from one to two way by reducing lane widths to minimum 10 feet	10	8	6	11	3	38	0.3
<b>E - Broadway Restriping</b>							
Reduced number of lanes from 3 to 2, and covert from one to two-way and and diagonal parking and bike lanes both sides	17	6	5	9	3	40	0.6

## Day Three, Saturday

Chico Downtown Access Charrette					
Charrette S schedule					
Time	Thursday March 23	Friday March 24	Saturday March 25	Sunday March 26	Monday March 27
7:00 AM					
7:30 AM					
8:00 AM			Tour of Farmer's Market		
8:30 AM		Team meeting- (Charrette Team)	Site Tour Beginning at Frm's Market	Team meeting- (Charrette Team)	Team meeting- (Charrette Team)
9:00 AM			Team meeting- (Charrette Team)		
9:30 AM		Team meeting- (Charrette Team-City Staff)	Team meeting- Charrette Team-City Staff	Team meeting- (Charrette Team-City Staff)	Team meeting- (Charrette Team-City Staff)
10:00 AM					
10:30 AM		Develop concepts for overall plan	Refine Concepts	Refine Concepts	Production
11:00 AM	Studio Set-up				
11:30 AM					
12:00 PM	team lunch at studio	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)
12:30 PM					
1:00 PM					
1:30 PM					
2:00 PM	Stakeholder Interviews				
2:30 PM	Studio Set up				
3:00 PM					
3:30 PM		Design Development	Design Development	Design Development	Production
4:00 PM					
4:30 PM	SITE TOUR (Charrette Team)				
5:00 PM					
5:30 PM	Team Briefing/ Presentation Setup (Charrette Team- City Staff)				Team Briefing/ Presentation Setup (Charrette Team-City Staff)
6:00 PM					
6:30 PM					
7:00 PM	Public Kick-Off Meeting	Public Open House- Pin Up	Public Open House- Pin Up	Public Open House- Pin Up	Final Presentation
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					

- Review community feedback**  
 The team reviewed and tallied survey results and input from the previous night's pin-up.
- Studio meetings**  
 The team held meetings to discuss how to synthesize the input from the previous night's pin-up.
- Team's second round concept revision and synthesis**  
 The team revised their concepts to incorporate the community's input.
- Second community pin-up review**  
 The team presented the concepts produced during the day, in an evening pin-up.



Community pin-ups give the team the opportunity to present their proposals and get feedback.



Circulation concepts were refined and divided into East / West and North / South options.

### Survey Results from Saturday’s Open House:

Participants received similar surveys to those at the Friday Open House.

- **Circulation.** There was much stronger support for keeping Main Street and Broadway as a one-way couplet but reducing them to two lanes, rather than converting them to two-way.
- **Bicycles.** While participants supported both concepts for east-west bicycle improvements, the option of 2nd Street bicycle lanes (rather than a 4th Street bicycle boulevard) was clearly favored.
- **Garage location.** Participants were asked to rank potential sites for a parking structure against various transportation and economic development criteria. The City Hall, CSU and Bank of America sites were favored.

RESULTS - SATURDAY OPEN HOUSE SURVEYS													
Chico Downtown Access Plan Charrette Evaluation Form - Parking Garage Location Impacts													
Evaluation Rating - +3 to -3 +3 = Extremely Positive Impact to -3 = Extremely Negative Impact											25-Mar		
Proposed Parking Garage Location Impacts	Walking Efficiency	Driving Efficiency	Retail Business Impact	Office Business Impact	Housing Business Impact	Parking Impact	Traffic Impact	Ped and Bike Impact	Fire / Life Safety Impact	Costs to Build	Cost to Operate	Aesthetic Impact	Average
<b>Lot #1</b> 700 spaces, 5 stories	1.0	0.7	0.4	0.6	-1.0	1.0	-0.8	-0.4	-0.8	-1.4	-0.8	-1.5	-0.3
<b>Lot #5</b> 450 spaces, 5 stories	0.8	0.3	-0.3	-0.8	-1.2	0.2	-0.8	-1.3	-1.4	-2.0	-1.8	-2.7	-0.9
<b>Lot #7</b> 450 spaces, 5 stories	1.8	1.7	1.7	1.0	0.6	1.8	0.5	-0.3	-0.6	-1.2	-1.2	-0.7	0.4
<b>City Hall Municipal Lot</b> 700 spaces, 5 stories	1.5	1.3	1.5	1.8	1.0	1.4	1.4	1.0	1.0	0.8	-0.5	-0.7	1.0
<b>CSU Lots</b>	1.9	2.1	1.0	1.4	1.3	2.8	0.7	1.5	1.2	0.0	0.8	-0.6	1.2
<b>1/2 Block 21 Private Lot</b>	1.8	2.0	1.3	2.3	1.4	2.0	1.0	1.2	1.8	0.0	0.4	1.3	1.4
<b>Block 33 Private Lot</b>	-1.0	-0.2	-1.4	0.2	-0.3	0.3	-0.4	-0.2	0.0	-2.0	-1.7	-0.8	-0.6

RESULTS - SATURDAY OPEN HOUSE SURVEYS

Chico Downtown Access Plan Charrette Evaluation Form - Circulation Options							
Proposed North South Circulation	Strongly Support (2)	Support (1)	Neutral (0)	Oppose (-1)	Strongly Oppose (-2)	TOTAL	Weighted Ranking from 2 (strongly support) to -2 (strongly oppose)
Weighted	2	1	0	-1	-2		
<b>One Way North-South</b>							
<b>One Way Main Street</b> Extend sidewalks w/ parallel parking Maintain existing sidewalk, add diagonal parking Remove 1 travel lane Add bike lane north	14	5	3	2		24	1.3
<b>One Way Broadway</b> Remove 1 travel lane Existing sidewalks Add bike lane south	12	7	4	2		25	1.2
<b>Two Way North-South</b>							
<b>Two Way Broadway</b> Convert to 1 lane each way Add bike lanes each way Add diagonal parking each side Existing sidewalks	7	5	2	5	5	24	0.2
<b>Two Way Main Street</b> Add one travel lane Convert to 1 lane each way Existing parallel parking Existing sidewalks	5	5	2	5	6	23	-0.1
<b>Circulation</b>							
<b>East-West</b>							
<b>Two Way 4th Street and Bike Boulevard</b> Bike Boulevard on 4th St. Convert to 1 lane each way Eliminate center line Divert thru car traffic/ bikes thru only	7	6	6	6		25	0.6
<b>2nd Street 4 to 3 Lane Conversion + Bike Lanes</b> Remove 2 travel lanes Add bike lanes each side Add center left turn/loading lane Existing sidewalk	14	4	3	1	2	24	1.1

RESULTS - SATURDAY OPEN HOUSE SURVEYS

Chico Downtown Access Plan Charrette Evaluation Form - Policies							
Proposed Policy Changes	Strongly Support (2)	Support (1)	Neutral (0)	Oppose (-1)	Strongly Oppose (-2)	TOTAL	Weighted Ranking from 2 (strongly support) to -2 (strongly oppose)
Weighted Values	2	1	0	-1	-2		
<b>City Parking Standards</b>							
Current Parking Requirements	4	8	6	6	5	29	0.0
Current Parking Requirements With Reduced In-Lieu Fee	2	8	4	10	4	28	-0.2
No Parking Requirements	3	1	1	11	11	27	-1.0
Parking Caps - Maximize Parking Restrictions	3	4	8	8	4	27	-0.2
<b>Parking Garages</b>							
City Subsidizes New Parking Garages	10	8	1	3	14	36	-0.1
City Builds Parking Garages Without Subsidy		5	5	11	12	33	-0.9
City Leases Private Lots For Public Use	4	12	11	5	2	34	0.3
New Garages Privately Built	5	6	8	5	6	30	0.0
No Garages Built	12	1	5	7	7	32	0.1
<b>Residential Parking</b>							
Residential Permit Parking - Residents Only	5	9	4	8	3	29	0.2
Residential Permit Parking - Sell Day-Time Surplus to Commuters	9	11	7	4	2	33	0.6
<b>Parking Meters</b>							
Set Meter Prices for 85% Occupied	9	10	9	1	1	30	0.8
Reinvest Meter Revenue for Downtown	21	12	1	1	1	36	1.4
Evening and Saturday Meter Enforcement	7	4	2	7	16	36	-0.6
First Meter-Hour Free in Municipal Lots	7	11	9	5	3	35	0.4
Abolish Meter Time Limits - Use Price-Demand Management	4	7	7	5	6	29	-0.1
Time-Escalate Meter Pricing	8	13	7	2	3	33	0.6
New Technology (Credit Card Payment, etc.)	15	11	5	2	1	34	1.1
<b>Other</b>							
Better Parking Signage	13	8	5	1	1	28	1.1
Off Peak Delivery Times	15	10	2	1	2	30	1.2
Dedicated Loading Zones	11	10	6	3	1	31	0.9
<b>Transit</b>							
Satellite Lot Transit Loop	11	10	12			33	1.0
Satellite CSU Lot/Transit	16	8	7	1		32	1.2
More Frequent Transit	14	12	6			32	1.3
Promote Free Bus Passes	20	10	4			34	1.5
Incentives Not To Drive	19	9	5		1	34	1.3



## Day Four, Sunday

Chico Downtown Access Charrette					
Charrette S Schedule					
Time	Thursday March 23	Friday March 24	Saturday March 25	Sunday March 26	Monday March 27
7:00 AM					
7:30 AM					
8:00 AM		Team meeting: (Charrette Team)	Tour of Farmer's Market	Team meeting: (Charrette Team)	Team meeting: (Charrette Team)
8:30 AM			Site Tour Beginning at Frm's Market		
9:00 AM		Team meeting: (Charrette Team-City Staff)	Team meeting: (Charrette Team)	Team meeting: (Charrette Team-City Staff)	Team meeting: (Charrette Team-City Staff)
9:30 AM			Team meeting: (Charrette Team-City Staff)		
10:00 AM		Develop concepts for overall plan	Refine Concepts	Refine Concepts	Production
10:30 AM					
11:00 AM	Studio Set-up				
11:30 AM					
12:00 PM	team lunch at studio	Working Lunch/Team Meeting at studio (Charrette Team, City)	Working Lunch/Team Meeting at studio (Charrette Team, City)	Working Lunch/Team Meeting at studio (Charrette Team, City)	Working Lunch/Team Meeting at studio (Charrette Team, City)
12:30 PM					
1:00 PM	Stakeholder Interviews	Design Development	Design Development	Design Development	Production
1:30 PM	Studio Set up				
2:00 PM					
2:30 PM					
3:00 PM					
3:30 PM					
4:00 PM	SITE TOUR (Charrette Team)				
4:30 PM					
5:00 PM					
5:30 PM	Team Briefing/Presentation Setup (Charrette Team- City Staff)				Team Briefing/Presentation Setup (Charrette Team-City Staff)
6:00 PM					
6:30 PM	Public Kick-Off Meeting	Public Open House- Pin Up	Public Open House- Pin Up	Public Open House- Pin Up	Final Presentation
7:00 PM					
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					

- **Review community concept feedback**  
The team reviewed and tallied survey results and input from the previous night's pin-up.
- **Studio meetings**  
The team held meetings to discuss how to synthesize the input from the previous night's pin-up.
- **Team's third round concepts, synthesis and refinement**  
The team revised their concepts to incorporate the community's input.
- **Third community pin-up review**  
The team presented the concepts produced during the day, in an evening pin-up.



Public participants listen and ask questions during an evening pin-up review.

## Survey Results from Sunday's Open House:

The team made major changes to the surveys for the Sunday Open House, in order to gain more meaningful feedback from participants. The original surveys were designed to gauge the level of support for individual policy elements, and succeeded in identifying those which attracted strong support, strong opposition or no consensus. The policy surveys used for the Sunday Open House sought to gain refined input, through asking respondents to prioritize different policy approaches. A result less than 2 indicates net support, and greater than 2 indicates net opposition. The surveys on circulation options, meanwhile, asked respondents to rate each proposal against City objectives.

Proposals with the strongest support:

- Reduce parking requirements or introduce maximums
- Delay new garage until demand warrants; invest in streetscape, bicycle and transit improvements instead
- Residential permits, with daytime surplus sold to commuters
- Set parking prices to achieve 85% occupancy

## RESULTS - SUNDAY OPEN HOUSE

### Parking Requirements

	Average (1 Best, 3 Worst)	1 - Count	2 - Count	3 - Count
<b>A. Maintain Current Parking Requirements</b>	2.4	5	3	12
- Limited new development (25,000 sf/year)				
- No parking structure required				
- Development like 7/11 with private parking lots				
<b>B. Reduce Parking Requirements and In-Lieu Fee</b>	1.9	5	9	3
- More development (80,000 sf/year)				
- Development like 555 Main with less on-site parking				
- Parking structure required after 15-20 years				
<b>C. Maximum Parking Requirements</b>	1.7	10	4	4
- Caps on parking in core area				
- Small lots built with little on-site parking				
- Greatest development intensity and pedestrian friendliness				

### Priorities for City Transportation Spending

<b>A. Subsidizing New Garages</b>	2.4	6	1	13
- Build new garages as soon as financially feasible				
- Do not wait for demand to warrant new supply				
<b>B. Transit and Bike Improvements</b>	1.8	9	6	5
- Increased transit frequencies, bike lanes and paths				
- Fund new parking when demand warrants				
<b>C. Streetscape/Neighborhood Improvements</b>	1.7	8	10	2
- Sidewalk widenings, beautification and security				
- Fund new parking when demand warrants				

### Residential Permit Parking

<b>A. No Permits</b>	2.2	7	2	10
- Free parking for commuters/students in residential n'hoods				
<b>B. Permits for Residents Only</b>	2.2	3	9	7
- Prevent commuters/students from Parking in neighborhoods				
<b>C. Permits - Sell to Non-Residents</b>	1.6	10	8	2
- Prioritize Residents for on-street Parking				
- Sell daytime-only permits on blocks with surplus parking				
- Commuters/students pay for neighborhood improvements				

### Parking Pricing

<b>A. No Change</b>	2.6	3	2	15
- Current meter rates				
- Parking still constrained in CSUC/gateway area				
<b>B. Differential Pricing</b>	1.9	6	11	3
- Charge more in core areas				
- Even out demand to achieve 85% occupancy				
- Keep time limits				
<b>C. Market Pricing (No Time Limits)</b>	1.5	13	5	2
- Charge more in core areas				
- Even out demand to achieve 85% occupancy				
- Replace time limits with escalating prices to direct employees				

- Parking requirements. There was clear opposition to maintaining the current parking requirements, with parking maximums attracting slightly more support than the alternative of reducing the minimums and/or the in-lieu fee.
- Transportation spending priorities. Most participants wanted to delay new parking structures until demand warrants additional supply (see demand analysis in Chapter 1). Participants wanted spending to be diverted to both transit/ bicycle facilities and streetscape/security improvements instead.
- Residential Permit Parking. Permits for residents was a popular option, but only if daytime surpluses could be sold to commuters and students with the revenue directed to neighborhood improvements.
- Parking pricing. There was a clear desire for more sophisticated parking pricing structures, with only 15% of respondents wanting to retain the existing system. The most popular choice was to use differential pricing to manage demand, allowing time limits to be abolished.
- Circulation options. The two-way option for Main Street and Broadway scored more highly against all objectives, with the exception of facilitating loading and unloading. I can't read the east-west options – the table is cropped.
- Parking structure location. Most sites were rated close to neutral, in the -0.2 to +0.2 range (on a scale of -3 to +3). The exception was the site on the CSU lots on 2nd Street.

RESULTS - SUNDAY OPEN HOUSE SURVEYS

Chico Downtown Access Plan Charrette Evaluation Form								
How the Various Circulation Options Measure up to the City Objectives?								
Write in a number from +3 to -3 in each box. +3 = Extremely Positive Impact to -3 = Extremely Negative Impact								
City Planning Objectives	One Way Main St.	One Way Broadway	Two Way Broadway	Two Way Main Street	Two Way 4th Street and Bike Boulevard	2nd Street 4 to 3 Lane Conversion + Bike Lanes	Add Roundabouts at 1st/Main, and 9th/Park	Add Diagonal Parking Where Feasible
Sustains or enhances the economic, social, and cultural vitality of Downtown	0.7	0.7	2.3	2.4	1.3	2.3	1.3	2.9
Comprehensive and long-term Parking Solutions are consistent with overall City policy/vision as expressed in the General Plan.	0.6	0.6	2.0	2.1	0.6	1.8	1.1	2.6
Addresses parking and circulation for all modes of transportation.	0.6	0.6	2.1	2.1	1.0	2.2	1.3	2.6
Improves pedestrian, bicycle, and vehicular safety, especially in relation to pedestrian/vehicle interactions.	0.3	0.3	2.1	2.1	2.0	2.5	0.7	1.6
Reflect the concerns, interests, and knowledge of Chico community members.	0.7	0.7	1.9	1.9	1.0	1.8	1.0	1.9
Balances the Downtown access and transportation with CSU's planning and management	0.7	0.7	2.0	2.0	1.3	2.0	0.9	2.7
Address parking issues throughout the Downtown	0.6	0.6	2.1	2.1	0.5	1.4	0.9	2.9
Address commercial loading and unloading.	1.6	1.6	0.7	0.7	0.7	2.1	0.6	1.1
Determine location of a Downtown Transit Center.	0.5	0.5	1.0	1.0	0.5	1.2	1.0	1.0
Address issues related to Downtown commercial loading and unloading.	1.3	1.3	0.8	0.8	0.8	2.0	1.2	1.0
AVERAGES	0.8	0.8	1.7	1.7	1.0	1.9	1.0	2.0

RESULTS - SUNDAY OPEN HOUSE SURVEYS

Chico Downtown Access Plan Charrette Evaluation Form - Parking Garage Location Impacts													
Evaluation Rating - +3 to -3 +3 = Extremely Positive Impact to -3 = Extremely Negative Impact											26-Mar		
Proposed Parking Garage Location Impacts	Walking Efficiency	Driving Efficiency	Retail Business Impact	Office Business Impact	Housing Business Impact	Parking Impact	Traffic Impact	Ped and Bike Impact	Fire / Life Safety Impact	Costs to Build	Cost to Operate	Aesthetic Impact	Average
<b>Lot #1</b>													
700 spaces, 5 stories	0.7	0.9	0.9	0.9	0.5	1.2	-0.3	-0.2	0.1	-0.8	-0.7	-1.3	0.2
<b>Lot #5</b>													
450 spaces, 5 stories	0.9	0.2	0.1	0.4	0.3	0.7	-0.5	-0.3	0.2	-1.1	-0.8	-1.7	-0.1
<b>Lot #7</b>													
450 spaces, 5 stories	1.8	1.1	1.0	0.7	0.1	0.9	0.0	-0.3	0.3	-1.3	-0.7	-1.1	0.2
<b>City Hall Municipal Lot</b>													
700 spaces, 5 stories	1.2	0.6	0.2	0.7	0.4	0.9	0.1	0.0	0.3	-1.1	-1.0	-1.1	0.1
<b>CSU Lots</b>													
	1.5	1.3	1.0	0.8	1.0	1.9	1.2	0.8	0.9	0.4	0.2	-0.1	0.9
<b>1/2 Block 21 Private Lot</b>													
	0.6	0.0	0.8	0.8	0.6	0.4	0.0	0.1	0.0	-1.4	-0.3	0.4	0.2
<b>Block 33 Private Lot</b>													
	-0.6	0.1	0.2	0.4	0.0	-0.1	0.0	0.0	0.3	-1.4	-0.8	-0.9	-0.2

## Day Five, Monday

Chico Downtown Access Charrette					
Charrette Schedule					
Time	Thursday March 23	Friday March 24	Saturday March 25	Sunday March 26	Monday March 27
7:00 AM					
7:30 AM					
8:00 AM		Team meeting- (Charrette Team)	Tour of Farmer's Market	Team meeting- (Charrette Team)	Team meeting- (Charrette Team)
8:30 AM			Site Tour Beginning at Finn's Market	Team meeting- (Charrette Team)	
9:00 AM		Team meeting (Charrette Team-City staff)		Team meeting (Charrette Team-City Staff)	Team meeting- (Charrette Team-City Staff)
9:30 AM			Team meeting- (Charrette Team-City Staff)		
10:00 AM		Develop concepts for overall plan	Refine Concepts	Refine Concepts	Production
10:30 AM					
11:00 AM	Studio Set-up				
11:30 AM					
12:00 PM	team lunch at studio	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)	Working Lunch/ Team Meeting at studio (Charrette Team, City)
12:30 PM					
1:00 PM	Stakeholder Interviews	Design Development	Design Development	Design Development	Production
1:30 PM	Studio Set up				
2:00 PM					
2:30 PM					
3:00 PM					
3:30 PM					
4:00 PM					
4:30 PM	SITE TOUR (Charrette Team)				
5:00 PM					
5:30 PM	Team Briefing/ Presentation Setup (Charrette Team- City Staff)				Team Briefing/ Presentation Setup (Charrette Team-City Staff)
6:00 PM					
6:30 PM					
7:00 PM	Public Kick-Off Meeting	Public Open House- Pin Up	Public Open House- Pin Up	Public Open House- Pin Up	Final Presentation
7:30 PM					
8:00 PM					
8:30 PM					
9:00 PM					

- **Review community feedback**  
The team reviewed and tallied survey results and input from the previous night's pin-up.
- **Studio meetings**  
The team held meetings to discuss how to synthesize the input from the previous night's pin-up.
- **Team's fourth round concept refinement and production**  
The team revised their concepts to incorporate the community's input and to produce the final presentation drawings.
- **Final charrette public presentation**  
The team presented the charrette proposals and implementation strategies during a public presentation.



The Charrette team prepares circulation diagrams before the Public Presentation.

What You Told Us



## The Charrette Community Input Methods

- Drawings
- Notes
- Surveys and Questionnaires
- Studio Meetings
- Studio Visits



## What You Told Us

- “Maintain and Enhance Downtown’s Economic Vitality and Diversity”
- “Make the Downtown Safe, Convenient, Attractive, and Rewarding for Visitors, Businesses, and Residents”
- “Provide Incentives to Attract Quality Downtown Retail, Office and Housing”
- “Improve and Balance Downtown Circulation for Cars, Bikes, Pedestrians, Transit, Delivery Trucks, and Emergency Vehicles”
- “Plan and Provide for Adequate Car and Bike Parking, and Deliveries”
- “Work with CSUC to Develop Integrated Parking Solutions”
- “Look for all On-Street Parking Opportunities Within the City First”
- “Look for Remote Park and Ride Opportunities”
- “Look for Parking Garage Locations and Configurations”



## Our Response

---

## Recommendations:

### Our Recommendation Categories:

- **Downtown Development**
- **Parking Demand and Supply Options**
- **Circulation Options**

### Our Recommendation Format

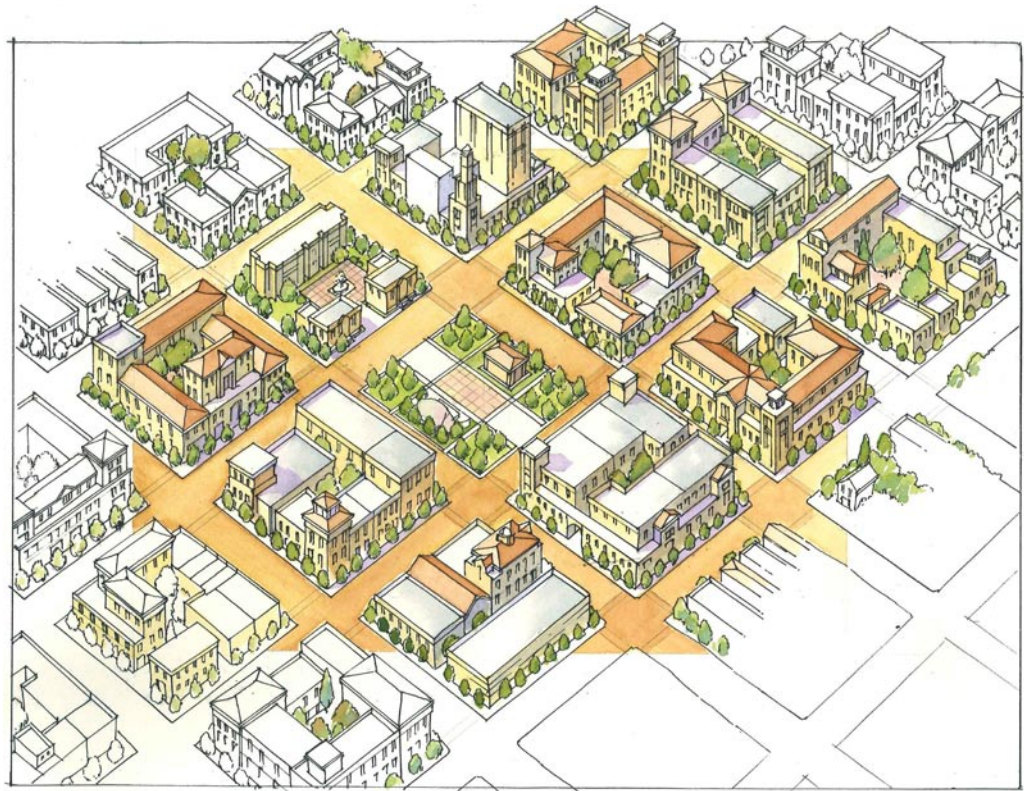
- **Policy Preferences**  
*Example: Reduce Current Parking Requirements*
- **Preferred Options**  
*Example: Convert Main and Broadway from One to Two Way*
- **Impacts, Contingencies, and Follow Up**  
*Example: Traffic Study to Qualify Options*





## Projected Ideal Future Downtown Development Assumptions:

- Adequate market demand
- Regulatory incentives for retail, office, and residential development
- Residential development to leverage other uses
- Built out consistent with the City's General Plan
- Current height caps of 65 and 45 feet, and lot coverage limits
- Property owner cooperation
- Approximately 15% retail, 25% office, and 60% residential uses



## Future Downtown Illustrative Plan

In order to determine potential parking and access impacts of future development in Downtown Chico, we began by describing the city, years from today, in a block by block plan fully developed and matured. Within the Charrette's time constraints, and abiding by the policies and standards of the current City General Plan, we evaluated buildings and open areas within each block, set aside historic and other significant structures and natural features, like specimen trees, and looked for infill opportunities. In our role as city planners and urban designers, we developed each block to create continuous 'street walls' of mixed use buildings within the height and lot coverage limits punctuated by access for pedestrians and vehicles to interior parking courts and courtyards. We sought to add economic, social, and physical value through good design and timeless place-making principles.

Our approach assumed that, where physically feasible, new buildings would include one level of sub-surface parking below the first floor, with additional parking within the interior of the block. These below-grade parking plans assumed that new buildings would need to encompass at least one half of each block, in order to create efficient parking bays that helped offset the expense of the enclosed, below-grade parking. Where existing buildings or site features limited building new structures to less than half a block, sub-surface parking was not included in our calculations. Though parking could theoretically be occupied by any vehicle, we assumed that the primary users would be the residential occupants of the building above. This meant that office and retail parking required accommodations within the block's interior, on the street, or in new parking facilities, when parking demand exceeded the supply either on or off the street. However, we did not indicate parking structure location on this Downtown Plan, though alternative sites are indicated on a separate Parking Structure Options map.

The Plan shown describes a future compact, walkable, and mixed use Downtown that appears to meet the intent of the City's General Plan, and the objectives and vision described by an overwhelming majority of the citizens we met with.



## Desired Downtown Features

### Compact, Walkable, Diverse, and Sustainable

#### On-Street Parking

Retailers need street visibility from passing cars, and in-line stores require on-street parking for up to 50% of their sales. Therefore, convenient and available street parking is necessary to maintain a healthy downtown business environment. On-street parking, however, must be calibrated and regulated by meter pricing, timing and enforcement to accommodate the various types of shops, and the supply of parking. In any case, store employees and owners should never displace customers' on-street parking.

#### Off-Street Parking

Retailers, professional offices, and other commercial businesses need parking for their customers beyond available on-street parking. Where off-street parking is provided for shoppers and other types of customers and clients, it can be located up to 1,000 feet from the destination, if the pedestrian environment is convenient, interesting, attractive, and safe. Example: a clean and accessible sidewalk, well-lit at night, buffered from traffic by on-street parking, and lined on one side with continuous blocks of engaging storefronts - a main street.

#### A Quality Pedestrian Environment

The acceptable walking distance will decrease as the quality of the pedestrian environment declines. Fancy paving adds little benefit; professional merchandising in clear, well-lit, and attractive storefronts with dignified signage creates tremendous value. Safe, attractive, and convenient transit serving the downtown can greatly expand the customer base and travel area.



Existing conditions on Broadway



Proposed widened sidewalk and redevelopment on Broadway

## Future Parking Supply and Demand

This section examines likely future parking supply and demand, to help determine if and when the City may need to add additional parking. It looks at three scenarios:

**Scenario 1. Existing Parking Requirements** – new development in much of the City is built with on-site parking, and the overall amount of growth is constrained.

**Scenario 2. Site constraints** – parking regulations are revised to encourage new development, but difficulties in assembling parcels mean that development is incremental

**Scenario 3. Full build-out** – parcels can be assembled to achieve the maximum development potential permitted under the General Plan

The model is highly simplified, but illustrates the impacts of City policies on development and parking. It also identifies the amount of development that triggers the need to add new parking.

**At least 500,000 square feet of non-residential development needs to be added to downtown to trigger the need for a new parking structure.** This is an extremely conservative estimate, since it assumes that new development does not provide any on-site non-residential parking. If new development provides on-site parking, a structure is needed only after 770,000 square feet of new non-residential development (under one set of assumptions) or never (under current parking requirements and in-lieu fees).

Even if this square footage threshold is reached, the City of Chico may find it more cost-effective to improve transit or implement other demand management measures, than to build more parking. A framework for taking this decision is discussed later in this report.

### Common Assumptions:

There are several assumptions common to all three scenarios:

- Parking management can even out demand over the whole of downtown. The impacts of the recent meter rate increase show that this can be achieved; the policies recommended in subsequent sections of this report illustrate how.
- 91 spaces in Municipal Lot 7 are lost to transit center construction.
- 497 spaces are added from converting parallel parking to diagonal on Normal, Wall, Flume and Orient. Diagonal parking on other streets (such as Main and Broadway) would add to this total.
- The goal is to achieve 85% parking space occupancy over downtown as a whole; once 85% is exceeded, more parking is needed.
- The existing non-residential parking demand ratio (1.63 spaces per 1,000 sf) is maintained. It is important to realize that any shift away from driving (for example, due to improved transit or bike facilities or higher gas prices) will reduce this ratio and thus the amount of parking needed.
- New development is 60% residential, 15% retail and 25% office.
- Both residential parking supply and demand are excluded from the calculations; new residential development is assumed to be self-contained in terms of parking for reasons of marketability (although sharing with other uses is certainly desirable).

## Scenario 1: Maintain Existing Parking Requirements

### Main assumptions:

- The combination of existing parking requirements and the high in-lieu fee (\$16,000 per space) constrains new development, as told to the charrette team by numerous developers and other stakeholders.
- Development continues at the rates of growth seen in recent years – about 26,000 square feet per year.
- New development provides parking at a ratio of 3 spaces per 1,000 sf for non-residential uses, and enough to satisfy demand on-site for residential uses.
- Existing private parking lots are lost at a rate of 15 spaces per year – this figure is calculated based on the amount of land needed for new development.
- A typical development under this scenario is the 7-Eleven on Main Street.

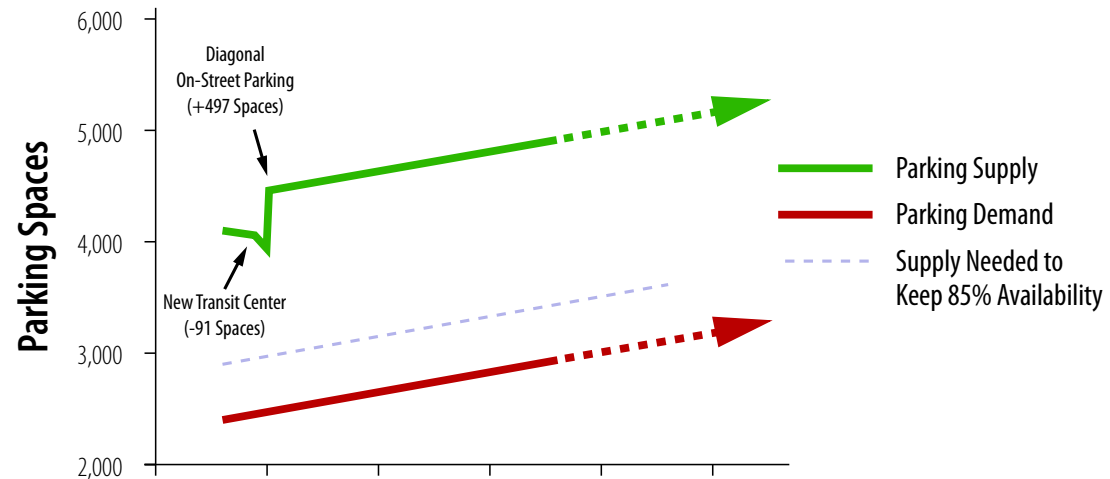


This 7-Eleven is typical of development that complies with current parking requirements.

### Key findings:

- The **red line** shows how parking demand grows from about 2,400 spaces at present to about 2,900 spaces.
- The **green line** shows how parking supply continues to increase, since new development is built with on-site parking.
- The combination of limited new development and on-site parking means that occupancy never reaches 85%. The need for new public parking is never triggered.

### Parking Demand - Existing Parking Requirements



## Scenario 2: Modified Parking Requirements

### Main assumptions:

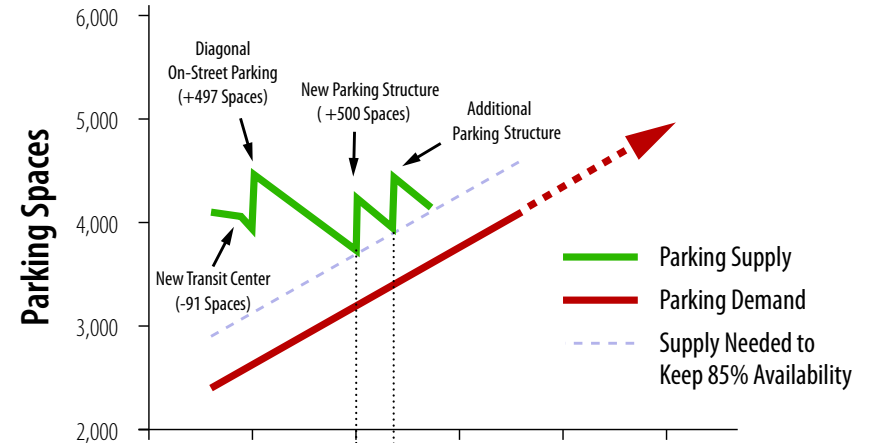
- Parking requirements are eliminated or the in-lieu fee is reduced, so that parking is not a constraint on new development.
- Difficulties in assembling larger parcels lead to incremental development, and only 75% of the total development potential allowed by the General Plan is achieved.
- Future residential development is assumed to be fully self-parking.
- The annual development rates are assumed to be as follows:
 

retail:	12500 sq.ft. / year
office:	22,500 sq.ft. / year
residential:	45,000 sq.ft. / year
- No sub-surface parking is provided due to difficulties in parcel assembly, and therefore only residential parking can be accommodated on-site, for example in courtyards. All non-residential parking occurs on-street and in municipal facilities.
- Existing private parking lots are lost at the rate of about 56 spaces per year – this figure is calculated based on the amount of land needed for new development.
- A typical development under this scenario is 555 Main Street.

### Key findings:

- The red line shows how parking demand grows from about 2,400 spaces at present to about 4,100 spaces at buildout.
- The green line shows how the parking supply decreases rapidly as private lots are lost to new development, and because new buildings do not provide non-residential parking.
- As supply falls and demand increases, 85% occupancy is reached after about half a million square feet of new non-residential development, triggering the need for a new public parking facility.
- Additional structures are triggered periodically thereafter.

**Parking Demand - Modified Parking Requirements**



Parking Structure needed at 490,000 sq. ft. of additional non-residential development from present amount. At current growth rates, this is estimated to break down to 175,000 sq. ft. of retail space and 315,000 sq. ft. of office space.

Additional structure needed at 630,000 sq. ft. of additional non-residential development from present amount. At current growth rates, this is estimated to break down to 225,000 sq. ft. of retail space and 405,000 sq. ft. of office space.

## Scenario 3: Full Build-Out

### Main assumptions:

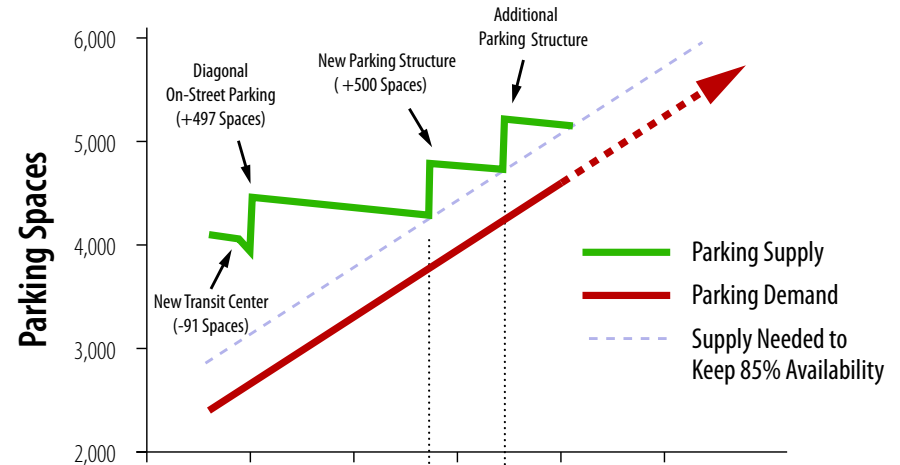
- Parking requirements are eliminated or the in-lieu fee is reduced, so that parking is not a constraint on new development.
- Developers are able to assemble parcels and can achieve the full potential allowed under the General Plan.
- Future residential development is assumed to be fully self-parking.
- The annual development rates are assumed to be as follows:
 

retail:	12500 sq.ft. / year
office:	22,500 sq.ft. / year
residential:	45,000 sq.ft. / year
- Since half- or full-block projects are developed, one level of sub-surface parking is economically feasible. This means that all residential parking can be accommodated on-site, plus about 22% of non-residential parking demand. (The ability to add new parking is estimated on a block-by-block basis.)
- Existing private parking lots are lost at the rate of about 33 spaces per year – this figure is calculated based on the amount of land needed for new development.

### Key findings:

- The red line shows how parking demand grows from about 2,400 spaces at present to about 5,500 spaces at buildout.
- The green line shows how the parking supply decreases as private lots are lost to new development, and because new buildings only partially replace this non-residential parking. Note that the rate of decrease is much less than in Scenario 2.
- As supply falls and demand increases, 85% occupancy is reached after about 770,000 square feet of new non-residential development is added, triggering the need for a new public parking facility.
- Additional structures are triggered periodically thereafter.

**Parking Demand - Reduced Parking Requirements**



Parking Structure needed at 770,000 sq. ft. of additional non-residential development from present amount (2006). At current growth rates, this is estimated to break down to 275,000 sq. ft. of retail space and 495,000 sq. ft. of office space.

Additional structure needed at 1,050,000 sq. ft. of additional non-residential development from present amount (2006). At current growth rates, this is estimated to break down to 375,000 sq. ft. of retail space and 675,000 sq. ft. of office space.

## Key Principles for Specific Recommendations:

This chapter outlines detailed recommendations for parking policy reforms in Downtown Chico. All of these proposals attracted strong support from the community, reflected through comments at the charrette and in written surveys (presented in Chapter 2). In summary, these recommendations can be condensed down into three key principles.

### Principle 1: Make storefront parking available on every block

- Many business owners have expressed concern that customers are deterred by difficulties in parking.
- Whether or not a new parking structure is built, better management is needed to improve parking availability in the core of downtown. Surveys show that the lot previously identified for a structure is less than two-thirds full, meaning that street parking on most retail streets will still fill up without better management.
- Shifting a small number of price-sensitive parkers – mainly employees – to adjacent blocks can free up customer parking

### Principle 2: Make the best use of existing resources before adding new supply

- Even north of 3rd Street, parking is only 71% occupied at peak. In downtown as a whole, it is 58% occupied.
- Community members expressed a strong desire to make the best use of these empty spaces before building more parking.

### Principle 3: Choose the most cost-effective way to improve access

- Community members gave almost unanimous support to proposals to improve transit, bicycle facilities and create incentives for people not to drive.
- Building parking structures on surface lots costs about \$29,000 per net new space, or \$2,000 per new space per year. Up to a certain point, it may be cheaper to free up parking spaces by incentivizing people not to drive.
- Places such as the City of Boulder and Cal Poly SLO have shown how to analyze the most cost-effective mix of new parking and investment in alternatives to driving.





## Specific Recommendations:

All the specific recommendations in this section attracted strong support from the community, reflected through comments at the charrette and written surveys.

### Recommendation #1:

#### Adopt a goal of 85% parking occupancy

A parking occupancy rate of 85% represents the optimum balance between efficient use of resources and maintaining the availability of parking. At 85%, driver can easily find a parking space. Over 85%, the search becomes more time consuming and creates additional search traffic.

Under this policy, City Council would set a goal of 85% parking occupancy - a rate that would allow potential customers to see at least one empty space on every block. If occupancy rates rose above about 85%, then staff would have authority to increase meter rates. If they fell below 85%, meter rates would be reduced. This price system would lead to differential meter rates, with more expensive parking on the most desirable blocks.

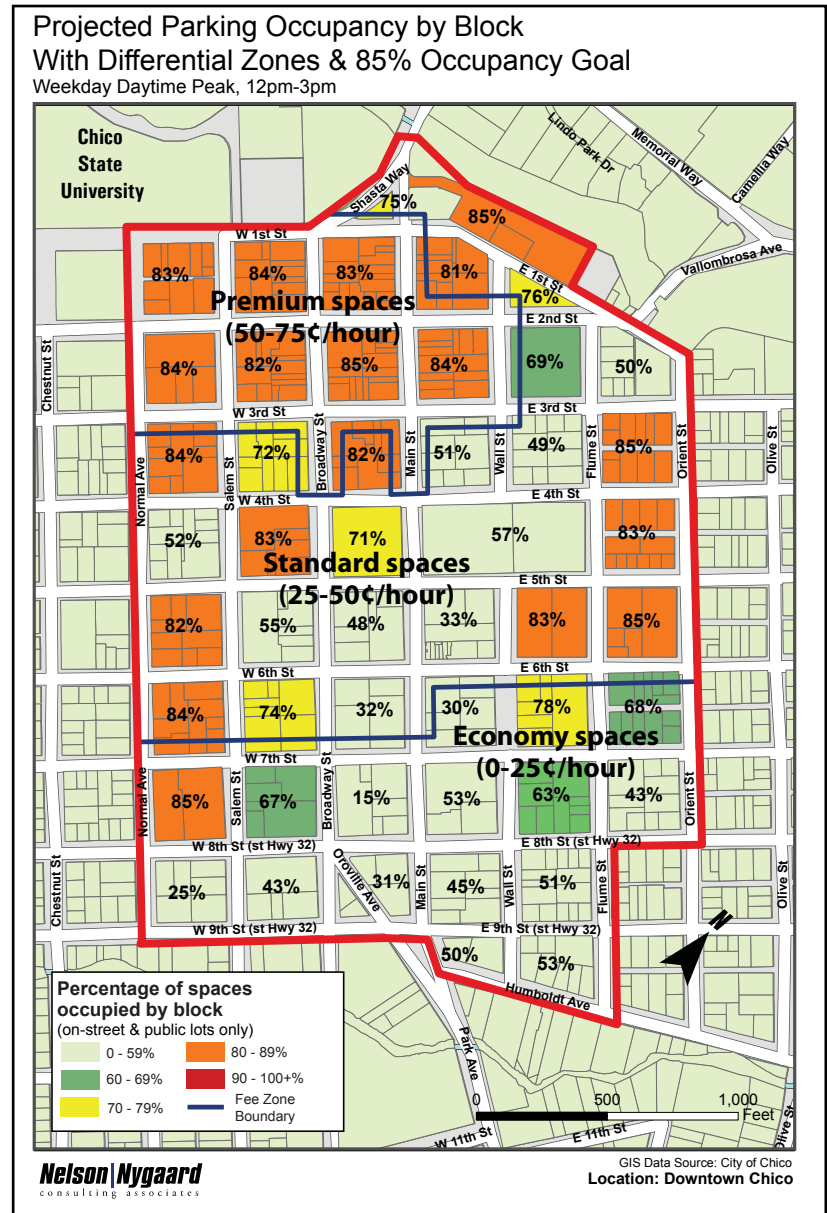
Redwood City has adopted this same strategy of an explicit 85% goal. Differential pricing in various forms is also used in Eugene, OR and San Luis Obispo.

The map shows projected parking demand in downtown if this strategy is followed. Where occupancy is currently above 85%, prices are increased in order to shift demand to adjacent blocks.

The map to the right shows projected parking demand in downtown if this strategy is followed. Where occupancy is currently above 85%, prices are increased in order to shift demand to adjacent blocks.

Based on present demand, only 54 employees would need to move to an adjacent block in order to achieve 85% occupancy on every single block in downtown. Only minor pricing changes would therefore be needed to achieve the 85% goal.

The map shows the projected impact of introducing differential pricing with an 85% occupancy goal. The fee zone boundaries are designed based on occupancy patterns in the 2006 survey, with premium rates of 75 cents/hour (50 cents/hour for the first two hours) in the retail core. Projected occupancy was estimated by shifting parkers on blocks with rate increases to adjacent blocks with cheaper parking.



## Recommendation #2: Use pricing, not time limits, to prioritize shoppers.

The current variety of time limits (36 minutes, 2 hours, 10 hours, etc.) is confusing and not customer-friendly. Some customers need to stay for more than two hours, which means that the 2-hour meters may discourage them from coming downtown, or encourage them to feed their meters. Fear of receiving a citation is another factor which reduces the attractiveness of downtown. In addition, time limits are difficult to enforce and are routinely ignored – according to many downtown employees, meter feeding by all-day parkers is common practice.

Instead of time limits, pricing is recommended as the tool to prioritize shoppers in prime locations, using three principles as follows:

- Abolish time limits
- Introduce escalating rates (the first two hours are cheaper)
- Introduce differential pricing (with 85% occupancy goal)

A sample pricing structure (illustrated in part on the previous page) might be as follows:

- Premium spaces (core area): 50 cents/hour for first 2 hours, 75 cents/hour thereafter
- Standard spaces (south of 3rd St): 25 cents/hour for first 2 hours, 50 cents/hour thereafter
- Economy spaces (south of downtown): free for first 2 hours, 25 cents/hour thereafter



Current time limits are inflexible for customers



### Recommendation #3: Return new meter revenue to Downtown

One of the barriers to raising meter rates is that the revenue benefits are often not obvious, as the money is used for citywide improvements. Places such as Pasadena, San Diego and Redwood City have found that returning meter revenue (at least partially) to the neighborhood where it was generated, through Parking Benefit Districts, can help to offset concerns regarding any rate rise, as well as provide an important source of revenue.

In Chico, downtown meter revenue is currently committed to debt service on the existing parking structure. However, any additional meter revenue would mean that this debt could be retired more quickly, allowing the City to bond against future revenue to implement improvements right away. Downtown merchants and stakeholders would advise on the use of parking meter revenue. The generated revenue could be used for projects such as:

- Bicycle/transit improvements
- Demand management
- Sidewalk widenings
- Streetscape/lighting improvements
- Security
- Cleaning
- Information/marketing



Meter revenue in Old Pasadena is returned to the downtown

### Recommendation #4: Evening and Saturday meter enforcement

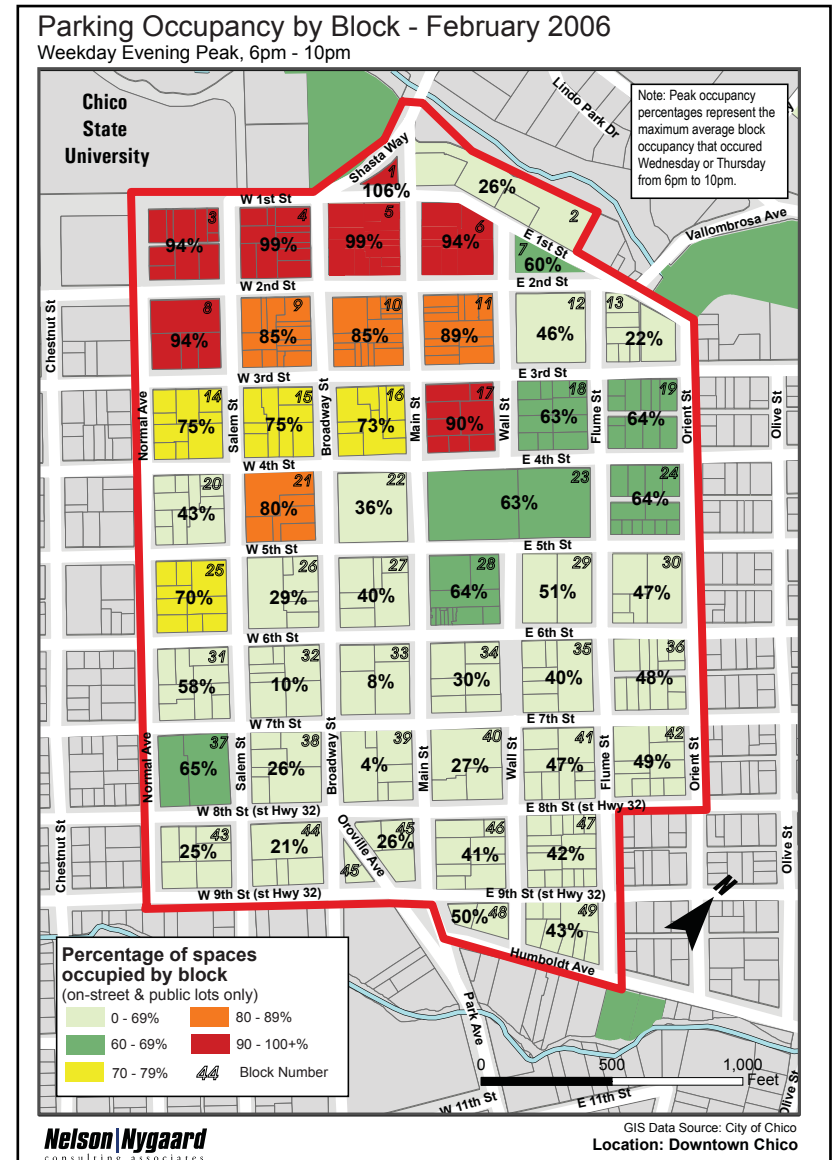
Parking scarcity on key retail blocks is not just a daytime phenomenon. Parking is also fully occupied in the core of downtown on evenings and Saturdays (see map opposite), partly because there is no incentive for employees to park on side streets or adjacent blocks.

Evening and Saturday pricing can be implemented using the same 85% occupancy goal recommended for the daytime. Charges in the core area would shift employees to adjacent blocks, freeing up space for customers.

We recommend a lower rate for the downtown core area of 25 cents per hour in the evening and on Saturday, with free, unrestricted parking in the rest of downtown. Evening and Saturday charges are common in many cities such as San Luis Obispo.



Events such as the Farmer's Market mean that parking in parts of downtown is fully occupied on Saturdays

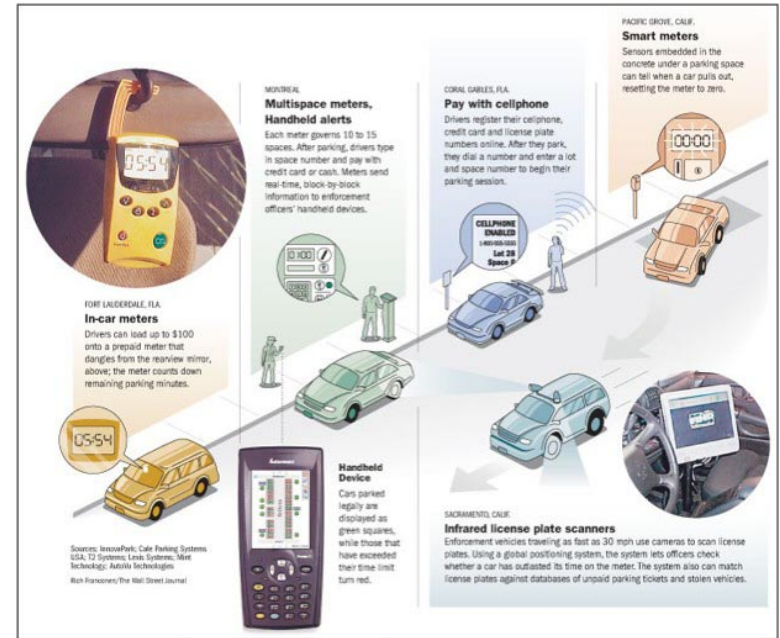


## Recommendation #5: Use multi-space meters

New technology makes parking easier. Multi-space meters or pay stations take credit cards and cash, avoiding the need to carry quarters. Other features include refunds for unused time, and the ability for customers to extend time remotely through using a cell phone.

Only one or two pay stations are needed each side of the block, removing the need for the “picket fence” of single-space meters along the street. Multi-space meters have a streamlined revenue collection and enforcement process due to fewer meters to collect from, along with credit card payments. Maintenance costs and revenue collection costs are reduced since a meter sends out an e-mail when it needs attention such as when it is broken, needs new paper or is ready to have its money collected.

Seattle and Portland, OR have implemented multi-space parking meters within the decade and recouped their costs in about 2 years. Berkeley is another place that has introduced this new technology.



Multi-space parking meters

## Recommendation #6: Adopt a 'Park Once' strategy

Nearly half of downtown parking is in private lots. This parking is usually not available to the public, and does little to make downtown parking more available – much of it essentially goes to waste. The private lots also project a fragmented, customer-unfriendly image of Downtown Chico. In short, new private parking is the “wrong” type of parking to add to downtown.

Instead, we recommend that parking should be managed as a common resource, with public facilities where shoppers can “Park Once” and visit multiple destinations. Specific strategies to implement this goal include:

- Discourage leasing of public spaces in municipal lots to private businesses, through increased prices;
- Discourage or restrict new private non-residential parking, and encourage (or require) developers to pay the in-lieu fee instead;
- Purchase or lease private lots from willing sellers, and make the spaces available to the public. This could be undertaken by the City or another organization such as DCBA or a future Business Improvement District.



Leased spaces in municipal lots reduce parking available to the public



Private parking lots are usually not open to the public, and project an unwelcoming image to visitors

## Recommendation #7: Loading Zones

A thriving downtown needs to accommodate deliveries and other loading and unloading activities. At present, most trucks simply double park and block a traffic lane, but this is not an efficient use of limited right-of-way.

We recommend that the City designate loading zones on main thoroughfares, in order to avoid the need for trucks to double park. Creating loading zones is especially important for traffic calming on Main Street and Broadway, since it allows the street to be narrowed from three lanes to two. Trucks could also use side streets for loading and unloading.

One to two spaces would be reserved per block face for loading. Before implementation, the city would need to consult with affected businesses as to determine the number, location and times of operation of the new loading zones. The zones could be operational all-day or only in the morning. Enforcement to stop double parking on main thoroughfares is critical to encourage use of the loading zones.



Loading zones could help improve traffic congestion

**Recommendation #8:  
Adopt a two-pronged test to approve new parking structures**

The recommendations in this chapter will serve to even out parking between blocks, making use of empty spaces in the east and south of downtown. In the longer-term, however, a structure will be needed if downtown continues to grow. The following tests are recommended to determine whether downtown needs a new parking structure:

1. Occupancy test: Will downtown parking be at least 85% occupied when a garage is complete?
2. Cost-effectiveness test: Is it cheaper to add new parking than invest in alternatives to reduce parking demand, or provide peripheral parking? For comparison, the construction cost of the structure proposed for Lot 1 would have been about \$29,000 per net space, equating to an annual cost of about \$2,000 per space.

**If both of these tests are met, the City should proceed with a new parking structure. The City should also encourage California State University-Chico to use the same methodology when determining its parking facility program.**



Existing Parking Structure at 4th and Salem

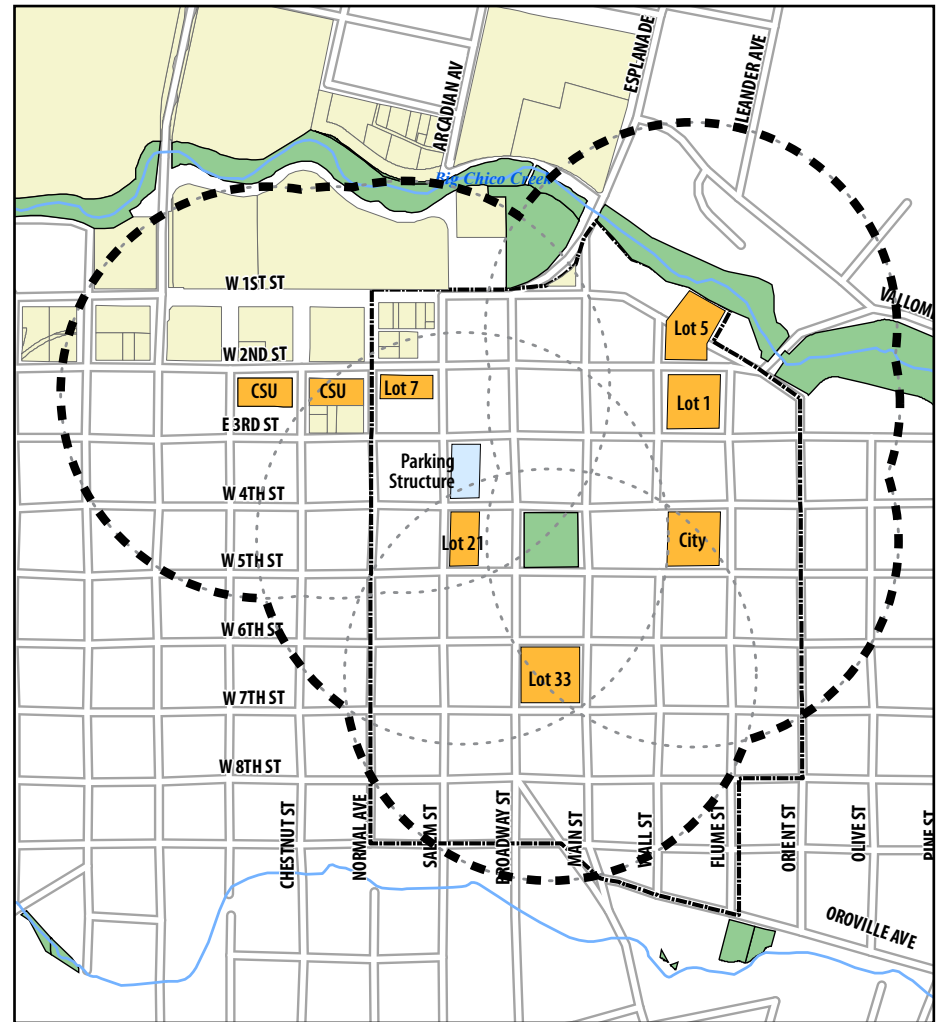


## Recommendation #9: Identify preferred site for parking structure

If downtown continues to grow, an additional structure will be needed in the future. The City should identify a preferred site in order to protect it from development, or acquire parcels if necessary.

The map opposite shows potential locations for a parking structure; the circles indicate a 1,000 feet radius (a 5-minute walk) from each site. New development will likely shift the center of gravity of downtown towards the south, meaning that it may be appropriate to consider more southerly sites than would be warranted given existing demand patterns.

Survey results (overleaf) suggest that the CSU lots, Lot 21 and the City Hall lot are the highest-ranked sites from the community's perspective. Lot 5, adjacent to the creek, is the least-preferred option.



RESULTS - SATURDAY OPEN HOUSE SURVEYS														
Chico Downtown Access Plan Charrette Evaluation Form - Parking Garage Location Impacts														
Evaluation Rating - +3 to -3 +3 = Extremely Positive Impact to -3 = Extremely Negative Impact											25-Mar			
Proposed Parking Garage Location Impacts	Walking Efficiency	Driving Efficiency	Retail Business Impact	Office Business Impact	Housing Business Impact	Parking Impact	Traffic Impact	Ped and Bike Impact	Fire / Life Safety Impact	Costs to Build	Cost to Operate	Aesthetic Impact	Average	
<b>Lot #1</b> 700 spaces, 5 stories	1.0	0.7	0.4	0.6	-1.0	1.0	-0.8	-0.4	-0.8	-1.4	-0.8	-1.5	-0.3	
<b>Lot #5</b> 450 spaces, 5 stories	0.8	0.3	-0.3	-0.8	-1.2	0.2	-0.8	-1.3	-1.4	-2.0	-1.8	-2.7	-0.9	
<b>Lot #7</b> 450 spaces, 5 stories	1.8	1.7	1.7	1.0	0.6	1.8	0.5	-0.3	-0.6	-1.2	-1.2	-0.7	0.4	
<b>City Hall Municipal Lot</b> 700 spaces, 5 stories	1.5	1.3	1.5	1.8	1.0	1.4	1.4	1.0	1.0	0.8	-0.5	-0.7	1.0	
<b>CSU Lots</b>	1.9	2.1	1.0	1.4	1.3	2.8	0.7	1.5	1.2	0.0	0.8	-0.6	1.2	
<b>1/2 Block 21 Private Lot</b>	1.8	2.0	1.3	2.3	1.4	2.0	1.0	1.2	1.8	0.0	0.4	1.3	1.4	
<b>Block 33 Private Lot</b>	-1.0	-0.2	-1.4	0.2	-0.3	0.3	-0.4	-0.2	0.0	-2.0	-1.7	-0.8	-0.6	

RESULTS - SUNDAY OPEN HOUSE SURVEYS														
Chico Downtown Access Plan Charrette Evaluation Form - Parking Garage Location Impacts														
Evaluation Rating - +3 to -3 +3 = Extremely Positive Impact to -3 = Extremely Negative Impact											26-Mar			
Proposed Parking Garage Location Impacts	Walking Efficiency	Driving Efficiency	Retail Business Impact	Office Business Impact	Housing Business Impact	Parking Impact	Traffic Impact	Ped and Bike Impact	Fire / Life Safety Impact	Costs to Build	Cost to Operate	Aesthetic Impact	Average	
<b>Lot #1</b> 700 spaces, 5 stories	0.7	0.9	0.9	0.9	0.5	1.2	-0.3	-0.2	0.1	-0.8	-0.7	-1.3	0.2	
<b>Lot #5</b> 450 spaces, 5 stories	0.9	0.2	0.1	0.4	0.3	0.7	-0.5	-0.3	0.2	-1.1	-0.8	-1.7	-0.1	
<b>Lot #7</b> 450 spaces, 5 stories	1.8	1.1	1.0	0.7	0.1	0.9	0.0	-0.3	0.3	-1.3	-0.7	-1.1	0.2	
<b>City Hall Municipal Lot</b> 700 spaces, 5 stories	1.2	0.6	0.2	0.7	0.4	0.9	0.1	0.0	0.3	-1.1	-1.0	-1.1	0.1	
<b>CSU Lots</b>	1.5	1.3	1.0	0.8	1.0	1.9	1.2	0.8	0.9	0.4	0.2	-0.1	0.9	
<b>1/2 Block 21 Private Lot</b>	0.6	0.0	0.8	0.8	0.6	0.4	0.0	0.1	0.0	-1.4	-0.3	0.4	0.2	
<b>Block 33 Private Lot</b>	-0.6	0.1	0.2	0.4	0.0	-0.1	0.0	0.0	0.3	-1.4	-0.8	-0.9	-0.2	

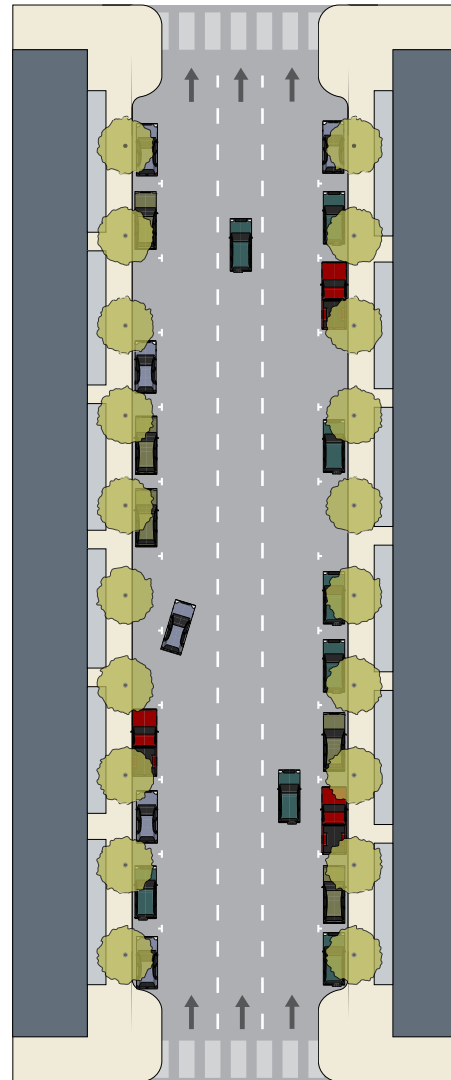
## Recommendation #10: Convert parallel parking to diagonal

Chico already has diagonal parking on several blocks on streets such as Wall Street. However, there is considerable potential to increase the parking supply by creating diagonal spaces on additional blocks. City staff has estimated the total cost of implementing diagonal parking at \$3,000 per space (including meter replacement), which is much cheaper than the cost of a new spaces in a parking structure.

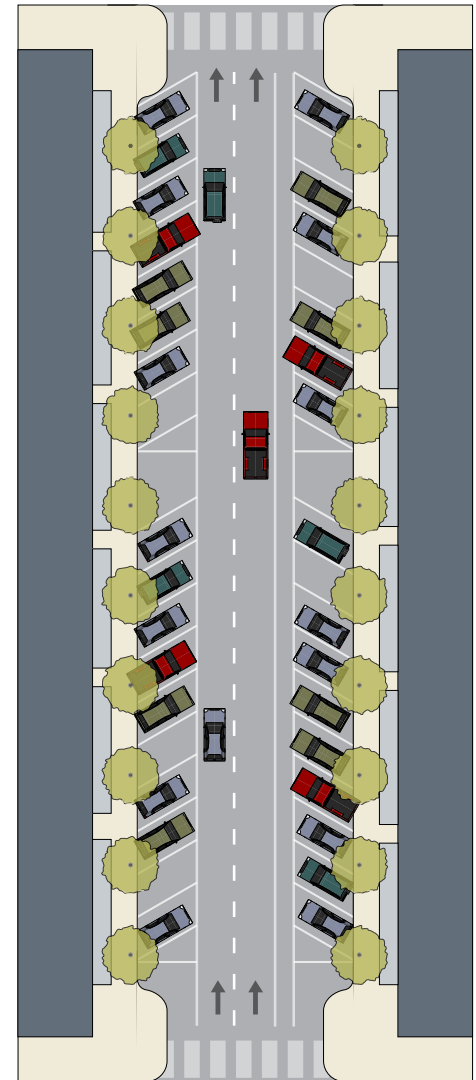
Most north/south streets have a curb-to-curb width of 54', providing sufficient right-of-way to create diagonal parking. Two diagonal parking lanes (with the parking at a 60 degree angle) can be 16' wide, leaving sufficient width for two 11' travel lanes. About 18 extra spaces are possible per block (this is a conservative estimate taking account of driveways and hydrants.)

Nearly 500 spaces can be added on Normal, Salem, Wall, Flume, and Orient Streets through converting parallel spaces to diagonal. (Bike lanes could be retained on Salem if diagonal parking is limited to one side of the street.) Additional spaces may be possible on Main and Broadway depending on how the street is configured. While most east/west streets are too narrow to accommodate diagonal parking, there is potential on First Street from Broadway to Wall Street, which is wider.

We recommend that new diagonal parking be back in/head out. This configuration improves traffic safety, particularly for cyclists, as visibility is improved for exiting motorists. Back in/head out parking also makes loading easier, as shoppers have direct access to the trunk from the sidewalk.



Existing lane and parking configuration on Broadway and Main



Possible restriping on Broadway or Main

## Recommendation #11: Improve parking information

Perceptions of a parking shortage can drive away customers – even if spaces are available. Currently, Municipal Lot #1 has less than 70% occupancy during peaks even though it is only 1 to 2 blocks away from Main Street and Broadway. Good information can show people where parking is available and reduce the number of people cruising for parking, driving around downtown blocks in search of a space.

Potential techniques include:

- Directional signage at gateways to downtown
- Real-time information (e.g. “Available Parking” or “Full” lights) to show where spaces are available
- Improved website information and maps

**Welcome to Arlington's Rosslyn-Ballston Corridor**

The Rosslyn-Ballston (R.B.) corridor is one of the region's hottest new areas. It is actually a series of five distinctive "urban villages" developed around Metro stations where you can live, work, shop, and play within a delightfully walkable, pedestrian-friendly environment. If you drive here, this guide can help you find public parking near your destination in each of these "villages." This guide shows many transportation services including:

- **On-Street Parking:** Over 1,300 economical short-term and long-term spaces.
- **Public Garage:** Color-coded to show when they are open.
- **ART 66 and 67 Free Lunch Shuttles:** Operate on a continuous loop weekdays from 11:00 am – 2:00 pm.
- **Carshare Parking Spaces:** Rent a car for as short a time as 30 minutes.

For more details, including garage locations, hours and costs, visit [www.ParkArlington.com](http://www.ParkArlington.com) or [www.CommuterPage.com](http://www.CommuterPage.com) for other transportation options.

**ParkSmart CARDS**  
The ParkSmart card is a prepaid debit card. It can be used to pay for metered parking at silver, blue, red and green meters designated with a ParkSmart sticker. You can purchase the card online at [CommuterDirect.com](http://CommuterDirect.com), or in person at the Arlington County Treasurer's Office, 2100 Clarendon Boulevard, Suite 215, and at Arlington County Commuter Stores in Crystal City, Rosslyn and Ballston.

**Parking at County Meters**  
Short-term meter rate: 75¢ / hour  
12-hour meter rate: 50¢ / hour  
FREE every day after 6 pm  
FREE all day Sunday  
FREE at designated meters Saturday

**YELLOW** 1/2 hour  
**SILVER** 1 hour  
**BLUE** 2 hours  
**RED** 4 hours  
**GREEN** 12 hours

**PARKING IN THE ROSSLYN-BALLSTON CORRIDOR**  
A Guide to Parking Places and Other Information for Visiting and Shopping in

**ROSSLYN COURT HOUSE CLARENDON VIRGINIA SQUARE BALLSTON**

**BROUGHT TO YOU BY**  
Arlington County  
Arlington Economic Development  
Division of Transportation  
Arlington Chamber of Commerce  
Ballston-Virginia Square Partnership  
Clarendon Alliance  
CommuterPage.com  
Rosslyn Business Improvement District (BID)  
Rosslyn Renaissance

**FOR ADDITIONAL COPIES** of this brochure call 703-228-RIDE or order at <https://www.commuterpage.com/freepubs/freepubrequest.cfm>

[www.ParkArlington.com](http://www.ParkArlington.com) for updates and more information

**Ballston / Virginia Square**  
Garage hours and rates can be found at [www.ParkArlington.com](http://www.ParkArlington.com)

Clarendon, Court House and Rosslyn map on other side →  
Specifics may change. Check [www.ParkArlington.com](http://www.ParkArlington.com) for updates.

- Garage parking weekdays
- Garage parking weekdays & weekday evenings
- Garage parking weekdays, weekday evenings, and some portion of weekends
- Free garage weekday evenings and weekends
- Garage/Lot entry points
- Short-term metered parking (4 hr. max. or less)
- Long-term metered parking (12 hr. max.)
- ART Bus Lunch Loops with stops
- Carshare locations
- Metro station
- Metro station elevators
- Selected buildings
- Buildings under construction

Example of an informational flier

## Recommendation #12: Eliminate downtown parking requirements

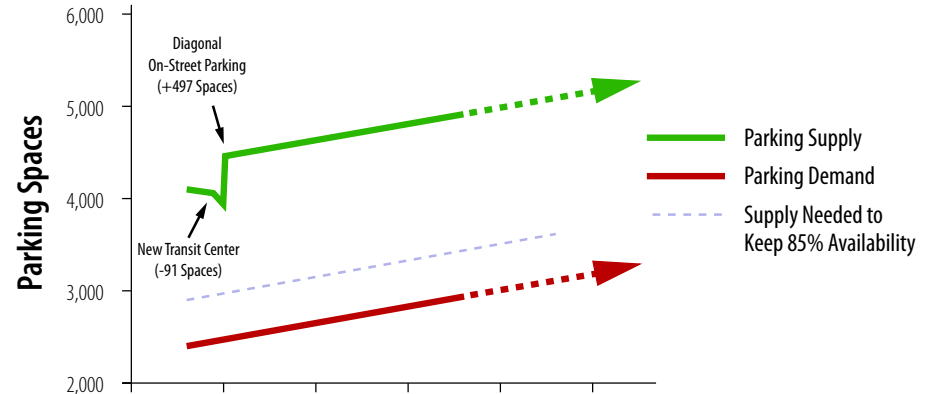
Under Downtown Chico’s minimum parking requirements, most new developments (except for some non-residential uses in the two Parking Districts) need to provide between three and five spaces per 1,000 square feet, depending on use. There are, however, several issues with these requirements:

- **Actual demand is far below current requirements.** Surveys for this Plan show that the current mix of land uses in downtown generates demand for about 1.6 spaces per 1,000 square feet of occupied non-residential space.
- **Minimum parking requirements lead to the wrong type of parking.** Downtown Chico is dependent on its supply of public parking – on-street parking and municipal lots – to attract customers and businesses. Parking requirements, in contrast, only add to the supply of private off-street spaces, which are usually off limits to the general public.
- **Minimum parking requirements are hampering downtown growth.** According to many developers who participated in the development of this Plan, the cost of complying with parking requirements are an important reason why growth has stalled in recent years, since the in-lieu fee alternative was raised to \$16,000.

Eliminating downtown parking requirements would allow developers to choose the optimum amount of parking to make projects economically feasible and marketable. Many cities (e.g. Boulder, CO; Coral Gables, FL; and Spokane WA) have abolished parking requirements in specific neighborhoods.

An alternative option with similar effects is to lower the \$16,000 in-lieu fee to possibly \$2,000 per space (the level several years previously). Davis has reduced or eliminated in-lieu fees for some uses in the core of its downtown to encourage development.

Parking Demand - Existing Parking Requirements



Development is forecast to be greatly reduced if current parking requirements and in-lieu fees are retained

**Recommendation #13:  
Ensure new parking does not degrade the pedestrian environment**

Downtown Chico's strength is its compact, walkable environment. Surface parking disrupts the pedestrian environment and retail corridors. Techniques to restrict the impact of parking include:

- Restrict or prohibit driveways on main retail, pedestrian and transit streets
- Require parking to be set back and screened from the street
- Provide zoning incentives for underground or structured parking



Existing surface parking lots

## **Recommendation #14: Create a Residential Parking Benefit District**

Residential Permit Parking prioritizes residents for available space in adjacent neighborhoods, and prevents parking management changes from pushing downtown employees and students into residential areas. A Residential Parking Benefit District would be similar to residential parking programs north of CSUC, with several key differences:

- Neighborhoods would be able to cash in on surplus daytime parking
- The City would sell daytime-only permits to commuters and students on blocks with surplus parking
- Program revenue would fund neighborhood improvements and/or free permits for residents
- Santa Cruz, Boulder and West Hollywood have implemented similar programs

The residential parking benefit district would be subject to resident approval.



Existing residential streets could benefit from a residential benefit district.

## Recommendation #15: Demand Management

Demand management reduces the demand for parking by providing incentives for employees and students to use transit, walk, cycle or carpool. Specific strategies could include:

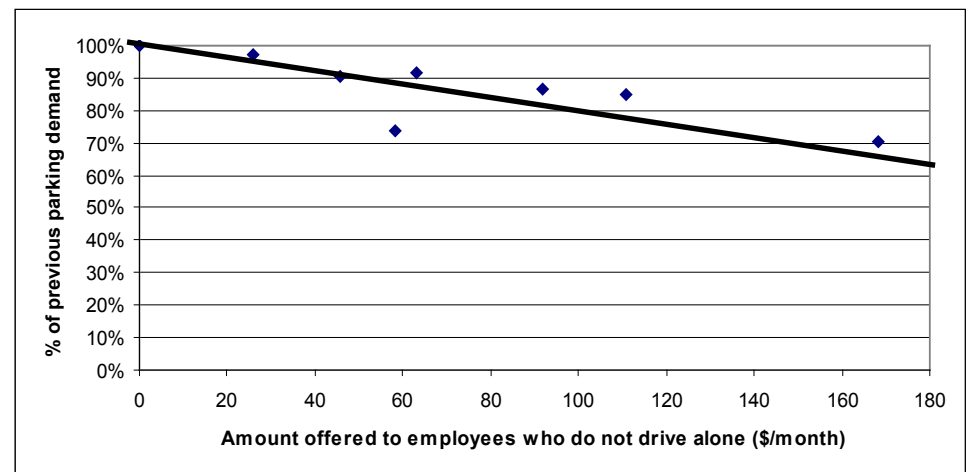
- Requiring new development to charge separately for parking (“unbundling”)
- Promoting the existing free transit pass program
- Requiring parking “cash out” to employees and students who do not drive to work or school
- Funding transit and bicycle improvements (to be discussed in following sections).



Downtown employees and CSUC affiliates are eligible for free transit passes, and better marketing could improve program usage.



Santa Monica (above) has a successful parking cash-out program.



Parking cash-out reduces employee parking demand by up to 30%.



## Recommendation #16: Bicycle Parking

Current bicycle parking is convenient for users but an inefficient use of space. Modern designs hold the same capacity while using half the space of the existing racks.

In general, bicycle parking should be located on the sidewalk, which can be bulbed out where needed to provide extra space. In turn, this will free up space for more vehicle parking or loading



Existing bicycle parking on Broadway

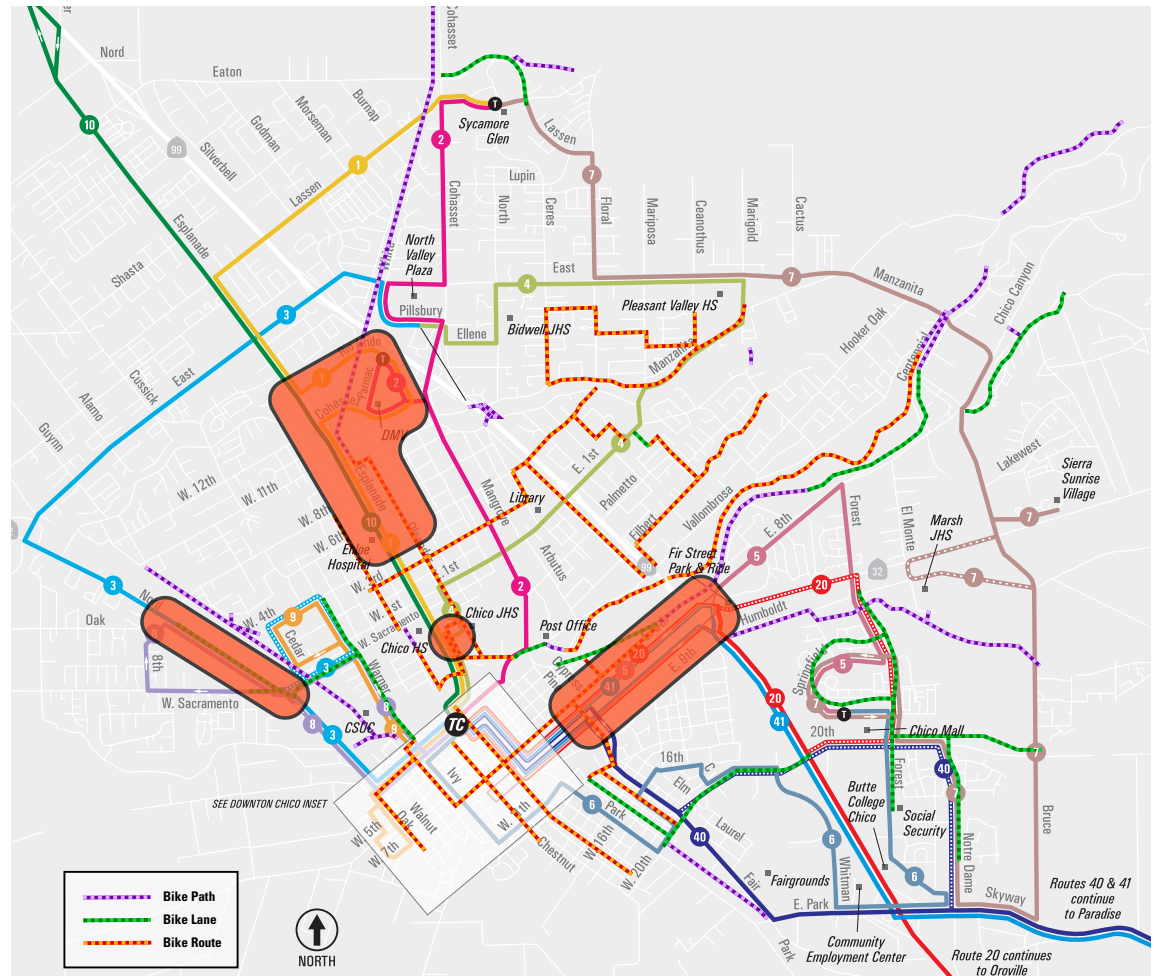


Bicycle parking moved to a sidewalk curb extension in Salem, OR.

## Recommendations: Transit Transit Service Priorities

There was almost unanimous public support for transit improvements. However, given limited resources, important decisions need to be taken regarding priorities. This report makes the following recommendations:

- Do not pursue a shuttle at this time, despite public support for the concept. Downtown Chico is compact and walkable; it is unclear who would ride a shuttle. Frequencies would need to be infeasibly high (every 2-3 minutes) for it to be quicker than walking. However, a shuttle may become useful in conjunction with new development or parking in the south of downtown.
- Focus resources on enhanced frequencies. Most current B-Line routes run every 30 to 60 minutes – not enough to attract most riders with a choice of modes. Since many routes run along Main and Broadway, more frequent transit can begin to act as a shuttle – especially since downtown employees and CSUC students and faculty are eligible for free transit passes.
- Encourage Chico State to study peripheral lots. If located on existing transit routes, peripheral lots may be cheaper than building new parking structures. The map shows potential areas that may be suitable for park-and-ride. However, they are unlikely to be feasible at present, given that ample free parking is available in the south of downtown, a short walk from campus. Permit fees would need to be lower in order to encourage their use.



Possible Areas for Park-and-Ride Locations

## Transit Center

An off-street transit center is an important priority, in order to ease transfers between buses; provide a safe, attractive waiting area; improve traffic safety; and provide facilities for bus operators.

Although CSUC has proposed a transit center located on the first floor of a new parking garage, this is not recommended. Transit centers of this nature tend to be unattractive – dark, filled with diesel fumes, and perceived as unsafe.

Sierra Madre Villa on the Gold Line in Pasadena (pictured) houses its transit center inside a parking garage. The facility is unpleasant for waiting passengers, compared to surface transit centers such as Oxnard, Old Town San Diego and Sacramento (pictured). Photo credit: [www.transitriders.com](http://www.transitriders.com).



Sierra Madre Villa



Old Town Transit Center

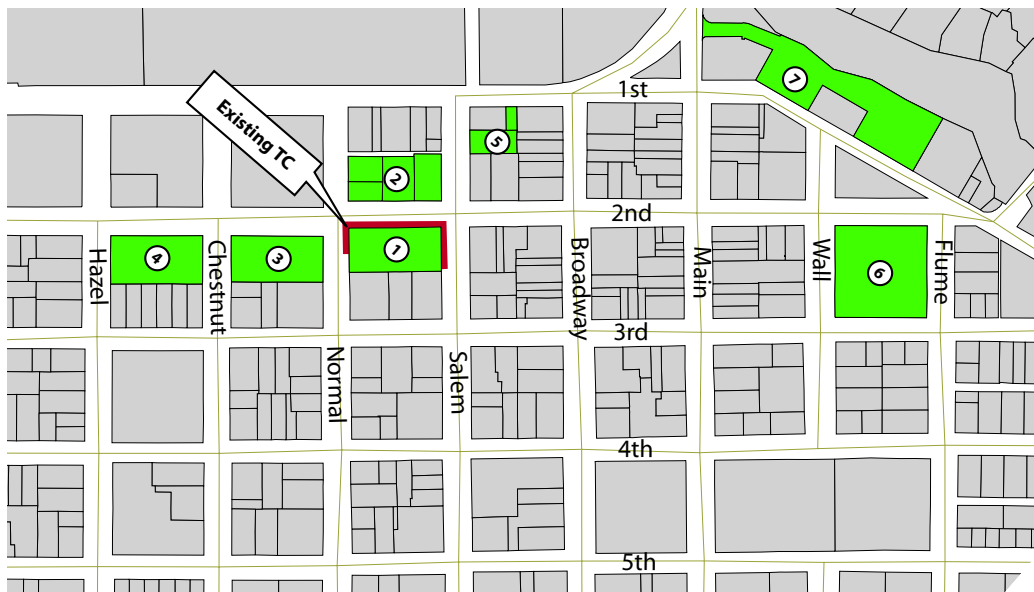


Sacramento Transit Stop

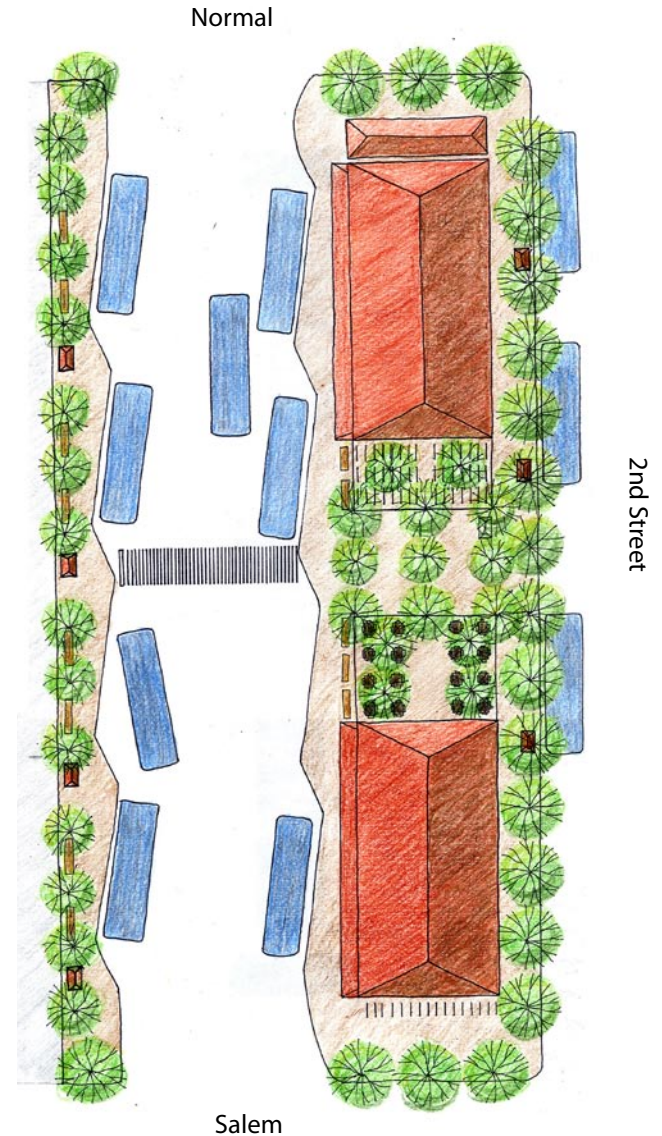
### Possible Downtown Chico Transit Center and Possible Locations

This design (right) illustrates one option for a surface facility, sized to accommodate 11 buses. Three bus bays are retained on 2nd Street, giving space for two corner retail stores (such as a bike station and café) to provide security, activity and improve the streetscape. The plaza in between these stores provides space for passengers to wait in view of the street and for transit information. The design is based on typical transit industry specifications for bay size, lane width and turning radii.

This map shows potential sites for a transit center. The 2nd and Normal site (where buses currently stop on-street) is recommended as the best location because of its size, easy access for buses, and optimal location between the two centers of demand – downtown and CSUC.



Proposed sites for Downtown Chico Transit Center



Proposed Design for Transit Center at 2nd and Salem

## Recommendations: Streets

This section provides different options for reconfiguring some of the main traffic streets in Downtown Chico. It addresses some of the main concerns raised by the public during the opening night of the charrette, specifically:

- The speed of traffic through downtown, particularly on Main and Broadway
- Difficulties for pedestrians crossing the street, particularly Main, Broadway and Second
- Safety and comfort for cyclists.

Overall, the options seek to articulate the desire expressed by the community to prioritize movements by all road users within downtown, rather than to move automobile traffic through downtown as quickly and efficiently as possible.

All of these options would require detailed traffic study; the City has applied for a Caltrans grant for a Second Street study which would make this possible on that corridor.



Existing 3-lane, one-way circulation on Broadway could be reconfigured to allow two-way circulation.

## Street Design Principles

The following basic principles have been used when developing specific proposals for reconfiguration of streets in Downtown Chico:

- **Reduce lane widths.** Currently, some streets in downtown have travel lanes up to 15' wide. This encourages speeding, and increases the time needed for pedestrians to cross the street. The table opposite shows the recommended standards for street cross-sections in Downtown Chico. These are a compromise between the desire to minimize speeding, while maintaining good access for emergency vehicles – most dimensions have been increased by 1' at the request of the Fire Department. If additional right-of-way is available, it is preferable to widen parking and bicycle lanes rather than travel lanes.
- **Improve crossings.** The City has already installed corner bulbouts at many intersections, in order to reduce the speed of turning vehicles and shorten crossing distances. These treatments should be retained and extended to additional intersections.
- **Retain existing curbs.** In contrast to restriping, moving curbs is an expensive undertaking. For this reason, the recommended cross-sections stay within the existing curb lines. The exception is on certain blocks on Main and Broadway, where sidewalk widenings are highly desirable and can provide space for outdoor seating.

## North/South Movement

To the north of downtown, the Esplanade provides two traffic lanes in each direction, as does Park Avenue to the south. However, the one-way couplet of Main and Broadway currently provides three lanes in each direction – an increase in capacity in precisely the area where through traffic is a lower priority.

The following pages illustrate two options for calming traffic through downtown, by reducing the number of lanes to two in each direction and reducing lane widths.

- **Option One: One-way:**

Main and Broadway would remain one-way streets, but be narrowed to two lanes in each direction with the additional width used for bicycle lanes, wider sidewalks (e.g. to allow café tables) and/or diagonal parking. This is a more efficient option for traffic flow, as left-turn lanes can be provided at intersections.

- **Option Two: Two-way:**

Main would become a four-lane, two-way street and handle the majority of the through traffic. Broadway would become a local street, with one lane in each direction and bicycle lanes, wider sidewalks and/or diagonal parking. Two-way streets help to slow traffic and provide retailers with business from both workbound and homebound traffic. However, this option may result in more congestion due to traffic queuing to make left turns. It would also change the balance between Main and Broadway, and give them different characters.

Both options would need to provide loading zones for delivery vehicles, enforcement against double parking, and signal preemption for emergency vehicles.

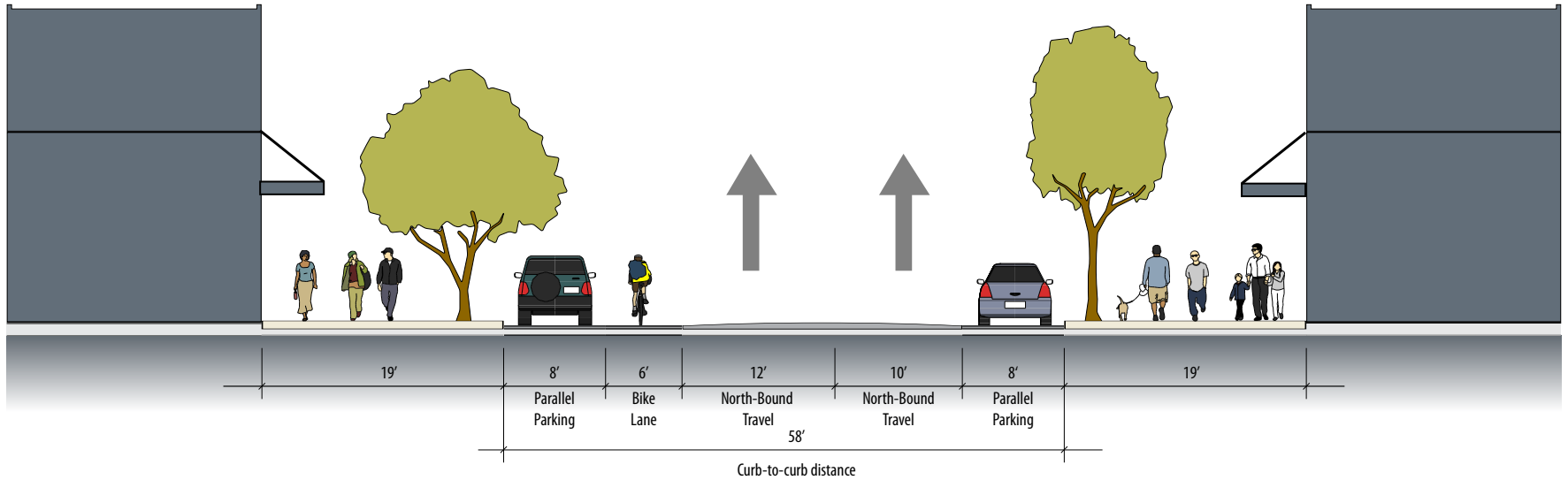
They also would slow traffic by removing Shasta Way and Oroville, forcing southbound traffic (under the one-way option) to make sharper turns to access Broadway. This allows land to be reclaimed (as illustrated in the following pages) to extend Children’s Park to the current triangular plaza north of 1st Street, which has been the source of many community complaints, and create a distinctive gateway to downtown.

In the south, the block currently divided by Oroville can be reunited to create development opportunities.

An alternative to these designs would be to create roundabouts at the northern and southern gateways.

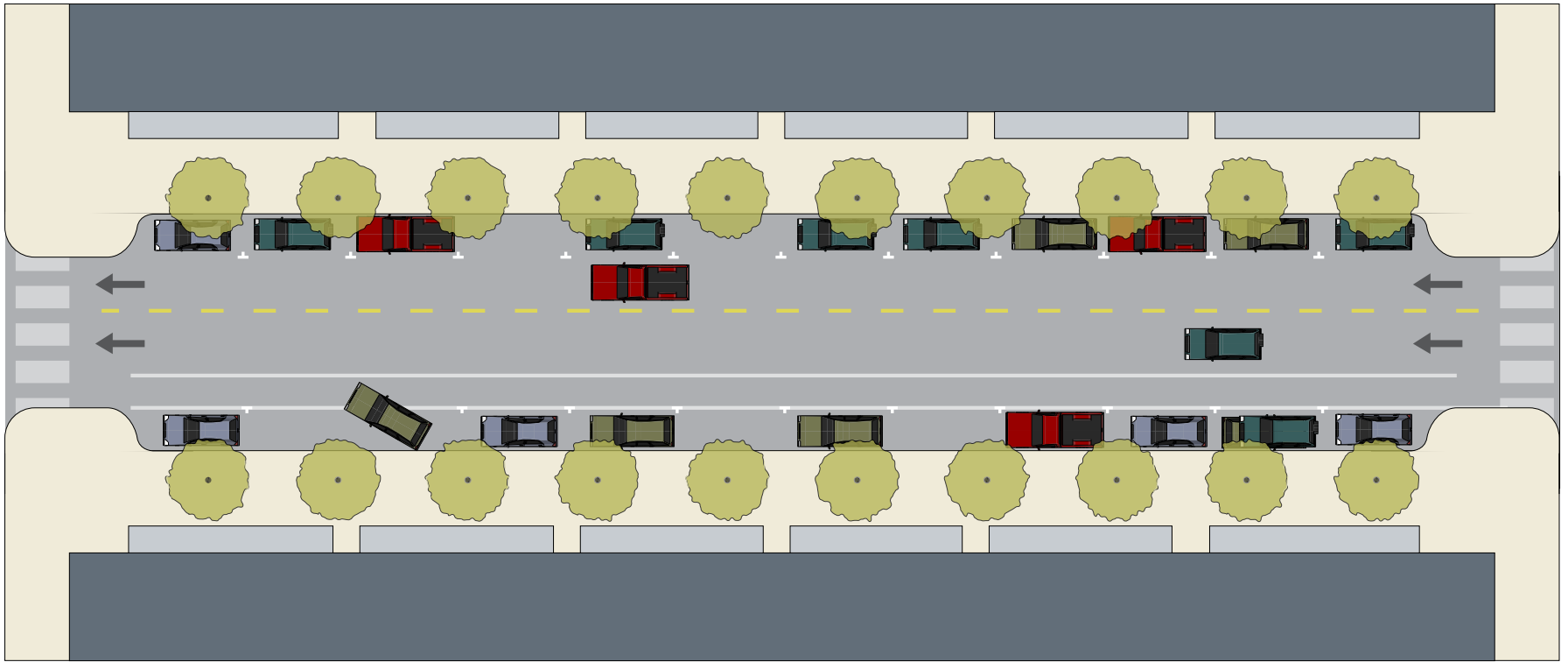


Current configuration at northern entrance to downtown



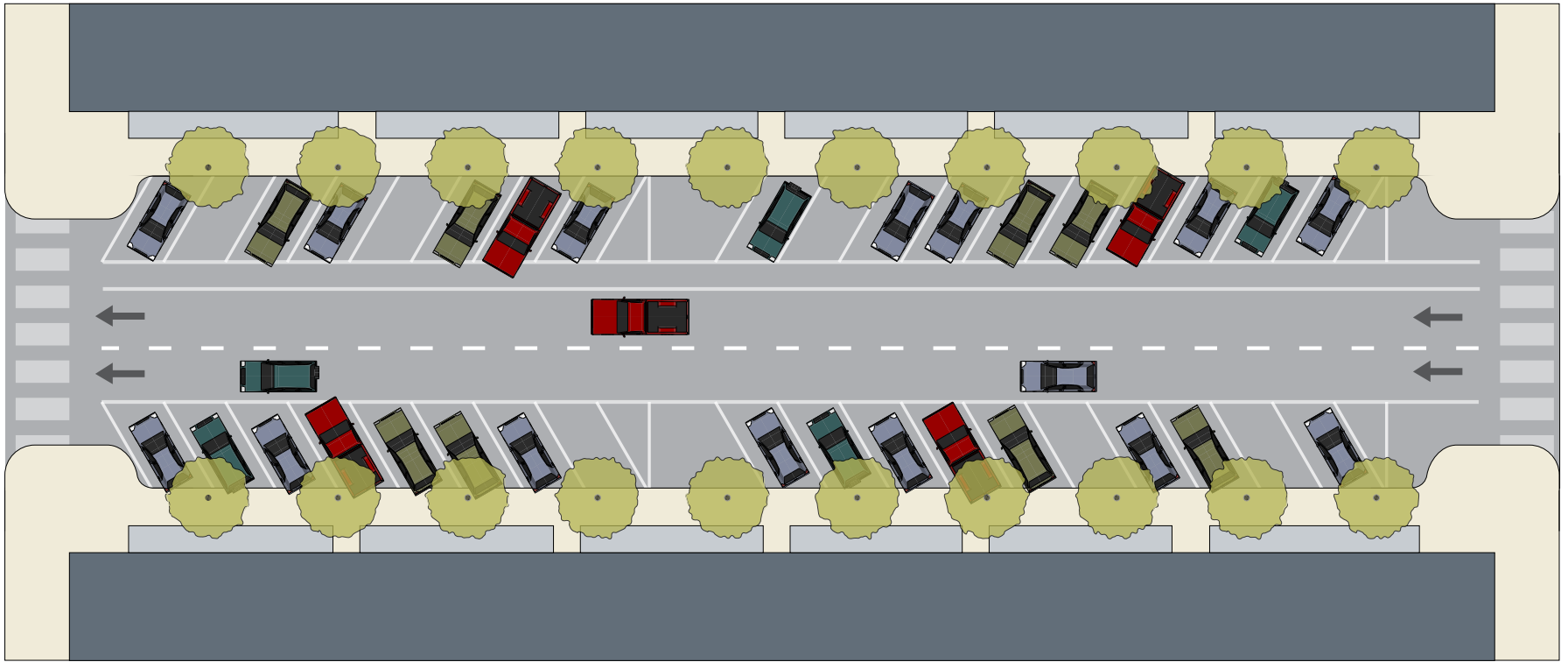
*1-Way Main / Broadway:  
Extended Sidewalk*

- Remove 1 lane of traffic
- Extend sidewalk
- Bike lane north
- Existing parallel parking:  
18 spots per block approx



Proposed reconfiguration on Broadway/ Main allowing widened sidewalks, reducing the lanes from 3 to 2, and adding a bike lane.

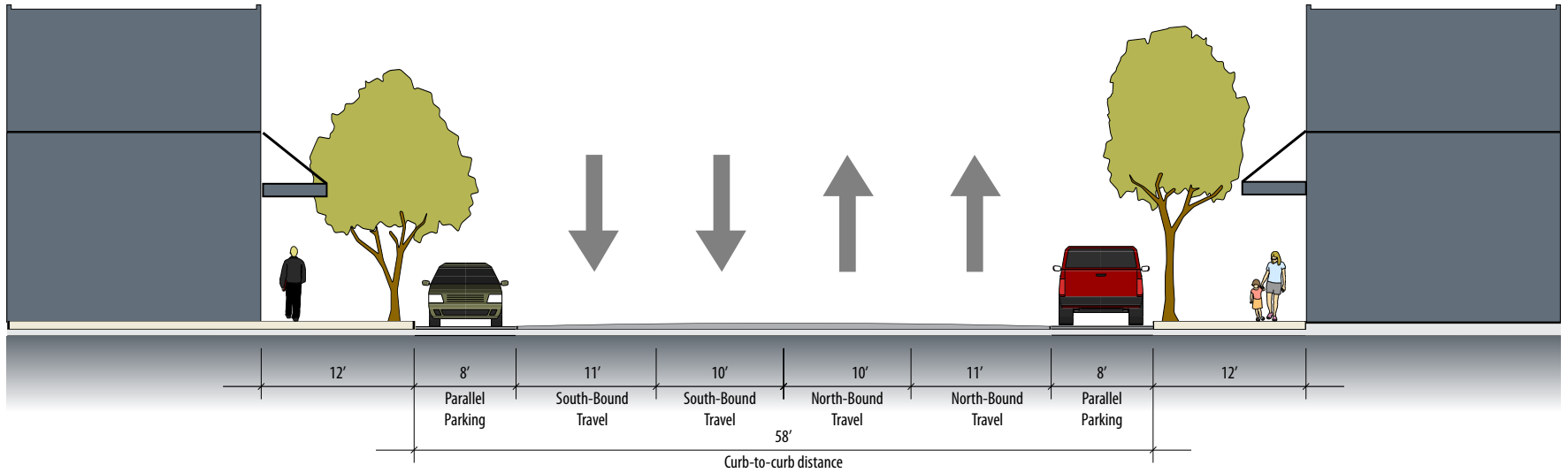




Proposed reconfiguration on Broadway/ Main allowing increased on-street diagonal parking, reducing the lanes from 3 to 2, and adding a bike lane.

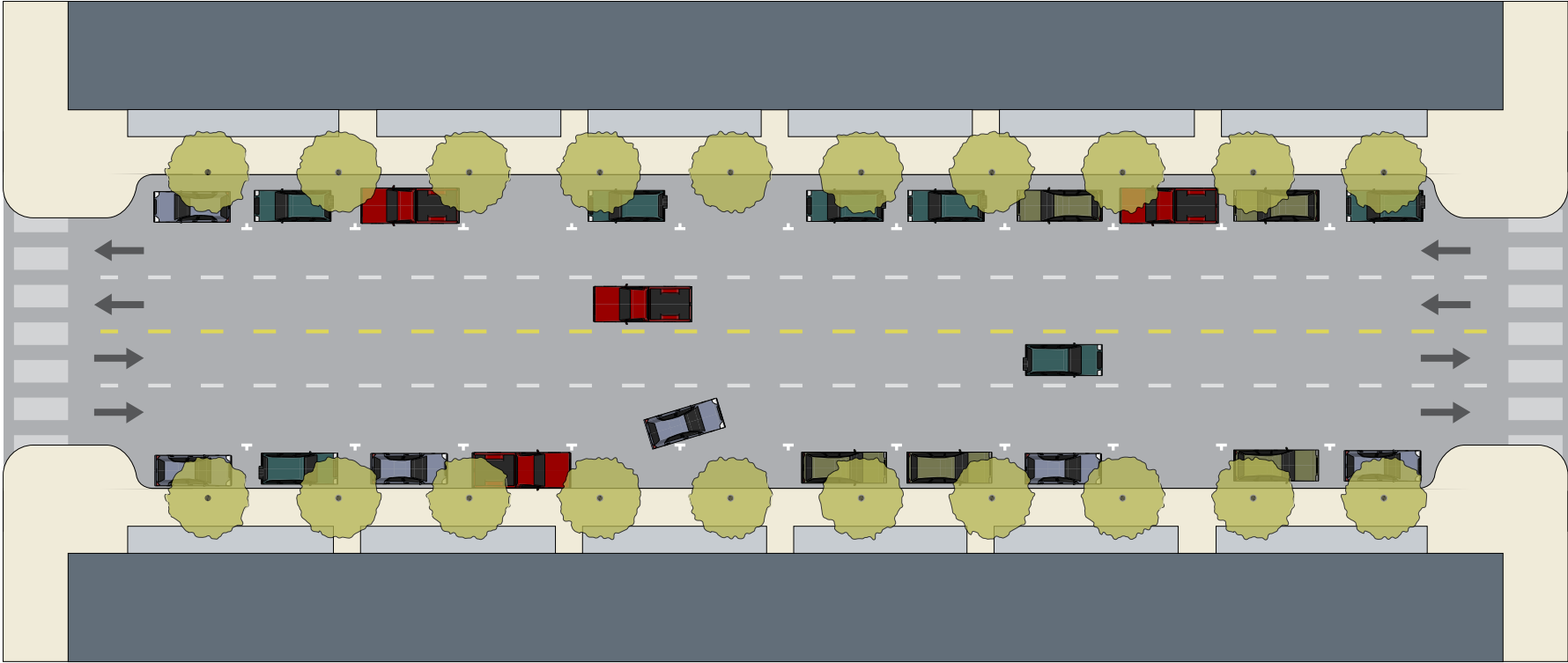


Proposed lane reconfigurations for Broadway. The additional space could be used for wider sidewalks (left) or diagonal parking (right).

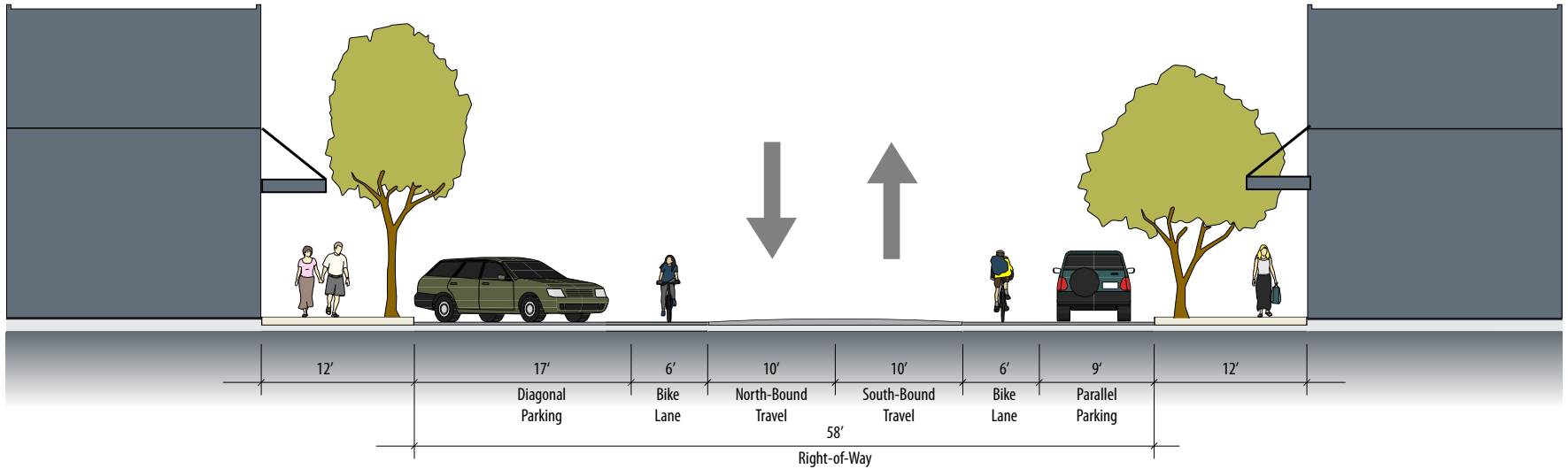


## *2-Way Main Street*

- Convert to 2-way traffic
- Add one lane of traffic
- Existing parallel parking: 18 spaces per block

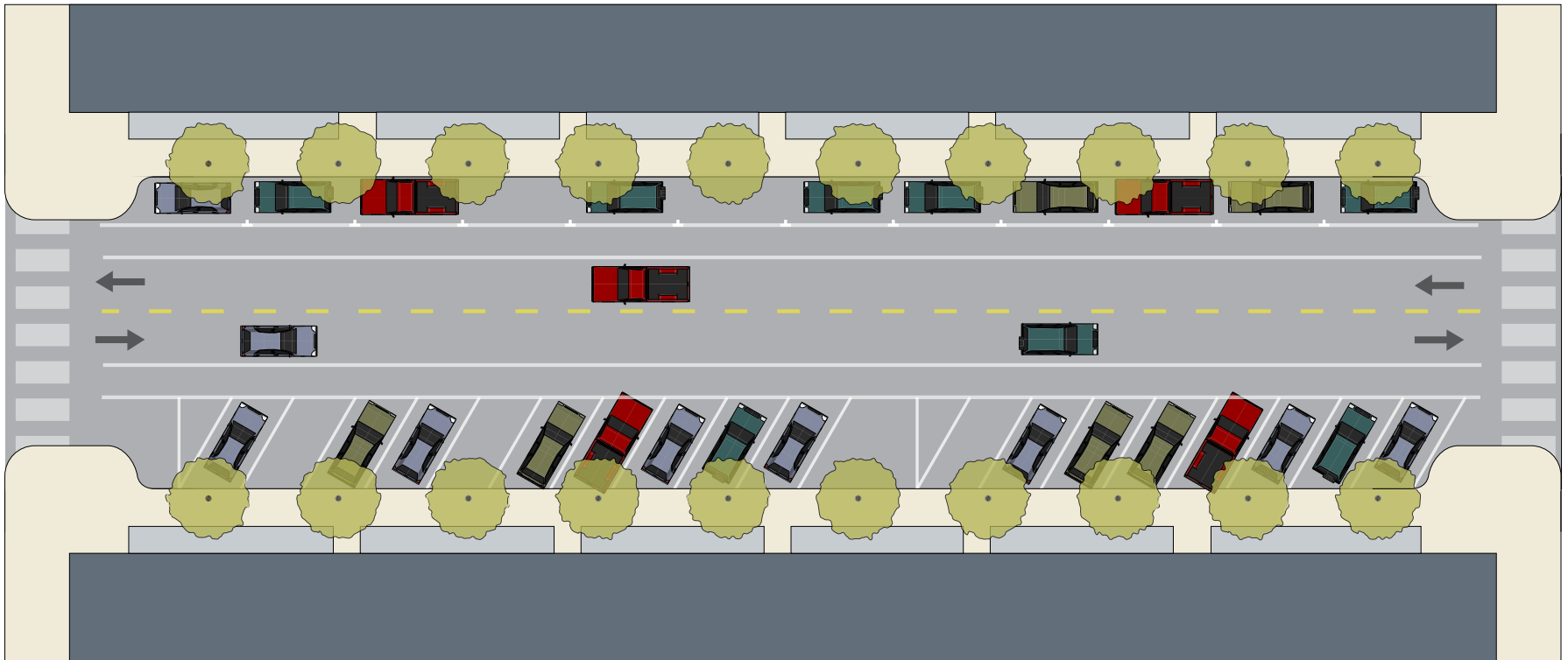


Proposed reconfiguration on Main allowing 4-lanes with two-way circulation.

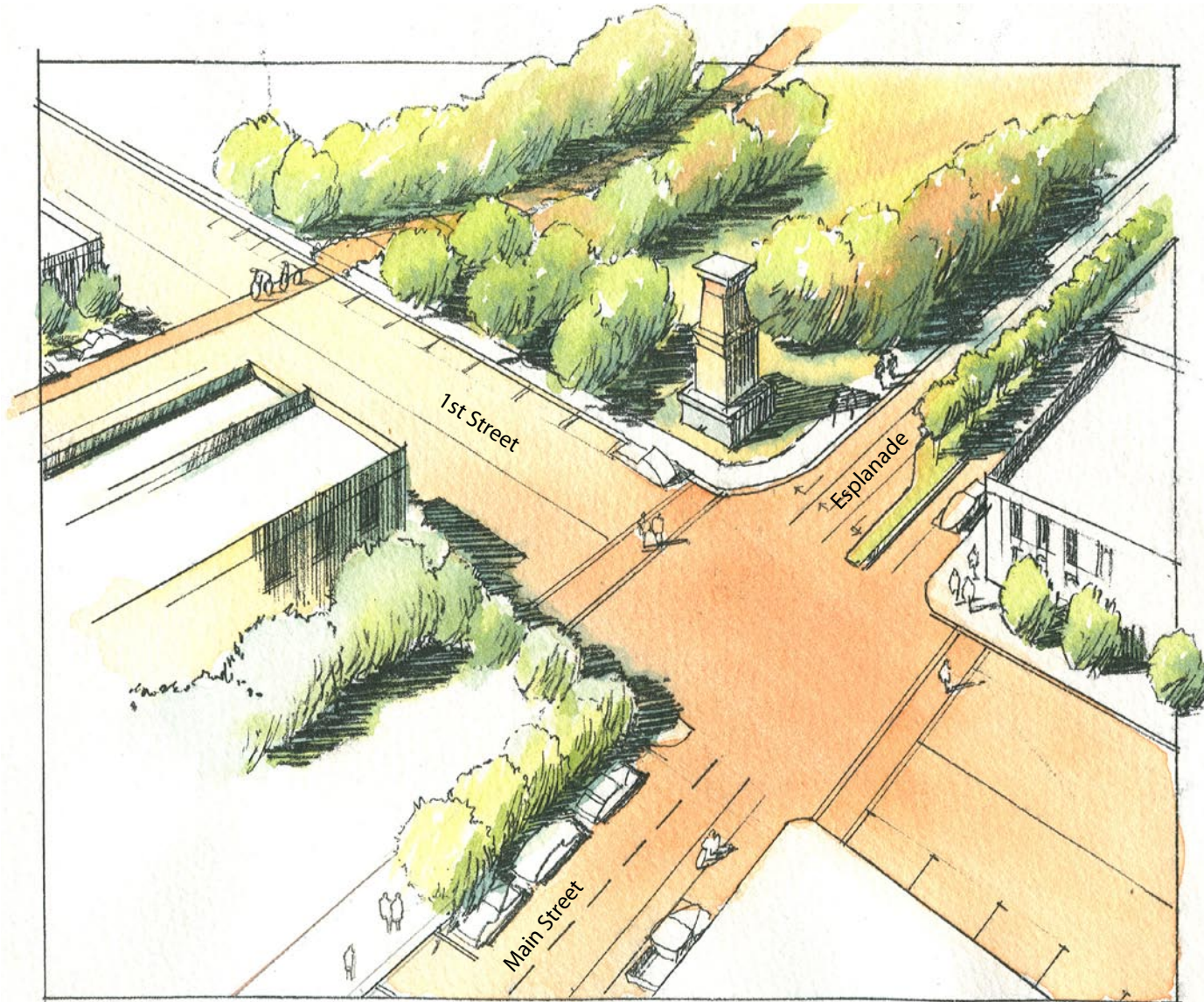


## *2-Way Broadway*

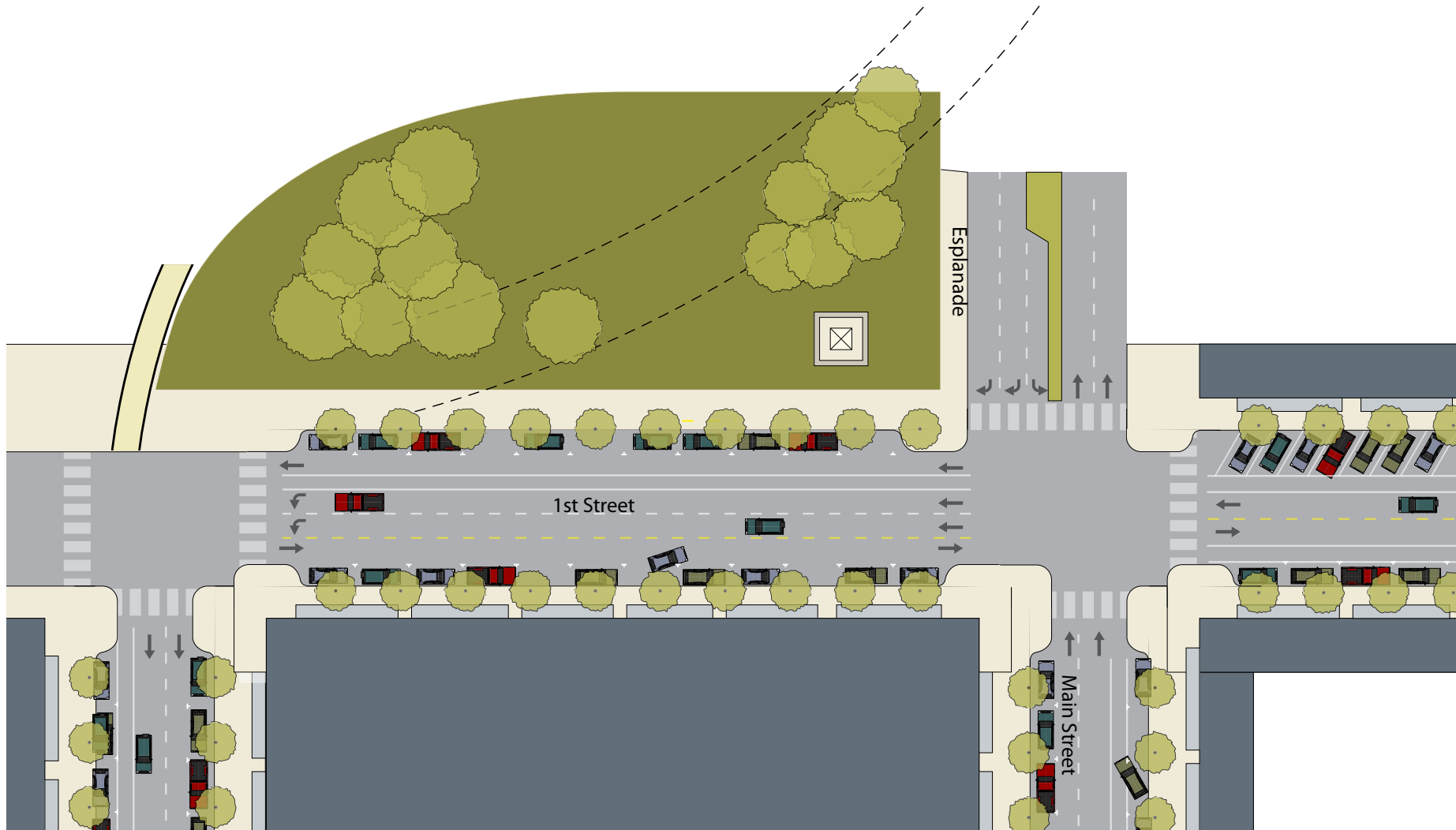
- Convert to 2-way traffic
- Remove one travel lane
- Add bike lanes (north and south)
- Add diagonal parking (one side) : 14 additional spaces per block



Proposed reconfiguration on Broadway allowing 2-lanes with two-way circulation, a bike lane on each side of the street, and additional on-street diagonal parking on one side.



Proposed Reconfiguration of Northern Downtown Entrance from Esplanade. By removing Shasta Way, Children's Park can be extended to the current triangular plaza.



Proposed Reconfiguration of Northern Downtown Entrance from Esplanade



## Recommendations: Streets

### East/West Movement

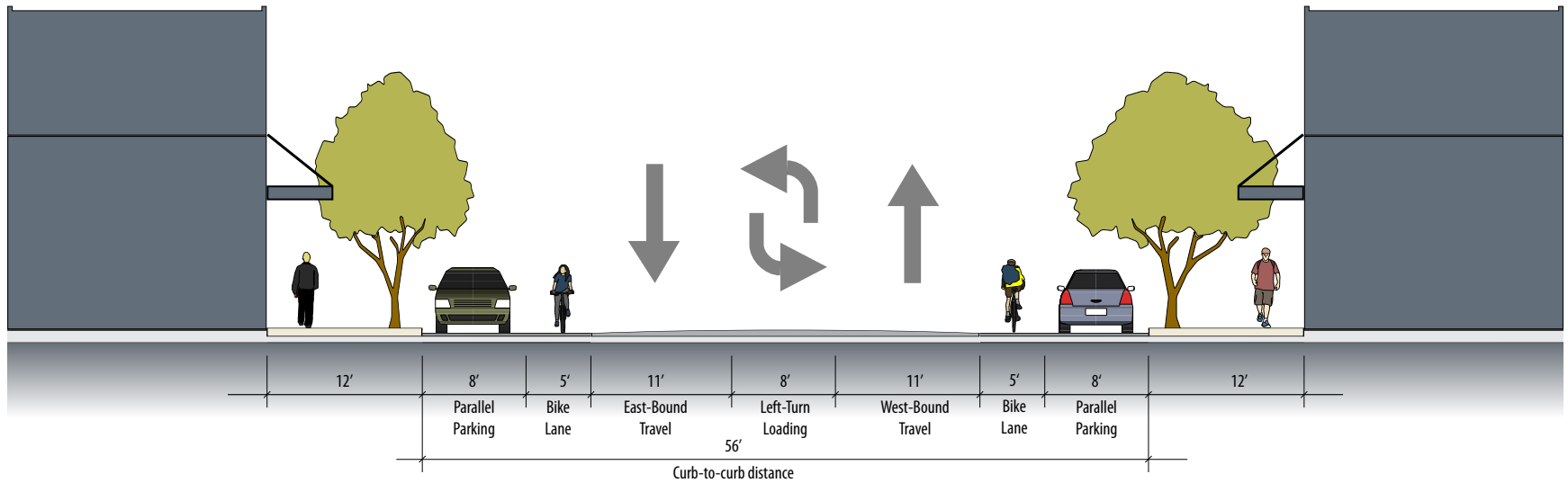
The major issues for east/west movement relate to bicycle travel, as there is currently no good east/west connection through downtown and to CSUC. The two main options include:

- **Convert 2nd Street to three lanes.** A four-lane to three-lane conversion has been introduced successfully in many places. Valencia Street in San Francisco is one of the best known examples. The street would be restriped with bicycle lanes, one travel lane in each direction, and a center lane which functions as a left-turn lane at intersections and a loading zone in mid-block. Since the center lanes of the current four-lane street are often blocked by left-turning vehicles, little traffic capacity is lost through moving to three lanes. A bicycle boulevard (see below) on 7th Street would cater to east/west bicycle travel to the south.
- **Bicycle Boulevard on 4th Street.** If bicycle lanes are not feasible on Second Street, a Fourth Street bicycle boulevard is an alternative, although it does not provide as good access to CSUC. Fourth Street would need to be converted to two-way traffic. Bryant Street in Palo Alto is the best example of a bicycle boulevard, which can best be described as an expressway for bicycles that also provides access for cars. It typically involves the following measures:
  - Remove the center striping, so that cyclists can ride side-by-side and so that cars feel comfortable over taking in the opposite lane. No bicycle lanes are necessary.
  - Remove stop signs on the boulevard (but retain or install them on side streets) to reduce delays for cyclists
  - Force cars to turn every four to five blocks. This permits access, but discourages through traffic from using the street. The photographs illustrate some potential designs for these treatments.
  - Improve bicycle access along creeks.

The creeks are also important access routes to downtown from the east and west. The bicycle maps on pages 84 and 85 illustrate some ways to improve these corridors for bicycle travel.

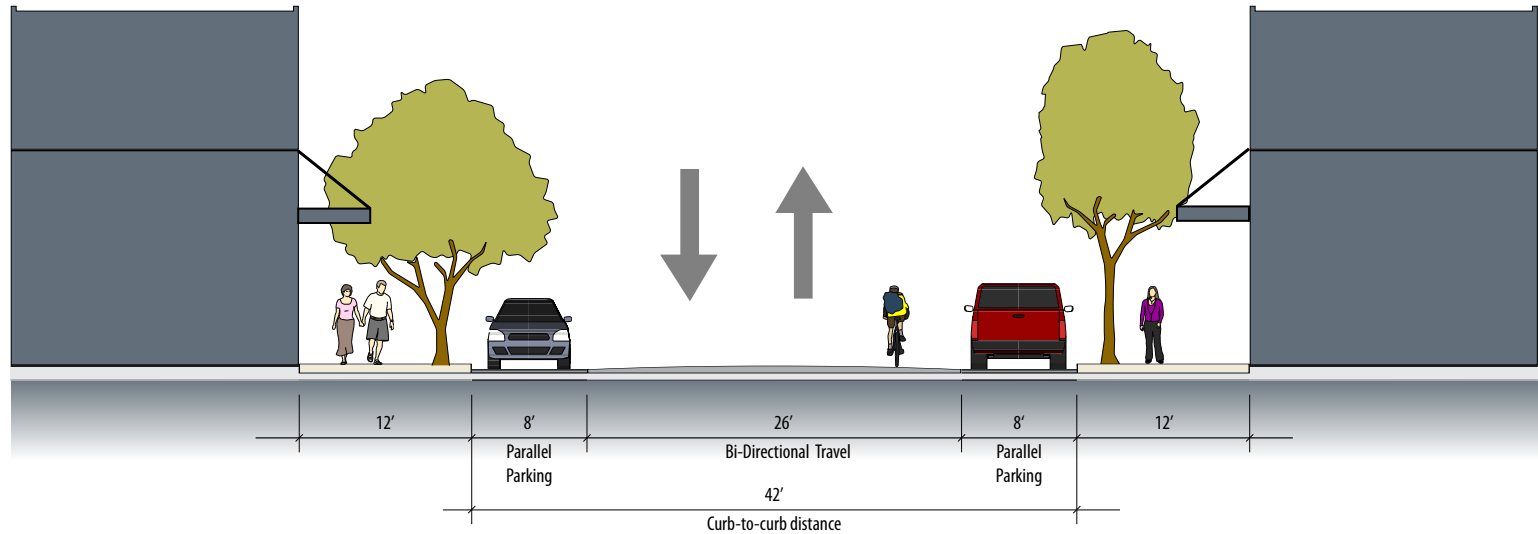


Examples of bicycle boulevard treatments



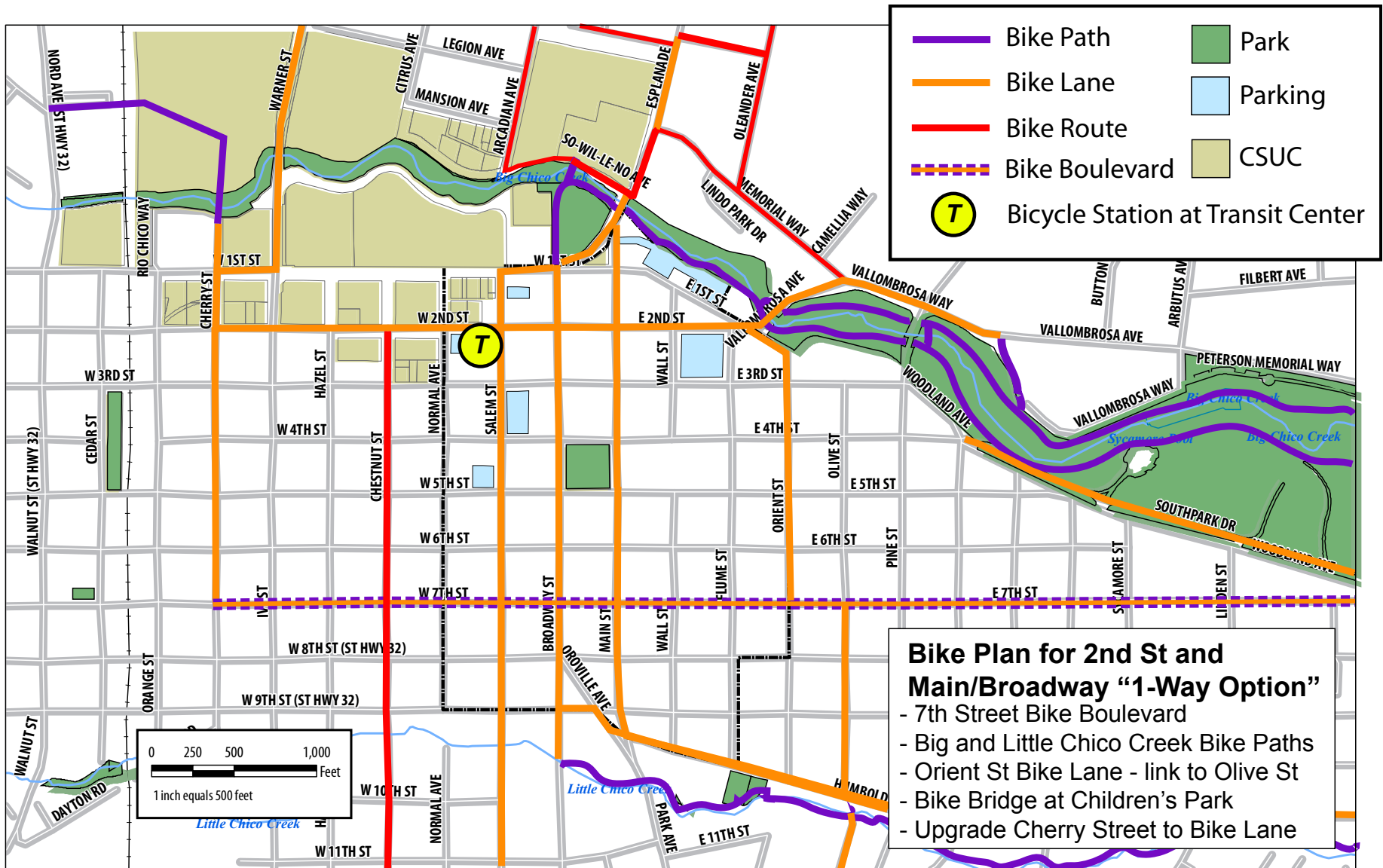
## 4-to-3 Lane Conversion w/ Bike Lanes – 2nd Street

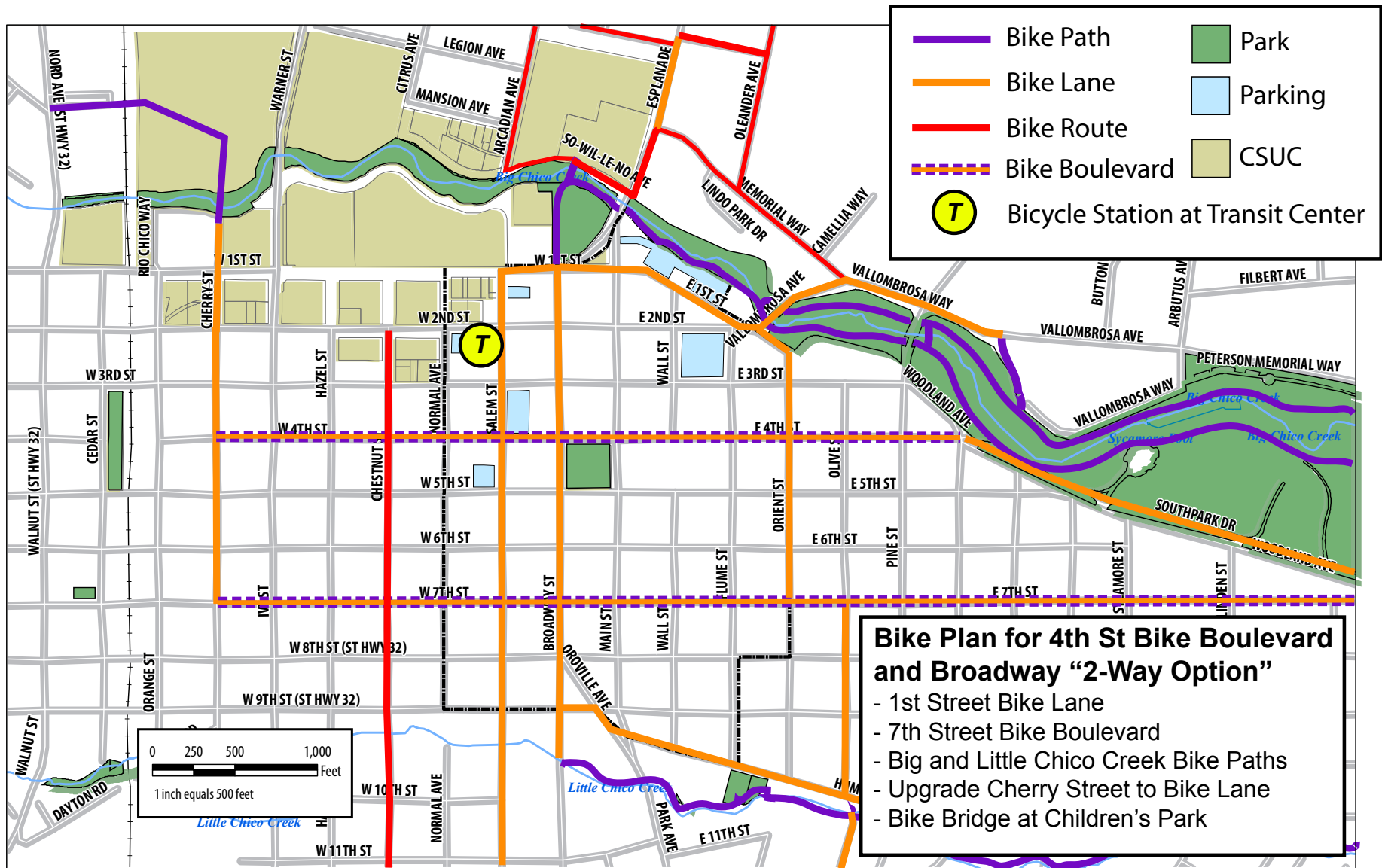
- 2-way traffic
- Remove one travel lane
- Add bikes lanes



*Bicycle Boulevard:  
7th and/or 4th Street*

- 2-way traffic
- Remove center line
- Divert vehicles while allowing bikes through





**Bike Plan for 4th St Bike Boulevard and Broadway “2-Way Option”**

- 1st Street Bike Lane
- 7th Street Bike Boulevard
- Big and Little Chico Creek Bike Paths
- Upgrade Cherry Street to Bike Lane
- Bike Bridge at Children’s Park

## Traffic Controls

The maps opposite show the existing and proposed traffic controls that would be required at intersections. Intersections where controls are changed are circled with the dotted line. The main changes are as follows:

### - 7th Street

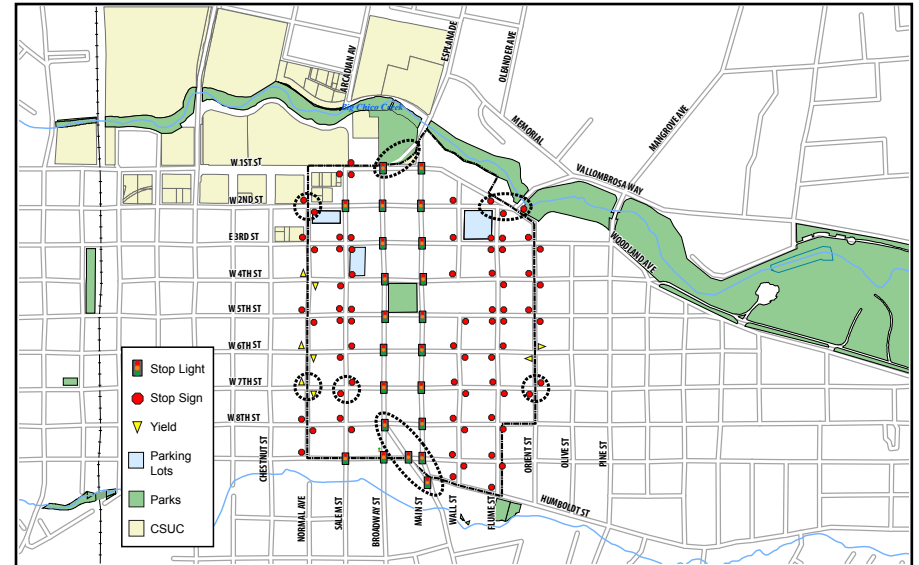
At present, there are stop signs for traffic on 7th Street at many intersections, but traffic on cross streets such as Orient, Salem and Normal is not required to stop. Should a bicycle boulevard (with accompanying measures to divert through traffic) be implemented on this street, the stop signs should be moved to the cross streets, allowing bicycles to proceed without interruption. (Signals would remain at Broadway and Main Street.)

### - Downtown Gateways

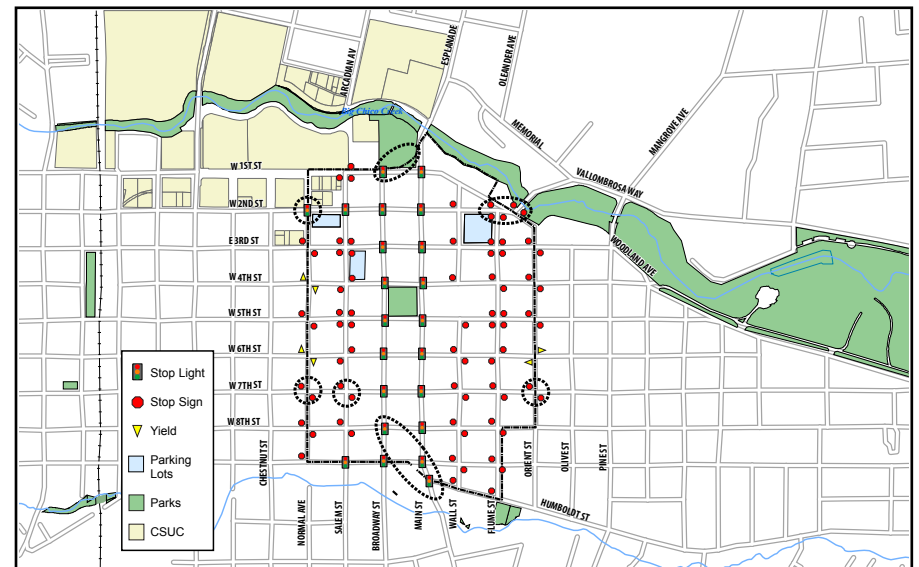
Should the recommendations to calm traffic by reuniting the blocks at the north and south gateways to downtown, eliminating Shasta Way and Oroville Ave, this will require signals to be repositioned.

### - 2nd Street

As part of the wider 2nd Street study, for which the City has submitted a planning grant application to Caltrans, we recommend that a signal or other crossing improvements be considered for the 2nd and Normal intersection, given the high pedestrian flows between CSUC and downtown and the transit center. At the 2nd and Vallombrosa intersection, which was also highlighted by many community members during the charrette, treatments could include stop signs for eastbound traffic on 2nd and westbound traffic on Vallombrosa just after the bridge. However, both of these intersections warrant more detailed study. At 2nd and Vallombrosa, a roundabout may be an alternative.



Existing Traffic Controls



Proposed Traffic Controls

**Additional Information Recommendations:**

- **Specific traffic engineering data to review and “performance test” proposed circulation/street options**
- **Cost estimates of options, and cost/benefit analysis and phasing of targeted improvements**
- **Real estate/economic data to quantify and qualify Downtown business and housing demand, and recommend specific, targeted supply**



**Where We Go From Here**



**Next Steps:**

- 1. We will post a copy of this Charrette Book on the web at <http://www.chico.ca.us>. Click on the Downtown Access Planning Charrette. Reference copies will be available at the City Municipal Building for your review.**
- 2. We will return for a public City Council Meeting to present this Charrette Book with necessary revisions and refinements**
- 3. In the interim, City departments – Planning, Engineering, Fire, Police, and others –will review the Charrette Book Draft in detail, as well as the public, and provide feedback**
- 4. The City Council Meeting will provide an opportunity for further discussion and review.**
- 5. We will then submit final versions of the Downtown Access Plan to the City.**