

CHICO 2030 GENERAL PLAN

Figure DT-2 Downtown Vision Illustration



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

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



Not to Scale

Concept #1: Downtown Intensification

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

Concept #2: South Downtown District

South Downtown (south of 6th Street) has significant redevelopment potential due to existing parcel and building sizes. The district could benefit from developing a stronger sense of place and from an extension of the pedestrian-oriented character of North Downtown. Future development in South Downtown will include higher density, multi-story, and mixed-use buildings with public open spaces and parking on the interior of lots to create a pedestrian-friendly environment. South Downtown will transition smoothly to North Downtown by way of architectural design, development standards, streetscape improvements, and permitted uses for a more unified and vibrant Downtown. Commercial service and auto-oriented uses in South Downtown will be managed to limit uses that could detract from the pedestrian-oriented character of Downtown.

Concept #3: Mixed-Use Development

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

Concept #4: Pedestrian Activity

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

Concept #5: Development Transition at Neighborhood Edges

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

Concept #6: Preservation of Historic Buildings

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

Concept #7: Integrated Parking Structures

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

Concept #8: Parking Access and Management

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

Concept #9: Traffic Calming

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

Concept #10: Relationship with California State University, Chico

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

Concept #11: Open Space Protection and Enhancement

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

Concept #12: Downtown as a Key Transportation Hub

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

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

As Chico has grown, the role of Downtown has diversified. In addition to its traditional role as a commercial center, Downtown is also the focal point for local governmental affairs and cultural events for the community. While striving to enhance the economic viability of Downtown, it is important to maintain its central role in cultural and civic activities such as music, art, public meetings, parades, outdoor markets, and festivals.

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

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