

# Downtown Revitalization Project

City Council Meeting  
April 7, 2026

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*Director of Public Works - Engineering*



**CITY of CHICO**

**“A safe place to raise a family, an ideal location for business,  
and a premier place to live.”**

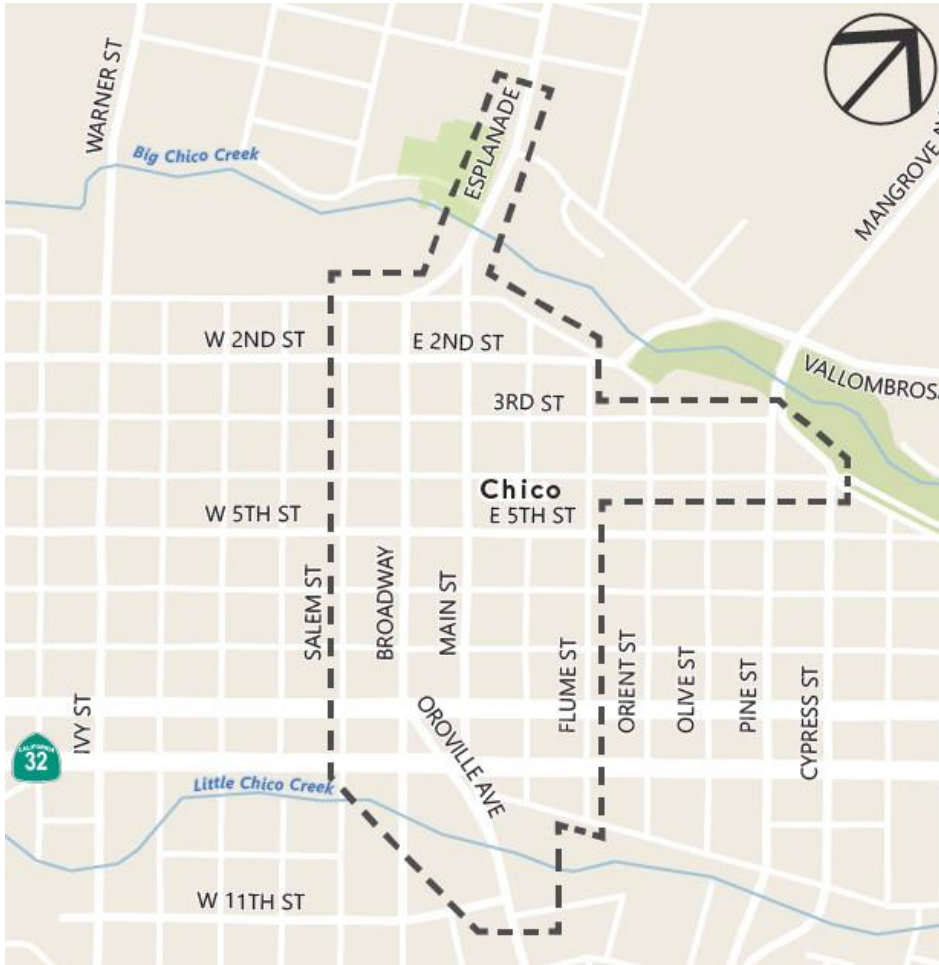
# Agenda

- Background
- Outreach
- Alternative Development
- Evaluation & Key Considerations
- Preferred Alternative
- Next Steps



# Background

## Project Study Area



### Project Corridors

- **Main St:** Esplanade to Park Ave
- **Broadway:** Esplanade to Park Ave
- **2<sup>nd</sup> St:** Salem to Flume
- **3<sup>rd</sup> St:** Salem to Flume
- **4<sup>th</sup> St:** Salem to Woodland Ave

### Parallel Streets:

- Salem St
- Wall St
- Flume St



# Project Goals



**Economic Development** – Sustain and enhance the economic, social, and cultural vitality of Downtown Chico



**Complete Streets** – Improve safety for people walking, biking, and driving, especially related to pedestrian-vehicle interactions



**Connectivity** – Provide connections to businesses, parks, museums, theaters, libraries, and destinations throughout downtown



**Sustainability & Resilience** – Reduce reliance on single-occupancy, fossil-fuel vehicles by increasing access for active transportation



**Identity** – Reinforce the unique identity and character of Chico as a thriving North Valley college town in a unique natural setting

# Background

## Policy & Planning Framework



*The project is grounded in the City's adopted plans, including the 2030 General Plan, Active Transportation Plan, Climate Action Plan, Local Road Safety Plan, and Downtown Access Plan.*

*These documents collectively prioritize safety, connectivity, and a more walkable downtown.*



# Outreach

## Community Engagement

### Multi-phase outreach process

- **Project Launch**
- January 2025

**Existing Conditions  
& Visioning**  
February-August  
2025

**Define Community  
Needs**  
August-February  
2026

**Present the Draft  
Plan**  
February-June  
2026



# Outreach

## Community Engagement

### Visioning (Phase 1):

- **April 16th, 2025** – Stakeholder Meeting
- **May 12th, 2025** – Workshop
- **July 2nd, 2025** – Meeting with Downtown Walking Group
- **July 24th, 2025** – Pop-Up at Thursday Night Market
- **August 6th, 2025** – Stakeholder Meeting
- **August 12th, 2025** – Workshop



### Refining (Phase 2):

- **December 8th-10th, 2025** – Open house with 24 concepts for review
- **February 16th, 2026** – Meeting with Chico Chamber
- **March 2nd-4th, 2026** – Open house with 3 refined alternatives for review



# Outreach

## Community Engagement

### WHAT WE HEARD MOST OFTEN

#### PARKING IS A TENSION POINT

- Strong concern about removing on-street parking
- Truck loading concerns
- Business advocates fear loss of customers
- Some support for garages and peripheral parking
- Preference for parallel parking; opposition to diagonal/angled parking

#### Clear takeaway:

Parking must be carefully balanced with need, safety, and access

Wider sidewalks  
*Slow traffic down*  
**Multimodal safety first**

Keep three lanes

One-way Class IV  
Protected bike lanes  
Bikes with the flow of traffic

Outdoor dining

Place making

No contraflow bike traffic

Protected intersections

#### WIDER SIDEWALKS HAVE BROAD SUPPORT

- Desire to make downtown more walkable and people-focused
- Support for more outdoor dining
- Support for more outdoor shopping
- Support for temporary closure of side-streets during weekends or events
- Landscaping and lighting improvements encouraged



[DowntownChicoPlan.com](http://DowntownChicoPlan.com)



CITY of CHICO

# Outreach

## Augmented Reality Tool

Comments?  
Contact us here



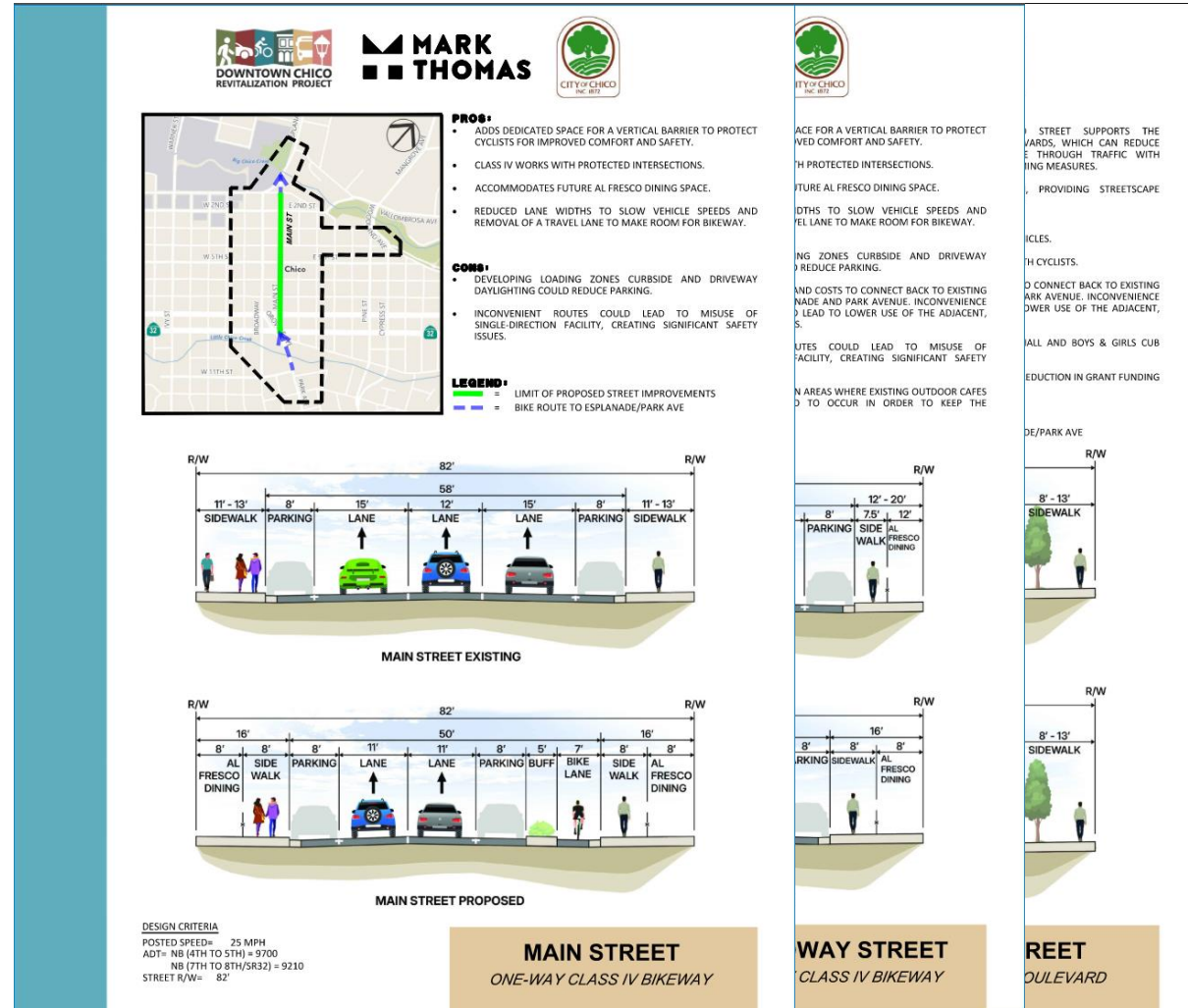
Broadway and 2nd - Alternative 1 - One-Way Protected Bikeway



# Alternative Development

## Project Constraints

- Limited 82-foot right-of-way
- Competing needs:
  - Travel lanes
  - Parking/loading
  - Bike facilities
  - Sidewalk space
- Tradeoffs required within constrained right-of-way



# December Open House

## What We Heard

Developed 24 concepts → refined to 3 alternatives

47%

ONE-WAY PROTECTED  
BIKEWAYS ON MAIN AND  
BROADWAY

20%

BIKE FACILITIES ON SALEM,  
WALL, OR FLUME

17%

TWO-WAY PROTECTED  
BIKEWAY ON MAIN OR  
BROADWAY

16%

WIDER SIDEWALKS ON  
MAIN AND BROADWAY

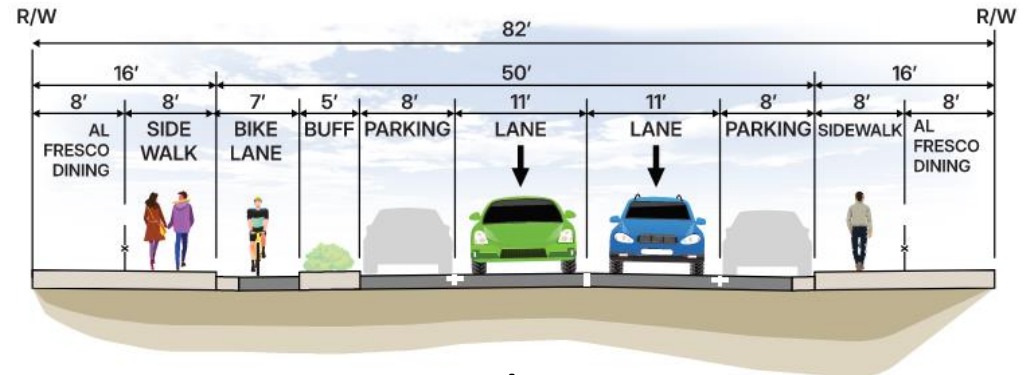


# Alternative Development

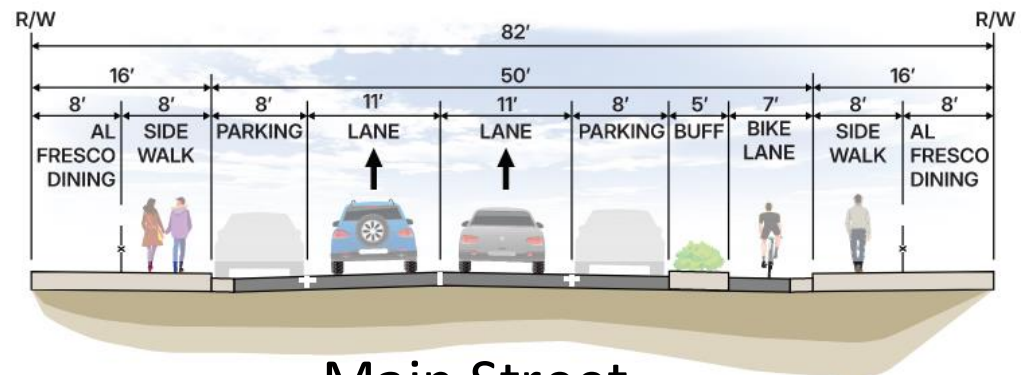
## Alternative 1

### One-Way Bikeways on Main & Broadway

- Protected one-way bike lanes
- Wider sidewalks ( $\approx 16$  ft)
- Maintains parking
- Reduces lanes from 3  $\rightarrow$  2



Broadway



Main Street

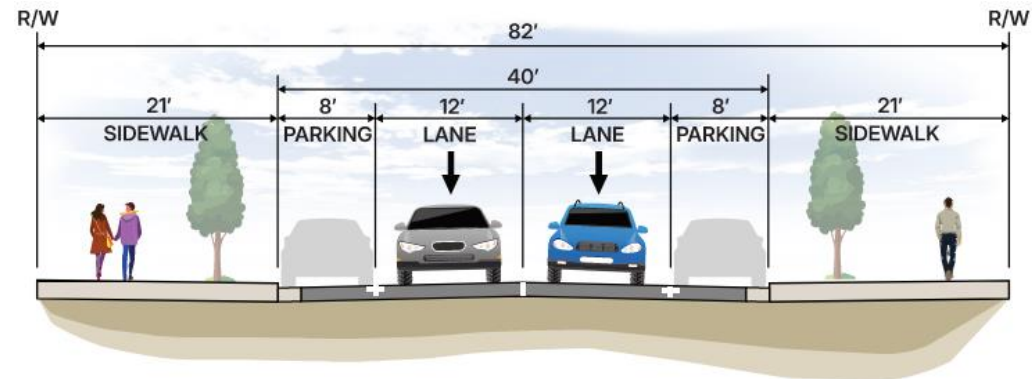


# Alternative Development

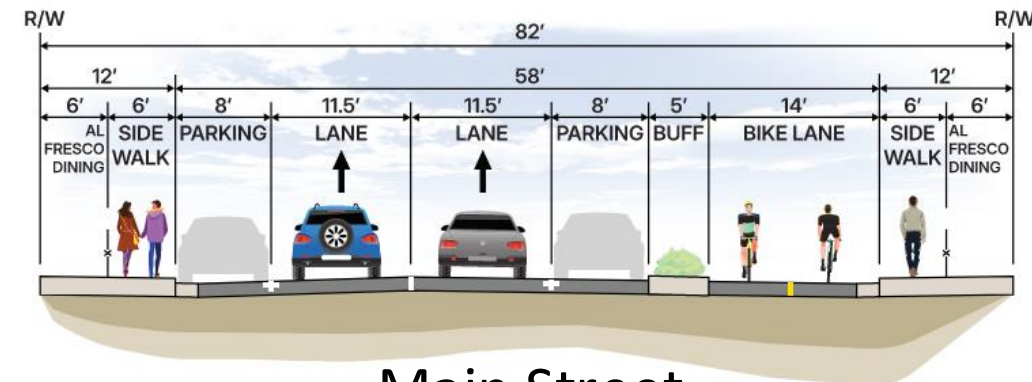
## Alternative 2

### Two-Way Bikeway on Main St. & Pedestrian Focus on Broadway

- Two-way protected bikeway on Main
- Wider sidewalks on Broadway
- Strong pedestrian environment
- Reduces lanes from 3 → 2
- More complex design



Broadway



Main Street

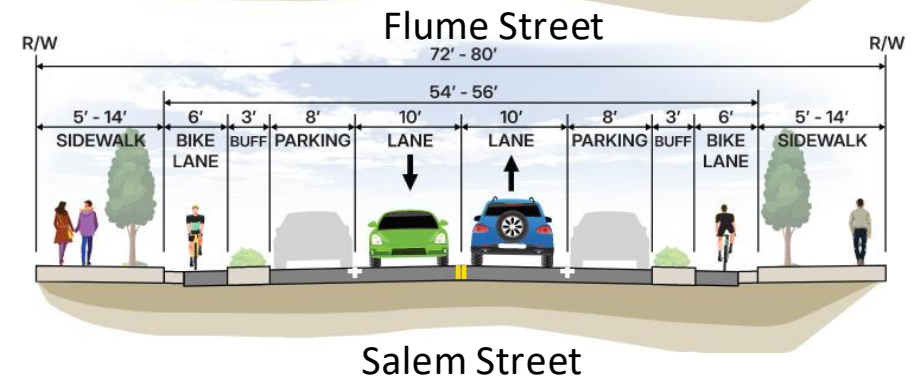
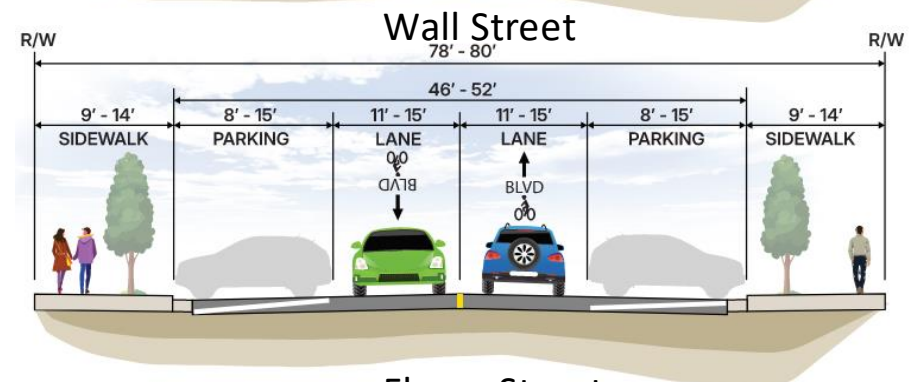
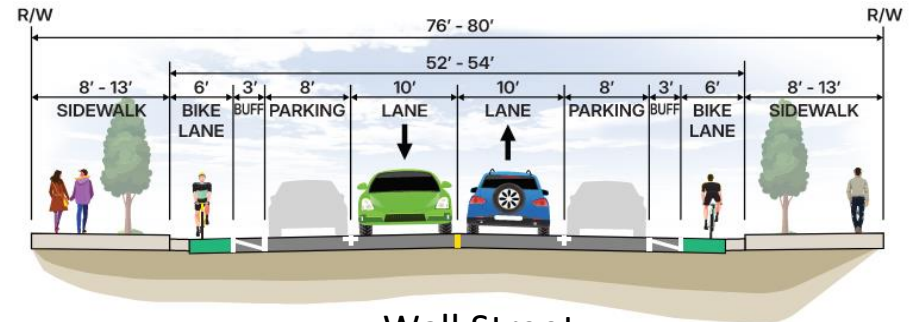


# Alternative Development

## Alternative 3

### Bikeways on Parallel Streets

- Bikeways on Wall St, Flume St, Salem St



Salem Street

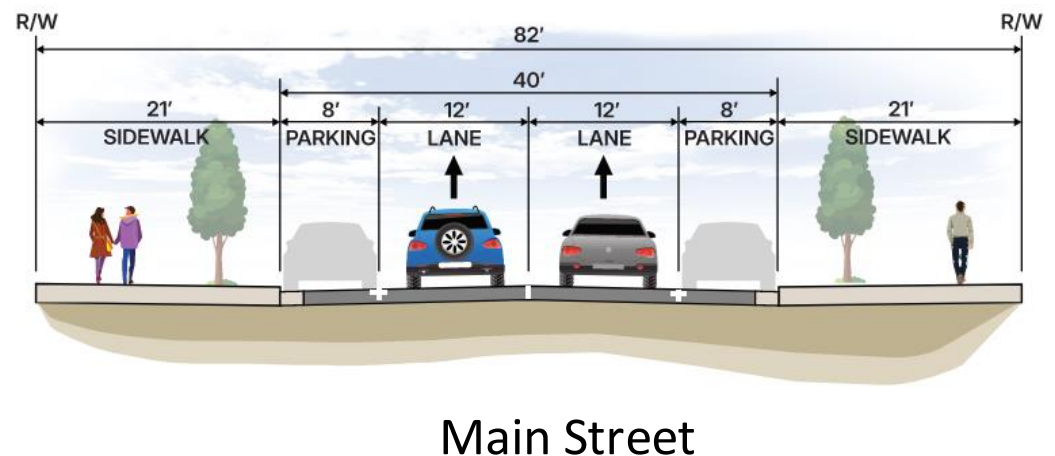
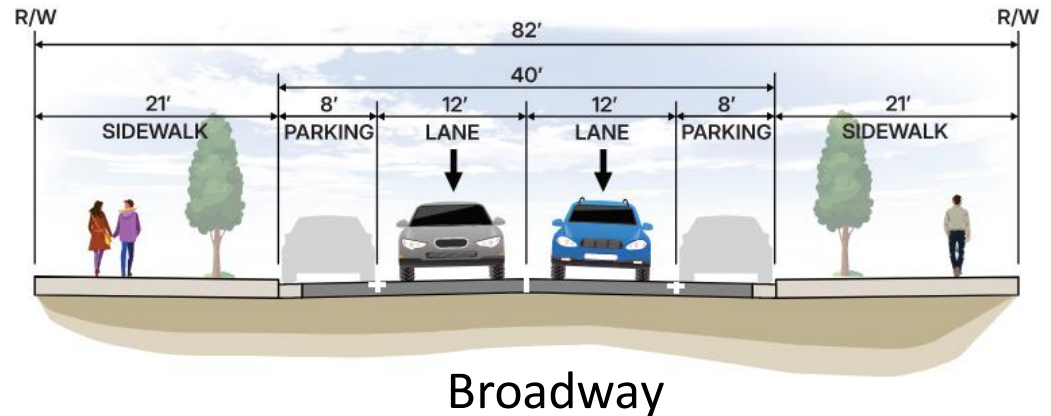


# Alternative Development

## Alternative 3

### Bikeways on Parallel Streets

- Bikeways on Wall St, Flume St, Salem St
- Parallel Parking & Wider sidewalks on Main and Broadway: 'pedestrian promenade' feel
- Less direct connectivity

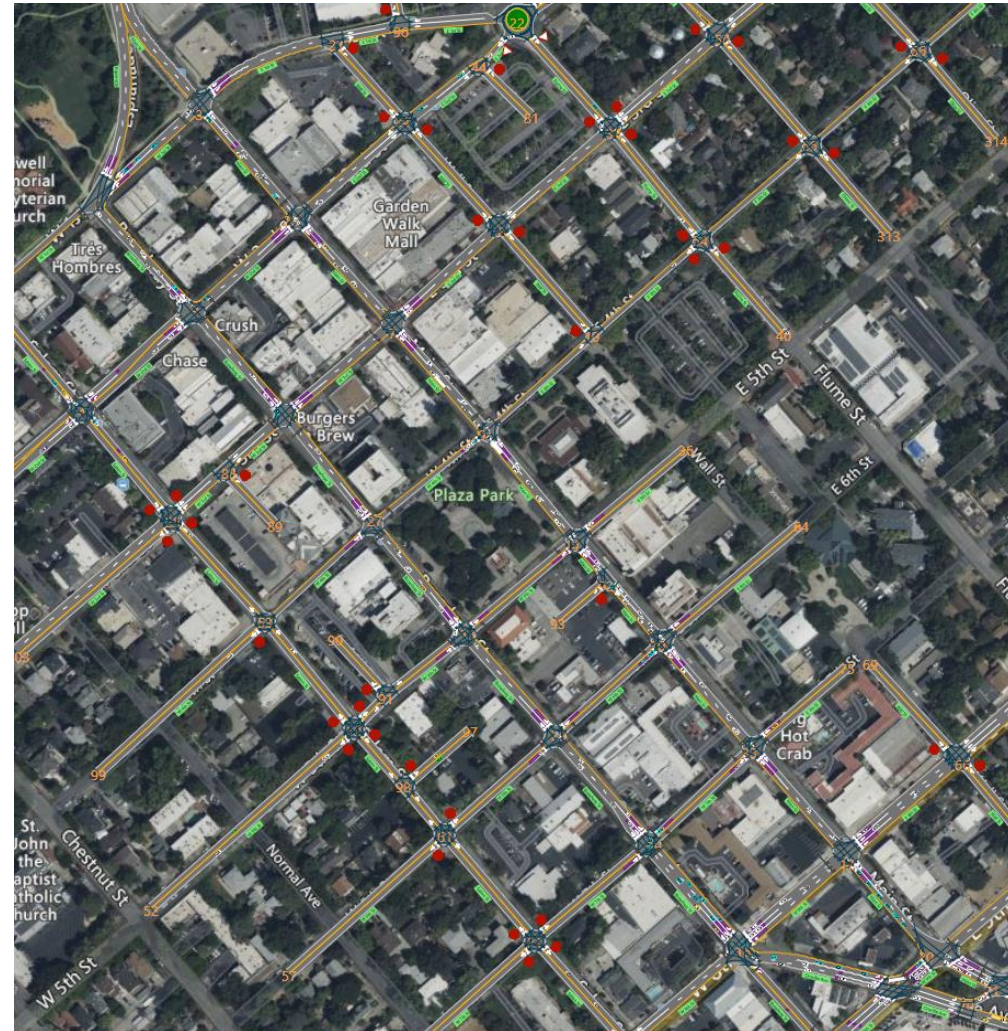


# Evaluation & Key Considerations

## Lane Reduction

### Downtown...

- Daily: 20,000 vehicles
- Peak hour: 2,000 vehicles
- Necessitates two travel lanes (*Highway Safety Manual*)
- Reducing Main Street and Broadway to two travel lanes would result in average of <5 seconds of added delay to vehicles at intersections



# Evaluation & Key Considerations

## Truck Loading

### Today:

- Trucks stop in the travel lane
- Semi-trucks, box trucks, and vans loading <10% of the time
- Truck drivers typically deliver before peak PM traffic

### Proposed:

- Curbside and side-street loading
- Mix of permanent and temporary/time-of-day curbside parking spaces = more convenient and safer loading activity



*Example commercial loading zone sign.*



# Evaluation & Key Considerations

## Truck Loading



# Evaluation & Key Considerations

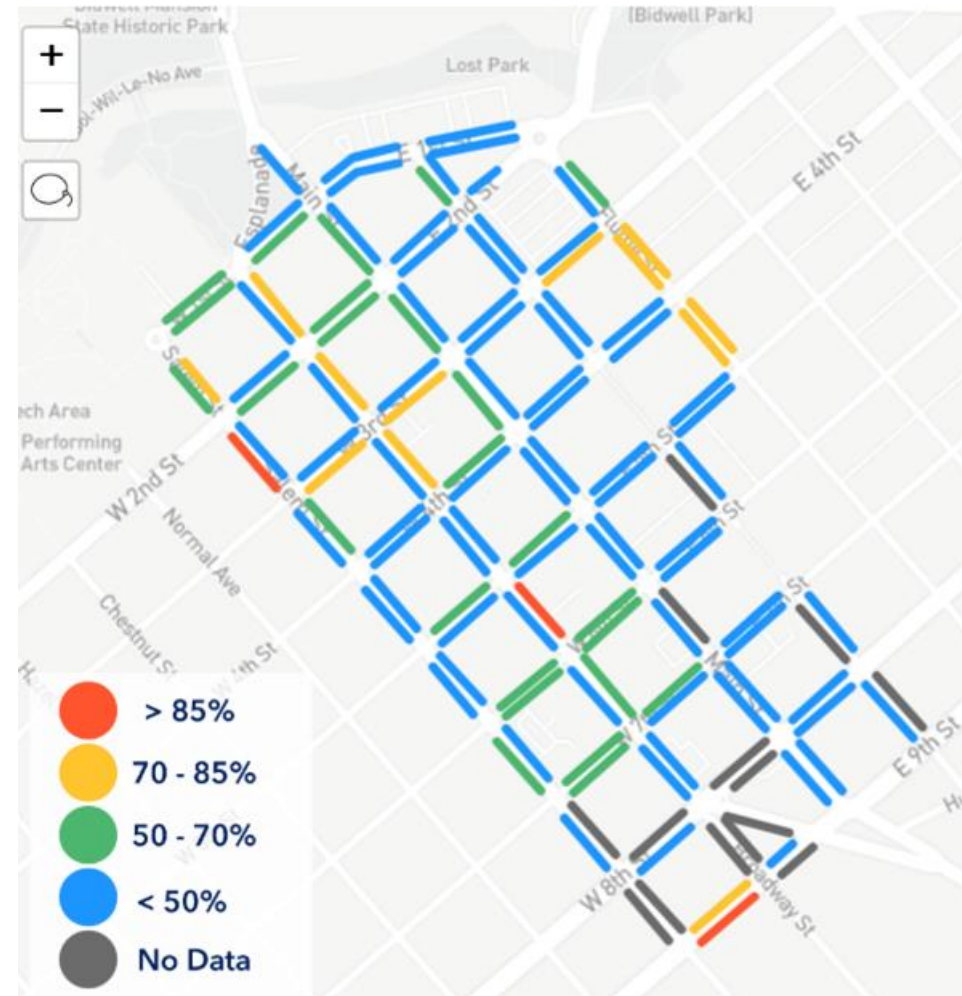
## Parking

### Today:

- 500+ on-street parking spaces in the Downtown Core
- 600+ in parking lots and garages
- ~50% spaces available

### Proposed:

- Space for bike lane comes from removal of the travel lane; parking impacts are minimal:
  - Alt 1: lose 1 space
  - Alt 2: gain 15 spaces
  - Alt 3: lose 49 spaces



# Evaluation & Key Considerations

## Evaluation Framework



### Multimodal Safety & Comfort

- Protection Level
- Intersection Safety
- Speed Reduction
- All ages & Abilities Facilities



### Mobility & Network

- Network Connectivity
- Transit Interaction
- Vehicle Operations



### Economics & Curb Impacts

- Parking Impacts
- Loading & Deliveries
- Business Visibility & Access
- Placemaking & Downtown Vitality
- Pedestrian & ADA Improvements



### Costs & Deliverability

- Capital Cost
- Maintenance & Operations
- Constructability



### Community & Policy Alignment

- Public & Stakeholder Support
- Emergency & Service Access
- Consistency with Adopted Plans



# Evaluation & Key Considerations

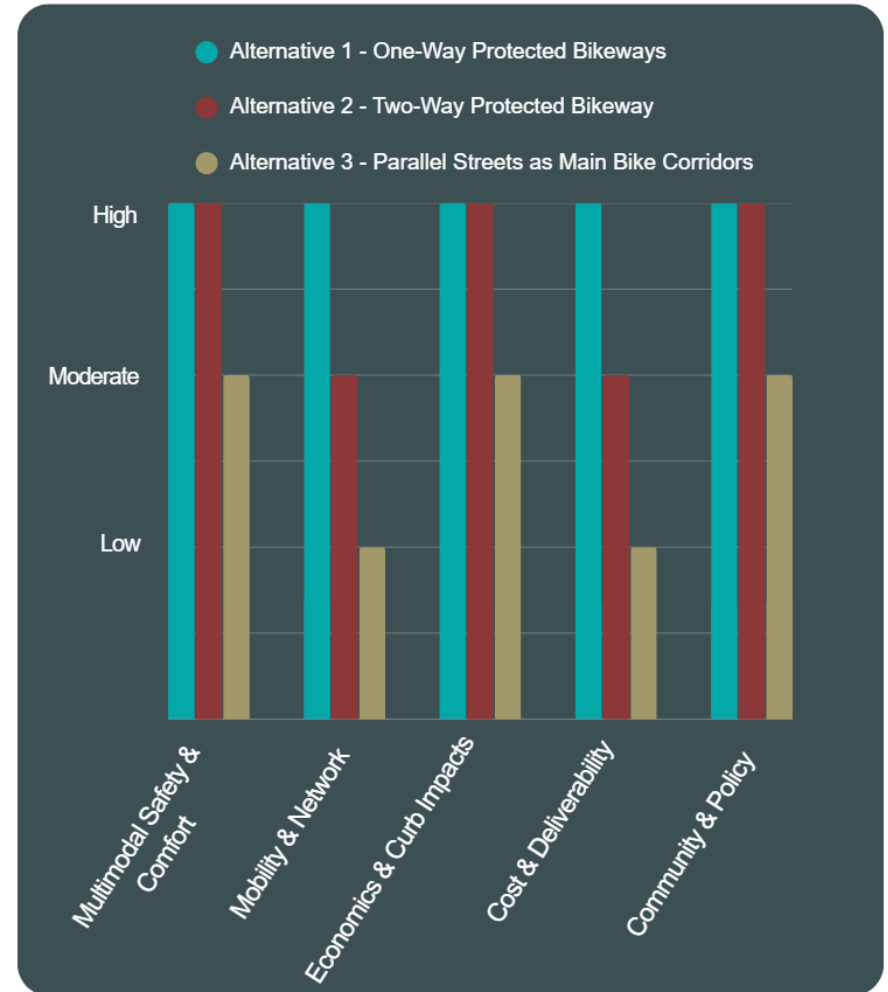
## Evaluation Results

### ALTERNATIVE RANKING



Alternative 1 ranked highest overall:

- Strong connectivity and safety performance
- Highest community support



# March Open House

## What We Heard

62%

### ALTERNATIVE 1

ONE-WAY PROTECTED  
BIKEWAYS ON MAIN AND  
BROADWAY

2%

### ALTERNATIVE 2

TWO-WAY PROTECTED  
BIKEWAY ON MAIN AND  
PEDESTRIAN FOCUS ON  
BROADWAY

18%

### ALTERNATIVE 3

BIKEWAYS ON PARALLEL  
STREETS

18%

### ALTERNATIVE 4

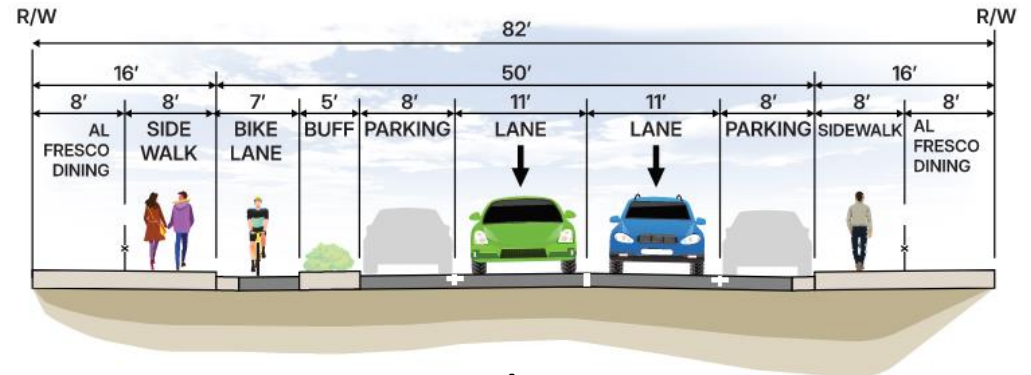
NO BUILD



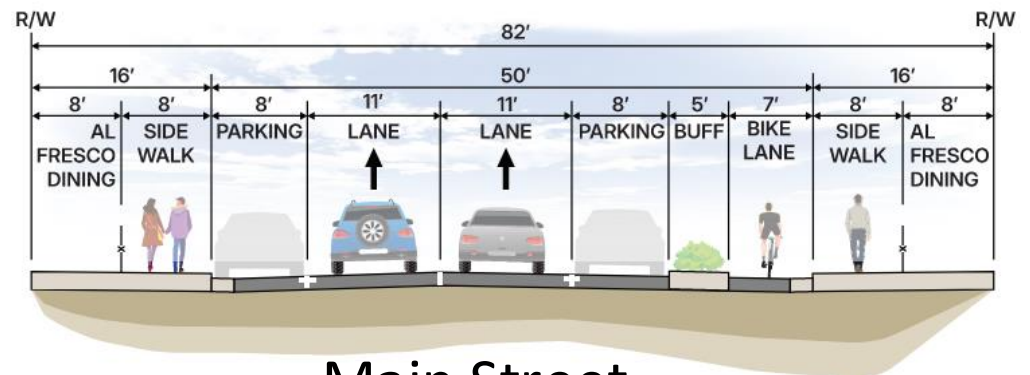
# Preferred Alternative

## Alternative 1: Protected bikeways on main corridors

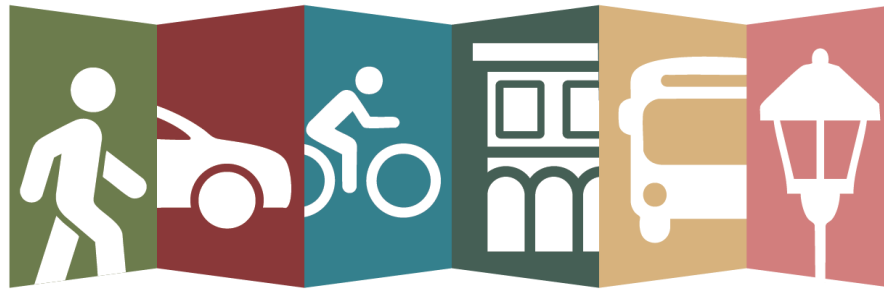
- Strongest community support
- Improved pedestrian environment
- Highest network connectivity
- Aligns with previous plans



Broadway



Main Street



*Thank You!*

