

AUGUST 12TH, 2025

CHICO

DOWNTOWN REVITALIZATION PROJECT



CITY of CHICO

SAFETY | CONNECTIVITY | PLACEMAKING

AGENDA

01

PROJECT PROCESS

Engagement Process
Project Schedule

02

EXISTING CONDITIONS

Traffic Volumes and
Existing Conditions

Existing Bikeway
Network

03

DESIGN CONCEPTS

Roadway Design
and Facility Types
Streetscape
Enhancements

04

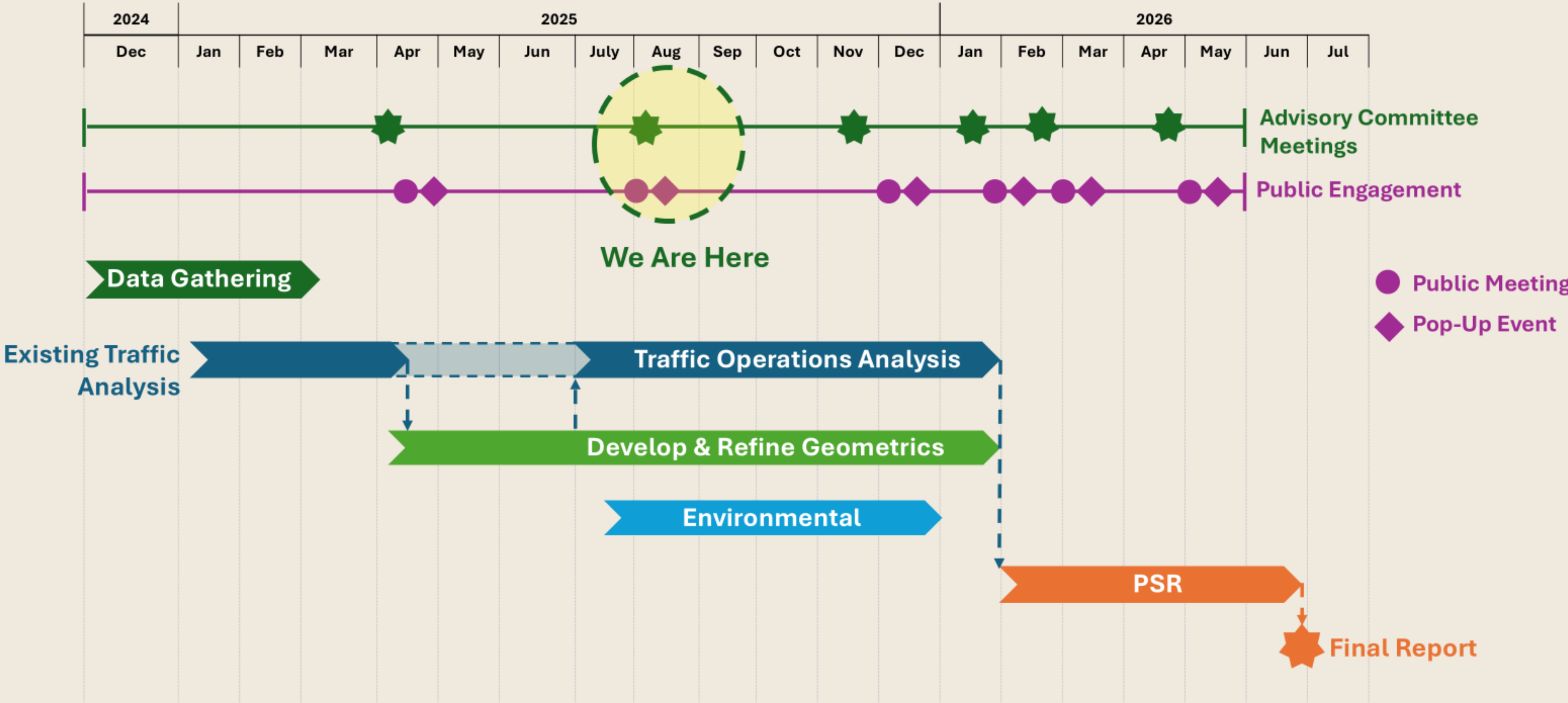
Q&A

.....

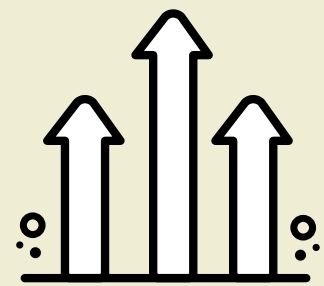
COMMUNITY MEETING #2

Phase 1: Existing Conditions and Visioning	February - August 2025	
Identify transportation challenges in Downtown Chico and explore ways to improve them.		
Phase 2: Define Community Needs	August - February 2026	
Improve roads, transportation, and other public spaces, while gathering feedback through two open house meetings and two pop-up workshops.		
Phase 3: Present the Draft Plan	February - June 2026	
The draft plan will be shared with the community to gather final feedback for any changes before finalizing the plan.		

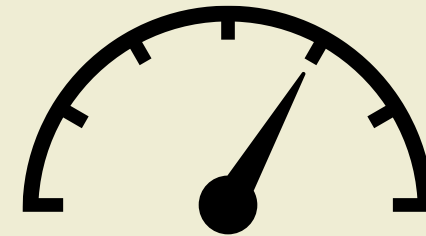
DOWNTOWN REVITALIZATION PROJECT



PROJECT SCHEDULE



TRAFFIC VOLUME



SPEED



CRASH HISTORY

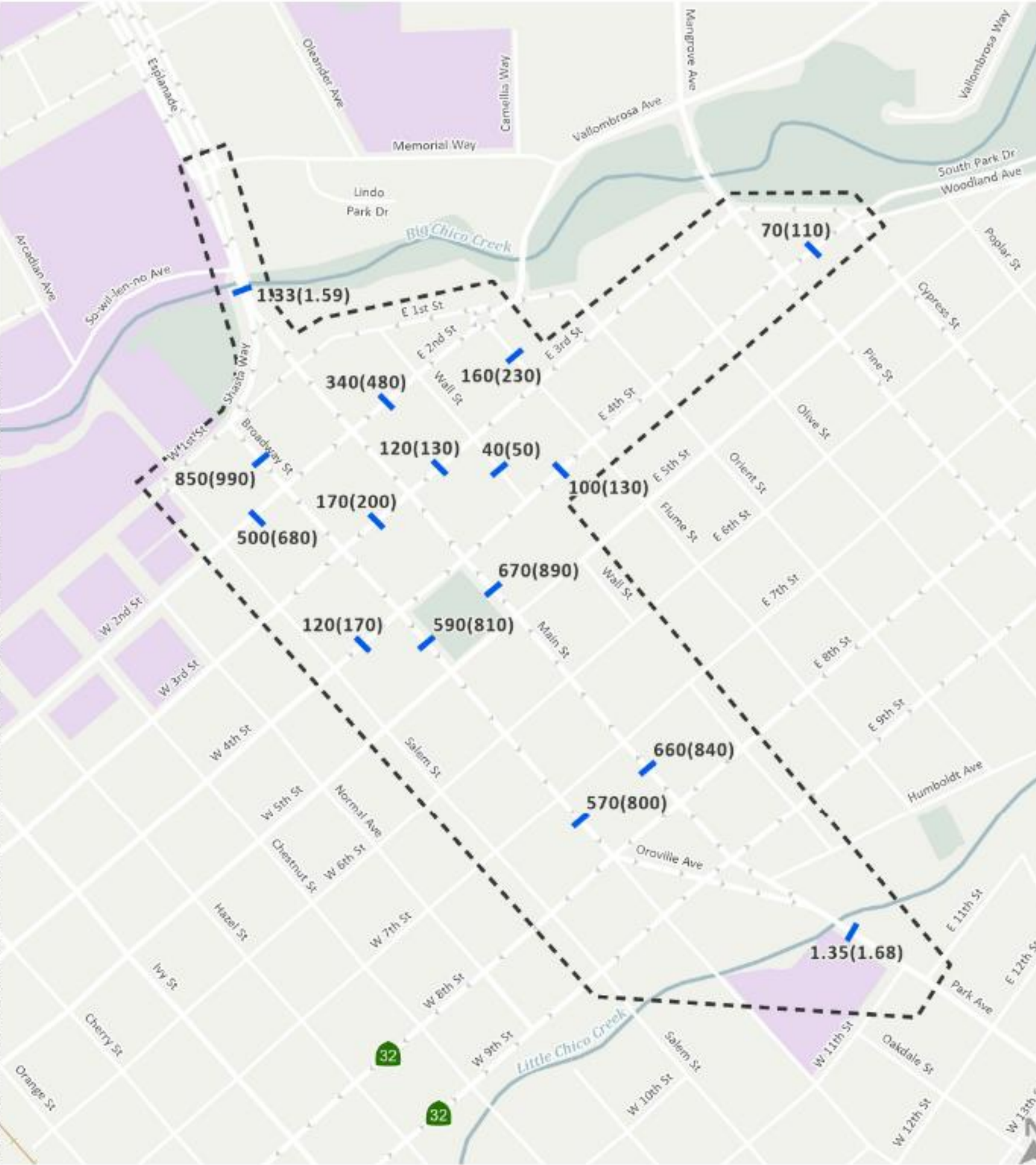
EXISTING CONDITIONS

TRAFFIC VOLUMES

DOWNTOWN REVITALIZATION PROJECT

Location	Total Vehicle Daily Volume	AM Peak Hour Volume	PM Peak Hour Volume
Park Ave between Humboldt Ave & W 11th St	19,500	1,350	1,680
Esplanade Between Memorial Way & 1st St	17,360	1,330	1,590
Broadway St SB Between W 1st St & W 2nd St	11,070	850	990
Main St NB Between 4th St & 5th St	9,700	670	890
Main St NB Between 7th St & 8th St/SR 32	9,210	660	840
Broadway St SB Between W 4th St & W 5th St	8,480	590	810
Broadway St SB Between W 7th St & W 8th St	8,340	570	800
W 2nd St Between Salem St & Broadway	7,090	500	680
E 2nd St EB Between Main St & Wall St	4,870	340	480
Flume St Between E 2nd St & E 3rd St	2,160	160	230
W 3rd St WB Between Main St & Broadway	2,110	170	200
W 4th St EB Between Salem St & Broadway	1,640	120	170
E 3rd St WB Between Main St & Wall St	1,410	120	130
E 4th St EB Between Flume St & Wall St	1,170	100	130
E 4th St EB Between Pine St & Cypress St	930	70	110
Wall St Between E 3rd St & E 4th St	470	40	50

Note: Data collected across two weekdays, February 11 and 12, 2025.
Source: Fehr & Peers, 2025.

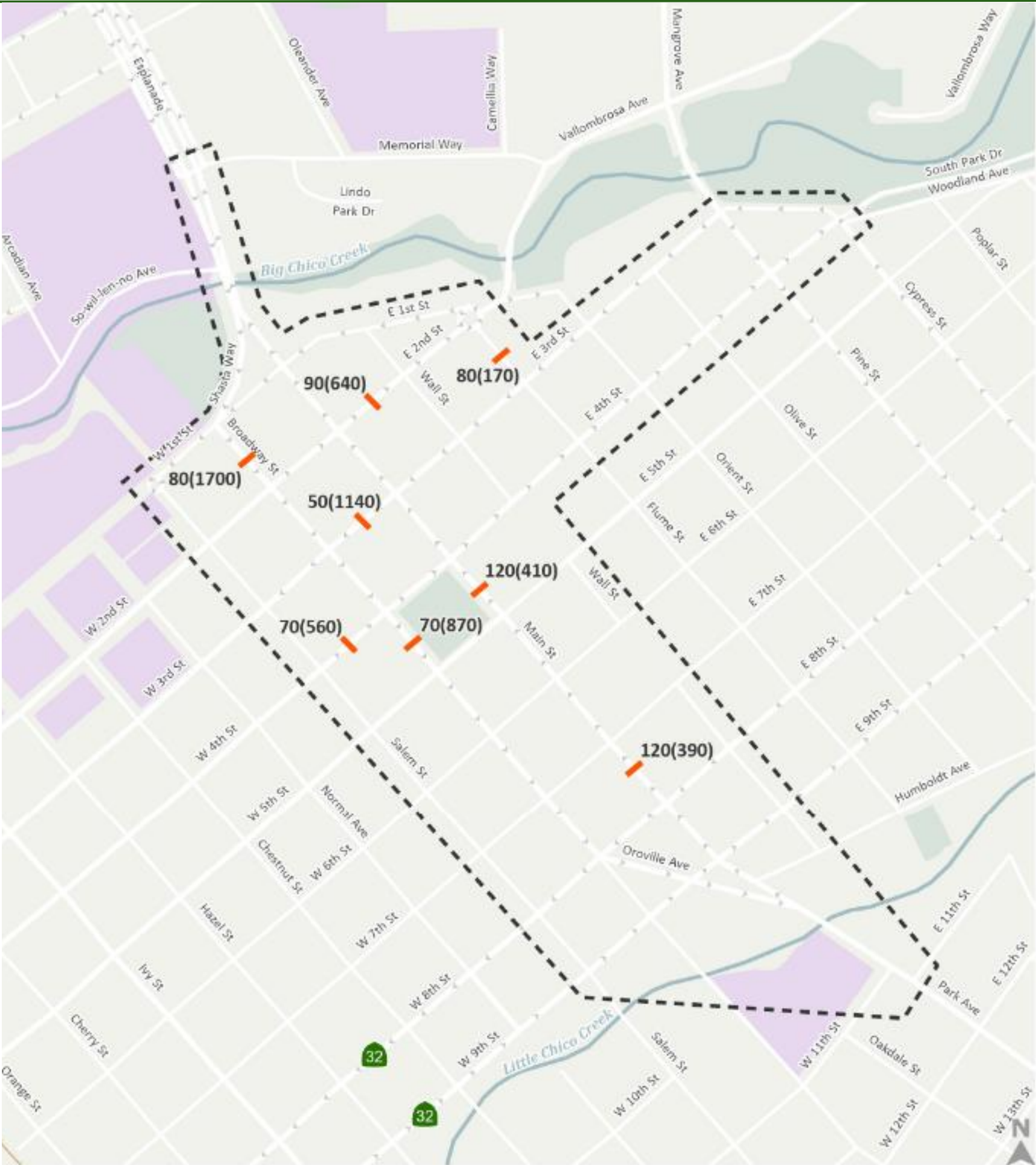
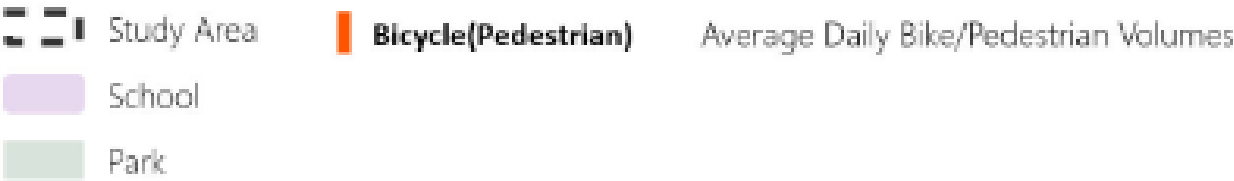


BICYCLE/PED VOLUMES

DOWNTOWN REVITALIZATION PROJECT

Location	Daily Pedestrian Volume	Daily Bicycle Volume
Main St NB Between 4th St & 5th St	410	120
Main St Between 7th St & 8th St/SR 32	390	120
Broadway St SB Between W 1st St & W 2nd St	1,700	80
Broadway St Between W 4th St & W 5th St	870	70
E 2nd St Between Main St & Wall St	640	90
W 3rd St Between Main St & Broadway St	1,140	50
W 4th St Between Salem St & Broadway St	560	70
Flume St Between E 2nd St & E 3rd St	170	80

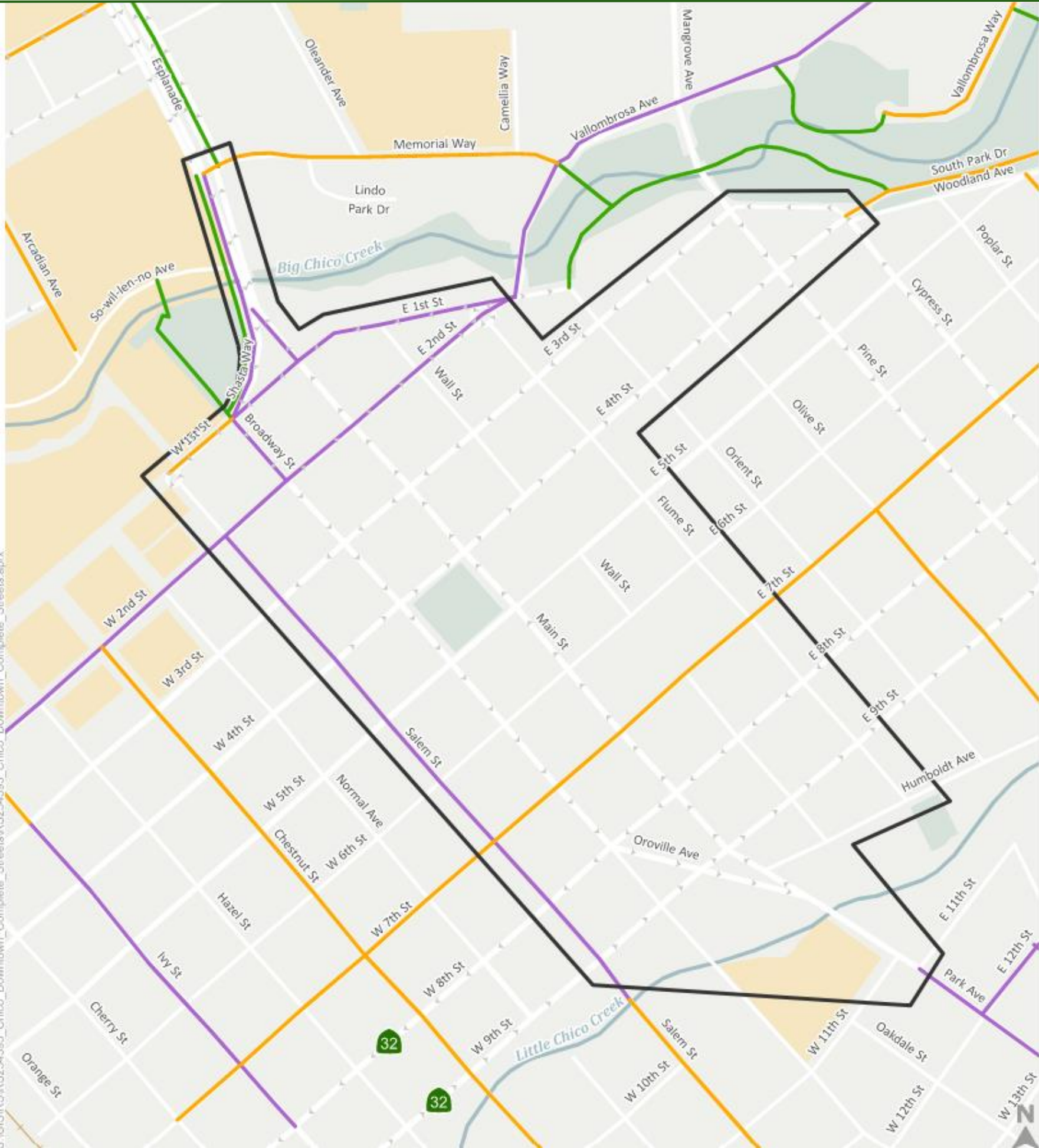
Note: Data collected across two weekdays in February 2025.
Source: Fehr & Peers, 2025.



EXISTING NETWORK

DOWNTOWN REVITALIZATION PROJECT

-  Study Area
-  School
-  Park
-  Existing Class I Shared-Use Path
-  Existing Class II Bike Lane
-  Existing Class III Bike Route

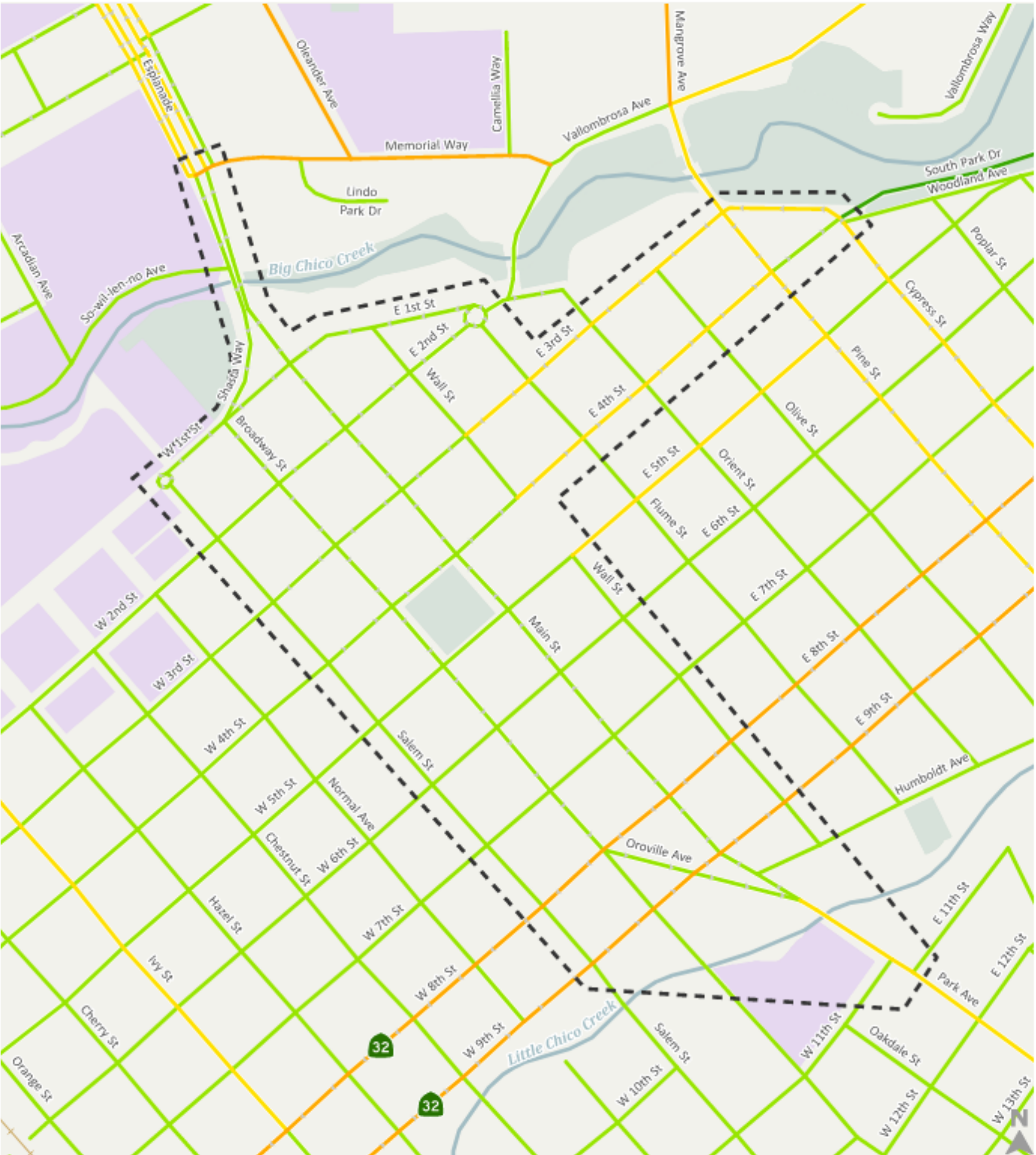
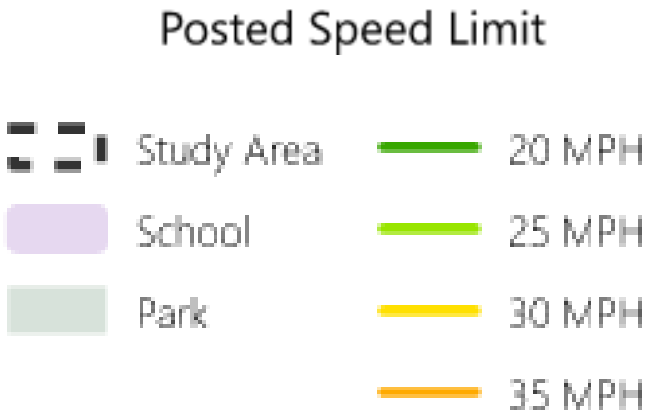


VEHICLE SPEEDS

DOWNTOWN REVITALIZATION PROJECT

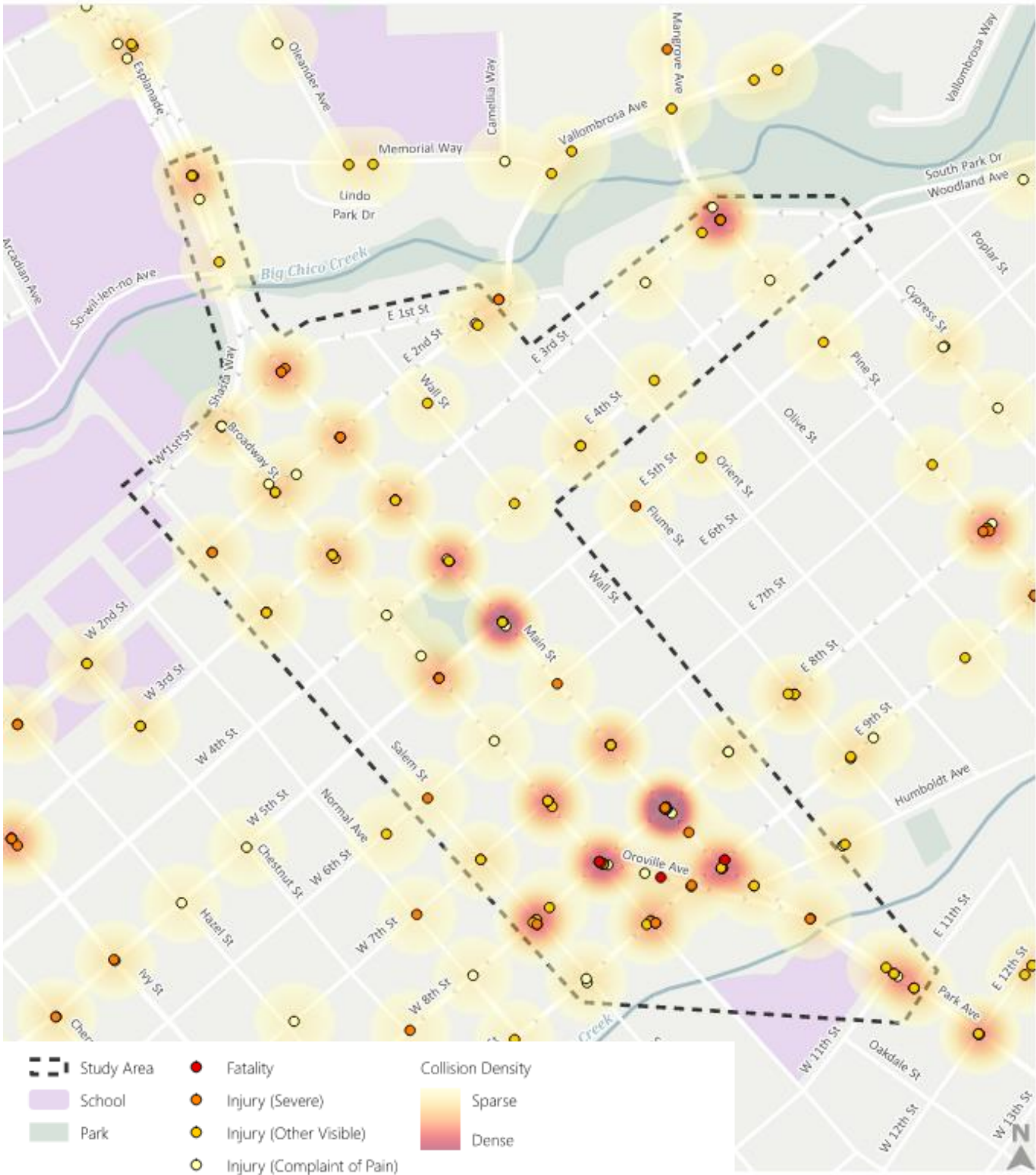
Location	Daily Median Percentile Speed (MPH)	Daily 85 th Percentile Speed (MPH)
Esplanade/Shasta Way Between Memorial Way & E/W 1st St	27	31
Main St NB Between E/W 4th St & E/W 5th St	22	28
Main St NB Between E/W 7th St & E/W 8th St/SR 32	21	27
Park Ave Between Humboldt Ave & W 11th St	28	34
Broadway St SB Between W 1st St & W 2nd St	17	22
Broadway St SB Between W 4th St & W 5th St	22	26
Broadway St SB Between W 7th St & W 8th St	22	27
E 2nd St EB Between Main St & Wall St	19	25
Flume St Between E 2nd St & E 3rd St	19	23
Wall St Between E 3rd St & E 4th St	14	19
W 3rd St WB Between Main St & Broadway St	18	23
E 4th St EB Between Flume St & Wall St	19	24
E 4th St EB Between Pine St & Cypress St	21	24

Note: Data collected in February 2025.
Source: Fehr & Peers, 2025.



CRASH HISTORY

DOWNTOWN REVITALIZATION PROJECT



5/12 COMMUNITY FEEDBACK

Community members participated in interactive board displays where they could vote on project priorities, preferred streetscape enhancements, and biking infrastructure preferences.

- **Improved Walkability and Bikeability**
- **More landscaping and shade trees**
- **Wider sidewalks**
- **Class IV Bike Lanes**
- **Protected Intersections**

PRIORTIZE
PEDESTRIANS

1

Through use of wider sidewalks, curb extensions, increasing the frequency of crosswalks, pedestrian scrambles.

PREFERRED
BIKE LANE
LOCATIONS

2

The community provided input on where they would like to see bike lanes, preferred bike class, and bike racks.

IMPROVED
CONNECTIVITY

3

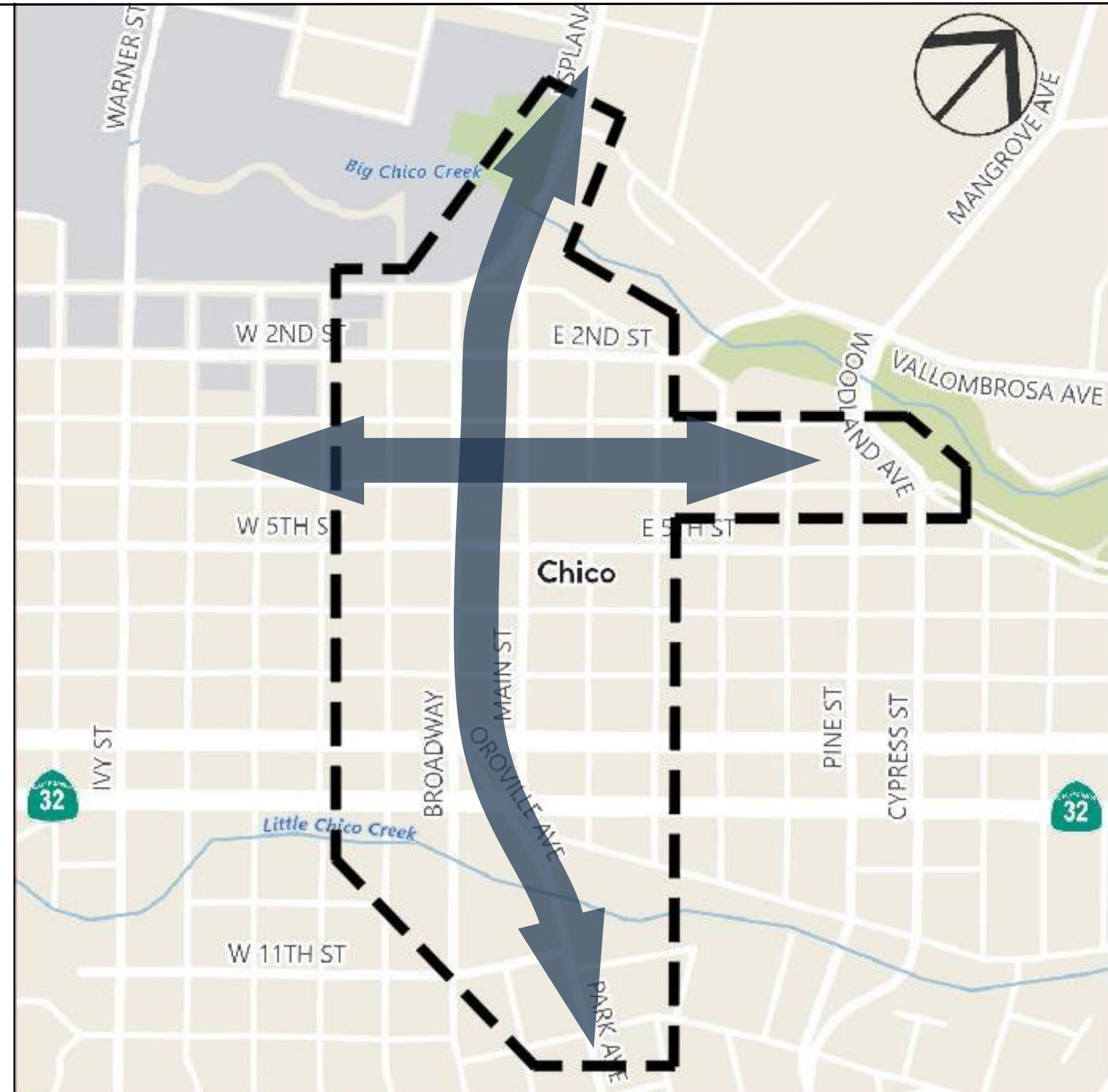
Expressed desire to have connections to the park, new bike pass, old Humboldt Road, the coop, Chico High School.

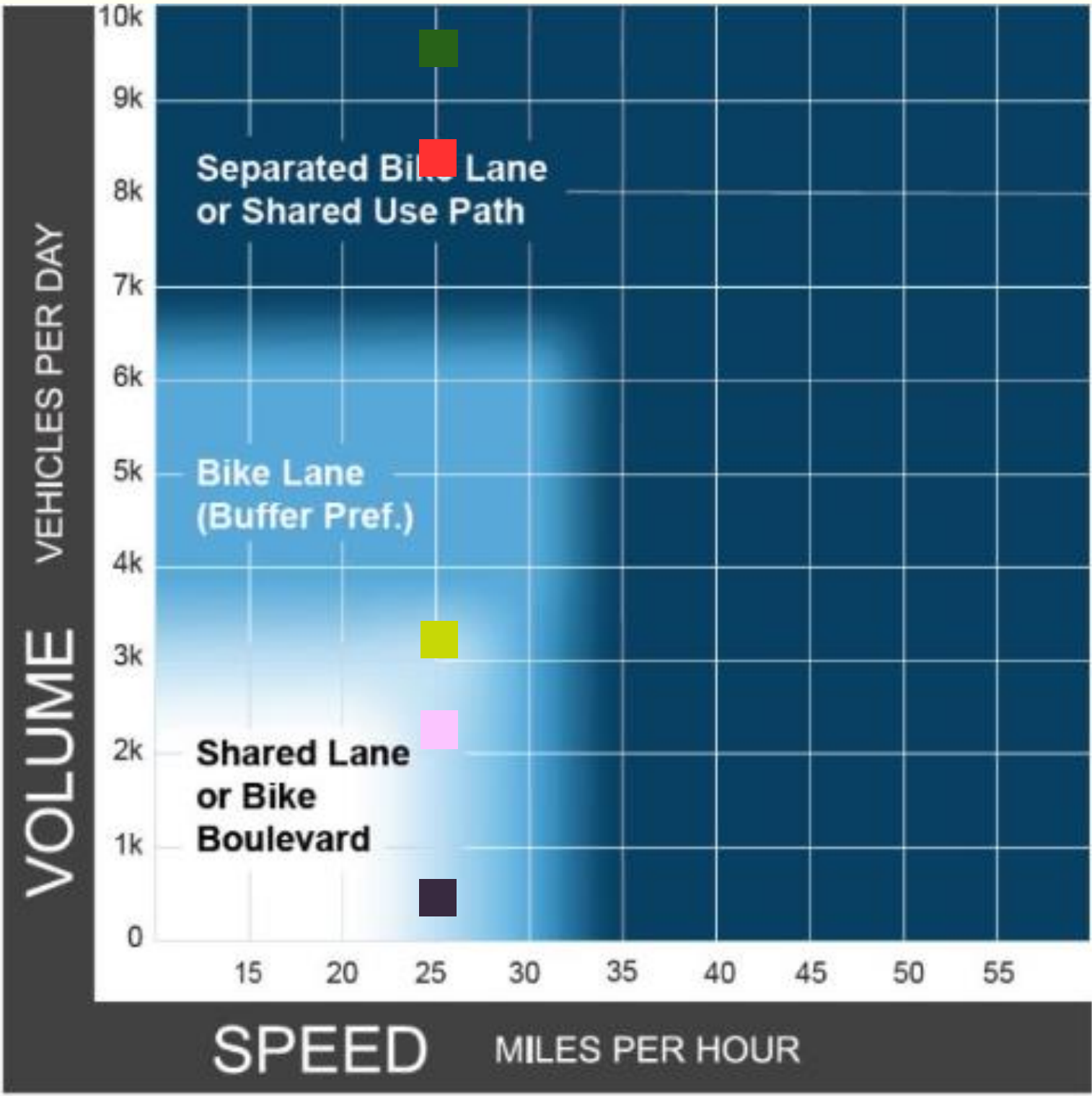
SAFETY

4

The Community would like to see traffic calming measures implemented like reduced lane widths, medians, shorter crossings.

Provide connections to parks businesses and community resources. This can be done by making connections in the north and South, from Esplanade to Park Avenue, and in the East and West from Chico State and Bidwell Park.





North-South Streets

Main Street

Posted Speed = 25 MPH
ADT = 9700

Salem Street

Posted Speed = 25 MPH
ADT = 1400-3100

Broadway Street

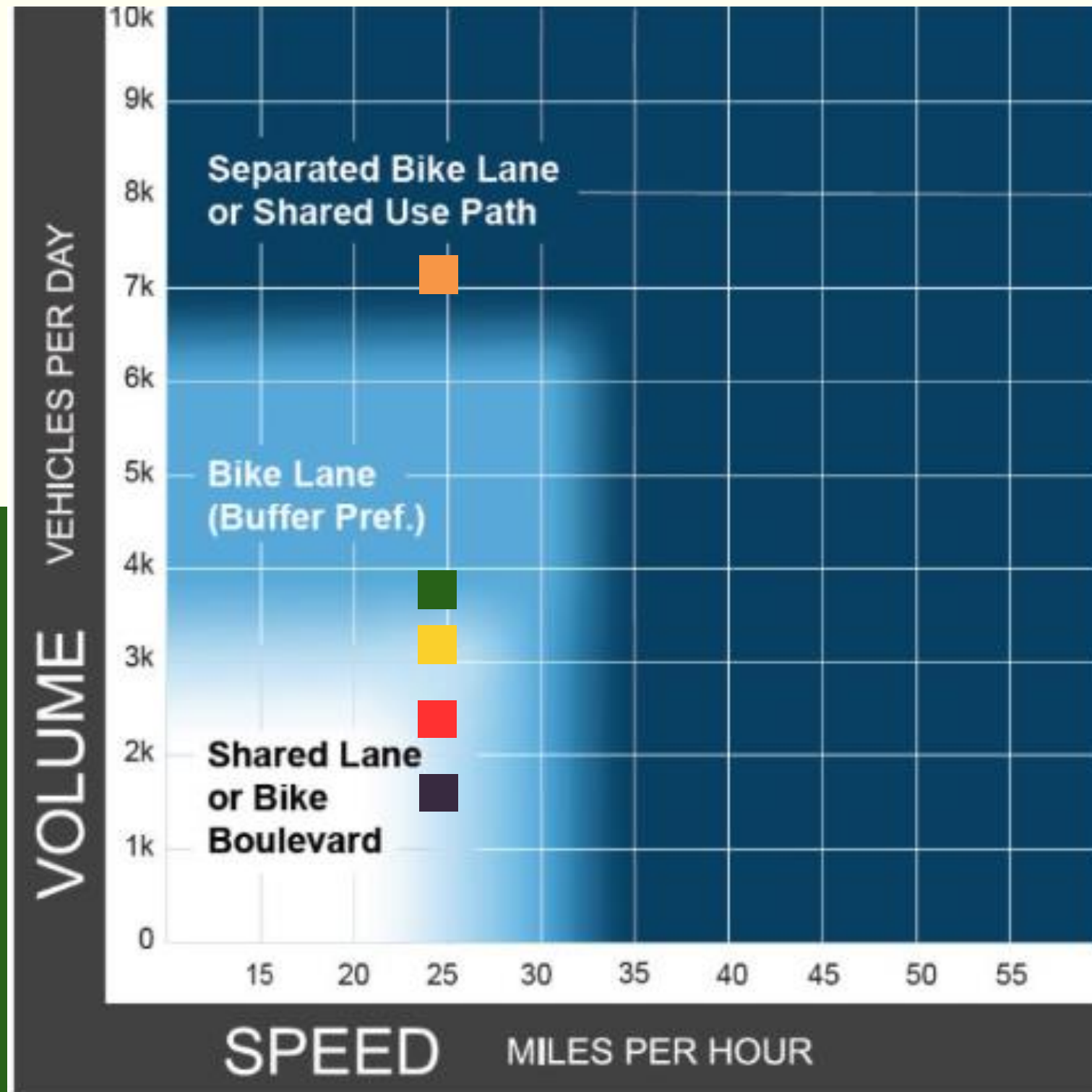
Posted Speed = 25 MPH
ADT = 8340-11070

Flume Street

Posted Speed = 25 MPH
ADT = 2160

Wall Street

Posted Speed = 25 MPH
ADT = 470



West-East Streets

1st Street

Posted Speed = 25 MPH
ADT = 3800-3900

2nd Street

Posted Speed = 25 MPH
ADT = 4870-7090

3rd Street

Posted Speed = 25 MPH
ADT = 1410-2110

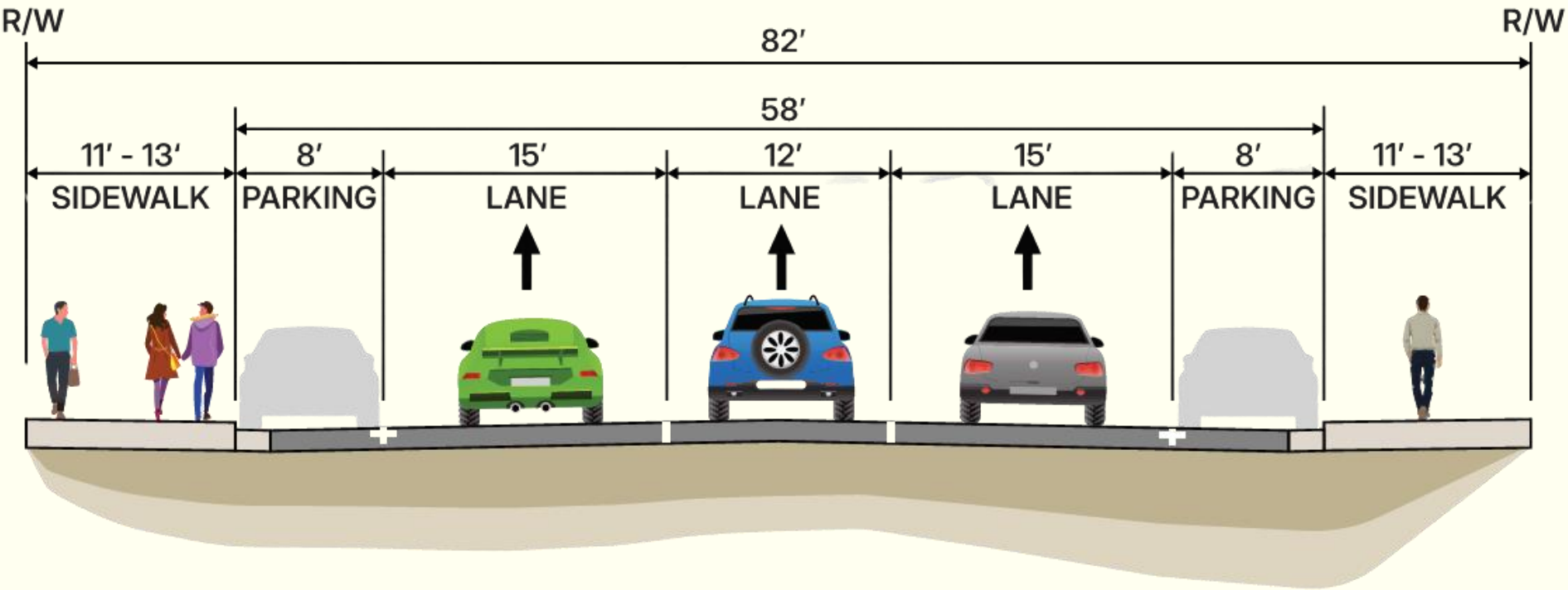
4th Street

Posted Speed = 25 MPH
ADT = 930-1640

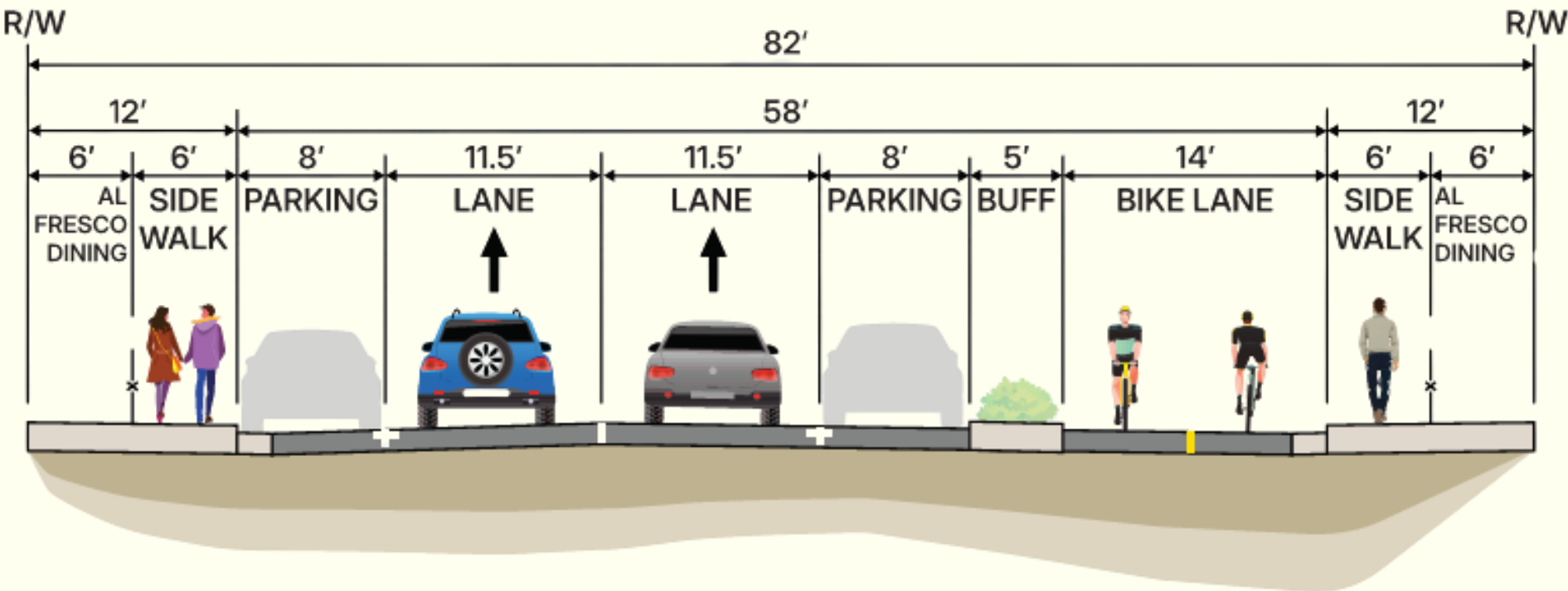
5th Street

Posted Speed = 25 MPH
ADT = 1800-3500

■ Main Street

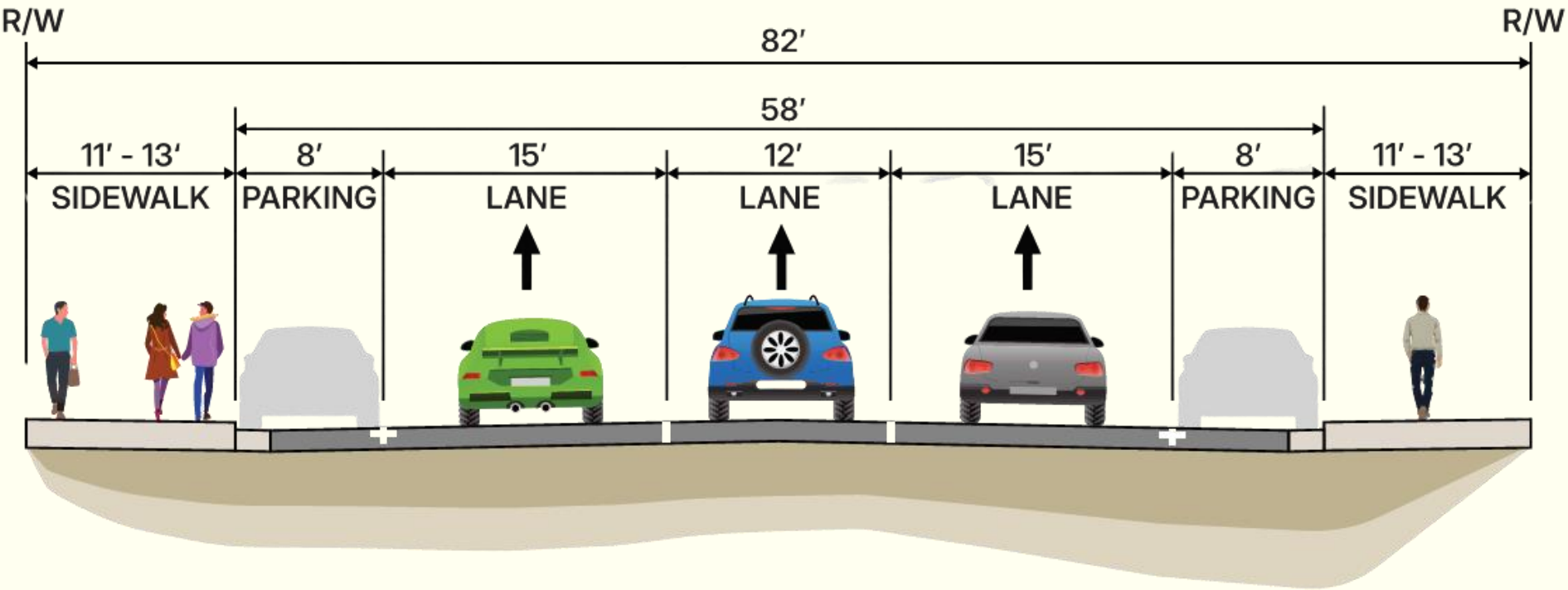


MAIN STREET EXISTING

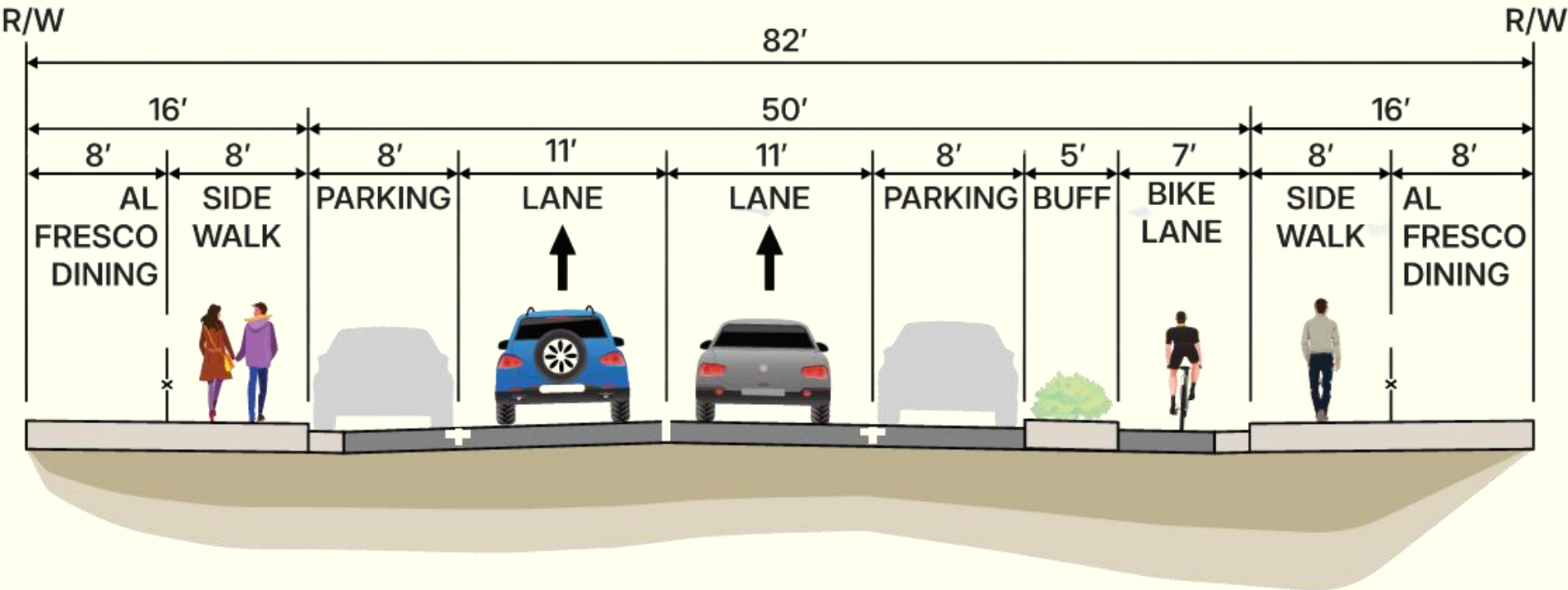


MAIN STREET PROPOSED

■ Main Street

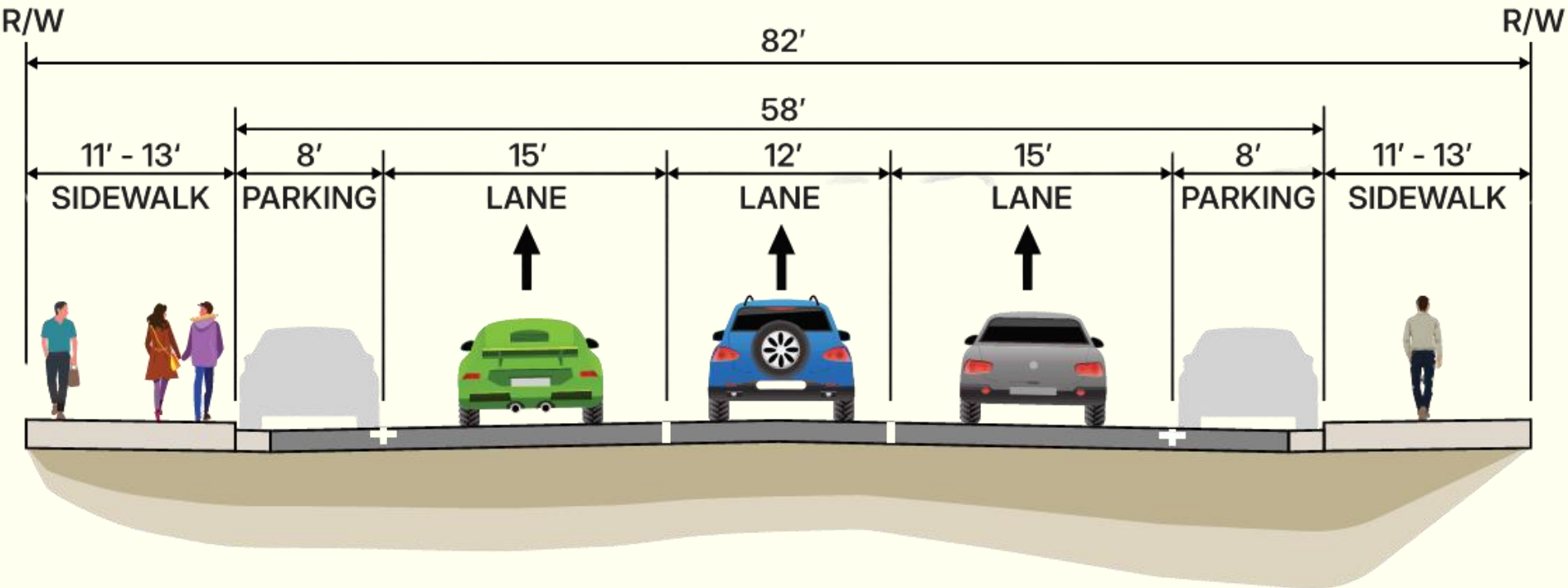


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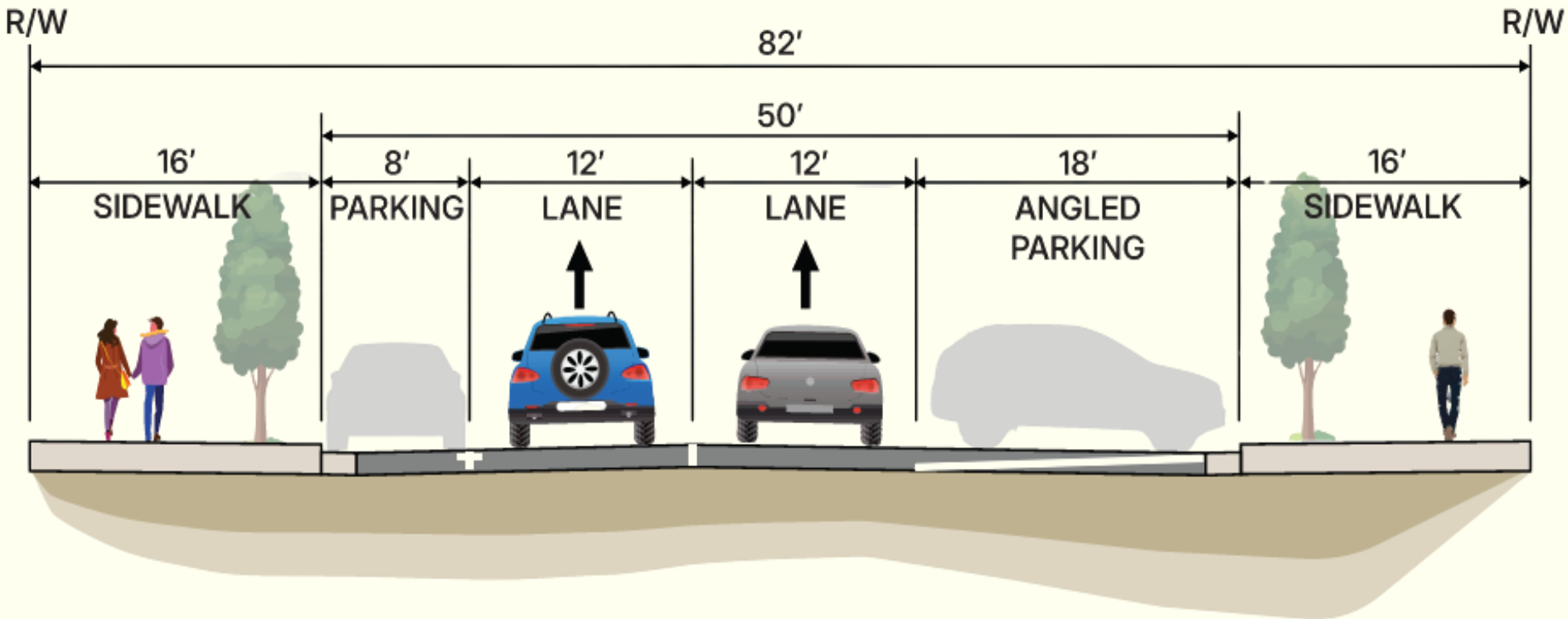


MAIN STREET PROPOSED

■ Main Street

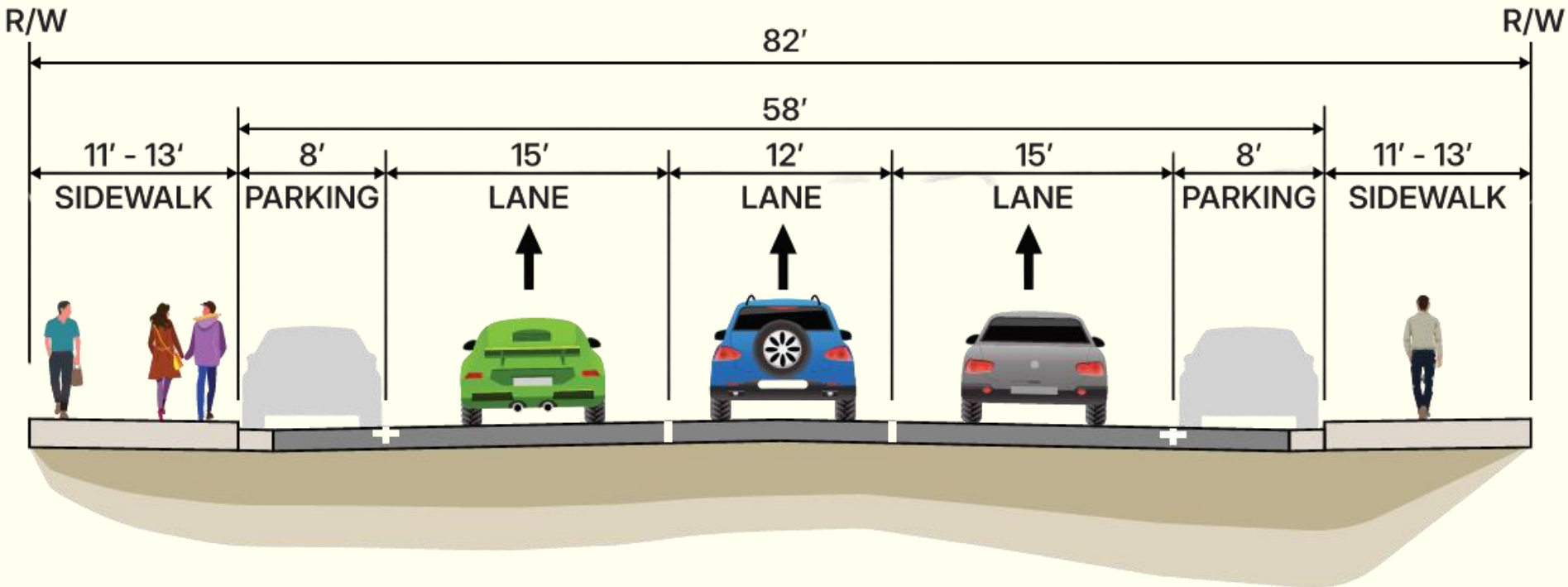


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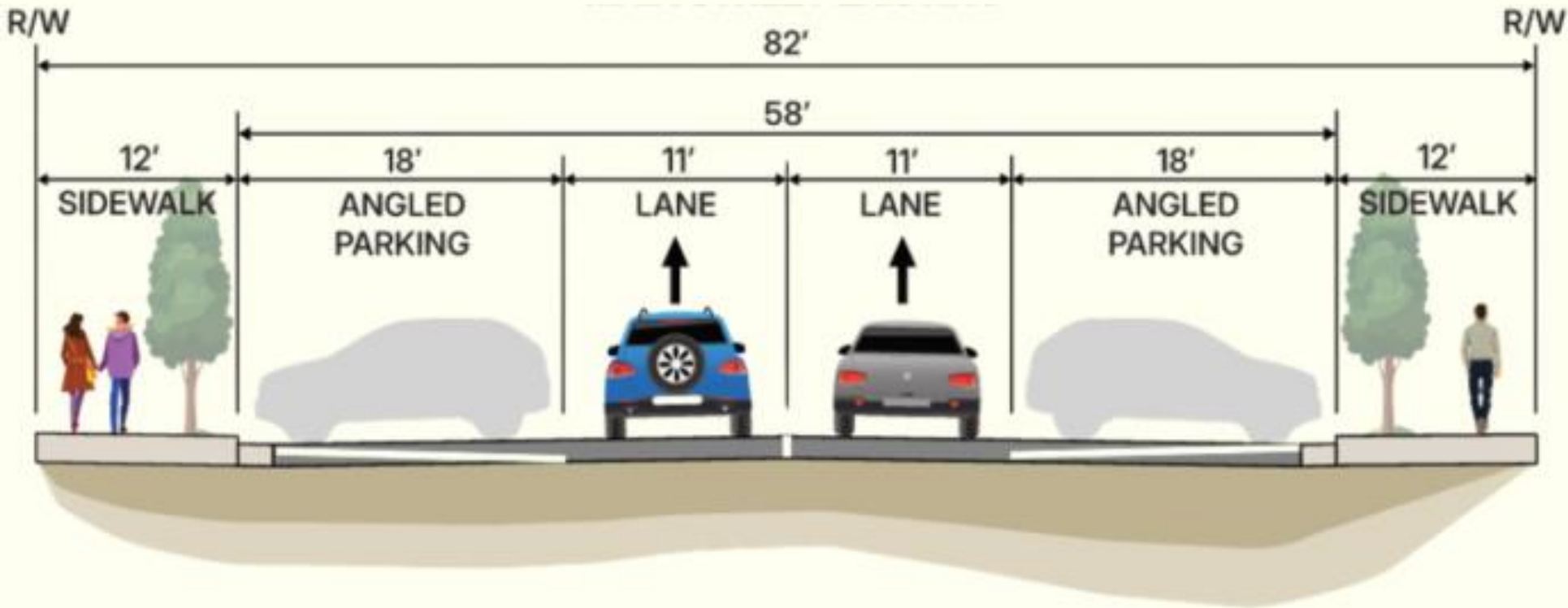


MAIN STREET ALTERNATIVE PROPOSED 3

■ Main Street

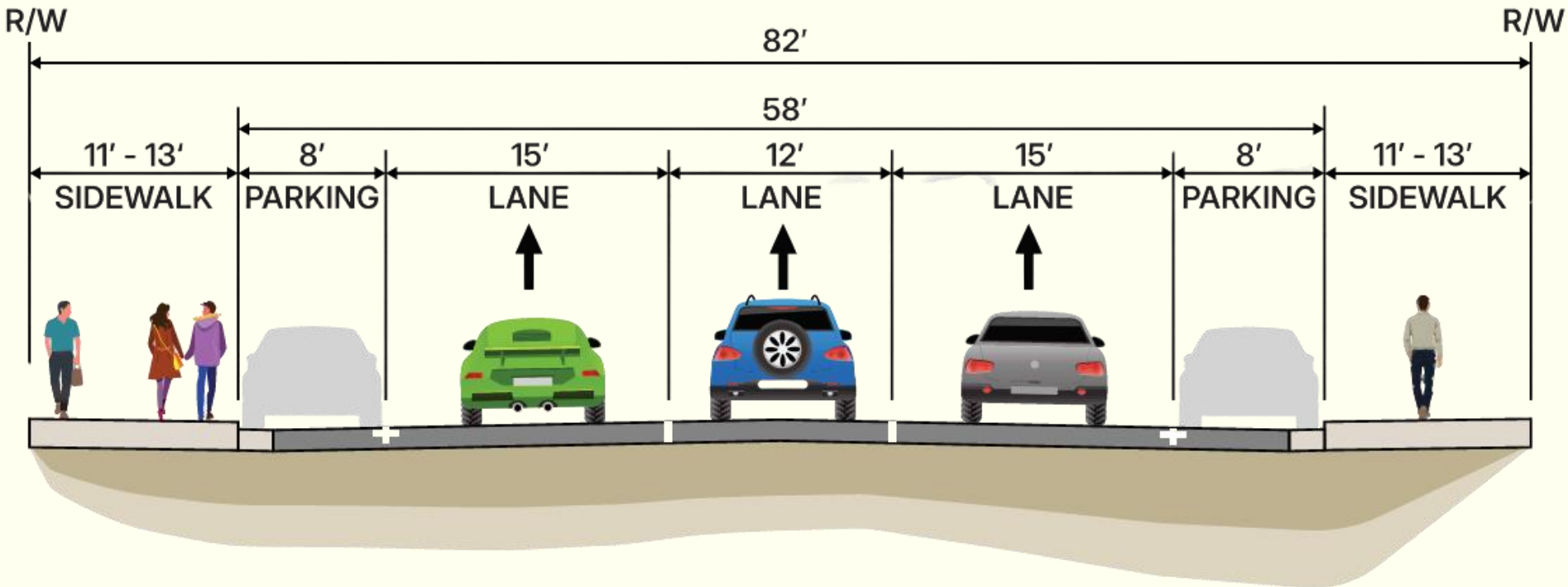


MAIN STREET EXISTING

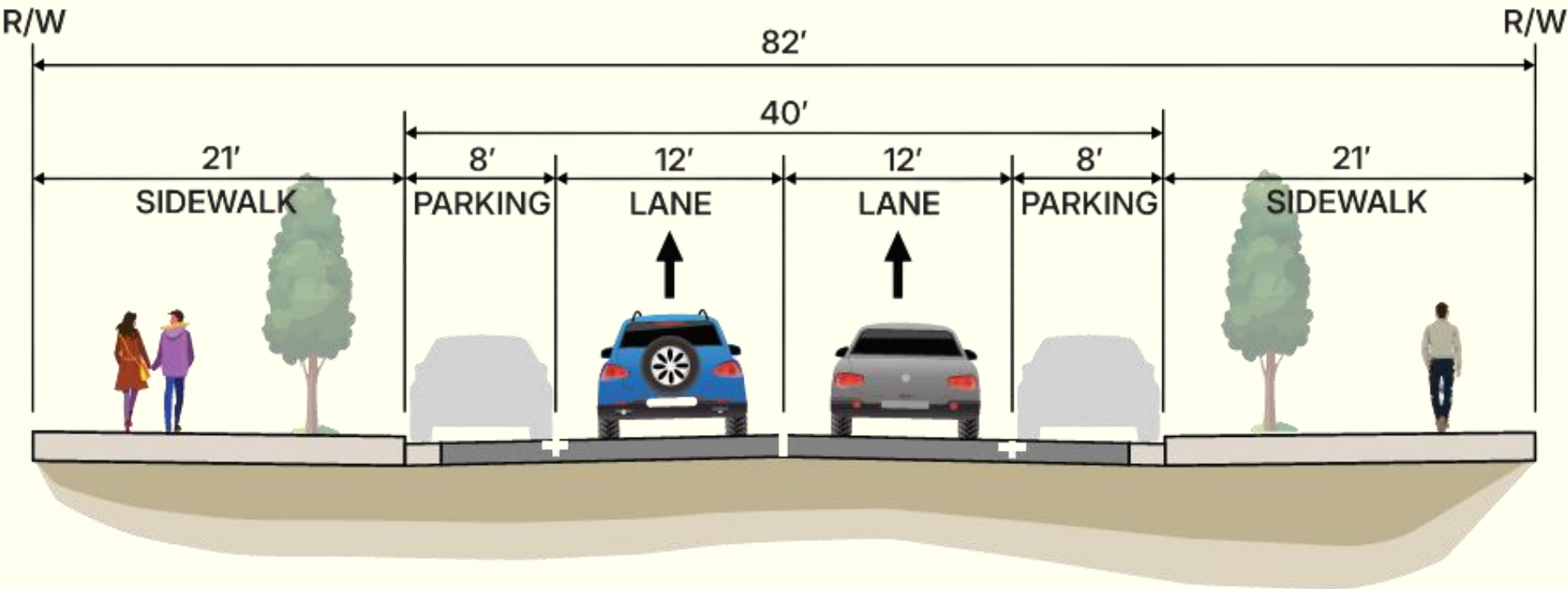


MAIN STREET ALTERNATIVE PROPOSED 4

■ Main Street



MAIN STREET EXISTING



MAIN STREET ALTERNATIVE PROPOSED 5

NEXT STEPS

ACTION ITEMS

SELECTION

Select preferred north-south & east-west connections. To create project networks.



IDENTIFY

Within selected network identity refinements and priorities.



FEEDBACK

Provide feedback.

Q&A