

Location: Chico

Issue: Chico's Development of Downtown Access Plan

Methodology: Public Charrette involvement and planning

Link to more: <http://www.town-green.com/projects.php>

In 2006, the City of Chico needed to re-design their 230-acre downtown area in order to accommodate heavier traffic patterns, parking, and development. Using the Charrettes engagement model - a four to seven-day process involving both citizens and stakeholders from the design, business, and planning fields - the City used public input to customize their plan for the people of Chico.

Elements such as improved "circulation" routing for bicyclists, pedestrians, and emergency vehicles were developed through the process. Chico is also a college town, so parking considerations for students and greater bike accessibility to the Downtown area were also elicited through the engagement project. Aside from the design elements, policy ideas were also discussed, as a new parking permit policy was developed by citizens working with government representatives.

This participation project also invited citizens to participate in constructing – literally and figuratively – a future vision for Chico, looking ahead to future growth in the Downtown area.