

PBID 2026 Initiatives

The PBID 2026 Initiative Package organizes our work into a clear three-tier strategy as a coordinated framework designed to:

1. Stabilize the district
2. Improve day-to-day conditions
3. Restore business confidence
4. Position downtown for long-term reinvestment



PBID cannot solve every downtown challenge. But we can lead with deliberate, visible, and sustained actions built on our foundation of Clean & Safe.



PBID 2026 Initiative

PBID Tier: Activation
PBID Initiative: Block by Block
PBID Lead: Director Anika Rodriguez

Purpose

Maintain a consistently clean, safe, and welcoming downtown by proactively identifying and addressing small issues before they become larger problems.

Goal

Eyes on every block. No small issue goes unnoticed. Consistent attention to reinforce standards. Visible care to build public confidence.

Structure

Downtown footprint will be segmented into defined zones (4–6 total, Zone A-Core, Zone B, outer streets) and with priority attention to the Plaza and what is occurring.

Board Member Anika Rodriguez, leads this initiative and additional Directors or business owners would be invited to adopt remaining blocks to ensure full district coverage (sort of a neighborhood watch). Work would be in collaboration with the Ambassador team and city.

Approach

This is not a formal inspection program, but a consistent “eyes on the street” presence. Through routine daily activity and regular weekly coverage in block areas, purposefully:

- Identify litter and cleaning gaps
- Flag minor repairs and maintenance issues
- Note lighting concerns
- Document aesthetic improvement opportunities
- Observe recurring trouble spots
- Highlight small projects that could enhance appeal

Reporting & Action

Findings would be documented on a map of those blocks with back-up photos:

- Location reference (address or landmark)
- Description of issue
- Photo (when appropriate)
- Recommended action
- Responsible party (PBID, City, property owner, other)

A simple tracking log will allow PBID to:

- Coordinate directly with Ambassadors
- Communicate with the City
- Notify property owners when needed
- Integrate improvements into Fresh Coat or other programs
- Monitor recurring patterns

Caring for Downtown Every Day





PBID 2026 Initiative

PBID Tier: Activation
PBID Initiative: Safe Streets
Board Lead: Greg Scott, Vice President

Purpose:

To increase visible law enforcement presence downtown and create a coordinated enforcement and prevention strategy addressing:

- Indecent exposure / flashing
- Aggressive or threatening behavior
- Chronic camping in core commercial areas
- Repeat disorder in identified “hot zones”
- Student safety perception
- Nighttime presence around bars, restaurants, and Laxson events

Strategic Objectives

1. Increase visible patrol presence (day and night).
2. Improve response to quality-of-life violations.
3. Strengthen coordination between:
 - Chico Police Department
 - CSU Chico Campus Police
 - PBID Ambassadors (Block by Block)
4. Support policy tools that improve downtown safety.
5. Improve perception of safety for property owners, businesses, students, and visitors.

Proposed Action Steps

Step 1 – Executive Meeting

Participants:

- Police Chief (and others)
- CSU Chico Police Chief or representative
- PBID Vice President, PBID City Liaison, PBID CSU Liaison
- Ambassador
- City Manager, Asst. City Manager
- PBID Attorney (if policy discussion expected)

Agenda Topics:

- Downtown “hot areas” assessment
- Illegal feeding unsheltered in the Plaza
- Data: calls for service vs patrol deployment
- Night presence strategy
- Coordination with Ambassadors
- Enforcement approach for flashing / lewd conduct
- Camping enforcement strategy in commercial core
- Post-warning enforcement



- Event coordination (Laxson, weekends)
- Communication channels between PBID and PD

Step 2 – Policy Discussion Track

Explore feasibility of:

- Re-establishing Sit & Lie ordinance
- Targeted no-camping enforcement in commercial core
- Time, place, and manner restrictions
- Phased enforcement model
- Environmental design (such as, removal of benches conducive to camping)

This may require:

- Legal review
- Council engagement
- Data documentation

Step 3 – Property Owner Engagement

- Educate owners and provide reporting cheat sheet on:
 - Not allowing sleeping in doorways
 - Reporting incidents
 - Lighting improvements

Measurable Outcomes for Reporting

- Increased visible patrols (if achievable)
- Reduction in documented indecent exposure incidents
- Reduction in daytime camping in core
- Improved student/business perception
- Established coordination structure with PD & Campus Police

Visible Presence. Clear Enforcement. Safer Downtown



PBID 2026 Initiative

PBID Tier: Activation

PBID Initiative: Park & Go

PBID Lead: David Halimi & Anika Rodriguez

The Park & Go Initiative is a PBID effort to support Downtown Chico businesses by making the parking experience simpler and more **customer focused**. Downtown Chico is navigating an important period of transition. Local businesses are facing increased competition, changing customer patterns, and growing public perceptions that can discourage visits to the downtown district. While parking is not the only factor affecting downtown activity, it is one of the most frequently mentioned barriers from customers and businesses.

Chico has substantial parking capacity, but the experience of payment kiosks, parking rules, and uncertainty about how the system works can create friction for customers, particularly those making short visits to shop, dine, or run errands.

The Park & Go Initiative is intended to help reduce that friction and support downtown economic vitality through two connected efforts:

1. A temporary parking pilot program designed to remove common barriers and make it easier for residents and visitors to park and enjoy Downtown Chico as a “shot in the arm” and test.
2. A broader conversation about what customer-focused parking in Downtown Chico could look like in the future, including potential improvements to parking management, signage, technology, and infrastructure.

Together, these efforts are intended to help ensure that downtown parking supports the success of local businesses and continues to serve Downtown Chico as the heart of our community.

1. Park & Go – Downtown Parking Pilot

Working with the City of Chico, the PBID Parking Committee has proposed a **short-term downtown parking pilot program** that removes common barriers to parking while maintaining responsible management of parking spaces. The goal is simple: **make it easy to park and enjoy Downtown Chico**.

Proposed Pilot Program

The PBID Parking Committee has recommended a **three-month parking pilot program** designed to improve customer access to downtown businesses.

Key Elements

- First two hours of parking free
- No kiosk interaction required
- No registration or mobile app required
- Time limits enforced to maintain turnover
- The pilot would focus on the **core downtown commercial district (Zone A)** including:

- 1st Street – 5th Street
- Salem Street – Wall Street
- First floor of the Downtown Parking Structure

If approved by the City Council, PBID will support the pilot through a “Be Our Guest” media campaign inviting residents, students, and visitors to rediscover Downtown Chico. The campaign highlights the beauty, character, and businesses of the district and encourages the community to “Park and Walk” downtown to explore shops, restaurants, and gathering places.

Through partnerships with local media, the campaign is expected to generate significant public awareness and encourage new visitation valued at over \$50,000.

Expected Outcomes

The Park & Go initiative is designed to:

- 1) Remove friction from the parking experience
- 2) Encourage short visits to downtown businesses
- 3) Protect retail turnover in core parking areas
- 4) Reinforce positive perceptions of downtown
- 5) Support business retention and economic vitality

2. Long-Term Conversations: A Customer-Focused Parking Strategy

The Park & Go pilot program is intended to be more than a short-term parking adjustment. It provides an opportunity for the City, PBID, and downtown stakeholders to begin a deeper conversation about how parking can better support downtown economic vitality.

The goal is to move from “pay-to-park” to “managed access” focused on the customer, removing friction and perception for many of the customers parking downtown. There will be concern about “student” parking in places intended for customers however with possibly a revised management model with the customer in mind and testing in the summer this could minimize that concern. Parking needs to become an economic vitality tool. Other cities such as Redwood City, Pasadena, Ventura, Napa, Boise, Fayetteville (University Town) have remodeled their downtown parking to focus on customers most using a Ripple Model, such as the Case Study in Fort Collins, Co.

CASE STUDY: Fort Collins, CO - Layered Time Strategy

Why: University-adjacent downtown with student parking pressure.

What They Did:

- Core = short-term limits, stop and go-30 min, and first 2 hours no cost
- Outer zones = longer time
- Strict enforcement
- Garage incentives
- “Easy to Park. Easy to Explore.” campaign

Result:

- Reduced student “space storage”
- Increased retail turnover



Evaluating the pilot program will allow the City and community partners to evaluate parking usage, customer behavior, and operational impacts while considering longer-term improvements.

Potential areas for future discussion may include:

1. Customer-focused parking management that prioritizes short visits and retail access
2. Improved signage and wayfinding to better guide visitors to available parking
3. Technology upgrades that simplify parking and reduce confusion
4. Modernization of parking infrastructure, including evaluating upgrades to electric vehicle charging from Level 2 to faster Level 3 charging where appropriate
5. Better utilization of existing parking supply, including underused locations
6. Aligning parking policies with downtown economic vitality goals

Communities across the country are increasingly viewing parking not just as a regulatory system, but as an economic development tool that supports business activity and visitor experience.

The Park & Go pilot provides an opportunity to begin evaluating how downtown parking can evolve to better serve businesses, residents, and visitors in the years ahead and when managed with that thought in mind can positively generate the revenue to support operations and maintenance.

A Customer-Focused Approach to Downtown Parking



PBID 2026 Initiative

PBID Teir: Activation

PBID Initiative: Open Doors

PBID Lead: Carrie Welch, Jason Colabove

Purpose

The Downtown Economic Vitality & Business Recruitment Program is designed to reduce commercial vacancy, strengthen downtown's business mix, and build on downtown restaurants as economic anchors by actively recruiting, matching, and supporting businesses that are a strong fit for Downtown Chico.

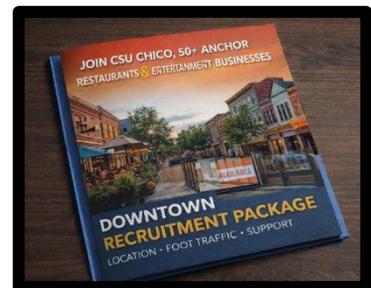
Why This Program

vacant storefronts weaken downtown's image and limit its economic potential. This program connects demand, space, and support to convert foot traffic into new business activity.

Program Approach

PBID will lead a coordinated recruitment effort focused on fit, readiness, and ease:

- 1) **Downtown Space Inventory**
Maintain an active inventory of vacant downtown spaces using the Downtown Story Map, including size, location, visibility, and likely use types.
- 2) **Target Business Recruitment**
Identify and recruit retail, service, experience-based, and creative businesses that complement downtown restaurants and activate daytime, evening, and weekend activity.
- 3) **Student & Community Input**
Engage Chico State students and the community to identify desired business types and regional brands that would strengthen downtown.
- 4) **Business-Space Matchmaking**
Actively match recruited businesses with appropriate spaces and facilitate introductions with property owners.
- 5) **Startup & Permitting Navigation**
Help recruited businesses understand tenant improvement needs, permitting steps, and timelines, reducing uncertainty and startup friction.
- 6) **Active Outreach & Marketing**
Package priority spaces and conduct direct outreach to local and regional businesses, promoting downtown as a ready-made ecosystem anchored by food, events, and activity.



City Partnership

We will ask the City of Chico to partner with PBID by coordinating early guidance on use and permitting, supporting clarity and efficiency for recruited businesses, and aligning the program with broader economic vitality goals. If possible, create a “per-approved path” for certain type of businesses? Or a unique program that facilitates fast tracking and positive experience.

Program Outcomes

- Reduced downtown vacancy
- Stronger, more intentional business mix
- Increased utilization of downtown foot traffic
- Improved perception of downtown activity and momentum

Reduce Commercial Vacancy . Strengthen Business Mix





PBID 2026 Initiative

PBID Tier: Activation

PBID Initiative: Fresh Coat

PBID Lead: Building Enhancement Committee

1. Program Purpose

The Downtown Chico Building Enhancement Initiative is designed to:

- Rapidly improve the appearance of key downtown buildings
- Easy to participate for property owners – blanket permitting, color selection, pre-screened vendors, no cost allows *small but high-impact improvements*
- Change public perception from decline → care → reinvestment
- Leverage limited funds to unlock private investment and future grants

This is not a cash grant. It is a PBID-led/City-approved improvement partnership that delivers visible results. The initial funding is intended as a **demonstration phase** to:

- Create visible improvements in key downtown locations
- Test streamlined permitting and delivery
- Position the program for future City, grant, and private funding

2. Target Area & Strategy

Geography	Building Focus	Strategy
<ul style="list-style-type: none"> • Downtown Chico only • Block by Block – starting with most visible block Broadway between 1st & 2nd. 	Highly visible buildings that: <ul style="list-style-type: none"> • Anchor key corridors • Frame gateways or intersections • Currently project has <i>disinvestment, neglect, or visual fatigue</i> • Both occupied and vacant buildings eligible 	<ol style="list-style-type: none"> 1. Start with Block by Block, 3–5 highly visible buildings, selection process 2. Create a before/after visual impact 3. Use those projects to: <ul style="list-style-type: none"> ▪ Build owner trust ▪ Attract new funding ▪ Expand the program citywide downtown

3. Eligible Improvements (high-impact, fast, visible)

Focus on **what people see from the sidewalk.**

Core Improvements	Optional / Phase 2	Not Eligible
<ul style="list-style-type: none"> ▪ Power washing (brick, stucco, concrete) ▪ Exterior painting (storefronts, trim, upper façade) ▪ Historic cornice enhancement (paint, minor repair) ▪ Removal of visual clutter (old signage remnants, peeling paint) ▪ Exterior lighting upgrades (simple, warm, code-compliant) ▪ Signage 	<ul style="list-style-type: none"> ▪ Planters or landscaping at storefront edge ▪ Window film or temporary activation graphics ▪ Awnings (if cost allows) 	<ul style="list-style-type: none"> ▪ Interior work ▪ Structural repair ▪ Code upgrades unrelated to appearance ▪ New signage programs (unless tied to façade refresh)

4. City Program Agreement & Approvals

Minimize administrative burden for both staff and property owners request the City to participate to create an easy to implement program:

- Confirm eligible improvements consistent with adopted design standards
- Create a streamlined or blanket permit approach for initiative projects
- Identify any constraints that might be faced for any of the projects-type in the program.
- Allow PBID to be applicant for work with property owner approval.
- Consider discount or waiver of permit fees (if required)

5. How Property Owners Participate (the “yes” framework)

Selection

- A PBID Committee team will identify 3-5 building on a block that need refresh, those will be documented why a Fresh Coat is needed.¹
- Committee will outreach to property owners to engage them in 1) building enhancement on their own to freshen the block or 2) participate in the program.
- Sign agreements and approvals for work to be done.

Design Control - all work must follow:

- City of Chico Downtown Design Guidelines
- Provide a color palette selection - *PBID working to partner with a paint manufacturer to donate paint*
- Simple storefront standards (trim, cornice emphasis, base colors)

How this works in practice:

- City Planning review to ensure any of the color options being offered fit all design guidelines
- Owners can simply choose from selection
- Any custom colors/design may require review and cost sharing

Making It Easy: Pre-Approved Contractors

- PBID will maintain a small bench of pre-approved vendors, such as:
 - 1–2 power washing companies
 - 2 painting contractors
 - 1 lighting contractor (if used)
- PBID issues work orders
- PBID proposes to partner with 3CORE as fiscal administrator to pay vendors directly

Owners must agree to:

- Sign agreement for work with Hold Harmless clauses.
- Have no outstanding code or enforcement citations.
- Maintenance commitment: Maintain improvements for 3–5 years
- Access & approvals: Allow PBID/City/contractors access for agreed scope
- Visibility: Allow temporary project signage and before/after photos
- No cash goes to the owner. PBID pays vendors directly.



6. Budget Reality

- \$25,000 PBID funds-Initial Pilot Phase
- PBID will be working to identify partners to sponsor or in-kind donations of supplies.
 - Paint Manufacturers
 - Revitalization Grants
 - Private sponsors (banks, utilities, foundations)

¹ Note: PBID Board Members are not eligible for program.

- Corporate or institutional partners
- Foundations

7. Program Administration

PBID Role

PBID will administer/coordinate the program and 3CORE is fiscal agent for funding and payments:

- Property owner outreach and agreements
- Contractor coordination
- Permit coordination with City staff
- Payment of contractors' documentation

PBID will utilize pre-approved contractors familiar with downtown standards to ensure quality, consistency, and efficient delivery.

City Role

- Formal City acknowledgement:
 - Program aligns with City design standards
 - Staff liaison for initiative
 - No zoning or entitlement changes required

8. 3CORE Program Enhancement

3CORE, the regional economic development district, is offering to building owners an additional program for improving their spaces in Downtown. Building owners are eligible to apply for low interest loans, up to \$100,000 at rates lower than prime (as much 2% lower than prime) with a low process fee for building improvements.



3CORE loan proceeds may be used for any of the following:

- Purchasing land, buildings or existing businesses
- Purchasing furniture, fixtures, machinery and equipment
- Business expansions or start-ups
- Leasehold improvements

Terms - Loan terms are generally between three and seven years. Loan terms for purchasing land, buildings or businesses may be up to 15 years.

Refreshing Downtown, One Building at a Time



PBID 2026 Initiative

PBID Tier: Positioning
PBID Initiative: Investment Ready
PBID Lead: Eric Hart, President

Purpose:

Downtown Chico's long-term vitality depends on private reinvestment — in buildings, housing, office space, gathering places, and catalytic mixed-use projects.

To compete for capital in today's economic climate, downtown must be more than available — it must be prepared.

The Investment Ready initiative focuses on positioning downtown as a predictable, streamlined, and strategically aligned environment for responsible private investment.

Goal

To ensure Downtown Chico is not waiting for investment — but actively prepared for it. Investment Ready means:

- Clear standards
- Predictable processes
- Documented opportunity
- Incentives and capital opportunities
- Coordinated leadership

1. Opportunity Zone 2.0 Designation

PBID will request the City of Chico to submit an application to the Governor for Census Tract 06007001000 which includes downtown to be one of 600 Census Tracts submitted by the Governor to the Federal for final designation as an Opportunity Zone 2.0 effective January 1, 2027.

Why? Downtown Chico cannot rely on organic reinvestment alone in today's economic climate. An Opportunity Zone 2.0 designation would allow the community to leverage federal tax incentives to attract new equity capital into strategic downtown projects. This tool can help bridge financing gaps, stimulate redevelopment, and encourage investment in housing, commercial spaces, and catalytic mixed-use developments. OZ 2.0 is not a guarantee of capital — it is a competitive advantage. Securing designation would position downtown to compete nationally for investment dollars that are already seeking qualified locations.

How? PBID would collaborate with the City (and others) in preparing the application which requires:

- Demonstrating economic need and eligibility
- Identifying a credible 7–10 year investment pipeline
- Documenting potential capital investment and job creation
- Confirming infrastructure capacity
- Preparing a structured “deal shelf” of real projects
- Securing local and regional support

2. Streamlined & Predictable Development Pathways

Investment follows clarity and predictability. PBID would initiate discussions with the City to explore obstacles and barriers that caused delays in permitting and perceptions of difficulty in the



permitting process. Items could include clear permitting timelines, pre-application coordination pathways, development scenario checklists, early identification of design and zoning expectations. The focus is not deregulation, but predictability and preparedness.

3. Strategic Investment Focus Areas

Investment Ready participants will also examine how downtown can better support:

- Upper-story housing and mixed-use redevelopment
- Office and flexible workspace conversions
- Hospitality and gathering spaces
- Catalytic projects that increase foot traffic and daytime activity
- Adaptive reuse of underutilized buildings

This includes identifying infrastructure capacity, zoning alignment, and potential incentive layering where appropriate.

Positioning Downtown Chico for Its Next Wave of Private Investment



PBID 2026 Initiative

PBID Tier: Positioning
PBID Initiative: Downtown Living
PBID Lead: Eric Hart, President

Activate Upper-Story Housing in Alignment with the City's Adopted Vision

The City of Chico's adopted Downtown Element envisions a **multi-story, mixed-use hub with residential units above active ground-floor uses**. Policy DT-2.1 prioritizes residential projects that create activity throughout the day and evening. Action DT-2.4.1 specifically calls for the reuse of existing upper-floor suites ("Reuse Upstairs")¹. The Downtown Opportunity Sites inventory, included in city documents, further identifies underutilized parcels and redevelopment potential suitable for urban multi-family housing.

The vision is clear. Implementation has been limited. While there is demand for downtown living, activating second stories has historically been difficult. Rehabilitation costs, life-safety upgrades, egress requirements, building code compliance, parking considerations, and financing constraints often prevent projects from financially penciling — even when property owners are willing.

PBID would like to request that together City-PBID and others focus on moving from adopted vision to practical activation to reposition downtown as the vibrant district we all once new and cherished.

Purpose

Work in partnership with the City to identify and reduce barriers to upper-story residential and mixed-use activation downtown — in alignment with existing adopted policy. The goal is not to create new policy — but to activate the policy already adopted by the City.

Why This Matters

Downtown vitality depends not only on storefront activation, but also on the floors above them. Increasing downtown living supports:

- 24-hour activity and "eyes on the street"
- Greater demand for local businesses
- Improved perception of safety
- Stronger long-term economic stability

Working on this as an initiative ensures the City's adopted vision for downtown living becomes actionable, measurable, and implementable.

¹ Chapter 6, Downtown Element, General Plan; Appendix B Opportunity Sites

Request for City Partnership

PBID would like to propose a focused working session 3rd or 4th quarter 2026 with City staff and Council representatives to:

- 1) Identify the primary regulatory, financial, and structural barriers to upper-story residential activation.
- 2) Review existing code flexibility under adaptive reuse provisions.
- 3) Explore potential permitting streamlining or clarity tools.
- 4) Assess parking, egress, and life-safety constraints specific to older downtown buildings.
- 5) Discuss possible financing, incentives, fee adjustments, or pilot tools that could support projects.
- 6) Determine whether a targeted “Downtown Adaptive Reuse Guide” would be helpful for property owners.

More Neighbors. More Energy