



South Campus Neighborhood Project

Right-of-Way Improvement

CONCEPTS

Prepared By

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Anthropology 495: Proseminar in

Applied Anthropology

Department of Anthropology

College of Behavioral & Social Sciences

California State University, Chico

Fall 2018

Anthropology 483: Field Methods

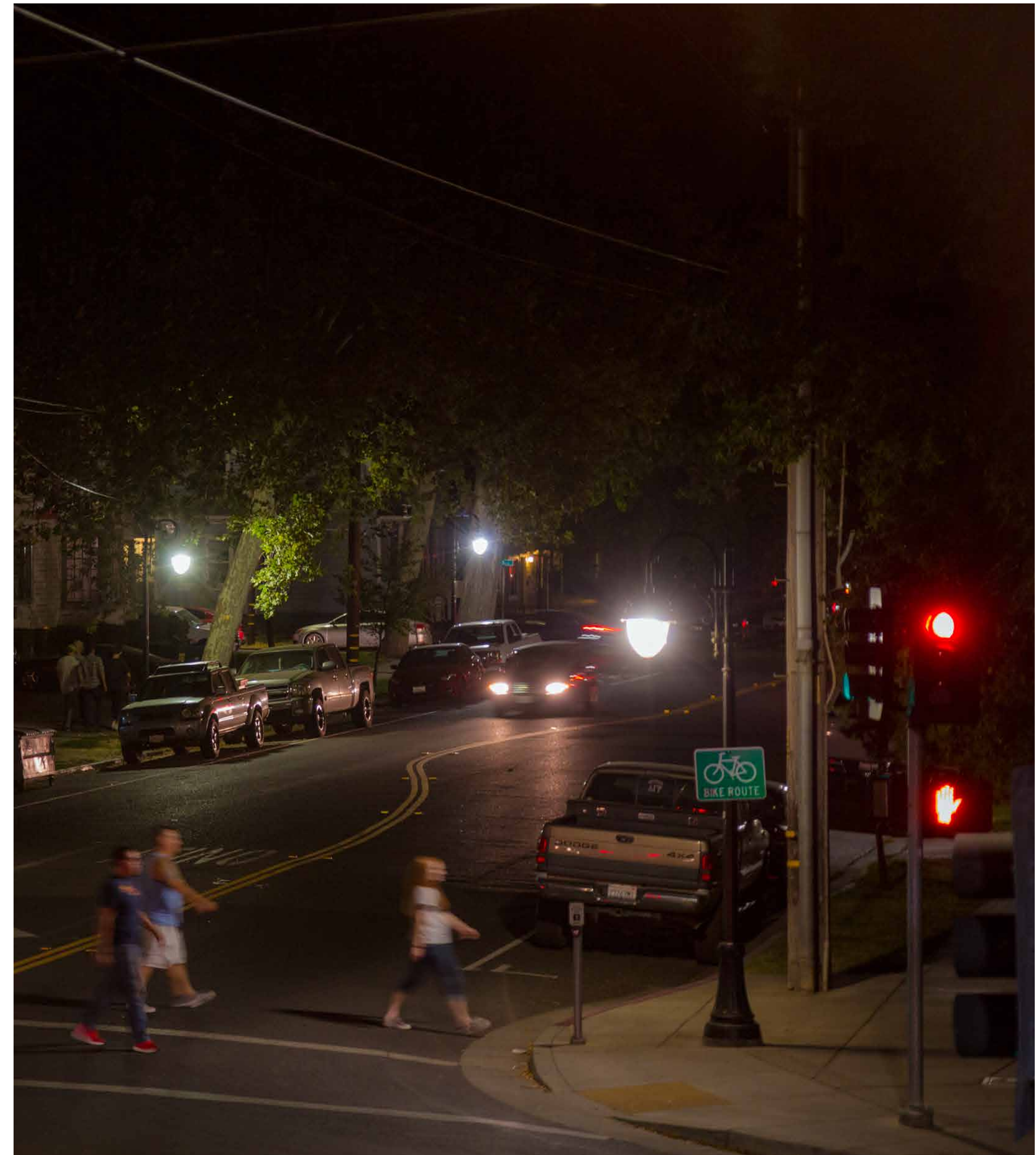
in Ethnography

Department of Anthropology

College of Humanities & Fine Arts

California State University, Chico

Fall 2018



Resilient Cities Initiative

Institute for Sustainable Development
California State University, Chico

The South Campus Neighborhood Project

The South Campus Neighborhood Project is an award-winning neighborhood improvement planning effort coordinated by the Resilient Cities Initiative at California State University, Chico and the Public Works-Engineering Division at the City of Chico, CA. The project is focused on the public rights-of-way in Chico, California's South Campus Neighborhood, a six by seven square-block area bound by 2nd Street to the North, 9th Street to the South, Orange Street to the West and Salem Street to the East. Immediately adjacent to both downtown Chico and the University, it is Chico's oldest residential neighborhood and was laid out by the town's founder, John Bidwell, in the 1860's.

The neighborhood today is densely populated with university students and is also home to a number of small businesses, restaurants, bars, churches, community organizations, a school, a fire station, a police station, a railway station and transit center. Given its location, population and mixed uses, the neighborhood faces a unique set of circumstances and challenges. This three-year project aims to assess existing conditions and to develop and refine neighborhood improvement concepts to address a range of identified issues. The neighborhood improvement planning process is focused on concepts for complete streets and public works that will enhance public health and safety, quality of life, sense of place and environmental sustainability.

➤ *More information can be found online at <http://scnpchico.com/>*



City of Chico Public Works-Engineering

The overall Mission, Vision and Goal of the City of Chico Public Works Department is to provide the best possible Quality of Life through our abilities to protect, plan, construct and maintain the physical assets of the City. This is achieved through teamwork, integrity, professionalism, innovation, respectful customer service, value to the citizens of Chico, accountability and stewardship of the City's infrastructure and public resources. We serve the public in a manner that supports the rich heritage of Chico, as well as progressing into future improvements desired by the community in a sustainable manner. We continue to look for new technology that assists in meeting these goals so that we can operate at the most efficient level and continue to be at the leading edge of modern standards.

Our Mission, Vision and Goals include ensuring public safety through detail oriented and strategic improvements to mitigate unsafe operation and use of our Public property; Providing safe, sustainable, integrated and efficient transportation systems to enhance the City of Chico's economy and livability for all modes of transportation; Efficiently and effectively providing a reliable, sustainable and cost effective sanitary sewer and storm water collection system for our residents and businesses in-line with our overall Mission and Vision. We are stewards of the natural environment and through responsible practices, we construct and maintain our natural environment to the highest of standards. We will continue to make the City of Chico a leader in sustainable and clean practices so that our residents can experience the quality of life that is desired for an infinite length of time.



Public Works-Engineering

City of Chico, California

The Resilient Cities Initiative

The Resilient Cities Initiative (RCI) is an interdisciplinary university-community partnership program established by the Institute for Sustainable Development at California State University, Chico in 2016. The RCI connects real-world community sustainability projects— identified and funded by partner agencies— with faculty expertise and student innovation from departments and disciplines across the University’s academic colleges. The RCI recruits partner agencies through a competitive selection process and matches projects with existing courses across the university’s curricula. Partner agencies are able to harness incredible momentum for their projects in large part because the partnership is realized on a bigger scale than more typical one-off university-community projects. Faculty are able to opt-in and augment their existing curriculum with real-world projects that have been identified, funded and supported by the leadership

and staff of the partner agency— ultimately delivering their students’ work for consideration and implementation. The RCI is a member of the Educational Partnerships for Innovation in Communities (EPIC) Network, a nationwide network of over 25 universities that have replicated the highly successful Sustainable City Year Model that was established at the University of Oregon in 2009. The model is based on university-community partnerships with a defined geographic and temporal scope, focused on advancing sustainability and the social good, leveraging the multidisciplinary knowledge and capacity of the university to ‘move the needle’ on pressing community issues. The RCI directly engages hundreds of CSU, Chico students each academic year, providing impactful opportunities for them to put theory to practice in their own community and region, connecting them with decision-makers in practitioners in their fields of study, and helping develop the next generation of workforce professionals and leaders.



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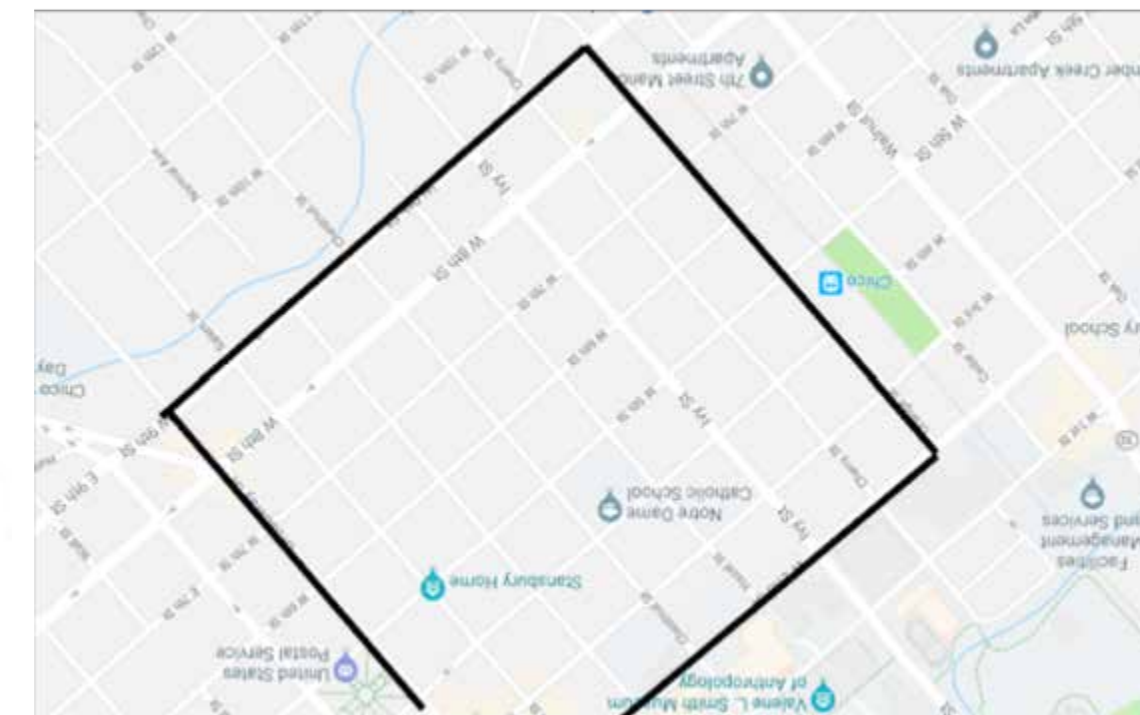
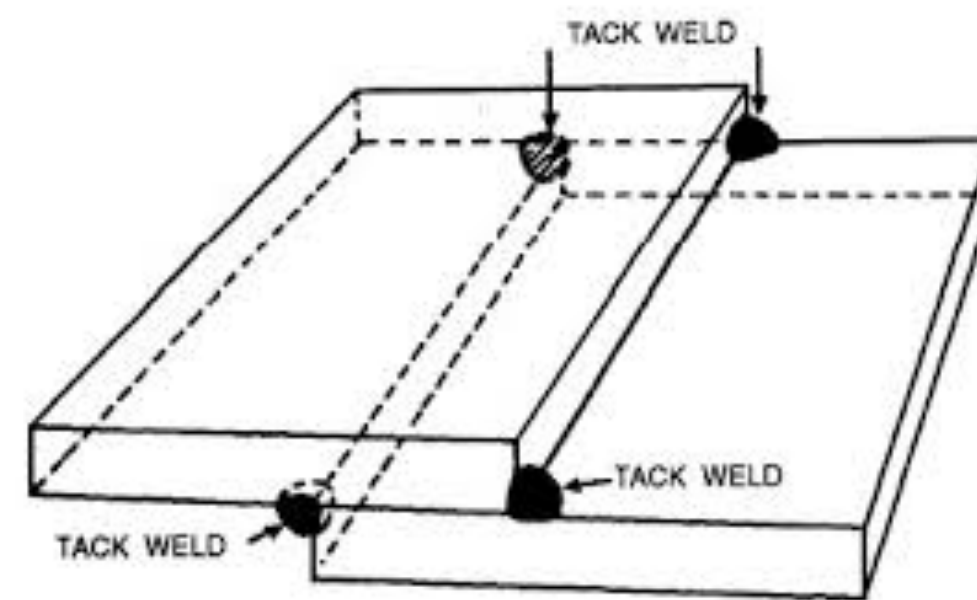
Yield Signs on 4th and Hazel

1. These signs are easily misconstrued as a four-way stop, and this causes potential for car accidents.
2. They could be replaced with stop signs to increase safety.



Improving Existing Signage in the South Campus Neighborhood

1. Many street signs are missing, ineffectual, or vandalized.
2. Creates feelings of danger, safety concerns for vehicles and pedestrians, and concerns over property depreciation for property and business owners.
3. Tamper-proof designs such as tack-welding could prevent thievery, and increased fines for sign stealing and increased rewards for finding stolen signage could further discourage it.
4. It would be important to consider creating sustainable signage out of recycled materials to reduce carbon footprint and acknowledge the neighborhood's role in creating waste. Materials such as aluminum or steel are perfect for this.



Other Areas of Concern for Signage

1. Signs mentioned as being too small and ineffectual on Ivy, Ivy and 5th, Ivy and 6th.
2. Missing signs on streets that spell out CHICO, as well as Chestnut and 5th, Chestnut and 6th, Normal and 4th, Chery and 6th, Cherry and 7th, and Hazel and 7th.



Using Signage as a way to Improve Public Safety and Health

1. Signage could be used to provide resources to those who suffered sexual assault or violence.
2. Signage could direct the transient population to housing resources, drug rehabilitation centers, and mental health services.

National Sexual Assault Hotline
800.656.HOPE
rainn.org



Rental Proliferation

1. "For Rent" signs detract from the atmosphere and sense of shared community in the neighborhood.
2. Students could be encouraged through an incentivization system by property owner to maintain the spaces they live in, especially in regard to excess trash and litter.



Signage as a Vehicle for Lighting

1. Signage could be used to create supplemental street lighting and act as a spot for solar powered light.



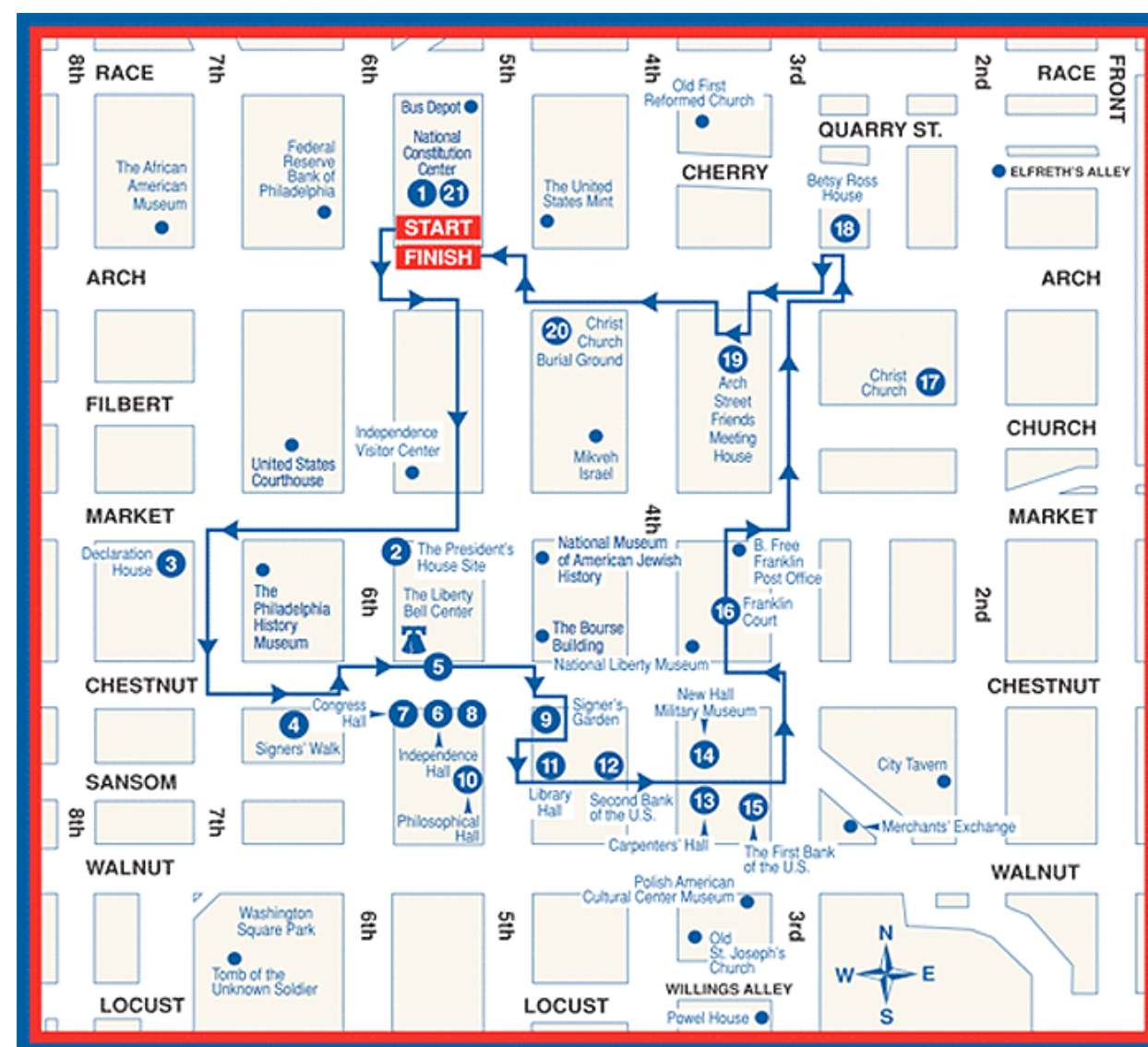
Forms Historic Signage could take on:

1. Plaques made out of sustainable or recyclable materials.
2. light poles with solar powered lights that hold signs with historical trivia related to the SCN.
3. Signage could take on a common theme through design to make it immediately apparent when one has reached a historic location.
4. Murals or sculptures depicting historical events, people, or locations could be made by CSUC art students or local artists.



Enhancing History Through Signage

1. The general consensus from students and informants expressed a desire to see history represented more clearly, and in a way that allows residents and passerbys interact with it.
2. The existing Neighborhood History report acts as a resource to pinpoint areas that would benefit from signage that represents their historical significance.
3. Representing history allows another opportunity to use sustainable, tamper-proof signage.
4. There was much support for a walking tour that united historical places.



A walking tour could follow the same kind of mapping format as this constitutional walking tour in Philadelphia.

Content for Historic Signage:

1. Portraits, historic maps, pictures, primary accounts from individuals, information about social change throughout time, and origin and architectural style of certain structures.
2. Signage to create greek lettering to explain historic connection between university and fraternities/ sororities.



Walking Tour and Potential Sites it can Include:

1. Walking tour could link the themed informational plaques and start at a commonly known destination such as Ivy and West 2nd, which would also be a perfect location for a metal archway that says "South Campus Neighborhood District."
2. This area can include brochures or maps of the tour.
3. Gage House, Kendall Hall, Madison Bear Garden, Old Chinatown locations, and Train Depot are good candidates.



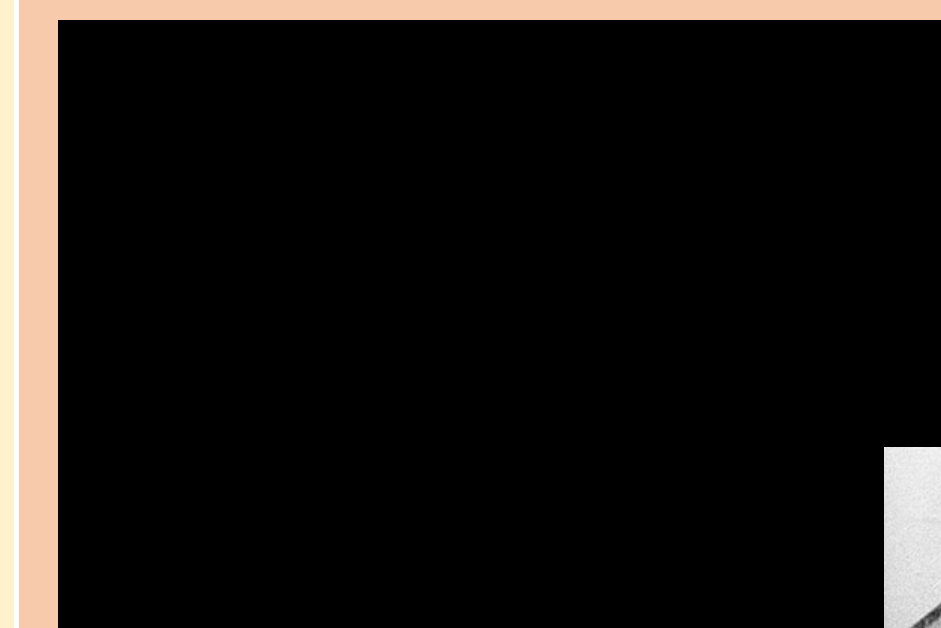
Enhancing Character

1. In addition to adding historical information, it is necessary to make the SCN a place where people feel welcomed and invited into. This includes bringing the community together through planned events and holiday celebrations, and partnerships between renters and property owners for care and maintenance of historic properties.



Signage Content cont.

1. Signage that explains the role of Chinese immigrants in early Chico economy, treatment by residents, religious customs, traditions.
2. Signage at Temple Beth Israel about first Jewish community.
3. Signage at previous site of Diamond Match Factory.
4. Information about old trees, 19th century Arbor Festival, and mature urban forest.

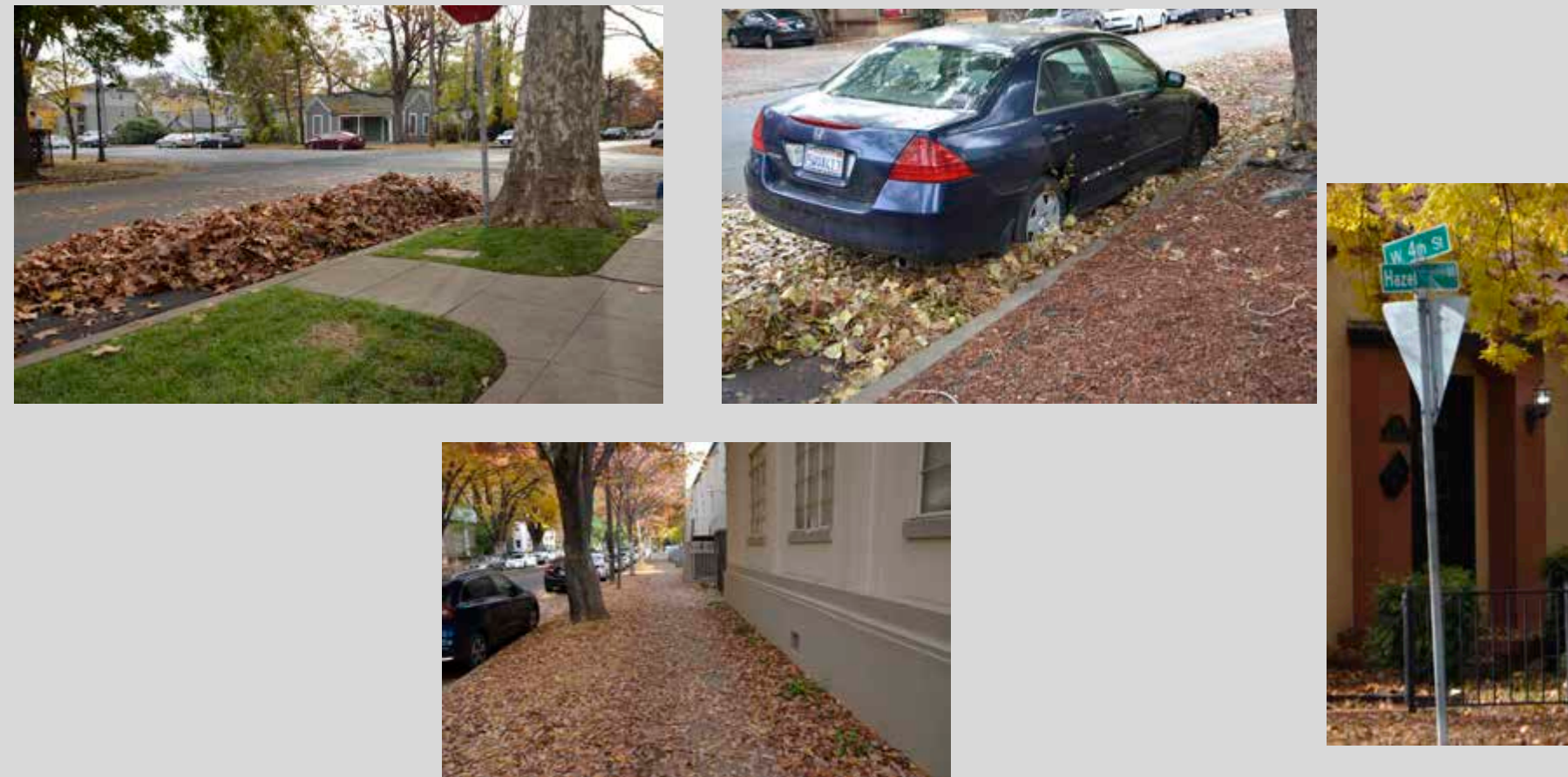


Right-of-Way Improvement Concepts

Prepared by Russell Wallace, Dr. Jesse Dizard
Anthropology 495: Proseminar in Applied Anthropology | Fall 2018

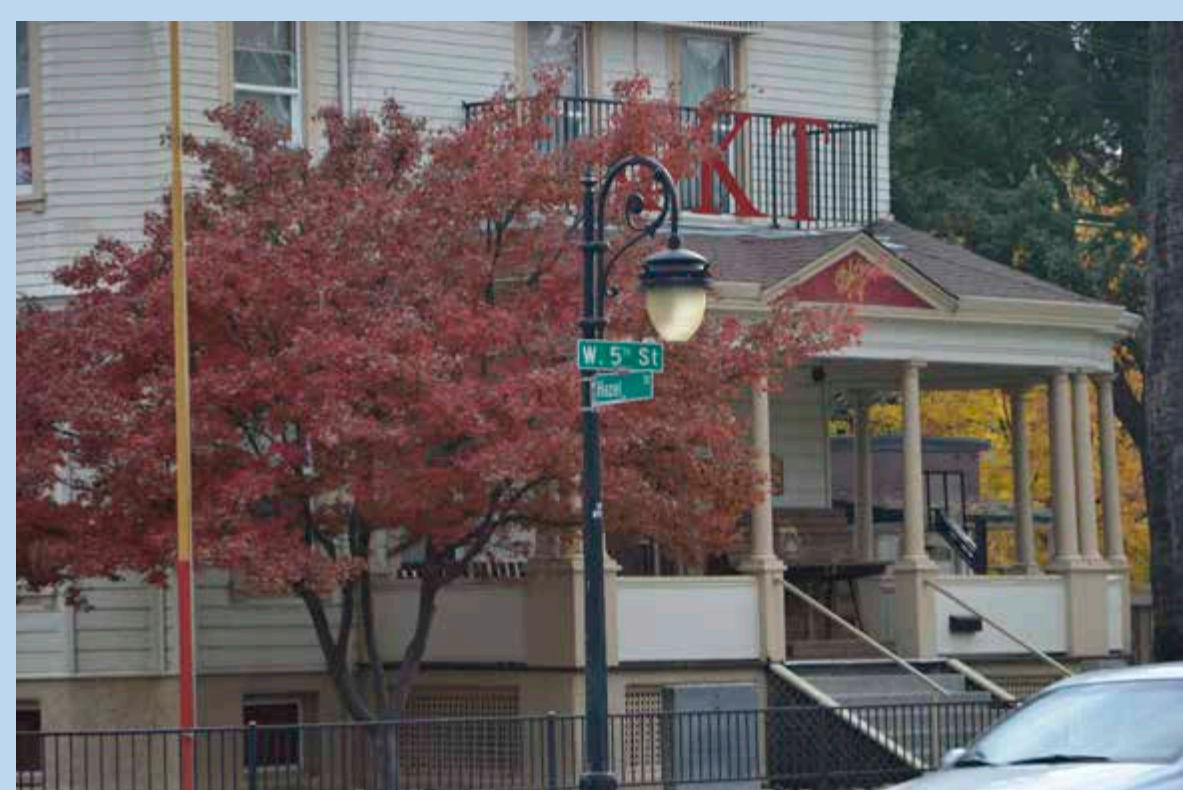
Better Upkeep of Streets

1. Cracked streets, and faded paint, and bent or broken signs causes potential confusion to drivers, bikers and pedestrians. This can lead to less safe situations for all persons involved.
2. Seasonal obstructions such as organic debris causes obstruction of potential hazards such as glass bottles or downed tree branches.



Lighting solutions

1. Properly installed and maintained street lights may some times have interference from trees or other obstructions alternative lighting solutions may be employed in these areas. Placing lights closer to the ground to prevent trees from obstructing walkway lighting and ensuring direct lighting to preserve vision during the evening and night. Alternatively be more proactive about trimming and pruning of trees to prevent obstruction of installed lights.
2. Installing reflectors on preexisting lamps and lights can direct light where it is needed without impeding the vision of pedestrians or drivers, while still illuminating the area below the light.



History for Rent

1. From property management to neglected public walkways, signs both physical and metaphorical are inescapable to the point they have become part of the landscape in the south campus neighborhood under study.
2. More lighting sources, as well as better upkeep of current lighting installations.
3. Better upkeep of public walkways and roads.
4. Take actions in public spaces that promote feelings of safety in the neighborhood.
5. Implement better street care to maintain safe access for bikers and other similarly alternative transportation methods.



Lack of Feeling of Safety

1. Poorly maintained buildings, poor lighting, causes residents to feel unsafe, which in some cases leads to installation of private security devices on houses. This public display of uncertain security may in tern may lead to unsafe feeling for visitors to the area.



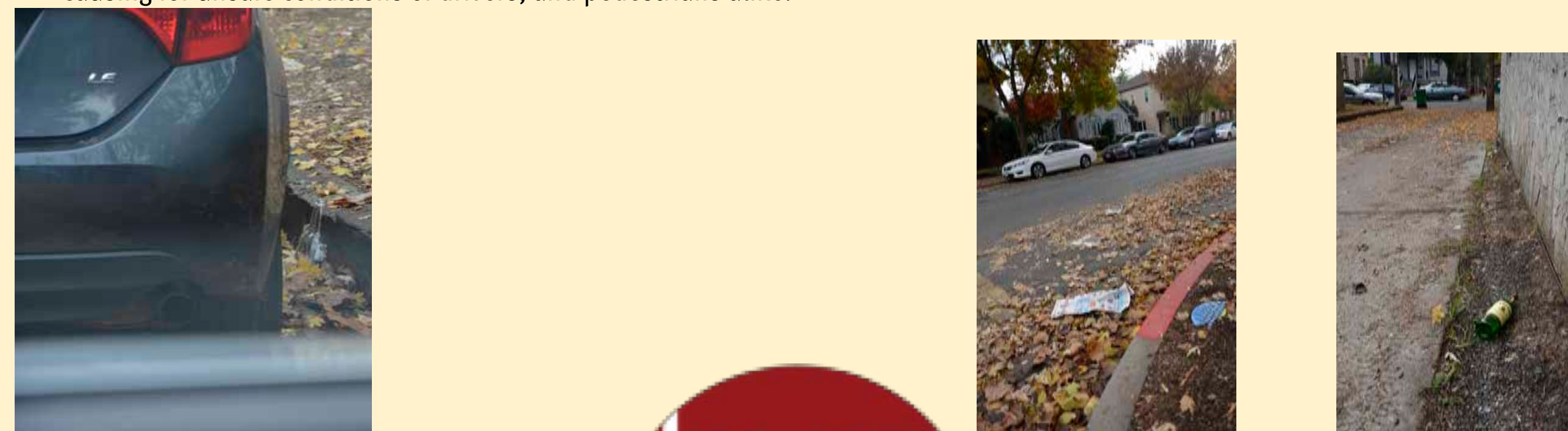
Rental Industry Proliferation

1. Display of property management, and accompanying signage on private homes prevents sense of deeper community ownership. Coupled with lack of public outdoor gathering spaces, reduces overall community involvement or interest in neighborhood enrichment.



Trash in the Streets

1. Trash and debris in the streets leads to the feelings of insecurity expressed by some. Some of the trash is fairly harmless, however unpleasant; however things like glass, bottles, branches can and are some times concealed under piles of leaves or other obstructions causing for unsafe conditions of drivers, and pedestrians alike.



Bicknell Cottages

- Pictured to the right is one of 1/3 of the Bicknell Cottages
- Built in 1901
- 530 Hazel Street
- Frequently hosts parties

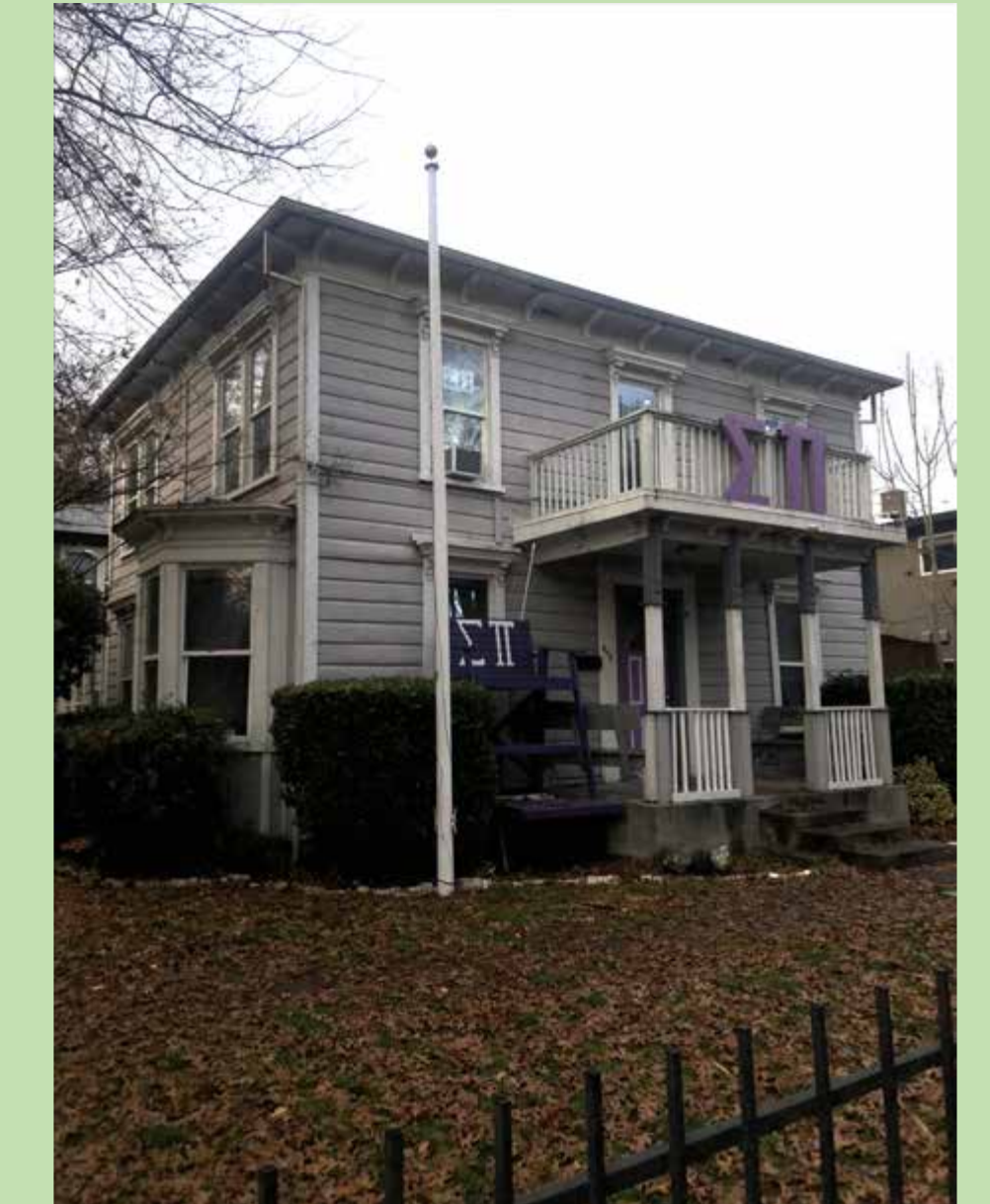


South Campus 2.0

- Based on my research, many students who live in the South Campus District are completely unaware of the rich history of this area and the value of the properties they are among. My recommendations to improve this district and add another dimension of character are the following:
 - Add Metal Archway at the intersection of 2nd street and Ivy Street
 - Have street signs also have greek letters to represent heavy greek presence in the area
 - Have historic homes be labeled with historic information
 - Have a rewards system with students who live in these homes and take care of them
 - Have "fun facts" about district on light poles
 - Have festive decorations during holiday season to maintain clean appearance

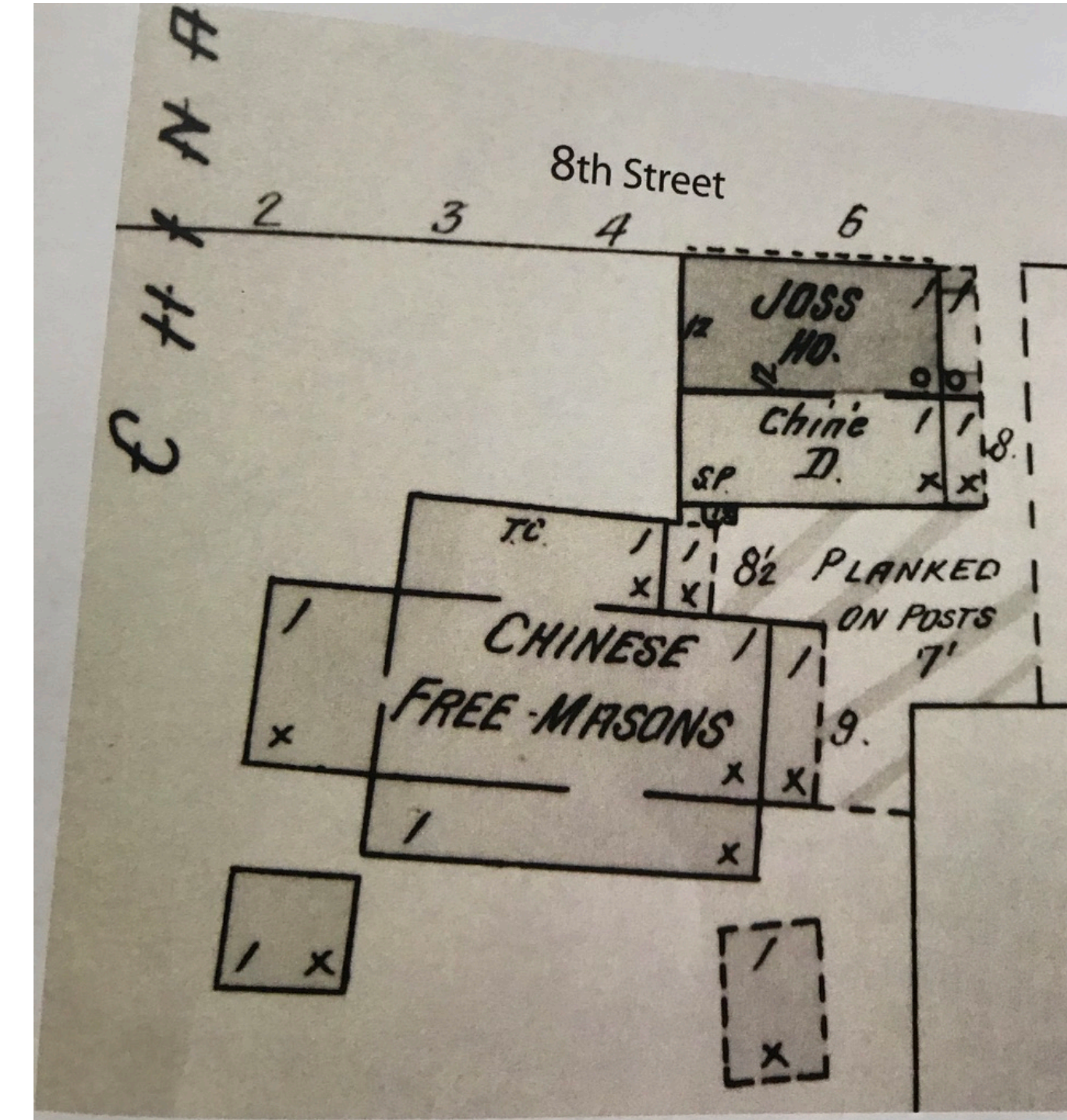
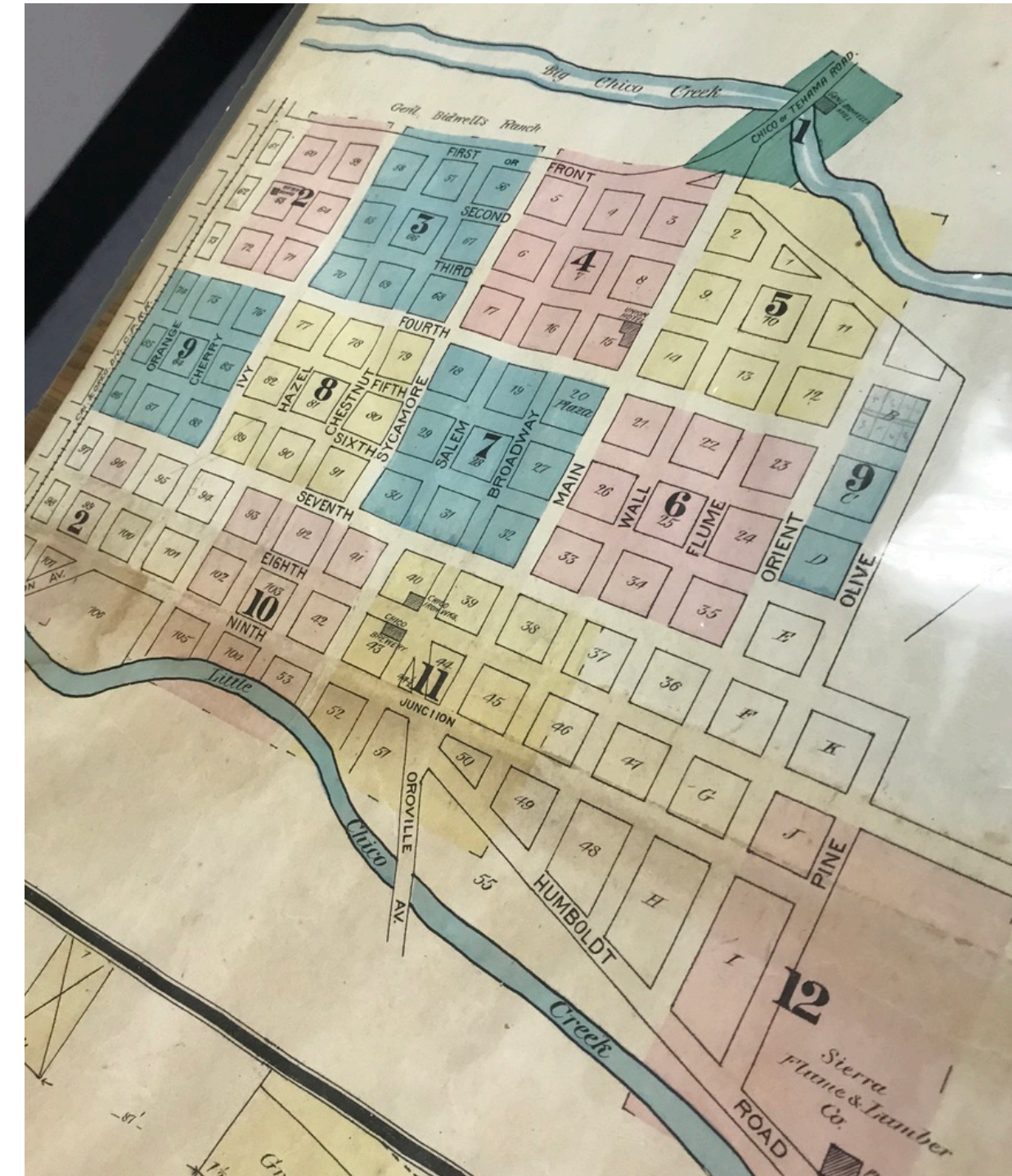
Rev. Jesse Wood House

- Built in 1873
- Currently used as a Chapter House for Sigma Pi Fraternity
- 644 W 4th Street



527 W 5th Street

- This home is now a multi-plex. One unit downstairs and one upstairs
- Built in 1903
- Has a Jack and Jill Room



F.M. Jackson House

- Built in 1881
- 30 Ivy Street
- Frequently hosts parties



Insufficient Street Lighting

- Several informants have complained of poor lighting throughout all of the south campus neighborhoods caused by lack of tree trimming from the city.
- Lack of streetlight posts on the 200th block of Normal St.
- Residents are concerned for their safety while walking, knowing dark corners are prime for illicit activities



Unmanaged Pavement

- Depreciates property value for residents and especially for businesses.
- Has caused more than one accident when an informant tripped on cracked pavement on the 500th block of 3rd St.



Residents from Chico’s south campus neighborhoods have concerns regarding the status and wellbeing of their living areas, concerns include:

1. Insufficient street lighting
2. Unmanaged pavement/concrete on streets
3. Unmanaged signage
4. Inadequate city trash services
5. Transients



South campus neighborhood

Unmanaged Signage

- Residents struggle with replacing stolen or vandalized street signs, as the city of Chico is slow to replace or fix inadequate signage.
- Business owners now feel street signs are more important than ever given the incoming people seeking refuge from the recent fires.

Inadequate Trash Services

- Several informants feel city trash services aren’t up to par. Residents living on both sides of Hazel St from 2nd St. to 4th St. have had to call the city to pick up overflowing trash.
- Depreciates property value.
- Invites transients to dig through sitting bins.
- Creates mess when overflow accumulates on the sidewalk

Transients

- While informants are aware Chico cannot control transient/homeless population, residents and business owners do not feel safe in their neighborhoods.
- Chico Transit Center located on the 300th block of W 2nd St. is looked at as potentially dangerous as night.
- Homeless/transients sleeping in doorways and alcoves of churches and businesses on the 200th block of Salem St.

Right-of-Way Improvement Concepts

Prepared by Anna Arora, Dr. Jesse Dizard
Anthropology 483: Field Methods in Ethnography | Fall 2018

Warning Signage

By adding warning signs at all we can increase public health and safety and quality of life. Yellow warning signs that allude to pedestrian crossings, bicyclists, intersection types, and speed limits could prevent accidents between pedestrians, bicyclists, and drivers.

Due to the heavy foot and automobile traffic around the bars in this neighborhood, adding signage to crosswalks with flashing lights would greatly improve public safety and quality of life in this area. A similar system can be found at the intersection of Esplanade and W. Sacramento Ave; flashing LED pedestrian signs illuminate the daytime and nighttime whenever someone pushed the crosswalk button.



Decorative Signs

So many of the signs for businesses in this area are worn/dated. There are very few signs besides the signs for businesses.

Adding signage that is not only useful but also aesthetically pleasing to the South Campus Neighborhood would give residents, business owners, students something to be proud of.

A fresh attractive look will help stoke the fires of community pride as well as raise the value of the property/surrounding properties.

South Campus Neighborhood Project

The goals listed on the South Campus Neighborhood Project website are to “enhance public health and safety, quality of life, sense of place and environmental sustainability.” There is very little signage in the area between 2nd Street, 9th Street, Orange Street, and Salem Street. There are a few stop signs, standard green street signs, some business signage, a few bike route signs, and two school zone signs. By addressing the lack of signage in the six by seven square block south campus area, we would contribute to the goals listed above. Though the focus of this project was to be about signage, there were other details that seemed noteworthy.

- By adding warning signs and solar powered LED lit crossing signs we can increase public health and safety.
- Working with companies who manufacture signage using eco-friendly methods and materials will help Chico become more sustainable.
- Larger, reflective, double sided street signs will improve wayfinding.
- Increasing aesthetic appeal by using decorative street signs has the potential to increase neighborhood pride and standards.
- Use “Tamper-proof” technology such as one-way bolts to fasten signs in a way that makes it next to impossible to steal. A bike route sign and one of the two school zone signs were badly bent as if someone tried to steal them. I wonder the rate at which street signs disappear...

A Few Notes Besides...

- The South Campus Neighborhood Project has been going on for a period of three years and has carefully looked at how to best revitalize this area. There are already reports on the link between lighting and crime, issues with transportation, as well as the history and potential of the area. Adding and developing signage is one more way to change the neighborhood in a way the community can be proud of. While all of these things are great, there are the interesting issues that come with the depot on Orange St. that seem to have gone unaddressed. The depot brings in a steady flow of people with nowhere to go, and many of them stay for long periods of time in the adjacent park. The park, while aesthetically pleasing, is rarely used/enjoyed by anyone in the neighborhood because of the homeless population posted up in the park and the rampant drug use of the population posted up in the depot park. The revitalization of this neighborhood will not be what it could be if Chico does not address social issues such as homelessness and drug addiction.
- There is so much garbage in the student housing areas! It is part of the college experience to party and have a good time, but many of these properties look like garbage pits. Students either need to be given incentives for keeping their properties cleaned up, or consequences (such as fines). No amount of lighting, bike lanes, signage, etc. will make up for someone having a months worth of garbage strewn across their front yard!

Sustainable Materials

Only working with manufacturing companies who use eco-friendly production methods would help meet the SCNP sustainability goal.

There are more and more signage companies who are offering eco-friendly sign production. Sustainable sign production takes into consideration the ability to use recycled material and eco-friendly materials, as well as to lower emissions from production.

Larger Street Signs

Small street signs are difficult to read and make wayfinding difficult; increasing the size of the reflective street signs in this neighborhood would make wayfinding clearer/easier.

* Garbage outside SCN house



Right-of-Way Improvement Concepts

Prepared by Alexander Thomas, Dr. Jesse Dizard
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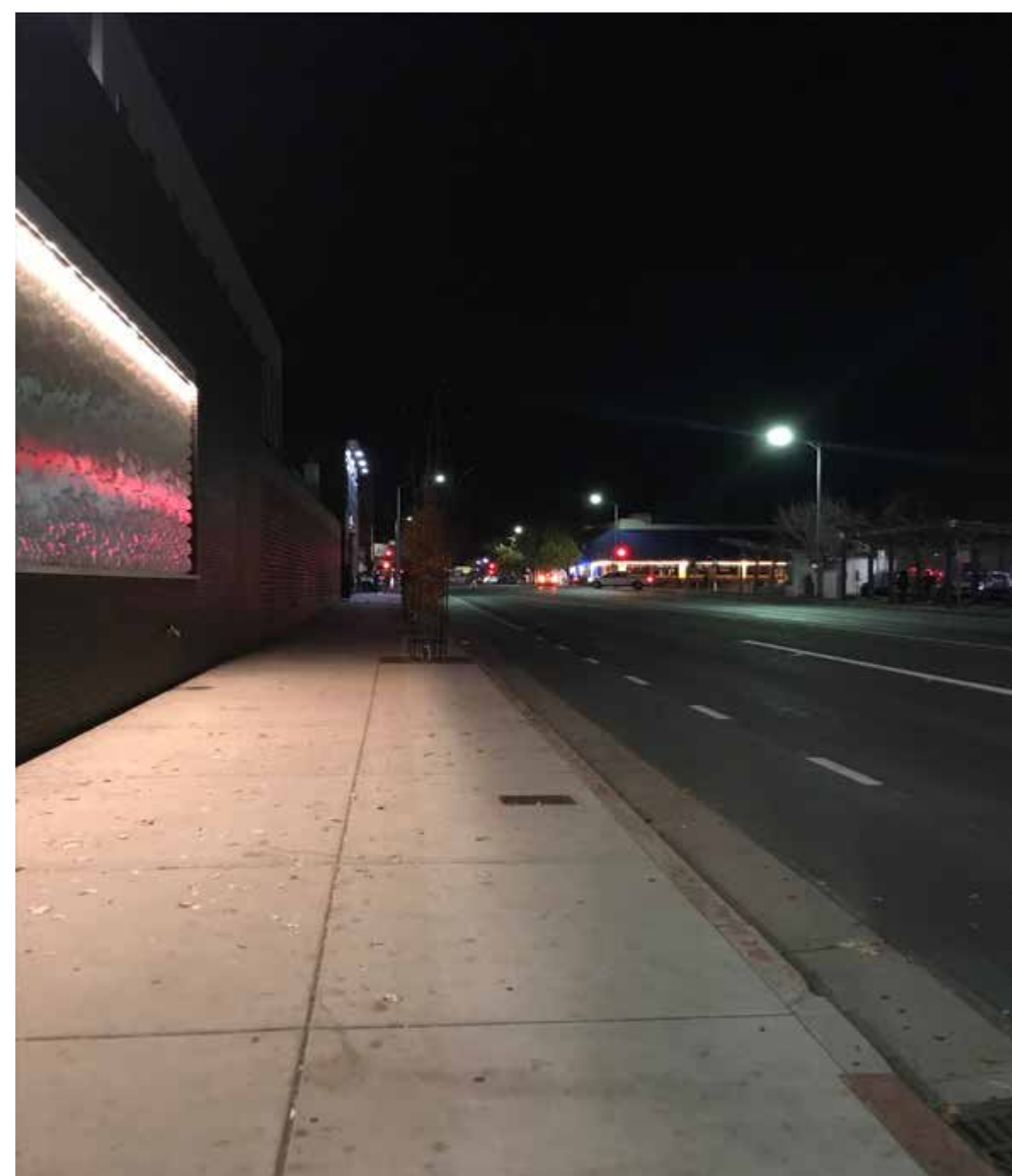
2nd and 3rd streets

1. 2nd decently illuminated
2. 3rd street less so
3. Both streets have poor lighting on Cherry st. and Orange st.



Night Safety and Lighting

- Crime and lighting are directly correlated
- Many interviewed report discomfort walking streets at night
- Reports of burglaries, assaults, rapes



6th and 7th streets

1. Both have poor lighting
2. Almost exclusively student housing
3. Lighting improves on Ivy street



4th and 5th streets

1. 4th has poor lighting for majority of distance
2. 5th has excellent lighting
3. 5th has lots of traffic



8th and 9th streets

1. Both have great lighting from Ivy to Orange st.
2. Both have high vehicle traffic
3. Description, etc.



Crime Hotspots

1. 5th and Ivy st. intersection
2. West 2nd and Salem st. intersection
3. West 2nd, between Salem and Normal st.

Side Walks



- The side walks are very uneven and dangerous.
- During fall, leaves do not get cleaned up and when the leaves are wet it causes the floor to be slippery.
- Things to consider:
 - Reshape the pavement...
 - Homeless population can help with the leaves



Insufficient Street Lights

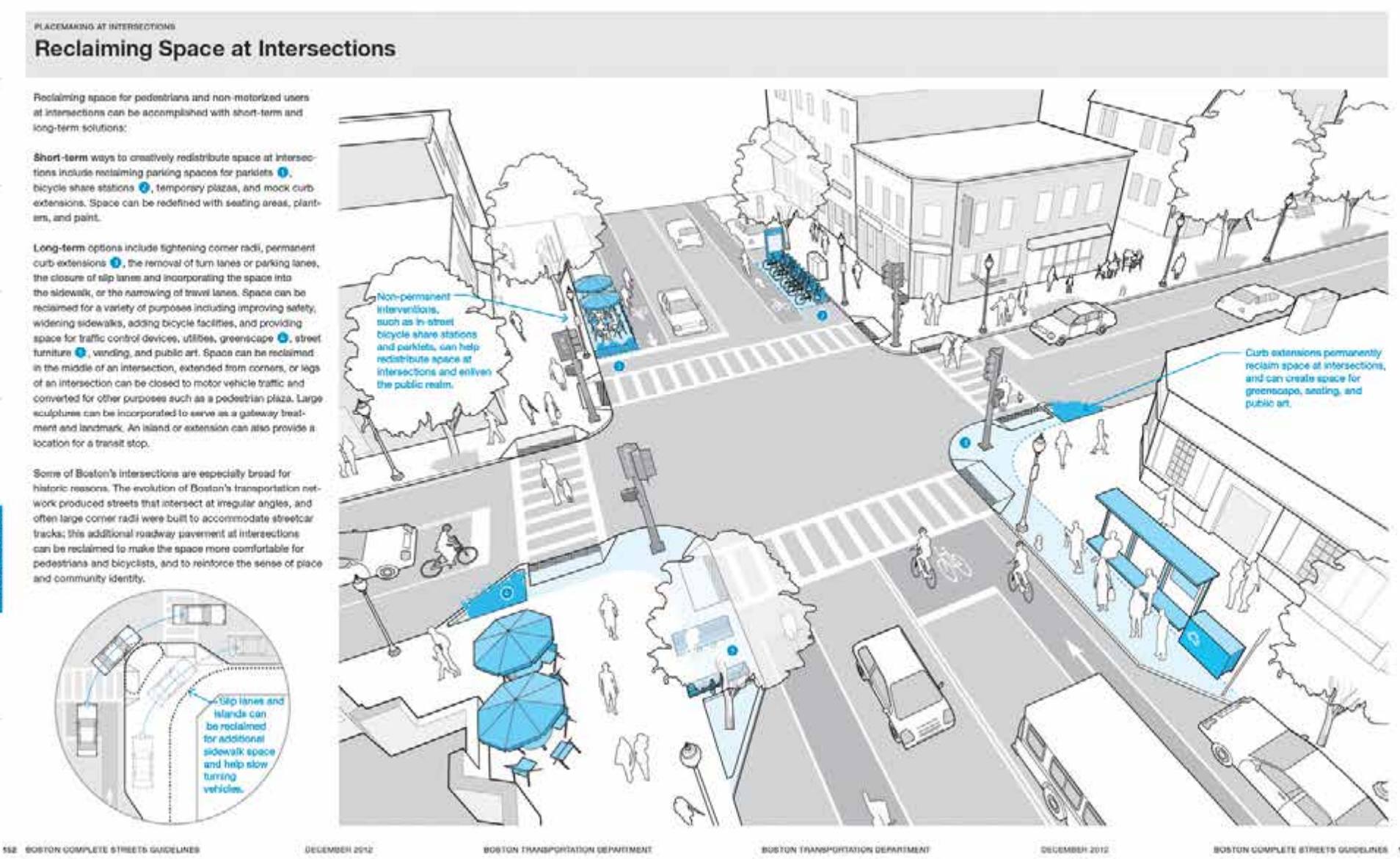


- There is not enough street lights.
- There is more of a possibility for crimes and accidents to happen.
- There are only street lights on one side of the street.
- People feel unsafe to walk home during the night.



Improving our South Campus Neighborhood

- The South Campus Neighborhood Project is in Chico, California, the oldest residential neighborhood that is adjacent to both downtown Chico and the University. The neighborhood is a six by seven square-block area bound by 2nd street to the North and 9th street to the South, Orange street to the West and Salem Street to the East. Today the neighborhood is populated with university students, small businesses, restaurants, bars, churches, community organizations, a school, a fire station, a police station, and transit center. Given the location, population and mixed uses, the neighborhood faces unique challenges and we are here to make an effort to improve and provide safety to those that reside in the neighborhood.



Street Signs

- Many streets do not have the name of the street they are on.
- There is no reinforcement on speed limit.
- Streets that have a yield sign should be 4 way stops and have more visibility.



Limited Visibility

- Parked cars block the visibility for other drivers trying to cross the intersection. W 4th st. and Chestnut was a problem.
- At night with not enough street lighting pedestrians are hard to see.
- Pedestrians have a hard time crossing the street and are in danger of getting run over because of the parked cars.



Tree Trimmings/Branches

- Some of the trees are blocking the street lights which causes there to be no visible lighting or very dim lighting.
- There has been a lot of tree branches that will fall after rainy days that can hurt people and/or damage property...
- There are trees that have not been trimmed that are touching power lines that can cause fires.



Conventional Signage & Lighting

1. Because of the Cartesian grid system in which the neighborhood's streets are laid out, many people reported little to no difficulty planning or plotting a route to their destination. Often praised was the fact that the "C-H-I-C-O" streets (Chestnut, Hazel, Ivy, Cherry, Orange) provided a mnemonic device which allowed someone minimally familiar with the city to navigate it with ease.
2. While they may not be used as often with the proliferation of GPS-equipped cell phones, street signs still represent important pieces of navigational information for the resident on the move. Their ubiquity also promotes theft, however, with most informants reporting at least one close friend or household member in possession of an illicitly-gained sign. For this reason, the addition of more conventional signage to the area should be approached with caution until either the area's culture shifts away from sign-stealing, or it becomes significantly more difficult for someone to steal a sign.
3. Street lighting in the area varies significantly from east to west, with significantly less invested into lighting along Orange and Cherry streets than elsewhere in the neighborhood. Too often, street signs in these areas are obscured by darkness.

Public Space & Amenities

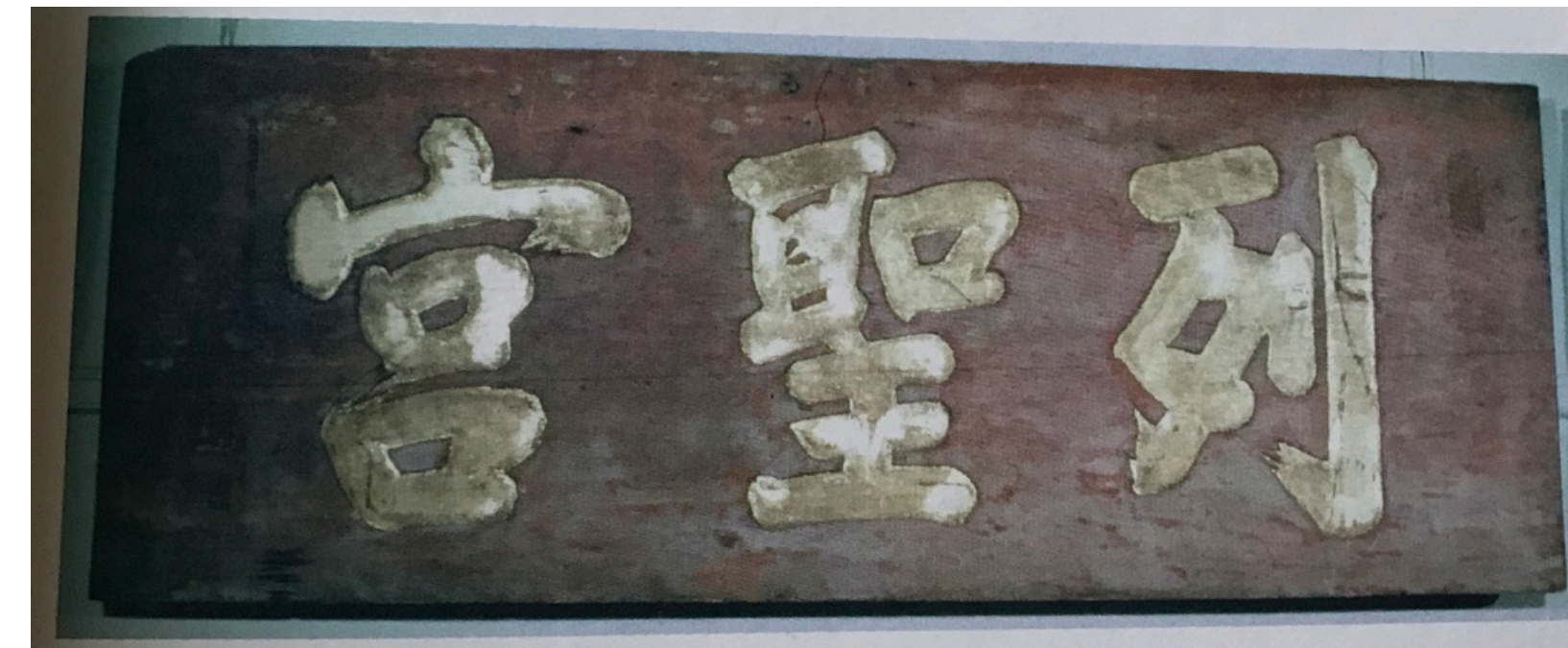
1. Within the study area there's a marked lack of open public space in which people can spend time in with friends, family, or pets. In fact, within the stated boundaries of the South Campus Neighborhood there is a total of one lot of open space not surrounded by fences, a small patch of lawn on the corner of Fourth and Cherry.



1. The dearth of places-in-common for all ages, denoted by proper signs and amenities, is one sorely felt by the residents of this neighborhood despite the presence of nearby Bidwell and Depot parks.
2. When speaking with my informants, many were excited by the presence of the lawn on fourth and Cherry, though they weren't yet aware of it due to a comorbidity between its ancillary position in the neighborhood and a lack of signage.

Read the Signs: Movement in the South Campus Neighborhood

1. Summary, Methods, and Informants
2. Conventional Signage and Street Lighting
3. Signifying Cultural and Historical Importance
4. The Importance of Public Space
5. Fleshing Out "Good Bones"



Summary, Methods, and Informants

1. Under the instruction and oversight of Dr. Jesse Dizard, the contents of this report were collected over the course of the fall semester of 2018 in cooperation to the other students who had opted to conduct research for the South Campus Neighborhood Project. This poster represents the synthesis of a longer report on the same issue which has been condensed for the sake of presentation.
2. Sources of information for this project include reports previously submitted to the SCNP by Sistrunk, Banet et al., and Eaton, the input and guidance of Dr. Dizard, as well as several informal verbal interviews conducted with residents of and visitors to the south campus neighborhood. For the sake of confidentiality, the identities of many sources and the names of any organizations they may have been members of won't be revealed herein.

Historical Significance

1. While historical buildings are often noticed by the public at large in the South Campus Neighborhood, they are seldom recognized as being historical, and even less often is anything known about the historical background of a place no longer apparent to the eye.
2. Often, even the residents of a historical house are ignorant to its identity or significance to local history. Of the people interviewed who were currently living in a house they believed to have been built before 1960, only one could tell me with confidence who had built their house, and for what use. This is likely of even greater significance than presented, as renovations during Chico State's expansion in the 1960s left the lineage of many houses obscured beneath stucco and siding.
3. Signage denoting the historical significance of a site or house in the neighborhood could go far towards increasing the awareness of the neighborhood's history among its residents. Organization of a "historic trail" linking sites of particular importance may be a possible solution, though the problem of preservation is two-sided and what may reach the resident of a household may not resonate with a property owner looking to develop.

"Good Bones"

1. As stated in Eaton's report upon the neighborhood, this area of Chico is in possession of "good bones", or a highly walkable grid of small blocks and wide streets. While this legacy of the neighborhood's foundation is one of the more beneficial aspects of the area from a pedestrian standpoint, there's a distinct lack of signage and demarcation which places the pedestrian or bicyclist at a severe disadvantage.



2. While the curbs dip at the corners of all intersections in the neighborhood, there's little signage in place which lets drivers know where they can expect pedestrians to cross. Of most concern among my informants were the intersections alongside Ivy and Hazel streets, where walking people are often forced to go around or between cars waiting to merge onto the busier streets.



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Resilient Cities Initiative

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