



**NEWS RELEASE**  
**City of Chico**  
[www.chicoca.gov](http://www.chicoca.gov)

**FOR IMMEDIATE RELEASE**

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**CITY OF CHICO INVITES THE COMMUNITY DOWNTOWN TO EXPERIENCE THE DOWNTOWN  
REVITALIZATION PROJECT IN AUGMENTED REALITY**

**CHICO, CA** – As part of the ongoing Downtown Revitalization Project, the City of Chico is inviting the community to visit downtown and experience proposed street improvement alternatives through a new augmented reality (AR) interactive tool. The project is an ongoing effort to prepare for critical infrastructure upgrades and reimagine how downtown streets and public spaces can evolve to better serve the community now and in the future.

**What:** Preview the future of Downtown Chico in Augmented Reality

**Dates:** Now through April 30, 2026

**Time:** Anytime

**Locations:**

- Northeast corner of Main and E 2nd Street
- Southwest corner of Main and W 3rd Street
- Northeast corner of Main and E 4th Street
- Northeast corner of Broadway and W 2nd Street
- Northeast corner of Broadway and W 3rd Street
- Northeast corner of Broadway and W 4th Street

QR code decals have been placed on sidewalks at several intersections along Main Street and Broadway. By scanning the codes with a smartphone, visitors can view immersive 360-degree visualizations of potential street design alternatives in augmented reality. The interactive experience allows users to rotate their phones to see proposed improvements from different angles, providing a realistic preview of how the changes could appear within the existing downtown environment.

Participants can explore multiple project alternatives and compare potential features such as proposed bikeway facilities, improved intersections, wider sidewalks, and streetscape and landscape enhancements.

The AR platform also provides a direct way to share feedback. Users can select the “Comments” option to visit the project webpage, where they can submit input on the alternatives by clicking the provided email link.

This interactive tool is part of the City’s ongoing effort to gather community feedback while planning future infrastructure upgrades that improve accessibility, multimodal safety, and the overall downtown experience.

“Showcasing the project alternatives in augmented reality allows the community to experience potential improvements to downtown Chico in a new and interactive way,” said Brendan Ottoboni. “We value the feedback we have received on this project so far and we hope this interactive experience will provide the tools to help visualize each concept and encourage even more community involvement.”

Residents, businesses, and visitors are encouraged to visit downtown, scan the QR codes, and participate. Those participating in this interactive experience are reminded to stay aware of vehicles in the area and people using the sidewalks. We hope residents enjoy this exciting opportunity to see what Downtown Chico could look like in the future!

For more information about the project, visit [www.DowntownChicoPlan.com](http://www.DowntownChicoPlan.com).

*Located in Butte County, California, Chico is the cultural and economic center of the northern Sacramento Valley and the largest city north of Sacramento. Known as a college town and home to California State University, Chico, as well as Bidwell Park, one of the largest urban parks in the United States. For more information, visit [www.chicoca.gov](http://www.chicoca.gov).*

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