



CITY OF CHICO OFFICIAL PLANNING DIRECTOR INTERPRETATION

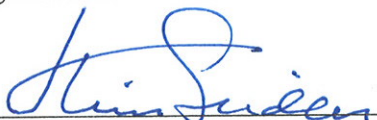
(Section 19.02.030 Procedures for interpretation of the Chico Municipal Code)

Applicable Code Section(s): **19.74.110.H., Standards for Projecting Signs.**

Interpretation: Section 19.74.110.H.8. of the Chico Municipal Code normally limits projecting signs to indirect illumination only. While this is certainly an appropriate restriction to reduce visual clutter on heavily traveled public rights-of-way, the restriction appears out of place when applied to sign application 05-24. This projecting sign, proposed to be attached to the wall of the Hotel Diamond located at 220 W. 4th Street (adjacent to the pedestrian-only Diamond Alley), is an attractive design of limited size. The sign, less than five square feet in size and containing solely a neon script "Johnny's" in letters less than a foot tall surrounded by a neon accent band, would generally not be visible to motorists, in part due to the trees at either end of the alley. Due to the narrow width of the alley and the presence of the parking structure opposite the sign location, a flat wall-mounted sign would not be easily visible to street-level pedestrians searching for the business entrance. Because Diamond Alley is a pedestrian-only area, and because of the existing light level in the alley due to the placement of the COBA artworks and associated lighting on the other side of the alley, no adverse visual impacts from the neon sign are anticipated.

Therefore, due to the unique combination of circumstances regarding this sign, the normal prohibition on internally illuminated projecting signs pursuant to CMC Section 19.74.100.H.8. is waived in this instance. This interpretation applies only to small projecting signs with neon illumination (not fluorescent cabinet signs) in pedestrian-only areas with a high ambient light level.

This Official Interpretation **will not** require an amendment to Title 19 Land Use and Development Regulations.



Kim Seidler, Planning Director

Date: March 31, 2005

CC: A-PC-7,
Building Official, Community Development Director