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Chapter 1: Community Design



Purpose

Chico is a distinctive California community situated in the northern Central Valley between the western foothills of the Sierra Nevada Mountains and the rich agricultural land east of the Sacramento River. The City's historic downtown and its adjacent neighborhoods have served as a nucleus and model of growth for the City for over 160 years. Longtime residents combined with the changing student population at California State University, Chico continues to replenish a multi-generational vitality that characterizes Chico's culture.

Each development in the City should complement and advance the positive qualities of the City's culture and the beauty of its surrounding natural environment. Although there are a variety of architectural styles that contribute to the community's character, the design of the community on a City-wide scale should embody the vision of the General Plan, encouraging a hierarchy of mixed-use districts that foster neighborliness and the design of environments that emphasize pedestrian, bicycle, and transit mobility over auto dependence.

Organization

The guidelines provided in this chapter address common design issues shared on a community-wide basis. The chapter is divided into the following sections:

1. Site Design
2. Architecture
3. Downtown
4. Art in Public Spaces
5. Exterior Lighting
6. Signage
7. Energy Conservation
8. Corporate Architecture

Applicability and Use Types

Chapter 1: Community Design is intended to be used in conjunction with all chapters in the Manual.

It is important to note that Chapter 1: Community Design provides design guidance for aesthetic issues shared on a community-wide basis and applies to all new development or redevelopment projects within Chico, regardless of project type (with the exception of single-family residential project types, which are only subject to design review with a planned development permit, specific plan, or infill residential flag lot).

1 Site Design

Design Intent

Contribute to defining the sense of place of the surrounding neighborhood, environment, or the greater Chico community.

The Site Design section includes the following subsections:

- 1.1.1 Community Identity
- 1.1.2 Connectivity and Circulation
- 1.1.3 Public Spaces and Pedestrian Amenities
- 1.1.4 Parks and Open Space

Design Guidelines (DG)

DG 1.1.11 - Incorporate recognizable design elements that relate to the immediate neighborhood or community, including uninterrupted vistas of the natural environment.

DG 1.1.12 - Consider view vistas and the natural environment surrounding a project site early during the conceptual design stages.

DG 1.1.13 - Reinforce a pedestrian-friendly environment regarding building placement and orientation.

1.1.1 COMMUNITY IDENTITY

Design Objective

Reinforce the positive qualities of a site's surrounding built or natural environment.



DG 1.1.11



DG 1.1.11 & 1.1.12



DG 1.1.12



DG 1.1.13

Design Guidelines (DG)

DG 1.1.14 - Minimize views of automobiles from the public right-of-way by locating the majority of parking areas and major driveways to the rear or side of sites wherever feasible.

DG 1.1.15 - Place buildings close to streets to reinforce a pedestrian-friendly environment depending on the size and traffic capacity of the adjacent streets. For instance, the quieter the street, the closer the buildings may come to the street and public sidewalk. Conversely, buildings may be placed further away from busier streets.

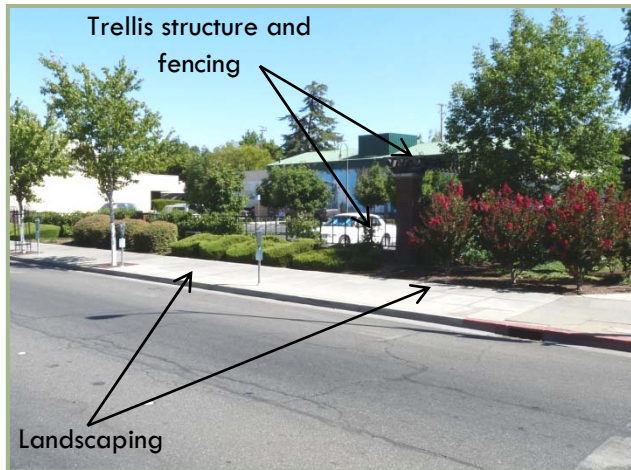
Cross Reference: Chico Municipal Code 19.70.060 B.



DG 1.1.14 & 1.1.15

Building placed close to street

Parking is located on the side of the building



Trellis structure and fencing

Landscaping



DG 1.1.14- Parking is screened from public right-of-way

Design Guidelines (DG)

DG 1.1.21- Design new street patterns with a hierarchy of sizes.

DG 1.1.22 - Reinforce concept of fine grid patterns established in the historic Chico neighborhoods adjacent to the Downtown.

DG 1.1.23 - Limit the maximum block length in new development to 500 feet where feasible to create new neighborhoods that have a human scale and are oriented to the pedestrian.

DG 1.1.24 - Provide for multi-modal connections between other developments and adjacent neighborhoods in both residential and non-residential projects.

DG 1.1.25 - Integrate elements (such as creeks, parks, schools, or recognizable structures) that facilitate orientation and way-finding in the hierarchy of new street patterns.

1.1.2 CONNECTIVITY AND CIRCULATION

👉 Design Objective

Integrate with the surrounding community and environment through easily understandable street patterns that are aesthetically designed to include multi-modal facilities.



DG 1.1.21 & 1.1.24



DG 1.1.24 - Designated Class I bike/pedestrian path connecting established neighborhoods and integrated adjacent to new office parking lot



DG 1.1.24 - Established bike/pedestrian path integrated with new multi-family residential development, that maintains connection between established commercial and residential uses

Design Guidelines (DG)

DG 1.1.26 - Heighten the visual prominence of creeks to establish a sense of orientation and identity within the City.

DG 1.1.27 - Consider new transit stops for residential and non-residential projects whenever need is available and funding is warranted as determined in consultation with the Butte County Association of Governments.

Cross Reference: General Plan Policies CD-G-8, -45, -49, -50, -54, -56 and T-I-50 and LU-G-18.



Class I bike/pedestrian path between new neighborhood and creek-riparian corridor

DG 1.1.25



DG 1.1.26 – Sheltered transit stop with artistic sidewalk treatment

Design Guidelines (DG)

DG 1.1.31- Consider useable public space early in the site design phase and not as afterthoughts for large expanses of unusable or left-over pavement areas.

DG 1.1.32 - Consider pedestrian gathering areas or plazas as part of the spatial arrangements for projects with multiple buildings.

DG 1.1.33 - Define pedestrian gathering areas with architectural elements such as special surface textures, seating, landscaping, art, water features, or lighting.

1.1.3 PUBLIC SPACES AND PEDESTRIAN AMENITIES

Design Objective

Aesthetically integrate areas for safe public gathering, shelter, or rest in site design.



Overhead structure complements buildings and provides feeling of security

Vine planting softens structure and adds character

Decorative paving adds visual interest

DG 1.1.31, 1.1.32 & 1.1.33



DG 1.1.33



DG 1.1.31

Design Guidelines (DG)

DG 1.1.34 - Utilize elements that reinforce a sense of place, referencing architectural or cultural ties to the surrounding neighborhood and then to the greater Chico community.

DG 1.1.35 - Include architectural or site design features to enhance safety and surveillance.



Accent tree is at pedestrian scale

Landscape planters

High quality seating

Decorative paving

DG 1.1.34



Bricks complement building

Steps have architectural detail

DG 1.1.34 & 1.1.35- Open design enhances security

Design Guidelines (DG)

DG 1.1.41 - Sensitively integrate riparian corridors in site design for active or passive amenities.

DG 1.1.42 - Create “useable” parks and open space areas for residential projects for both passive and active recreational purposes.

DG 1.1.43 - Create parks and open space areas that contribute to a hierarchy of streets or help provide orientation to neighborhoods and districts.

Cross Reference: General Plan Policies OS-G-15 and 52.

1.1.4 PARKS AND OPEN SPACE

Design Objective

Architecturally integrate and reinforce the sense of place of the surrounding neighborhood, environment, or greater Chico community regarding site design of passive and active open space areas.



DG 1.1.41 & 1.1.43



DG 1.1.42- Passive recreation area



DG 1.1.42- Active recreation areas

2 Architecture

Design Intent

Contribute to defining the sense of place of the surrounding neighborhood, environment, or the greater Chico community.

The Architecture section includes the following subsections:

1.2.1 Massing, Scale, and Form

1.2.2 Design Concept, Style, and Details - Facades and Roofs

1.2.3 Design Concept, Style, and Details - Building Materials and Colors

Design Guidelines (DG)

DG 1.2.11 - Utilize the massing, scale, and form of new buildings as transitional elements between new and existing development to maintain a pedestrian-level scale throughout the City.

DG 1.2.12 - Respond to the context and potential linkages to surrounding areas.

DG 1.2.13 - Create a scale and character of development that does not overwhelm the surrounding neighborhood.

Cross Reference: General Plan Policies CD-G-18, -37, and -67.

1.2.1 MASSING, SCALE, AND FORM

👉 Design Objective

Design with elements that enhance a pedestrian-level scale regarding the massing, scale, and form of buildings.



The archway adds pedestrian scale between tall buildings

DG 1.2.12- This alley provides a pedestrian friendly linkage

Design Guidelines (DG)

DG 1.2.21 - Relate the design of building facades and roofs to the immediate neighborhood or greater Chico community through the use of architectural or cultural motifs, historical references, or references to the natural environment.

DG 1.2.22 - Utilize rooflines and exposed (pitched) roofs to add character and style to a building, reinforcing its sense of place.

1.2.2 DESIGN CONCEPT, STYLE, AND DETAILS - FACADES AND ROOFS

Design Objective

Reinforce the sense of place for a given development through the design of building facades and roofs.

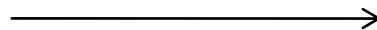


The rooflines and materials used in these residential buildings relate to the light industrial uses nearby



DG 1.2.21 & 1.2.22

The facade and roof design in this example reflect a "Tuscan Style" design concept



DG 1.2.21



Design Guidelines (DG)

DG 1.2.31 - Complement natural surrounding vistas with color rather than create prominent features that detract from surrounding vistas.

DG 1.2.32 - Use building materials that reinforce a sense of permanence, history, or place.

Cross Reference: General Plan Policy CD-G-71.

1.2.3 DESIGN CONCEPT, STYLE, AND DETAILS - BUILDING MATERIALS AND COLORS

Design Objective

Add visual interest with building materials and color that reinforces the overall architectural design concept and sense of place.



The design concept incorporates many architectural details

DG 1.2.23

The use of brick and stone in these examples give the buildings a look of permanence



3 Downtown

Design Intent

Reinforce the character and design of new development and modifications to existing buildings in Downtown Chico as the City's symbolic center.

The Architecture section includes the following subsections:

- 1.3.1** Community Character
- 1.3.2** Street Intersections
- 1.3.3** Public Art
- 1.3.4** Sidewalks and Public Amenities
- 1.3.5** Signage and Lighting
- 1.3.6-8** Architectural Design - Facade Remodels
- 1.3.9** Architectural Design - New Construction

Design Guidelines (DG)

DG 1.3.11 - Maintain an urban character that distinguishes the Downtown from the residential character of the adjacent neighborhoods. Create new development with an urban scale, architectural finish treatment, and character.

DG 1.3.12 - Preserve and enhance buildings of special historic and/or architectural interest.

DG 1.3.13 - Maintain and enhance a strong pedestrian scale and orientation.

DG 1.3.14 - Reinforce the role of City Plaza as the civic and cultural heart of Downtown in the design of new development or redevelopment around it.

Cross Reference: General Plan Policies CD-G-20, -21, and -22.

1.3.1 COMMUNITY CHARACTER

Design Objective

Reinforce the historic urban character of Downtown Chico with the design of new development and redevelopment.



The scale and architectural detail for this mixed-use building is appropriate for Downtown Chico

Building is placed close to street

Wide sidewalks



DG 1.3.11, 1.3.13, & 1.3.14 - City Plaza

DG 1.3.12 - The Silberstein Building is listed on the National Register of Historic Places

Design Guidelines (DG)

DG 1.3.15 - Establish a positive relationship to the creeks with the design of projects (or sites adjacent to, or with direct views of, Big or Little Chico Creeks).

Cross Reference: General Plan Policy CD-G-29.



DG 1.3.15



DG 1.3.15

In these examples, urban elements are built up to the creek edge inviting public appreciation and interaction

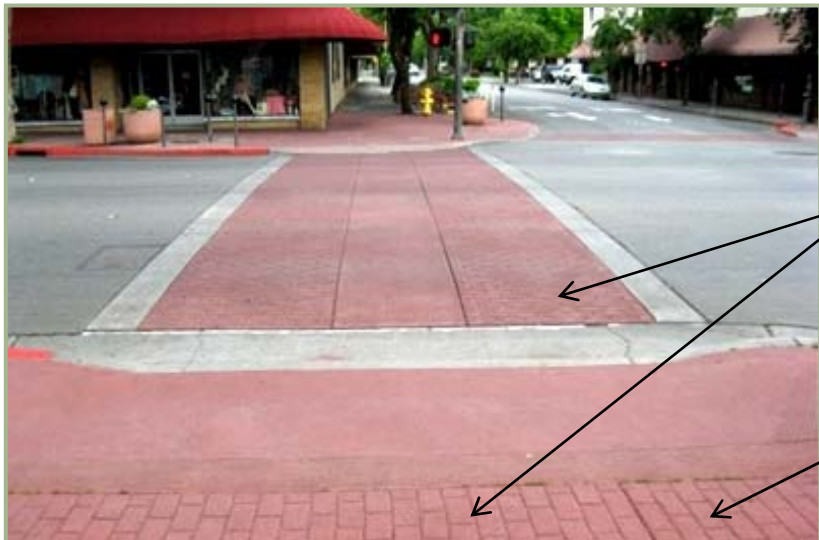
Design Guidelines (DG)

DG 1.3.21 - Utilize corner bulbing techniques to:

- ◆ Increase vehicle, bicycle, and pedestrian safety;
- ◆ Provide space opportunities to introduce pedestrian amenities;
- ◆ Provide space to increase landscaping opportunities.

DG 1.3.22 - Reconstruct selected crosswalks with stamped pattern concrete borders and infill to match the bulbed area.

1.3.2 STREET INTERSECTIONS



Crosswalk and corner paving match

Brick pattern stamp and color

DG 1.3.21 & 1.3.22



Bike post

Precast landscape planter

DG 1.3.21 & 1.3.22

Design Guidelines (DG)

DG 1.3.31 - Encourage public art as part of private development projects for the purposes of:

- ◆ Creating a focal point, as well as a place for socialization in the community;
- ◆ Enhance Chico's image;
- ◆ Provide an overall increase in the artistic awareness of the community;
- ◆ Bring culture to the community.

1.3.3 PUBLIC ART



DG 1.3.31- Paintings enrich a public alley and add interest to a monotonous brick wall



DG 1.3.31- Children's artistic tiles



DG 1.3.31- Art benches



DG 1.3.31- Murals

Design Guidelines (DG)

DG 1.3.41 - Continue the styles of sidewalks and public amenities (such as benches, trash containers, and bicycle racks) with simple, traditional, classic lines that are consistent with the historic character of Downtown.

DG 1.3.42 - Utilize concrete paving textures, patterns, and colors of new sidewalks that are consistent with the styles applied to the City Plaza and Chico Municipal Center.

DG 1.3.43 - Utilize textured and/or stamped concrete for new sidewalks, coupled with color additives or stains to maintain consistency with the historic character of Downtown.

1.3.4 SIDEWALKS AND PUBLIC AMENITIES



DG 1.3.41- Public amenities at Chico City Plaza

Site furnishings have classic lines

Diamond score pattern



DG 1.3.42- Paving pattern at Chico City Plaza



DG 1.3.43- Paving pattern at Chico Municipal Center

Fine textured exposed aggregate

Design Guidelines (DG)

DG 1.3.44 - A dark bronze, black or anodized finish is preferred in public amenities manufactured from metal (such as benches, trash containers, and planters).

DG 1.3.45 - Oak or a suitable hardwood finish with a sealed, natural color is the preferred material for public amenities manufactured from wood (such as benches, trash containers, and planters).

DG 1.3.46 - Utilize a natural color with a consistent period-style finish for public amenities manufactured from pre-cast concrete.



DG 1.3.44- Metal trash/recycle receptacles



DG 1.3.44- Metal benches with center arm



DG 1.3.46- Precast concrete trash/recycle receptacles



DG 1.3.46- Precast concrete game tables add aesthetic interest and opportunities for social gathering

Design Guidelines (DG)

DG 1.3.51 - Reflect the building’s architectural characteristics, while effectively presenting the business’s image.

DG 1.3.52 - Prioritize lower placed signs (below street tree canopies when appropriate) rather than higher placed signs.

DG 1.3.53 - Prioritize awning signs, and under awning, pedestrian-oriented signs.

DG 1.3.54 - Prioritize individually mounted letters and symbols that are indirectly or individually illuminated rather than plastic-faced, backlit, metal cabinet signs. Prioritize light colored letters and graphic details when internally illuminated signs are proposed, over dark letters on light colored fields.

1.3.5 SIGNAGE AND LIGHTING



DG 1.3.51- Signage/lighting scale and design complement building architecture appropriately



DG 1.3.52- Signage is below tree canopy



DG 1.3.53- Under awning signage

DESIGN GUIDELINES (DG)

DG 1.3.55 - Construct new street lighting to be pedestrian-oriented without harsh glare, operate on a low wattage system, and be consistent with existing traditional styles.

DG 1.3.56 - Maintain a lively night time character after businesses are closed with timer-controlled window and facade lighting schemes.

DG 1.3.57 - Direct building lighting downward on facades (“downwash”) and provide subtle accents to architectural elements.



DG 1.3.56- Effective lighting creates a lively store front



DG 1.3.56- Lighting provides security after hours



DG 1.3.56 1.3.57- Facade and signage are accented with lighting that enhances night time character

Design Guidelines (DG)

DG 1.3.61 - Consider the historic architectural qualities that give the building, and neighboring buildings, a distinctive character.

DG 1.3.62 - Preserve brick in its natural color whenever possible as it is a traditional material in Downtown Chico.

DG 1.3.63 - Save original materials that are within context unless replacement with new materials enhances the facade.

DG 1.3.64 - Apply surface treatments that are harmonious with the adjacent buildings. Avoid using bare concrete, metal siding, wood siding, or synthetic materials.

1.3.6 ARCHITECTURAL DESIGN - FACADE REMODELS



DG 1.3.61



DG 1.3.61



DG 1.3.62

Design Guidelines (DG)

DG 1.3.65 - Treat side facades so they are not left in an unfinished state as they are seen from the street and affect the view of the block as a whole.

DG 1.3.66 - Utilize colors complementary to those of adjacent buildings as well as the overall character of the streetscape.

DG 1.3.67 - Apply vibrant colors only as accents to architectural details such as cornices, windowsills, columns, awnings, or signage.

DG 1.3.68 - Respect the original design in remodeling of older buildings regarding colors, materials, and architectural details of the remodeled building and neighboring buildings.



DG 1.3.67- Contrasting colors enhance architectural details



Parapet concealed original roof design



DG 1.3.68

Before remodel

Original roof design restored



DG 1.3.68

After remodel

DOWNTOWN

Design Guidelines (DG)

DG 1.3.69 - Complement new storefronts with the character of those built in the past which consist of a transom band, a band of display windows, and a small spandrel or paneled band under the windows.

DG 1.3.70 - Restore and reinstate transom windows as part of a building’s original architectural identity.

DG 1.3.71 - Transparent and open display windows are preferred over bronze-tinted, obscured, or mirror-finished.

DG 1.3.72 - Comprise doors and window frames of wood, steel or aluminum frames with a baked enamel finish.

DG 1.3.73 - Restore and maintain base tile panels under windows that exist in their original state. Design and rebuild tile panels that have been altered or destroyed to retain the scale and character of the storefront.



DG 1.3.69, 1.3.71 & 1.3.72



DG 1.3.70 & 1.3.73



DG 1.3.69 & 1.3.73- Store front remodeled to reflect character of the past

Design Guidelines (DG)

DG 1.3.74 - Design the shape of awnings to fit the building's architecture as well as relate to other awnings that exist along the street.

DG 1.3.75 - Place awnings in a manner that is compatible with the openings and structure of the building facade.

DG 1.3.76 - Preserve windows, cornices, and other existing architectural elements whenever possible.

DG 1.3.77 - Recreate original architectural elements that have been destroyed, and construct new elements to be compatible with the original design and adjacent buildings.



DG 1.3.74- Awning design and materials complement building architecture



DG 1.3.74- An awning's shape can add character to building facades



DG 1.3.76- Cornice detail

DOWNTOWN

Design Guidelines (DG)

DG 1.3.78 - Conceal roof-mounted mechanical equipment from the street view. If it is higher than the parapet, incorporate an architectural screen which relates to the character of the building.

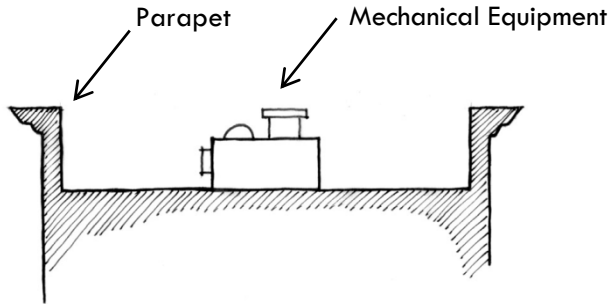
DG 1.3.79 - Maintain the continuity of cornices.

DG 1.3.80 - Paint rain water drains to match the adjoining surface color unless their different coloring is integral to the facade design.

Cross-Reference: Chico Municipal Code Section 19.60.060 H.2.



Fencing screens from view



DG 1.3.78 - Roof mounted mechanical equipment



Downspout

Colors of window frames and hand rails match downspouts to provide consistent accents

DG 1.3.80 - Downspout painted same color as accent trim

Design Guidelines (DG)

DG 1.3.91 - Respect the original period and style evident in existing structures in new construction details.

DG 1.3.92 - Do not allow chain store or trademark building designs that do not contribute to the overall character of Downtown.

DG 1.3.93 - Have a minimum building height of no less than the general height of existing buildings on both sides of the block in which the building is located.

DG 1.3.94 - Relate windows above the first story in scale to their neighboring facades.

DG 1.3.95 - Utilize neighboring structures as points of reference for the design of doors, windows, and storefront details.

DG 1.3.96 - Develop new buildings parallel to the street and rectilinear in shape.

Cross Reference: General Plan Policy LU-I-20.

1.3.9 ARCHITECTURAL DESIGN - NEW CONSTRUCTION



Roof design and materials

Classic lines

DG 1.3.91- This building has architectural details reminiscent of “Old Chico”



New building

New building

Recommended

Not Recommended

Design Guidelines (DG)

DG 1.3.97 - Maintain consistency with historical character of neighboring structures with regard to roof lines.

DG 1.3.98 - Reinforce the existing front facades typical of Downtown.

DG 1.3.99 - Avoid open plazas along front property lines that disrupt the continuous nature of the streetscape.

DG 1.3.991 - Locate off-street parking away from the sidewalk and to the rear of the building, or aesthetically screened from public views.



DG 1.3.98 Storefront consistent with adjacent historical character



DG 1.3.98 & 1.3.99

This storefront update creates an outdoor seating area while maintaining the existing front facade

4 Art in Public Spaces

Design Intent

Consider public art as an integral design feature of private development to enhance both the project and the community aesthetics, culture, and pride.

Design Guidelines (DG)

DG 1.4.11 - Include elements or themes that reinforce the site's sense of place or the greater Chico community culture.

DG 1.4.12 - Complement the architectural scale of a given project with public art in private development.

DG 1.4.13 - Incorporate functional design elements, as well as aesthetic, whenever possible.

1.4.1 ART IN PUBLIC SPACES

Design Objective

Consider art components in private development as integral features of a project's site and/or building design.



DG 1.4.11- Art and architecture blend for function and aesthetics, and to reinforce a sense of place



DG 1.4.14- Functional art screen that reduces the visual impact of a parking lot

Design Guidelines (DG)

DG 1.4.14 - Consider public spaces in private development projects that incorporate art, or facilitate performing arts (such as small amphitheaters or stages) as viable options to fulfilling art conditions of approval.

DG 1.4.15 - Consider the promotion of ethnically and culturally diverse subjects within art components.

Cross Reference: Parks, Public Facilities, and Service Element of the General Plan, Policies PP-I-53 through -61.



DG 1.4.13- Functional and aesthetic art within a public space



DG 1.4.14 & 1.4.15- This mural exhibits Chico's pioneer culture



DG 1.4.15- Sculpture reflecting Native American culture



DG 1.4.14- Art located at shopping center entrance

5 Exterior Lighting

Design Intent

Enhance a project's sense of place while not impacting offsite uses or night skies.

Design Guidelines (DG)

DG 1.5.11 - Clearly light entrances and eaves of porticos for ease of access, safety, and security.

DG 1.5.12 - Subdue and well-integrate exterior lighting into the overall landscape plan.

DG 1.5.13 - Integrate a finished height of parking lot light fixtures that is below the expected canopy of shade trees. Pole-mounted lights in excess of 18 feet in height is discouraged.

DG 1.5.14 - Incorporate the minimum intensity necessary for safety and security to minimize glare impacts and energy consumption.

DG 1.5.15 - Architecturally integrate full cutoff fixtures for all parking and security lighting.

Cross Reference: Chico Municipal Code Section 19.60.050.

1.5.1 EXTERIOR LIGHTING

Design Objective

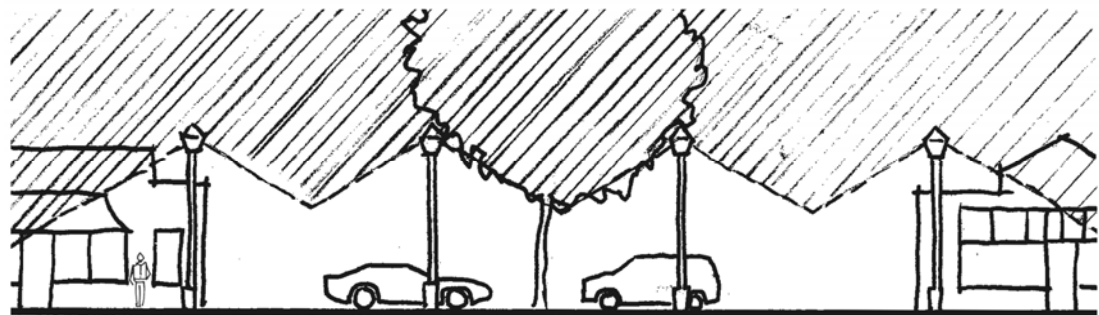
Design architecturally integrated, energy-efficient, and shielded or recessed exterior lighting so that direct glare and reflections are minimized and confined within the boundaries of the site.



DG 1.5.11- Pedestrian scaled lighting



DG 1.5.15 – Architecturally styled with full cutoff fixtures



DG 1.5.12 & 1.5.13

Parking lot lighting is below tree canopies

EXTERIOR LIGHTING

Design Guidelines (DG)

DG 1.5.16 - Use pedestrian-scale lighting along pedestrian walkways to avoid glare.

DG 1.5.17 - Prioritize lamp types that enhance architecture while minimizing glare impacts.

DG 1.5.18 - Neon lighting to highlight building architecture is acceptable when employed as a dignified design element and not as garish promotion.

DG 1.5.19 - Avoid light spillage and glare into natural open space areas.



Warm light enhances the period-style fixture

Pedestrian scaled lighting

DG 1.5.16



DG 1.5.17



DG 1.5.18 - Neon lighting accents building architecture

6 Signage

Design Intent

Protect the character of the Chico community with a minimum of clutter, while communicating the necessary level of business identification.

SIGNAGE

Design Guidelines (DG)

DG 1.6.11 - Enhance a project's identity, while protecting the character of residential neighborhoods, business areas, streetscapes, and vistas.

DG 1.6.12 - Maintain consistency in size, material, and location within each development.

DG 1.6.13 - Shade, shield, subdue, or direct illumination of signs so that the light intensity will not negatively impact surrounding properties or night skies.

DG 1.6.14 - Enhance the building and do not dominate the elevation with signage.

DG 1.6.15 - Incorporate modest-sized lettering, in accordance with Code, when using signage on an awning.

DG 1.6.16 - Pedestrian-scaled monument signs on bases are preferred over pole-mounted varieties.

Cross Reference: Chico Municipal Code 19.74.010.

1.6.1 SIGNAGE

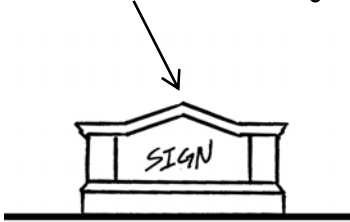
Design Objective

Architecturally integrate project signage with a given development project so as to not dominate the site or building design.



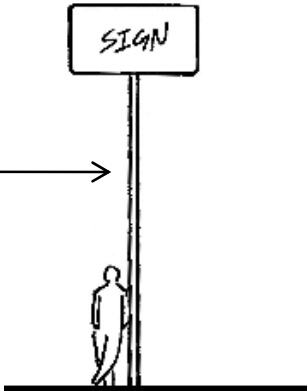
DG 1.6.11 - Signage design enhances project's identity

Pedestrian-scaled monument sign



Recommended

Pole sign



Not Recommended

7 Energy Conservation

Design Intent

Maximize passive energy conservation measures to reflect the Chico community's commitment to sustainable development practices regarding the exterior design of development projects.

Design Guidelines (DG)

DG 1.7.11 - Consider solar orientation early in the design process of new roads, driveways, and buildings.

DG 1.7.12 - Optimize use of energy-efficient fixtures for external lighting, including parking lots, buildings, and signage.

DG 1.7.13 - Consider deciduous shade trees in landscape design along the south and west sides of buildings, allowing heat gain in colder seasons and providing shade during hotter seasons.

DG 1.7.14 - Design roof overhangs to optimize passive heating and cooling, for window and building shade during hotter months, and solar heating during colder months.

1.7.15 - Minimize unshaded pavement along south and west elevations.

Cross Reference: General Plan Policy CD-G-73 and Chico Municipal Code Section 19.74.100 C.7.

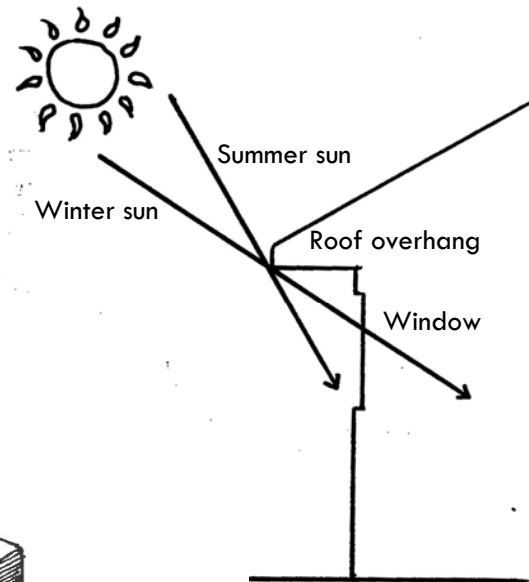
1.7.1 ENERGY CONSERVATION

Design Objective

Consider passive design, and active energy conservation systems early in the design phase of project development.

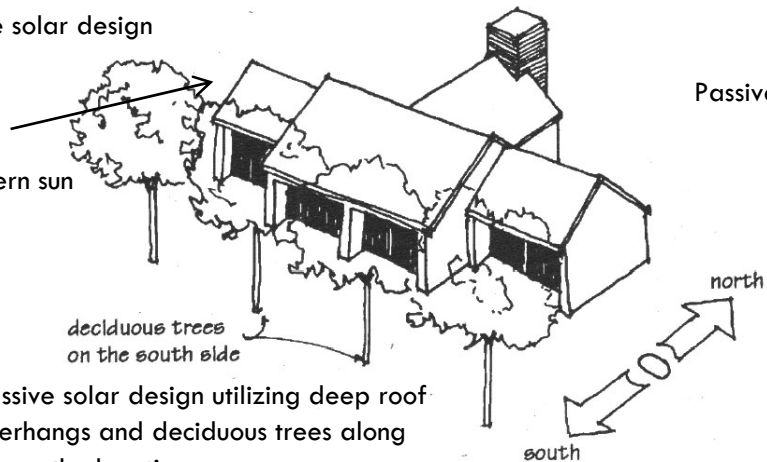


DG 1.7.11- Active solar design



Passive solar design

Note the building design minimizes exposure to western sun



deciduous trees on the south side

Passive solar design utilizing deep roof overhangs and deciduous trees along the south elevation

8 Corporate Architecture

Design Intent

Respect the sense of place and the greater Chico community while communicating the necessary level of corporate identity with regards to the architectural design of corporate or chain store developments.

Design Guidelines (DG)

DG 1.8.11 - Request optional corporate design solutions for review rather than struggling to approve the first design proposal that is less than acceptable.

DG 1.8.12 - Explore accents to specific building elements (such as color or logo motifs) as acceptable design compromises that maintain corporate identity while providing a design that is also compatible with the community.

1.8.1 Corporate Architecture

🔑 Design Objective

Incorporate all design elements necessary to maintain compatibility and uniqueness to the site and community.



DG 1.8.11 & 1.8.12

In these examples, architectural details, accents, and signage convey corporate identity while the overall architectural styles provide compatibility with the area



DG 1.8.11 & 1.8.12 - In these examples, corporate architecture and scale subscribes to the neighborhood it serves



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