



CITY OF CHICO OFFICIAL PLANNING DIRECTOR INTERPRETATION

Authority: **Chico Municipal Code Section 19.02.030 (Procedures for interpretations)**

Applicable Code Sections: **Section 19.74.060 (“Exemptions from sign approval”)**

Discussion: The Code regulates and requires a permit for the placement of signs within the City to serve many stated purposes, including but not limited to the following: preserving the character of the City, avoiding an unrestricted proliferation of signs while also providing adequate channels of communication to the public, to allow the communication of information for both commercial and non-commercial purposes, and to allow the expression of non-commercial speech at all times. The Code also provides for several exemptions from the requirement to obtain a sign permit, noting that such signs may still require compliance with building permit regulations. These sign permit exemptions include permanent commercial signs up to two square feet in area “to post the name of the business, hours of operation, and other pertinent information,” and permanent non-commercial signs up to four square feet in area on residential properties. Non-illuminated informational wall signs intended to educate the public about the history of a given site do not typically fit within existing parameters for exempt signage, yet such signs are generally consistent with purposes of the sign regulations and should be exempt from the requirement to obtain a sign permit due to their non-commercial nature and very localized effects when contained within an area of five square feet or less.

Interpretation: Non-illuminated informational wall signs, up to five square feet in area, containing historical information, such as photos and narrative, pertaining to the premises upon which they are located do not require a sign permit pursuant to Chapter 19.74 of the Chico Municipal Code. This interpretation only applies to Chapter 19.74 of the Chico Municipal Code.

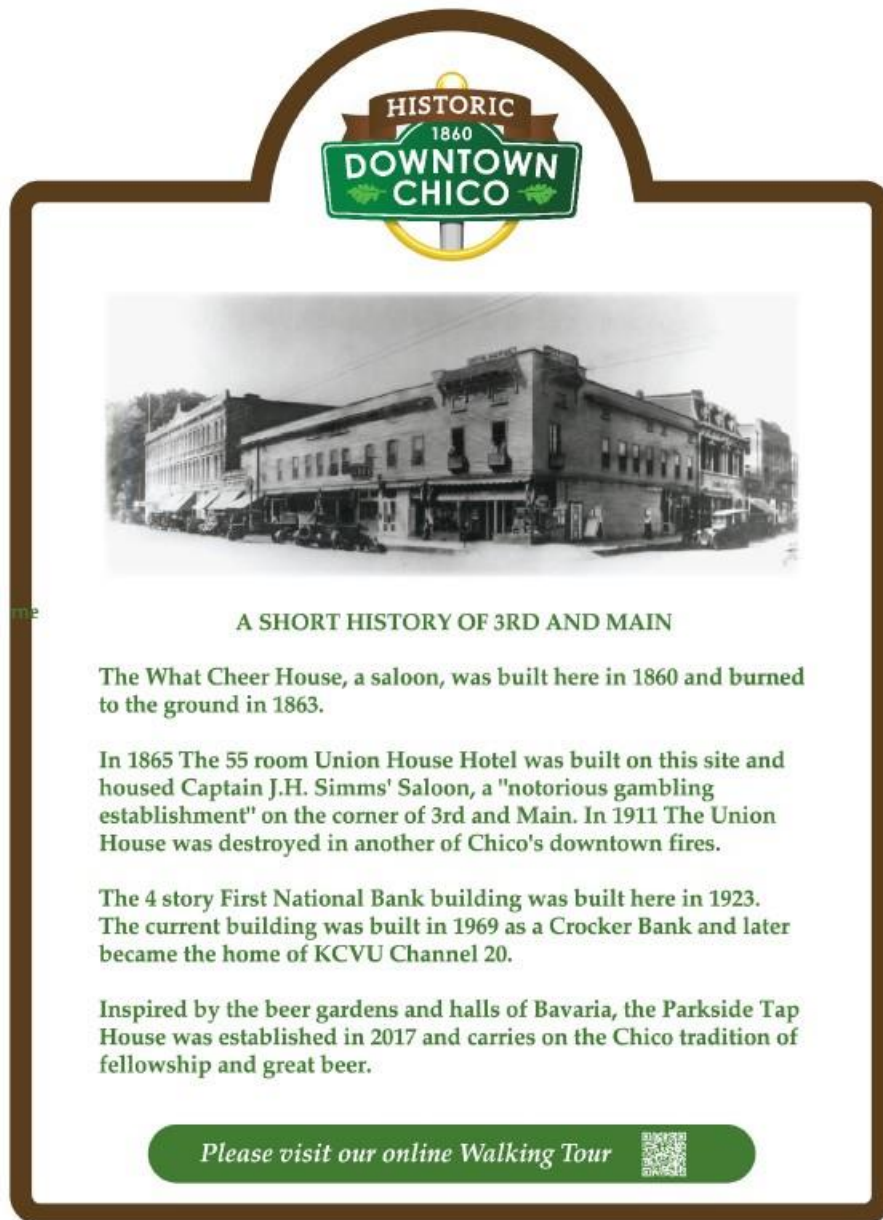
This Official Interpretation is effective immediately and will require an amendment to Title 19 Land Use and Development Regulations.

A handwritten signature in blue ink, appearing to read "Brendan Vieg".

Brendan Vieg, Community Development Director


Date: March 10, 2023

Illustrative Example of Historic Information Signage:



The image shows a brown wooden sign with a decorative arch at the top. Inside the arch is a green sign with a gold border that reads "HISTORIC 1860 DOWNTOWN CHICO". Below the arch is a black and white photograph of a street scene with several buildings. Below the photograph is the title "A SHORT HISTORY OF 3RD AND MAIN". This is followed by four paragraphs of text describing the history of the buildings at the corner of 3rd and Main streets in Chico. At the bottom of the sign is a green button with the text "Please visit our online Walking Tour" and a QR code.

**HISTORIC
1860
DOWNTOWN
CHICO**



A SHORT HISTORY OF 3RD AND MAIN

The What Cheer House, a saloon, was built here in 1860 and burned to the ground in 1863.

In 1865 The 55 room Union House Hotel was built on this site and housed Captain J.H. Simms' Saloon, a "notorious gambling establishment" on the corner of 3rd and Main. In 1911 The Union House was destroyed in another of Chico's downtown fires.

The 4 story First National Bank building was built here in 1923. The current building was built in 1969 as a Crocker Bank and later became the home of KCVU Channel 20.

Inspired by the beer gardens and halls of Bavaria, the Parkside Tap House was established in 2017 and carries on the Chico tradition of fellowship and great beer.

Please visit our online Walking Tour

