



Architectural Review and  
Historic Preservation Board  
Agenda Report

Meeting Date 5/6/15

REPORT DATE: April 22, 2015

File: AR 15-11

TO: Architectural Review and Historic Preservation Board

FROM: Bob Summerville, AICP Senior Planner, (879-6807, [bob.summerville@chicoca.gov](mailto:bob.summerville@chicoca.gov))  
Jake Morley, Associate Planner, (879-6810, [jake.morley@chicoca.gov](mailto:jake.morley@chicoca.gov))  
Community Development Department

RE: Architectural Review 15-11 (Chico Natural Foods) – 818 Main Street,  
Comprehensive Sign Program for new monument sign

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## SUMMARY AND RECOMMENDATION

As part of on-going aesthetic improvements to the Chico Natural Food store, the applicant proposes a new monument sign located at the southwest corner of Main and West 8<sup>th</sup> Streets. The proposal may be approved by the Board in compliance with new sign code provisions adopted in July 2013 that includes allowances for artistic expressions of signage, and deviations from design standards (such as height) as approved through a comprehensive sign program. Staff recommends that the Board approve the proposal, subject to the recommended conditions and making the required findings.

### Proposed Motion for Final Approval

I move that the Architectural Review and Historic Preservation Board adopt the required findings contained in the agenda report and approve Architectural Review 15-11 (Chico Natural Foods), ~~subject to the recommended conditions therein.~~

## BACKGROUND AND DISCUSSION

Monument signs located in the DS (Downtown South) zoning district are limited to 5-feet in height by the sign code, unless additional height is granted by the Board through a Comprehensive Sign Program in accordance with Section 19.74.070 B. Similarly, the Board may approve three-dimensional, sculptural, or similar artistic sign structures in addition to or in lieu of other signs in accordance with Section 19.74.120 F.9.

Located at the street corner within an existing landscape planter, the finished height of the sign structure is proposed at 12 feet, while the copy for the signage is located approximately 9 feet from grade (see **Attachment A - Site Plan, Sheet A1.0** and **Attachment B – Sign Elevations, Sheet AS1.4**). The proposed square footage for all sign faces is 19 square feet, which is below the total allowable monument sign area of 30 square feet.

Features of the proposed monument sign offer a rural, farm-like appearance utilizing rough-sawn Douglas-fir wood post and metal roofing materials to match the new awning roof on the

structure. Offering aesthetics that relate to the California central valley agricultural region, the design provides a clear sense of place and wayfinding consistent with General Plan policies and Design Guidelines.

## **REQUIRED FINDINGS FOR APPROVAL**

### Environmental Review

The project has been determined to be categorically exempt under Section 1.40.220 of the Chico Municipal Code (CMC) and pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15303 New Construction or Conversion of Small Structures. The project is consistent with the General Plan and zoning, and would not otherwise result in a potentially significant impact to the environment.

### Architectural Review

According to the Chico Municipal Code Section 19.18.060, the Architectural Review and Historic Preservation Board shall determine whether or not a project adequately meets adopted City standards and design guidelines based on the required findings itemized below.

1. *The proposed development is consistent with the General Plan, any applicable specific plan, and any applicable neighborhood or area plans.*

The project is consistent with the following goal and policies contained in the Community Design Element of the General Plan:

*Goal CD-3: Ensure project design that reinforces a sense of place with context sensitive elements and a human scale.*

*Policy CD-3.1 (Lasting Design and Materials) - Promote architectural design that exhibits timeless character and is constructed with high quality materials.*

*Goal CD-6: Enhance gateways and wayfinding elements for an improved sense of arrival and orientation for residents and visitors throughout Chico.*

2. *The proposed development, including the character, scale, and quality of design are consistent with the purpose/intent of this chapter and any adopted design guidelines.*

The proposal is consistent with the Design Intent of Chapter 1: Community Design:

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

The proposal is consistent with the Design Objective from Section 1.4.1 Art in Public Spaces:

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

The proposal is also consistent with the following Design Objective from Chapter 2, Section 2.1.1 – Building Placement and Orientation:

*Make a positive contribution to the streetscape with consideration of building scale in relation to adjacent streets and neighborhoods.*

3. *The architectural design of structures, including all elevations, materials and colors are visually compatible with surrounding development. Design elements, including screening of equipment, exterior lighting, signs, and awnings, have been incorporated into the project to further ensure its compatibility with the character and uses of adjacent development.*

The rough-sawn timbers and colors are compatible with the finishes of the nostalgic character of the Chico Natural Food store structure.

4. *The location and configuration of structures are compatible with their sites and with surrounding sites and structures, and do not unnecessarily block views from other structures or dominate their surroundings.*

City Development Engineering staff have reviewed the proposal and found it to not obstruct views of the traveling public including pedestrian, bicycle, and motorist movements.

5. *The general landscape design, including the color, location, size, texture, type, and coverage of plant materials, and provisions for irrigation and maintenance, and protection of landscape elements, have been considered to ensure visual relief, to complement structures, and to provide an attractive environment.*

The monument sign will be placed within an established landscape planter.

6. *In accordance with the City's sign regulations for a Comprehensive Sign Program (CMC 19.74.070), and consistent with CMC 19.74.120 F.9., the monument sign provides an artistic expression of a business theme that constitutes signage, and is approved in addition to, and compatible with, other signage for the Chico Natural Food store. In approving the proposal, the Board makes the following additional findings for a Comprehensive Sign Program:*

1. *The proposed Comprehensive Sign Program is consistent with the purpose and intent of this chapter;*
2. *The signs are visually related to other signs included in the Comprehensive Sign Program and to the structure and/or developments they identify and to surrounding development;*
3. *The Comprehensive Sign Program accommodates future revisions which may be required due to changes in use or tenants; and*
4. *The Comprehensive Sign Program complies with all of the standards of this chapter, including the maximum overall sign area allowable, except that flexibility is allowed with regard to individual sign area, number, location, and/or*

*height to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes of this chapter.*

## **RECOMMENDED CONDITIONS OF APPROVAL**

1. The front page of all approved building plans shall note in bold type face that the project shall comply with AR 15-11 (Chico Natural Foods). No building permits related to this approval shall be finalized without prior authorization of Community Development Department planning staff.
2. All development shall comply with all other State and local Code provisions, including those of the City of Chico Community Development, Public Works, Fire Departments and the Building Division of the Community Development Department. The permittee is responsible for contacting these offices to verify the need for compliance.

## **PUBLIC CONTACT**

Public notice requirements were fulfilled by placing a notice on the project site and by posting of the agenda at least 10 days prior to this ARHPB meeting.

## **ATTACHMENTS**

- A. Site plan - Sheet A1.0
- B. Elevations - Sheet AS1.4

## **DISTRIBUTION**

### Internal (4)

Mark Wolfe, Community Development Director  
Bob Summerville, Senior Planner  
Jake Morley, Associate Planner  
File: AR 15-11 (Chico Natural Foods)

### External (3)

TJ Glenn, 1250 Humboldt Avenue, Chico, CA 95928  
Kirk Bengston, 1037 Village Lane, Chico, CA 95928  
Liza Tedesco, Chico Natural Foods, 818 Main Street, Chico, CA 95928



1 SITE PLAN  
Scale: 1" : 50' - 0"

**PROJECT DESCRIPTION:**  
BUILDING FACADE IMPROVEMENT AND BUSINESS RE-BRANDING TO LOCAL-GROCERY STORE COOPERATIVE. THIS PERMIT APPLICATION REPRESENTS PROPOSALS FOR SIGNAGE AREA, LOCATION AND ALLOWED SIGN TYPES.

**HISTORICAL CHARACTERISTICS:**  
ALTHOUGH NOT FORMALLY RECOGNIZED BY ANY HISTORICAL SURVEY, THE BUILDING HAS LOCAL RELEVANCE DATING TO 1936 AS THE FIRST LOCAL SAFEWAY-BRAND MARKET AND ONE OF THE ONLY GROCERY STORES TO HAVE SURVIVED IN THE DOWNTOWN AREA.

**SITE CHARACTERISTICS:**  
THE BUSINESS IS LOCATED ON A TRIANGULAR BLOCK RECOGNIZED IN LOCAL HISTORY AS "THE JUNCTION" THAT WAS A CENTRAL POINT FOR A REGIONAL TRANSPORTATION INTERSECTION WITH HIGHWAYS, TRAIN, AND STREET CARS CONVERGING AT ONE LOCATION. MAIN AND 9TH STREETS ARE A GATEWAY ENTRANCE TO THE DOWNTOWN CENTRAL BUSINESS DISTRICT.

market  
\* place  
Merchant Arts  
+ Architecture  
STUDIOS

1250 Humboldt Av  
Chico, CA 95928  
(O) 530-892-8131

LICENSED ARCHITECT  
STATE OF CALIFORNIA

**BUILDING & FACADE IMPROVEMENT FOR CHICO NATURAL FOODS COOPERATIVE**

818 MAIN ST.  
CHICO, CA.  
APN: 004-287-002-000

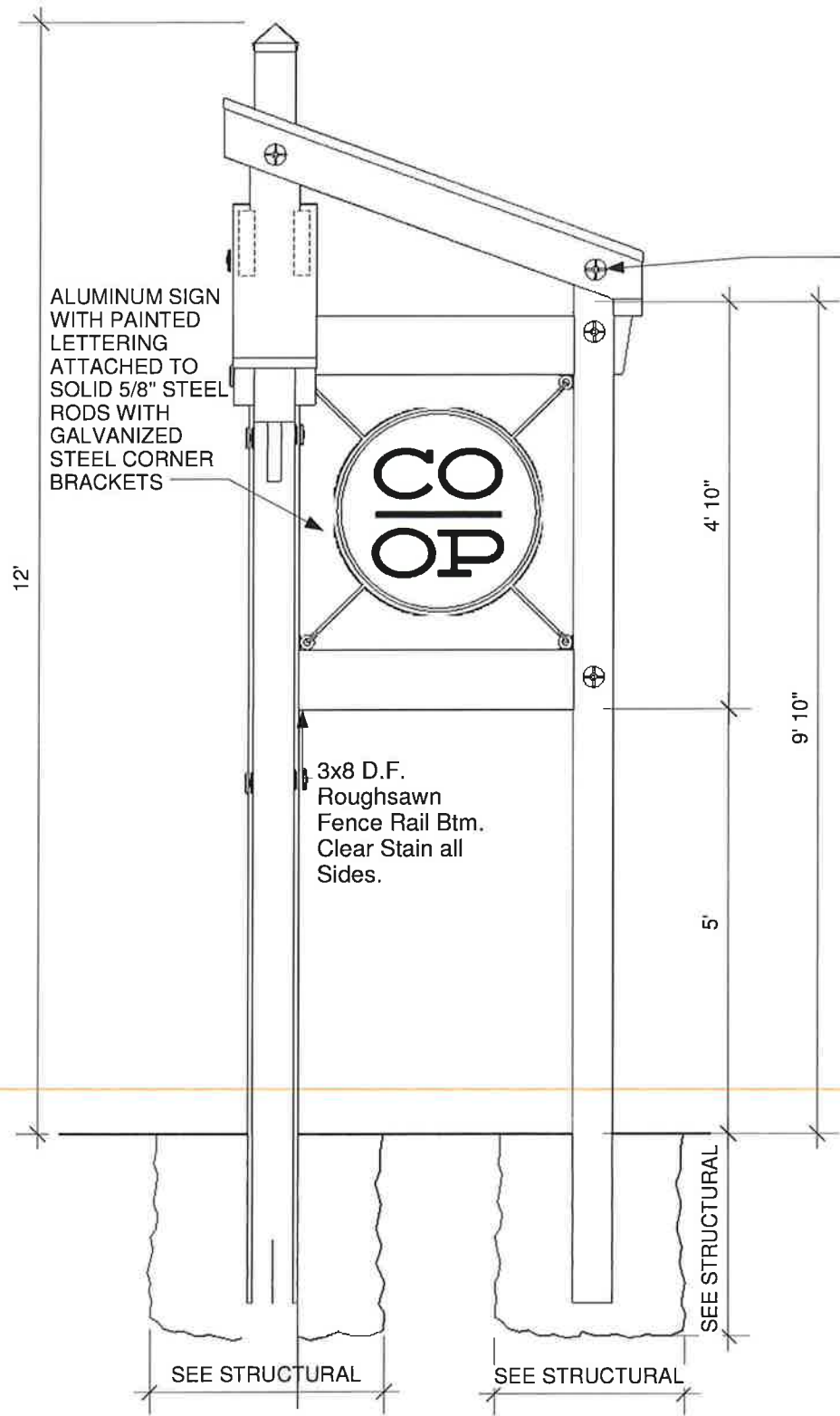
PROJECT No: 443  
DRAWN BY: kla  
REVIEWED BY: tjg  
RELEASE DATE: 09/16/12

AGENCY APPROVALS

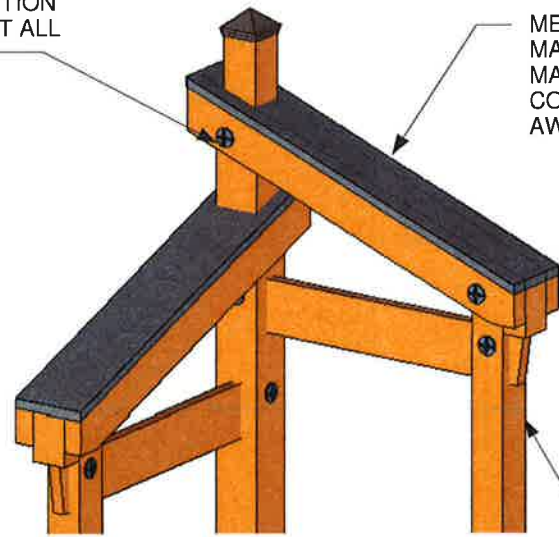
REVISIONS		
SYMB	REMARKS	DT
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SITE PLAN

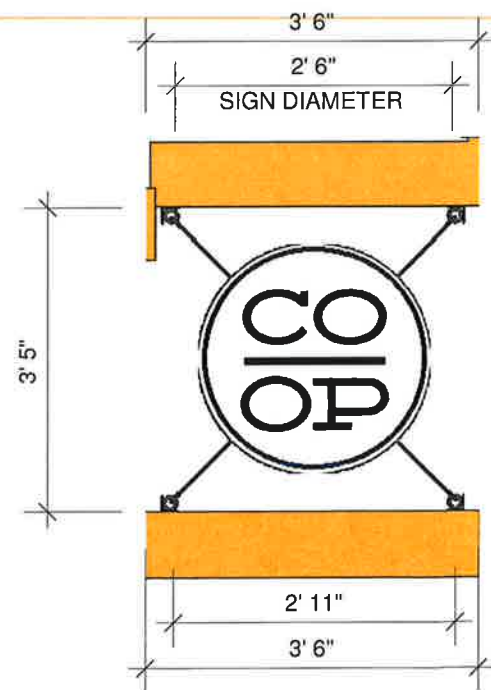
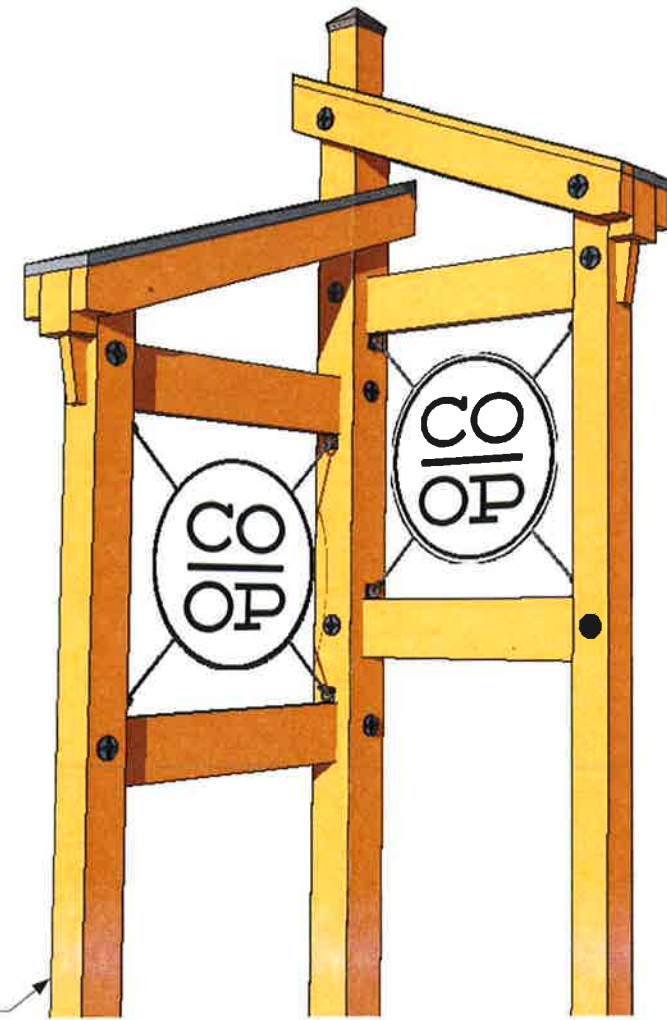
A1.0



1/2" DIA. BOLT, NUT AND MALLEABLE WASHER ON BOTH SIDES (PAINTED BLACK GLOSS RUST PREVENTION PAINT), TYP. AT ALL LOCATIONS.



CLEAR STAINED 8x8 ROUGHSAWN DOUG FIR POSTS, NO. 1 OR BETTER AND FREE OF HEART CENTER.



SIGN HEIGHT	11'- 0"
SIGN AREA "CO-OP"	$(\pi) \times (r^2) = \pi \times (15^2) = 4.9 \text{ SQ. FT.}$
TOTAL SIGN AREA (4-FACES)	$4.9(\text{SQ FT}) \times 4 \text{ (FACES)} = 19 \text{ SQ. FT.}$

market  
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AGENCY APPROVALS

REVISIONS		
SYMB	REMARKS	DT
1		
2		
3		
4		
5		

SIGNAGE  
AREAS

AS1.4