



Architectural Review and
Historic Preservation Board
Agenda Report

Meeting Date 7/15/15

REPORT: June 24, 2015

File: AR 15-14

TO: Architectural Review and Historic Preservation Board

FROM: Bob Summerville, AICP Senior Planner, (879-6807, bob.summerville@chicoca.gov)
Community Development Department

RE: Architectural Review 15-14 (Hotel Diamond/Cook) – 220 W. 4th Street,
Comprehensive Sign Program

SUMMARY AND RECOMMENDATION

The applicant is proposing a comprehensive sign program (CSP) for the Hotel Diamond in downtown Chico. The CSP features a large illuminated projecting sign designed in the Art-Deco style that is compatible with the building's historic character, and includes signage for a new restaurant located on the ground floor of the hotel. The projecting sign includes an element of artistic expression allowed under the City's sign code, and the overall proposal meets the provisions for a CSP which allow deviations from code standards but not additional sign area.

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 15-14 (Hotel Diamond/Cook), subject to the recommended conditions therein.

BACKGROUND

The Hotel Diamond is located in the heart of downtown Chico on W. 4th Street, immediately west of its intersection with Broadway, with its entire west elevation abutting Diamond Alley (a public walkway spanning W. 4th and W. 3rd Streets). The site is designated Commercial Mixed Use on the General Plan diagram and is located in the DN-L-COS (Downtown North-Landmark-Corridor Opportunity Site) overlay zoning district (see location map, **Attachment A**). In his Project Description, the project architect notes the proposal is intended to increase the visibility of the hotel and new restaurant from Broadway and the City Plaza, while reinforcing the hotel's prominence as an historic downtown icon (see **Attachment B** and application, **Attachment C**).

A similar comprehensive sign program was approved for the Hotel Diamond in 2011, authorizing two projecting banner signs with indirect illumination facing W. 4th Street, including a small projecting sign on Diamond Alley advertising the former "Johnny's Restaurant". Although the owner ultimately decided to not install the banners, the restaurant projecting sign was installed. The current proposal retains that sign and replaces both faces with the new restaurant branding for "Two-Twenty Restaurant".

The architect's **design elevations** are illustrated on **Sheet A1**, and **architectural perspectives** are illustrated on **Sheet A2**. **Design details** provided by the sign contractor are illustrated on **Sheets SF1** through **SF3**. The primary projecting sign advertising the Hotel Diamond is designed in a classic Art-Deco style featuring open pan channel and neon tubing mounted on a metal cabinet. On top of the sign is an artistic motif of the hotel's copper-clad cupola comprised of a metal cabinet with matching gold-colored faces. Below the hotel sign is an illuminated metal cabinet sign advertising the restaurant ("Two-Twenty") designed with push-through acrylic letters and a solid (metal) illuminated background (see details on **Sheet SF3**). Combined, these two signs span the height of the 2nd and 3rd stories of the hotel (almost 24 feet, including the cupola motif) and extend out from the hotel six feet over the public sidewalk. Three other signs are proposed for the restaurant: 1) a non-illuminated blade sign below the hotel marquis, and extending over the public sidewalk; 2) an existing oval sign with neon lettering and border; and 3) an existing projecting sign extending over Diamond Alley at the rear door of the restaurant, also designed with neon lettering and border. (See a comprehensive illustration of all signs on **Sheet A1-Partial West Elevation**, details 'A' through 'E'.)

DISCUSSION

Since the completion of the Hotel Diamond's renovation and its placement by the City Council on the City's Historic Resources Inventory in 2003, the hotel has become a landmark, with recognizable features such as its copper cupola on the 4th floor that serves as a wayfinding feature for downtown patrons. Designed with an artistic expression of the cupola as the sign's capital, the proposed sign is anticipated to reinforce the hotel's wayfinding character with classic Art-Deco sign elements including open pan channel with neon tubing, similar to the Senator Theater sign. Although the Art-Deco signs and Victorian architecture of the hotel are designed in different styles and eras, both styles are visually and historically complimentary.

The large projecting sign appears to be placed on the building's south elevation at an optimum location (its west corner), given the existing mature street trees that could otherwise interfere with its visibility. While the street trees will obscure the sign when viewed from Broadway, locating the sign on the hotel's opposite (east) corner, presents greater conflict with the tree near that location. The sign will be most-visible from an area just south of the intersection of W. 4th and Broadway, such as from the City Plaza. Proportionally, the sign is designed to fit well on the hotel building, just below the 4th floor balcony, just to the east side of the decorative street lamp, and not across any architectural features (such as a window or cornice). The project sign should provide a lively, attractive architectural addition to the hotel, while not be overbearing or garish.

Sign Area and Comprehensive Sign Program

Under the City's new sign code (adopted 2013), the total maximum sign area for signs in the DN district is calculated at 1 square foot per linear feet of business frontage, plus 0.5 square feet for uses above the ground floor. With 54 linear feet of business frontage on W. 4th Street, plus the additional three stories above the first, a total of 135 square feet is allowed (noted on **Sheet A1**). (Under the previously approved comprehensive sign program, it was determined that the frontage of the hotel along Diamond Alley can also count towards the maximum sign area, and allow an additional 330 square feet.) The additional square footage of the cupola

motif atop the proposed sign can be considered an "artistic expression", which may be approved by the Board in addition to or in-lieu of other signage allowed by the sign code. The total proposed signage, including the cupola motif, is 154.3 square feet (also noted on **Sheet A1**).

Projecting signs are limited by the City's sign code to specific standards, which in the subject proposal, cannot be met without the benefit of a comprehensive sign program (CSP). The following standards for project signs are proposed to be modified via the CSP:

1. Signs shall only be located on ground-level building frontages with customer access.
2. No sign shall project above the edge of the roof of a structure or a sill of a second-story window.
3. Signs may be illuminated by indirect light sources only which shall be shielded to limit spread of light only to the sign surface.
4. Three-dimensional, sculptural, or similar artistic structures that express a theme or message may be approved by the Board in addition to or in lieu of other signage in compliance with size and lighting regulations of the underlying zoning district.

Conclusions and recommendations

The primary projecting sign advertising the "Hotel Diamond" and "Two-Twenty Restaurant" are elegantly designed and bolster the hotel's landmark identity. However, the "Two-Twenty" blade sign below the hotel's entry marquis, and the existing oval wall sign also advertising the new restaurant, are excessive. Blade signs are limited to 4 square feet per face, cannot be illuminated, and are not calculated in the total allowable sign area. However, the proposed blade sign is 7.5 square feet per face (see sign detail, **Sheet SF2**). The additional area of the proposed blade sign may be approved by the Board in conjunction with the CSP. If the proposed blade sign is approved, staff recommends the existing oval sign be removed. The existing projecting sign on Diamond Alley provides visibility of the new restaurant between W. 3rd and W. 4th Streets, does not appear excessive along that elevation, and is therefore supported by staff.

RECOMMENDED DISCUSSION ITEM

1. Consider the scale of the cupola motif mounted atop the proposed hotel projecting sign. The architect has noted that it is an accurate one-half outline of the hotel's cupola structure. While it reinforces the identity of the hotel, at nearly six-feet square, staff recommends the Board discuss whether its proportions are visually too large and should be reduced.

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 15-14 (Hotel Diamond/Cook). No building permits related to this approval shall be finalized without prior authorization of Community Development

Department planning staff.

2. The permittee shall submit a sign review application to the Community Development Department that includes all architectural plans and drawings approved by the Board in conjunction with their approval of AR 15-14 (Hotel Diamond/Cook).
3. All development shall comply with all other State and local Code provisions, including those of the City of Chico Community Development and Public Works Departments. The permittee is responsible for contacting these offices to verify the need for compliance.
4. The oval wall sign (noted as symbol 'C' on Sheet A1 of the architectural elevations) is not approved as part of the Comprehensive Sign Program and shall be removed.

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 following goals, policies, and actions from the Downtown Element of the General Plan are applicable to the project:

Goal DT-8: Preserve and enhance landmarks or buildings of special historic or architectural interest.

Policy DT-3.1 (Design for the Pedestrian Environment) - Enhance the high-quality pedestrian environment within Downtown through the design and maintenance of buildings, sidewalks, open spaces, and other pedestrian amenities.

Action DT-3.1.1 (Downtown Design Guidelines) - Maintain and apply the Design Guidelines Manual for Downtown building rehabilitation, new construction, parking, signs, streetscape, pedestrian pathways, and sidewalks.

Action DT-6.3.1 (Design of Signs) - Install signs and landmarks throughout Downtown

with graphics that reflect the character and history of Downtown to reinforce a uniform, recognizable Downtown "brand" and to help residents and visitors navigate and find key destinations and parking.

Goal DT-8: Preserve and enhance landmarks and buildings of special historic or architectural interest.

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.

Action CD-6.1.2 (Landmarks) - Construct landmarks to support wayfinding at key locations throughout the City such as entries to historic neighborhoods, points of interest, significant buildings, and natural features.

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 Chapter 1 of the Design Guidelines Manual including:

Chapter 1, Section 3 (Downtown):

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

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.*

Chapter 1, Section 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.

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 projecting sign advertising the "Hotel Diamond" and "Two-Twenty Restaurant" are elegantly designed and should bolster the hotel's landmark image. The overall design exhibits an Art-Deco style that is compatible with the building's Victorian architecture. Illumination of the signs are not excessive and are consistent with the Art-Deco style.

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.*

The primary project sign is placed on the building in an optimum location, given the existing mature street trees that could otherwise interfere with its visibility. Proportionally, the sign is designed to fit well on the hotel building, just below the 4th floor balcony, just to the east side of the decorative street lamp, and not across any architectural features (such as a window or cornice). The project sign should provide a lively, attractive architectural addition to the hotel, while not be overbearing or garish, nor will it obscure views of adjacent businesses.

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.*
Landscaping is not associated with the proposal, although existing street trees are avoided.
6. *In accordance with the City's sign regulations (CMC 19.74.120 F.9.), the cupola motif atop the primary projecting sign is approved in addition to other signage as allowed for artistic expression.*

Comprehensive Sign Program

In approving a Comprehensive Sign Program, the Board shall make all of the following findings in addition to those required by Chapter 19.18:

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;*
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 CSP will enhance the overall development and will more fully accomplish the purposes of this chapter.

The proposed comprehensive sign program complies with the maximum sign area allowed in the DN (Downtown North) zoning district, and provides flexibility in the location and number of projecting signs. Illumination of the large projecting sign facing W. 4th Street is not excessive and the technique is consistent with the Art-Deco style. Additional sign area of the projecting signs is appropriate in scale for each respective building elevation and consistent with the historic character of the hotel. Both projecting signs meet the purpose of a comprehensive sign program by maximizing visibility of the Hotel Diamond and new Two-Twenty Restaurant which is otherwise limited by building, street, and alley orientations.

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. Location Map
 - B. Project Description
 - C. Application
- | | |
|------------|--|
| Sheet AO: | Site Plan |
| Sheet A1: | Architectural Elevations |
| Sheet A2: | Architectural Perspectives |
| Sheet SF1: | Hotel Diamond Projecting Sign, details |
| Sheet SF2: | Blade Sign, details |
| Sheet SF3: | Cabinet Sign, details |

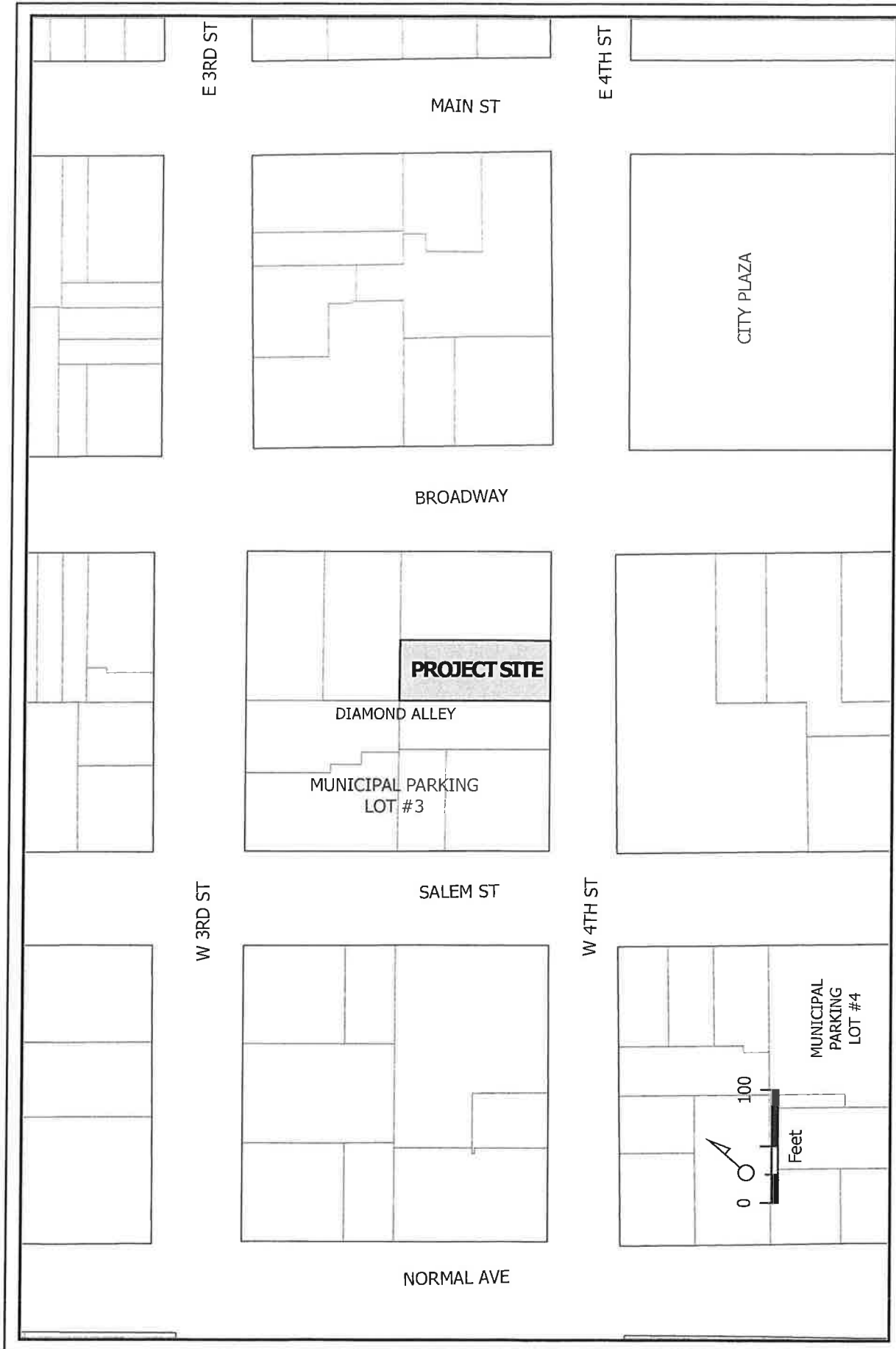
DISTRIBUTION

Internal (3)

Mark Wolfe, Community Development Director
Bob Summerville, Senior Planner
File: AR 15-14

External (6)

NM&R Architects, attn.: David Rogers, 555 Main Street, Suite 300, Chico, CA 95928
Hupp Signs, attn.: Kathy Cunningham, 70 Loren Avenue, Chico, CA 95928
AAA Properties, attn.: Wayne Cook, 331 Wall Street, Chico, CA 95928
Chico Heritage Association, 441 Main St, Chico, California 95928
DCBA, attn.: Melanie Bassett 330 Salem Street, Chico, CA 95928
Chico Chamber of Commerce, attn: Katie Simmons, P.O. Box 3300, Chico, CA 95927



AR 15-14 (Hotel Diamond/Cook)
 220 W 4th Street
 APN 004-132-006-000



June 17, 2015

Mr. Bob Summerville, Senior Planner
City of Chico Planning Dept.
P.O. Box 3420
Chico, CA 95927

RE: Project Description for ARHPB submittal
Hotel Diamond Signage

Dear Mr. Summerville,

This project comprises the addition of two new signs for the Hotel Diamond and a planned new restaurant. Two existing signs are also proposed to be updated to coincide with the new restaurant name.

The proposed marquee sign is designed to increase the Hotel's visibility, especially from Broadway Street and the City Plaza. The sign is also an attempt to further establish the Hotel as an historic icon in downtown Chico. As you know, it's art-deco style is similar to many signs of the 1920's, 30' and 40's. We believe the proposed marquee sign is as much an public art piece as a sign and therefore should be evaluated separately from the standard square footage formulas for signage.

Thank you for your thoughtful consideration.

David Rogers, Principal Architect
Nichols, Melburg & Rossetto

ATTACHMENT **B**

RECEIVED



PLANNING DIVISION

411 Main Street (530) 879-6800
P.O. Box 3420
Chico, CA 95927-3420
www.chicoca.gov

JUN 17 2015

Application No. AR 15-14

CITY OF CHICO
PLANNING SERVICES

APPLICATION FOR
Site Design and Architectural Review

- Administrative
- Conceptual
- Board Review

Applicant Information

Applicant Name	AAA Properties / Wayne Cook	Phone	(530) 895-3500
Applicant Street Address	331 Wall Street	Email	aaawcook@hotmail.com
City	Chico	State	CA
		Zip	95928
Property Owner	Same	Phone	
Property Owner Address		Email	
City		State	
		Zip	
Architect or Historical Consultant	NM&R Architects / David Rogers	Phone	(530) 891-1710
Address	555 Main St., Ste. 300	Email	rogers@nmrdesign.com
City	Chico	State	CA
		Zip	95928

General Project Information

Project Name	Hotel Diamond Marquee Style Sign	APN	004-132-006	Parcel Size	7,155 sf
Location/Address	220 W. 4th Street	General Plan Designation	CMU		
Description	A Proposed Wall Mounted Hotel / Restaurant Sign	Zoning	DN		

Submittal Requirements

Application requirements are as indicated on attached checklist. The City's **Design Guidelines Manual** (which is available online at www.ci.chico.ca.us/planning_services/DesignGuidelinesManual.asp) must be consulted to ensure that important design principles are considered and to help expedite the processing of applications. Prospective applicants are encouraged to meet with Planning Services staff prior to submittal. Please call (530) 879-6800. Projects subject to architectural review and approval are processed in accordance with Chapter 19.18 of the Chico Municipal Code. Applicants are highly encouraged to read this chapter prior to application submittal.

Applicant Authorization and Signature

I certify that the information provided with this application is complete, true and correct to the best of my knowledge and belief, and that if I am not the property owner, I have been authorized by the property owner to submit this application.

Applicant's Signature	<i>[Signature]</i>	Date	6/17/15
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For Office Use Only

Application Received By	Shannon Costa	Butte County Filing Fee \$50 (Check payable to Butte County)	Receipt No.	190486
Date	6-17-15		Application Fee \$	1873
Assigned Planner	Bob Summerville	<input type="checkbox"/> Applies	Environ. Review Fee \$	
Tentative Hearing Date		<input type="checkbox"/> Does Not Apply	Total Fees \$ (Check payable to City of Chico)	

ATTACHMENT C

A PROPOSED SIGNAGE DESIGN

FOR THE HOTEL DIAMOND AND TWO-TWENTY RESTAURANT

220 W. FOURTH STREET
CHICO, CA

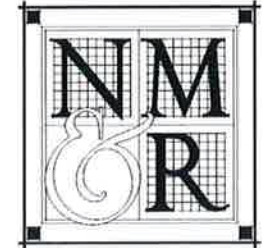
RECEIVED

JUN 26 2015

CITY OF CHICO
PLANNING SERVICES

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MELBURG
ROSSETTO
ARCHITECTS + ENGINEERS

555 MAIN STREET, SUITE 300
CHICO, CA 95928
(530) 891-1710 (530) 891-0138 FAX
<http://www.nmrdesign.com>

CONSULTANTS

LICENSE STAMPS

PROJECT NAME

PROPOSED
EXTERIOR
SIGNAGE

FOR THE

HOTEL
DIAMOND

220 W. 4TH STREET
CHICO, CALIFORNIA

SHEET TITLE

COVER SHEET
SITE PLAN

DRAWING STATUS

ARHPB
SUBMITTAL
NOT FOR CONSTRUCTION

REVISIONS

Sym.	Description	Date

Drawn By	DAR
Checked By	
Date Drawn	6/25/15
Scale	1"=20'-0"
Job No.	15-9010

Date Drawn	6/25/15
Scale	1"=20'-0"
Job No.	15-9010

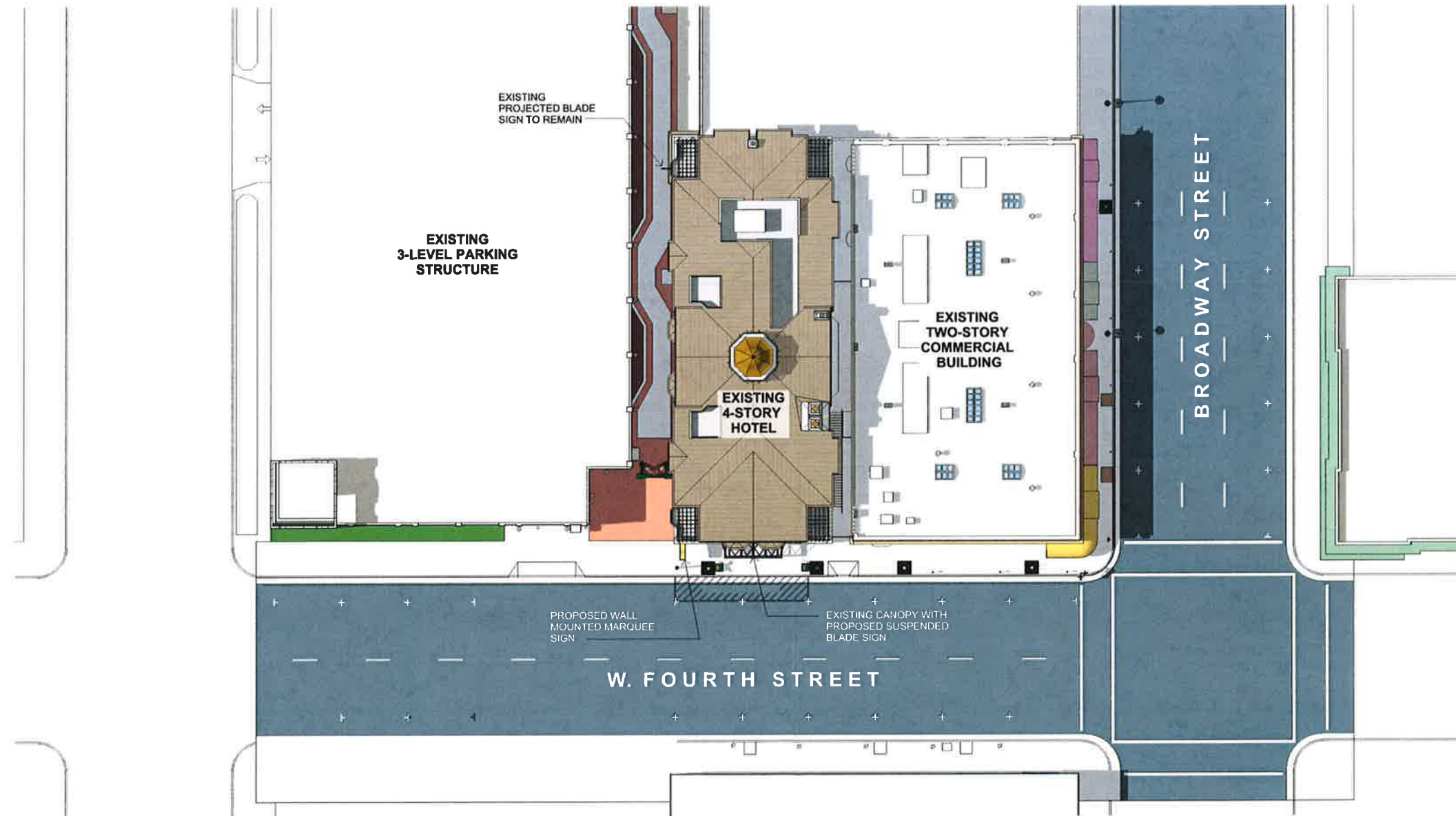
Checked By	
Date Drawn	6/25/15
Scale	1"=20'-0"
Job No.	15-9010

Scale	1"=20'-0"
Job No.	15-9010

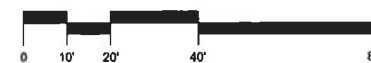
Job No.	15-9010
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SHEET No.

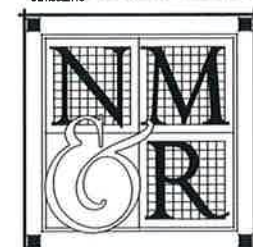
A0



OVERALL SITE PLAN
SCALE: 1"=20'-0"



NO.	DESCRIPTION
A0	COVER SHEET / SITE PLAN
A1	EXTERIOR ELEVATIONS / SIGN SCHEDULE
A2	EXTERIOR PERSPECTIVES
SF1	SIGN FABRICATOR ILLUSTRATIONS
SF2	SIGN FABRICATOR ILLUSTRATIONS
SF3	SIGN FABRICATOR DETAILS



**NICHOLS
MELBURG
ROSSETTO**
ARCHITECTS + ENGINEERS
555 MAIN STREET, SUITE 300
CHICO, CA 95928
(530) 891-1710 (530) 891-0138 FAX
http://www.nmrdesign.com

CONSULTANTS

LICENSE STAMPS

PROJECT NAME

**PROPOSED
EXTERIOR
SIGNAGE**

FOR THE
**HOTEL
DIAMOND**

220 W. 4TH STREET
CHICO, CALIFORNIA

SHEET TITLE
**EXTERIOR
ELEVATIONS**

DRAWING STATUS

**ARHPB
SUBMITTAL**
NOT FOR CONSTRUCTION

REVISIONS

Sym.	Description	Date

Drawn By	DAR
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Checked By	
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Date Drawn	6/25/15
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Scale	1/4"=1'-0"
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Job No.	15-9010
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SHEET No.

A1

EXTERIOR SIGNAGE SCHEDULE

SYMBOL	DESCRIPTION	SIDES	SIGN AREA (sf)
A	EXISTING LED LETTERING AT CANOPY FACADE	1	16
B	EXISTING OVAL BLADE SIGN WITH NEON LETTERING AND BORDER	2	9
C	EXISTING OVAL WALL MTD. SIGN WITH NEON LETTERING AND BORDER	1	4.5
D	PROPOSED SUSPENDED BLADE SIGN	2	15
E	PROPOSED HOTEL MARQUEE SIGN WITH NEON LETTERING AND BORDER. INTERNALLY ILLUMINATED RESTAURANT SIGNAGE AT BASE	2	110*
TOTAL PROPOSED SIGNAGE			154.5

ALLOWABLE SIGNAGE AREA BY CITY ORDINANCE 19.74 =
54' FRONTAGE X 1 SF/LF = 54 SF
54' X 3 UPPER FLOORS X .5 SF/LF = 81 SF
TOTAL ALLOWABLE SIGN AREA = 135 SF

*NOTE: THIS SIGN AREA REPRESENTS THE AREA BORDERING THE TEXT. THE ACTUAL SIZE OF THE ENTIRE MARQUEE IS 99.5 SQ FT (PER SIDE).



W PARTIAL WEST ELEVATION
SCALE: 1/4"=1'-0"



S SOUTH ELEVATION
SCALE: 1/4"=1'-0"





5 PERSPECTIVE
SCALE: NONE



4 PERSPECTIVE
SCALE: NONE



2 PERSPECTIVE
SCALE: NONE



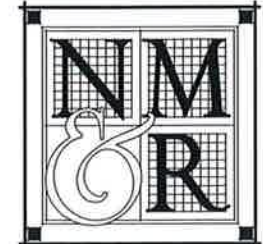
3 PERSPECTIVE
SCALE: NONE



1 PERSPECTIVE
SCALE: NONE

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<http://www.nmrdesign.com>

CONSULTANTS

LICENSE STAMPS

PROJECT NAME
PROPOSED EXTERIOR SIGNAGE
FOR THE
HOTEL DIAMOND

220 W. 4TH STREET
CHICO, CALIFORNIA

SHEET TITLE
EXTERIOR PERSPECTIVES

DRAWING STATUS
ARHPB SUBMITTAL
NOT FOR CONSTRUCTION

REVISIONS

Sym.	Description	Date

Drawn By	DAR
Checked By	-
Date Drawn	6/25/15
Scale	NONE
Job No.	15-9010

SHEET No.

A2

HUPP SIGNS
a LIGHTING, INC.
530-345-7078
1000 E. Ave. Chico, CA 95928
License #969949,
www.huppsigns.com

SIGN DESIGN
MANUFACTURING
INSTALLATION & SERVICE

THIS DESIGN IS THE EXCLUSIVE
PROPERTY OF HUPP SIGNS AND
CANNOT BE REPRODUCED, IN WHOLE
OR IN PART, WITHOUT HUPP SIGNS'S
PRIOR WRITTEN APPROVAL

SALES ASSOCIATE
Kathy Cunningham

JOB NUMBER
SALES

CUSTOMER NAME
HOTEL DIAMOND

CUSTOMER ADDRESS
220 4TH ST
CHICO, CA

CUSTOMER PHONE#

DESIGN PHASE
design_

REVISED BY	DATE
Kathy C	6-10-15

APPROVALS INCLUDE
DESIGN, COLOR, SPELLING

CUSTOMER APPROVAL

PRINT NAME _____
SIGN NAME _____
DATE _____

HUPP STAFF APPROVAL

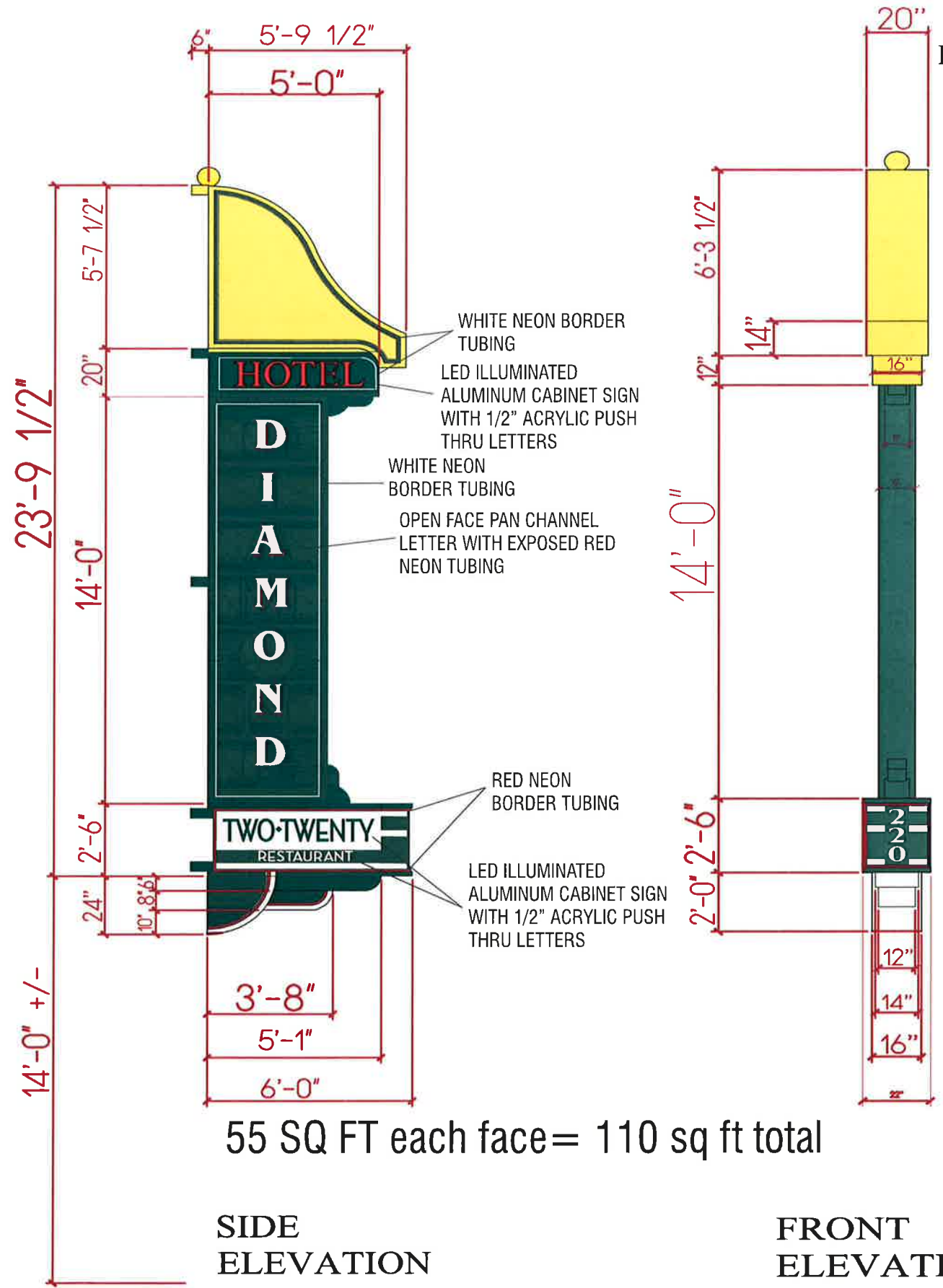
PRINT NAME _____
SIGN NAME _____
DATE _____

This sign is intended to be installed in accordance with the requirements of Article 600 of the national electric code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

PAGE # _____

A PROPOSED
MARQUEE SIGN
for the
HOTEL DIAMOND

JUNE 9, 2015

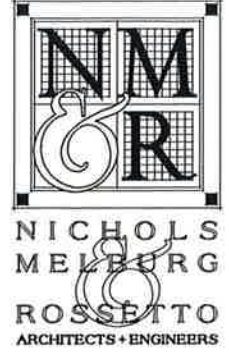
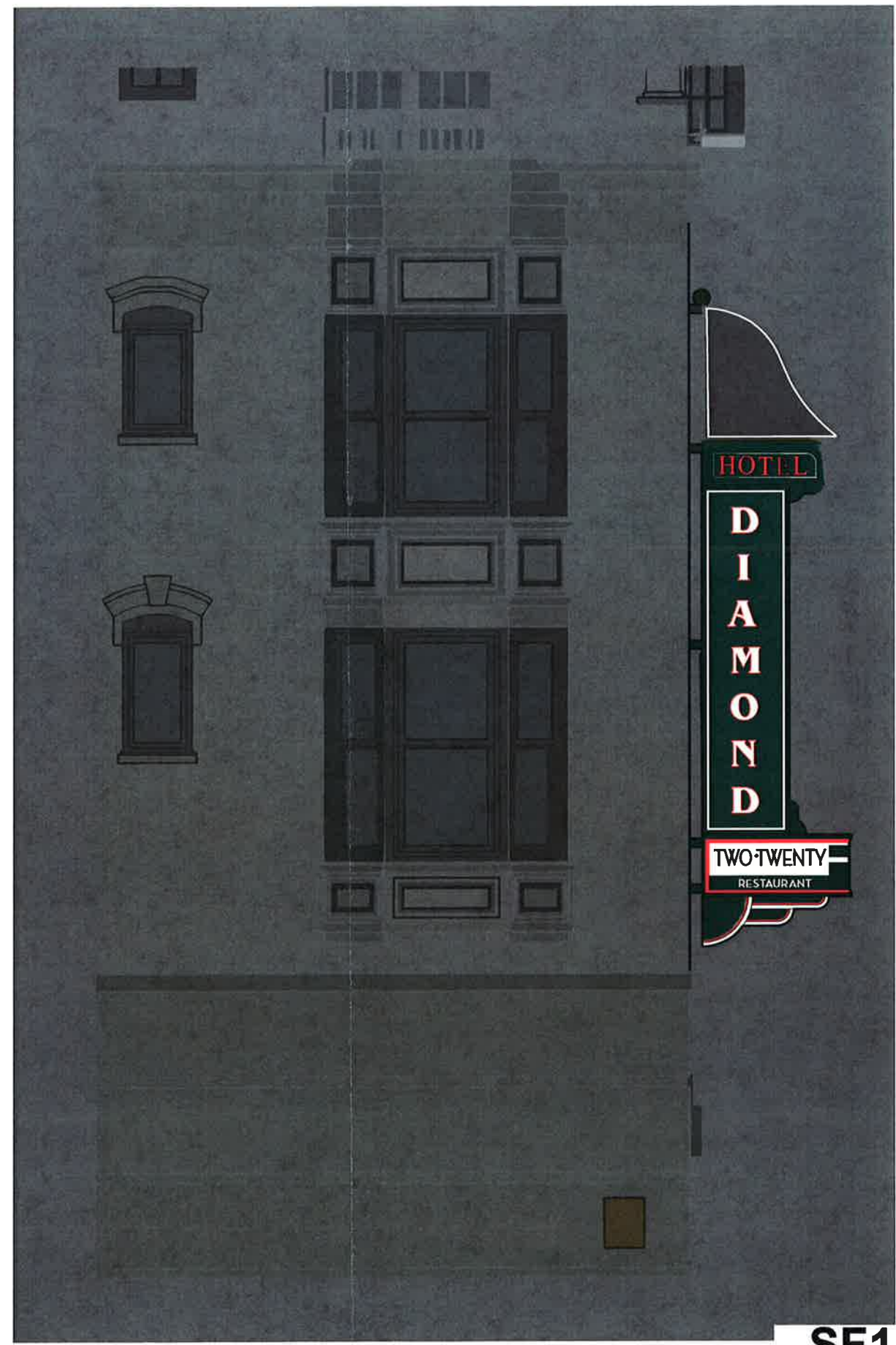


55 SQ FT each face = 110 sq ft total

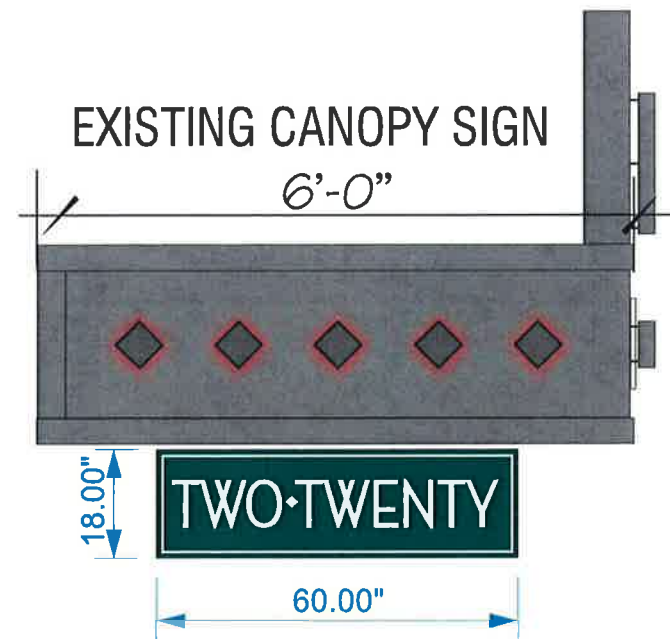
SIDE ELEVATION

FRONT ELEVATION

NIGHT SIMULATION



NON-ILLUMINATED D/F CABINET SIGN WITH ALUMINUM FACES AND VINYL GRAPHICS



HUPP SIGNS
A LIGHTING, INC.
530-345-7078
1000 N. Ave. Chico, CA 95928
License #369949

www.huppsigns.com

SIGN DESIGN
MANUFACTURING
INSTALLATION & SERVICE

THIS DESIGN IS THE EXCLUSIVE
PROPERTY OF HUPP SIGNS AND
CANNOT BE REPRODUCED, IN WHOLE
OR IN PART, WITHOUT HUPP SIGNS'S
PRIOR WRITTEN APPROVAL

SALES ASSOCIATE
Kathy Cunningham

JOB NUMBER

SALES

CUSTOMER NAME
HOTEL DIAMOND

CUSTOMER ADDRESS
220 4TH ST
CHICO, CA

CUSTOMER PHONE#

DESIGN PHASE
design

REVISED BY	DATE
Kathy C	6-10-15

APPROVALS INCLUDE
DESIGN, COLOR, SPELLING

CUSTOMER APPROVAL

PRINT NAME

SIGN NAME

DATE

HUPP STAFF APPROVAL

PRINT NAME

SIGN NAME

DATE

This sign is intended to be installed
in accordance with the requirements
of Article 600 of the national electric
code and/or other applicable local
codes. This includes proper grounding
and bonding of the sign.

PAGE #

HUPP SIGNS
A LIGHTING, INC.
530-345-7078
1000 W. Ave. Chico, CA 95928
License #969949

www.huppsigns.com

SIGN DESIGN
MANUFACTURING
INSTALLATION & SERVICE

THIS DESIGN IS THE EXCLUSIVE
PROPERTY OF HUPP SIGNS AND
CANNOT BE REPRODUCED, IN WHOLE
OR IN PART, WITHOUT HUPP SIGNS'S
PRIOR WRITTEN APPROVAL

SALES ASSOCIATE
Kathy Cunningham

JOB NUMBER

SALES

CUSTOMER NAME
HOTEL DIAMOND

CUSTOMER ADDRESS
220 4TH ST
CHICO, CA

CUSTOMER PHONE#

DESIGN PHASE
design

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EXAMPLE D/F LED ILLUMINATED CABINET

DETAILS

.063" ALUMINUM WRAP

2" ALUM ANGLE CONSTRUCTION

1/4 PLATE WELDED TOP/BOTTOM

1/8" ALUMINUM FACES

1/2" ACRYLIC PUSH THRU COPY

WHITE LED

UL LISTED POWER SUPPLY

DISCONNECT SWITCH

1/4" DRAIN HOLES

COLOR GUIDE

V1	3M VINYL XXXXXXXX
V2	3M VINYL XXXXXXXX
P1	PAINT: COLOR HERE TEXTURE: NONE FINISH: SATIN

EXAMPLE 1/2" ACRYLIC PUSH THRU LETTERS

NIGHT & DAY DETAIL

DAY

NIGHT

EXAMPLE PAN CHANNEL LETTER WITH EXPOSED NEON

DETAILS

5" DEEP

.040 THICK ALUMINUM C/L RETURNS

WALL ATTACHMENTS AS REQUIRED
(MIN. 4) see method of attachment

NEON TUBE SUPPORT

.063" PRE-PAINTED WHITE ALUM. BACKS

WALL SURFACE **NO TRIM CAP OR FACES EXPOSED NEON**

NEON / ARGON GAS FILLED TUBES

REMOTE 30MA TRANSFORMER IN BOX

USE ELECTROBITS CONNECTIONS

CONDUIT W/ BUSHING THRU WALL

DISCONNECT ON FIRST LETTER PREFERABLY

WEEP HOLES @ BOTTOM

SCALE: NTS

METHOD OF ATTACHMENT FOR RACEWAY/ CHANNEL LETTERS

HARDWARE	BUILDING CONSTRUCTION		
	MASON	WOOD	METAL
MIN. #10X2" MOUNTING SCREWS			
BOLTS THRU WALL			
LAG BOLTS W/ SHIELD			
LAG BOLTS			
TOGGLE BOLTS			