



Architectural Review and  
Historic Preservation Board  
Agenda Report

Meeting Date 3/2/16

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REPORT

DATE: February 16, 2016

File: AR 16-01

TO: Architectural Review and Historic Preservation Board

FROM: Jake Morley, Associate Planner, (879-6810, jake.morley@chicoca.gov)  
Community Development Department

RE: Architectural Review 16-01 (Chico Children's Museum) – 321, 325 and 327 Main  
Street - Facade Remodel

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### SUMMARY AND RECOMMENDATION

The applicant is proposing a front façade remodel of a vacant structure in Downtown Chico. The façade remodel brings historic design elements to a structure that is currently lacking an architectural character. The project implements General Plan policies that promote a high-quality pedestrian environment and lively streetscape within the Downtown core.

#### 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 16-01 (Chico Children's Museum), subject to the recommended conditions therein.

### BACKGROUND AND DISCUSSION

Located on the east side of Main Street, mid-block between 3<sup>rd</sup> and 4<sup>th</sup> Streets, this project represents a significant façade enhancement in the Downtown (see Location Map, **Attachment A**). The subject site is located on land designated Commercial Mixed Use on the General Plan diagram and located in the DN-L-COS (Downtown North-Landmark-Corridor Opportunity Site) overlay zoning district.

The owners of the structure wish to convert the space from retail and bar to a museum, a land use allowed by right in the DN (Downtown North) zoning district (see Project Description, **Attachment B**).

Currently, due to the vacancy of the structure and the large alcove space in front, there is a chain link fence across the front to minimize trespassing. The proposal includes removal of the alcove space, and reconstructing the storefront close to the sidewalk with the introduction of storefront windows that fold open to an indoor patio area (see Floor Plan, **Attachment C**).

The structure itself will receive a façade enhancement with the removal of the existing brick and awning. New finished elements will be introduced such as cornice details, 12-inch and 16-inch gooseneck lighting fixtures, ceramic tiles and new storefront windows (See Exterior Elevations, **Attachment D**, see Light Detail, **Attachment E**).

Ceramic (“subway”) tiles are proposed around the storefront, while a stucco finish is proposed above the entry ways. The tile will be 3-inch by 6-inch in size and come in “arctic white” while the stucco will be painted “swiss coffee” and “digital yellow”. The store front windows will be framed in a bronze finish (see Color Elevations, **Attachment F**). A color materials board will be present at the public hearing.

Signage is proposed, which meets the Chico Municipal Code standards of 1 square foot per linear foot of building frontage. Proposed signage will individual mounted channel letters made of metal, that are indirectly illuminated by gooseneck lights mounted above.

## **REQUIRED FINDINGS FOR APPROVAL**

### Environmental Review

The project has been determined to be categorically exempt pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15301 Existing Facilities. The project involves the façade remodel to an existing structure. 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 goals and policies contained in the Community Design and Downtown Elements 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.

LU-G-13: Maintain and enhance Downtown's vitality and economic well-being, and its presence as the City's symbolic center.

CD-G-22: Maintain and enhance a strong pedestrian scale and orientation within the Downtown through the design of buildings and streets.

CD-G-24: Encourage a lively streetscape environment, with buildings and activities oriented to the street and sidewalk areas at ground level.

Goal DT-3: Enhance the pedestrian environment in Downtown.

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.

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 following design objective and guidelines from Chapter 1 (Community Design-Downtown sub-section) of the Design Guidelines Manual:

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

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

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.

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 façade remodel enhances the surrounding streetscape and engages pedestrians by removing the alcove and bringing the store front to the public right-of-way. The proposal contains an attractive color pallet and structural elements like subway tiles and gooseneck lighting.

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 proposal includes historic elements such as a new cornice and subway style tiles that can be found in the downtown area. The structure is existing and is not proposed to be have a significant height increase, and therefore will not block views or dominate the surrounding.

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.*

Existing street trees will remain, and no new landscaping will be introduced, due to the downtown location.

## **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 16-01 (Chico Children's Museum). 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 and Public Works Departments. 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. Location Map
- B. Project Description
- C. Floor Plan
- D. Exterior Elevation
- E. Light Detail
- F. Color Elevation

## **DISTRIBUTION**

### Internal (3)

Bob Summerville, Senior Planner  
Jake Morley, Associate Planner  
File: AR 16-01

### External (3)

Manuel Breshauer Estate, 341 Broadway, Suite 305, Chico, CA 95928  
Gary Hawkins, Architect, 3045 Ceres Avenue, Suite 135, Chico, CA 95973  
Richard Billson, 3 Commerce Court, Suite 100, Chico, CA 95928

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# AR 16-01 - Chico Children's Museum



ATTACHMENT A







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**GARY HAWKINS  
ARCHITECT**

3045 Ceres Avenue, Suite 135  
Chico, CA 95973

(530) 892-2700  
info@ghachico.com

January 15, 2016

Architectural Review and Historic Preservation Board  
City of Chico Planning Department  
411 Main Street  
Chico, CA 95928

RE: Façade Remodel at 321, 325, and 327 Main Street in Chico:  
Consistency with the City Of Chico Design Guidelines

We are pleased to present a design concept for the enhancement of an existing building at 321, 325, and 327 Main Street. It is our intent that the design is consistent with the City of Chico Design Guidelines. Although strategically placed in downtown, the site is currently unattractive in the heart of downtown Chico's shopping district. This design represents our client's concept for improving the visual approach to this important part of our town, and features the following design elements:

This concept provides a welcoming attraction for the downtown core and is consistent with the Design Objective of the Downtown Element of the General Plan.

- Appropriate architectural design and decorative details will be added that *"consider the historic architectural qualities that give the building, and neighboring buildings, a distinctive character"* per DG 1.3.61, and are consistent with the City's Design Guidelines Manual Objective 1.3.1 *"Reinforce the historic urban character of Downtown Chico with the design of new development and redevelopment."*
- Appropriate signage and lighting will be applied that will *"reflect the building's architectural characteristics, while effectively presenting the business's image"* per DG 1.3.51 and accent the space front that to enhance night time character, compliant with DG 1.3.56 1.3.57.
- This façade remodel reflects our consideration of the historic architectural qualities of the neighboring buildings so as to restore the distinctive character to this space, in compliance with the DG 1.3.61.
- Appropriate architectural design on the fronts exterior will bring back *"tile panels that have been altered or destroyed"* as a way to restore the character of the storefront and bring unity with neighboring buildings per DG 1.3.73.

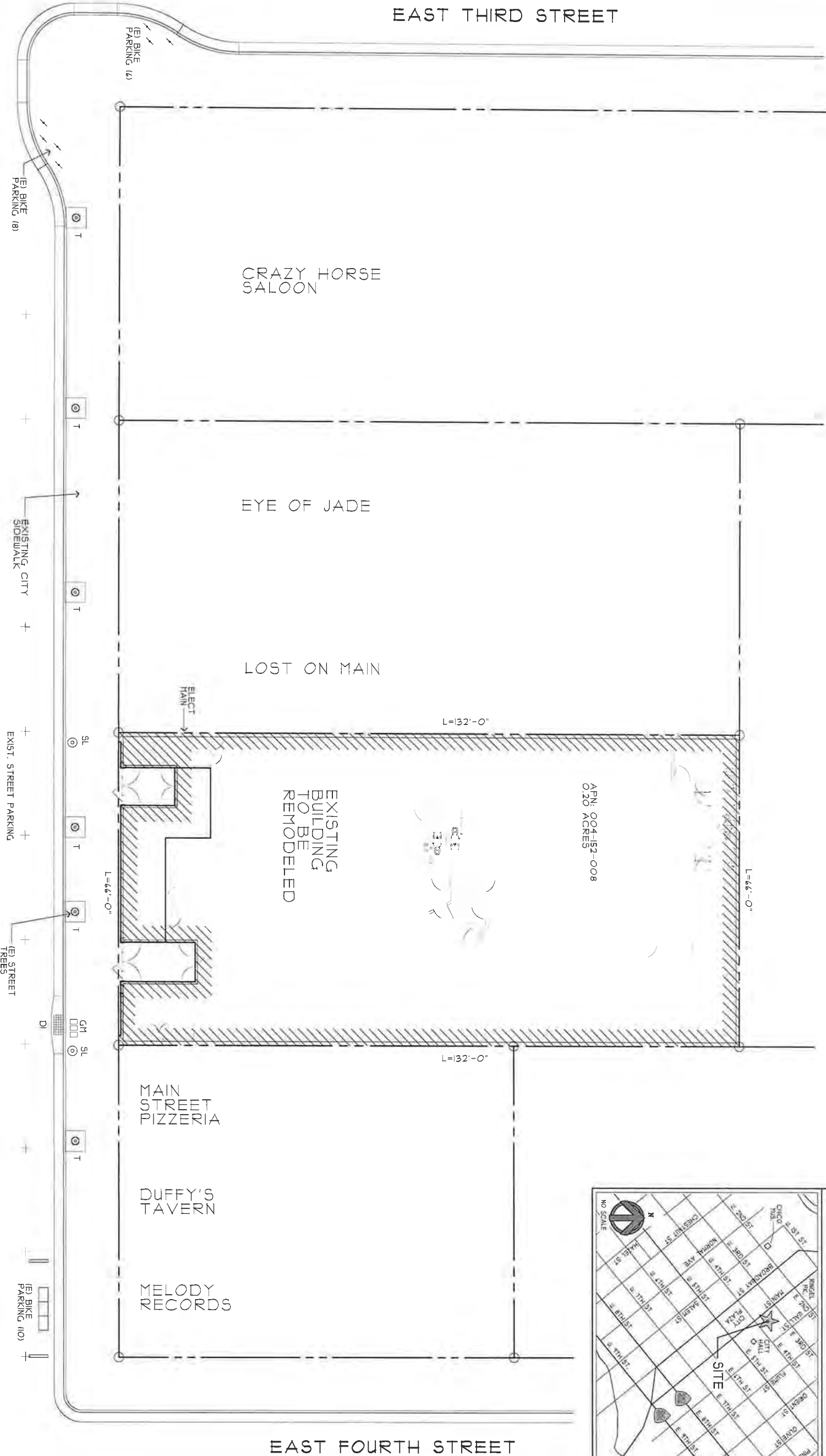
It is our hope that you will agree that this project represents our interest in adding a significant improvement to Downtown Chico. The façade remodel at 321, 325, and 327 Main Street is an aesthetic enhancement that will restore character and charm to a section of Chico's shopping district that is currently lost.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Gary Hawkins', written over a light blue horizontal line.

Gary Hawkins

**ATTACHMENT B**

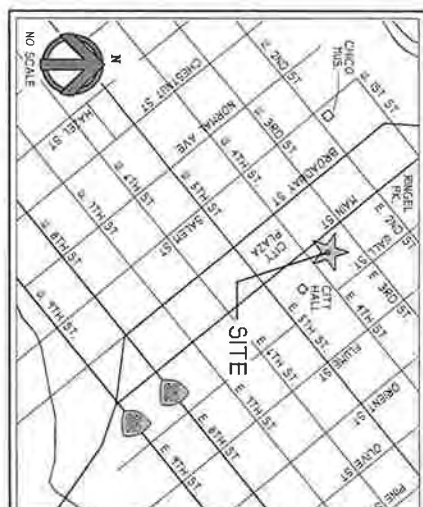


MAIN STREET

EAST THIRD STREET

EAST FOURTH STREET

APN: 004-152-008  
0.20 ACRES



VICINITY MAP

**SCOPE OF WORK**  
INFILL OF EXISTING VACANT SITES AT 321, 325 AND 327 MAIN STREET AND EXTERIOR FACADE REMODEL FOR NEW CHILDREN'S MUSEUM EXTERIOR SIGNAGE UNDER SEPARATE SUBMITTAL.

SITE PLAN  
SCALE: 1"=10'-0"



ATTACHMENT C

FACADE REMODEL FOR: **MANUEL BRESLAUER ESTATE**  
321, 325, 327 MAIN ST., CHICO CA

APN: 004-152-008

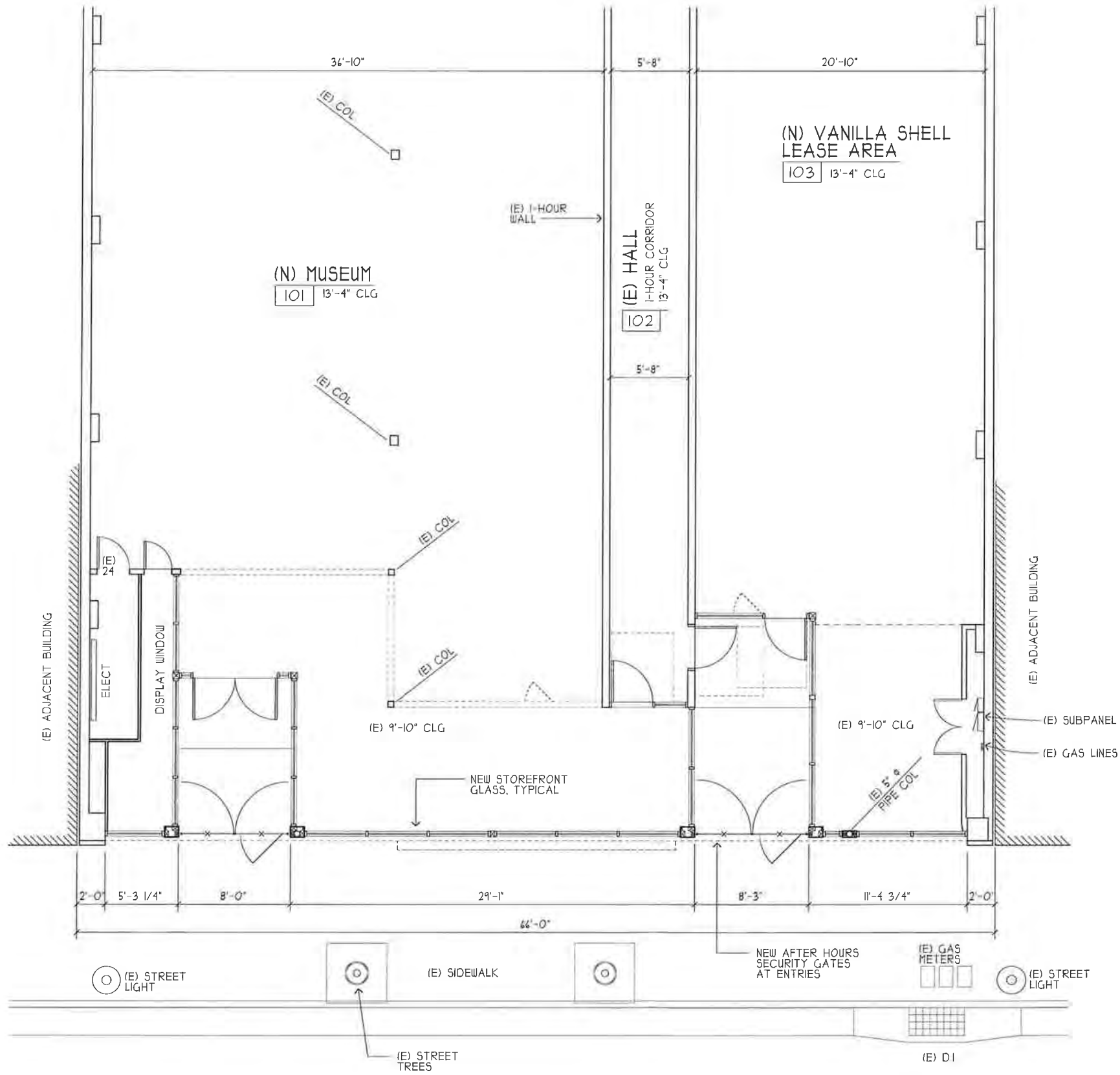


Print Date: 2/22/2014

Date: 1-2016  
Drawn: CC  
Job No: 15-012



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**BUILDING AREA**

CONDITIONED AREA:	8,401 SF
AREA OF INFILL SUITE 321:	5,108 SF
FUTURE LEASE AREA SUITE 321:	2,240 SF
COMMON CORRIDOR:	439 SF
COVERED AREA:	222 SF

Revised:  
Plot Date: 2/22/2014

**GH4**  
GARY HAWKINS ARCHITECT  
(800) 882-2700  
gary@gh4.com  
3045 Corona Ave., Ste 135  
Chicago, IL 60631



FACADE REMODEL FOR:  
**MANUEL BRESLAUER ESTATE**  
321 MAIN ST., CHICO CA

Date: 2-2014  
Drawn: GC  
Job No: 15-012

Sheet:  
**A-2**  
of

**FLOOR PLAN**  
SCALE: 1/4"=1'-0"  
0 1 2 3 4 5 6 7 8



EXTERIOR SIGNAGE		EXTERIOR LIGHTING		FINISH SCHEDULE			
DN-DOWNTOWN NORTH ZONE 1 SF SIGNAGE ALLOWED PER LINEAR FRONTAGE BUILDING FRONTAGE = 44'-0" 44 SF TOTAL SIGNAGE ALLOWANCE ** NOTE: ** SIGNAGE DESIGN BY OTHERS, UNDER SEPRATE PERMIT SIGNAGE SHOWN FOR REFERENCE ONLY		<b>WALL MOUNT DOWNLIGHTS</b> BARN LIGHT ELECTRIC OR EQUAL LED LIGHT w/ "UNIVERSAL" 14" SHADE POWDER COAT 200-WHITE G4 24" GOOSENECK ARM, BRUSHED ALUMINUM DIRECTED AT SIDEWALK QUANTITY = 4		MARK	MATERIAL	COLOR	LOCATION
321 MAIN ST. FRONTAGE = 43'-0" 43 SF SIGNAGE ALLOWANCE PROPOSED SIGNAGE: INDIVIDUALLY MOUNTED METAL LETTERS ESTIMATED SIGNAGE AREA 3 SF		<b>WALL MOUNT SIGN LIGHTS</b> BARN LIGHT ELECTRIC OR EQUAL LED LIGHT w/ "UNIVERSAL" 12" SHADE POWDER COAT 200-WHITE G10 36" GOOSENECK ARM, BRUSHED ALUMINUM DIRECTED AT SIGNAGE QUANTITY = 3		01	PLASTER, PAINT	KELLY MOORE DIGITAL YELLOW KM-5211	UPPER BODY, BUILDOUT
321 MAIN ST. FRONTAGE = 23'-0" 23 SF SIGNAGE ALLOWANCE RESERVED FOR FUTURE SUITE DIVISION				02	PLASTER, PAINT	KELLY MOORE SWISS COFFEE KM-23	SIDE COLUMN, TRIM, CORNICE
				03	3x6 SUBWAY TILE	DAL TILE ARTIC WHITE SEMI-GLOSS WHITE GROUT	LOWER BODY
				04	ALUMINUM	BRONZE	STOREFRONT FRAMES

Revisions:

Plot Date: 2/22/2014

**GH4**  
**GARY HAWKINS ARCHITECT**  
 (650) 982-2700  
 gary@gh4arch.com

**GARY HAWKINS ARCHITECT**  
 3046 Cere Ave, Ste 105  
 Chico, CA 95973

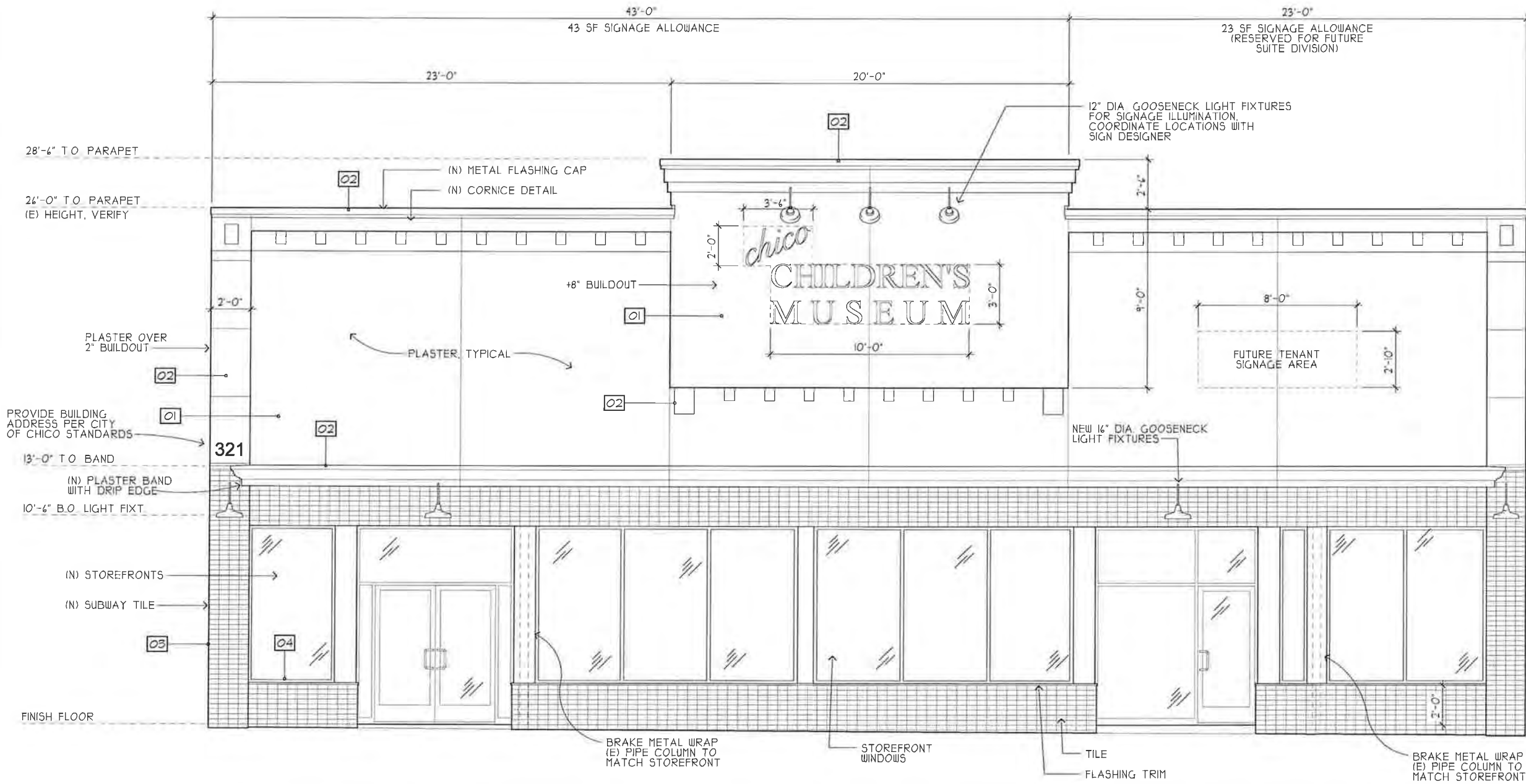


DATE: 2-2014  
 DRAWN: GC  
 JOB NO: 15-012

FAÇADE REMODEL FOR:  
**MANUEL BRESLAUER ESTATE**  
 321 MAIN ST., CHICO CA

Date: 2-2014  
 Drawn: GC  
 Job No: 15-012

Sheet:  
**A-3**



**EXTERIOR ELEVATION - REMODEL**

SCALE: 3/8"=1'-0"

ALL EXTERIOR SIGNAGE UNDER SEPRATE PERMIT, SIGNAGE SHOWN FOR REFERENCE ONLY

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Shade Color : White

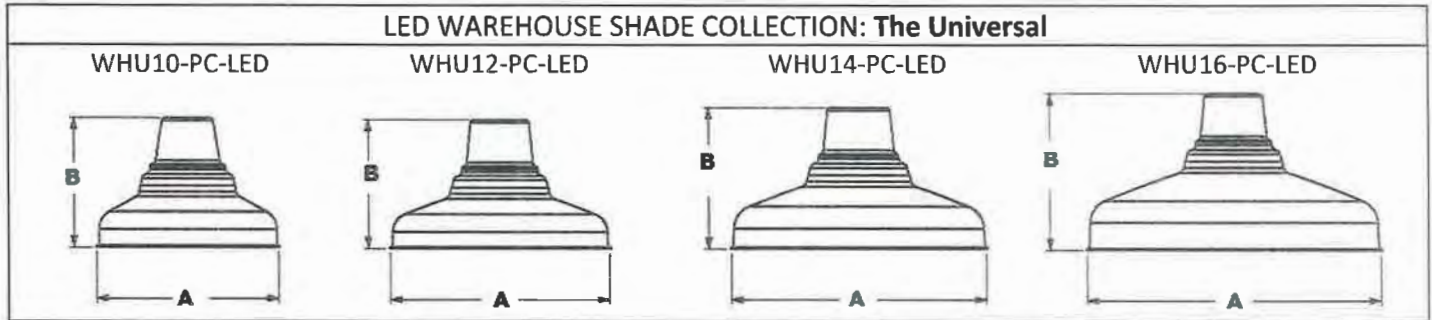
3x 12" Shade @ Signage

4x 16" Shade @ Sidewalk



LED WAREHOUSE SHADE COLLECTION: **The Universal**

Item #	Diameter (A)	Height (B)
WHU10-PC-LED	10"	7"
WHU12-PC-LED	12"	7"
WHU14-PC-LED	14"	7 1/2"
WHU16-PC-LED	16"	8 1/2"



Model #	Item #	Standard Finishes	Mounting Options	Mounting Color	Optional Accessories	Accessory Colors	LED Options	LED Lens	Voltage
C- Cord Hung S- Stem Mount G- Goose-Neck	WHU10-PC-LED WHU12-PC-LED WHU14-PC-LED WHS16-PC-LED	<p><b>Powder Coat:</b>                      100-Black                      200-White                      300-Dark Green                      600-Bronze                      605- Rust</p> <p><b>Other:</b>                      975- Galvanized</p> <p><i>For additional colors, see color chart</i></p>	<p><b>Cord:</b>                      Standard <sup>1</sup>:                      SBK Black                      SWH White</p> <p><b>Cotton</b> <sup>2</sup>:                      CRZ Red Chevron                      CGM Grey                      CBK Black</p> <p><b>Stem:</b>                      ST _____                      ^Specify stem model</p> <p><b>Gooseneck:</b>                      G _____                      ^Specify gooseneck model</p> <p><i>For additional mounting options and details, see mounting option chart</i></p>	<p>Standard Finish for ALL Mounting is: Same as fixture // Leave Code Blank</p> <p><b>OR</b></p> <p><b>Cord:</b>                      Canopy color:                      100- Black                      200-White</p> <p><b>Stem and Gooseneck:</b>                      100- Black                      200- White                      975- Galvanized                      980- Brushed Aluminum</p> <p><i>For additional colors, see color chart</i></p>	<p>WC-Wire Cage</p> <p><b>LED Hang Straight Canopy</b></p>	<p>Standard Finish for Accessories is: Same as fixture // Leave Code Blank</p> <p><b>OR</b></p> <p><b>Powder Coat:</b>                      100-Black                      400-Barn Red                      975-Galvanized</p> <p><i>For additional colors, see color chart</i></p>	850 LED 1250 LED 2000 LED 3000 LED 4000 LED	Domed Flat	120V
BLE-C	WHU16-PC-LED	100	SBK			100-			
<b>ORDER SPECIFICS</b>									
BLE-	-PC								

Notes:  
<sup>1</sup> Suitable for Damp locations. Standard length 8 feet. <sup>2</sup> Suitable for Dry locations Only (Not CSA listed). Standard length 6 feet. \*Additional lengths available on Cord & Stem  
**Suitable for Wet Location (except when cord mounted)**





FACADE REMODEL FOR 321 MAIN ST.

RECEIVED

FEB 03 2016

CITY OF CHICO  
PLANNING SERVICES

COLOR & MATERIAL CHART			
MARK	MATERIAL	COLOR	LOCATION
01	PLASTER, PAINT	KELLY MOORE DIGITAL YELLOW KM-5217	UPPER BODY, BUILDOUT
02	PLASTER, PAINT	KELLY MOORE SWISS COFFEE KM-29	SIDE COLUMN, TRIM, CORNICE
03	3x6 SUBWAY TILE	GLOSSY WHITE WHITE GROUT	LOWER BODY
04	ALUMINUM	BRONZE	STOREFRONT FRAMES

NOTES:  
1. ALL EXTERIOR SIGNAGE UNDER SEPARATE PERMIT

