



Architectural Review
and Historic Preservation Board
Agenda Report

Meeting Date 05/17/17

DATE: May 8, 2017

File : AR 17-16

TO: Architectural Review and Historic Preservation Board

FROM: Mike Sawley, Senior Planner, (879-6812, mike.sawley@chicoca.gov)
Community Development Department

RE: Bill's Towne Lounge – Downtown Storefront Remodel at 135 Main Street

RECOMMENDATION

Staff recommends that the Architectural Review and Historic Preservation Board adopt the required findings contained in the agenda report and approve the project, subject to the recommended conditions.

Proposed Motion

I move that the Architectural Review and Historic Preservation Board adopt the required findings contained in the agenda report and approve Architectural Review 17-16 (Bill's Towne Lounge), subject to the recommended conditions.

BACKGROUND

The applicant proposes to remodel an existing downtown storefront located at 135 Main Street, (see Location Map, **Attachment A**, Applicant's Project Description, **Attachment B**, and Site Plan, **Attachment C**). The façade faces Main Street, between *Peet's Coffee* and *Dolce Homes*. The site is designated Commercial Mixed-Use on the General Plan Diagram and zoned DN-L-COS (Downtown North with Landmark and Corridor Opportunity Site overlays).

From building file records, the current storefront appears to have been structurally remodeled in the early 1980s, followed by addition of canvas awnings in 1986 (see Existing Elevation, **Attachment D**). The two murals were painted on the exterior during the tenancy of a music store use (*Main Street Music*) sometime after 1991. The existing façade does not include any historically significant elements.

The proposed remodel calls for painting the upper-half of the façade grayish-beige with brown parapet cap to match the neighboring building occupied by *Peet's Coffee* (see Proposed Elevation, **Attachment E**, and Colors/Materials **Attachment F**). A band of wooden clapboard siding, four feet in height, would be added to the space formerly occupied by fabric awnings. The siding would be stained to retain its natural wood-grain appearance. A flat "eyebrow" awning would be constructed at the base of the clapboard and would extend from the building approximately 2 feet.

At the ground-floor level, two existing double-door storefront assemblies would be replaced with a single large storefront door and elevated windows with grid dividers located four- to seven-feet above sidewalk grade. Transom windows are proposed above the new entry door. The main field color at the ground level would be black, broken up by dark ledge-stone pilasters. A portion of the wall currently occupied by the Beatles mural would be demolished

to install a required fire exit, though the remainder of the space would be reserved for future artwork. Recessed down-lighting would be included within the new awning.

DISCUSSION

The proposal offers an updated architectural image for the 30-plus year old façade that has seen upgrades on either side in the past 15 years (most-recently Dolce Homes in 2013). The design uses horizontal elements just above the pedestrian level that complement adjacent building designs and diminish the perceived height of the building. Stone pilasters at the ground level suggest a strong supporting base, communicating stability for passersby. Adding transom windows above the new entry door and the wood-stained siding reflect historic elements of Downtown architecture. Staff supports the proposal.

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). Consistent with this exemption, the project consists of minor changes to the exterior of an existing building. Although the building is located within the Landmark overlay zoning district, it is not on the City's Historic Resources Inventory and does not meet the significance criteria for listing.

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 upon the following findings:

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

The proposal is consistent with the following General Plan policies:

- *Policy CD-5.3 (Context Sensitive Design) – For infill development, incorporate context sensitive design elements that maintain compatibility and raise the quality of the area's architectural character.*
 - *Policy DT-1.1 (Support Vitality of Downtown) – Maintain and enhance the vitality and economic well-being of Downtown to support its status as the City's center.*
 - *Action DT-1.5.3 (Art in Downtown) – Continue to provide locations and funding to support the installation of art in public places 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 project promotes harmonious development and would enhance desirability of investment in the Downtown area by updating an aging façade using colors and structural elements that have proven successful on adjacent building remodels in recent years. The proposal is also consistent with the following Design Guidelines regarding the Downtown:

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

DG 1.3.31 - Encourage public art as part of private development projects.

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 1.3.69 - 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.

A condition is recommended to ensure consistency with additional DGs that encourage sign placement below tree canopies and discourage plastic-faced, back-lit cabinet signs (DGs 1.3.52, 1.3.53 and 1.3.54).

- 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 proposed colors and design are visually compatible with the surrounding development in that they match or include variants similar to those found on adjacent buildings. Exposed conduit will be removed from the façade and new lighting will be incorporated into the awning design to ensure proper concealment of utility connections.

- 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.*

No changes are proposed that will affect compatibility of the existing structure relative to its site or surrounding sites and structures, and the remodeled building will not unnecessarily block views or dominate its surroundings.

- 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.*

As the project consists of a façade remodel in the downtown area, no new or modified landscape improvements are proposed.

RECOMMENDED CONDITIONS OF APPROVAL

1. All approved building plans and permits shall note on the cover sheet that the project shall comply with AR 17-16 (Bill's Towne Lounge). The approval documents for this project are date stamped Apr 27, 2017.
2. All wall-mounted utilities and roof or wall penetrations, including vent stacks, utility boxes, exhaust vents, gas meters and similar equipment, shall be screened by appropriate materials and colors. Adequate screening shall be verified by Planning staff prior to issuance of a certificate of occupancy.
3. Future signage for ground-floor uses shall be limited to the area on or below the clapboard siding, and shall not include plastic-faced backlit cabinet signs.

PUBLIC CONTACT

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

ATTACHMENTS

- A. Location Map
- B. Architect's Project Description
- C. Site Plan
- D. Existing Elevation
- E. Proposed Elevations
- F. Colors and Materials

DISTRIBUTION

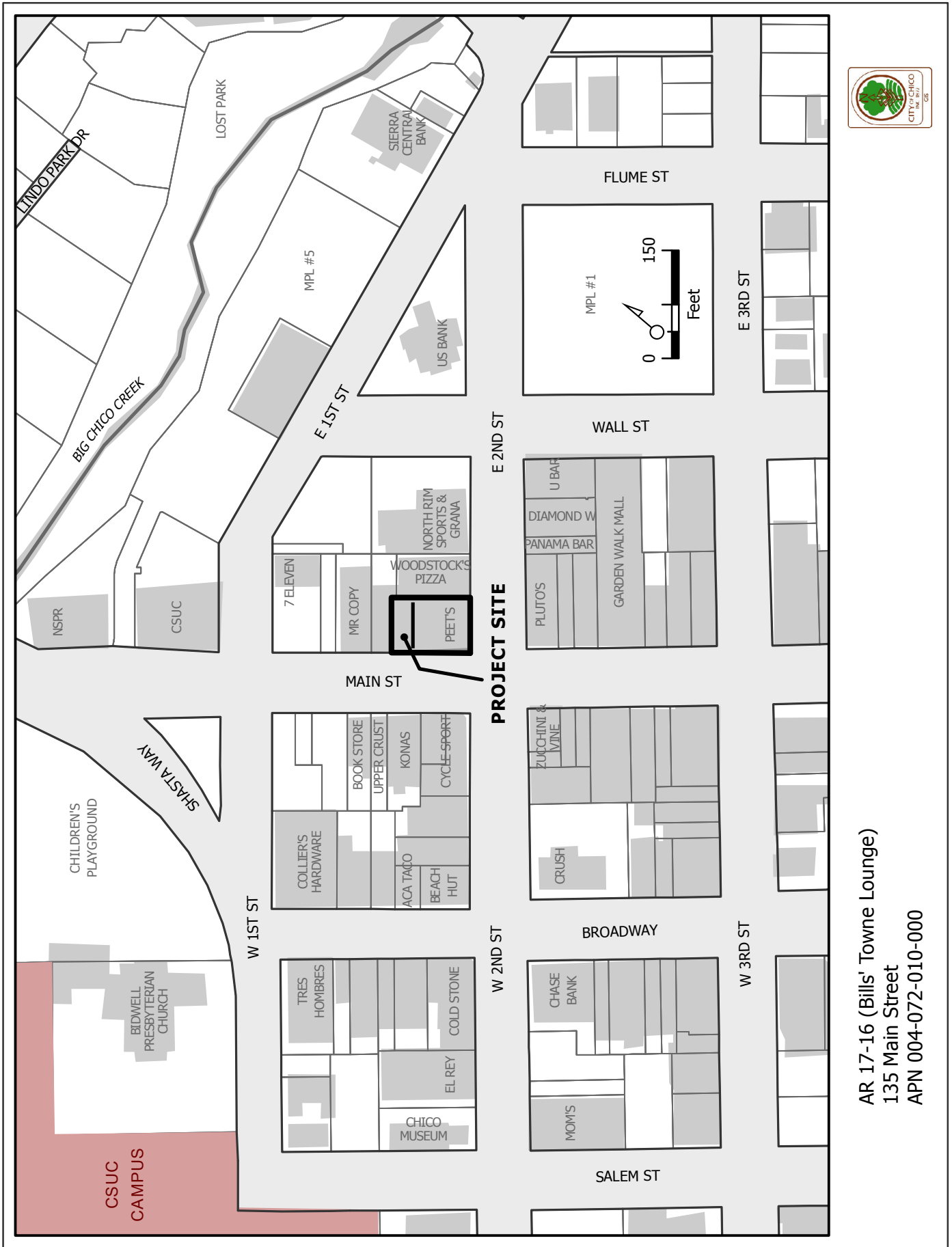
Mike Sawley, Senior Planner

Gary Hawkins Architect, Attn: Gary Hawkins, 3045 Ceres Avenue #135, Chico, CA 95973

Red Lantern Inc., Attn: Will Brady, 135 Main Street, Chico, CA 95928

AEJ Trust, 181 E. 2nd Street, Chico, CA 95928

Files: AR 17-16



AR 17-16 (Bills' Towne Lounge)
 135 Main Street
 APN 004-072-010-000

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Architectural Review Design Guidelines

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Our submitted design seeks to interlace the character of surrounding buildings and textures and reinvent our block by tying existing structures and themes.

As per DG 1.1.11, DG 1.2.2 and DG 1.3.11, on the first story, we incorporate and call back to design elements not only in the immediate community, but in our family of restaurants. The ledgestone calls back to the ledgestone of 134 W. 2nd Street, The Banshee. The wood slats above the transom call back to our sister restaurant and neighbor, B Street Public House at 117 Broadway. These slats also call back to the parapet of our immediate neighbor at 127 Main Street, Formal Education. This reinforces and further distinguishes the feel of the block and the downtown.

As per DG 1.1.11, DG 1.2.2 and DG 1.3.66, the paint color is to be chosen to match our co-tenant at 145 Main Street, Peets Coffee, and will tie the building together in a unifying theme on the 2nd story, while complimenting the first floor. The removal of unsightly awnings will aid in this as well.

As per DG 1.1.2, 1.2.31, DG 1.3.11 and DG 1.3.13, consideration is given to surrounding foliage, as our design is intended in a low slung and understated urban style, without overpowering a pedestrian scale or unnatural design elements intended to compliment natural surroundings, rather than detract from them.

As per DG 1.1.34, DG 1.2.31 and DG 1.3.11, this more limited and urban scale frames pedestrians and draws the eye to it, also due to previously mentioned through running design elements of the block in paint and wood.

As per DG 1.2.32, our materials, stone and wood, add a sense of permanence, replacing regular storefront with attractive and thought through elements.

As per DG 1.3.31 and 1.4.14, we have set aside a portion of the facade for public art and murals on the left side of the building.

As per DG 1.3.52 and 1.3.67, the signage has been placed lower on the facade, which dually reinforces the pedestrian scale mentioned earlier. The colors are to be muted and subtle.

As per DG 1.3.54, sign is to be indirectly lit.

As per DG 1.3.55, 1.3.56, 1.3.57 and 1.5.17, the lighting of the building will be through downward and inward low wattage lighting, providing downwash lighting for the street and reducing glare. While giving a sense of liveliness to the block, this lighting will dually provide accent for our street level design.

As per 1.3.61 and 1.3.64, we remove unsightly and anachronistic awnings to reveal the original character of the building and replace with more harmonious materials which enhance the adjacent structures.

As per DG 1.3.70, DG 1.3.71 and DG 1.3.72, The doors utilize the preferred transom design, while the windows are transparent, not tinted and framed in baked enamel finishes.

Attachment B

As per DG 1.3.78, all mechanical equipment is hidden from public view behind the parapet on the roof.

As per DG 1.3.91 and DG 1.3.98, new construction will replace plain glass on much of the facade with masonry fit, ledgerstone, calling back and reinforcing other masonry facades in the downtown.

As per 1.6.1, a tasteful and appropriate sign will be submitted for staff review separate from this process, as design of logo, size and placement are directly related to final facade approval.

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Revisions:
1 12/15/2014
2 1/13/2011
3 4/24/2011
Plot Date: 4/24/2011

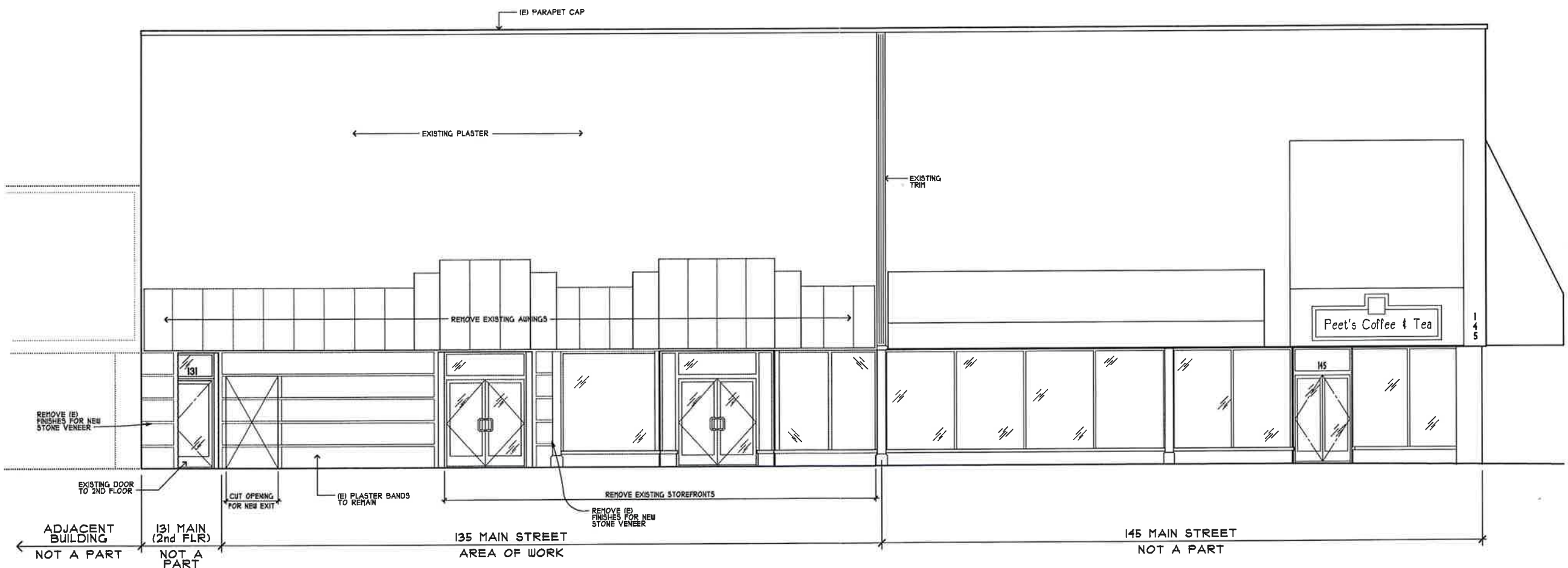
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RESTAURANT INFILL FOR:
WILL BRADY
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Date: 2-2011
Drawn: GC
Job No: 15-088

Sheet:
A-5.2



EXTERIOR ELEVATION (MAIN STREET) - AS BUILT / DEMOLITION
SCALE: 1/4"=1'-0"

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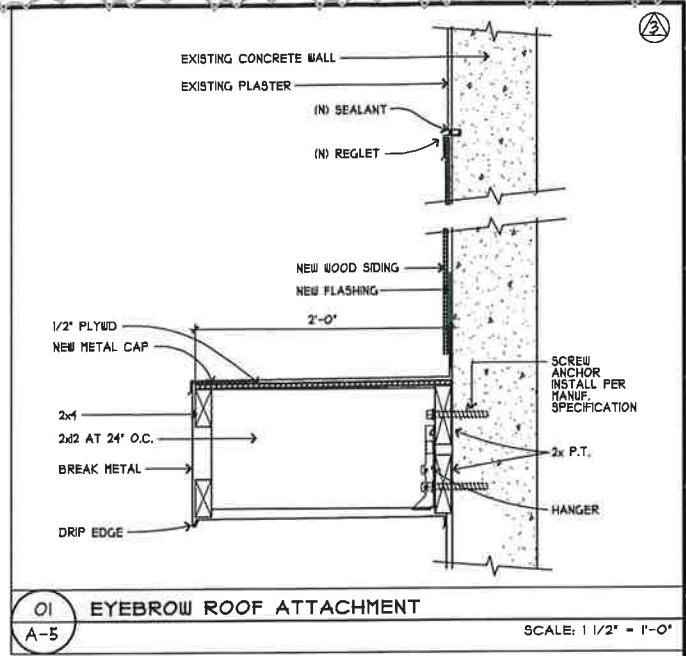
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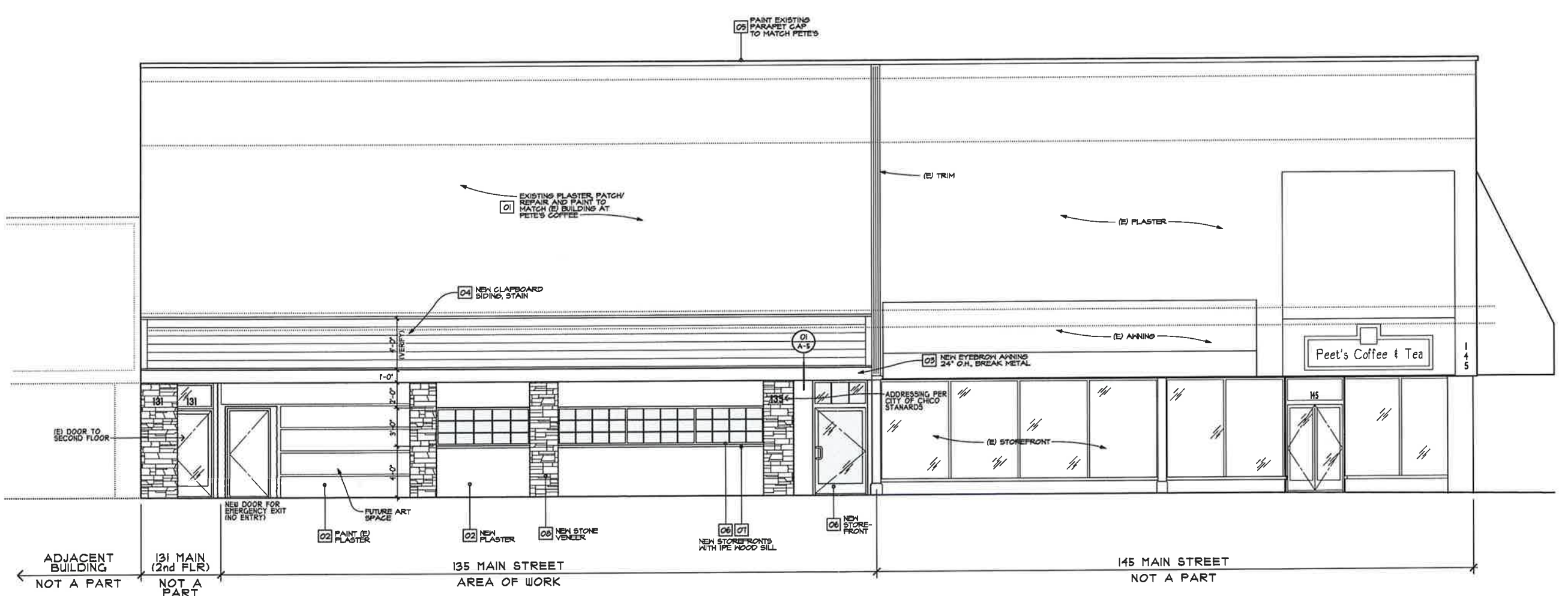
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PLANNING SERVICES

EXTERIOR FINISH SCHEDULE

MARK	DESCRIPTION	FINISH
01	PLASTER (2nd FLOOR)	SHERWIN-WILLIAMS SUTORO ANEW GRAY (COLOR MATCH TO EXISTING BUILDING AT PETE'S COFFEE)
02	PLASTER (GROUND FLOOR)	SHERWIN-WILLIAMS SW 4259 TRICORN BLACK
03	EYEBROW ROOF - 24" O.H. W/ DOWNWARD WASHDOWN LIGHTS	BREAK METAL, DARK BRONZE (MATCH STOREFRONT FRAME)
04	CLAPBOARD SIDING	NATURAL STAIN
05	PARAPET CAP	PAINT TO MATCH (E) CAP AT PETE'S COFFEE
06	STOREFRONT FRAME	DARK BRONZE ANODIZED ALUMINUM
07	WINDOW SILL	IPE WOOD
08	STONE VENEER	BORAL PRO-FIT COUNTRY LEDGESTONE BLACK RUNDLE



01 EYEBROW ROOF ATTACHMENT
A-5 SCALE: 1 1/2" = 1'-0"



EXTERIOR ELEVATION (MAIN STREET) - FACADE REMODEL
SCALE: 1/4" = 1'-0"

NOTE: ALL EXTERIOR SIGNAGE SHALL BE SUBMITTED AND APPROVED UNDER SEPARATE PERMIT
SIGNAGE SHALL BE LIT WITH INDIRECT OR DOWN LIGHTING
NO EXTERIOR WORK SHALL OCCUR PRIOR TO APPROVAL BY ARCHITECTURAL REVIEW BOARD

Revisions:
1 12/15/2014
2 1/13/2017
3 4/24/2017
Plot Date: 4/24/2017

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Date: 2-2011
Drawn: GC
Job No: IS-088

Sheet:
A-5

EXTERIOR FINISH SCHEDULE		
MARK	DESCRIPTION	FINISH
01	PLASTER (2nd FLOOR)	SHERWIN-WILLIAMS SW7030 ANEW GRAY (COLOR MATCH TO EXISTING BUILDING AT PETE'S COFFEE)
02	PLASTER (GROUND FLOOR)	SHERWIN-WILLIAMS SW 4258 TRICORN BLACK
03	EYEBROW ROOF - 24" O.H. W/ DOWNWARD WASHDOWN LIGHTS	BREAK METAL, DARK BRONZE (MATCH STOREFRONT FRAME)
04	CLAPBOARD SIDING	NATURAL STAIN
05	PARAPET CAP	PAINT TO MATCH (E) CAP AT PETE'S COFFEE
06	STOREFRONT FRAME	DARK BRONZE ANODIZED ALUMINUM
07	WINDOW SILL	IFE WOOD
08	STONE VENEER	BORAL PRO-FIT COUNTRY LEDGESTONE BLACK RUDLE



FRONT ELEVATION ALONG MAIN STREET

NOTE: EXTERIOR SIGNAGE UNDER SEPARATE PERMIT
SIGNAGE SHALL BE LIT W/ INDIRECT OR DOWN LIGHTING

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FACADE REMODEL FOR:
WILL BRADY
135 MAIN STREET, CHICO, CALIFORNIA 95928

Date: 4/25/2017
Drawn: GCROWN
Job No: 15-088

COLOR & MATERIAL CHART

ITEM	SPECIFICATION	
01 PLASTER (2nd STORY)	SHERWIN-WILLIAMS SW 7030 ANEW GRAY	
02 PLASTER (GROUND FLOOR)	SHERWIN-WILLIAMS SW 6258 TRICORN BLACK	
03 BREAK METAL	DARK BRONZE (MATCH STOREFRONT)	
04 CLAPBOARD SIDING	WOOD NATURAL STAIN & SEAL	
05 PARAPET CAP	PAINT TO MATCH EXISTING AT PETE'S COFFEE	
06 STOREFRONT FRAME	DARK BRONZE ANODIZED ALUMINUM	
07 WINDOW SILL	IPE WOOD	
08 STONE VENEER	BORAL PRO-FIT COUNTRY LEDGSTONE BLACK RUNDLE	

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FACADE REMODEL FOR:
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