

Meeting Date 04/04/18

DATE: March 19, 2018

File: AR 17-47

TO: Architectural Review and Historic Preservation Board

FROM: Kimber Gutierrez, Associate Planner, (530) 879-6810

kimber.gutierrez@chicoca.gov

RE: Architectural Review 17-47 (Morehead Building Renovation)

336 Broadway, APN 004-132-005

#### RECOMMENDATION

Staff recommends that the Architectural Review and Historic Preservation Board adopt the required findings contained in the agenda report and approve the proposed 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 17-47 (Morehead Building Renovation), subject to the recommended conditions.

# **BACKGROUND**

The project involves renovation of the existing Morehead Building located at 336 Broadway, at the northwest corner of Broadway and West 4<sup>th</sup> Street, east-adjacent to Hotel Diamond (see **Attachment A**, Location Map). The site is designated Commercial Mixed Use on the City of Chico General Plan Land Use Diagram and is zoned DN-L-COS (Downtown North with a Landmark and Corridor Opportunity Site (Downtown) overlay).

Originally the home of the Hotel Diamond, the proposed project involves renovating the Morehead Building to restore its original appearance. The façade renovation would incorporate similar architectural details to the building originally constructed in 1904 (see Cover Sheet, **Attachment B**). The project also includes expansion of the adjacent Hotel Diamond with a new connection to the second floor of the Morehead Building, construction of an outdoor sidewalk café, and installation of landscaping, public art, and lighting (see Site Plan, **Attachment C**).

On 03/27/18, the Zoning Administrator approved a modification of Use Permit 03-51 (Hotel Diamond/Morehead Building), authorizing the expansion of the adjacent Hotel Diamond to the second floor of the Morehead Building.

Exterior renovations will include a number of architectural features and details, including dentils, cornices, brackets, and balustrades to recall the original historical design of the Morehead Building (see Existing and Proposed Elevations, **Attachment D**). The east elevation is proposed to include three bay windows with batten seam roofing and a boxed-out window with a Chippendale crown, and a street-level unified awning. The boxed-out window will include Doric columns, wrought iron planter cages, rosettes with gold leaf spheres, and bronze lettering reading "Morehead Building Erected Circa 1900". The striped canvas awning would have

integrated business signage while providing coverage to the proposed outdoor café, sidewalk and storefronts. The awning would wrap to the south side of the building, skirting the corner bay window which will feature a turret with copper roofing and a gold leaf spire, Doric columns, wrought iron planter cages, rosettes with gold leaf spheres and festoon molding. This feature will be the main focal point of the proposed architecture as it will be located at the corner of Broadway and West 4<sup>th</sup> Street, overlooking the City Plaza (see West Perspective, **Attachment E**). The south elevation is proposed to include two bay windows with batten seam roofing and a public art wall feature (described in more detail below). All of the bay windows will include lions head sculptures, molded garland and rosettes (see Elevations and Perspectives, **Attachment F**). The building exterior and architectural features would be painted a mixture of brown, tan and red-based colors with a stone veneer wainscot (see Color and Materials Board, **Attachment G**). All roof utilities will be screened by the Doric column architectural feature (see **Attachment F** and Roof Plan, **Attachment H**).

The outdoor café is proposed to be within the right-of-way, eliminating two parallel parking stalls on Broadway. The outdoor café area will be covered by the canvas awning and enclosed by a three-foot high wrought iron railing with colored concrete flooring and a brick border (see Sidewalk Café Plan and Perspective, **Attachment I**). Additional features include galvanized metal mesh chairs and tables, as well as, infrared natural gas heaters, flower pots and baskets, and string lights (**Attachment G**). Subject to Chico Municipal Code (CMC) Section 14.70, the permittee will need to obtain a license to operate an outdoor café within the public right-of-way through the Public Works Department. Staff has included a condition to acknowledge the sidewalk café entitlement.

In addition to the flower pots, baskets and planter cages, the permittee is proposing a precast concrete flower planter at the corner of Broadway and West 4<sup>th</sup> Street. There are a total of four street trees along the east and south building frontages; two along each elevation. The permittee is proposing to retain the two trees along the south elevation and replace the two trees along the east elevation with new City-approved trees and new grates (**Attachment I**). Street tree removal permits will need to be obtained through the Parks Department. Staff has included a condition to clarify that the proposed tree removal and replacement is subject to separate approval per CMC 14.40.

As discussed, the south elevation is proposed to have an approximately 33-foot public art feature (**Attachment F**). The public art will consist of either tile mosaic or painting. Additionally, a tile concrete art bench is proposed to be located on the south elevation in front of the wall art.

Lighting is proposed to emphasize the architectural details of the building, and to create a well-lit, safe environment. A variety of lights are proposed to enhance the renovation including LED wall downlights to provide sidewalk café illumination and highlight building features, LED wall uplights to highlight the boxed-out and bay window features at night, galvanized aluminum gooseneck downlights to illuminate signage, and dimmable outdoor café string lights with vintage-style bulbs (see Night Lighting Perspective, **Attachment J** and Color and Materials Board, **Attachment G**).

#### DISCUSSION

The project is consistent with several General Plan goals and policies, including those that support redevelopment and rehabilitation projects that are compatible with surrounding properties and neighborhoods (LU-4.2), encourage infill development that enhances architectural quality (LU-4.4), encourage development and redevelopment of designated Downtown Opportunity Site (LU-5.1), and endorse revitalization of existing neighborhoods (H.5).

The proposal is consistent with Design Guidelines (DGs) that call for significant architectural features including public art, awnings, lighting, colors, etc. (DG 1.3.11, 1.3.31, 1.3.44, 1.3.57, 1.3.74, 1.3.75, 1.3.76, 1.3.77, 1.4.12, and 1.7.14). The proposed site design and details create a safe pedestrian-oriented environment and scale (DG 1.1.13, 1.2.13, 1.3.13, 1.3.21, 1.3.53, 1.3.55, 1.3.56, 1.1.3.69, 1.3.71, and 1.5.11) The proposed architecture enhances the buildings historical significance and utilizes the existing building to create a sense of permanence and culture (DG 1.1.34, 1.2.11, 1.2.12, 1.2.32, 1.3.12, 1.3.43, 1.3.61, 1.3.63, 1.3.65, 1.3.68, 1.3.73, 1.3.78, 1.3.79, 1.3.98, and 1.4.11).

Overall, the proposed project would revitalize an existing building and restore its historical context.

### 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 15302 (Replacement and Reconstruction). The project consists of an exterior renovation of the existing Morehead Building to accommodate its historical use and architectural elements.

# **Architectural Review**

According to the CMC 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 several General Plan goals and policies, including those that support redevelopment and rehabilitation projects that are compatible with surrounding properties and neighborhoods (LU-4.2), encourage infill development that enhances architectural quality (LU-4.4), encourage development and redevelopment of designated Downtown Opportunity Site (LU-5.1), and endorse revitalization of existing neighborhoods (H.5). The project is not located within a specific plan or neighborhood plan.
- 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 Design Guidelines (DGs) that call for significant architectural features including public art, awnings, lighting, colors, etc. (DG 1.3.11, 1.3.31, 1.3.44, 1.3.57, 1.3.74, 1.3.75, 1.3.76, 1.3.77, 1.4.12, and 1.7.14). The proposed site design and details create a safe pedestrian-oriented environment and scale (DG 1.1.13, 1.2.13, 1.3.13, 1.3.21, 1.3.53, 1.3.55, 1.3.56, 1.1.3.69, 1.3.71, and 1.5.11) The proposed architecture enhances the buildings historical significance and utilizes the existing building to create a sense of permanence and culture (DG 1.1.34, 1.2.11, 1.2.12, 1.2.32, 1.3.12, 1.3.43, 1.3.61, 1.3.63, 1.3.65, 1.3.68, 1.3.73, 1.3.78, 1.3.79, 1.3.98, and 1.4.11).

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 design, materials and colors of the proposed new building include a variety of depths and architectural features visually compatible with the adjacent shopping center, and are not anticipated to be incompatible with future commercial development in the area.

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 proposed renovations are compatible with the site as well as the surrounding development in that they would restore the historical character of the building. The height and massing of the proposed project would dominate the Broadway and West 4<sup>th</sup> Street corner, enhancing the historical and cultural significance of the Chico Downtown area and creating a focal point from the City Plaza.

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.

Although limited in scope due to its context in the Downtown area, the proposed landscaping would provide natural elements to complement the structure and to provide an attractive pedestrian-scale environment.

## 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 Architectural Review 17-47 (Morehead Building Renovation). No building permits related to this approval shall receive final approval without authorization of Community Development Department Planning staff.
- 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.

- 3. 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 or final permit approval.
- 4. All proposed signage shall be reviewed under a separate permit and shall comply with Chico Municipal Code (CMC) 19.74.
- 5. Prior to issuance of building permits, the permittee shall obtain a license authorizing the operation of an outdoor café in the public right-of-way in compliance with CMC 14.70.
- 6. Prior to removal of any street trees, the permittee shall obtain a tree removal permit pursuant to CMC 14.40.

## **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.

# **DISTRIBUTION**

## Internal (3)

Mike Sawley, Senior Planner Kimber Gutierrez, Associate Planner

File: AR 17-47

## External (2)

NMR Architects, Attn: Kurt Jorgensen, 555 Main Street, Suite 300, Chico, CA 95928,

email: jorgensen@nmrdesign.com

AAA Properties, P.O. Box 4724, Chico, CA 95927

### **ATTACHMENTS**

- A. Location Map
- B. Cover Sheet
- C. Site Plan
- D. Existing and Proposed Elevations
- E. West Perspective
- F. Elevations and Perspectives
- G. Color and Materials Board
- H. Roof Plan
- I. Sidewalk Café Plan and Perspective
- J. Night Lighting Perspective

# CHICO CITY PLAZA **PARKING** STRUCTURE

PROJECT SITE THE MOREHEAD BUILDING 336 BROADWAY ST.



**LOCATION MAP** 

SCALE: NONE

# **PROJECT DATA**

**DESCRIPTION OF WORK:** 

INTERIOR AND EXTERIOR FACADE
RENOVATION OF THE EXISTING MOREHEAD
BUILDING FOR THE ADDITION OF 15 HOTEL
DIAMOND GUEST ROOMS AT THE 2ND
FLOOR. A PROPOSED SIDEWALK
REALIGNMENT TO CREATE AN OUTDOOR
DINING AREA FOR 2 LEASE SPACES ON THE
GROUND FLOOR.

SITE:

ASSESSOR'S PARCEL NO.:
004-132-005-000
ZONING: 'DN' DOWNTOWN NORTH
WITH 'L' LANDMARK AND 'COS'
CORRIDOR OPPORTUNITY SITE
OVERLAY DISTRICTS

STREET ADDRESS: 336 BROADWAY, CHICO, CA 95928

PARCEL SIZE:

78'-0" x 132'-0" = 10,296 SQ. FT.  $\approx 0.24$ 

**ACRES** 

PROPOSED BUILDING INFORMATION:

BUILDING USE:
RETAIL (RESTAURANT & GENERAL
MERCHANDISE) & SERVICE (HOTEL)

STORIES

TWO STORIES OVER BASEMENT

1ST FLR BLDG FOOTPRINT AREA: 9,511 SQ. FT. (NOT INCLUDING UNENCLOSED COVERED AREAS)

2ND FLR BLDG AREA: 9,776 SQ. FT.

BASEMENT AREA: 9,776 SQ. FT.

TOTAL ENCLOSED AREA: 29,063 SQ. FT.

UNCLOSED COVERED AREA: 265 SQ. FT.

TOTAL BLDG. AREA: 29,328 SQ. FT.

CONST TYPE: TYPE V-B

FIRE PROTECTION:

**FULLY SPRINKLERED** 

OCCUPANCY:

'B' BUSINESS & 'R-1' RESIDENTIAL (HOTEL ROOMS)

NICHOLS MELEURG ROSSETTO

ARCHITECTS + ENGINEERS

555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

0) 891-1710 (530) 891-0138 FAX http://www.nmrdesign.com

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

MAP / DATA

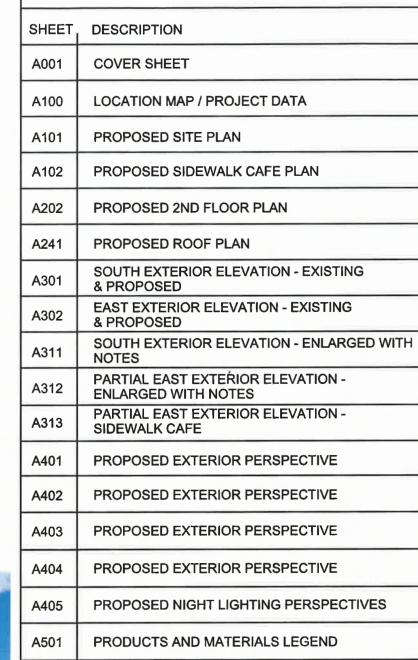
DR. KAJ
DT. FEB 15, 2018
SC. N/A
NO. 11-5365

A100
OF:

**Attachment A** 



Proposed Renovation



**SHEET INDEX** 

Architectural Review & Historic Preservation Board Submittal for the

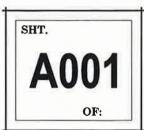
# Morehead Building 336 Broadway, Chico CA

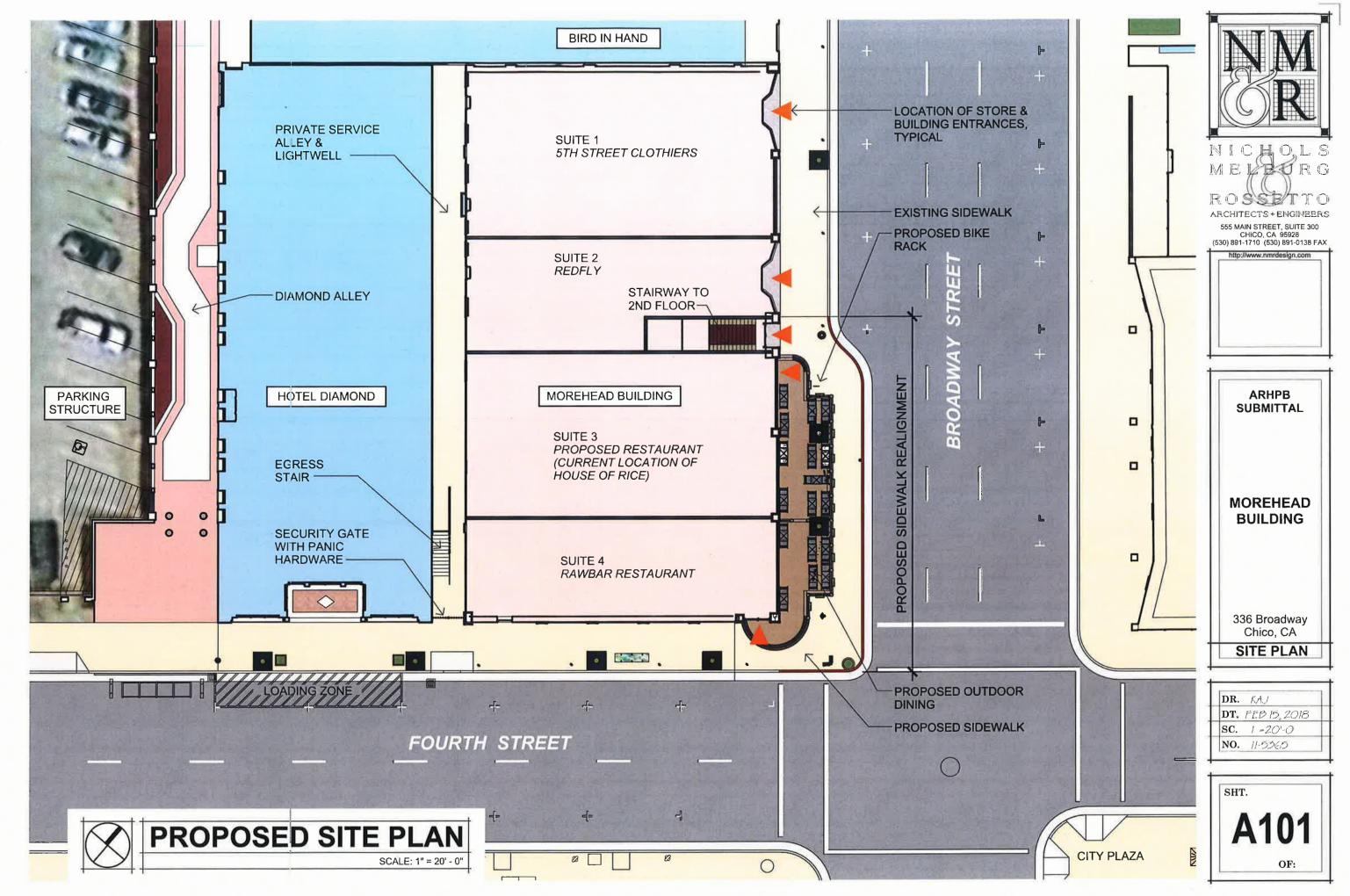
November 14, 2017 Resubmitted February 15, 2018

	NICHOLS MELERC
	ROSSBITT C ARCHITECTS + ENGINEER: 555 MAIN STREET, SUITE 300 CHICO, CA 95928
-  <sub>t</sub>	(530) 891-1710 (530) 891-0138 FAX

ARHPB SUBMITTAL
MOREHEAD BUILDING
336 Broadway Chico, CA COVER

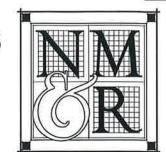
DR.	KAJ
DT.	FEB 15, 2018
SC.	N/A
NO.	11-5365





Attachment C





NICHOLS MELERG ROSSETTO

ARCHITECTS + ENGINEERS

555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

(530) 891-1710 (530) 891-0138 FAX
http://www.nmrdesign.com

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

EXT. ELEVS.

**DR.** KAJ **DT.** FEB 15, 2018

SC. 1/16 =1'-0 NO. 11-5365

A301

**Attachment D** 



ROSSETTO ARCHITECTS + ENGINEERS 555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

**ARHPB** SUBMITTAL

**MOREHEAD** BUILDING

336 Broadway Chico, CA

EXT. ELEVS.

DR. KAJ DT. FEB 15, 2018 **SC.** 1/16 -1'-0 NO. 11-5365

A302

**Attachment D** 



NICHOLS
MERG
ROSTTO
ARCHITECTS + ENGINEERS
555 MAIN STREET, SUITE 300
CHICO, CA 95928
(530) 891-1710 (530) 891-0138 FAX

ARHPB

SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

PERSPECTIVES

 DR.
 KAJ

 DT.
 FEB 15, 2018

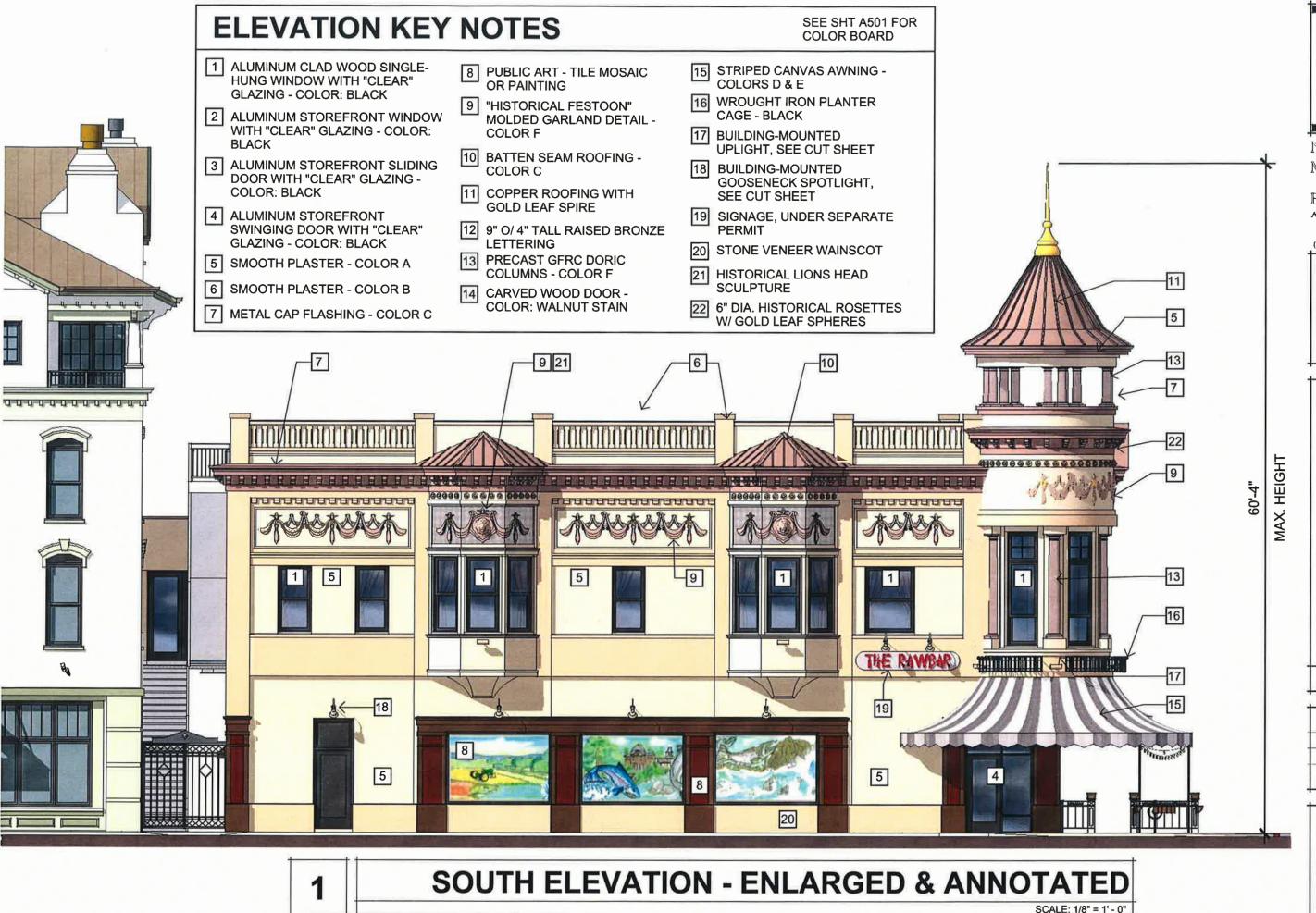
 SC.
 AS NOTED

NO. 11-5365

A401

-11

**PERSPECTIVE - LOOKING WEST** 



NM R

NICHOLS MELEURG ROSSETTO

ARCHITECTS + ENGINEERS 555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

http://www.nmrdesign.com

ARHPB SUBMITTAL

MOREHEAD BUILDING

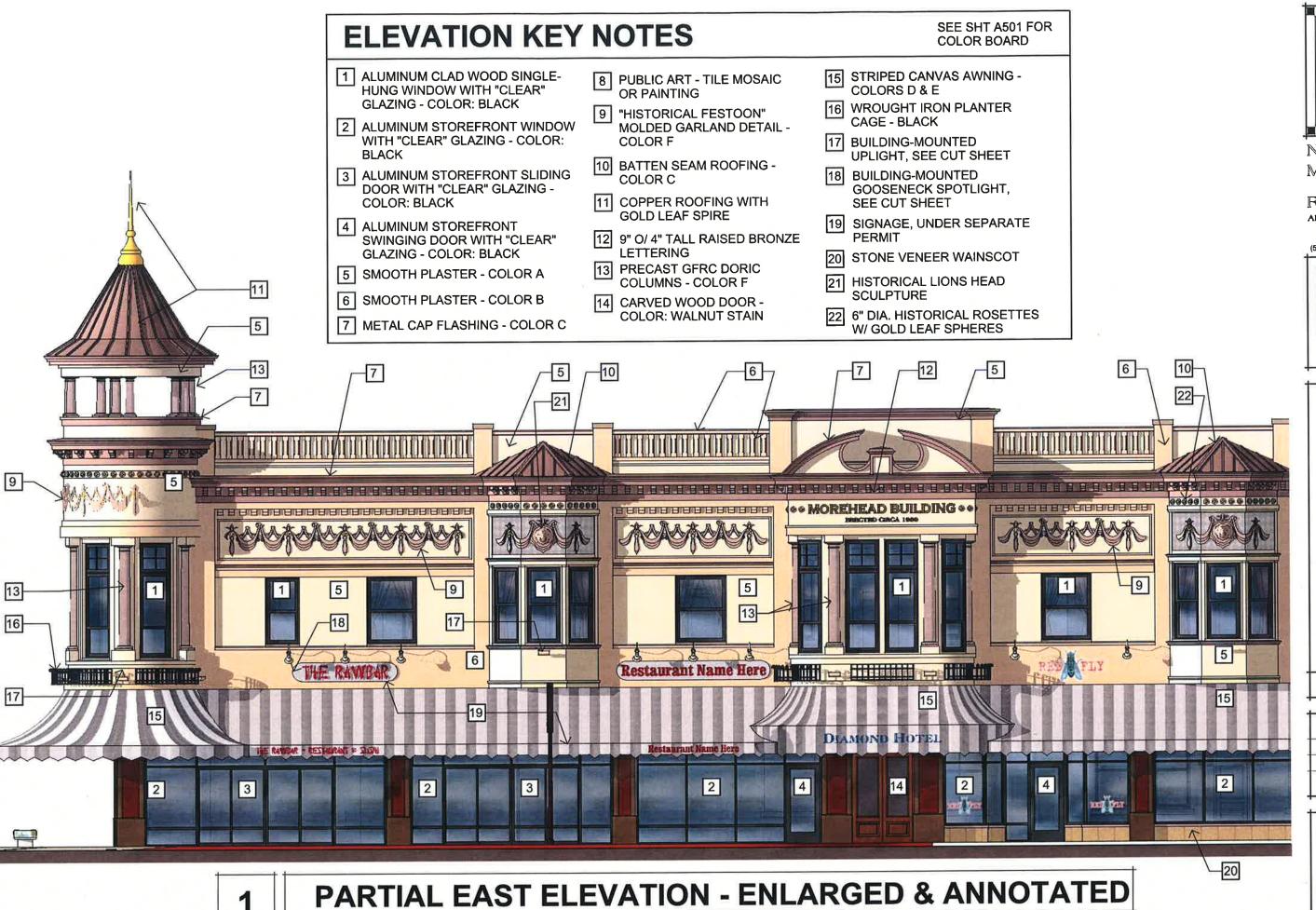
336 Broadway Chico, CA

ENL. ELEVS.

DR. KAJ
DT. FEB 15, 2018
SC. 1/8 =1'-0

NO. 11-5365

A311



ROSSETTO

ARCHITECTS + ENGINEERS 555 MAIN STREET, SUITE 300

555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

EXT. ELEVS.

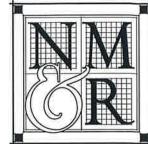
DR. KAJ

**DT.** *FED* 15, 2018 **SC.** 1/8 -1'-0

NO. 11-5365

A312





NICHOLS MEIRG ROSSETTO

ARCHITECTS + ENGINEERS
555 MAIN STREET, SUITE 300
CHICO, CA 95928
(530) 891-1710 (530) 891-0138 FAX

http://www.nmrdesign.com

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

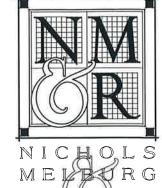
PERSPECTIVES

DR. KAJ
DT. FEB 15, 2018
SC. AS NOTED
NO. 11-5365

A402

PERSPECTIVE - LOOKING NORTH





ROSSHITO ARCHITECTS+ENGINEERS

555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

http://www.nmrdesign.com

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

PERSPECTIVES

DR. KAJ
DT. FEB 15, 2018
SC. AS NOTED

NO. 11-5365

ыт. **A404** 

PERSPECTIVE - LOOKING SOUTH



COLOR A - WALL "Yorkshire Tan" HC-23 BY BENJAMIN MOORE WITH SATIN EXTERIOR LATEX.



STANDING SEAM **BATTEN METAL ROOFING (COLOR** NOT ACCURATE)

# **MATERIALS LEGEND**



(C)

**COLOR B - WALL** "Richmond Gold" HC-41 BY BENJAMIN MOORE WITH SATIN EXTERIOR LATEX.

**COLOR C - METAL ROOFING** 

WITH SATIN EXTERIOR LATEX.

"Georgian Brick" HC-50

BY BENJAMIN MOORE



LED WALL **DOWNLIGHT TO PROVIDE** SIDEWALK CAFE **ILLUMINATION AND** HIGHLIGHT BUILDING

**BUILDING DETAILS** 

LED WALL **UPLIGHT TO** HIGHLIGHT

AT NIGHT



ROSSETTO ARCHITECTS + ENGINEERS 555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

MELBORG



**ARHPB** SUBMITTAL

**MOREHEAD** BUILDING

336 Broadway

Chico, CA

**MATERIALS** 

D E

COLORS D & E - STRIPED CANVAS **AWNING** "Monterey White & Charcoal Gray"



**GALVANIZED** LIGHT ALUMINUM GOOSENECK **DOWNLIGHT ABOVE AWNINGS** 

WASHABLE GALVANIZED METAL MESH CHAIR & TABLE - BLACK COLOR



**COLOR F - COLUMNS & MOLDINGS** "Norwich Brown" HC-19 BY BENJAMIN MOORE WITH SATIN EXTERIOR LATEX.

**COLOR G - PILASTER ACCENT** 

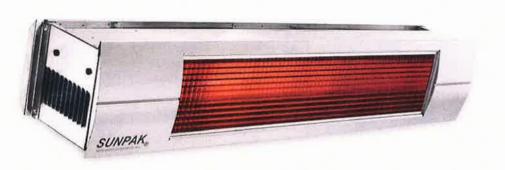
WITH SATIN EXTERIOR LATEX.

"Tudor Brown" HC-185 BY BENJAMIN MOORE



**OUTDOOR CAFE** STRING DIMMABLE LED LIGHTS WITH VINTAGE EDISON

BULBS



INFRARED NATURAL GAS HEATER ABOVE STOREFRONT WINDOWS FACING DOWN AT CAFE SEATING TO MAKE OUTDOOR DINING "3 SEASON"



(H)

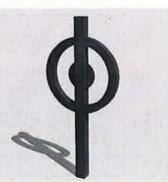
**COLOR H - PILASTER ACCENT** "Heritage Red" HC-181 BY BENJAMIN MOORE





DAVIS COCOA 6130

**BORDER AT** SIDEWALK DINING WITH COLORED



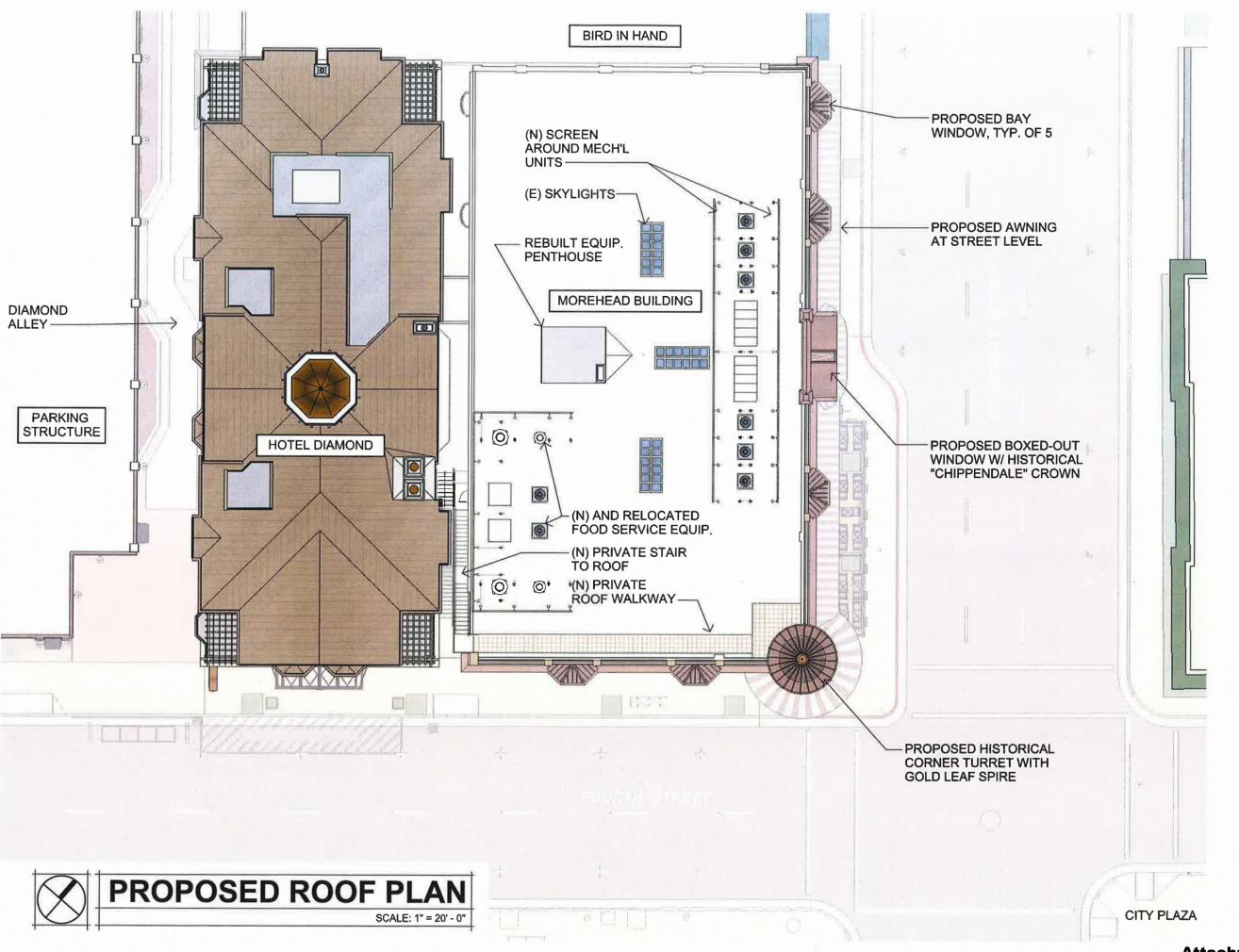
"HITCH STYLE" BIKE RACK, CITY OF CHICO STANDARD



DOUBLE BRICK SOLDIER COURSE CONCRETE INFILL

DT. FEB 15, 2018 SC. AS NOTED NO. 11-5365 SHT. A501

DR. KAJ



NICHOLS MELERG

ROSETTO
ARCHITECTS + ENGINEERS
555 MAIN STREET, SUITE 300

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

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

ROOF PLAN

DR. KAJ

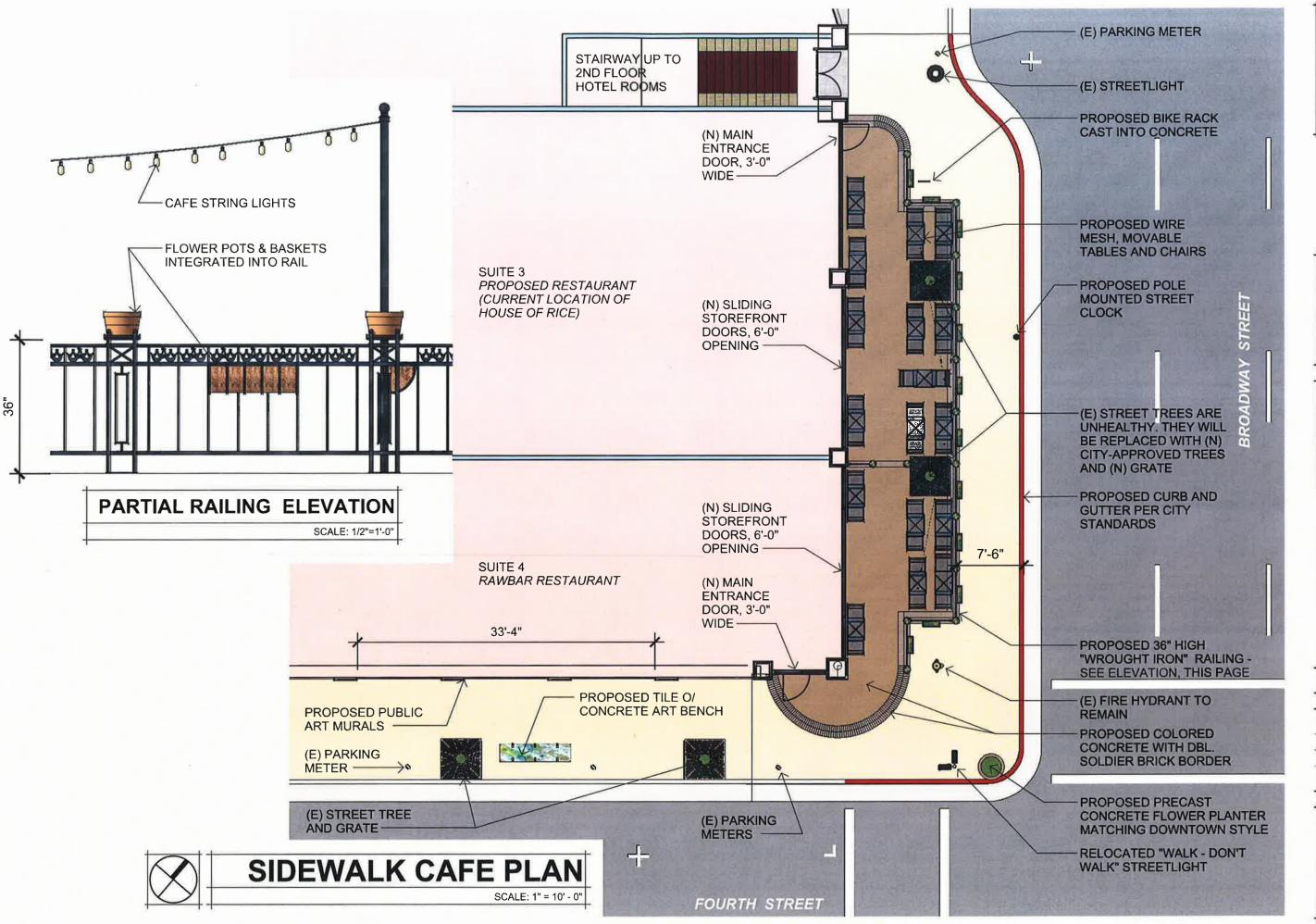
DT. FEB 15, 2018

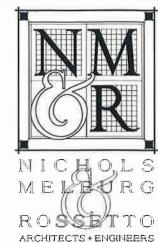
SC. 1 = 20'-0

NO. 11-5365

SHT.

A241





CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX http://www.nmrdesign.com

555 MAIN STREET, SUITE 300

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

CAFE PLAN

DR. KAJ

DT. FEB 15, 2018

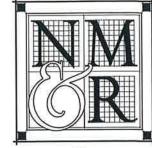
SC. 1 = 20'-0

NO. 11-5365

SHT.
A102
OF:

# SIDEWALK CAFE KEY NOTES

- 1 "WROUGHT IRON" RAIL COLOR: DARK BRONZE. SEE / FOR DETAIL
- "WROUGHT IRON" TREE PROTECTOR COLOR: DARK BRONZE
- 3 FLOWER POTS & BASKETS INTEGRATED INTO RAIL
- 4 INFRARED HEATER UNDER AWNING, SEE A501.
- 5 BUILDING MOUNTED WALL SCONCE UNDER AWNING, SEE CUT SHEET
- 6 OUTDOOR CAFE STRING LIGHTS WITH VINTAGE EDISON BULBS



ROSSETTO ARCHITECTS + ENGINEERS 555 MAIN STREET, SUITE 300

CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

ARHPB **SUBMITTAL** 

**MOREHEAD BUILDING** 

336 Broadway Chico, CA

CAFE ELEV.

DR. KAJ DT. FEB 15, 2018

SC. 3/16 -1'-0

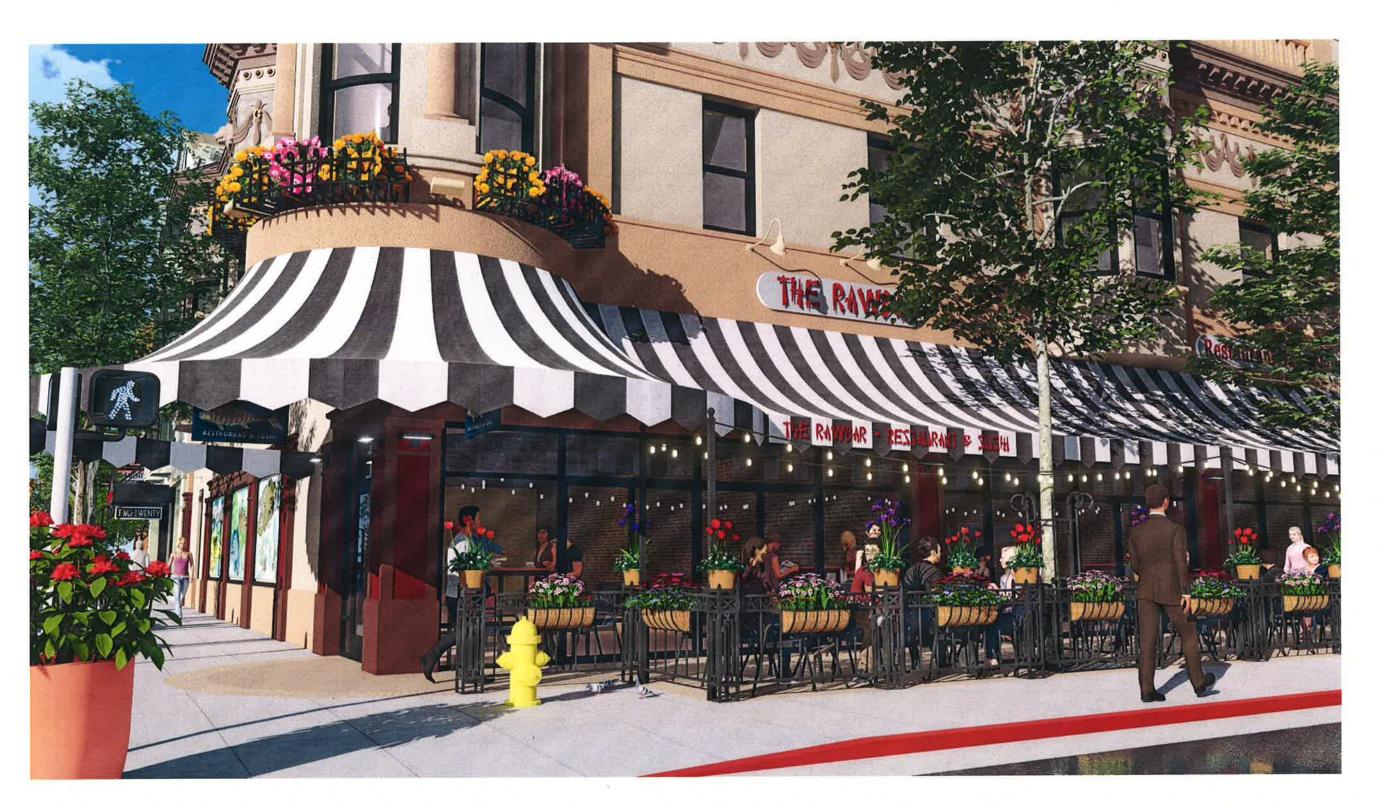
NO. 11-5365

SHT.

A313

OF:







ARCHITECTS + ENGINEER

555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

(530) 891-1710 (530) 891-0138 FAX

ARHPB SUBMITTAL

MOREHEAD BUILDING

336 Broadway Chico, CA

PERSPECTIVES

DR. KAJ
DT. FEB 15, 2018
SC. AS NOTED
NO. 11-5365

A403
oF:



ROSSETTO 555 MAIN STREET, SUITE 300 CHICO, CA 95928 (530) 891-1710 (530) 891-0138 FAX

> **ARHPB** SUBMITTAL

**MOREHEAD** BUILDING

336 Broadway Chico, CA

PERSPECTIVES

DR. KAJ DT. FEB 15, 2018 SC. AS NOTED NO. 11-5365

SHT. A405