



# Architectural Review and Historic Preservation Board Agenda Report

Meeting Date 08/01/18

DATE: July 16, 2018

File: AR 18-16

TO: Architectural Review and Historic Preservation Board

FROM: Kimber Gutierrez, Associate Planner, (530) 879-6810  
[kimber.gutierrez@chicoca.gov](mailto:kimber.gutierrez@chicoca.gov)

RE: Architectural Review 18-16 (Stoble Coffee)  
418 Broadway Street, APN 004-142-002

## 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 18-16 (Stoble Coffee), subject to the recommended conditions.

## BACKGROUND

The project involves a façade remodel of an existing building in downtown Chico located at 418 Broadway Street, on the west side of Broadway Street, between West 4<sup>th</sup> Street and West 5<sup>th</sup> Street (see **Attachment A**, Location Map). Adjacent to the project building is a bank (*Bank of America*) to the north and the Silberstein Building to the south. 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 part of the adjacent bank building, the current building was separated to accommodate new uses. A majority of the original detailing has been destroyed, replaced, or covered up. The proposed project involves renovating the building exterior to redesign the façade and incorporate some of its original elements (see Project Description and Design in Context, **Attachment B**). The project does not include any expansion to the existing building footprint; however, does include an interior and exterior remodel for a new coffee shop and coworking space (see Site Plan, **Attachment C** and Floor Plans, **Attachment D**). The basement is proposed to be expanded into additional coworking and kid space, and the roof is proposed to be transformed into an outdoor deck and seating area.

Exterior renovations will include a number of architectural features and details, including dentils, cornices, transom windows and symmetrical double storefront bays to recall the original historical design of the building (**Attachment B**). The front (east) elevation would feature medium gray (Veristone Smoke Gray, Medium) smooth concrete wainscot base, black (SW 6237 Dark Night, Satin) fiber cement paneling and trim, and a decorative white (SW 7008 Alabaster, Satin) cornice (see East Elevation, **Attachment E** East Perspective, **Attachment F**, and Color and Materials Board, **Attachment G**). A dual-pane aluminum storefront window system is proposed along the first floor on either side of the main entrance with wood clad

windows along the second floor. The rear (west) elevation is proposed to feature the same wainscot, paneling and cornice, but with accent wood siding and white (SW 7008 Alabaster, Satin) fiber cement paneling and trim (see West Elevation, **Attachment H** and West Perspective, **Attachment I**). Duel-pane, wood-clad windows are proposed along the second floor of the west elevation.

The roof is proposed to be redeveloped into an outdoor deck and seating area. The perimeter of the roof deck would feature three-foot, six-inch steel guardrail posts with steel cable railing. There will be two roof access penthouses that would have metal cladding with aluminum storefront windows. The deck and seating area would be covered by a steel trellis frame with wood shade slats and decorative string lights (see Roof Deck Perspective, **Attachment J**). Roof-mounted utilities would be located on the west half of the roof and screened by steel posts with a wood screen (see South Elevation, **Attachment K**).

Landscaping is proposed in the form of planters. The roof deck would feature black metal planter boxes along the east roof line, wood planter boxes would hang below the wood clad windows along the second floor, and white metal planter boxes along the west elevation ground floor entrance. The roof deck and west elevation planters would contain ornamental feather grass and the wood planter boxes would contain ornamental hanging plants. A drip irrigation system would be installed to water the various planters. There are two City street trees along the east elevation proposed to be retained (**Attachment C**).

Lighting is proposed to emphasize the architectural details of the building, and to create a well-lit, safe environment (see Night Lighting Perspective, **Attachment L**). A variety of lights are proposed to enhance the renovation including white aluminum gooseneck downlights, and dimmable outdoor café string lights with vintage-style bulbs (**Attachment G**). Signage is proposed to be internally illuminated and will contribute to the building's lighting.

## **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), and encourage development and redevelopment of this designated Downtown Opportunity Site (LU-5.1).

The project is consistent with Design Guidelines (DGs) that call for downtown buildings to maintain an urban character that distinguishes the Downtown and creates new development with an urban scale, architectural finish treatment, and character (DG 1.3.11). The design considers the architectural qualities that give the building a distinctive character (DG 1.3.12 and 1.3.61). As shown in the night lighting perspective attachment, the project will direct building lighting downward on facades and provide pedestrian-oriented street lighting (DG 1.3.55, 1.3.56, and 1.3.57). Additional consistency analysis with the City's Design Guidelines is provided in the applicant's Design Guidelines Statement, **Attachment M**.

## **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 building to accommodate a permitted land use.

### 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), and encourage development and redevelopment of designated Downtown Opportunity Site (LU-5.1). 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 project is consistent with Design Guidelines (DGs) that call for downtown buildings to maintain an urban character that distinguishes the Downtown and creates new development with an urban scale, architectural finish treatment, and character (DG 1.3.11). The design considers the architectural qualities that give the building a distinctive character (DG 1.3.12 and 1.3.61). The project will direct building lighting downward on facades and provide pedestrian-oriented street lighting (DG 1.3.55, 1.3.56, and 1.3.57).

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 buildings, 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 renovate an existing building. The proposed remodel would enhance the building's exterior façade to create a distinctive architectural character for the Chico downtown area.

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 18-16 (Stoble Coffee). No building permits related to this approval shall receive final approval without 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.
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 comply with Chico Municipal Code (CMC) 19.74.

## **PUBLIC CONTACT**

A notice was published in the Chico Enterprise Record 10 days prior to the meeting date, notices were mailed out to all property owners and tenants within 500 feet of the project site, and a notice was placed on the project site. The meeting agenda was posted at least 10 days prior to the Architectural Review and Historic Preservation Board meeting.

## **DISTRIBUTION**

### Internal (3)

Mike Sawley, Senior Planner  
Kimber Gutierrez, Associate Planner  
File: AR 18-16

### External (2)

Butte Construction Company, Attn: Nick Starnes, Email: [nick@butteconstructioncompany.com](mailto:nick@butteconstructioncompany.com)  
Form Design, Attn: Trevor Miller, Email: [trevor@formdesignbuild.com](mailto:trevor@formdesignbuild.com)  
DCBA, Attn: Melanie Bassett, Email: [dcbadba@downtownchico.com](mailto:dcbadba@downtownchico.com)

## **ATTACHMENTS**

- A. Location Map
- B. Project Description and Design in Context
- C. Site Plan
- D. Floor Plans
- E. East Elevation
- F. East Perspective
- G. Color and Materials Board
- H. West Elevation
- I. West Perspective
- J. Roof Deck Perspective
- K. South Elevation
- L. Night Lighting Perspective
- M. Design Guidelines Statement

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AR 18-16 (Stoble Coffee)  
 418 Broadway Street  
 APN 004-142-002-000

# STOBLE COFFEE

## 418 BROADWAY FACADE IMPROVEMENTS

### ARCHITECTURAL REVIEW BOARD APPLICATION

## PROJECT INFORMATION

### PROJECT DESCRIPTION

EXTERIOR FACADE REMODEL AND INTERIOR RENOVATION OF EXISTING BUILDING AT 418 BROADWAY FOR A NEW COFFEE SHOP AND COWORKING SPACE; EXPANSION OF BASEMENT INTO OCCUPIABLE SPACE; ADDITIONAL SECOND FLOOR/MEZZANINE; OCCUPIABLE ROOF DECK

### SITE SUMMARY

STREET ADDRESS: 418 BROADWAY, CHICO, CA 95928  
 APN: 004-142-002  
 LOCAL ZONING: DN - DOWNTOWN NORTH  
 PROPOSED USE: RETAIL (RESTAURANT), BUSINESS (OFFICE SPACE)  
 EXISTING USE: VACANT  
 GROSS LOT AREA: 132.52' X 44.24' = 5,863 SQ FT

### BUILDING SUMMARY

CONSTRUCTION TYPE: III-B  
 SPRINKLERS: NEW SYSTEM PROPOSED  
 NUMBER OF STORIES: 2 OVER BASEMENT, PLUS ROOF DECK  
 OCCUPANCY GROUP(S): A-2, B  
 BUILDING AREA: +/- 12,000 SQ FT INTERIOR  
 +/- 1,600 SQ FT ROOF DECK

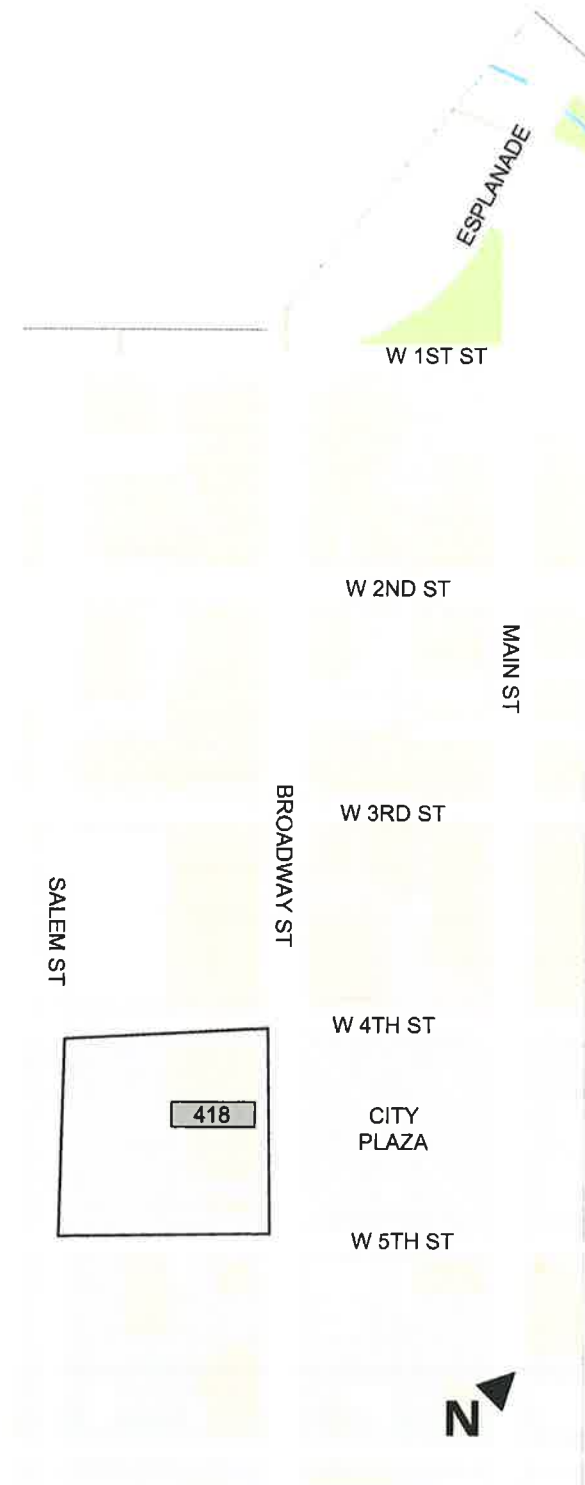
### SHEET INDEX

A1 COVER SHEET  
 A2 DESIGN IN CONTEXT  
 A3 SCHEMATIC SITE PLAN  
 A4 SCHEMATIC FLOOR & ROOF PLANS  
 A5 EAST ELEVATION  
 A6 WEST ELVATION  
 A7 SOUTH ELEVATION (PARTIAL)  
 A8 MATERIAL & COLOR LEGEND  
 A9 EAST (FRONT) PERSPECTIVE  
 A10 EAST (FRONT) PERSPECTIVE  
 A11 WEST (REAR) PERSPECTIVE  
 A12 ROOF DECK PERSPECTIVE  
 A13 NIGHT LIGHTING PERSPECTIVE

TOTAL: 13 SHEETS



ARCHITECTURAL REVIEW APPLICATION  
 STOBLE COFFEE | 418 BROADWAY, CHICO CA



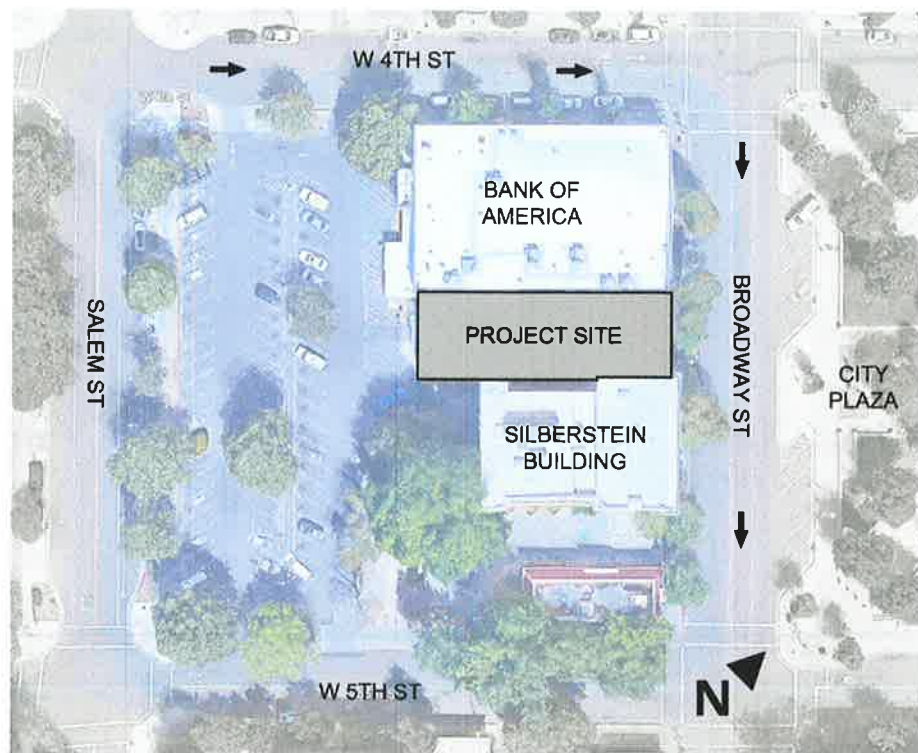
**DOWNTOWN VICINITY**

**CONTEXT & CONSTRAINTS**

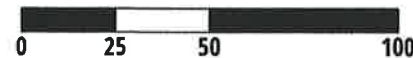
418 BROADWAY SITS BETWEEN THE SILBERSTEIN BUILDING AND THE BANK OF AMERICA BUILDING, DIRECTLY ACROSS FROM CITY PLAZA. PEDESTRIAN ACCESS IS AVAILABLE FROM THE BROADWAY FRONTAGE, AND PEDESTRIAN/VEHICLE ACCESS IS AVAILABLE AT THE REAR OF THE BUILDING VIA A PARKING/ACCESS AGREEMENT WITH BANK OF AMERICA.

THE EXISTING FACADE CONSISTS OF A PRIMARILY GRAY STUCCO BODY WITH SOME APPLIED CORNICE DETAILS, AND ANODIZED ALUMINUM STOREFRONT GLAZING. STACK BOND BRICK IS A REMNANT OF WHEN THIS BUILDING WAS ONCE PART OF THE ADJACENT BANK OF AMERICA BUILDING. MUCH OF THE ORIGINAL DETAILING HAS BEEN DESTROYED, REPLACED, OR COVERED UP.

HISTORIC PHOTOS OBTAINED FROM CSU CHICO ARCHIVES (RIGHT) DEMONSTRATE SEVERAL DESIRABLE HISTORICAL ELEMENTS THAT WERE INCORPORATED INTO THE FACADE RE-DESIGN. THESE INCLUDE THE CORNICE AND DENTILS, PANED TRANSOM WINDOWS, AND SYMMETRICAL CONFIGURATION OF THE DOUBLE STOREFRONT BAYS.



**LOCATION MAP**



**HISTORIC PHOTO - c.1890**

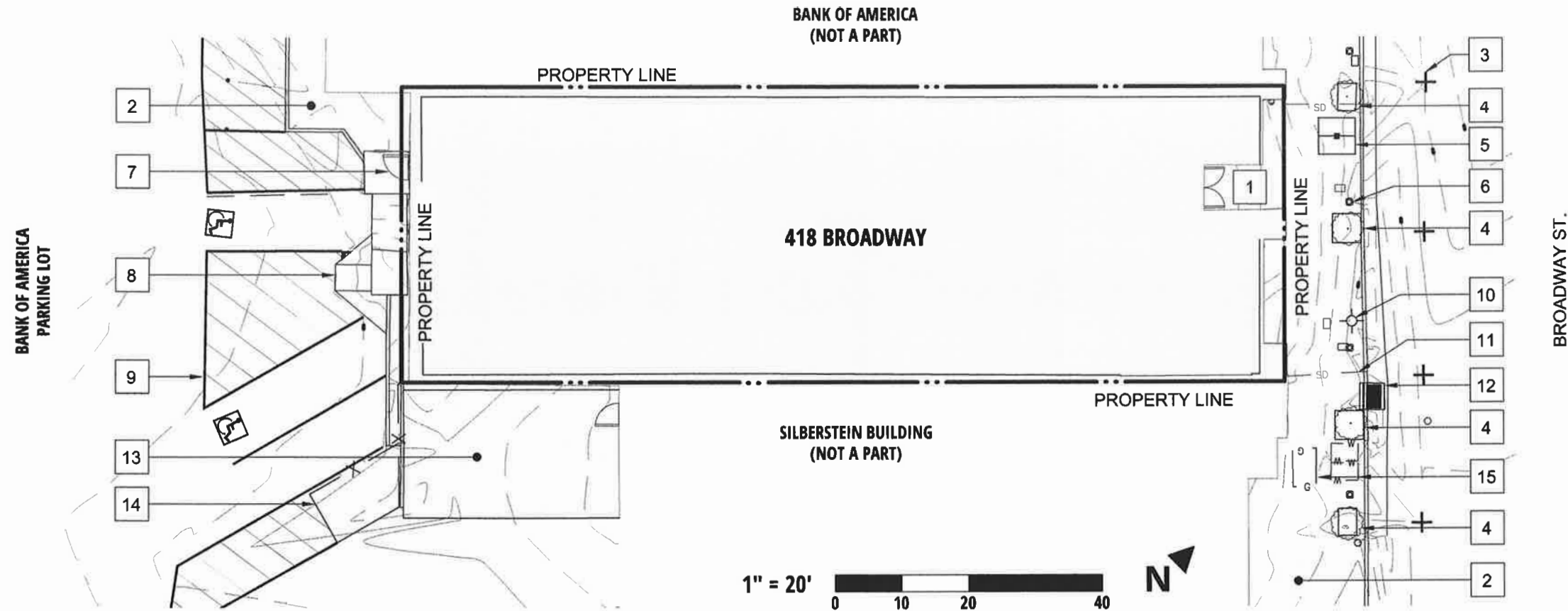


**EXISTING STREET VIEW**

**ARCHITECTURAL REVIEW APPLICATION**

**STOBLE COFFEE | 418 BROADWAY, CHICO CA**

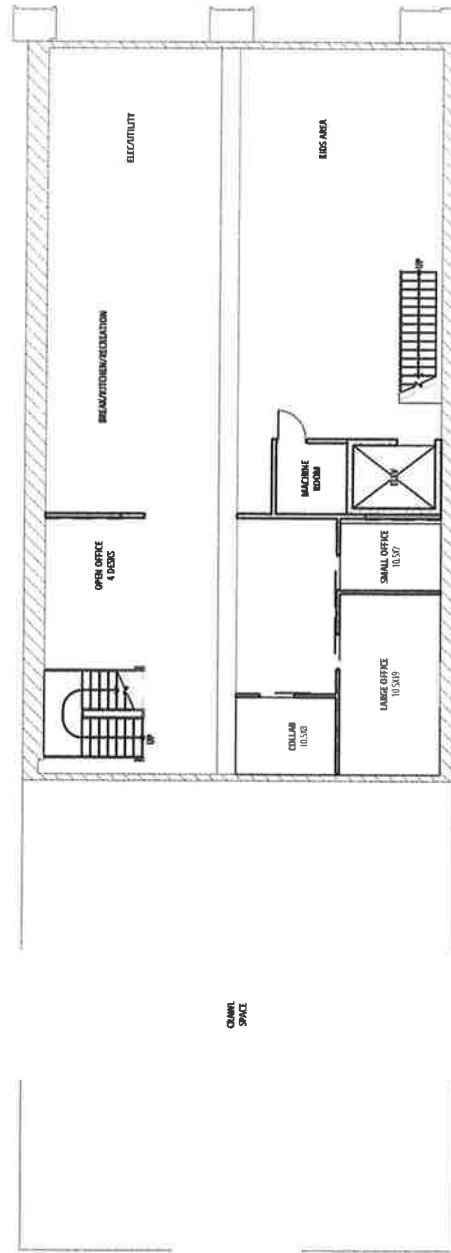




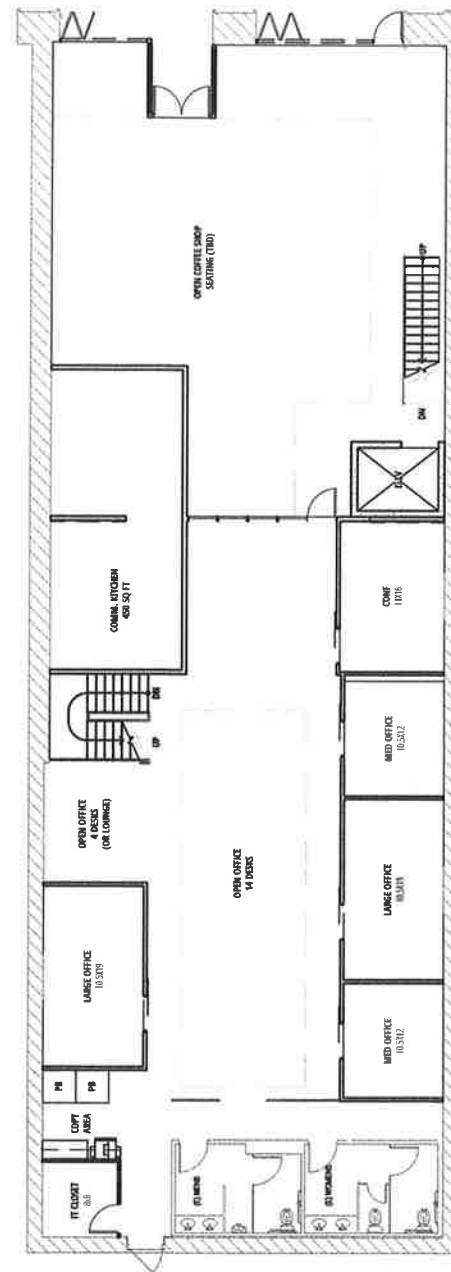
**SITE PLAN KEYNOTES**

- |   |   |   |
|---|---|---|
| 1. PRIMARY PUBLIC ENTRANCE (COFFEE SHOP)                      | 6. EXISTING PARKING METER, TYPICAL, NO CHANGE | 11. EXISTING STORM DRAIN LINE             |
| 2. EXISTING SIDEWALK, NO CHANGE                               | 7. REAR BUILDING ENTRANCE (COWORKING SPACE)   | 12. EXISTING STORM DRAIN INLET, NO CHANGE |
| 3. EXISTING PARALLEL PARKING STALL HASHES, TYPICAL, NO CHANGE | 8. EXISTING CONCRETE RAMP                     | 13. EXISTING CONCRETE PATIO, NO CHANGE    |
| 4. EXISTING STREET TREE AND GRATE, TYPICAL NO CHANGE          | 9. EXISTING ACCESSIBLE PARKING STRIPING       | 14. EXISTING TRASH ENCLOSURE, NO CHANGE   |
| 5. EXISTING BASEMENT BULKHEAD ENTRY, NO CHANGE                | 10. EXISTING STREET LAMP, NO CHANGE           | 15. EXISTING GAS/WATER SIDEWALK VAULTS    |

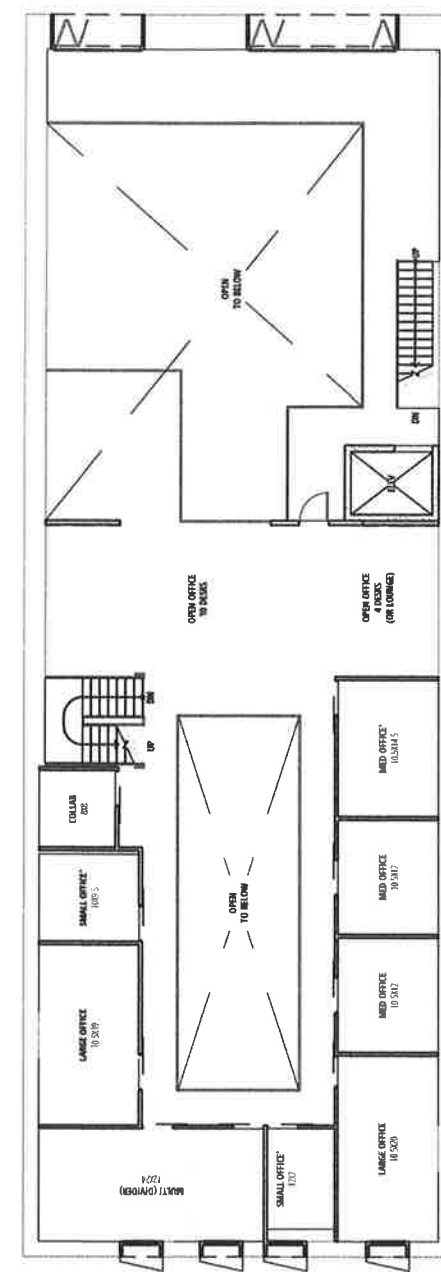
**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**



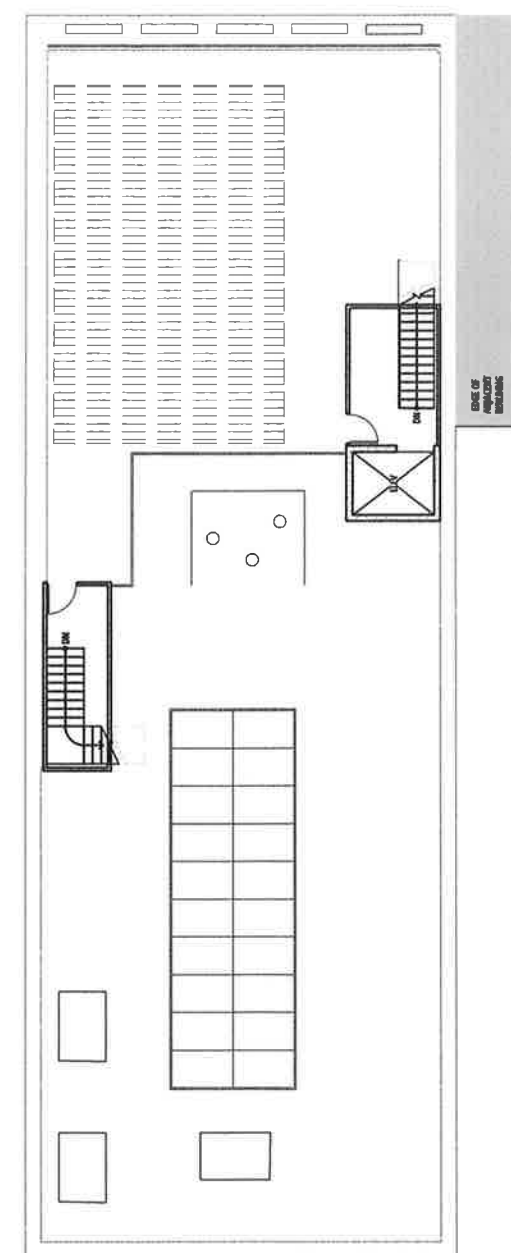
**BASEMENT**  
~3,000 SQ FT



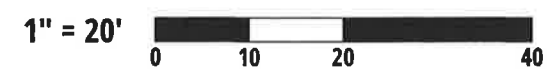
**FIRST FLOOR**  
~5,400 SQ FT



**SECOND FLOOR / MEZZ.**  
~3,400 SQ FT



**ROOF DECK**  
~1,600 SQ FT



**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**

**ELEVATION KEYNOTES**

**MATERIAL DESIGNATIONS** REFER TO LEGEND, SHEET A8

1. ROOF ACCESS PENTHOUSE, METAL CLADDING
2. ALUMINUM STOREFRONT WINDOW SYSTEM
3. DUAL-PANE LOW-E GLAZING
4. STEEL TRELLIS FRAME
5. 2X WOOD TRELLIS SHADE SLATS
6. OUTDOOR CAFE STRING LIGHTS W/ VINTAGE EDISON-STYLE BULBS
7. WOOD TOP RAIL / HANDRAIL
8. STEEL GUARDRAIL POSTS AND STEEL CABLE RAIL
9. METAL PLANTER BOX W/ DRIP IRRIGATION
10. ORNAMENTAL FEATHER GRASS
11. PRECAST GFRC CORNICE
12. HARDIE FIBER CEMENT PANELING AND TRIM
13. WOOD SCREEN
14. STEEL POSTS
15. WOOD CLAD WINDOW
16. STEEL SIGNAGE LETTERING, 15" LETTER HEIGHT, BACKLIT
17. STEEL ADDRESS LETTERING, 8" LETTER HEIGHT, BACKLIT
18. WOOD PLANTER BOX W/ DRIP IRRIGATION & HANGING DROUGHT-TOLERANT ORNAMENTAL PLANTING
19. WALL-MOUNT ALUMINUM GOOSENECK LIGHTING
20. WOOD ACCENT SIDING
21. STEEL C-CHANNEL AWNING
22. STEEL BLADE SIGN, 20" HEIGHT
23. DOUGLAS FIR ENTRY DOOR W/ CLEAR GLAZING
24. PRECAST SMOOTH CONCRETE WAINSCOT BASE

**COLOR / FINISH DESIGNATIONS** REFER TO LEGEND, SHEET A8

- A. BLACK ANODIZED ALUMINUM
- B. SHERWIN WILLIAMS SW 6258 TRICORN BLACK, SATIN
- C. SHERWIN WILLIAMS SW 7008 ALABASTER, SATIN
- D. SHERWIN WILLIAMS SW 6237 DARK NIGHT, SATIN
- E. OAK STAIN, SATIN
- F. FACTORY FINISH, BLACK
- G. FACTORY FINISH, WHITE
- H. VERISTONE SMOKE GRAY, MEDIUM



**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**

**EAST ELEVATION**

**A5**



**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**



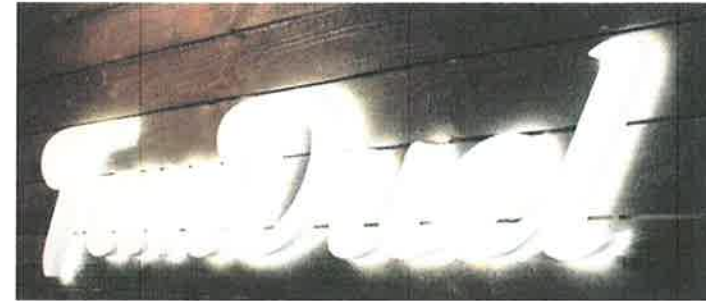
**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**



COLOR A  
BLACK ANODIZED ALUMINUM STOREFRONT  
KAWNEER (OR SIMILAR)



COLOR E  
MEDIUM OAK STAIN



STEEL BACKLIT LETTERING  
WHITE



EXTERIOR CAFE STRING LIGHTS  
DIMMABLE LED, EDISON-STYLE BULBS  
FACTORY FINISH, BLACK



COLOR B  
SW 6258 TRICORN BLACK, SATIN  
SHERWIN WILLIAMS



COLOR H  
PRECAST CONCRETE BASE, SMOKE GRAY (PROFILE SIMILAR)  
HONED FINISH



ORNAMENTAL FEATHER GRASS  
*bouteloua gracilis (or sim.)*



ORNAMENTAL HANGING PLANT  
*peperomia rotundifolia (or sim.)*

ALUMINUM GOOSENECK DOWNLIGHT  
FACTORY FINISH, WHITE

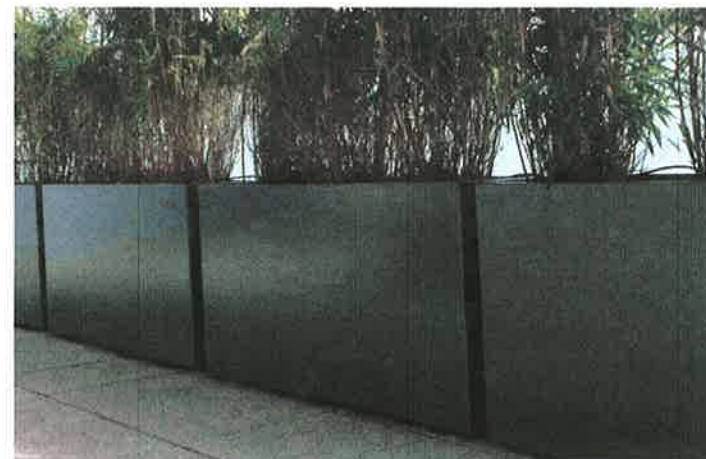
COLOR C  
SW 7008 ALABASTER, SATIN  
SHERWIN WILLIAMS



COLOR D  
SW 6237 DARK NIGHT, SATIN  
SHERWIN WILLIAMS



PRECAST LIMESTONE/GFRC CORNICE (PROFILE SIMILAR)  
HONED FINISH  
REFER TO ELEVATION FOR PROPOSED COLOR



METAL PLANTER BOX (ZINC, OR SIMILAR)  
FACTORY FINISH, BLACK (WHITE AT WEST ELEVATION)



STEEL BLADE SIGN  
INTERNALLY ILLUMINATED  
FACTORY FINISH, BLACK

ARCHITECTURAL REVIEW APPLICATION

STOBLE COFFEE | 418 BROADWAY, CHICO CA

**ELEVATION KEYNOTES**

**MATERIAL DESIGNATIONS** REFER TO LEGEND, SHEET A8

1. ROOF ACCESS PENTHOUSE, METAL CLADDING
2. ALUMINUM STOREFRONT WINDOW SYSTEM
3. DUAL-PANE LOW-E GLAZING
4. STEEL TRELLIS FRAME
5. 2X WOOD TRELLIS SHADE SLATS
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20. WOOD ACCENT SIDING
21. STEEL C-CHANNEL AWNING
22. STEEL BLADE SIGN, 20" HEIGHT
23. DOUGLAS FIR ENTRY DOOR W/ CLEAR GLAZING
24. PRECAST SMOOTH CONCRETE WAINSCOT BASE

**COLOR / FINISH DESIGNATIONS** REFER TO LEGEND, SHEET A8

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- E. OAK STAIN, SATIN
- F. FACTORY FINISH, BLACK
- G. FACTORY FINISH, WHITE
- H. VERISTONE SMOKE GRAY, MEDIUM



**ARCHITECTURAL REVIEW APPLICATION**  
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**WEST ELEVATION**

**A6**



**ARCHITECTURAL REVIEW APPLICATION**  
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**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**

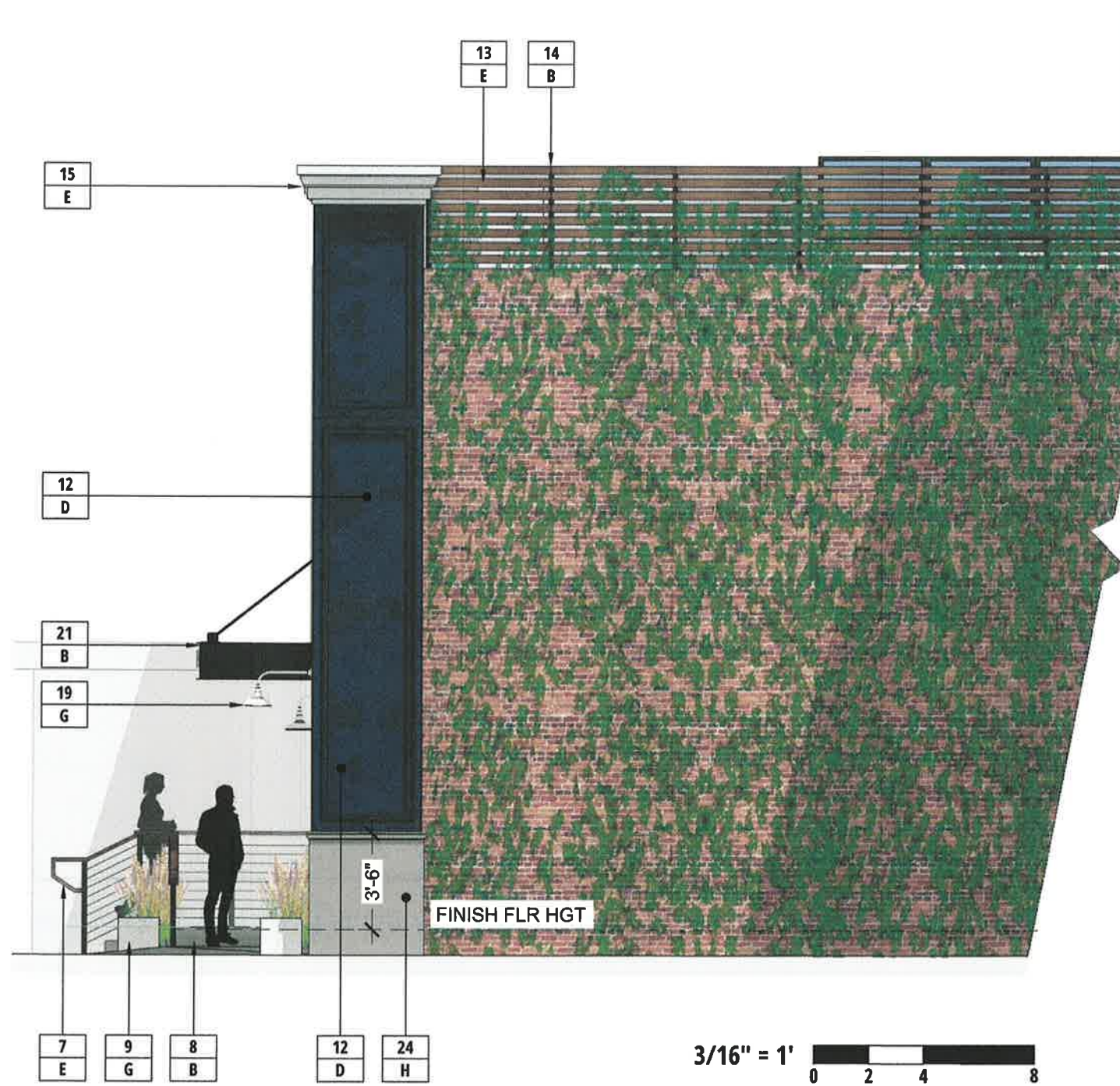
**ELEVATION KEYNOTES**

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- D. SHERWIN WILLIAMS SW 6237 DARK NIGHT, SATIN
- E. OAK STAIN, SATIN
- F. FACTORY FINISH, BLACK
- G. FACTORY FINISH, WHITE
- H. VERISTONE SMOKE GRAY, MEDIUM



**ARCHITECTURAL REVIEW APPLICATION**  
**STOBLE COFFEE | 418 BROADWAY, CHICO CA**

**SOUTH ELEVATION**

**A7**

**Attachment K**



**ARCHITECTURAL REVIEW APPLICATION**

**STOBLE COFFEE | 418 BROADWAY, CHICO CA**



# 418 BROADWAY FAÇADE IMPROVEMENTS – STOBLE COFFEE

## SUMMARY OF DESIGN OBJECTIVES AND GUIDELINES

### NARRATIVE

The proposed improvements to the façade at 418 Broadway are in conjunction with a proposed renovation of the building interior to accommodate a new coffee shop and leasable office spaces.

Great care has been taken in the proposed improvements to complement and advance the character and beauty of downtown Chico. The Design Guidelines Manual was consulted continuously throughout the entire design process to ensure that the overall design intent aligned with the City's objectives. This letter provides a summary of which Design Objectives and Guidelines were specifically addressed.

### 1 SITE DESIGN

Given the context of an existing building with property lines at the existing building perimeter, few of the Design Guidelines in Chapter 1 were relevant to this project. However, it was important to the design team at an early stage to incorporate a strong visual connection to the adjacent City Plaza (**DG 1.1.11**), using lots of glazing at the east-facing elevation.

### 2 ARCHITECTURE

- **DG 1.2.11**  
Building height and scale fit within the immediate context of the buildings on either side.
- **DG 1.2.13**  
Building height, massing and material selections provide contrast against adjacent buildings without appearing overwhelming. The rooftop deck and shade structure in particular were stepped back to avoid an overwhelming street-facing façade.
- **DG 1.2.21**  
Historic photos of the building from the Chico State Archives were consulted to incorporate desirable elements from the original building. Some of these elements include the dentillated cornice, paned transom windows, and symmetrical configuration of the dual storefront bays.
- **DG 1.2.32**  
The massing of the column structures and the precast concrete wainscot bases give the building a sense of permanence.



### **3 DOWNTOWN**

▪ **DG 1.3.11**

The building's urban scale and character is easily distinguished from the residential character of adjacent neighborhoods. Its scale and finishes relate appropriately with its urban context.

▪ **DG 1.3.13**

The awning over the entrance, hanging planter boxes and blade signs all create a sense of pedestrian scale. The east façade along Broadway features plenty of glazing to provide a visual connection to the public right of way. Stepping back the rooftop guardrail and shade structure help keep the streetscape from feeling visually imposing.

▪ **DG 1.3.14**

Abundant glazing along the east façade presents views of City Plaza as a central feature of the space.

▪ **DG 1.3.44**

While the project does not feature public amenities such as benches or trash containers, black was incorporated into the public-facing façade design along Broadway, with black planters, awnings and blade signs.

▪ **DG 1.3.51**

The building's signage complements the architectural characteristics of the building.

▪ **DG 1.3.52, 53**

Most of the signage is set lower, with blade signage and address lettering on the awning. Signage at the rear façade is all conceived as being set at awning level or lower.

▪ **DG 1.3.54**

The primary signage is conceived as being individually mounted letters, either backlit or with gooseneck lighting, with lighter lettering on a darker field. Internally illuminated blade signage also features light colored lettering over a darker field.

▪ **DG 1.3.55, 56, and 57**

Traditional styled gooseneck lighting will be used at the exterior for accent and downwash lighting, to create an inviting night time character. Low-wattage string lights at the roof deck will also create a pleasant and inviting atmosphere.

▪ **DG 1.3.65**

Architectural detailing was carried around corners at the rear façade onto the side facades, to avoid unsightly or unfinished areas.



- **DG 1.3.68, 70**  
Historic research was done to determine the original, historical design of the building, and incorporate any desirable elements that would be suitable to the building. Paned transom windows were incorporated, as well as a dentillated cornice similar in character to the original building. The overall massing of the building also takes its cues from the symmetry and massing of the original building.
- **DG 1.3.69**  
The building incorporates the traditional storefront language of transom window over display window over solid base panel.
- **DG 1.3.71, 72**  
Display windows are clear glazed and free of any tinting or mirror finishing. Window and door frames throughout are black anodized aluminum and natural stained wood color.
- **DG 1.3.74, 75**  
Awnings complement the architectural massing and proportions of the building design, and align appropriately with awning heights of adjacent buildings along the public right of way.
- **DG 1.3.77**  
The building design is largely compatible with and inspired by the original building. The cornice is an approximate recreation of the original cornice that was destroyed in a fire.
- **DG 1.3.78**  
Rooftop mechanical equipment will be placed toward the rear of the building, and concealed by parapets.
- **DG 1.3.79**  
Cornices wrap around corners, along with the rest of the façade treatment.
- **DG 1.3.93**  
Building height was kept in scale and proportion with the existing building and its immediate neighbors.
- **DG 1.3.94, 95**  
Adjacent neighboring buildings were used as reference points in determining heights of windows, doors, and other architectural elements.
- **DG 1.3.98**  
Similar to DG 1.3.69, care was taken in borrowing traditional storefront proportions and elements so as to integrate well into the downtown look and feel.



#### **4 ART IN PUBLIC SPACES**

- **DG 1.4.12, 13**

The building will incorporate a sizeable piece of functional lighting artwork, installed in a double-height space immediately adjacent to the building entrance, and visible from the street. The building owners also plan to feature a rotating gallery of artwork from various local artists. Local artisans and fabricators are also being consulted to produce custom and innovative elements throughout the space, including furniture, décor, and interactive elements for the planned children's area.

#### **5 EXTERIOR LIGHTING**

- **DG 1.5.11**

Entry awning incorporates recessed downlights to provide adequate lighting at the primary public entrance. Gooseneck downlights provide additional area lighting. These lighting strategies are applied at the front and rear entries.

- **DG 1.5.16, 17**

Gooseneck lighting fixtures complement the architecture, and also provide cutoffs that minimize glare. They are located at a height to provide adequate lighting at the pedestrian level.

#### **6 SIGNAGE**

- **DG 1.6.11**

Primary signage is incorporated into the architectural detailing with its vertical orientation. Signage fits the overall concept of a traditional style building with subtle modern touches.

- **DG 1.6.13**

Signage is conceived to be backlit or internally illuminated, so as to minimize night sky impact and keep light on site.

- **DG 1.6.14**

Signage is used relatively sparingly, to identify the building without overwhelming or dominating the façade.

- **DG 1.6.15**

Awning address lettering is sized modestly and proportionately with the awning depth.



## **7 ENERGY CONSERVATION**

Given the building's existing location and orientation, few options were available to incorporate passive or active energy conservation strategies. The Silberstein Building blocks most of the access to south sun, precluding the effective use of solar panels. Passive strategies are limited by the building's orientation, but glazing was used more sparingly on the west façade to reduce the impact of solar heat gain.

## **8 CORPORATE ARCHITECTURE**

This section was not applicable to the project.