



Architectural Review and Historic Preservation Board Agenda Report

Meeting Date 12/19/18

DATE: December 10, 2018

File : AR 06-23

TO: Architectural Review and Historic Preservation Board

FROM: Mike Sawley, AICP, Senior Planner, (530) 879-6812, mike.sawley@chicoca.gov

RE: Signs for The Shops at Mangrove – Modification of Conditions
605 and 615 Mangrove Avenue; APNs 003-210-018 and 003-210-019

SUMMARY AND RECOMMENDATION

The applicant is proposing to modify conditions of approval for The Shops at Mangrove to remove detailed signage requirements and revert to typical Municipal Code requirements for allowed signage. Staff recommends that the Architectural Review and Historic Preservation Board adopt the required findings contained in the agenda report and approve the request, subject to the recommended condition.

Proposed Motion

I move that the Architectural Review and Historic Preservation Board adopt the required findings contained in the agenda report and approve modified conditions for Architectural Review 06-23 (Signs for The Shops at Mangrove).

BACKGROUND

The applicant proposes to revise conditions placed on the original approval of AR 06-23, to remove detailed signage criteria and allow the commercial center to operate under typical City signage requirements. Located on the northwesterly corner of Mangrove and Vallombrosa Avenues, the site is zoned CC (Community Commercial) and designated Commercial Mixed Use by the General Plan (see **Attachment A**, Location Map).

When the buildings and site design were approved by the Board in 2004 under AR 04-13 (Herrera/MCG Architects), the approval included a condition that the location and design of signs shall be separately reviewed by the Board, largely due to the site's proximity to the Annie's Glen portion of Bidwell Park. The sign package was subsequently approved under AR 06-23, which included detailed information on sign types, areas, locations, construction techniques, and other details (See **Attachment B**, Master Sign Program).

The approved sign package includes three major elements: (1) reverse channel or "halo" letters for all wall-mounted signs facing Mangrove or Vallombrosa Avenues, (2) internally illuminated channel letter signs for the interior elevations of the project, and (3) two internally-illuminated monument signs, one on each street frontage. Following the original approval in 2006, all of the anticipated signs were installed and some have been replaced over the years as individual businesses have changed within the center.

DISCUSSION

The shopping center has been completely built-out, including the wall-mounted signs and two ground-mounted monument signs considered in 2006. Modifying the conditions as requested would provide flexibility for the existing and future businesses to have internally

illuminated (cabinet) signs on the exterior elevations of the center, and to use individual corporate colors on the replaceable panels of the monument signs (currently required to have an opaque burgundy background by the existing sign criteria). The typical sign standards for the CC zoning district are provided in **Attachment C**.

As with all new and replaced commercial signage, administrative design review would remain a requirement to ensure that project signage remains well-designed, balanced and respectful of its place within the community. Technological advances in luminaire technology over the past 10 years, chiefly the widespread use of LED lighting, has generally reduced concerns about overly-bright internally illuminated commercial signs. Staff has no concerns approving the request and modifying the conditions of approval as proposed.

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 15311 (Accessory Structures).

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 consists of removing special signage criteria and reverting to typical Municipal Code requirements for future changes in signage at the site. The typical code requirements for signage are consistent with the General Plan. No specific, neighborhood or area plans apply to the site.

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 consists of removing special signage criteria and reverting to typical Municipal Code requirements for future changes in signage at the site. The typical sign code provides standards for allowable signage types, sizes, lighting and locations to ensure that the scale, character and design of commercial signs are consistent with other signage and development on similarly-zoned sites. Each new sign is subject to administrative design review at the time of application and are required to be consistent with applicable Design Guidelines on a case-by-case basis.

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 proposal consists of removing special signage criteria and reverting to typical Municipal Code requirements for future changes in signage. Existing signage at the site

is compatible with the character and uses of adjacent development, and each new sign will be subject to administrative design review during which compatibility with the site and surrounding uses will be reviewed on a case-by-case basis.

- 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 new structures are proposed, and no aspect of the proposed changes to signage conditions would unnecessarily block views or cause the commercial center to 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.*

No new landscaping or changes to the existing landscape design are proposed.

RECOMMENDED CONDITIONS OF APPROVAL

- ~~1. The developer shall provide a note on the front of the building plans that the signs will be developed in compliance with AR 06-23. All signs shall be constructed and installed in substantial conformance with the proposed sign package (Exhibit "1", and Attachment "B" of Exhibit "2"), except as modified by any other condition of approval. Where the original proposal conflicts with the revised proposal, the revised proposal (Exhibit "1") shall control.~~
- ~~2. All The developer shall construct the monument signs as designated in Option [choose A or B] on page 5 of Exhibit "1". The backgrounds of individual tenant panels shall be fully opaque, and shall have a flat non-glossy finish.~~

PUBLIC CONTACT

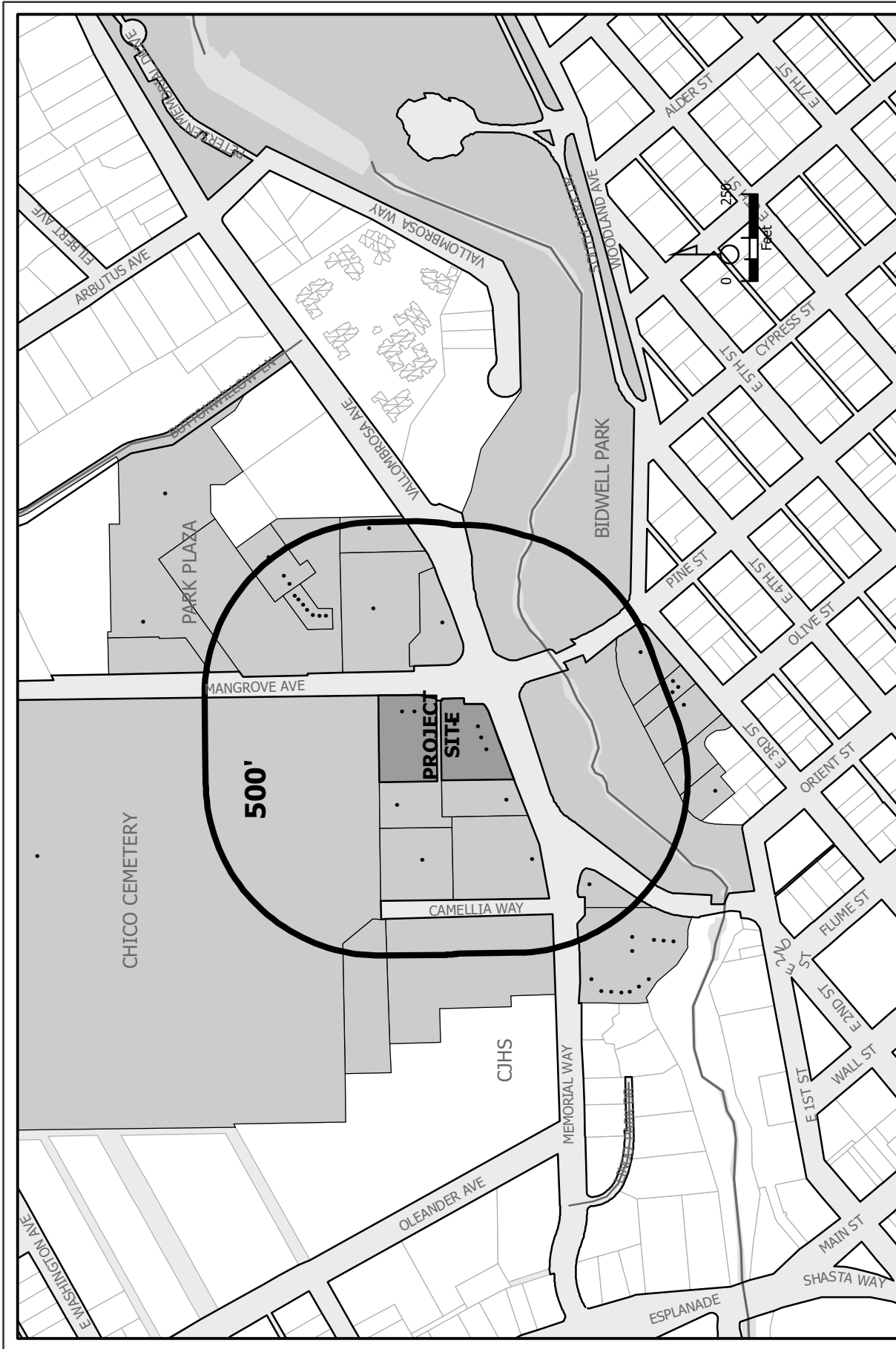
A notice was published in the Chico Enterprise Record 10 days prior to the meeting date, notices were mailed out to all property owners and tenants within 500 feet of the project site, and a notice was placed on the project site. The meeting agenda was posted at least 10 days prior to the Architectural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

ATTACHMENTS

- Location Map
- Master Sign Program – The Shops at Mangrove
- Typical Sign Standards for the CC District (CMC, Title 19.74, Table 5-8.H)

DISTRIBUTION

Mike Sawley, Senior Planner
Files: AR 06-23



• Notified Addresses
■ Notified Parcels

AR 06-23 (The Shops at Mangrove)
605, 615 Mangrove Avenue
APNs 003-210-018-000, 003-210-019-000

Final version

**MASTER SIGN PROGRAM
THE SHOPS AT MANGROVE
605 & 615 MANGROVE AVE
CHICO, CA**

1. PURPOSE AND INTENT:

- A. This criteria has been established for the purpose of maintaining a continuity of quality and esthetics throughout the shopping center for the mutual benefit of all Tenants, and to comply with the regulations of the City of Chico.
- B. The intent of the sign criteria is to offer the Tenant design flexibility and to incorporate common design elements. The signs specified will offer optimum tenant identity when designed in conformance with the design standards.
- C. Conformance will be strictly enforced, and any installed non conforming or unapproved signs will be removed at Tenants expense.

2. GENERAL REQUIREMENTS:

- A. Prior to fabrication or applying for city approvals, each tenant shall submit to the Landlord, for written approval, (3) three copies of detailed shop drawings (one (1) in full color) indicating the location, size, layout, design, color, illumination, materials and method of attachment.
- B. All signs shall be reviewed by the Landlord for conformance with sign criteria. Approval or disapproval of sign submittals shall remain the sole and absolute right of the Landlord.
- C. All permits and fees for signs and their installation shall be obtained by the Tenant or his representative.
- D. All signs shall be constructed at the Tenants expense.
- E. Tenant shall be responsible for the installation and maintenance of their sign. Should Tenant's sign require maintenance or repair, Landlord shall give Tenant thirty (30) days written notice to effect the maintenance of repair. Should Tenant fail to do so: Landlord shall undertake repairs and Tenant shall reimburse Landlord within ten (10) days from the receipt of invoice

3. STYLE:

- A. Signs visible from Vallombrosa Avenue or Mangrove Avenue must be individual halo lit reverse pan channel letters with 5" returns. This includes signs on the sides of the suites at the end of each row.
- B. Signs facing the interior of the complex and not visible from any street must be individual pan channel letters, with 5" returns.
- C. If the Tenant does not have an established exterior sign identity, the style of lettering shall be similar to Helvetica Medium.

4. CONSTRUCTION REQUIREMENTS:

- A. All halo lit reverse pan channel letters are to be fabricated using aluminum and painted with polyurethane paint. Vinyl graphics must be of high quality with a 5 to 7 year life. Letters will be stood off the building 1 ½" to maintain a consistent halo effect amongst all signs. Backs must be .177" clear lexan with 15mm designer white neon illumination or LED of equal illumination
- B. All pan channel letters are to be fabricated using aluminum, pre-finished or painted with polyurethane paint. Vinyl graphics must be of high quality with a 5 to 7 year life. Letters will be stood off the building ½". Faces must be .177" acrylic with 1" trim cap painted to match the returns. Backs to be a minimum of .063 white aluminum
- C. All sign bolts, fastenings and clips shall be hot dipped galvanize iron, stainless steel, aluminum, brass, bronze, nickel or cadmium plated. No black iron materials of any type will be permitted
- D. All cabinets, conductors, crossovers, transformers, wiring and other equipment must be concealed behind the sign fascia.
- E. The face of the channel letters and logos shall be attached with Trim Cap using UL approved adhesive.

- F. All signs and their installation must comply with all local building and electrical codes and bear a UL label and manufactures label. The UL and Manufacturer label will be attached to the first letter on the left , all other UL labels will be attached to the top of each letter as not to be visible from below.

5. INSTALLATION:

- A. All signs will be inspected by the Landlord's approved superintendent for conformance.
B. Tenant's sign contractor shall completely install and connect the sign display.
C. The sign contractor shall repair any damage to the building caused by his work. All penetrations of the building shall be neatly sealed in watertight condition and shall be patched to match the adjacent finish to Landlord's satisfaction. Damage to the building that is not repaired by the sign contractor shall be corrected at Tenant's expense.

6. LOCATION:

- A. All signs shall be centered on sign fascia vertically and horizontally as detailed in attached elevation drawings.

7. GUARANTEE:

- A. The entire sign display must be guaranteed by the manufacturer and installer for one (1) year against defects in material and workmanship.

8. INSURANCE:

- A. The Sign Company shall carry workmen's compensation and public liability insurance against all damage suffered or done to any and all persons and / or property while engaged in the construction or installation of signs in the amount of \$1,000,000 per occurrence. An Additional Insured Certificate naming the owner and its designees must be provided prior to commencement of work.

9. SIZE AND LENGTH OF SIGN:

- A. Each Tenant in Retail 3 will be allowed one sign on the Vallombrosa elevation and one sign on the Parking side elevation. Each Tenant in Retail 2 and Retail 1 will be allowed one sign on the Mangrove elevation and one sign on the Parking side elevation. Exceptions are noted below.
B. Maximum letter height for sign letters using upper and lower case will be 18" for uppercase and 14" for lower case. Sign letters using all uppercase will be 14" maximum height. The size of Logos will be approved on an individual basis and not to exceed 18" while not exceeding the total allowable square feet per store front noted below.
C. No sign will be allowed to exceed 80% of leased frontage or sign band area. Building frontage is defined as that building elevation which contains a primary customer entrance and faces either a street or a parking area.
D. Maximum square feet of sign allowed per Tenant will be 2 times Tenant's frontage. A minimum of 32 square feet is allowed no matter how small the suite width. If suite size changes, signage allotment will be adjusted to reflect the new frontage dimension. The following has been determined for each suite:
a) Suite 100/110 shall be allowed a total of 143 square feet of signage and will be allowed three (3) signs.
One on the North elevation, one on the West elevation and one on the East elevation.
b) Suite 120 shall be allowed a total of 47 square feet of signage and will be allowed two (2) signs.
One on the West elevation and one on the East elevation.
c) Suite 125 shall be allowed a total of 72 square feet of signage and will be allowed three (3) signs.
One on the South elevation, one on the West elevation and one on the East elevation.
d) Suite 130 shall be allowed a total of 54.16 square feet of signage and will be allowed three (3) signs.
One on the South elevation, one on the West elevation and one on the East elevation.
e) Suite 140 shall be allowed a total of 40 square feet of signage and will be allowed two (2) signs.
One on the West elevation and one on the East elevation.
f) Suite 150 shall be allowed a total of 126 square feet of signage and will be allowed three (3) signs.
One on the South elevation, one on the West elevation and one on the East elevation.
g) Suite 160 shall be allowed a total of 83 square feet of signage and will be allowed three (3) signs.

- One on the North elevation, one on the North-East elevation and one on the East elevation.
- h) Suite 170 shall be allowed a total of 38.16 square feet of signage and will be allowed two (2) signs.
One on the North elevation and one on the South elevation.
 - i) Suite 180 shall be allowed a total of 60.33 square feet of signage and will be allowed two (2) signs.
One on the North elevation and one on the South elevation.
 - j) Suite 190 shall be allowed a total of 36.66 square feet of signage and will be allowed three signs.
One on the North Elevation ,one on the South elevation and one on the West elevation.

10. SIGN COPY:

- A. Wording of signs shall not include the product sold except as part of tenants name, insignia or logo.

11. COLOR:

- A. Variations of color from one Tenant to another Tenant is encouraged. All letters of the sign shall be one color.
- B. Logo colors may differ from sign color.

12. LOGOS:

- A. Each Tenant will be permitted to display one (1) logo at each sign location subject to Landlord's approval. The logo area shall be included within the sign area limitation. The logo shall be defined as a graphic symbol with construction as required for Tenant's channel letters.

13. MONUMENT SIGNS:

- A. Each Tenant will be allowed one tenant panel on the Landlord provided monument signs. All tenant panels will have opaque burgundy field with white letters. The tenant may have his standard copy style on said panels. Tenant to provide high quality vinyl graphics at Tenants expense. Upon expiration of lease, Tenant will remove his panels and install blank panels.

14. EXPIRATION OF LEASE TERM:

- A. At the expiration or a sooner termination of Tenant's lease term, Tenant shall remove its sign(s), patch and paint the sign fascia to match the adjacent finish to the Landlord's satisfaction.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
H. Signs Permitted in the CC (Community Commercial) and AC (Airport Commercial) Zoning Districts (Continued)**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers 1. Center identification	Ground-mounted	1 per street frontage	100 s.f. per sign face, 200 s.f. minimum and 400 s.f. max. per sign	20 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Allowable in addition to other signs for individual businesses.
2. Business identification (detached buildings greater than 10,000 s.f. gross floor area)	Monument	1 per street frontage if located within 50 ft. of public street	16 s.f. per sign face, 32 s.f. maximum per sign	5 ft.	Sign shall be set back 5 ft. from property lines and shall not block sight distance area	Yes	Total allowable sign area includes wall, monument, and awning signs.
3. Business identification	Wall	1 per street frontage and/or per customer public entrance.	2 s.f. of sign area per linear foot of bldg. frontage for ground floor uses. 0.5 s.f. per linear foot of business frontage for uses on second or higher floors. 32 s.f. minimum and 200 s.f. max. per business.	Below eave		Yes	Total allowable sign area includes wall, monument, and awning signs. Anchor tenants (as defined by this chapter) within a multi-tenant development allowed up to 75 percent additional s.f., 350 s.f. maximum per business.

**TABLE 5-8
SIGN STANDARDS BY ZONING DISTRICT (Continued)
H. Signs Permitted in the CC (Community Commercial) and AC (Airport Commercial) Zoning Districts (Continued)**

Sign Class	Sign Type	Maximum Number	Maximum Sign Area	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Requirements
Multi-tenant sites, shopping centers (continued) 4. Business identification	Projecting Sign	1 per building frontage	8 s.f. (4 s.f. per face)	Below eave or below sill of second floor window	Beneath canopy or marquee if present, with min. 7.5 ft. clearance below sign.	Low lumens, indirect preferred, or individual channel letters	Projecting signs in other locations or not meeting standards may be permitted only with Board approval. May project over public right-of-way in conformance with the UBC.
5. Business identification	Awning		10% of awning or 25 s.f., whichever is less			No	Total allowable sign area includes wall, ground-mounted, and awning signs. Refer to Section 19.74.120.
6. Business identification	Window		33% of window area including permanent and temporary signs			No, except LED and neon signs	