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February 21, 2019

City of Chico Planning Department
P.O. Box 3420
Chico, Ca. 95924

RE: Mixed Use at Meriam Park
Springfield Ave - A16-A21
Chico CA, 95928
APN: 002-690-004
002-690-005
002-690-006
002-690-007
002-690-008
002-690-009

Dear Planner,

It is with pleasure that I take this opportunity to provide you the following overview of the A16-A21 buildings at Meriam Park. Where appropriate, the following narrative references to the "Commercial Mixed-Use" section of the City of Chico Design Guidelines – Chapter 2 (as reference by "DG" in this document).

History and Mission

The project is proposed on the North End of the Tank District of Meriam Park. Springfield Drive marks the separation of the commercial Tank District to the south and multi family residential to the north. Utilizing building types that integrate commercial and housing needs is a natural technique for these transition areas. Mixed Use and "Live-Work" elements are key components of the Meriam Park vision and vital to a walkable community. These 3 structures are a trio that utilize the same finishes and architectural elements to complete the corner of Springfield drive and makers Alley. The mission of this project is consistent with the narratives provided in the City of Chico Design Guidelines for the Commercial Mixed-Use Type as described in Section 2-4.

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Attachment B

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Building Program

Nomenclature for the A16/17 A18/19 and A20/A21 buildings is derived from the original lots couplets that have been recently merged at the Zoning administrator. The 3 buildings predominantly feature commercial/retail space on the ground level connecting pedestrian level integration to storefront on the street front. In an effort to maintain an affordable approach to the construction, it is proposed that an elevator NOT be utilized in this area of the project. To achieve this exemption, one residential unit must be placed on the ground floor to provide a barrier free option for those with disabilities- we are proposing an adaptable residential unit on the ground floor of each of the 3 buildings. The upstairs is entirely residential featuring 8 units for a total of 27 new units in this proposal. Note these 27 units are desperately needed in our community and the efforts to develop this area of Meriam represent a re-structure and acceleration of this product type.

Site Design

Overall site design of the H-2 Phase features a perimeter of various building types surrounding a dedicated parking field. All buildings address the frontage road with minimum vehicular/ maximum pedestrian emphasis. The basis of this design has been discussed and approved by planning and the City of Chico previously and is the foundation for several previous projects in this phase. This specific portion of this site that is associated with A16/A17, A18/A19 and A20/A21 is designed in accordance with the "*Small Mixed-Use Building*" building type. All three buildings make use of the *Shopfront frontage type*. Common area site design items such as parking lot design, lighting and trash enclosures were all addressed as part of a previously approved board meeting.

Proposed Architectural Elements

These buildings embrace a modern interpretation of Art Deco. Their contemporary aesthetic is enriched by the use of precise detailing and a combination of subtle and vibrant material and color choices to create visual interest. Utilization of a rich diversity of Architectural Style creates a mixture of building types that is seen in established downtowns.

The primary frontage and entry elements have been oriented toward the street front (Springfield). The commercial entrances to the facility are covered by a slim, modern steel canopy. Colors have been intentionally chosen to be more subdued and neutral in contrast to those south-facing immediately across the street. The

frontage of this street faces north and will not be subject to direct sunlight. This will have a differentiating effect on color and thus part of the reason the design team has chosen to reduce the use of color. Store front windows are used at the grade level with a tower element featured at the primary corners of "Makers Alley" and the drive aisle entrance. The plaster is a relatively smooth finish texture ("Cat Face") in a lighter color- Omega's 9255 "Cheesecake". It is intended to integrate art on the ground floors of the buildings between the commercial storefronts. The project also features the use of tile mosaic accents at the tower and at focal points on the entablature of the entire facade. As the architecture pertains to the City of Chico Design Guidelines, we offer the following list of points:

- Building Placement is consistent with DGs 2.1.11 through 2.1.12 by strengthening the neighborhood's identity with design elements and fostering surveillance of the street and surrounding buildings through building placement and façade design.

- The project is an exemplary example of DG 2.1.22 with a very wide sidewalk and parkway.

- The project complies with DG 2.1.25 through DG2.1.27 by screening its parking and minimizing the visual impact of vehicles and parking areas.

- All new projects must comply with DG 2.1.28, this project is no exception. Parking and shading were provided as part of the central parking lot's submittal package.

- Bicycle parking has been located as close as possible to the main entrance in accordance with DG 2.1.32.

- It is the nature of the master plan design to implement the components of DG 2.1.36. Trash, and service related elements are screened by the buildings as described in the previous *Site Design* portion of this letter.

- The elevations are illustrative of DG2.2.11 with good massing and balance of windows. Pedestrian level scale is paramount to the 'Shop Type' design of the TND design.

- DG's 2.2.13 and 2.2.13 discuss diversity and avoiding same form. By design, these buildings act as a coordinated trio. The team would like to

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present an argument against these specific guidelines based upon the style of the park and specifically this cluster of the H-2 Phase.

- This letter is intended to provide the fulfillment of DG 2.2.21.

- Roof and parapet designs are changed between the trio of buildings in accordance with DG 2.2.25.
- Equipment has been located inside of the building where possible. Remaining utilities will be screened or hidden in accordance with DG 2.2.28

- This project features a style appropriate adaptation of the Juliet balcony to provide scale and detail consistent with DG 2.2.31

- DG 2.2.32 discusses the use of color and materials. See the opening narrative in this section for the team's approach.

Thank-you for your thoughtful consideration and we look forward to questions and discussions pertaining to this project.

Sincerely,

Matt Gallaway
Russell Gallaway Associates, Inc.