

**Towne Place Suites Hotel Proposed at Bruce Road, Hwy 32 and Sierra Sunrise Terrace**  
**Notice of Exemption Town Place Suites – Environmental Analysis**

The proposed Towne Place Suites hotel project (UP 19-25 & AR 19-22) includes the construction of a 4-story, 112-room hotel on a 4.09 acre site located south of Sierra Sunrise Terrace and northeast of the intersection of Highway 32 and Bruce Road. The project site is designated Commercial Mixed Use on the General Plan Land Use Diagram and zoned CC (Community Commercial). Pursuant to CMC section 19.44.020, Table 4-6 (*Allowed Uses and Permit Requirements for Commercial Zoning Districts*), a Use Permit is required to establish a hotel in the CC zoning district.

This project is Categorically Exempt from further environmental review pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15332 (Infill Development Projects). The project is consistent with the applicable General Plan designation and all applicable General Plan policies as well as with applicable zoning designation and regulations; it occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses which has no value as habitat for endangered, rare or threatened species; approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality; and the site can be adequately served by all required utilities and public services. The Notice of Exemption Towne Place Suites – Environmental Analysis is provided below (Environmental Analysis).

The Use Permit for this project was denied by the Planning Commission on July 21, 2022. The denial was appealed to the City Council and on September 6, 2022, the appeal was upheld, and the project was approved by the City Council with the condition that the architectural design of the project be reviewed and approved by the Architectural Review and Historic Preservation Board (ARHPB). The City Council also determined the project to be Categorically Exempt from CEQA. This means that the Use Permit for the hotel project itself has been approved and CEQA compliance is complete, and the only remaining topic of discussion is the architectural design of the project. The architectural and landscape plans have been slightly modified since the original submittal, however, no aspect of the proposed design modifications affects the prior Council determinations pertaining to the appropriateness of the use or the applicability of the CEQA exemption. The current project design plans are now available for review on this website page and also at Planning Division counter at City Hall. It is anticipated that ARHPB hearing will be scheduled in April 2023. The decision of the ARHPB on the project's architectural review application (AR19-22) is appealable to the City Council. Questions regarding this project may be directed to Senior Planner Kelly Murphy at (530) 879-6535 or [Kelly.murphy@chicoca.gov](mailto:Kelly.murphy@chicoca.gov) or Principal Planner Bruce Ambo at (530) 879-6801 or [bruce.ambo@chicoca.gov](mailto:bruce.ambo@chicoca.gov).