DATE: March 19, 2018

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 4th 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 4th 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 4th 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 building 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 4th 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.

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 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
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 "LANDMARK AND COS" CORRIDOR OPPORTUNITY SITE OVERLAY DISTRICTS
STREET ADDRESS: 336 BROADWAY, CHICO, CA 95928
PARCEL SIZE:
76'-0" x 132'-0" = 10,296 SQ. FT. = 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.
CONSTR TYPE: TYPE V-6
FIRE PROTECTION: FULLY SPRINKLERED
OCCUPANCY: "B" BUSINESS & "R-1" RESIDENTIAL
(HOTEL ROOMS)
Morehead Building Circa 1900

SHEET INDEX

Sheet  Description
---
A001  COVER SHEET
A100  LOCATION MAP / PROJECT DATA
A101  PROPOSED SITE PLAN
A102  PROPOSED SIDEWALK CAFE PLAN
A202  PROPOSED 2ND FLOOR PLAN
A241  PROPOSED ROOF PLAN
A301  SOUTH EXTERIOR ELEVATION - EXISTING & PROPOSED
A302  EAST EXTERIOR ELEVATION - EXISTING & PROPOSED
A311  SOUTH EXTERIOR ELEVATION - ENLARGED WITH NOTES
A312  PARTIAL EAST EXTERIOR ELEVATION - ENLARGED WITH NOTES
A313  PARTIAL EAST EXTERIOR ELEVATION - SIDEWALK CAFE
A401  PROPOSED EXTERIOR PERSPECTIVE
A402  PROPOSED EXTERIOR PERSPECTIVE
A403  PROPOSED EXTERIOR PERSPECTIVE
A404  PROPOSED EXTERIOR PERSPECTIVE
A405  PROPOSED NIGHT LIGHTING PERSPECTIVES
A501  PRODUCTS AND MATERIALS LEGEND

Architectural Review & Historic Preservation Board Submittal for the

Morehead Building
336 Broadway, Chico CA

November 14, 2017
Resubmitted February 15, 2018
1 PERSPECTIVE - LOOKING SOUTH
NOT TO SCALE

Attachment F
**MATERIALS LEGEND**

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

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

**COLOR C - METAL ROOFING**
"Georgian Brick" HC-50
BY BENJAMIN MOORE
WITH SATIN EXTERIOR LATEX.

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

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

**COLOR G - PILASTER ACCENT**
"Tudor Brown" HC-185
BY BENJAMIN MOORE
WITH SATIN EXTERIOR LATEX.

**COLOR H - PILASTER ACCENT**
"Heritage Red" HC-181
BY BENJAMIN MOORE
WITH SATIN EXTERIOR LATEX.

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

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

**LED WALL UPLIGHT TO HIGHLIGHT BUILDING DETAILS AT NIGHT**

**GALVANIZED LIGHT ALUMINUM GOOSENECK DOWNLIGHT ABOVE AWNINGS**

**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"**

**WASHABLE GALVANIZED METAL MESH CHAIR & TABLE - BLACK COLOR**

**CONCRETE COLORS**

**DOUBLE BRICK SOLDIER COURSE BORDER AT SIDEWALK DINING WITH COLOR CONCRETE INFILL**

**"HITCH STYLE" BIKE RACK, CITY OF CHICO STANDARD**
SIDEWALK CAFE KEY NOTES

1. "WROUGHT IRON" RAIL - COLOR: DARK BRONZE. SEE ___ FOR DETAIL
2. "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

1 PARTIAL EAST ELEVATION - SIDEWALK CAFE

SCALE: 3/16" = 1'-0"
1 NIGHT LIGHTING PERSPECTIVES

NOT TO SCALE