REPORT: June 24, 2015

TO: Architectural Review and Historic Preservation Board

FROM: Bob Summerville, AICP Senior Planner, (879-6807, bob.summerville@chicoca.gov)
Community Development Department

RE: Architectural Review 15-14 (Hotel Diamond/Cook) – 220 W. 4th Street,
Comprehensive Sign Program

SUMMARY AND RECOMMENDATION

The applicant is proposing a comprehensive sign program (CSP) for the Hotel Diamond in
downtown Chico. The CSP features a large illuminated projecting sign designed in the Art-
Deco style that is compatible with the building's historic character, and includes signage for a
new restaurant located on the ground floor of the hotel. The projecting sign includes an
element of artistic expression allowed under the City's sign code, and the overall proposal
meets the provisions for a CSP which allow deviations from code standards but not additional
sign area.

Proposed Motion for Final Approval

I move that the Architectural Review and Historic Preservation Board adopt the required
findings contained in the agenda report and approve Architectural Review 15-14 (Hotel
Diamond/Cook), subject to the recommended conditions therein.

BACKGROUND

The Hotel Diamond is located in the heart of downtown Chico on W. 4th Street, immediately
west of its intersection with Broadway, with its entire west elevation abutting Diamond Alley (a
public walkway spanning W. 4th and W. 3rd Streets). The site is designated Commercial Mixed
Use on the General Plan diagram and is located in the DN-L-COS (Downtown North-
Landmark-Corridor Opportunity Site) overlay zoning district (see location map, Attachment
A). In his Project Description, the project architect notes the proposal is intended to increase
the visibility of the hotel and new restaurant from Broadway and the City Plaza, while
reinforcing the hotel's prominence as an historic downtown icon (see Attachment B and
application, Attachment C).

A similar comprehensive sign program was approved for the Hotel Diamond in 2011,
authorizing two projecting banner signs with indirect illumination facing W. 4th Street, including
a small projecting sign on Diamond Alley advertising the former "Johnny's Restaurant".
Although the owner ultimately decided to not install the banners, the restaurant projecting sign
was installed. The current proposal retains that sign and replaces both faces with the new
restaurant branding for "Two-Twenty Restaurant".
The architect's design elevations are illustrated on Sheet A1, and architectural perspectives are illustrated on Sheet A2. Design details provided by the sign contractor are illustrated on Sheets SF1 through SF3. The primary projecting sign advertising the Hotel Diamond is designed in a classic Art-Deco style featuring open pan channel and neon tubing mounted on a metal cabinet. On top of the sign is an artistic motif of the hotel's copper-clad cupola comprised of a metal cabinet with matching gold-colored faces. Below the hotel sign is an illuminated metal cabinet sign advertising the restaurant ("Two-Twenty") designed with push-through acrylic letters and a solid (metal) illuminated background (see details on Sheet SF3). Combined, these two signs span the height of the 2nd and 3rd stories of the hotel (almost 24 feet, including the cupola motif) and extend out from the hotel six feet over the public sidewalk. Three other signs are proposed for the restaurant: 1) a non-illuminated blade sign below the hotel marquis, and extending over the public sidewalk; 2) an existing oval sign with neon lettering and border; and 3) an existing projecting sign extending over Diamond Alley at the rear door of the restaurant, also designed with neon lettering and border. (See a comprehensive illustration of all signs on Sheet A1-Partial West Elevation, details 'A' through 'E'.)

DISCUSSION

Since the completion of the Hotel Diamond's renovation and its placement by the City Council on the City's Historic Resources Inventory in 2003, the hotel has become a landmark, with recognizable features such as its copper cupola on the 4th floor that serves as a wayfinding feature for downtown patrons. Designed with an artistic expression of the cupola as the sign's capital, the proposed sign is anticipated to reinforce the hotel's wayfinding character with classic Art-Deco sign elements including open pan channel with neon tubing, similar to the Senator Theater sign. Although the Art-Deco signs and Victorian architecture of the hotel are designed in different styles and eras, both styles are visually and historically complimentary.

The large projecting sign appears to be placed on the building's south elevation at an optimum location (its west corner), given the existing mature street trees that could otherwise interfere with its visibility. While the street trees will obscure the sign when viewed from Broadway, locating the sign on the hotel's opposite (east) corner, presents greater conflict with the tree near that location. The sign will be most-visible from an area just south of the intersection of W. 4th and Broadway, such as from the City Plaza. Proportionally, the sign is designed to fit well on the hotel building, just below the 4th floor balcony, just to the east side of the decorative street lamp, and not across any architectural features (such as a window or cornice). The project sign should provide a lively, attractive architectural addition to the hotel, while not be overbearing or garish.

Sign Area and Comprehensive Sign Program

Under the City's new sign code (adopted 2013), the total maximum sign area for signs in the DN district is calculated at 1 square foot per linear feet of business frontage, plus 0.5 square feet for uses above the ground floor. With 54 linear feet of business frontage on W. 4th Street, plus the additional three stories above the first, a total of 135 square feet is allowed (noted on Sheet A1). (Under the previously approved comprehensive sign program, it was determined that the frontage of the hotel along Diamond Alley can also count towards the maximum sign area, and allow an additional 330 square feet.) The additional square footage of the cupola
motif atop the proposed sign can be considered an “artistic expression”, which may be approved by the Board in addition to or in-lieu of other signage allowed by the sign code. The total proposed signage, including the cupola motif, is 154.3 square feet (also noted on Sheet A1).

Projecting signs are limited by the City’s sign code to specific standards, which in the subject proposal, cannot be met without the benefit of a comprehensive sign program (CSP). The following standards for project signs are proposed to be modified via the CSP:

1. Signs shall only be located on ground-level building frontages with customer access.
2. No sign shall project above the edge of the roof of a structure or a sill of a second-story window.
3. Signs may be illuminated by indirect light sources only which shall be shielded to limit spread of light only to the sign surface.
4. Three-dimensional, sculptural, or similar artistic structures that express a theme or message may be approved by the Board in addition to or in lieu of other signage in compliance with size and lighting regulations of the underlying zoning district.

Conclusions and recommendations

The primary projecting sign advertising the “Hotel Diamond” and “Two-Twenty Restaurant” are elegantly designed and bolster the hotel’s landmark identity. However, the “Two-Twenty” blade sign below the hotel’s entry marquis, and the existing oval wall sign also advertising the new restaurant, are excessive. Blade signs are limited to 4 square feet per face, cannot be illuminated, and are not calculated in the total allowable sign area. However, the proposed blade sign is 7.5 square feet per face (see sign detail, Sheet SF2). The additional area of the proposed blade sign may be approved by the Board in conjunction with the CSP. If the proposed blade sign is approved, staff recommends the existing oval sign be removed. The existing projecting sign on Diamond Alley provides visibility of the new restaurant between W. 3rd and W. 4th Streets, does not appear excessive along that elevation, and is therefore supported by staff.

RECOMMENDED DISCUSSION ITEM

1. Consider the scale of the cupola motif mounted atop the proposed hotel projecting sign. The architect has noted that it is an accurate one-half outline of the hotel’s cupola structure. While it reinforces the identity of the hotel, at nearly six-feet square, staff recommends the Board discuss whether its proportions are visually too large and should be reduced.

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 AR 15-14 (Hotel Diamond/Cook). No building permits related to this approval shall be finalized without prior authorization of Community Development
Department planning staff.

2. The permittee shall submit a sign review application to the Community Development Department that includes all architectural plans and drawings approved by the Board in conjunction with their approval of AR 15-14 (Hotel Diamond/Cook).

3. 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.

4. The oval wall sign (noted as symbol ‘C’ on Sheet A1 of the architectural elevations) is not approved as part of the Comprehensive Sign Program and shall be removed.

**REQUIRED FINDINGS FOR APPROVAL**

**Environmental Review**

The project has been determined to be categorically exempt under Section 1.40.220 of the Chico Municipal Code (CMC) and pursuant to the California Environmental Quality Act (CEQA) Guidelines Section 15303 New Construction or Conversion of Small Structures. The project is consistent with the General Plan and zoning, and would not otherwise result in a potentially significant impact to the environment.

**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 on the required findings itemized below.

1. *The proposed development is consistent with the General Plan, any applicable specific plan, and any applicable neighborhood or area plans.*

The following goals, policies, and actions from the Downtown Element of the General Plan are applicable to the project:

**Goal DT-8: Preserve and enhance landmarks or buildings of special historic or architectural interest.**

**Policy DT-3.1 (Design for the Pedestrian Environment) - Enhance the high-quality pedestrian environment within Downtown through the design and maintenance of buildings, sidewalks, open spaces, and other pedestrian amenities.**


**Action DT-6.3.1 (Design of Signs) - Install signs and landmarks throughout Downtown**
with graphics that reflect the character and history of Downtown to reinforce a uniform, recognizable Downtown "brand" and to help residents and visitors navigate and find key destinations and parking.

Goal DT-8: Preserve and enhance landmarks and buildings of special historic or architectural interest.

The project is consistent with the following goal and policies contained in the Community Design Element of the General Plan:

Goal CD-3: Ensure project design that reinforces a sense of place with context sensitive elements and a human scale.

Policy CD-3.1 (Lasting Design and Materials) - Promote architectural design that exhibits timeless character and is constructed with high quality materials.

Goal CD-6: Enhance gateways and wayfinding elements for an improved sense of arrival and orientation for residents and visitors throughout Chico.

Action CD-6.1.2 (Landmarks) - Construct landmarks to support wayfinding at key locations throughout the City such as entries to historic neighborhoods, points of interest, significant buildings, and natural features.

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 Chapter 1 of the Design Guidelines Manual including:

Chapter 1, Section 3 (Downtown):

DG 1.3.61 - Consider the historic architectural qualities that give the building, and neighboring buildings, a distinctive character.

DG 1.3.31 - Encourage public art as part of private development projects for the purposes of:

- Creating a focal point, as well as a place for socialization in the community;
- Enhance Chico's image;
- Provide an overall increase in the artistic awareness of the community;
- Bring culture to the community.

Chapter 1, Section 4 (Art in Public Spaces):

Design Intent - "Consider public art as an integral design feature of private development to enhance both the project and the community aesthetics, culture, and pride.

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 projecting sign advertising the "Hotel Diamond" and "Two-Twenty Restaurant" are elegantly designed and should bolster the hotel's landmark image. The overall design exhibits an Art-Deco style that is compatible with the building's Victorian architecture. Illumination of the signs are not excessive and are consistent with the Art-Deco style.

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 primary project sign is placed on the building in an optimum location, given the existing mature street trees that could otherwise interfere with its visibility. Proportionally, the sign is designed to fit well on the hotel building, just below the 4th floor balcony, just to the east side of the decorative street lamp, and not across any architectural features (such as a window or cornice). The project sign should provide a lively, attractive architectural addition to the hotel, while not be overbearing or garish, nor will it obscure views of adjacent businesses.

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. Landscaping is not associated with the proposal, although existing street trees are avoided.

6. In accordance with the City's sign regulations (CMC 19.74.120 F.9.), the cupola motif atop the primary projecting sign is approved in addition to other signage as allowed for artistic expression.

Comprehensive Sign Program

In approving a Comprehensive Sign Program, the Board shall make all of the following findings in addition to those required by Chapter 19.18:

1. The proposed Comprehensive Sign Program is consistent with the purpose and intent of this chapter;

2. The signs are visually related to other signs included in the Comprehensive Sign Program and to the structure and/or developments they identify and to surrounding development;

3. The Comprehensive Sign Program accommodates future revisions which may be required due to changes in use or tenants;

4. The Comprehensive Sign Program complies with all of the standards of this chapter,
including the maximum overall sign area allowable, except that flexibility is allowed with regard to individual sign area, number, location, and/or height to the extent that the CSP will enhance the overall development and will more fully accomplish the purposes of this chapter.

The proposed comprehensive sign program complies with the maximum sign area allowed in the DN (Downtown North) zoning district, and provides flexibility in the location and number of projecting signs. Illumination of the large projecting sign facing W. 4th Street is not excessive and the technique is consistent with the Art-Deco style. Additional sign area of the projecting signs is appropriate in scale for each respective building elevation and consistent with the historic character of the hotel. Both projecting signs meet the purpose of a comprehensive sign program by maximizing visibility of the Hotel Diamond and new Two-Twenty Restaurant which is otherwise limited by building, street, and alley orientations.

PUBLIC CONTACT

Public notice requirements were fulfilled by placing a notice on the project site and by posting of the agenda at least 10 days prior to this ARHPB meeting.

ATTACHMENTS

A. Location Map
B. Project Description
C. Application
   Sheet AO: Site Plan
   Sheet A1: Architectural Elevations
   Sheet A2: Architectural Perspectives
   Sheet SF1: Hotel Diamond Projecting Sign, details
   Sheet SF2: Blade Sign, details
   Sheet SF3: Cabinet Sign, details

DISTRIBUTION

Internal (3)
Mark Wolfe, Community Development Director
Bob Summerville, Senior Planner
File: AR 15-14

External (6)
NM&R Architects, attn.: David Rogers, 555 Main Street, Suite 300, Chico, CA 95928
Hupp Signs, attn.: Kathy Cunningham, 70 Loren Avenue, Chico, CA 95928
AAA Properties, attn.: Wayne Cook, 331 Wall Street, Chico, CA 95928
Chico Heritage Association, 441 Main St, Chico, California 95928
DCBA, attn.: Melanie Bassett 330 Salem Street, Chico, CA 95928
Chico Chamber of Commerce, attn: Katie Simmons, P.O. Box 3300, Chico, CA 95927

X:\Staff Folders\BSummerville\MY.DOC\ARHPB\2015\14 Hotel Diamond CSP\report 7-15-15 mtg.docx
June 17, 2015

Mr. Bob Summerville, Senior Planner
City of Chico Planning Dept.
P.O. Box 3420
Chico, CA 95927

RE: Project Description for ARHPB submittal
    Hotel Diamond Signage

Dear Mr. Summerville,

This project comprises the addition of two new signs for the Hotel Diamond and a planned new restaurant. Two existing signs are also proposed to be updated to coincide with the new restaurant name.
The proposed marquee sign is designed to increase the Hotel’s visibility, especially from Broadway Street and the City Plaza. The sign is also an attempt to further establish the Hotel as an historic icon in downtown Chico. As you know, it's art-deco style is similar to many signs of the 1920's, 30' and 40's. We believe the proposed marquee sign is as much an public art piece as a sign and therefore should be evaluated separately from the standard square footage formulas for signage.

Thank you for your thoughtful consideration.

David Rogers, Principal Architect
Nichols, Melburg & Rossetto

ATTACHMENT
## Applicant Information

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<th>Applicant Name</th>
<th>AAA Properties / Wayne Cook</th>
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<td>Architect or Historical Consultant</td>
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<tr>
<td>Address</td>
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## General Project Information

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## Submittal Requirements

Application requirements are as indicated on attached checklist. The City’s Design Guidelines Manual (which is available online at [www.ci.chico.ca.us/planning_services/DesignGuidelinesManual.aspx](http://www.ci.chico.ca.us/planning_services/DesignGuidelinesManual.aspx)) must be consulted to ensure that important design principles are considered and to expedite the processing of applications. Prospective applicants are encouraged to meet with Planning Services staff prior to submittal. Please call (530) 879-6800. Projects subject to architectural review and approval are processed in accordance with Chapter 19.18 of the Chico Municipal Code. Applicants are highly encouraged to read this chapter prior to application submittal.

## Applicant Authorization and Signature

I certify that the information provided with this application is complete, true and correct to the best of my knowledge and belief, and that if I am not the property owner, I have been authorized by the property owner to submit this application.

**Applicant’s Signature**

**Date** 6/17/15

## For Office Use Only

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<th>Shannon Costa</th>
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**Application Fee $1873**

**Environ. Review Fee $**

**Receipt No. 1904860**

**Total Fees $**

(Check payable to City of Chico)
A PROPOSED SIGNAGE DESIGN

FOR THE
HOTEL DIAMOND AND TWO-TWENTY RESTAURANT
220 W. FOURTH STREET
CHICO, CA

RECEIVED
JUN 26 2015

CITY OF CHICO
PLANNING SERVICES
**EXTERIOR SIGNAGE SCHEDULE**

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<td>A</td>
<td>EXISTING LED LETTERING AT CANOPY FACADE</td>
<td>1</td>
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<td>B</td>
<td>EXISTING OVAL BLADE SIGN WITH NEON LETTERING AND BORDER</td>
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<td>EXISTING CIVIL MILL MDL SIGN WITH NEON LETTERING AND BORDER</td>
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<td>E</td>
<td>PROPOSED HOTEL MARQUEE SIGN WITH NEON LETTERING AND BORDER, INTERNALLY ILLUMINATED RESTAURANT SIGNAGE AT BASE</td>
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**TOTAL PROPOSED SIGNAGE:** 184.5 SF

**ALLOWABLE SIGNAGE AREA BY CITY ORDINANCE 15.74:**
- 4' FRONTAGE X 1 SF/FT = 54 SF
- 5' X 3'UPPER FLOORS X 5 SF/FL = 81 SF

**TOTAL ALLOWABLE SIGN AREA:** 135 SF

*NOTE: This sign area represents the area bordering the text. The actual size of the entire marquee is 69.9 SF (per SIDO).*
A PROPOSED MARQUEE SIGN for the HOTEL DIAMOND
JUNE 9, 2015

SIDE ELEVATION

FRONT ELEVATION

55 SQ FT each face = 110 sq ft total
NON-ILLUMINATED D/F CABINET SIGN WITH ALUMINUM FACES AND VINYL GRAPHICS

EXISTING CANOPY SIGN

6'-0"

18.00"

60.00"

TWO-TWENTY

SF2
EXAMPLE D/F LED ILLUMINATED CABINET

DETAILS

1/16" ALUM WRAP

2" ALUM ANGLE CONSTRUCTION

1/4" PLATE WELDED TOP/BOTTOM

1/8" ALUMINUM FACES

1/8" ACRYLIC PUSH THRU COVER

WHITE LED

UL LISTED POWER SUPPLY

DISCONNECT SWITCH

1/4" DRAIN HOLES

COLOR GUIDE

| V1  | 3M VINYL | XXXXXXXX |
| V2  | 3M VINYL | XXXXXXXX |
| P1  | PAINT: COLOR HERE | TEXTURE: NONE | FINISH: SATIN

EXAMPLE 1/2" ACRYLIC PUSH THRU LETTERS

NIGHT & DAY DETAIL

DAY

V1

NIGHT

H

white

EXAMPLE PAN CHANNEL LETTER WITH EXPOSED NEON

DETAILS

.040 THICK ALUMINUM C/A RETURNS

WALL ATTACHMENTS AS REQUIRED

(Wall, 4 per method of attachment)

NEON TUBE SUPPORT

.036" PRE-PAINTED WHITE ALUM. BACKS

WALL SURFACE

NEON / ANODIZED GAS FILLED TUBES

REMOTE 20MA TRANSFORMER IN BOX

USE ELECTRICITY CONNECTIONS

CONDUIT W/ BUSHING THRU WALL

DISCONNECT ON FIRST LETTER PREFERABLY

WEEP HOLES @ BOTTOM

SCALE: NTS

METHOD OF ATTACHMENT FOR RACEWAY/CHANNEL LETTERS

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