

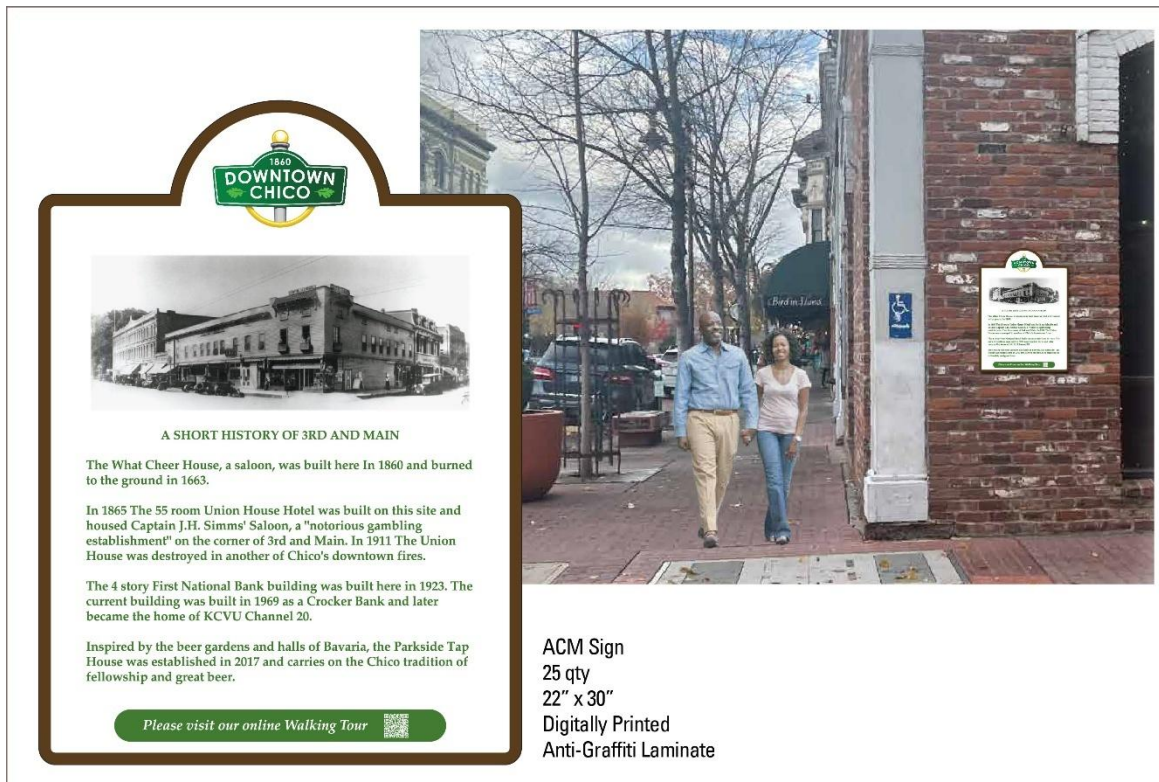
DRAFT VO2 – EDIT Section 2) Community Sponsored Monuments

Downtown Building Monument Policy



Councilmember Tom van Overbeek championed the concept of creating building monument signs to highlight Downtown Chico's rich heritage.

His goal was to inspire people to pause, appreciate, and learn the stories behind the buildings and the individuals or businesses that contributed to the fabric of the community. By placing "storyboards" throughout downtown, visitors could experience an immersive journey into Chico's legacy while exploring local businesses, architecture, and history.



ACM Sign
25 qty
22" x 30"
Digitally Printed
Anti-Graffiti Laminate

Carrying on Councilmember van Overbeek vision, as part of DCBA Placemaking Initiative the Downtown Monument Program has four goals:

1. Encourage preservation of unique stories—whether tied to a building's architecture, a founding business owner, or a service that shaped the community.
2. Provide self-guided story points that encourage tourists and locals to explore downtown more thoroughly, increasing foot traffic and dwell time.
3. Promote this low-cost, impactful placemaking initiative to property owners and downtown businesses to install on their buildings.
4. Use the initiative as an opportunity to recognize significant and noteworthy individuals, businesses or services that have shaped our community.

DRAFT VO2 – EDIT Section 2) Community Sponsored Monuments

Downtown Building Monument Program & Policy

The DCBA Downtown Building Monument Program and Policy reflects a two-tiered approach: one for property owners and another for DCBA-sponsored signs.

1. **Owner-Funded Monuments:** Encourages property and business owners to install monument signs as part of their marketing strategy.
2. **DCBA-Sponsored Monuments:** In special circumstances, DCBA may choose to fully or partially fund a monument to honor and recognize individuals, businesses, or organizations with a special historic or community contribution to Downtown and Chico.

1) *Owner-Funded Monuments*

Who Qualifies

Any downtown property owner or business can participate, provided the monument sign focuses on the building's history, unique architecture, or previous occupants with community relevance. A business must have the property owner's approval to install.

Process

- **Application/Design:** Owner submits sign story and building picture to DCBA to ensure consistency with other Downtown Momentums, DCBA submits to sign company. DCBA works with Chico Heritage to ensure the accuracy of the history. DCBA and Chico Heritage may assist in writing the history story if needed.
- **Fabrication/Installation:** Owner covers all costs of the sign production and installation. DCBA will assist with coordinating sign production and installation.
- **Maintenance & Updates:** **Property** owner retains full responsibility for upkeep, repairs, and any future content updates.
- **Promotion**
DCBA publicizes the building's new monument (e.g., on social media, walking tour maps) and updates the walking tour guide on DCBA website (QR code on plaques goes to this site) as part of broader downtown marketing efforts.

2) *Community-Sponsored Monuments*

Who Qualifies

The purpose of a Community-Sponsored Monument is to recognize and honor remarkable individuals, businesses, and/or nonprofit organizations whose service or legacy has significantly impacted Downtown Chico.

DRAFT VO2 – EDIT Section 2) Community Sponsored Monuments

Process:

- **Nominations:** May come from board members, community groups, or local stakeholders.
- **Approval:** The DCBA Board evaluates historic, cultural, or service-oriented significance and approves the monument installation. Must have the building owner's approval.

Funding & Installation

- **DCBA Support:** DCBA will seek a sponsor for fully or partially funding design, fabrication, and installation to recognize the individual(s), business or organization.
- **Collaboration:** DCBA coordinates with the property owner or relevant business to finalize placement and ensure a cohesive downtown aesthetic.

Maintenance & Updates

The property owner handles day-to-day maintenance, but DCBA may assist with significant repairs or content refreshes if budget allows.

3) Program Marketing & Placemaking

Public Awareness

DCBA regularly promotes both monument types through newsletters, social media, and on-site events—encouraging property owners to participate and guiding visitors to explore downtown's historical narratives.

Community Engagement

Monument signs may be featured in walking tours, brochures, or heritage events, contributing to visitor interest, increased foot traffic, and deeper appreciation of Downtown Chico's storied past.

Effective Date & Amendments

This policy is effective immediately upon approval by the DCBA Board of Directors. Revisions may be made as needed to reflect evolving program priorities or funding capacities.

Passed at the DCBA Board Meeting: [date]

Signed:

Brenda Narayan, Secretary
Downtown Chico Business Association