

LAND USE AND DESIGN GUIDELINES FOR THE HOLLERING PLACE



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PROJECT TEAM

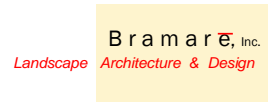


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The existing zoning on the Hollering Place site does not fit its future use as outlined in the master plan. Currently, the bluff is zoned General Commercial and the portion of the lower site that is above the high water line is zoned Urban Water Dependent and the portion of the site below the high water line is zoned Development Aquatic. Changing these zoning designations will not be an easy task. However, the City has 30 acres available to remove from these zoning designations and has already gone through the process with the rezoning of the site for the new Maritime Museum on Hwy. 101.

Part of the charge of the Hollering Place Master Plan project was to review the existing codes and make recommendations for updates that will support the new master plan. Those recommendations follow.

HOLLERING PLACE MIXED-USE DISTRICT (HPMU)

Section 1. INTENT

The HPMU district is included in the zoning regulations to achieve the following City objectives:

1. To create a public activity area on the waterfront that serves residents and visitors.
2. To complement surrounding properties and connect with the existing business district.
3. To provide an active mix of public, commercial, residential, and institutional uses.

NOTE: This district is intended to replace the existing C-2 and W-1 zoning on the property.

Section 2. PERMITTED USES

The following uses are permitted in the HPMU zoning district:

1. Residential Use Types

Accessory building

Residential Use Types (con't.)

Accessory apartment

Cluster development (see Chapter 4.3)

Group residential

Single-family dwelling (individual or combined with other dwellings on the same lot)

Multiple-family dwelling

Planned unit development (see Chapter 4.6)

Zero-lot line development (see Chapter 3.5)

Residential uses may be located in the same building with the civic or commercial use types listed in this section.

2. Civic Use Types

Administrative service
Community recreation
Education service
Library service and cultural exhibit
Lodge, club, fraternal, or civic assembly
Public safety service
Religious assembly
Utility and service – no outside storage of equipment permitted

3. Commercial Use Types

Child care facility
Convenience sales and personal service
Dining establishment: Sit-down
Drinking establishment
Food and beverage retail sales
Home occupation, retail sales on the premises (see Chapter 4.4)
Personal service, general
Professional and administrative service
Retail sales, general – except adult book store
Tourist habitation: Lodging and bed and breakfast

Section 3. CONDITIONAL USES

Any of the civic or commercial use types listed in Section 2, which are proposed to exceed 30,000 square feet in gross floor area, shall be permitted in the HPMU district if authorized in accordance with the provisions of Chapter 5.13.

Section 4. EXPRESSLY PROHIBITED

The following uses are expressly prohibited in the HPMU zoning district:

1. Those uses expressly prohibited in the Central Commercial District (see Chapter 2.8, Section 4).
2. Any use that includes outdoor storage of equipment, vehicles, or material.



Section 5. PROPERTY DEVELOPMENT REQUIREMENTS

The following property development requirements shall apply to all land and structures in the HPMU district in addition to applicable standards of Chapter 3:

1. Lot Standards: No requirements.
2. Building Coverage: No requirements.
3. Building Height: No restrictions other than those imposed by the Building Code.
4. Yards: No requirements other than those imposed by the Building Code.
5. Landscaping and Screening:
 - A. All heating and air conditioning equipment shall be appropriately screened from public view.
 - B. All storage and trash areas must be enclosed and screened from public view.
 - C. All parking areas shall be landscaped in conformity with the Off-Street Parking section.
6. Parking: The minimum parking standard for single-family, duplex, multi-family, and group residential uses in Chapter 3.15, Table 7, may be reduced to one parking space per dwelling.

Section 6. DESIGN GUIDELINES

All development in the HPMU district shall be consistent with the Hollering Place Site Design and Design Guidelines.

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1. OVERVIEW

Site design responds to environmental, cultural, and historic site features by taking advantage of existing view corridors, land use patterns, landforms, prevailing winds, and water related activities. Long-term sustainable practices should be a focus, including marine resource protection; balanced on-site cut / fill; bioswale stormwater management; native plant communities; and habitat enhancement. A primary goal should be to reveal the hidden estuarine environment and to strengthen the visual and physical connections to and from the Empire District.

2. VEHICLE CIRCULATION

The existing street patterns, access points, and rights-of-way off of Empire Boulevard should remain. The primary entry point to the lower development will be from Newmark Avenue with a secondary access along Mill Street off of Michigan Avenue. Existing access to the boat ramp and parking lot should remain. Access to existing businesses and uses will remain, but will be modified to support on-street parking. A vehicle turn-around for the terminus of Newmark Avenue will be developed. Due to the limited 60' ROW, access will be limited automobiles and small trucks.

3. PARKING

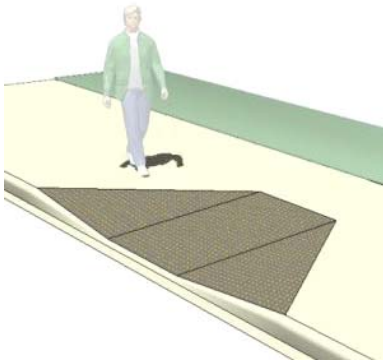
Parallel street parking to support retail businesses and recreational opportunities is recommended along lower Newmark Avenue and Mill Street. Typical parallel parking spaces should be 8'-0" x 22'-0". Wayside visitor parking to be located to the south of the building and visually screened from Empire Boulevard with low growing (30"-36" ht.) evergreen plant material. Typical 90 degree parking dimensions should be 9'-0" x 18'-0" with 24'-0" (min.)



A turn around similar to the one shown above, is proposed for the terminus of Newmark.



Permeable pavers in parking areas allow water to soak through; minimizing runoff.



Wide sidewalks with ADA access will provide an important pedestrian connection to the Hollering Place.



A key component of the Hollering Place plan will be boardwalks connecting buildings and parking.

drive aisles. Interior angled parking stalls shall be 9'-0" x 18'-0", comprised of permeable concrete pavers, and located along one way 18'-0" wide loop drives. All storm water runoff should be directed to the bioswales to minimize downstream sedimentation and maximize runoff filtration prior to entering the Coos River. All parking areas should be supported by clear directional signage, adequate lighting, landscape buffers, and permanent wheel stops or curbs.

4. PEDESTRIAN CIRCULATION

Clear and strong pedestrian connectivity and continuity should be provided throughout the project with clear cross walks, curb cuts that meet code, and adequate lighting. Perimeter sidewalks should be concrete, with consistent tooled joints, a medium broom finish, and be a minimum of 6'-0" wide. Cross pitch all walks 2% to surface drainage swales. All concrete needing replacement should be saw cut to the nearest even joint and made to match as closely as possible to existing conditions.

5. INTERIOR CIRCULATION

The walkway connecting the buildings on the lower bench should be a continuous pressure treated timber boardwalk built flush to perimeter building finish floors and street grades. All support joists and beams should be marine grade treated lumber. Footings should be concrete piers or grade beams set on a compacted rock sub-base. All fasteners should be stainless steel or hot dipped galvanized metal. Countersink all exposed bolt heads in walk surfaces. Provide a raised 2 x 6 kick curb at board walk edge. The boardwalk should not to exceed 18" height above finished grade, except where it crosses the bioswale. Highly efficient, low level LED lighting should be provided along boardwalk edges at approximately 20' -25' on-center spacing.



7. SITE DESIGN ELEMENTS

Provide high quality site furnishings suitable for coastal environments with long life and low maintenance. Incorporate the assistance of local artists or craftsman for key site features.

- Bollards: Stainless steel or galvanized steel, 30"-36" tall, surface mounted, 120v LED luminaires with prismatic high impact polycarbonate lenses with light shields.
- Street Lighting: 14' ht. aluminum poles with acorn LED luminaires and banner arms to match existing lights on Newmark Street.
- Benches: FSC certified redwood or oak, 72" length, wood slats with steel anchor rods, surface mount. Or, custom cast concrete with embedded interpretive panels or nature themed sandblasted images.
- Railing: ½" stainless steel cable with brushed steel posts and flat top rails. Surface mount to boardwalk along sea wall.
- Interpretive panels: Embedded polycarbonate graphic panels or gell coated GRP panels encapsulated in melamine mounted on stone or concrete plinths, or anodized aluminum frames. Themes to celebrate early Hanisitch settlements and stories; early settlers and industries; estuary and wildlife themes, etc.



Examples of site furnishings: low level light bollards, wooden benches and high quality interpretive panels

8. LANDSCAPE

The coastal landscape displays a great variety of vegetation types from wet marshes to upland hardwood forests and headlands. Select native plants acclimated to the local climate as much as possible. However, commercial or ornamental plants, such as summer flowering perennials (lavendar, daylily, sedum and heather) can be considered for the Empire Boulevard Wayside area. The overall strategy should utilize a mix of deciduous and evergreen



trees, shrubs, groundcovers and grasses to frame building entrances, screen parking lots, line bioswale channels, and restore lost habitat. In wet sites, plant native sedges, rushes, and grasses in naturalized drifts amid rip-rap and bioswale boulders. Tree selections for upland areas should include sitka spruce, beach pine, red alder and douglas fir. Large trees must be carefully sited so as not to block views. Upland shrub communities should include salal, beach willow, redosier dogwood, douglas spirea, evergreen huckleberry and kinnikinnick.



Native plants such as salal and sedge will be a good fit for bioswale plantings.



I. GENERAL DESIGN GUIDELINES

Buildings shall be integrated with the surrounding environment to provide outdoor spaces with clear form and character. Visual linkages shall be established between the development on the bluff along Empire Boulevard, the various development areas on the lower site, views to the bay, and potential future development on adjacent sites. The following design development standards are provided to guide the overall architecture.

Development shall respond to public streets and public spaces.

All development along pedestrian routes shall be designed to encourage use by pedestrians by providing a safe, comfortable, and interesting walking environment.

Buildings shall respond to the environment.

1. In recognition of the need to use natural resources carefully and with maximum benefit, the use of sustainable design practices is strongly encouraged. In consideration of the climate and ecology of Coos Bay, a variety of strategies can be used to effectively conserve energy and resources:

- Natural ventilation;
- Passive heating and cooling
- Daylighting;
- Sun-shading devices for solar control;
- Water conservation;
- Appropriate use of building mass and materials; and
- Careful integration of landscape and buildings.



Pedestrian scaled architecture that relates to adjacent outdoor space creates a desirable environment for people to walk and linger.



Building scale, articulation, and materials all lend to the maritime village character desired for the Hollering Place development.



Buildings like the Inn and Restaurant should have a distinct architectural character while fitting in with the overall development theme.

- It is recommended that an accepted industry standard such as the U.S. Green Building Council's LEED™ program* be used to identify the most effective sustainable design and construction strategies. LEED certification is not required, however any development plan proposing LEED certification will score higher in the proposal review.

** Information on the LEED™ program can be obtained from the U.S. Green Building Council's web-site www.usgbc.org*

2. Buildings shall be designed and located to minimize the effects of undesirable bay winds at ground level.

Architectural Character

1. The desired architectural character of the Hollering Place project is that of vernacular maritime or fishing villages. Examples of this include the many seaside villages and destinations in New England, such as Nantucket and some of the small towns on the Oregon Coast, such as Cannon Beach and Nye Beach. These qualities shall be expressed through: building articulation, scale and proportions, setbacks, architectural style, roof forms, building details and fenestration patterns, or materials.
2. Certain buildings, because of their size, purpose or location, shall be given prominence and distinct architectural character, reflective of their special function or position. These could include the wayside visitor center at Empire Boulevard and Newmark Avenue, and the waterfront inn and restaurant.
3. Attention shall be paid to the following architectural elements:
 - Building form and massing;
 - Building height;
 - Rooflines and parapet features;
 - Special building features (e.g. towers, porches, entries, canopies, signs, and artwork);
 - Window size, orientation, and detailing;



- Materials and color; and
- The buildings relationship to the site, climate, topography and surrounding buildings.

Building Entries

1. The main entrances to buildings shall be prominent, interesting, and pedestrian-accessible. A porch or similar architectural feature shall be provided to shelter the main entrance and create a transition from outdoor to indoor space.
2. If the front porch projects out from the building, it shall have a roof pitch which matches the roof pitch of the building. If the porch roof is a deck or balcony, it may be flat.
3. The orientation of building entries shall:
 - Orient the primary entrance toward the street, pedestrian walkway, or public plaza or courtyard rather than the parking lot.
 - Connect the building's main entrance to the sidewalk with a well-defined pedestrian walkway.
 - Primary entrances shall be designed as inviting architectural features so they are clearly identifiable and offer a sense of arrival.

Building Facades

1. All building frontages greater than 40 feet in length shall break any flat, monolithic facade by including discernible architectural elements such as, but not limited to: bay windows, recessed entrances and windows, display windows, porches, balconies, or other architectural details or articulation, so as to provide visual interest, in addition to creating community character and pedestrian scale. The overall design shall recognize that the simple relief provided by window cutouts or sills on an otherwise flat facade, in and of itself, does not meet the requirements of this subsection.



A well-defined building entrance.



Building entry relating to the primary public space.



Varied rooflines, materials and window projections make for a successful facade.



Ground level storefronts, and upper-level windows and balconies help provide 'eyes on the street' and a sense of security in public spaces.

2. Building designs that result in a street frontage with a uniform and monotonous design style, roofline or facade treatment shall be avoided.
3. To balance horizontal features on longer facades, vertical building elements shall be emphasized.
4. The dominant feature of any building frontage that is visible from the public realm shall be the habitable area with its accompanying windows and doors. Parking lots, garages, and solid, blank wall facades shall not dominate the public realm.
5. Developments shall be designed to encourage informal surveillance of the public realm by maximizing sight lines between the buildings, public spaces, and streets. This includes views both the ground level and from upper level balconies and windows.
6. The exterior walls of all building facades shall be of suitable durable building materials. All facades of any given building should be of consistent building materials. The following materials are permitted:
 - Cedar shake siding
 - Wood lap siding
 - Hardie-Plank™ equivalent or better siding
 - Corrugated metal may be used in limited applications but is subject to design review for appropriateness and compatibility with the established architectural theme.
7. Prohibited building materials include the following:
 - Unfinished concrete (painted or unpainted)
 - unfinished concrete block (painted or unpainted)
 - unarticulated board siding (e.g., T1-11 siding, plain plywood, sheet pressboard)



- Exterior Insulated Finish Systems (EIFS), and similar, non-durable materials.
 - Stucco
 - Concrete block, split-face block, and cinder block
8. All building facades are to be treated and articulated in the same manner. Continuity of use of the selected approved materials must be used on all facades.
 9. Excessive changes in materials on a single building or within a development shall be avoided.
 10. Appropriately scaled architectural detailing, such as but not limited to, wood trim is encouraged at the roofline, around any façade openings such as doors and windows, and on building corners of commercial building facades, and where such detailing is present, shall be a minimum of at least 8 inches wide.
 11. Canopies, overhangs or awnings shall be provided over entrances. Awnings or canopies at the ground level of buildings are encouraged.
 12. Awnings within the window bays (either above the main glass or the transom light) shall not obscure or distract from the appearance of significant architectural features. The color of the awning shall be compatible with its attached building.
 13. Ground floor windows shall meet the following criteria:
 - Darkly tinted windows and mirrored windows that block two-way visibility are prohibited as ground floor windows.
 - On the ground floor, buildings shall incorporate large windows, with multi-pane windows and transom lights above encouraged.
 - Ground floor building facades must contain unobscured windows for at least 50 percent of the wall area and 75 percent of the wall length within the first ten to twelve feet of wall height.



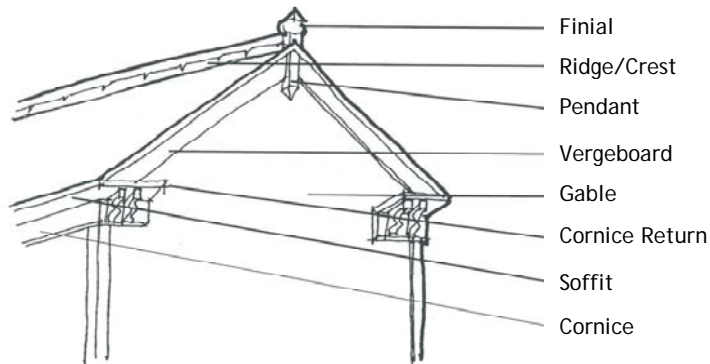
Appropriate building materials.



Architectural detailing frames roof, façade, and windows.



Ground floor multi-pane windows



Gable roof details

- Lower windowsills shall not be more than 3 feet above grade except where interior floor levels prohibit such placement, in which case the lower windowsill shall not be more than a maximum of 4 feet above the finished exterior grade.
- Windows shall have vertical emphasis in proportion. Horizontal windows may be created when a combination of vertical windows is grouped together or where a horizontal window is divided by mullions.

Roofs

1. Building rooflines shall be designed to create architectural interest and contribute to the overall identity of the area.
2. Articulation of individual townhouse unit roofs is encouraged. For roofs with a ridge beam parallel to the public street, dormers or gables should be provided to add interest to the townhouse unit.
3. Standards for pitched roofs:
 - Pitch shall be symmetrical between 6:12 and 10:12
 - Shed roofs, attached to the main structure, shall be pitched between 4:12 and 6:12.
 - Eaves shall overhang a minimum of 24" on the primary structure.
 - Rakes (gable end) shall overhang a minimum of 18".
 - Eaves and rakes on accessory buildings, dormers and other smaller structures must overhang at least 8".



Exterior Building Lighting

1. Lighting of a building facade shall be designed to complement the architectural design. Lighting shall not draw inordinate attention to the building.
2. Primary lights shall address the public realm adjacent to the building.
3. No exterior lighting shall be permitted above the second floor of buildings for the purpose of highlighting the presence of the building if doing so would impact adjacent residential uses.

Service Zones

1. Buildings and sites shall be organized to group the utilitarian functions away from view of the public realm.
2. Delivery and loading operations, mechanical equipment (HVAC), trash compacting/collection, and other utility and service functions shall be incorporated into the overall design of the building(s) and the landscaping.
3. The visual and acoustic impacts of these functions, along with all wall or ground-mounted mechanical, electrical and communications equipment shall be out of view from adjacent properties and the public realm.
4. Screening materials and landscape screens shall be architecturally compatible with the principal materials of the building.



the
Lighting to complement
building architecture.



Appropriately scaled signs of materials complementary to the buildings.

Signs

Signs on the building façade should be clear, informative and made of high quality, durable materials for longevity. Appropriate signage is desirable for shops and offices. Oversized, glaring and excessive signage is visually intrusive, distracting and lessens the overall experience of place. Signs should take into account the scale of the building and the viewer, particularly the pedestrian.

General Standards for Signage:

1. Wall signs are permitted within the area between the second story floor line and the first floor ceiling, within a horizontal band not exceeding 2 feet in height. Letters shall not exceed 18" in height or width and 3" in relief. Company logos or names may be placed within this horizontal band or placed or painted within ground floor or second story office windows.
2. Building plaques bearing an appropriate thematic decorative motif, or an owner's or building's name may be placed in the building's cornice wall or under the eaves, and above the upper story windows.
3. Street addresses (building numbers) shall be placed above street entry doors and be visible to the pedestrian and emergency services. In instances where the entry doors are not clearly visible from the street, the street address shall be affixed to a permanent structure at the primary entranceway to the property.
4. Building identification shall include signage at the pedestrian level, clearly visible from the adjacent sidewalk. This can include one or more of the following: Window and door signs, blade signs and awning signs as described below.



5. Window signs may be painted on storefront windows provided they do not impede views into and out of the windows. Painted letters shall be painted on window glass without a painted background. Painted logos shall not exceed 9 square feet on the window glass. In total, window signs shall not cover more than 30% of the viewable window area.
6. Door signs of wood, bronze, metal or glass may be placed on either or both sides of the entry doors with the street address located above the door. They shall not exceed 2 square feet and 3" in relief.
7. Awning signs may be hung from or located on the face of an overhang or awning. Signs and awnings shall have appropriate ground clearance so as not impede pedestrian movement. Letters shall not exceed 12" in height. Awnings should be made out of canvas cloth, metal, glass or equivalent - no shiny or reflective materials allowed.
8. Blade signs may be hung from the building face below upper floors so as to be visible to pedestrians. The bottom edge of the blade sign shall be a minimum of 8 feet above the sidewalk elevation so as not to be an obstruction to pedestrians on the sidewalk.
9. Prohibited: Billboards, marquees, any kind of animation, roof signs, and signs painted on the exterior walls of buildings are prohibited. No flashing, traveling, animated, back-lit, or intermittent lighting shall be on the exterior of any building whether such lighting is of temporary or long-term duration.



Examples of building signs.

II. AREA-SPECIFIC DESIGN GUIDELINES

Empire Boulevard Overlook

Orientation

Commercial uses should open onto Empire Boulevard with functional doors and display windows, canopies/awnings, recessed entrance doors, and attractive signage at an appropriate scale to the building.

Height

Main building: 1 story

Tower: 2 stories

Architectural Character

To be a landmark building on the bluff and serve as attractor for the activities on the lower portion of the site without compromising views of the bay from Newmark Avenue and Empire Boulevard. A two-story slender tower element, which could function as a visitor overlook, is recommended to enhance visibility when approaching from Newmark Avenue.



Overlook Building

Heritage Campus

Orientation

Building entrances may be oriented to a publicly accessible courtyard. Street facing facades should have ample windows of a scale consistent with the size and function of the buildings. All entries should include metal or wood canopies complementary to the building scale and architecture.

Height

1 story w/ possible mezzanine

Architectural Character

A family of buildings grouped around a publicly accessible courtyard including workshops, studios, classrooms, administrative space, and a possible retail space.



Heritage Campus



Retail Cottages

Orientation

Cottages should be grouped in attached groups of 2 to 4 like duplexes or townhouses with varying setbacks to provide visual interest while mitigating size and bulk. Upper level residential units can be accessed from the rear with common entries for multiple units. Residential units above can be set back from the ground floor retail to provide a balcony overlooking the public space below and the bay beyond. Retail space should open onto primary public circulation spaces, courtyards, or plazas with functional doors and display windows, canopies/awnings, and attractive signage at an appropriate scale to the building.

Height

2.5 stories

Architectural Character

To create a residential scale and a sense of individual ownership, individual retail/cottage units shall be evident through the use of architectural detailing and/or building articulation. Examples include but are not limited to: distinct patterns of fenestration; changes in materials (used sparingly); façade articulation and setbacks; roofline articulation; porches, stoops and balconies (where appropriate). Flat, undifferentiated walls of identical windows are not appropriate.

1. Retail/cottage units may be mixed-use or live/work structures with retail or workshop spaces on the ground floor and a loft-style residential cottage unit above. They should be clustered in groups of 2-4 like duplexes or townhouses.
2. Canopies or awnings shall be provided over pedestrian walkways where ground floor retail or commercial exists, to shelter pedestrians from sun and rain.
3. Garages shall be either tuck under, accessed for the rear or in separate structures. Only in circumstances where topography prohibits rear access to the cottage units may garage entries be located on the



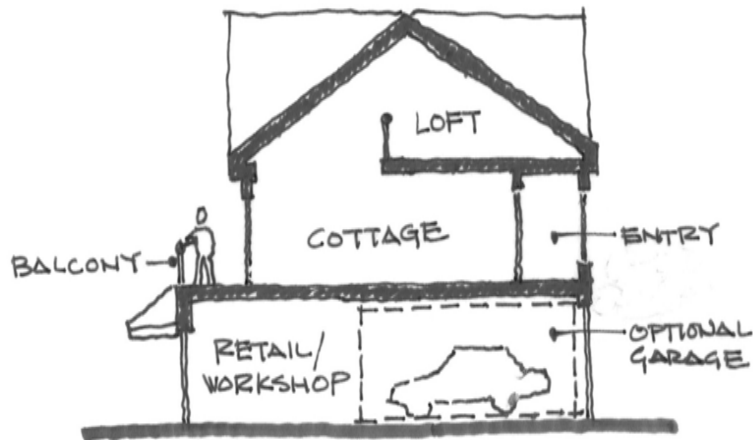
Retail Cottages



Cottage Cluster

front of the units. Under this condition, the garage shall not be larger than 50% of the front façade.

4. Residential entrances shall be clearly defined and visible from the public realm and shall include a stoop or porch. Entrances may occur on any publicly visible side of the cottage units.
5. Habitable interior spaces shall face the public realm where appropriate with large ground floor windows providing “eyes on the street”.
6. Building elevations shall be articulated by varying the architectural and roof forms to provide visual interest along the public realm edge and give individual distinction to each unit.
7. Corner units shall have a continuity of architectural detailing and materials on all sides. Corner units should express their unique location by using architectural forms to visually “turn the corner.”



Retail Cottage Cross-section



Inn and Restaurant

Orientation

Scaled and articulated to be compatible with other buildings on the site and adjacent historic structures. The appearance is that of a large home rather than a commercial building. The ground floor restaurant will take advantage of bay views with ample glazing and building articulation. Incorporate residential-style windows, doors, pitched rooflines, dormers, and other appropriate architectural details. Signage should be attractive and minimal on the building.

Height

3 stories. 3rd floor should be incorporated into the pitched roofline.

Architectural Character

Scaled and articulated to be compatible with other buildings on the site and adjacent historic structures. The appearance is that of a large home rather than a commercial building. The ground floor restaurant will take advantage of bay views with ample glazing and building articulation. Incorporate residential-style windows, doors, pitched rooflines, dormers, and other appropriate architectural details. Signage should be attractive and minimal on the building.



Inn & Restaurant