



City of Coos Bay

Public Works & Community Development Dept.

500 Central Ave., Coos Bay, Oregon 97420
Phone (541) 269-8918 Fax (541) 269-8916

STAFF REPORT Architectural Design Review

REVIEW BODY: Planning Commission

DATE & TIME: December 12, 2017 at 6:00 p.m.

LOCATION: Coos Bay City Hall – City Council Chambers
500 Central Avenue, Coos Bay

**APPLICANT/
OWNER:** Earlene Brown, 556 N Bayshore Drive
Coos Bay, Oregon 97420

**SUBJECT
PROPERTY:** 520-556 North Bayshore Drive, Coos Bay, OR 97420
(25-13-26CA – Tax Lot 1600 & 1700)

SUBJECT: LAND USE APPLICATION – SITE PLAN REVIEW #187-ZON17-086
Change sign panels on an existing pole mounted sign; add wall mounted
signage on the south elevation and add awnings over three entry doors

REQUEST:

The applicant is proposing to change the sign panels on the existing pole mounted sign; add wall mounted signage to the south elevation of the building and install awnings over three entry doors. The subject property is zoned Waterfront Heritage District (WH). Per Coos Bay Municipal Code, Chapter 17.240, development must be reviewed for compliance with the Goals and Standards of the zoning district through an Architectural Design Review (Site Plan Review) application.

BACKGROUND/HISTORY:

The Waterfront Heritage District (HW) was established on May 1, 2001 by Ordinance No. 307. The existing one-story structure addressed as 520 N Bayshore Dr. was the Taco Bell restaurant that closed in 2004 (#BUS-0000976). At that time Ms. Brown purchased the building and expanded her real estate business at 556 N Bayshore in to that building. She proceeded to make façade improvement to both buildings (Land Use Applications #ZON2004-00042 & ZON2004-00079) and change add signage that was reviewed under #ZON2004-00052. The business name has recently changed and she would like to update her signage.

HISTORIC DESIGN REVIEW COMMITTEE RECOMMENDATION

The Design Assistance Team (DAT) reviewed the proposed signage and awnings (#1) at the Pre-Application meeting on October 25, 2017. No changes were suggested for the proposed signage. They determined that the proposed awnings were unnecessary given the existing three-foot wide canopy and that they were not in keeping with the designated historic styles or the buildings architectural style. They recommended the applicant reconsider the awnings.

On November 9, 2017 the Design Assistance Team reviewed the slightly revised awning design (#2) submitted with the complete application. Upon review they recommended that the proposed pole mounted and wall mounted signage be approved as submitted and that the awnings not be approved as they are not necessary and are not in keeping with the designated historic styles or the existing building façade.

The City received a revised awning design (#3) from the applicant via email on November 14, 2017. The revised design was forward to the Design Assistance Team (DAT). The DAT made no change to their original recommendation.

DESIGN REVIEW GOALS AND STANDARDS / FINDINGS AND CONCLUSION

The purpose of the Architectural Design Review is to guide the construction of private and public development to ensure that structures, landscaping, and other improvements are consistent with the architectural design review goals and standards specified by the property development standards for the Waterfront Heritage District (WH) CBMC 17.240.

The intent of the architectural design review goals and standards is to preserve the city's historical waterfront and guide private and public development in a direction that strengthens a relationship to that setting; and guide the construction of private and public improvements to evoke historic architectural styles which existed in the Coos Bay area between the 1870s and the 1920s.

In order to be approved, a design proposal must comply with both the architectural design review goals and standards. However, one or more of the architectural design review standards may be waived as part of the design review process if the applicant can demonstrate the proposal satisfies the architectural design review goals for the design area.

Architectural Design Review Goals and Standards. In order to be approved, a design proposal must comply with both the architectural design review goals and standards.

- (a) Architectural design review goals are the conceptual framework establishing the underlying objectives to be achieved by new development and modifications to existing development in the district. Architectural design review standards are the approval criteria developed to implement these architectural design review goals and used to review new development and modifications to existing development. Adherence to the architectural design review standards ensures the conservation and enhancement of the special characteristics of each district.

- (b) Architectural design review standards are mandatory approval criteria used in the design review process. A design review application will be approved if the review body finds the applicant has shown the proposal complies with the architectural design review standards; provided, however, one or more of the guidelines may be waived as part of the design review process if the applicant can demonstrate that the proposal satisfies the architectural design review goals for the district.
- (c) The factors which will be used in the evaluation process include architectural style of the proposal; compatibility with scenic values and architectural resources in the district; design quality; structural placement; dimensions; height; bulk; lot coverage by structures; exterior appearance of the building; open areas; and landscaping.

The following Goals and Standards are applicable to improvements and the placement of any proposed signage. "Findings" to justify a conclusion follow each standard and are based on the municipal Code, the applicant's proposal and the Design Assistance Team's (DAT) recommendation.

ARCHITECTURAL DESIGN REVIEW GOALS AND STANDARDS (CBMC 17.240.080)

GOAL - BUILDING DESIGN – MASSING - DESIGN SHOULD RESULT IN BUILDINGS WITH A PERCEIVED SIZE THAT MAINTAINS A HUMAN SCALE THAT IS COMFORTABLE FOR AND ATTRACTIVE TO PEDESTRIANS; QUALITY STREET ENVIRONMENT THAT IS ATTRACTIVE TO PEDESTRIANS AND DEVELOPMENT; PLACEMENT OF DISPLAY WINDOW SHOULD BE AT THE STREET LEVEL. BUILDINGS OF HISTORIC SIGNIFICANCE SHOULD BE PRESERVED. STRUCTURES ABUTTING OR DIRECTLY ACROSS FROM BUILDING THAT HAVE BEEN IDENTIFIED AS HISTORIC SHOULD BE DESIGNED SO AS TO PRESERVE AND NOT DETRACT FROM THE HISTORIC CONTEXT AND MERIT OF THE BUILDING.

STANDARD - A: Use articulation on either new or existing building facades to reduce the bulk of buildings and lower the apparent height of the building. Place display windows at the street level around the exterior of larger commercial buildings.

Buildings should have consistent visual identity from all sides visible to the general public. Reserve bright colors for trim or accents unless it is common to the architectural style. Use of reflective exterior materials is prohibited where glare would shine into nearby buildings. Existing buildings of historic significance must restore or retain as many historic features as possible, including original proportions, dimensions and architectural elements.

FINDINGS:

- A1. No changes to the footprint or the building massing is proposed.
- A2. There are no structures abutting or directly across from the subject property that have been identified as historic.

CONCLUSION: The proposed project is for signage (pole and wall mounted) and small awnings over three existing entry doors, so no change to the building's design or massing is proposed. There are not historic structures abutting or directly across from the subject property; Therefore, the review criterion has been adequately addressed and approval can be supported.

GOAL - BUILDING DESIGN – ARTICULATION - THE EMPHASIS GIVEN TO ARCHITECTURAL ELEMENTS (SUCH AS, WINDOWS, BALCONIES, ENTRIES, ETC.) THAT CREATE A COMPLEMENTARY PATTERN OR RHYTHM, DIVIDING LARGE BUILDINGS INTO SMALLER IDENTIFIABLE PIECES. THE PATTERN AND PROPORTION OF DOORS AND WINDOWS SHOULD BE SIMILAR TO EXISTING HISTORIC BUILDINGS IN THE WH DISTRICT, AND/OR EVOKE THE DESIGNATED HISTORIC STYLES. FINISH MATERIALS, DETAILS AND COLORS SHOULD EVOKE THE DESIGNATED HISTORIC STYLES.

STANDARD - B: Buildings should use wood or simulated wood products as their exterior finish material on elevations exposed to view from locations accessible by the public. Horizontal wood or simulated wood siding and wood shingles should be applied with exposure of each course not exceeding eight inches in width. Vertical siding should be rough-sawn "board on board" typical to the designated historical styles.

Plain plywood or grooved plywood panels should not be used as exterior finish materials on elevations exposed to view from locations accessible by the public. Concrete or concrete block should not be exposed to view as exterior finish materials except for foundation walls not extending more than one foot above the finished grade level adjacent to the wall. Wavy corrugated metal siding (rather than bold rib, box rib or v-beam) may be used as the finish material on exterior walls only if combined with other materials and details in such a way as to create a design that reflects the designated historic styles.

The design, detailing and trimming of the rooflines, porches, windows, doors and other architectural features should be in a manner that is in keeping with the designated historic styles. Glass should be clear or ornamental stained glass. Translucent glazing should be used only for restrooms. Roofing materials exposed to view should be wood shingles, composition roofing, or corrugated metal roofing in a subdued color that is in keeping with the historic styles noted. Decorative features such as cupolas, cresting, chimneys, barge (rake), and soffit/fascia trim are encouraged if keeping with the architectural style.

Light fixtures should be integrated with architectural elements. Decorative light fixtures in keeping with the historic styles are encouraged. Exterior light fixtures must not compete with city-furnished sidewalk period lights. Building lights should be metal halide or incandescent and must be directed away from pedestrians and street traffic to avoid glare.

STATEMENTS OF FACTS AND FINDINGS

- B1. The proposed project includes Black Waterproof Vinyl awnings over three existing entry doors.

Definition of Vinyl: Synthetic resin or plastic consisting of polyvinyl chloride or a related polymer, used especially for wallpapers and other covering materials and for phonograph records.

- B2. The Architectural Design Goals and Standards of Chapter 17.240.080(5)(iii) Signage indicates that "Awning sign" a structure made of fabric or similar material with a painted metal frame which is attached to a building and projects over a public walkway. An awning shall have no soffits, plastic components or internal lighting. Plastic awning fabrics are prohibited. Advertising material attached to an awning is an awning sign.

- B3. The Design Assistance Team reviewed the proposed awnings at the Pre-Application meeting held on October 25, 2017. Upon review and discussion, the DAT determined that the proposed awnings were unnecessary given the existing three-foot wide canopy and that they were not in keeping with the designated historic styles or the buildings architectural style. They recommended the awnings not be approved.



Original Awning Design #1 – Reviewed October 25, 2017



- B4. Upon submittal of the complete application, the Design Assistance Team (DAT) reviewed the proposed revised awnings at the meeting held on November 9, 2017. They again recommended the awnings not be approved as they are not necessary and are not in keeping with the designated historic styles or the existing building façade.

Awning Design #2 - Reviewed November 9, 2017



- B5. The City received a revised awning design from the applicant via email on November 14, 2017. The revised design was forward to the Design Assistance Team (DAT). They again recommended the awnings not be approved as they are not necessary and are not in keeping with the designated historic styles or the existing building façade.

Awning Design #3 – Submitted via email on November 14, 2017



CONCLUSION: Based on the Design Assistance Team review and determination that the awnings are unnecessary for weather protection because of the existing canopy and that the proposed designs are not in keeping with the designated historic styles or the existing building façade, the review criterion has not been adequately addressed and approval cannot be supported.

GOAL - SIGNAGE - DESIGN FOR SIGNS SHOULD EMULATE SIGNAGE THAT EXISTED DURING THE DESIGNATED HISTORIC PERIOD.

STANDARD - C: Design for signs should emulate signage that existed during the designated historic period, and be consistent with the character of the storefront, the building on which they are situated and the area as a whole. Review for consistency includes, but is not limited to, evaluation of size, shape, position, materials and illumination in relationship to the facade and abutting and adjacent structures.

Signs on a business front are limited to a building sign on each building face (identifying the building name), a sign for each business entry (vehicular or pedestrian), and interior painting of street-front windows.

Signs shall have a minimum clearance of eight feet above a pedestrian walkway and 15 feet above a public street or alley, driveway, or parking lot. Signs shall not be closer than two feet to any curb line. A projecting sign shall not project more than eight feet beyond the property line.

Signs shall be of an appropriate size and design; be sited sympathetically on the building; not obscure or remove detailing on the building; be designed as part of the building and not treated as an unrelated addition; and be related to the style and character of the building and general area.

STATEMENTS OF FACTS AND FINDINGS

- C1. The applicant is proposing to change the sign panels on the existing 5-foot by 12-foot, pole mounted (non-illuminated) sign and change the existing wall mounted signage to include the new business name. The proposed awnings over three existing entry doors do not include signage and are reviewed under Goals and Standard B.
- C2. The Architectural Design Goals and Standards of Chapter 17.240.080(5) Signage outlines the following:
- (i) "Wall/fascia sign" a sign placed on the vertical surface of a wall or fascia where the wall or fascia is suitable for sign attachment. A wall/fascia sign must not extend across two storefronts or across separate buildings.
 - (ii) "Projecting or hanging sign" Does not apply to this application.
 - (iii) "Awning sign" Does not apply to this application.
 - (iv) "Marquee sign" Does not apply to this application.
 - (iv) "Interior Painted Window Signs" Does not apply to this application
 - (v) "Miscellaneous" Sign types not otherwise listed which comply with the requirements of this subsection may be allowed upon approval by the historical design review committee.
 - (vi) "Neon Sign" any sign where neon or other gas contained in tubing is illuminated by the application of electric current is prohibited.
 - (vii) "Sandwich Board" Does not apply to this application.

- C3. The existing pole mounted sign has a minimum clearance of eight feet above a pedestrian walkway and 15 feet above a public street. The sign is not closer than two feet to any curb line and does not project more than eight feet beyond the property line. The existing non-illuminated sign was determined to be of an appropriate size during the Architectural Design Review process of 2004 (Land Use Application #ZON2004-00052 and no change to the structure is being proposed.

Approved pole mounted signage from 2004 land use file



- C4. The proposed change to the sign panels on the existing pole mounted sign is requested due to a company name change. The proposed logo is the standard for the company and while the bright blue, green and yellow is not in the approved color palette for the design district, the colors are consistent with signage colors on adjacent properties as outlined in in "Standard C".
- C5. In order for the design proposal to be approved it must comply with both the architectural design review goals and standards. Colors are regulated in "Standard A" which indicates that bright colors should be reserved for trim or accents unless it is common to the architectural style. However, one or more of the architectural design review standards may be waived as part of the design review process if the applicant can demonstrate the proposal satisfies the architectural design review goals for the design area.



- C5. The proposed wall mounted sign will add "Seaboard Properties" to the existing "Real Estate" signage. The signage will be sited sympathetically on the building and will not obscure or remove detailing on the building. The proposed letter's font style and size appear to be related to the style of the building and general area and will match the font type on the pole mounted sign. The existing wall mounted signage was approved during the Architectural Design Review process of 2004 (Land Use Application #ZON2004-00052).

Existing Wall Mounted Signage



Proposed Wall Mounted Signage



- C6. A sign permit is required prior to installation of any signage to verify compliance with the sign provisions of the CBMC Chapter of 17.337.070 Sign Standards – Mixed-use, commercial and industrial zoning districts, as follows:

(2) Size.

a) The total allowable sign area, exclusive of wall-mounted signs, for each frontage shall be based upon either the lot or building frontage of the business along a publicly dedicated right-of-way or upon a building frontage along a parking lot. The total allowable sign area shall be computed at one square foot for each linear foot of lot frontage, or at one and one-half square feet for each linear foot of building frontage, whichever is greater. Each sign shall be limited to two faces and no individual sign shall exceed 300 square feet per face. However, all businesses shall be allowed a minimum of 37.5 square feet of sign area per face, regardless of the amount of frontage.

(3) Location and Placement. A sign shall be placed to have exposure from the frontage on which it is computed, in compliance with CBDC 17.337.020 and as follows:

a) Projecting Signs. These signs shall not project more than eight feet beyond the property line and shall not be closer than two feet to any curbline. These projecting signs shall have a minimum clearance of eight feet above a pedestrian walkway and 15 feet above a public street or alley, driveway, or parking lot.

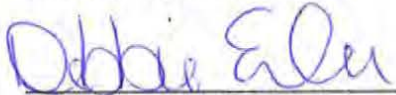
b) Marquee Signs - Does not apply to this request.

c) Signs Computed by Parking Lot Frontage. Signs computed on building frontage along a parking lot shall be painted on the building or flush-mounted on the wall surface of the building, and shall not extend above the top of the wall.

(4) Height. Signs shall not exceed 30 feet in height measured from grade to the highest element of the sign. This requirement shall not apply to signs affixed to the walls or to the roof.

CONCLUSION: The proposed change to the sign panels on the existing pole mounted sign is of an appropriate design and is consistent with signage colors on adjacent properties and the wall mounted signage is sympathetically and does not obscure or remove detailing on the building; Therefore, approval can be supported.

FINAL RECOMMENDATION: Based on the statement of facts, findings, conclusions; the Design Assistance Team's Recommendation; and the applicant's submitted evidence, attached hereto and incorporated herein by reference, approve the proposed change to the sign panels on the existing pole mounted sign (without internal illumination) and the proposed wall mounted signage (without internal illumination) of Architectural Design Review application #ZON2017-00068 for 520-556 North Bayshore Drive; and deny the proposed awnings over three entry doors on the bases that they are not in keeping with the designated historic styles or the existing building façade.



Debbie Erler, Planner 1

DATE : December 5, 2017

Attachments: A - Applicant submittal
B - Location map

c: Applicant/owner, Dave Perry (DLCD)

G:\DCS\PLANNING\LAND USE APPLICATIONS\Staff Reports\2017\187-ZON17-086 ARCH DES REV 520-556 N Bayshore
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CITY OF COOS BAY
 Public Works & Community Development Department
 500 Central Avenue, Coos Bay, Oregon 97420
 Phone 541-269-8918 Fax 541-269-8916

Permit No. **187-ZON** - _____

Date Received: _____

LAND USE DEVELOPMENT REVIEW APPLICATION

| For Office Use Only | |
|---------------------|----------------|
| STAFF CONTACT | PROJECT NO(S). |

Type of Review (Please check all that apply):

- | | | |
|--|--|--|
| <input type="checkbox"/> Annexation <input type="checkbox"/> Appeal and Review <input checked="" type="checkbox"/> Architectural Design Review <input type="checkbox"/> Conditional Use <input type="checkbox"/> Cultural Resources <input type="checkbox"/> Estuarine Use/Activities | <input type="checkbox"/> Home Occupation <input type="checkbox"/> Legislative/Text Amendment <input type="checkbox"/> Lot Line Adjustment <input type="checkbox"/> Partition <input type="checkbox"/> Planned Unit Development <input checked="" type="checkbox"/> Site Plan Review ? | <input type="checkbox"/> Subdivision <input type="checkbox"/> Temporary Use <input type="checkbox"/> Vacation <input type="checkbox"/> Variance <input type="checkbox"/> Zone Change <input type="checkbox"/> Other _____ |
|--|--|--|

Pre-Application applications require a different application form available on the City website or at City Hall.

| | |
|--|---|
| Site Location/Address: 520 N Bayshore Dr Coos Bay Or 97420 | Assessor's Map No./Tax Lot(s): 25-13-26-CA TL 1600 1700 |
| | Zoning: C-2 |
| | Total Land Area: .44 |

Detailed Description of Proposal:

To change the panels in the preexisting sign and to have ~~internal lights in the sign~~ and to have the name of the business on the fascia *& Awnings - over 3 door*

| | |
|---|--|
| Applicant/Owner Name: Earlene Brown <small>(please print)</small> Address: 556 N Bayshore Dr | Phone: 541-297-2323 Email: earlene@prudentialseaboard.com |
| City State Zip: Coos Bay Or 97420 | |

| | |
|---|------------------|
| Applicant's Representative: <small>(please print)</small> Address: | Phone: Email: |
| City State Zip: | |

1. Provide evidence that you are the owner or purchaser of the property or have the written permission of owner(s) to make an application.
2. Copy of the deed for the subject property.
3. Address the Decision Criteria or Goals/Standards outlined in the Coos Bay Municipal Code chapter(s) related to your request.
4. Additional information: Date construction is expected to begin; estimated completion date of the total project and of individual segments; and anticipated future development.
5. Type II requires three (3) **complete hard-copy sets** (single sided) of application & submitted documents must be included with this application. **One (1) complete set** of digital application materials must also be submitted electronically or on CD in Word format. Additional copies may be required as directed by the Coos Bay Director of Community Development.
6. Type III requires **Ten (10) complete hard-copy sets** (single sided) of application & submitted documents must be included with this application. **One (1) complete set** of digital application materials must also be submitted electronically or on CD in Word format. Additional copies may be required as directed by the Coos Bay Director of Community Development.

Per City of Coos Bay Resolution 17-03, a 5% Technology Fee will be assessed on all permit and plan review fees.

The undersigned property owner(s) hereby authorizes the filing of this application, and authorizes on site review by authorized staff. I hereby agree to comply with all code requirements applicable to my application. Acceptance of this application does not infer a complete submittal. All amendments to the Coos Bay Development Code and to other regulations adopted after the application is approved shall be enforced where applicable. Approved applications and subsequent development is not vested under the provisions in place at the time of the initial application.

ATTACHMENT A

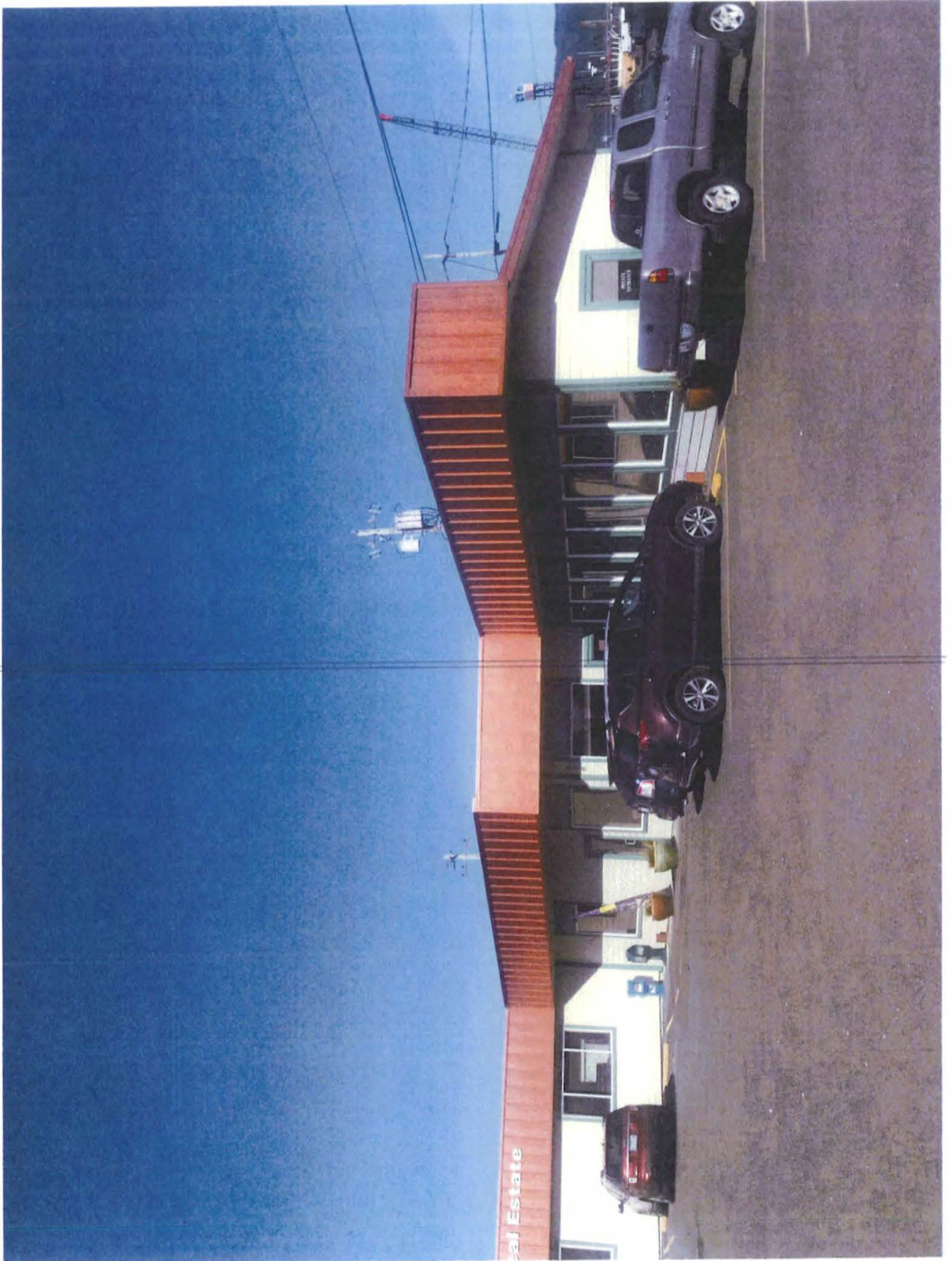
Applicant's signature

Date

Owner's signature (required)

Date

Earlene Brown 9/25/17



SEABOARD
 — PROPERTIES —

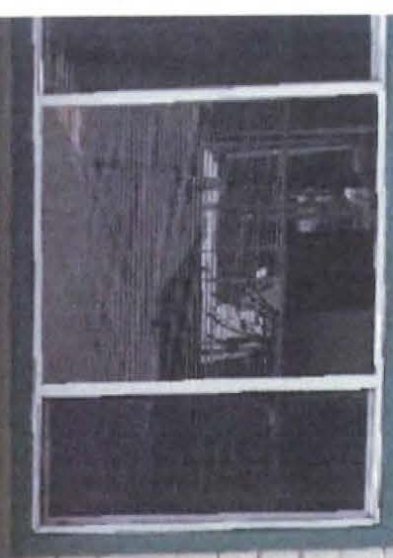
SeaboardPropertiesOregon.com



Art Signs — 63006 HIGHWAY 101 SOUTH COOS BAY OREGON 97420 541 21

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|---|----------|----|
| This Design Is The Property Of Art Signs Inc. And Is Not To Be Copied Or Used Without Permission | JOB | DA |
| | APPROVAL | |

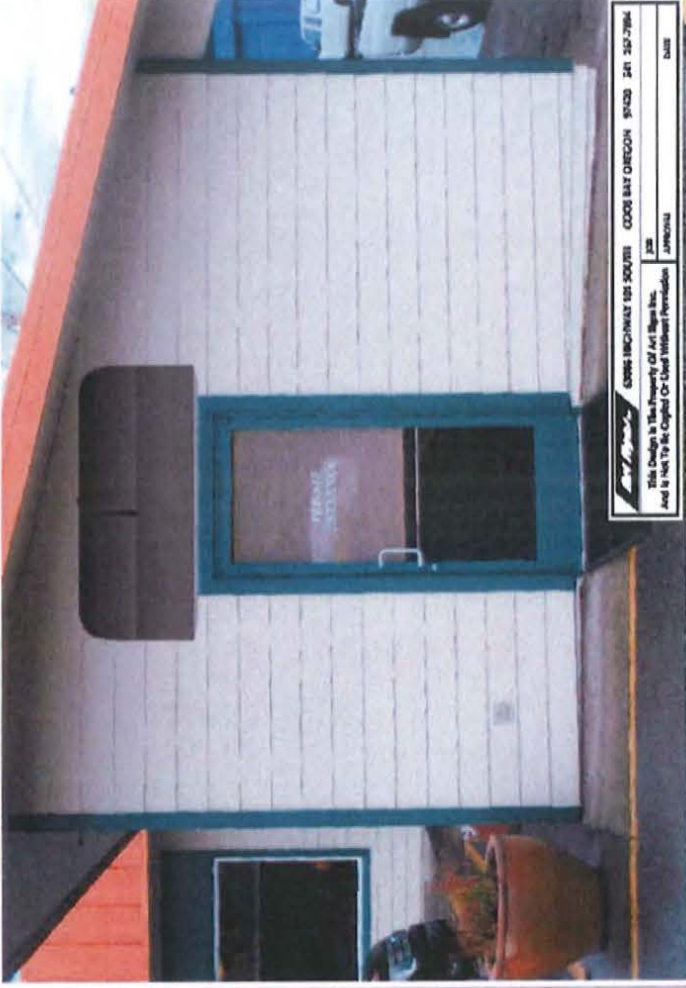
SEABOARD PROPERTIES Real Estate



Art Signs 63006 HIGHWAY 101 SOUTH COOS BAY
JOB APPROVAL
This Design is The Property Of Art Signs Inc.
And is Not To Be Copied Or Used Without Permission



Art Signs
 556 HIGHWAY 181 SOUTH COOS BAY OREGON 97426 JAN 2012-7/94
 This Design is The Property of Art Signs Inc. And is Not To Be Copied Or Used Without Permission
 JOB NO. 181SOUTH
 DATE



Art Signs
 556 HIGHWAY 181 SOUTH COOS BAY OREGON 97426 JAN 2012-7/94
 This Design is The Property of Art Signs Inc. And is Not To Be Copied Or Used Without Permission
 JOB NO. 181SOUTH
 DATE

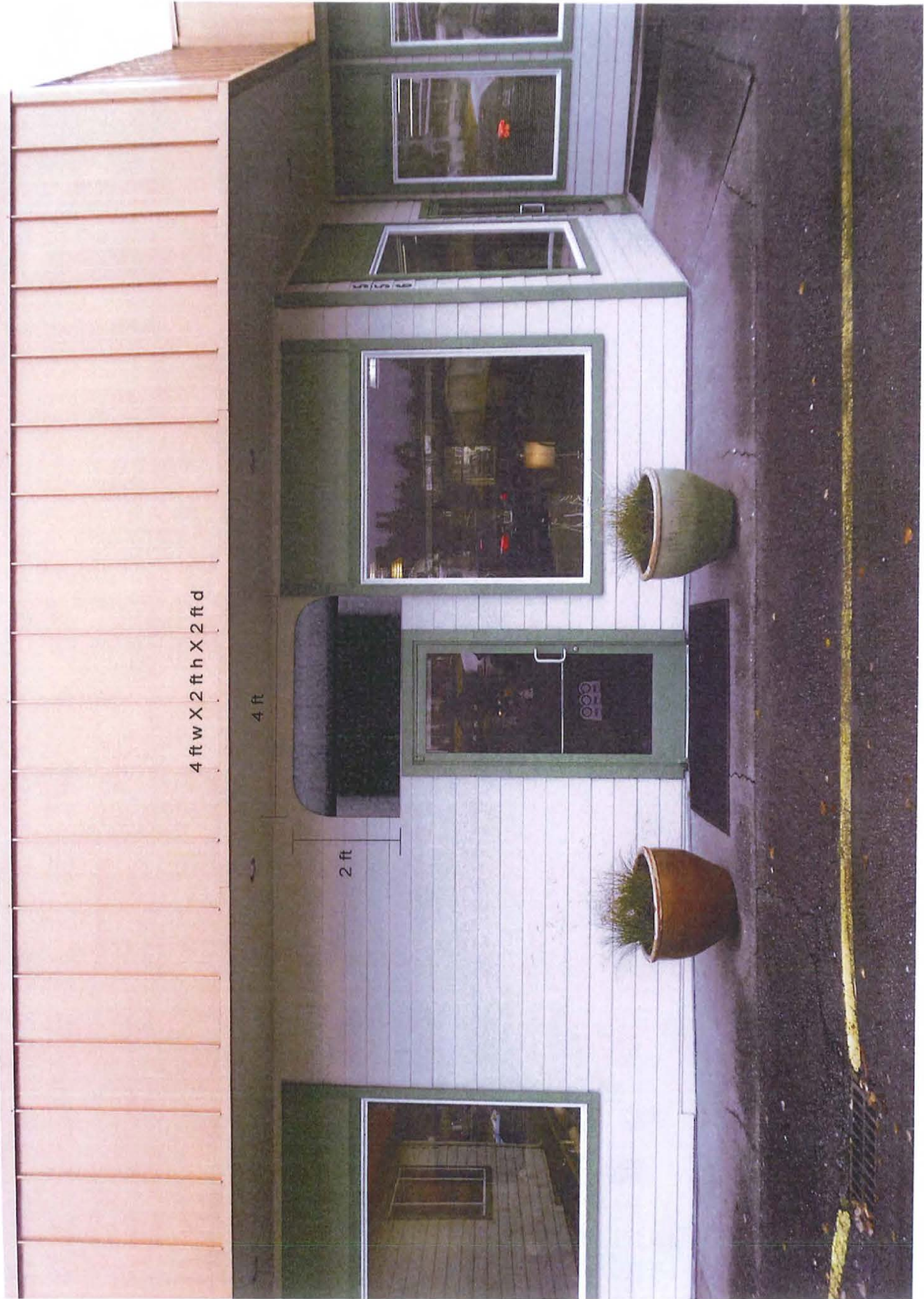


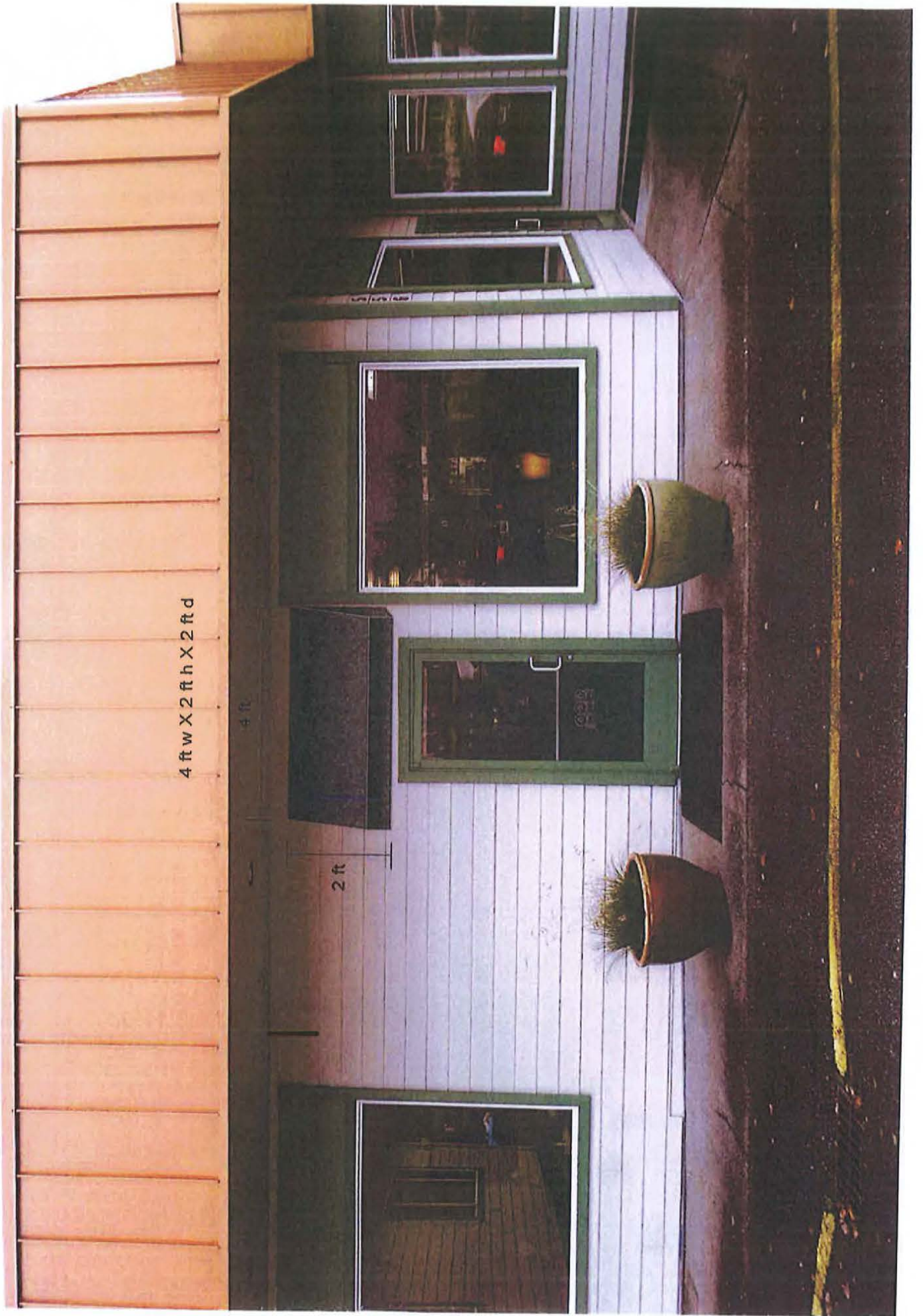
Art Signs
 556 HIGHWAY 181 SOUTH COOS BAY OREGON 97426 JAN 2012-7/94
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 JOB NO. 181SOUTH
 DATE

4 ft w X 2 ft h X 2 ft d

4 ft

2 ft





4 ft w X 2 ft h X 2 ft d

4 ft

2 ft



LOCATION MAP