

**The CITY OF COOS BAY
PLANNING COMMISSION MINUTES
Tuesday, July 10, 2012
6:00 P.M. Coos Bay Library, 525 Anderson Avenue**

ATTENDANCE

COMMISSIONERS: Chairman Christine Coles, Commissioners Jim Berg, Bruce Harlan, Phil Marler and Chris Hood

ABSENT: Commissioner Jeff Marineau and Danny Stoddard

STAFF: Laura Barron, Planning Administrator
Debbie Erler, Planner 1

SIGNED-IN GUESTS: None

APPROVAL OF MINUTES

Approval of the Planning Commission minutes of May 8, 2012.

Chairman Coles noted corrections to the May 8, 2012 minutes. She stated that on page 3 she indicated that the Wednesday Market attracts a couple thousand people, not a couple hundred.

MOTION: Commissioner Harlan– Approve the Planning Commission minutes of May 8, 2012 as corrected.

SECOND: Commissioner Coles

VOTE: Unanimous

CCI/PUBLIC COMMENTS None

PUBLIC HEARING

ITEM A: Architectural Design Review #ZON2011-00030 The applicant, Sven Backman, is proposing façade improvements and signage at 810-812-814 Newmark Avenue, Coos Bay, Oregon. The project includes new windows, doors, awnings and horizontal cement-based lap siding. New wall mounted signage is proposed for “Subway” and areas provided for existing and future tenant signage.

Chairman Coles asked if there were any objections to the Planning Commission hearing the item on jurisdictional grounds. She asked if any Planning Commissioner had exparte contact or conflict of interest to report.

Chairman Coles opened the public hearing.

Laura Barron read the public hearing disclosure statement and outlined the applicant's request. The applicant is proposing to establish a Subway restaurant on the east portion of the building and then the north portion of the building will be available for another tenant. The west part of the building is occupied by a hair salon. She stated the applicant is proposing “art deco” façade improvements which will include new windows, doors, awnings and horizontal cement-based lap siding for the entire building.

Mrs. Barron stated they are also proposing square pilasters at each of the building corners and an additional pilaster added to differentiate the two Newmark facing businesses. Two pilasters will also border the new main entrance on the east side of the building. The applicant met with the DRC on June 21st. The Committee's recommendation is on page 2 of the staff report. The applicant responded to the recommendation with a letter dated July 2nd which has been provided to the Planning Commission. The intent of the design review goals and standards is to ensure that proposals for development evoke the appearance of the prevailing architectural styles of buildings as they might have existed if constructed in the Empire area during the mid-to-late 1800s. Mrs. Barron stated that in 2011 changes were proposed to the goals/standards for the design area. These were not approved although another proposal along the same lines is in the works. The basis of the changes centered on enhancing a building to coincide with the year or era in which it was built, rather than the mid to late 1800s. As we saw with other projects in this area, the mid to late 1800s was difficult if not sometimes impossible to evoke for an existing structure. The 1929 one-story building at 810-812-814 Newmark lies on the northeast corner of Newmark Avenue and North Cammann Street. Currently there is a beauty shop in the west part of the building and the remainder of the building is vacant. They applicants are proposing the structure be "Bradstreet Beige"; trim and accent colors of "Lafayette Green" and "Jackson Tan". The metal-framed fabric awnings are proposed at each entrance with a color similar to "Hunter Green". The color scheme will be consistent on all sides of the building. New back-lit, wall mounted signage is proposed for Subway on the south, east and west elevations. Areas with goose neck type fixtures for future signage will be provided for the other tenants of the building. A letter was received from Tom Greaves, Community Coalition of Empire, in favor of the project (*Exhibit 1 – read into the record*).

Sven Backman stated they were looking for a new building in the Empire area and found the subject property. He commented on items addressed in the Staff Report. Item "B6" indicates the improvement will add symmetry to the building. He stated the improvements will add minimal symmetry, but that it will add unity and a cohesive building design. He stated he accepts the Findings and Conclusions of items 1, 2, 3. He addressed the "Staff Recommendation" item #1 regarding the east parapet. He said they looked at raising the parapet and adding another plaster, but it added an extra expense that does not benefit their business. He said on the drawing of the east elevation the color band is missing from the north part of the building. They intend to extend the band to the end of the building. He said Item #2 indicates that exterior lighting should be submitted to staff. They are looking into their options. He said they want to contain the light to the parking area only and want to be sensitive to night sky issues. They will submit their choice to staff for review and approval. He said regarding Item #3 they are converting to LED. The signage they propose is the minimum allowed by Subway without a Variance from Subway. He said regarding Item #4 there is a chain link fence on the east elevation that will be continued and they will add slates to screen from public view from Newmark Avenue. He said they don't want to build hiding spots.

Commissioner Harlan asked about the other types of signage from Subway. Mr. Backman stated all subway signs are interior lit. They did remove the frame from sign areas (one spot on east side and one on the Newmark and West) as requested by the DRC. Mr. Backman stated they scaled the sign based on the size of the frontage between pilasters.

The Planning Commission discussed the size and location of the proposed signage and how the signage may interfere with other business signage.

Mr. Butch Schroder, 67505 North Bay Drive, North Bend stated he designed the building. He said the building was originally a gas station and warehouse for Empire Fuel and Transfer.

Mr. Schroder stated the building was constructed in 1929 in the "Art Deco" style. He said he tried to stay with the configuration of the existing building and to make a statement. He said he chose signs to fit the available space. If he had an issue with proportions he would have recommended reductions.

Commissioner Berg stated that sometimes we forget it is not on the building as art or part of the design. Signs are an advertisement to get people to come to the business.

Chairman Coles closed the public hearing.

Commissioner Marler stated that he is very impressed with the design. He stated the building is in need of improvement.

Commissioner Hood stated signage in general needs to be regulated. You need to work with chains on colors and design, as long as it is within reason.

Commissioner Harlan stated he is concerned about the amount of signage proposed for the Subway. He said the beauty salon will be surrounded by Subway signs and thinks Subway signage should be limited to the south and east elevations.

MOTION: Commissioner Marler – As allowed in CBMC Chapter 17.240.030 Architectural design (2b) *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.* Therefore, the Planning Commission waives signage standard (5b) which limits signage 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.

SECOND: Commissioner Berg

VOTE: Unanimous

MOTION: Commissioner Hood – Add Findings "C7" indicating The Planning Commission determined that the subject property is unique in that that the building is visible from Newmark Avenue on three sides; has street frontage on two sides (west and south) and will have multiple tenants. They determined the proposed project will result in a perceived size that maintains a human scale that is comfortable for and attractive to pedestrians; and consistent visual identity from all sides visible to the general public.

SECOND: Commissioner Berg

VOTE: Unanimous

MOTION: Commissioner Hood – Based on the applicant's submittal, the Design Review Committee's Recommendation and findings, conclusions as amended, attached hereto and incorporated herein by reference as "Attachment A", approve Architectural Design Review #ZON2011-00030 with the amendment for the proposed façade improvements and signage at 810-812-814 Newmark Avenue, Coos Bay, subject to the following Conditions:

1. The proposed exterior lighting, including poles bollards and fixtures shall be submitted to staff for review/verification that the style is complimentary to the existing city street lights; and,

2. The proposed trash enclosure design shall be submitted to staff for review and verification that the style is complimentary to the proposed building facade.

SECOND: Commissioner Berg
VOTE: Unanimous

Commissioner Hood asked Mr. Backman for input on the Design Review Board and the design review process. Mr. Backman stated he has a lot of comments on the subject, but because this project is not all the way through the process he is cautious to make the comments at this time. Commissioner Hood asked Mr. Backman if he would put his comments in writing so that they can be used during the review of the process. Mr. Backman stated he would put his comments in writing. He said it should be as smooth as possible for the businesses and sitting in the audience it does not always seem that way. He said that for example tonight there was a twenty minute discussion on six inches of signage and wattage. He said the goal is to get the buildings fixed up.

Commissioner Marler stated when you are trying to move an area forward every improvement is important to the area as a whole. He said he likes the proposed improvement and he is excited that something positive is happening in the area.

Mrs. Pat Backman stated that she understands that you need to adhere to the standards but you also need to take into consideration that the business needs to succeed and the City needs to help them by allowing them signage to attract the public. It is important that businesses occupy the buildings and keep them maintained.

Commissioner Hood stated that big box business would say they can't survive without excess parking and our having a say with how the parking is provided (such as landscaping) is the difference between the Wal-Mart parking lot and the Bi-Mart parking lot. It is not too much to ask of people to help your community succeed as much as we want every business to succeed.

ADMINISTRATIVE

Mrs. Barron stated there are three applications for review at the August Planning Commission hearing.

COMMISSION COMMENTS

Chairman Coles stated she needed an article really quick for RSVP and she contacted Sara Recken for help. She said Sara met her at the Boat Building Center and they took pictures and wrote a nice article. She said she was very impressed with Sara's willingness to help with such short notice.

Commissioner Marler stated he is happy to see something happening in the Empire area.

Commissioner Hood stated some people begin a project within the benefit of a professional.

Commissioner Harlan stated he likes the fact that the Design Review Committee has long conversations and discusses the potential of designs in the spirit of working things out before the project comes to the Planning Commission. The potential for the best project for the area is a result of their review and discussion.

The Planning Commission agreed the Design Review Committee does an incredible job.

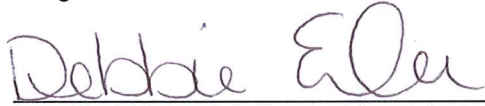
STAFF COMMENTS None

ADJOURNMENT 7:32 p.m.



Christine Coles, Chairman
City of Coos Bay
Coos County, Oregon

ATTEST:



Debbie Erler, Planner 1, City of Coos Bay

G:\DCS\PLANNING\Minutes PC\2012\DRAFT\Mn07-10-2012.doc

APPROVED AS SUBMITTED 08-14-2012