

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

| MEETING DATE | AGENDA ITEM NUMBER |
|-------------------|--------------------|
| September 3, 2013 | |

TO: Mayor Shoji and City Councilors

FROM: Eric Day, Community Development Department
Rodger Craddock, City Manager *RC*

ISSUE: Empire Design Standards

BACKGROUND:

Currently, Coos Bay Municipal Code Chapter 17.240 Empire Waterfront Settlement Design Review, sets forth goals and standards to review the exterior of structures and signage along Newmark Ave. and S. Empire Boulevards. The design standards are based on evoking the architectural style of buildings and signage as it may have existed in the late 1800's. The standards have come under some scrutiny as being too difficult to implement and understand even though there were several successful projects.

In order to produce a newly refined design code for this area, the City hired a planning consultant (The Morgan CPS Group, Inc.) to revise and update the standards. The new standards are intended to provide a framework which encourages economic development and to regulate the exterior appearance of buildings in the area making them more attractive to potential businesses and developers.

After Mr. Morgan's completed his work, City staff took a stab at simplifying his work product and presented the draft, up to that point, to the City Council on February 19, 2013. At this meeting, the Council provided further direction to staff to revise the ordinance reflecting the following changes:

Clear and Objective Standards – "1st Prong"

The first step would be to allow applicants to follow a pre-appointed process for design which would allow staff to simply "check the boxes" yes or no, approve the application, and the applicant can move forward.

Flexibility/Creativity – "2nd Prong"

Under this option, the applicant must demonstrate that their proposed design for the building or remodeling is consistent with the intent of the standards and conforms where possible. The second prong allows the applicant flexibility in their design choices but requires them to take part in a staff led pre-application conference, with Design Review Committee attendance. After this conference, the applicant would then be required have a public hearing with the Planning Commission to receive approval on their design approach.

Having these two prongs allows the applicant flexibility for alternative approaches in meeting the design standard prescribed by the code.

BUDGET IMPLICATIONS:

There are no budget implications associated with this revised design approach for the City. The applicant may streamline their approval process saving them time and/or money.

ADVANTAGES:

Increased flexibility for applicants in choosing a quick staff approved approach or choosing flexibility and going through a pre-application conference and Planning Commission public hearing.

DISADVANTAGES:

None

ACTION REQUESTED:

Staff is presenting this revised code to the Council for their direction on if this approach should be finalized and brought back to the Council for adoption or if further changes should be made.

Chapter 17.240
EMPIRE BUSINESS DISTRICT DESIGN STANDARDS

Sections:

- 17.240.010 Intent.
- 17.240.020 Definitions.
- 17.240.030 Applicability, Authority and Process, and Exemptions.
- 17.240.040 Option One – Design Review as General Development.
- 17.240.050 Option Two – Design Review as Special Development.
- 17.240.060 Murals.

17.240.010 Intent.

The intent of the design standards for the Empire business district is to:

- (1) Encourage economic development;
- (2) Create visual environments of high aesthetic quality and variety, strengthening the small town character of the Empire area;
- (3) Enhance the appearance of the city by promoting orderly and harmonious development remodeling, and rehabilitation;
- (4) Provide pedestrian oriented site design and human scale building design; and,
- (5) Encourage pedestrian and vehicular connections to the Hollering Place development.

17.240.020 Definitions.

For the purposes of this chapter, “development” is defined as:

- (1) Construction of any new structure or an extension or increase in floor area or height of an existing structure; or,
- (2) Change to a structure, such as but not limited to the style, signage, color, window (size/pattern/material), siding or detailing on the exterior of any existing building. Alterations, improvements or repairs to a structure are considered “development” when there is a change in design, material or external appearance.

17.240.030 Applicability, Authority and Process, and Exemptions.

- (1) Applicability. The design standards apply to development in the district encompassing lots and parcels abutting Newmark Avenue, extending west from the intersection of Ocean Boulevard to Empire Boulevard (Cape Arago Highway).
- (2) Authority and Process. A streamlined process and standards have been established for the review of development proposals allowing a property owner to gain approval for a project relatively quickly by working within objective standards “General Development”, or, allow a property owner to propose creative designs outside the developed standards within-by utilizing a process of public review and approval “Special Development”. Development within the Empire Design District ~~will~~ shall be reviewed to assure design elements comply with *the intent and standards of this Chapter*. A Variance to the design standards in accordance with Chapter 17.350 is prohibited.
 - (a) The provisions of this Chapter fall into three categories for processing development and construction applications: Exemptions, Design Review as General Development, and Design Review as Special Development.
 - (b) In general, if an activity is not eligible for an exemption, an applicant may choose to use either the General Development process which involves administrative review

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and approval, or the Special Development process which involves Planning Commission review and approval with a public hearing. The General Development process is based on specific standards and involves no discretionary decisions. If an applicant wishes to propose a design that does not comply with the specific standards and is based on more flexibility and creativity, the Planning Commission reviews it with-in a public hearing in-through a discretionary Special Development process.

~~(c) All applicants are encouraged to participate in a pre-application conference with the staff and Design Review Committee for informal review prior to proceeding with construction drawings or preparing an application. All new buildings, or where a building is being remodeled to as to change at least 75 percent of the façade facing Newmark, must be reviewed by the DRC which will make a recommendation to staff. All other proposals will be reviewed by staff in collaboration with the DRC. Staff will make the final determination whether or not the standards are met.~~

(cd) An Architectural Design Review (Chapter 17.390) shall be filed with attachments along with drawings or photographs illustrating the building's relationship to adjacent built structures. This review shall include the applicant's responses to Chapter 17.390 Design Review Criteria.

(d) Murals may be permitted but only with Planning Commission approval as described in Chapter 17.240.050, Option Two – Design Review as Special Development. Final approval by the City in the form of occupancy or other appropriate permits (final inspection) will not be granted until construction and modifications in accordance with the approved designs are acknowledged by the Public Works and Development Director as being in compliance.

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(3) Exemptions

- (a) The provisions of this chapter shall not prevent alteration, restoration, or removal of any building or portion of a building when the building official or fire marshal determines that such an emergency action is required for the public safety due to an unsafe or dangerous condition.
- (b) Ordinary maintenance or repair of the exterior of a structure not involving a change in design, color or external appearance is exempt from design review. New materials and architectural features such as windows and doors, shall match the original being replaced in terms of color, texture and other important design features.
- (c) Repainting or restaining the exterior of a building and small architectural element (wood trim, fascia boards, lintels, doors, gates) with the same existing color is permitted without review.

17.240.040 Option One – Design Review as General Development.

- (1) These design standards will be used when an applicant for remodel or new construction within the Empire Design Standard area chooses to comply with the standards of 17.240.040. These standards are intended to be clear and objective such that no discretionary decisions need to be made in the review, just a determination if the standard is met or not. The alternative is Planning Commission review, (17.240.050) which allows flexibility as an applicant may propose alternatives to the standards.
- (2) For construction of new buildings, the standards apply to all elements of the development including architecture, landscaping, signage, and parking lots. For the remodel of an existing building or an addition to an existing building, the standards apply

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to the portion of the remodel or added structure and any associated landscaping, signage, and parking lots. The standards apply to the changes only and do not trigger application of the standards to areas not being changed.

- (3) Approval of a general development application will be determined by the ~~Public Works and Community~~ Development Director, or their designee, based on the standards set forth in 17.240.040. If it is determined an application has characteristics where it cannot be judged in an objective manner in accordance with these standards, then the ~~Public Works and Community~~ Development Director, or their designee, ~~may choose~~ shall to have the application processed through the Special Development process (Chapter 17.242.050).
- (4) Site planning.
- (a) No parking area or driveway shall separate a building from the street frontage. The space between a building and a street frontage can only be used for recessed pedestrian entrances, circulation spaces including but not limited to plazas, outdoor eating spaces, landscaped areas, and widened sidewalks.
 - (b) Buildings shall face the street or be perpendicular to the street facing an internal parking lot.
 - (c) The primary pedestrian access to a building shall be located facing the street within 50 feet of edge of curb, or if facing an internal parking lot, located within 50 feet of the edge of curb of the frontage street.
 - (d) Loading docks and vehicular entrances shall be located to the side and rear of the building.
 - (e) Ancillary equipment, devices, and building elements including, but not limited to: refuse storage, garbage and recycling bins and dumpsters, fuel storage tanks, generators, fire check valves, service and loading, solar panels, satellite dishes not mounted on the building, and mechanical equipment shall not be located on the side of the building facing the street. Such areas shall be screened from view from the street, parking areas, and adjacent property. Screening materials shall incorporate the primary building materials in the design and shall be painted or stained the same color as the building. Screening shall not incorporate chain link or barbed wire/razor wire.
 - (f) Building Height. The maximum height for a building sited on the front property line is 25 feet. Additional height may be allowed with a setback from the front property line at a ratio of 2.5:1 to a maximum height of 45 feet. See Figure 17.240.040(1).
 - (g) Exceptions to the building height limits are allowed for gables, turrets, towers or similar elements used to accent buildings at street corners or alley entrances, and for railings around balcony areas.
 - (h) Drive up windows and the associated driveways must be accessory to a main use and shall not have direct access from the street.
 - (i) Outdoor sales and service areas over 200 square feet in size are not permitted except for outdoor restaurant seating, farmers markets, and plant nurseries.

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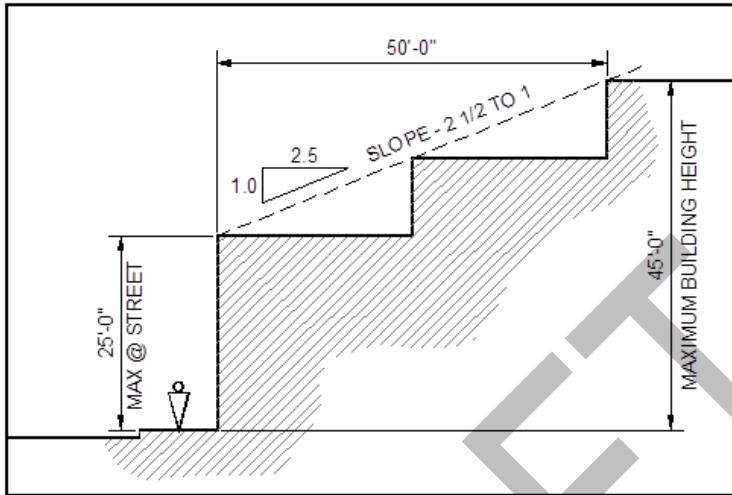


Figure
17.240.040(1)

(5) Landscaping.

- (a) Trees and shrubs used shall be selected from varieties compatible with the Southern Oregon Coast climate and which do not have destructive root systems that could damage either buildings or paved surfaces. Refer to the current edition of Sunset Western Garden Book for acceptable plants.
- (b) All areas not occupied by buildings or paved areas shall be landscaped. Landscaping shall be designed and installed so that within five years it will obscure the view from the street of any wall segment greater than 10 feet in width and devoid of windows or doors. Obscure means blocking 50% or more of the view of the lower 10 feet of the wall as viewed at 90 degrees from the street.
- (c) The landscaped area shall be planted with shrubs and/or ground cover to assure 50% coverage within one year and 90% coverage within five years.
- (d) Landscaping must not result in hiding places or entrapment areas or create a danger to pedestrians.
- (e) The owner of the property must maintain all landscaping in good condition in perpetuity. Maintenance shall include, but not be limited to irrigating, pruning, trimming, mowing, debris and weed removal, and if necessary replanting or replacement of failed landscape elements. Failure to maintain the landscaping in good condition shall be considered a violation of the Coos Bay Municipal Code.

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Figure 17.240.040(2)

- (6) **Architectural form and composition for development.** The following standards apply to all new buildings and additions to existing buildings. Additions to existing buildings shall be of the same architectural style and character as the existing building. See Figure 17.240.040(2).
- (a) Side and rear building facades must have a level of detail and finish comparable with the front façade.
 - (b) Blank, windowless walls are not permitted on the front façade of a building. Blank, windowless side and rear façade shall incorporate wall articulation (pilasters, eaves, cornices, frieze lines) compatible with the prominent façade of the building.
 - (c) Each storefront shall be treated like a small building with its own base, roofline, and door and window pattern.
 - (d) Display windows shall encompass a minimum of 65 percent of the first floor building façade facing the street.
 - (e) The base panel (bulkhead) below the display window shall be no more than 36 inches above the exterior walking surface.
 - (f) A recessed entry, porch or similar architectural feature at the main entrance is required.
 - (g) Exterior lighting for a new building or building expansion, or lighting changed as part of the remodel of an existing building, shall be designed as part of the overall architectural style of the building. Lighting shall be hooded or otherwise designed to not produce glare or spill onto adjacent properties or streets or into the sky.
 - (h) New buildings and buildings being remodeled so as to change at least 75% of the façade facing Newmark Avenue must comply with the intent of the design standards by incorporating no less than *five (5)* of the following design elements appropriately scaled for their function and with respect to their surroundings.
 - (i) Canopy
 - (ii) Awning (An "awning" is any structure made of canvas or acrylic coated canvas fabric, or fabric, or similar non-corroding material [glass, metal, etc.] with a painted or coated non-corroding frame which is attached to a building and projects over a public walkway. Backlit awnings are prohibited.)
 - (iii) Eaves
 - (iv) Cornice
 - (v) Upper story set back

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- (vi) Decorative frieze
- (vii) Offsets on the building elevation
- (viii) Bay windows
- (iv) Parapet with decorative cornice
- (x) Bat on board siding
- (xi) Shingles (wood or fiber cement)
- (xii) Horizontal lap siding (wood or fiber cement)
- (xiii) Turret
- (xiv) Tower
- (xv) Pillars
- (xvi) Pilasters
- (xvii) Gable end with raked cornice
- (xviii) Exposed pitched roof
- (xix) Balcony
- (xx) Exterior decorative lighting
- (i) The following visible exterior building materials are not permitted:
 - (i) Smooth-faced concrete block
 - (ii) Smooth-faced tilt-up concrete panels
 - (iii) Imitation rock or brick work
 - (iv) Unarticulated board siding (e.g., T1-11 siding, plain plywood, sheet pressboard) unless approved by the decision-making body).
- (j) All non-masonry or glass surfaces shall be stained in natural wood colors or painted or stained using muted colors from the Benjamin Moore historic range (HC) or equivalent. Building trim and accent areas may utilize black, white, primary, or secondary colors. No more than three colors may be used including the primary color and up to two trim colors. The exception is the main entrance doors for the building, which may be an additional color.
- (7) Site details. In order to comply with the intent of the design standards, the sites associated with new buildings, shall include no less than *three* (3) site enhancements from the following list:
 - (a) Colored or textured paving materials in walkways, patios, and plazas
 - (b) Public art, including sculpture and murals
 - (c) Landscaped beds
 - (d) Outdoor spaces for public use
 - (e) Street furniture in areas adjacent to the public sidewalk
 - (f) Courtyards adjacent to the public sidewalk
 - (g) Secondary pedestrian access from alleys
- (8) Signage. The standards below are in addition to the standards in Chapter 17.230. If the provisions conflict, the stricter shall apply.
 - (a) The sign size of a sign mounted flush with a building façade shall complement the façade by fitting within wall space between design elements such as windows and columns or fitting within a panel of a canopy or awning.
 - (b) The sign shall be designed to utilize compatible materials, style, and color as the building upon which it is mounted.
 - (c) Signs may be illuminated by very low level lighting during evening hours and the lighting shall not spill onto the adjacent property or street.
 - (d) Signs are limited to one on each building face (identify the building name) plus a sign for each business entry (vehicular or pedestrian) plus ancillary directional signs.

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(e) Sign types:

- (i) A wall sign must not extend across two storefronts or across separate buildings. Wall signage is included in the maximum allowable area for signage.
- (ii) Business identification shall include signage at the pedestrian level clearly visible from the adjacent sidewalk. This may include one or more of the following: window or door sign, a projecting sign and/or an awning sign as described below.
- (iii) Signs may be hung from or located on the face of any overhang or awning.
- (iv) Projecting signs may be hung from the building face below upper floors so as to be visible to pedestrians.
- (v) New poles for pole-mounted signage are limited to businesses where other types of signage are not an option. A business may use an existing pole regardless of other signage options.
- (vi) Roof signs are prohibited.
- (vii) Neon signs no more than two square feet in size and hung within windows are not counted against the allowable sign area and are permitted without review.
- (viii) Portable free-standing signs such as, but not limited to, sandwich boards, pedestal sign holders, and other types of portable free-standing signs shall be included as part of the maximum allowable area for signs and are prohibited in the right of way without a right of way use permit.
- (ix) Temporary window signs may be allowed on storefronts. The area of the text and graphics shall not cover more than 30 percent of the window area.
- (f) Prohibited signs.
 - (i) Electrical or mechanical signs: No sign shall contain or be illuminated by any flashing, blinking, moving or rotating light.
 - (ii) Internally illuminated signs (neon tubing signs shall not be considered an internally illuminated sign)
 - (iii) Electric message display signs
 - (iv) Attraction devices (strings, groupings, or clusters of pennants and pinwheels; balloons, inflatables, etc.)
 - (v) Billboards
 - (vi) Readerboards

17.240.050. Option Two – Design Review as Special Development

This option is intended to provide a discretionary process giving the applicant the flexibility to create alternatives to the specific design standards outlined in Section 17.240.040 above. ~~As an exchange, a public hearing is required before the Planning Commission. Under this option the applicant will be required to apply for and attend a meet with-Pre-Application Conference with City staff and the Design Review Committee. A staff report and who will make a recommendation will then be forwarded to the Planning Commission. The Planning Commission may approve, approve with conditions, or deny the application. Findings will be made relative to the purpose statements and as appropriate to the public interest.~~

–Under this option, an applicant will demonstrate that the proposed design for the building or site improvements, or remodeling, is consistent with the purpose of the Empire Design Standards (17.240.010 Purpose) and conforms where possible with the standards found above. However, an applicant can propose alternatives to the standards for elements of the proposed project where the applicant has a practical difficulty in meeting the standard, where meeting the

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standard will result in a change not in keeping with the public interest, or where the applicant wishes to propose an alternative idea for a design approach to the site.

~~The Design Review Committee will make a recommendation to the Planning Commission. The Planning Commission may approve, approve with conditions, or deny an application. Findings will be made relative to the purpose statements and as appropriate to the public interest.~~

17.240.060 Murals.

If an applicant is proposing a new mural the second option (17.240.050) must be used by the applicant.

a. A mural is defined as any pictorial or graphic decoration, other than a sign, which is applied directly to a structure and is neither used for, nor intended to achieve the purposes of, advertising by the use of lettering or script to draw attention to or to direct the observer to a particular business or business location, nor to draw attention to current specific products, goods, or services by the use of a brand name, trademark, copyright, or any other device restricted in use without permission of the owner.

For the purposes of this chapter, whether or not a mural will be permitted is based on, but not limited to, the following:

- a. The subject matter, scale, proportion and composition of the proposed mural;
- b. The composition and format of the mural must be integrated into the composition and geometry of the surface on which it is located.

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Chapter 17.240
EMPIRE WATERFRONT SETTLEMENT DESIGN REVIEW

Sections:

- 17.240.010 Purpose.
- 17.240.020 Definitions and exemptions.
- 17.240.030 Architectural design.

17.240.010 Purpose.

The provisions of this chapter are intended to:

- (1) Provide a mechanism to promote the educational, cultural, economic, and general welfare of the community.
- (2) Provide an opportunity to reclaim the waterfront heritage setting and to guide private and public development in a direction that strengthen a relationship with that setting.
- (3) Guide the construction of private and public development to evoke the architectural styles which existed in Empire from the mid-to-late 1800s.

Common architectural styles of the time period include Cascadian Rustic, Plank Styles, False Front, Salt Box, Queen Anne **and** Victorian. [Ord. 302, 2001; Ord. 93 § 3.23.1, 1987].

17.240.020 Definitions and exemptions.

- (1) The design area includes lots or parcels abutting Newmark Avenue or any portion of a structure that is contiguous to a structure located on a lot or parcel abutting Newmark Avenue. The design area extends west along Newmark Avenue from the intersection of Ocean Boulevard to Empire Boulevard. All development must comply with an architectural design review according to Chapter 17.390 CBMC.
- (2) For commercial uses and the purposes of this chapter, "development" is defined as any new structure or an extension or increase in floor area or height of an existing structure, or change to the style, signage, color, window (size/pattern/material), siding or detailing on the exterior of any existing building. Alterations to a structure are considered development when there is a change in design, material or external appearance.
- (3) The provisions of this chapter shall not prevent construction, reconstruction, alteration, restoration, demolition or removal of any building or portion of a building when the building official or fire marshal determines that such an emergency action is required for the public safety due to an unsafe or dangerous condition.
- (4) Ordinary maintenance or repair of the exterior of a structure that does not involve a change in design or external appearance is exempt from design review. Similar or like materials must be used for the maintenance or repair.

Examples of maintenance include, but are not limited to, the following: a window may be replaced with the same type of glass, framing material and style of window; siding in disrepair may be replaced with siding of the same or similar material.

Exterior alterations which involve replacement with dissimilar materials and/or any new construction, that is not visible from Newmark Avenue, are exempt from design review.

(5) The color of paint or stain to be applied to the exterior of the building that is visible from Newmark Avenue is a ministerial decision to be made by the community services director, or designee. The proposed colors must be from, or similar to, the community services historical color palette, located in the community services department.

In a 12-month period, if less than 10 percent of the paintable wall area, visible from Newmark Avenue, is to be covered with the building's existing paint color or stain, approval of the color is not necessary. [Ord. 302, 2001; Ord. 93 § 3.23.2, 1987].

17.240.030 Architectural design.

The architectural design review goals and standards are intended to supplement the development standards of the general commercial (C-2) zoning district. Where the provisions of this section conflict with the provisions of the zoning district, the stricter shall apply.

(1) Intent. The intent of the architectural 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. For the purposes of this chapter, these styles are referred to as the "designated historic styles." "Historical Buildings of Empire and Front Street," a notebook of photographs from the historical time period, is available for review at the community services department, planning division.

(2) 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 development in the design area. Architectural design review standards are the approval criteria developed to implement the architectural design review goals and used to review development.

(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 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.

(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 design area; design quality; structural placement; dimensions; height; bulk; lot coverage by structures; exterior appearance of the building; open areas; and landscaping.

(3) Architectural Design Review Goals.

(a) Building Design - Massing. "Massing" is defined as a composition of two-dimensional shapes or three-dimensional volumes, which gives the impression of weight, density and bulk. If the following architectural design review goals are met in the architectural design of development, acceptable massing may be accomplished:

(i) Design should result in buildings with a perceived size that maintains a human scale that is comfortable for and attractive to pedestrians;

(li) Design should result in a quality street environment that is attractive to pedestrians and development;

(iii) Buildings of historic significance and merit should be preserved. Maintain or restore as many of the proportions, dimensions and architectural details of historical significance which were original or added to the building during the designated historic period (the identified historic building in the design area is the house at 476 Newmark Avenue);

(iv) New or remodeled structures abutting or directly across from a building that has been identified as historic should be designed so as to preserve, and not detract from, the historic context and merit of the building; and

(v) Buildings should have consistent visual identity from all sides visible to the general public from Newmark Avenue.

(b) Building Design - Articulation. "Articulation" is defined as 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. If the following design review goals are met in the architectural design of development, acceptable articulation may be accomplished:

(i) Doors and window patterns should evoke buildings constructed during the designated historic period; and

(ii) Finish materials, details and colors should evoke the designated historic styles and period.

(c) Signage. Design for signs should emulate signage that existed during the designated historic period.

(4) Architectural Design Review Standards. The purpose of the architectural design review standards, along with the notebook, "Historical Buildings of Empire and Front Street," is to serve as a resource for designing development that will satisfy the architectural design review goals of the architectural design review standards for the design area. Design proposals may be approved if the following architectural design review standards are met in the architectural design of development:

(a) Building Design - Massing.

(i) Use articulation on either new or existing building facades to reduce the bulk of buildings. Methods include, but are not limited to, the following:

(A) Modulation;

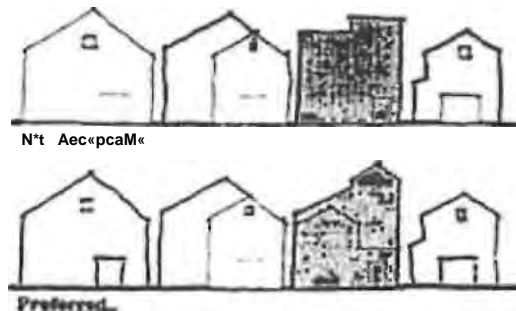
(B) Broken rooflines; or

(C) Building elements such as balconies, chimneys, porches or other entry details, and landscaping.

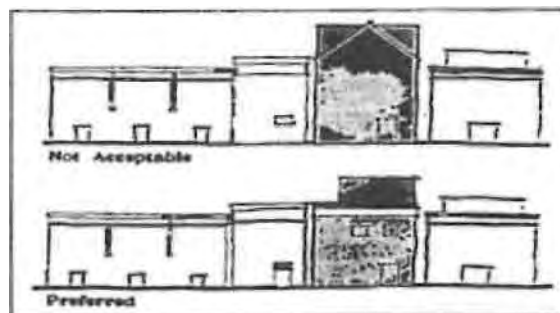
(ii) Use architectural features such as cornices or other details that lower the apparent height of the building.

(iii) Place display windows at the street level around the exterior of larger commercial buildings.

The pattern and proportion of windows, doors and other glazed areas is important in determining the building's architectural character.



Rooflines can reinforce the architectural character of a street.



Architectural features like cornices can relate to adjacent buildings, lowering the apparent, conflicting height of the building.

(iv) Larger building facades shall be broken down into units that resemble the size of storefront facades from the historical era. When the front elevation of a structure is more than 750 square feet in area, divide the elevation into distinct areas by:

- (A) Creating a bay window or other building extension of at least one foot or more from the main structure;
- (B) Creating a roof pediment that is the full width of the structure; or
- (C) Setting part of the facade back one or more feet from the rest of the facade.

(v) For existing buildings of historic significance:

- (A) Restore or retain as many historic features as possible;
- (B) Maintain or restore original proportions, dimensions and architectural elements;
- (C) Select paint and material colors which are historically accurate, coordinate the entire facade, and do not conflict with adjacent buildings; and

(D) Consult available historical resources such as the Coos Historical Society, private historians or photographic archives.

(vi) At locations across from, abutting or adjacent to buildings of historical significance:

(A) Use a roofline that emulates the historic building;

(B) Use doors, windows, materials and details similar to the historic building; and

(C) Break up the building facade using articulation which reflects the scale and proportions of the historic building.

(vii) Flat roofs are permitted with detailed stepped parapets.

(viii) The facade must be designed to emphasize the center or primary entrance(s).

(ix) Continue exterior materials, architectural detailing, and color scheme around all sides of the building visible to the public from Newmark Avenue. Buildings must present an equivalent level of quality of materials, detailing and fenestration on all sides visible to the general public from Newmark Avenue.

(x) Reserve bright colors and black for trim or accents unless it is consistent with the architectural style.

(xi) Use of reflective exterior materials where glare would shine into nearby buildings is prohibited.

(b) Building Design - Articulation - Finish Materials.

(i) Facades shall be varied and articulated to provide visual interest to pedestrians.

(ii) Buildings should use wood or simulated wood products as their exterior finish material on elevations exposed to view from locations accessible by the public.

(iii) 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.

(iv) 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.

(v) Metal siding is prohibited for exterior walls.

(vi) 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.

(vii) Glass should be clear, lightly tinted or ornamental stained glass. Translucent glazing should be used only for restrooms.

(viii) Roofing materials exposed to view should be wood shingles, composition roofing, or wavy corrugated metal roofing (rather than bold rib, box rib or v-beam) 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 it is consistent with the architectural style.

(ix) Light fixtures should be integrated with architectural elements. Decorative light fixtures that are in keeping with the historic styles are encouraged.

(x) Exterior light fixtures must not compete with city-furnished sidewalk period lights. Building lights should be metal halide or incandescent and are to be directed away from pedestrians and street traffic so as to avoid glare.

(5) Signage Standards. The standards below are in addition to the standards in Chapter [17.230 CBMC](#). If the provisions conflict, the stricter shall apply. A sign permit is required which will be reviewed by staff.

(a) Signs must be consistent with the character of the facade, the building on which they are situated and the abutting and adjacent area. 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 developments.

(b) 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 streetfront windows.

(c) 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 curbline. A projecting sign shall not project more than eight feet beyond the property line.

(d) All signs shall:

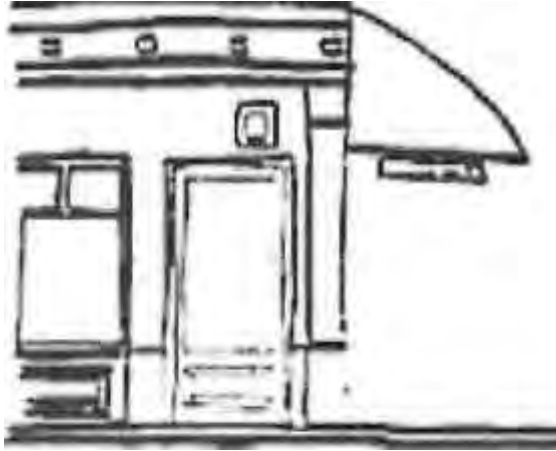
- (i) Be of an appropriate size and design;
- (ii) Be sited sympathetically on the building;
- (iii) Not obscure or remove detailing on the building;
- (iv) Be designed as part of the building and not treated as an unrelated addition; and
- (v) Be related to the style and character of the building or area.

(e) Allowed Sign Types.

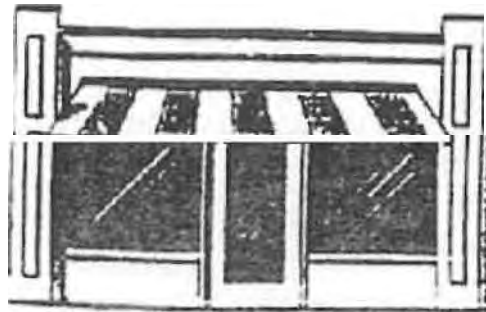
(i) Wall/Fascia Sign. A "wall/fascia sign" is defined as the vertical surface of a wall/fascia which is suitable for sign attachment. A wall/fascia sign must not extend across two storefronts or across separate buildings.



(ii) Projecting or Hanging Sign. A "projecting or hanging sign" is defined as a sign where the message area is displayed perpendicular to the building facade.



(iii) Awning Sign. An "awning" is any 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.



(iv) Roof Sign. Any sign that is displayed upon or supported in any way by a roof.

(A) Roof signs are discouraged.

(B) Where the design of a building dictates that a roof sign is necessary, the sign must:

- I. Be related to the style and character of the building or area; and
- II. Not project above the roof ridge line.

(v) Marquee Sign. A "marquee sign" is defined either as a fascia sign or a projecting sign or awning sign which contains moveable letters or devices. A marquee sign shall not contain any plastic parts and shall not be internally illuminated.

(vi) Interior Painted Window Signs. These signs are regulated. However, interior painted window signs with holiday themes are allowed for up to 45 days without approval of a sign permit.

(vii) Miscellaneous. In addition to the above sign types, other types of signing may be appropriate if it meets the criteria listed in subsections (5)(a) through (e) of this section.

(viii) Neon Sign. Any sign where neon or other gas contained in tubing is illuminated by the application of electric current is prohibited.

(ix) Pole-Mounted or Freestanding Sign. These signs are subject to review.

(x) Sandwich Board. These signs are prohibited.

Table 17.240.030 - Proposed Historic Color Palette for the Empire Historic District

| Style Classification | Proposed Palette |
|-----------------------------|--|
| Cascadian Rustic | Body and Trim: HC 40 - 51 and 64 -75. |
| Plank Style | Unfinished. |
| False Front | Body and Trim: HC 85 - 87, 103 - 107 Downing Sand, Stone, Earth (100 Years of Color). |
| Salt Box | Body Color: Colonial Revival Series (100 Years of Color). Also, HC4-6, 31-33, 114-120, 127 - 132, 138 - 153, 162 - 165, 169-174, white. Trim: White. |
| Queen Anne/Victorian | "Painted Ladies" palette. Rookwood series palette (100 Years of Color). |
| Vernacular | Body Color: All of Ben Moore HC palette except: HC 40, 49 - 51, 61 - 73, 85, 100, 101, 103, 106, 121, 124 - 126, 133 - 135, 154 - 160. Trim: Entire palette. |

Note: HC = Historic colors from Benjamin Moore Paints.

[Ord. 302, 2001; **Ord.** 93 § 3.23.3, 1987].

The Coos Bay Municipal Code is current through Ordinance 452, passed February 19, 2013.

Disclaimer: The City Recorder's Office has the official version of the Coos Bay Municipal Code. Users should contact the City Recorder's Office for ordinances passed subsequent to the ordinance cited above.

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