

CITY OF COOS BAY URBAN RENEWAL AGENCY
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
March 20, 2012	

TO: Chair Gene Melton and Board Members

FROM: Joyce Jansen, Economic Revitalization Administrator 

Through: Rodger Craddock, City Manager

ISSUE Façade Grant Application – Little Caesar’s Located at 789 South Broadway

BACKGROUND

Jerry Briggs has leased property at 789 South Broadway and will be opening a Little Caesar's in Coos Bay. He currently has a Little Caesar's restaurant in North Bend and this will be his second establishment. Mr. Briggs has submitted a façade grant application for the purpose of refurbishing and recovering the awning. He has fulfilled the program requirements and as a commercial tenant is eligible for a grant up to \$5,000. Businesses also located in the building are US Cellular and Under the Sun Tanning.

The façade grant program provides for matching grant funds for building owners and commercial tenants other than the building owner up to 50% of the project from a minimum of \$1,000 to \$5,000 for tenants and a maximum of \$25,000 for building owners. Projects eligible for the program include restoration of masonry, brickwork or wood and metal cladding, replacement or repair of architectural features, replacement or repair of awnings, installation or repair of exterior lighting, installation or repair of gutters and downspouts, window repair/replacement, structural support for façade only, entranceway modification, new construction for façade treatments only, and painting of exterior walls. The grant program currently does not include the cost of signage.

Mr. Briggs has obtained three bids for the project as required by the façade improvement program. The amount of the low bid is \$7,940 and includes the cost for signage. The signage on the awning is estimated at \$500. Mr. Briggs is requesting the Agency approve the grant with signage included and for the proposed color scheme.

The Design Review Committee reviewed the proposed project on March 5th using the program architectural guidelines which are attached. The guidelines are advisory *only* and provide *suggestions* for ways to rehabilitate structures. The committee considered the basic color guidelines of the grant program:

- Choose exterior colors that harmonize (rather than contrast) with the surrounding buildings. Color should not be used as a "sign" or to attract attention. Intense or extremely bright colors create disharmony that may distract from the attractiveness of the urban renewal districts.
- Using harmonizing colors does not limit applicants to the same colors as neighboring properties. There is broad latitude in these color guidelines.

It is the recommendation of the Design Review Committee the Little Caesar awning be in harmony with the adjoining US Cellular awning and the color orange be used only in the sign portion of the awning. The adjoining awning is bright blue (see attachment). The committee also noted the program does not include payment for signage. Mr. Briggs desires to stay with his original design using the franchise colors of orange with black and white accents.

ADVANTAGES

The Façade Improvement Program is designed to provide financial assistance to property owners and tenants of commercial properties to promote the revitalization of Coos Bay's Urban Renewal Districts. Mr. Briggs has paid for interior changes in order to open Little Caesar's in this location and approval of the grant would help with the cost of restoring the awning.

DISADVANTAGES

None identified.

BUDGET IMPLICATIONS

If the Agency approves the application as submitted, the amount of the grant would be \$3,970. Without the cost of the signage, the grant would be \$3,470. The grant would be funded from the Downtown Urban Renewal District façade program budget.

ACTION REQUESTED

Staff is requesting direction from the Agency on Mr. Brigg's grant application. Options the Agency may wish to consider are:

- 1) Approve the grant in the amount of \$3,970 for the color and signage as proposed in the application, or
- 2) Approve the grant for \$3,470 in the color recommended by the Design Review Committee excluding the cost of the signage, or
- 3) Approve the grant for \$3,970 in the color recommended by the Design Review Committee including the cost of signage.

Attachments:

- Program guidelines
- Grant application

FAÇADE IMPROVEMENT PROGRAM
Architectural Guidelines

Guidelines are advisory, providing suggestions for ways in which to rehabilitate existing structures, not rigid, inflexible rules.

For all properties:

- Protect and maintain masonry, wood and architectural metals through appropriate treatments such as cleaning, rust removal, paint removal and reapplication of protective coating systems.
- Evaluate the overall condition of the building materials to determine whether more than simple protection and restoration are required, or if major repairs to features will be necessary.
- A building with multiple tenants must be remodeled in a unified manner.
- The HDRC and CBURA, at their discretion, may consider other conditions and building appurtenances.

For historically significant properties:

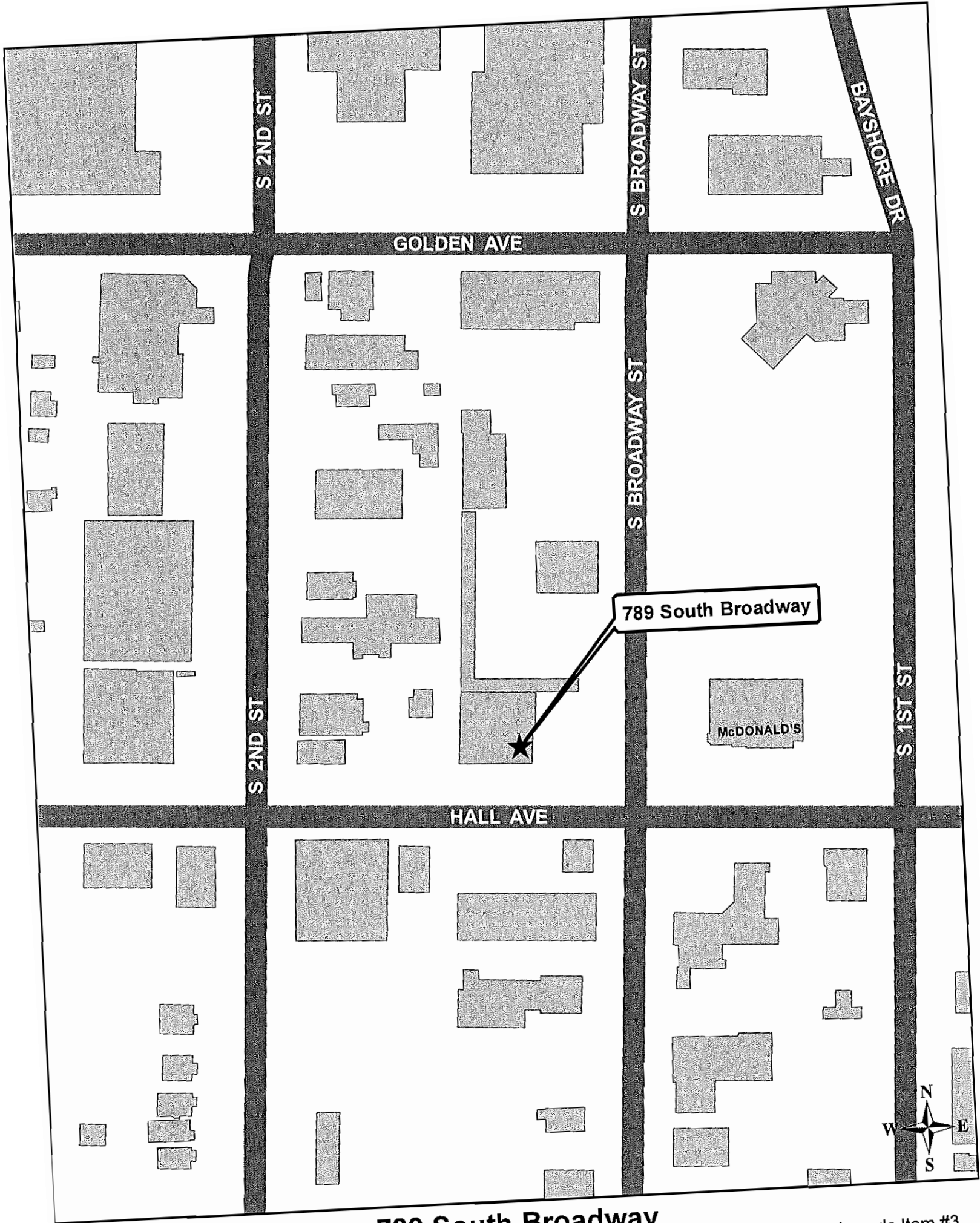
- Identify, retain and preserve storefronts and their functional and decorative features that are important in defining the overall character of the building, such as display windows, doors, transoms, kick plates, corner posts, etc. Removing inappropriate, non-historic cladding, false roofs and other later alterations can help reveal the historic character of a storefront.
- Replace in-kind features that are too deteriorated to restore if the overall form and detailing are still evident, using the physical evidence as a model. If using the same material is not technically or economically feasible, then comparable substitute materials may be considered.

For other than historically significant properties:

- Introduce a design that is compatible in size, scale, material or color to surrounding properties.
- Lighting standards and fixtures shall be of a design and size compatible with the building and adjacent areas.
- Building components, such as windows, doors, eaves and parapets, shall be coordinated with the design theme and proportional with each other.

Basic Color Guidelines for applicants and the HDRC/CBURA to consider:

- Choose exterior colors that harmonize (rather than contrast) with the surrounding buildings. Color should not be used as a “sign” or to attract attention. Intense or extremely bright colors create disharmony that may distract from the attractiveness of the urban renewal districts.
- Using harmonizing colors does not limit applicants to the same colors as neighboring properties. There is broad latitude in these color guidelines.
- When considering color, applicants should include all elements of the property – walls, fences, planters, signs and other accessory structures.
- Keep it simple. Too many different colors or too many shades of a color are distraction and tend to detract from the building’s appearance.
- Natural material, like stone or brick, usually are more interesting and attractive when left in their natural state, not painted.



789 South Broadway

McDONALD'S

789 South Broadway

Agenda Item #3

Little Caesar's Façade Application

789 South Broadway, Coos Bay

February 2012



Proposed façade improvement project



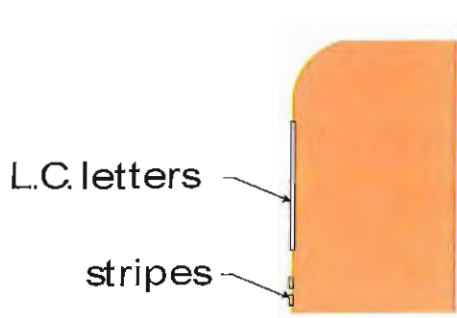
Current awning

Under the Sun Tans
106 Hall Avenue

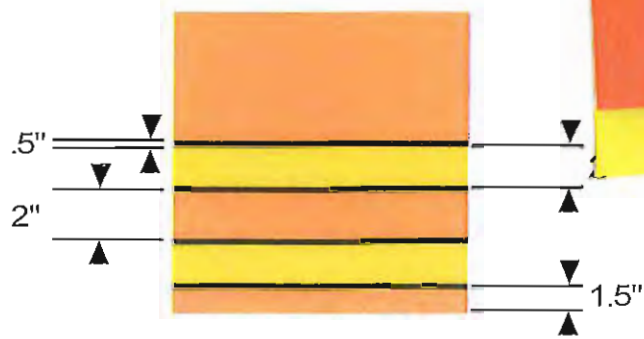




Material: "Cooley Brite #2119" with (2) 2" yellow stripes w/ black pin stripping
Letters: White w/ black outline



SIDE DETAIL
not to scale



STRIPE DETAIL
not to scale



L.C.E written approval of graphics and shop drawings are required prior to the manufacture of the awning. This approval is limited to the referenced awning only.



**COOS BAY URBAN RENEWAL AGENCY
 FAÇADE IMPROVEMENT PROGRAM
 APPLICATION**

Name of applicant Briggs Inc., Jerry Briggs President

Name of business Little Caesars Pizza

Address of business storefront or building to be rehabilitated 789 Broadway

Phone number 541 888-9436 Fax number 541 888-4796

E-mail address jerry@briggsinc.biz

Type of business Carry-out Pizza

Applicant is the Property Owner Business Owner Other _____

If not owner of property, does applicant have lease: yes no

If yes, Expiration Date: 3/1/2017 plus 3 - 5yr If no, explain: _____
Renewals.

Property owner or Property Manager's name (if different from applicant) Softwave Enterprises LLC

Property owner or Property Manager's address/phone number PO BOX 1647 Gold Beach, OR 97444

Suzanne Ector 541 425-0225

PROPOSED FAÇADE IMPROVEMENTS

Please describe the proposed improvement(s) to the property. Include three copies and one original color photograph that show existing conditions of each façade proposed for renovation. Describe completely proposed improvement(s): Awning refurbishment and recovering.

Existing awning structure is faded, rusted, and filthy. Awning
is in 3 sections with egg crate style light diffusers. Main
awning frames need refinishing and recovering. Egg crate light
diffusers need major cleaning and/or replacement, framing is rusted
out and needs aluminum replacements. Lighting needs rework / re-
placement. The 3 awning sections are approximately 37ft long.

Estimated cost of project \$8500.00

The expected processing time from application to final commitment of funds is 4-6 weeks.

Proposed start date February 22, 2012 Estimated completion date April 1, 2012

If this is a time critical project, please state latest date that applicant can be notified of grant funding approval April 1, 2012.

Brief explanation of factors contributing to the critical timing of this project: Grand opening May 1st 2012, The awning contractor needs 3~4 weeks after removing the awning to order material, complete the recondition, recover and re-install. Awning construction timeline follows: April 1 or before if possible, remove existing awning structure and re-install 1 week prior to Grand opening.

REQUIRED SUBMITTALS

The following items must be with the application form:

- Three (3) detailed, itemized competitive bids from licensed contractors for the proposed work
- Evidence of property ownership and, for tenant business applicants, include written permission from the property owner
- Evidence that all city taxes, licenses and fees are current
- Proof in the form of documentation (a letter) from applicant's bank or lending institution demonstrating financial ability to complete the project
- One (1) copy of a Location map and a site plan drawn to scale indicating property lines, existing and adjacent structures and existing landscaping
- 12 copies of building elevation(s) drawn to scale indicating all existing as well as proposed design and structural changes and building materials and colors. The elevation drawing(s) should also include the size and location on the building of any modifications, e.g. awning changes
- 12 samples of materials and color samples
- Construction timeline

If required information is not submitted with the application, application will be returned to Applicant for completion prior to review by the Design Review Committee.

THE APPLICANT UNDERSTANDS THAT THE PROPOSED EXTERIOR STOREFRONT IMPROVEMENTS MUST BE EVALUATED AND APPROVED BY THE COOS BAY URBAN RENEWAL AGENCY AS WELL AS OTHER LOCAL AGENCIES. CERTAIN CHANGES OR MODIFICATIONS MAY BE REQUIRED BY THESE AGENCIES OR BY THE COOS BAY URBAN RENEWAL AGENCY PRIOR TO FINAL APPROVAL FOR FUNDING.

IMPROVEMENTS WILL BE EVALUATED ON THE CRITERIA LISTED IN THE GUIDELINE SECTION OF THE FAÇADE IMPROVEMENT PROGRAM DESCRIPTION.

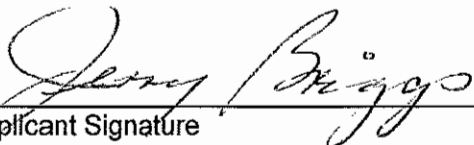
GRANT FUNDS ARE CONSIDERED TAXABLE INCOME BY THE INTERNAL REVENUE SERVICE. A W-9 FORM MUST BE SUBMITTED TO THE CITY OF COOS BAY IF GRANT FUNDS ARE AWARDED TO THE APPLICANT.

CERTIFICATION BY APPLICANT

The Applicant certifies that all information in this application, and all information furnished in support of this application, is given for the purpose of obtaining a grant, and is true and complete to the best of the Applicant's knowledge and belief.

If the Applicant is not the owner of the property to be rehabilitated, or if the Applicant is an organization rather than an individual, the Applicant certifies that her/she has the authority to sign and enter into an agreement to perform the rehabilitation work on the property. Evidence of this authority must be attached.

Verification of any of the information contained in this application may be obtained from any source named herein.



Applicant Signature

2/22/12

Date

President Briggs Inc.

Return Application to:

**COOS BAY URBAN RENEWAL AGENCY
Economic Revitalization Administrator
500 Central Avenue
Coos Bay, OR 97420
(541) 269-8924**

**CITY OF COOS BAY
DESIGN REVIEW COMMITTEE**

**Monday, March 5, 2012 at 12:00 PM
City Hall, 500 Central Avenue – Public Works Conference Room**

MEMBERS: Chairman Hilary Baker, Patrick Erm, Darla Lesan, Andy Locati, Ariann Lyons, Sarah Recken
Bob Sasanoff and Planning Commissioner Bruce Harlan

STAFF: Joyce Jansen, Economic Revitalization Administrator
Laura Barron, Planning Administrator
Debbie Erler, Planner 1

DRAFT

GUEST: Jerry Briggs and Michael Turner

Chairman Baker stated there are two proposed applications for Façade Improvements Grants. Attached to each application are the guidelines that the application must follow. She stated the Design Review Committee is acting as an advisory committee and making a recommendation to the City Council.

Façade Improvement Grant - 789 South Broadway

The applicant, Jerry Briggs, is requesting approval to replace the covering on the existing awning, repair the framework and replacement interior lighting of the awning for, Little Caesar's, located at 789 South Broadway.

Mr. Briggs stated he plans to recover the existing awning and make structural repairs to the framework. He said the awning will be orange with a little yellow accent color with white Little Caesar lettering/ logo and it will be back lit.

Chairman Baker asked if the cost of the awning includes the signage. Mr. Briggs stated the orange material is bleached so that the logo and signage area is white.

Ms. Recken stated she has concerns about the signage cost being included in the awning funding. She said in the past signage was not funded.

Mrs. Jansen stated currently the Façade Improvement Program does not pay for signage. She stated the Urban Renewal Agency has had recent discussions and some believe signage should be included, but the current standards do not include funding for signage. The submitted bid does include the cost of the signage.

Chairman Baker stated the awning and the signage are two separate issues as far as funding is concerned, but the Design Review Committee is looking at both elements.

Mr. Locati stated the City Council could request that the cost of the signage be removed from the bid. Mrs. Jansen stated normally the bids show the awning cost separate from the signage cost, this bid did not but that is how it was done in the past. Chairman Baker stated the Design Review Committee is reviewing the request based on the provided guidelines and the City Council will make the decision.

The Committee discussed past awning applications where signage design was reviewed by the Committee, but the cost of the signage was not part of the grant funding. Mrs. Jansen agreed that the Committee has approved signage on awnings, but the signage was not funded.

Ms. Recken asked if the applicant would consider having a blue awning that would be more cohesive to the building and the existing blue awning at the north end of the building, instead of the bright orange color associated with the current business. She said the awning could be blue with the sign area being orange with white lettering/logo.

Mr. Sasanoff stated that the Façade Improvement Guidelines indicate that buildings with multiple tenants must be remodeled in a unified manner. He said the awning design is unified, but the color is not unified. He said the "Basic color guidelines" of the Façade Improvement Program also indicate the applicant should choose exterior colors that harmonize not contrast with surrounding buildings. The guidelines also indicate the color should not be used as a sign or to attract attention and that intense or extremely bright colors create disharmony that may distract from the attractiveness of the urban renewal districts.

Mr. Briggs stated the tanning business on the south elevation, facing Hall Avenue has the same orange colored awning. Mr. Sasanoff stated the awning is on a side street and it is much smaller located only over the entry. The awning does not dominate the façade. Mr. Sasanoff added that the owner of the business did not request Urban Renewal Funds and was not subject to the guidelines as outlined in the Façade Improvement Grant. Mrs. Jansen stated currently on the buildings east elevation the existing awnings are different colors. Mr. Sasanoff agreed, but stated the current colors (Maroon and Blue) are not contrasting colors. Mrs. Lesan stated orange is the direct opposite of blue.

Mr. Sasanoff stated if the owner is asking for grant funds then the Façade Improvement Guidelines, the guidelines need to be followed. He stated the awning could be grey or blue with the sign area being orange with white lettering and Little Caesar's logo.

Andy Locati stated the signage is not included in the Façade Improvement Funding. He asked if replacement of siding can be included in a Façade Improvement Grant. Ms. Baker stated siding is eligible for façade improvement funds. Ms. Baker asked if Mr. Locati was acting as a DRC member or as the applicant's representative. Mr. Locati stated he is just problem solving. He said there is a gray building and a dark green trim and three different colors on the awning. Mr. Briggs stated if he request is approved there would only be two colors (orange and blue). Mr. Locati stated the owner of the building intends to apply for a Façade Improvement later in the year to replace siding on the south side of the building.

Ms. Recken stated the intent for the city is to have visual cohesion and with the proposed orange awning the building will be visually split in half. She said she is in favor of an awning color that ties the awning to the building and the sign area of the awning being the proposed logo.

The Committee discussed the awning color and the process of bleaching the color out of the awning for the white lettering. The proposed orange sections of the awing will need to be added/attached. Ms. Baker stated as was previously mention orange and blue are direct opposite on the color wheel and signage on a large orange awning abutting a large blue awning would be lost.

Mr. Briggs stated the blue awning material was recently replaced. He asked if they applied for Façade Improvement Funding. Ms. Baker stated they did not apply for funding. Mrs. Lesan stated since the abutting awning was recently replaced, the blue material should be available. She said visually orange and blue are opposing colors and an orange sign area would be more visually appealing on a blue awning and the signage would glow in the dark and stand out. She added that it would also provide visual cohesion for the building.

Mr. Erm stated the signage area on the awning will need to be bleached for the white areas and they add color back in (orange, yellow and black) where needed. The Committee discussed that an oval shape sign area would be appealing.

MOTION: Hilary Baker – Recommend that the awning color be the same blue as the abutting awning on the north portion of the building to provide cohesion for the building and that the sign area (in the center of the awning) reflect the business colors and logo.
SECOND: Darla Lesan
VOTE: Unanimous **ABSTAIN:** Andy Locati and Patrick Erm

Façade Improvement Grant – 165 South 5th Street

Michael Turner representing the applicants, Jon & Patricia Webster, are requesting approval for replacement of windows and doors for the building at 165 S 5th Street. The Art Connection is currently in the building and they will be moving to 4th and Anderson (Bank of America Building). Mr. and Mrs. Webster also own the building adjoining this building which is the location of Outlaw Photography. Colors for the remodel would match those of the adjoining building. She stated “The Art Connection” has been in the building for about 18 years. She said that portion of the building is very dated and they would like to alter the façade to match the rest of the building. She said the submitted drawings are from 2009 and indicate that the siding and double pane windows making the building more modern to match the rest of the building.

Ms. Baker asked if the store front would remain the same. Mrs. Turner stated that they intend to replace the wall, but it will be in the same location with smaller windows for display.

Ms. Baker stated the existing store front (1960’s bebop style) is becoming historical and is one of the characteristics of downtown Coos Bay, which to some may be out of date, but to others the style is worth preserving.

The Committee discussed how the building will be used. Mrs. Turner explained the history of the building and the needs to have the area remain one larger space (instead of two separate spaces) because of the location of the restrooms. The Committee discussed that the proposed windows seem too small for retail display (other than small items). Mrs. Turner stated they are comfortable with losing the two entrances for the one centered entrance.

Mr. Locati discussed the structural elements of the roof/wall with Mrs. Turner. He stated the concrete wall may be supporting the roof structure. Ms. Baker suggested the applicants could save a lot of money by keeping the existing concrete wall and replacing the windows with double pane. She stated the proposed windows are so small you would not get much of a display value out of them. She stated the windows can be taken to the sloped canopy. You could keep the existing façade; refurbish the existing canopy; use a color scheme to enhance the building; and replace the windows with double pane insulated windows. She added the building would look sharp and would keep the buildings historical character of downtown Coos Bay, and it would cost a lot less money.

Mrs. Recken stated the larger display windows would afford a tenant more options for display. She stated she agrees with reinforcing what is already there and preserving the historical character.

Ms. Baker stated the Façade Improvement Guidelines do indicate that storefronts of historical significant properties and their functional/decorative features should be preserved and would keep the buildings historical character of downtown Coos Bay.

Mrs. Turner stated she can see (and respects) the Committee's point of view, but they are not interested in preserving the style of the building. She stated they want this portion of the building to match the rest of the building. She stated the applicant intend to replace the flat roof with a sloped roof that matches the rest of the building in the next year or two.

MOTION: Mrs. Baker - Recommend refurbishing and retaining the existing façade as discussed.
SECOND: Mrs. Lesan
VOTE: Unanimous

ADJOURNMENT: 1:00 p.m.

Hilary Baker, Chairman
City of Coos Bay
Coos County, Oregon

ATTEST: _____
Debbie Erler, Planner

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