

**CITY OF COOS BAY URBAN RENEWAL AGENCY**  
**Agenda Staff Report**

MEETING DATE	AGENDA ITEM NUMBER
November 6, 2012	

TO: Chair Gene Melton and Board Members

FROM: Joyce Jansen, Economic Development Administrator 

Through: Rodger Craddock, City Manager *RC*

ISSUE      **Consideration of a Façade Grant for Sven Backman  
Subway, 810-812-814 Newmark Avenue**

BACKGROUND

Sven Backman, owner of a Subway franchise in the bay area, has submitted a façade improvement grant application for property located at 810-812-814 Newmark Avenue. The building was constructed in 1929 as an auto garage and later enclosed. Empire Beauty Shop has been located in the building for many years and much of the building has been unused for some time. Mr. Backman proposes to renovate the interior and exterior of the building to locate a Subway restaurant in the southeast portion. Empire Beauty shop will remain in the southwest corner of the building and the area at the north end of the structure will be available for lease for an office-type use. He has received approval from the property owner, Mr. Steve Basmajian, for the improvements to the property.

The exterior portion of the project includes new windows, doors, awnings, pilasters, horizontal cement-based lap siding, and wall mounted signage for Subway with areas provided for future tenant signage. The design proposes the use of six pilasters with Art Deco detailing. The proposed color pallet is Bradstreet Beige (HC 48) with trim and accent colors of Lafayette Green (HC 135) and Jackson Tan (HC 46). The metal framed fabric covered awnings at each entrance would be Hunter Green (HC 154). The color scheme will be consistent on all sides of the structure.

The Design Review Committee (DRC) reviewed the proposed improvements on June 21, 2012 and recommended the Agency approve the overall design of the façade project with suggested modifications to signage. The DRC suggested Mr. Backman give consideration to reducing the height of the Subway sign, the sign be front lit rather than back lit, and signage be mounted to the building in a consistent manner. The property is located in the Empire Design Standards area and the Planning Commission considered the architectural design review application on July 20, 2012. The Planning Commission approved the Art Deco façade improvements and signage for the above described property, 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 exiting 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.

The facade program provides a 50/50 grant with a maximum grant of \$25,000. As required by the program Mr. Backman has obtained three bids for the façade project. The bids were from local contractors and range from \$136,089, \$141,932, and \$143,690. The grant ward would be \$25,000.

#### ADVANTAGES

The façade grant will enable Mr. Backman to make substantial improvements to property located at 810-812-814 Newmark Avenue and open a new business in the Empire area. The goal of the Empire Urban Renewal Plan is to provide a more attractive living, working and shopping environment in the Empire District commercial area. Mr. Backman's project to repurpose this property meets the goal of the Empire plan.

#### DISADVANTAGES

None identified.

#### BUDGET IMPLICATIONS

Funding for the proposed improvements would be from the Empire Urban Renewal Plan, Façade Improvement Program / 57-945-520-2415 in the amount of \$25,000.

#### ACTION REQUESTED

Staff is requesting the Agency award a façade improvement grant for \$25,000 to Sven Backman for the purpose of renovating property located at 810-812-814 Newmark Avenue.

#### Attachments:

- Façade grant application
- Map
- Architectural Design Review Final Order

rec'd 10-4-12  
4:00pm



# City of Coos Bay

## Façade Improvement Grant Program Application

Name of applicant SVEN BACKMAN

Name of business "Subway" - (P.S. INC dba...)

Address of business storefront or building to be rehabilitated 814 Newmark - restaurant

812 Newmark

810 Newmark

Phone number 541.297.7030 E-mail address \_\_\_\_\_

Type of business Restaurant

Applicant is the  Property Owner  Business Owner  Other \_\_\_\_\_

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

If yes, Expiration Date: Sept. 2017 \* . If no, explain: \_\_\_\_\_

\* with (4) five year options

Property owner or property manager's name (if different from applicant), address and phone number \_\_\_\_\_

owner - Steve Basmajian P.O. Box 282 Roseburg, OR 97470

management co. - E.H. Edwards, Mark Hodgins 2707 Broadway, N.B.

541.751.7915

### PROPOSED FAÇADE IMPROVEMENTS

Please describe the proposed improvements to the property. Include three copies and one original color photograph that show existing conditions of each façade proposed for renovation. Describe completely proposed improvements: \_\_\_\_\_

Please see attached —

Estimated cost of project \$136,089.00

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

Proposed start date October 30, 2012

Time line/estimated completion date for project March 15, 2013 (Facade)

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

Brief explanation of factors contributing to the critical timing of this project: \_\_\_\_\_

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**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 (letter) from applicant's bank or lending institution demonstrating financial ability to complete the project (similar to a letter of reference)
- 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 (reminder that architect/design/engineering services may be included with the grant)
- 12 samples of materials and color samples
- Completed W-9 form

**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.**

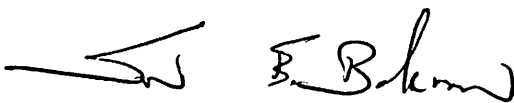
**GRANT FUNDS ARE CONSIDERED TAXABLE INCOME BY THE INTERNAL REVENUE SERVICE. A W-9 FORM MUST BE SUBMITTED TO THE CITY OF COOS BAY IF GRANT FUNDS ARE AWARDED TO THE APPLICANT.**

### **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

9.1.12

Date

N/A - Per Joyce Jensen

Building Owner

N/A

Date

Return Application to:

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

**Subway**

c/o Sven Backman  
1611 Virginia Ave - Box 411  
Pony Village Mall  
North Bend, OR 97459  
Fax 541.756.7698

To interested contractors:

RE: Façade improvement quote – 814 Newmark Ave

Please quote the following construction steps necessary to upgrade and replace the building façade. Customer is applying for a City of Coos Bay Façade Improvement Grant.

- Secure and restrict access with construction fencing as needed
  - Remove existing metal siding
  - Frame, supply and install eight (8) new vinyl picture windows and (1) new fiberglass entry door with glass on west side for office tenant
  - Remove and frame in existing roll up door
  - Remove and frame in existing sliding freight door
  - Frame, supply and install five (5) new vinyl picture windows and new metal frame entrance door system for restaurant
  - Install added blocking for mounting of awnings
  - Sheet complete building with ½ CDX or similar and approved building wrap
  - Build out upper cornice as drawn
  - Install corner pilasters with concrete base curb as needed
  - Install pilasters on East side for restaurant entrance and signage boarder trim details
  - Install cornice detail
  - Install cement based lap siding and trim as detailed including flashing where needed
  - Paint building – one coat of primer and at least two base color coats with a (2) trim color scheme – three color final paint scheme
  - Install deck-type porch with steps and ramp for new west office tenant entrance
  - Supply and install awnings in (7) seven places
  - Install exterior signage - supplied
  - Install exterior wall pack lighting under awnings and on north side of building
  - Re-contour and repair new East entrance asphalt and concrete sidewalk
- Structural repairs will be address outside of this bid

All improvements are to meet current building codes. Include removal of all debris.

Questions

Sven Backman - 541.297.7030

or

Butch Schroeder - 541.756.4572





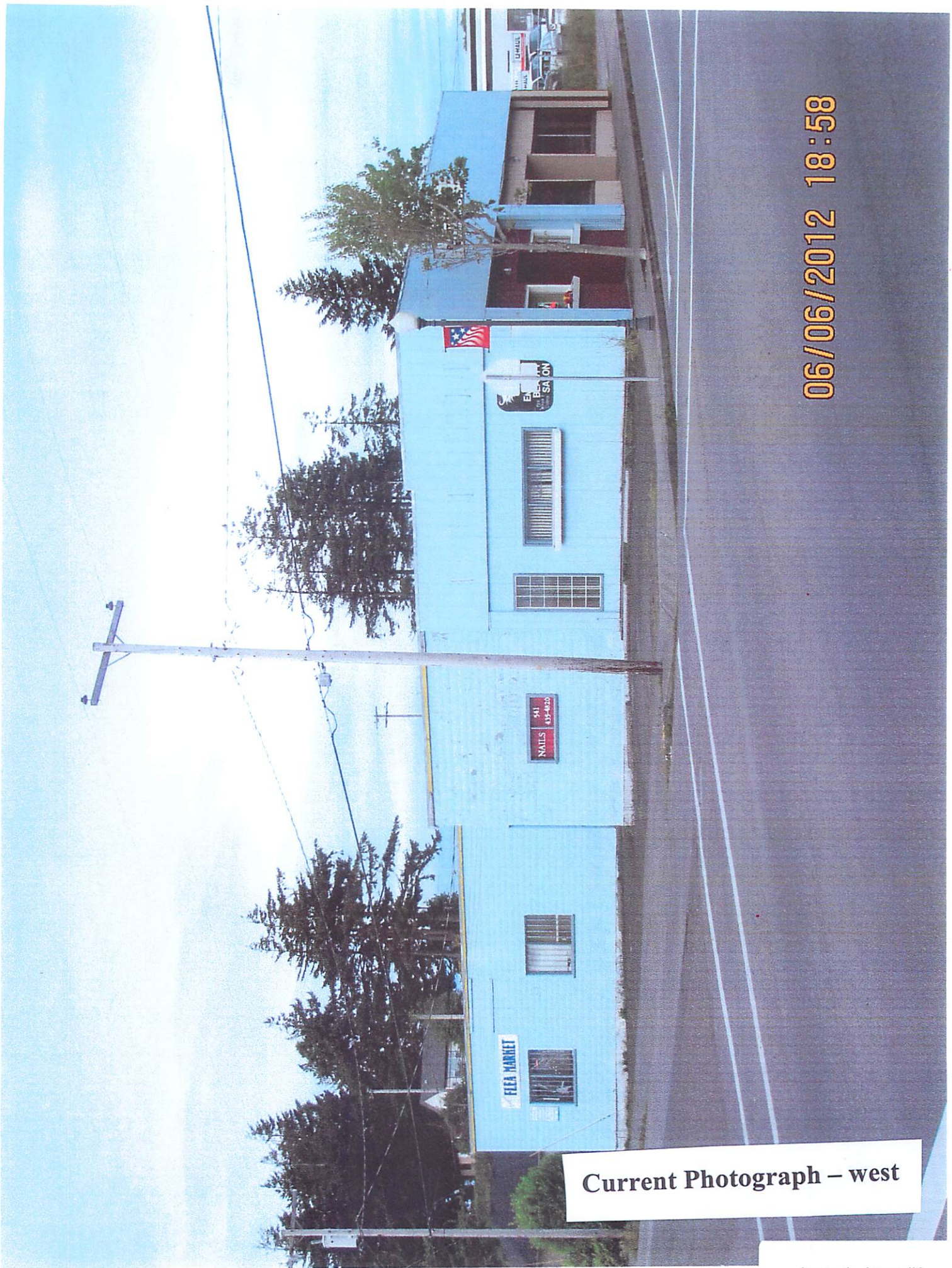




06/06/2012 18:59

Current Photograph - southeast





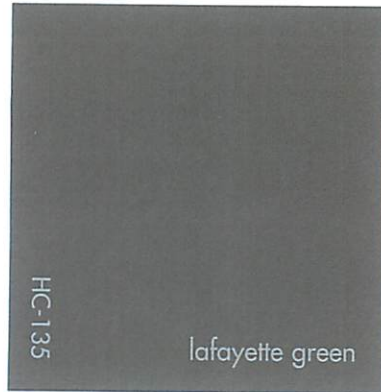
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Current Photograph – west

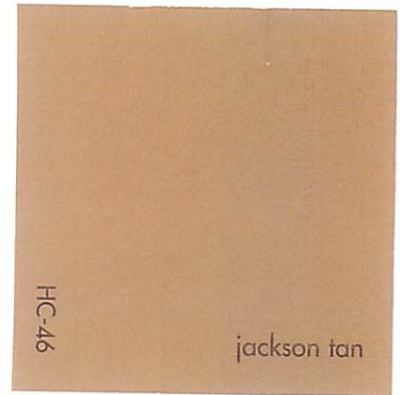




**Paint: Base color**



**Paint: Trim 1**



**Paint: Trim 2**

**Color samples – Benjamin Moore Historic Palette**



**Signage Sample (planned)**

Agenda Item #3





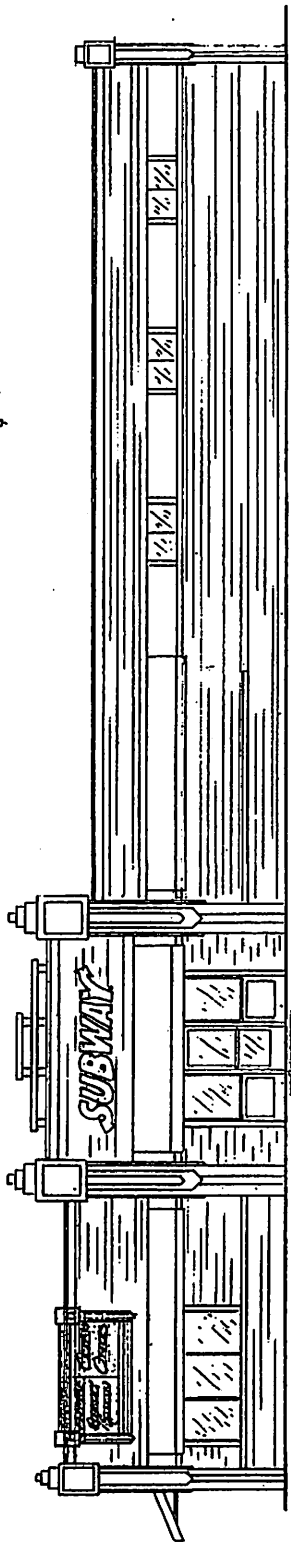
**Sample Color  
Elevation**

**East Elevation  
Scale: 1/4 inch = 1'0"**

Butch Schroeder  
Designer  
June 5, 2012  
541-756-4572

**814 Newmark  
Coos Bay, Oregon**

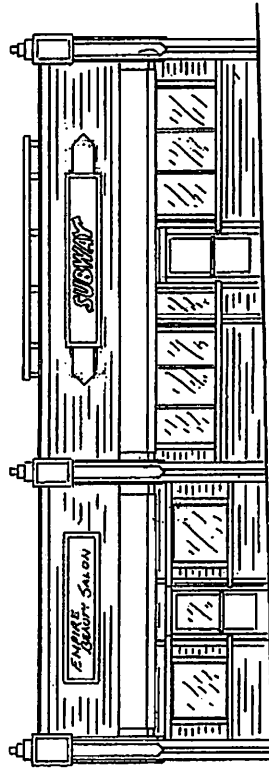
Empire District Subway  
Scale 1/4" = 1'-0"



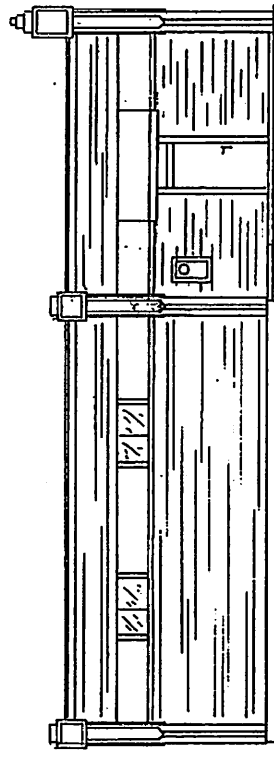
Elevation

SCALE 1/4" = 1'-0"

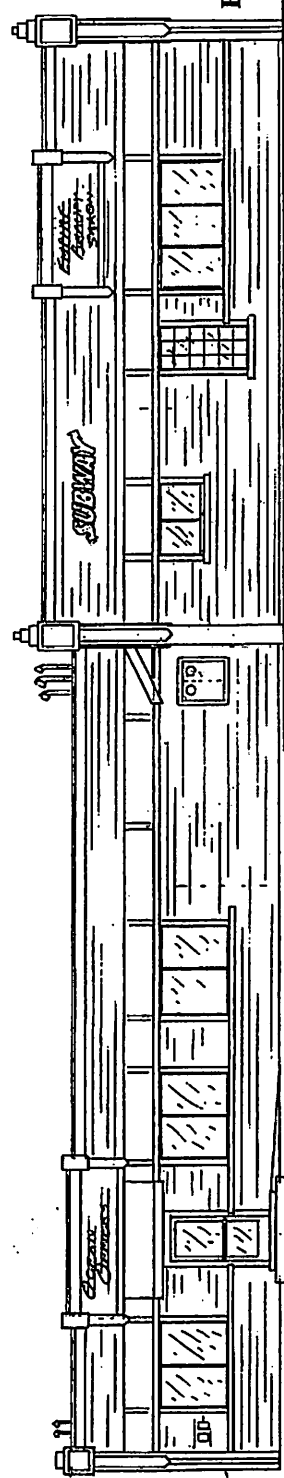
1/4" = 1'-0"



Elevation



Elevation

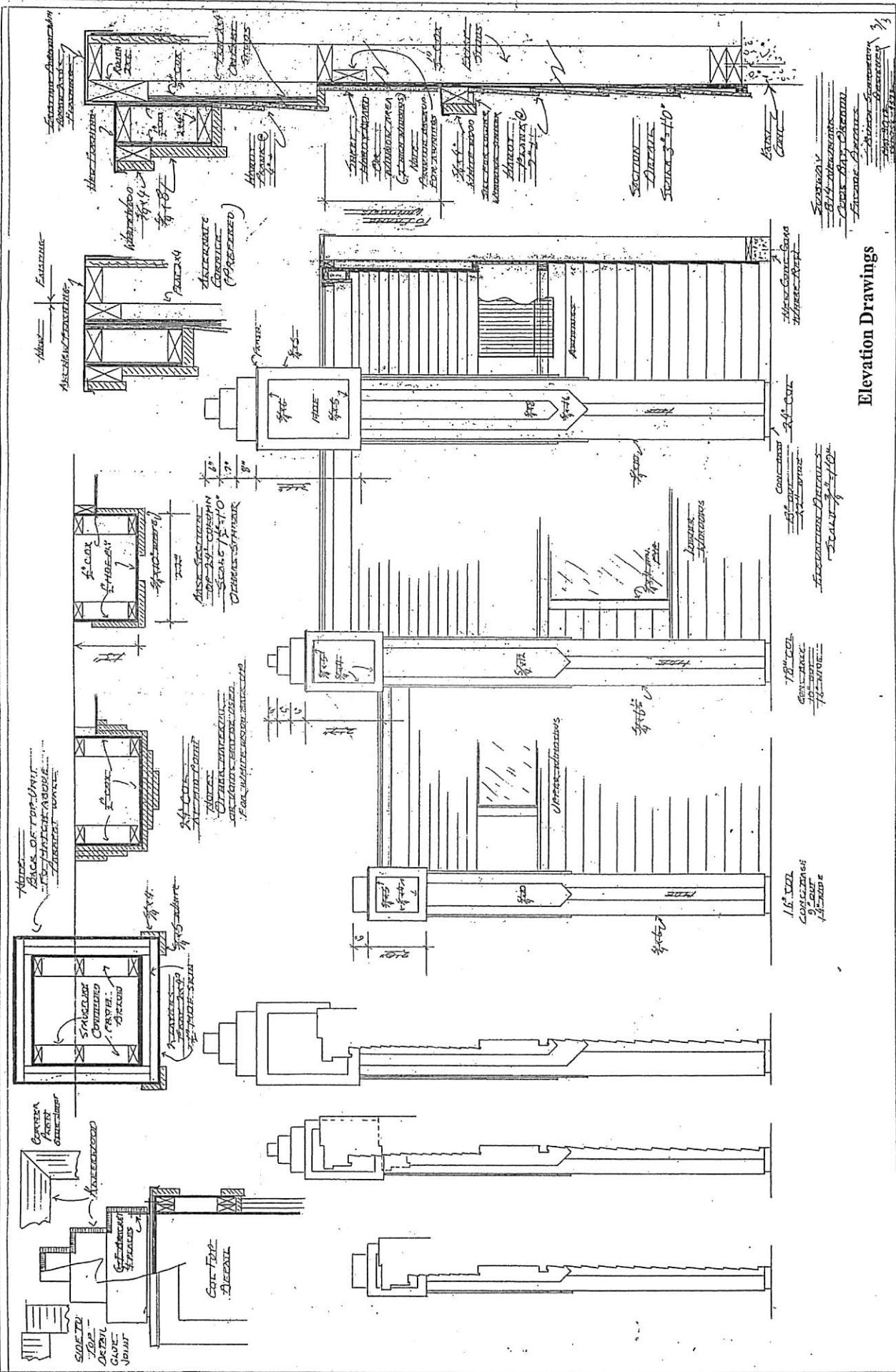


Elevation

Elevation drawings

Notes:  
1. SEE ARCHITECT'S SPECIFICATIONS FOR MATERIALS.  
2. THE ARCHITECT'S SPECIFICATIONS ARE TO BE USED IN CONNECTION WITH THE ARCHITECT'S DRAWINGS.  
3. THE ARCHITECT'S SPECIFICATIONS ARE TO BE USED IN CONNECTION WITH THE ARCHITECT'S DRAWINGS.  
4. THE ARCHITECT'S SPECIFICATIONS ARE TO BE USED IN CONNECTION WITH THE ARCHITECT'S DRAWINGS.

Author: [Signature]  
Date: [Date]  
Scale: 1/4" = 1'-0"



Elevation Drawings

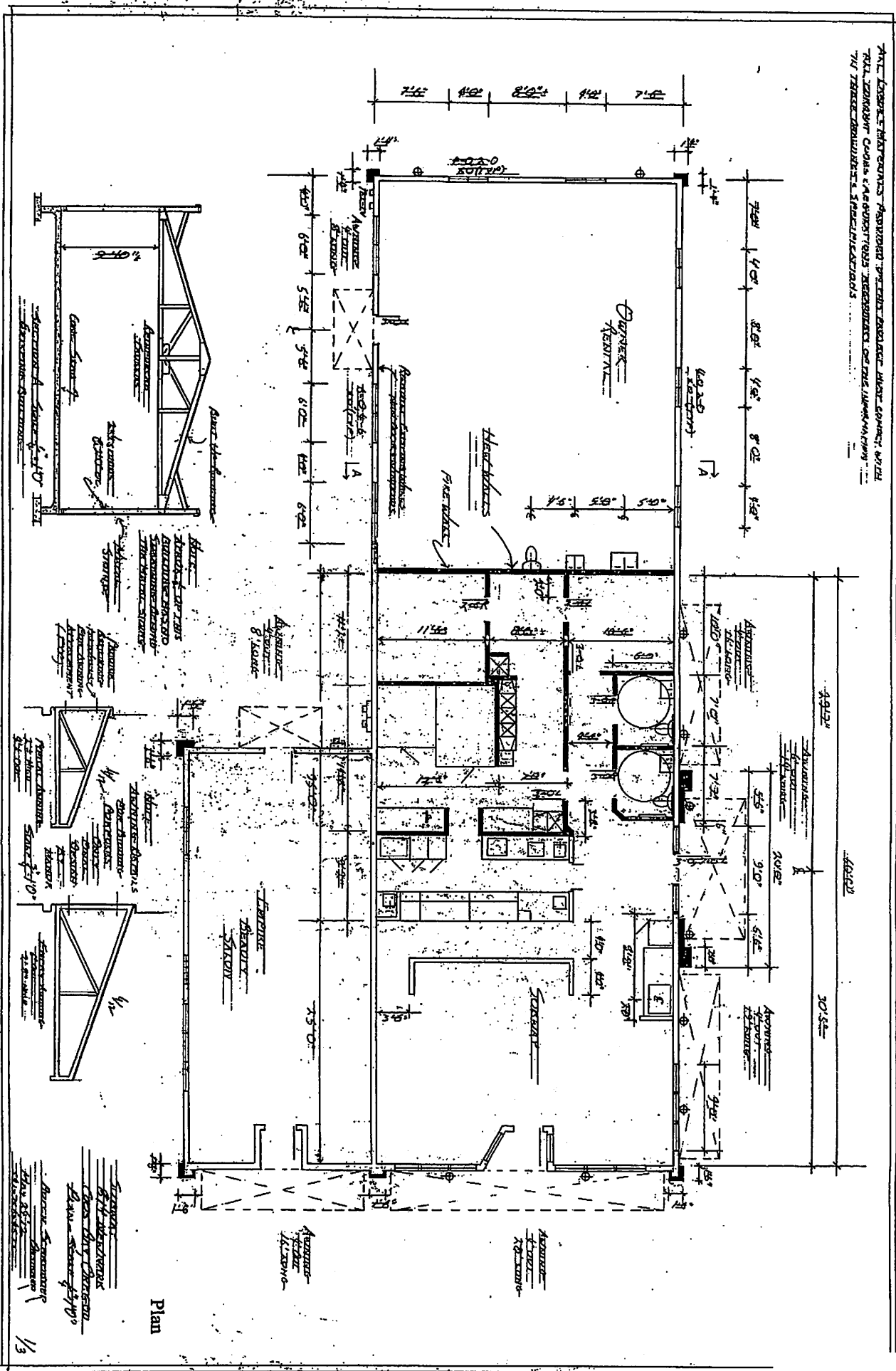
SECTION  
 DETAILS  
 SCALE 3/4" = 1'-0"  
 CONCRETE  
 3000 PSI  
 STEEL  
 A36  
 WOOD  
 SASHES  
 WOOD  
 SILLING  
 WOOD  
 LININGS

16" COL  
 CONCRETE  
 3000 PSI  
 9" COL  
 CONCRETE  
 3000 PSI  
 14" COL  
 CONCRETE  
 3000 PSI  
 18" COL  
 CONCRETE  
 3000 PSI

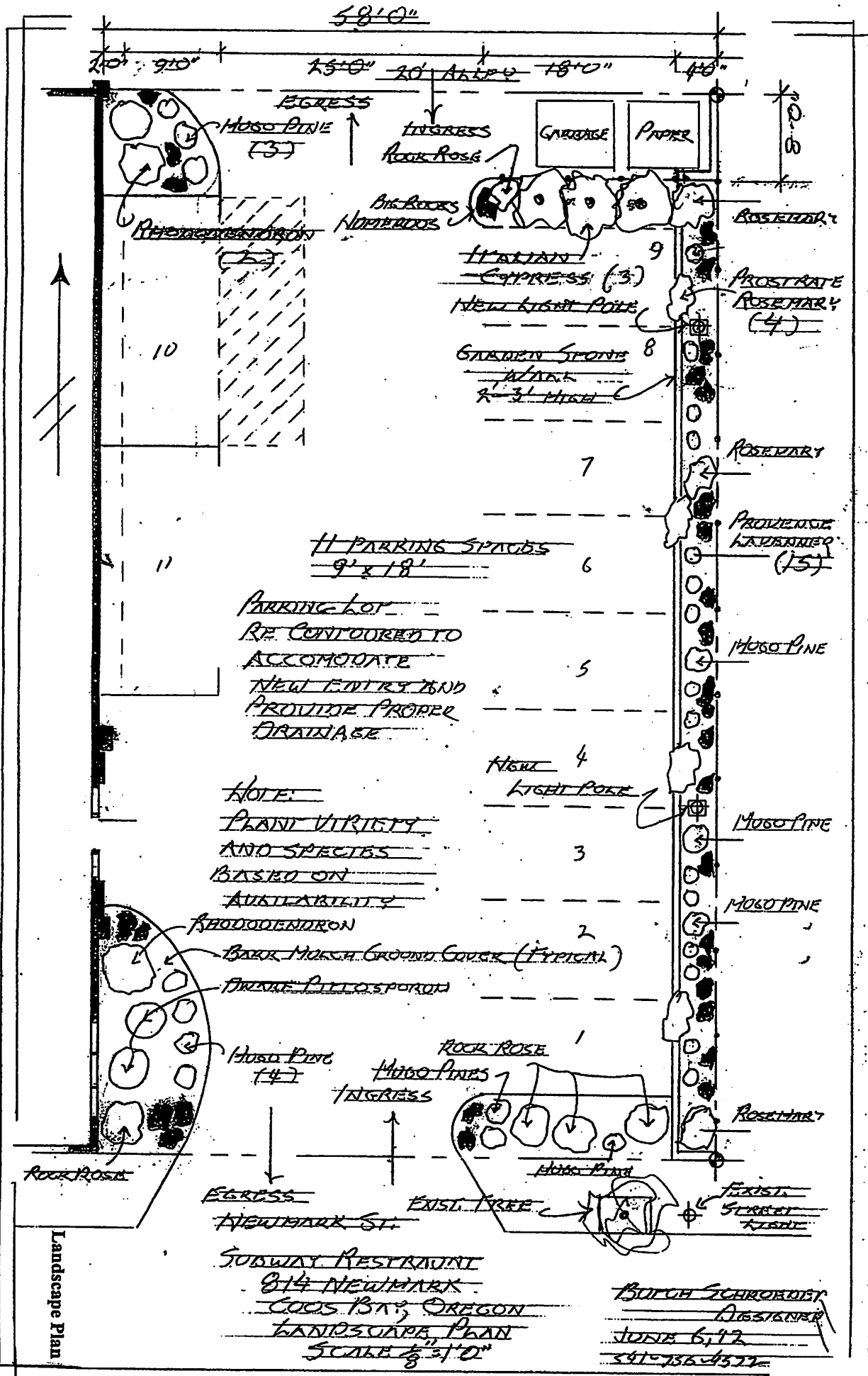
WOOD SASHES  
 WOOD SILLING  
 WOOD LININGS  
 ANCHOR BOLTS  
 REINFORCING



THE BOARD OF SUPERVISORS REQUESTS THAT THE BOARD BE KEPT ADVISED WITH  
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Plan





# City of Coos Bay

## Public Works & Development Dept.

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

Fax (541) 269-8916

### FINAL ORDER NOTICE OF PLANNING COMMISSION DECISION AND ORDER

**APPLICATION:** ARCHITECTURAL DESIGN REVIEW #ZON2012-00030

**APPLICANT:** Sven Backman, 1611 Virginia Avenue Box 411, North Bend, OR 97459

**LOCATION:** 810-812-814 Newmark Avenue (T.25, R.13, S.20BA - Tax Lot 9800)  
Lots 7, 8, and the west 20 of Lot 9, Block 30, First Addition to Empire

**ORDER:** Planning Commission Approved as submitted on July 10, 2012  
Planning Commission Final Vote:

**Yea:** Chairwomen Christine Coles, Commissioners Jim Berg,  
Phil Marler, Bruce Harlan, Chris Hood,

**Nay:** None **Abstain:** None

**APPEAL PROVISIONS:** Page 2.

**DECISION CRITERIA AND THE ADOPTED FINDINGS OF FACT, CONCLUSIONS:** Pages 3-6.

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#### FINAL ACTION

Based on the revised Staff Report, which includes the applicant's submitted evidence attached hereto and incorporated herein by reference as Attachment "A", approve Architectural Design Review #ZON2012-00030, for the proposed "Art Deco" façade improvements and signage at the above described property. The project includes new windows, doors, awnings, pilasters, horizontal cement-based lap siding and wall mounted signage for Subway with sign areas provided for additional building tenants. The approved color pallet would be will be consistent on all sides of the structure. Approval is 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.

The decision to approve will become final at **5:00 PM on July 27, 2012**, unless an appeal is filed.



## **APPEAL PROVISION**

A decision by the Planning Commission may be appealed to the Coos Bay City Council by an affected party. The party must file a letter of intent to appeal with the City Recorder, which includes the required fee, within fifteen (15) days from the date of the decision. A notice of appeal shall contain all of the following:

1. Identification of the decision to be reviewed.
2. Statement of the interest of the appellant and whether the appellant has "standing to appeal." An individual is said to have "standing to appeal" if the person:
  - a. appeared before the Planning Commission orally or in writing, and
  - b. the person's interests are adversely affected by the decision.
3. Reasons the appellant feels aggrieved by the decision, and how the Planning Commission erred in its decision.

The scope of the review shall be limited to the issues raised in the request for appeal. The Hearings Body will consider evidence in the record, evidence submitted at the appeal hearing which is relevant to the issues under review, and oral or written arguments submitted at the time of the appeal hearing addressing those issues.

Questions regarding the appeal procedure may be directed to the Public Works and Development Department, City Hall, 500 Central, Coos Bay, Oregon or phone (541) 269-8918.

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## **PROPOSED IMPROVEMENTS AND SIGNAGE**

The applicant is proposing "Art Deco" façade improvements for the 1929 building at the above described property. The project would include new windows, doors, awnings and horizontal cement-based lap siding. They are also proposing bold square pilasters with "Art Deco" detailing. Five of the pilasters will be at the five exterior corners and a sixth pilaster will be added to differentiate the two Newmark Avenue facing tenants. New wall mounted signage is proposed for Subway with areas provided for additional tenant signage.

The proposed color pallet for the structure would be "Bradstreet Beige (HC 48)"; with the trim and accent colors of Lafayette Green (HC-135) and Jackson Tan (HC-46). The metal framed fabric covered awnings, which are proposed at each entrance, would be a color similar to Hunter Green (HC154). The color scheme will be consistent on all sides of the structure.

**FINDINGS AND CONCLUSION - Architectural Design Review Goals and Standards (CBMC 17.240)**

**GOAL #1: 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; buildings of historic significance and merit should be preserved. Buildings should have consistent visual identity from all sides visible to the general public.

**STATEMENTS OF FACT AND FINDINGS:**

- A1. The existing 1929 building is one-story building is approximately 16-feet high on the front portion of the building (from Newmark Avenue) and 13-feet high at the rear portion of the building. The proposed architectural features would be approximately 19-feet in height from grade to the highest point. There are no changes to the footprint of the existing building.
- A2. The existing doors and windows will be replaced and horizontal cement-based lap siding with seven-inch exposure to standard window height will be added. A two-foot band of cement-based panels will be applied directly above the windows. The façade above the band will be stripped out two-inches with cement-based lap siding applied with a four-inch exposure. An extended cornice will top off the approximate fifteen feet high walls of the building and the cornice detail and color will extend the full building perimeter.
- A3. Square pilasters with Art Deco detailing will be added at five exterior corners. A sixth pilaster will differentiate the two Newmark Avenue facing tenants. Two pilasters will boarder the new East entrance, off the existing parking lot.
- A4. According to the applicants submittal, metal framed fabric covered awnings will be added in a color similar to “Hunter Green”. Four of the awnings will be for the proposed Subway. Three awnings will be places on the east elevation 4’ x 16’ and 4’ x 17’ one on each side of the entrance and a 6’ x 14’ awning over the entrance door. The Newmark Avenue access will have a 4’ x 26’ awning. The existing beauty Salon will have a 4’ x 16’ awning facing Newmark Avenue and a smaller 4’ x 8’ awning over the back door facing north. The remaining tenant space will have a 4’ x 8’ awning over the new west entrance. Metal framed, fabric covered awnings will be added.
- A5. The applicant is proposing to paint the structure “Bradstreet Beige (HC 48)”; with the trim and accent colors of Lafayette Green (HC-135) and Jackson Tan (HC-46). The metal framed fabric covered awnings, which are proposed at each entrance, would be a color similar to Hunter Green (HC154). The color scheme will be consistent on all sides of the structure.
- A6. The existing building is not on the City list of “cultural resources” and is not designated as a “Historic Building” by the State Historic Preservation Office. The building is not across from, abutting or adjacent to buildings of historical significance.

**GOAL #2: Building Design – Articulation.** Building Design – Articulation. “Articulation” is defined as the emphasis given to architectural elements (such as, windows, balconies, entries, etc.) that creates a complementary pattern or rhythm, dividing large buildings into smaller identifiable pieces.

**STATEMENTS OF FACT AND FINDINGS:**

- B1. The applicant is proposing “Art Deco” façade improvements for the 1929 building. They are also proposing square pilasters with “Art Deco” detailing, as described in Finding A3.
- B2. The Design Review Committee recommended the exterior light poles and fixtures, such as those located in the parking area, should be complimentary to the style of the city street lights in the area. According to the applicants letter of July 2, 2012 (*Attachment B*) the applicant is reviewing his options for parking lot lighting that will not only properly light the parking lot and building for safety and security, without spilling on to adjacent residential and commercial property, but also compliment the City light fixtures. An update of the findings will be given at the public hearing.
- B3. The Design Review Committee recommended that providing lighting off the building towards the trash area would be good for safety and a bollard near the driveway at Newmark Avenue.
- B4. The Design Review Committee recommended any modifications made by future tenants have the same level of detail as on the Subway portion of the building. According to the applicants letter of July 2, 2012 (*Attachment B*) the applicant indicated they only have authority over the portion of the building that they lease.
- B5. The Design Review Committee recommended that the west side of the building should be landscaped.
- B6. The Design Review Committee recommended that the main entrance on the east side of the building should be balanced by extending the parapet. The parapet should be raised on the north side of the entrance to mirror the parapet length and height and corner pilaster on the south side of the entrance. According to the applicants letter of July 2, 2012 (*Attachment B*) the south elevation lacks symmetrical design aspects and individual tenant widths are different. The proposed façade improvements will provide a consistent visual identity and add symmetry to the existing building.

**GOAL #3: Signage Standards.**

**STATEMENTS OF FACT, FINDINGS AND CONCLUSION:**

- C1. According to the submitted plans, signage will be located above each entrance, in two locations on the west elevation and one location on the east elevation without access. The proposed Subway will have an entrance on the south and east elevation; the Empire Beauty Salon continue to access off the south elevations; and the new rental spaces will have access off the west elevation (N. Cammann Street).

- C2. The Design Review Committee expressed concerns that some of the sign locations were not pedestrian oriented and do not strictly meet the design standards.
- C3. The Design Review Committee recommended the "Subway" signage above the east entrance should be reduced in height. According to the applicants letter of July 2, 2012 (*Attachment B*) the applicant feels the planned 30-inch contour sign on the east entrance sign is proportionate to the scale of the building and specifically the proposed new entrance and pilasters. They also indicated the 30-inch sign is the smallest entrance sign allowed without a waiver from the franchisor.
- C4. The Design Review Committee expressed concern regarding the four types of sign environments shown on the plans. They recommended the number of sign environments be reduced from four to two (*Attachment C - DRC minutes of June 21, 2012*).
- C5. The Design Review Committee recommended that signs should either all be placed in a frame work or all not placed in a frame work. According to the applicants letter of July 2, 2012 (*Attachment B*) the applicant indicated framing detail will be removed from all areas designated for signage.
- C6. The Design Review Committee recommended the signage be front lit rather than back lit. According to the applicants letter of July 2, 2012 (*Attachment B*) the franchisor recommended that the proposed "Subway" signage be used due to visibility, installation, maintenance, and energy consumption. According to the applicants letter of July 2, 2012 (*Attachment B*) they will provide the recommended "Goose Neck" type fixtures for signage for the other occupants of the building.
- C7. The Planning Commission voted to waive CBMC Chapter 17.240.030 Architectural design (5) Signage Standard Item (b) which indicates "*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*". This waiver is allowed in 17.240.030(b) Architectural design which indicates 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.

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.

**CONCLUSIONS:**

- 1. There are no changes proposed to the footprint of the existing building. The proposed color scheme, doors, windows, siding and awnings will continue to provide a pedestrian scale and will have a consistent visual identity from all sides;
- 2. Articulation on the building 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; and,



3. The proposed interior lit signage for Subway and the exterior lit signage with "Goose Neck" lighting will be an appropriate size and design and relate to the style and character of the building.

**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.

**EFFECTIVE DATE OF APPROVAL:**

Unless a different time limit has been established by Commission action, approval shall be withdrawn if the authorized construction or use is not commenced within one year or is not pursued diligently to completion, or, if authorized occupancy or use has been discontinued for over 120 consecutive days. The effective date of the permit may be delayed if substantive conditions are attached to the approval. The Commission may grant an extension of time for a period not to exceed one year if circumstances beyond the control of the applicant cause delays.

  
Debbie Eler, Planner 1

DATE: July 12, 2012

**Attachments "A" by Reference:**

Applicant's submitted packet including elevation drawings and signage  
Letter dated July 2, 2012 from applicant  
Revised DRC "Draft" minutes of June 21, 2012  
Property location map  
Email dated July 10, 2012 from Tom Greaves, Community Coalition of Empire

c: Owner/Applicant  
Dave Perry (DLCD)

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