

Chapter 17.240
EMPIRE BUSINESS DISTRICT DESIGN GUIDELINES AND STANDARDS

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17.240.010 Purpose.

The intent of the guidelines and standards for the Empire business area is to promote quality new development and rehabilitation that will strengthen the authentic small town business district and unique character of the Empire area. The provisions in this chapter are intended to provide: greater visual design interest; pedestrian-oriented site design; compatibility with uses and development on adjacent land, and to encourage continued economic growth and investment through the development of well-designed projects.

Components, such as, but not limited to the following, are essential for development/redevelopment of the area:

- Enticing ambiance and a unique experience;
- Design the place for people---create buildings and details, signage and enjoyable public spaces at a pedestrian scale;
- Mix in a variety of uses---a variety of goods and services plus browsible shops and good dining/entertainment options.

A proposed building façade and/or signage shall be reviewed based on the guidelines and standards. In addition, a proposal may be approved based solely on the intent of the design guidelines.

17.240.020 Definitions and exemptions.

(1) The design guidelines and standards apply to development in the area encompassing lots and parcels abutting Newmark Avenue, west from the intersection of Ocean Boulevard to Empire Boulevard, and South Empire Boulevard, from Newmark Avenue south to the city limits. In addition, the guidelines and standards apply to any portion of a structure that is contiguous to a structure located on a lot or parcel in the design area. All development must comply with an architectural design review in accordance with Chapter 17.390 CBMC.

Lots and parcels zoned "Hollering Place (HP)" are subject to design regulations set forth at Chapter 17.127.

(2) For 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, 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.

(3) The provisions of this chapter shall not prevent 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, including color, is exempt from design review. Matching materials must be used for the maintenance or repair.

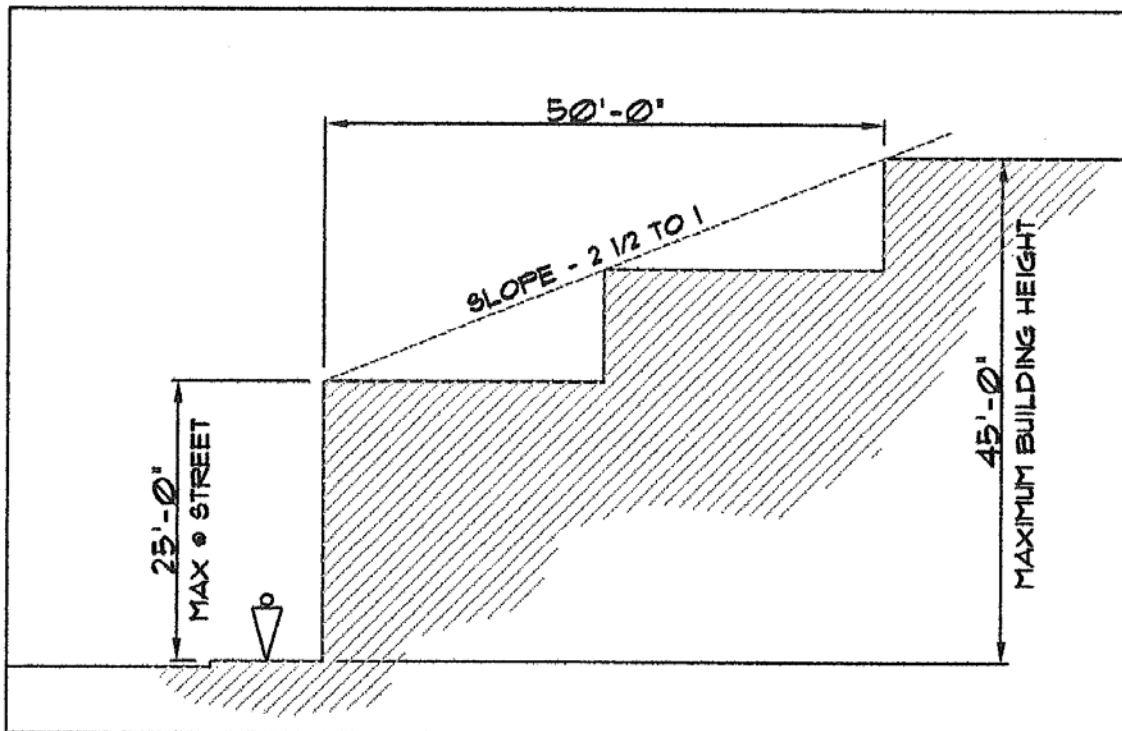
Examples of maintenance include, but are not limited to, the following: a window may be replaced with the same type of glass, framing material and style of window; siding in disrepair may be replaced with siding of the same or similar material.

17.240.030 Site planning.

(1) Buildings must be sited so that entries and front facades face the public sidewalk; however, a building's façade may be set back to provide pedestrian spaces, circulation areas or gathering areas. Loading docks and vehicular entrances shall be located to the side or rear.

(2) Parking and circulation. Parking should be accommodated off-site to the extent practicable. Any on-site parking should be placed to the side or rear of the building. Shared access is required where possible. Parking areas shall be separated from the street and sidewalk by a landscape buffer of at least six (6) feet in width.

(3) Building Height. In order to maintain the pedestrian scale, 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.



(4) Site Amenities. The addition of pedestrian amenities (seating, shelters, drinking fountains, lighting, trash receptacles, and bicycle racks) is strongly encouraged. Plant material, water features, and public art should be incorporated into courtyard, plaza, and mid-block passage design. All amenities must be maintained in good condition.

The relative size, design and placement of private street furniture should be compatible with the architectural style of the building to which it relates.

(5) Drive-thru windows are prohibited.

17.240.040 Landscaping.

All landscaping plans, including the plan for irrigation, shall be approved by the approving authority and installed and subsequently maintained in good condition and in perpetuity by the owner of the property. Maintenance shall include, but not be limited to, watering, 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. Landscaping must not result in hiding places or entrapment areas or create a danger to pedestrians.

(1) Landscaping should be in scale with adjacent buildings and be of appropriate size at maturity. Trees and shrubs used shall be selected from varieties compatible with the Southern Oregon Coast climate and which do not have destructive root systems which could damage either buildings or paved surfaces.

(2) Where parking lots abut buildings, landscaping around the base of buildings is required with foundation plantings.

(3) The landscaped area shall be planted with shrubs and/or ground cover to assure 50% coverage within 1 year and 90% coverage within 5 years.

17.240.050 Screening.

Screening devices must be designed to directly relate in materials, character, finish, color and detail to the primary structure. Landscaping may assist in screening enclosures and equipment/utility storage areas. Screening should not result in hiding places or entrapment areas.

Refuse storage, fuel storage tanks, generators, fire check valves, service and loading areas, and the like, should be located out of view from the general public and must not interfere with parking and circulation.

Refuse storage areas shall have an opaque or semi-opaque cover/screen to mitigate unsightly views.

17.240.060 Architectural form and composition for development.

Designs shall promote pedestrian access and the continuity of retail space at the street level. Design buildings that are appropriately scaled for their function and with respect to their context.

Site and building design shall be harmonious with the neighborhood context, including existing structures. The height, scale, and mass of new buildings and additions to existing buildings shall be compatible with other buildings in the immediate vicinity. Each building shall have an entry from the sidewalk to the street-level floor. Building elevations shall be articulated; long, continuous, unbroken wall and roof planes should be avoided. Architectural detailing and ornamentation, such as cornices, eaves, recessed or covered entryways, and awnings, are encouraged.

Design review applications shall include depiction of buildings on adjoining lots, either in elevation drawings or photographs. Side and rear building facades must have a level of detail and finish compatible with the front façade. Blank windowless walls are strongly discouraged. If windowless walls are proposed, appropriate wall articulation should be incorporated into the design to be compatible with the more prominent facades of the building.

(1) Windows. Each storefront should be treated like a small building with its own base, roofline and door and window pattern. Important components of a traditional storefront are:

(a) Display windows should encompass a minimum of 65 percent of the storefront surface area.

(b) The base panel (bulkhead) below the display window shall be no more than 36 inches above the exterior walking surface.

(c) A recessed entry, porch or similar architectural feature at the main entrance is encouraged.

(d) Doors should match the materials, design, and character of the display window framing.

(2) Awnings. An “awning” is any structure made of canvas or acrylic coated canvas 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. Retractable awnings having a frame and support structure with the ability to be open or closed depending upon conditions are recommended.

(3) Rear Entrances. Providing rear pedestrian entrances via alleys and parking lots is encouraged. Avoid dense landscape groupings for an increased level of safety and security.

(4) Lighting. Exterior lighting should be designed as part of the overall architectural style of the building and should highlight interesting architectural features. Lighting should not produce glare or spill onto adjacent properties or streets.

17.240.070 Building materials and colors.

Visible exterior building materials shall not include smooth-faced concrete block, smooth-faced tilt-up concrete panels, imitation rock or brick work, or unarticulated board siding (e.g., T1-11 siding, plain plywood, sheet pressboard) unless approved by the decision-making body.

Use muted and naturally occurring colors as predominant building colors. Bright and highly reflective or extremely shiny finishes are discouraged unless used sparingly. Finishes with a high surface sheen, which may cause glare at the street level are not allowed. Building trim and accent areas may feature primary or other bright colors.

Damaged architectural features should be repaired or replaced using new materials matching the original in terms of color, texture, and other important design features.

17.240.080 Incorporation of amenity features in new development.

Any new development shall incorporate an appropriate combination of project enhancements. Potential enhancements include, but are not limited to, the following:

- Special paving materials in parking lots
- Special architectural features
- Public art, including sculpture and murals
- Flower beds
- Outdoor spaces for public use

- Window boxes
- Street trees or street furniture
- Courtyards
- Fountains or other water features
- Awnings
- Canopies
- Secondary pedestrian access from alleys
- Planted wall trellises
- Balconies or decks on upper floors
- Recessed entryways
- Sidewalk and/or entry mosaics or decorative tile

17.240.090 Signage.

The standards below are in addition to the standards in Chapter 17.230. If the provisions conflict, the stricter shall apply. Signs on the building façade should be clear, informative and made of high quality, durable materials for longevity. Oversized, glaring and excessive signage is prohibited. Signs shall take into account the scale of the building and the viewer, particularly, the pedestrian. All signage, unless specifically stated, is subject to review by CBMC 17.390, Architectural Design Review.

(1) Size, materials, style, position and color shall complement the building façade and shall be compatible with the surrounding area. Signs may be illuminated by very low level lighting during evening hours and the lighting shall not flow onto the adjacent property or street.

(2) Signs on a business front are limited to a building sign on each building face (identifying the building name) and a sign for each business entry (vehicular or pedestrian).

(3) Sign types:

(a) A wall/fascia sign must not extend across two storefronts or across separate buildings. Wall signage is included in the maximum allowable area for signage.

(b) 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.

(c) Temporary window signs may be allowed on storefronts. The area of the text and graphics shall not cover more than 30% of the window area.

(d) Awning sign. Advertising material attached to an awning is an awning sign. Signs may be hung from or located on the face of any overhang or awning.

(e) Projecting sign. A projecting sign is defined as a sign where the message area is displayed perpendicular to the building façade. The sign should be hung from the building face below upper floors so as to be visible to pedestrians.

(f) Pole-mounted sign. New poles for pole-mounted signage are limited to businesses where other types of signage is not an option. A business may use an existing pole regardless of other signage options.

(g) Roof sign. A roof sign is any sign that is displayed upon or supported in any way by a roof. These signs are discouraged. Where the design of a building dictates that a roof sign is necessary, the sign must be related to the style and character of the building or area and, not project above the roof ridge line.

(h) Neon sign. Any sign where neon or other gas contained in tubing is illuminated by the application of electric current. Signs such as “open” or “closed,” which are no more than 2 square feet in size, are permitted without review.

(i) Miscellaneous. In addition to the above sign types, other types of signing may be appropriate if it meets the criteria listed under 17.240.090 and 17.240.090(1).

(j) Free-standing signs such as, but not limited to, sandwich boards, pedestal sign holders, and other types of 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.

(4) Prohibited signs:

- Electrical or mechanical signs: No sign shall contain or be illuminated by any flashing, blinking, moving or rotating light.
- Billboards
- Internally illuminated signs (neon tubing signs shall not be considered an internally illuminated sign)
- Readerboards
- Electric message display signs
- Attraction devices (strings, groupings, or clusters of pennants and pinwheels)

17.240.100 Mural.

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:

- The scale, proportion and rhythm of the proposed mural;
- The mural must be complementary to surface where it will be located;
- The mural must be appropriate for the location; and,
- Historic context.

An accurate, small-scale replica of the proposed mural must be provided to the reviewing body along with samples of other work completed by the artist. A written plan for the maintenance of the mural, in perpetuity, must be submitted with the application and be signed and agreed to by the owner of the wall/surface where the mural will be located. A preliminary review of the feasibility of the project is suggested.

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Note: "Back-lit awning" (pg 4) - The awning at North Point would be considered a backlit awning. Any of the vinyl awnings that have lights underneath will be illuminated from within in the evening. The Eagles Lodge, Benetti's all have the same type of awning. The former Security Bank bldg. downtown on Anderson and 2nd has canvas or fabric awning that have individual lights underneath to shine down on the sidewalk, but don't do much to illuminate the awning. The fabric awnings are more opaque and don't light up, or glow, like the vinyl awnings do.

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