



**CITY OF MCMINNVILLE
PLANNING DEPARTMENT**
231 NE FIFTH STREET
MCMINNVILLE, OR 97128

503-434-7311

www.mcminnvilleoregon.gov

DECISION, CONDITIONS, FINDINGS OF FACT, AND CONCLUSIONARY FINDINGS OF THE MCMINNVILLE HISTORIC LANDMARKS COMMITTEE FOR APPROVAL OF THE ALTERATION OF A HISTORIC BUILDING AT 711 NE 3RD STREET WITHIN THE DOWNTOWN DESIGN AREA

- DOCKET:** DDR 4-18
- REQUEST:** The applicant has submitted a Downtown Design Review application to request the alteration of a historic building in the Downtown Historic District, which is listed on the National Register of Historic Place.
- LOCATION:** The subject site is located 711 NE 3rd Street, and is more specifically described as Tax Lot 5200, Section 21BD, T. 4 S., R. 4 W., W.M.
- ZONING:** The subject site is designated as Commercial on the McMinnville Comprehensive Plan Map, and is zoned C-3 (General Commercial).
- APPLICANT:** Denny Elmer, with C.S. Property Holdings
- STAFF:** Chuck Darnell, Senior Planner
- DATE DEEMED COMPLETE:** November 29, 2018
- DECISION-MAKING BODY:** McMinnville Historic Landmarks Committee
- DATE & TIME:** December 28, 2018. Meeting was held at the Civic Hall, 200 NE 2nd Street, McMinnville, OR 97128.
- PROCEDURE:** The structure proposed to be altered is located in the downtown design area described in Section 17.59.020 of the McMinnville City Code, and any exterior building alteration is required to follow the Downtown Design Review process required by Section 17.59.030(A) of the McMinnville City Code.
- CRITERIA:** The applicable criteria are in Section 17.59.040 of the McMinnville City Code.
- APPEAL:** The decision may be appealed to the Planning Commission within 15 days of the date the decision is mailed as specified in Section 17.59.030(E) of the McMinnville City Code.
- COMMENTS:** This matter was referred to the following public agencies for comment: McMinnville Fire Department, Police Department, Engineering Department, Building Department, Parks Department, City Manager, and City Attorney; McMinnville Water and Light; McMinnville School District No. 40; Yamhill County Public Works; Yamhill County Planning Department; Frontier Communications;

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Comcast; and Northwest Natural Gas. Their comments are provided in this exhibit.

DECISION

Based on the findings and conclusions, the Historic Landmarks Committee **APPROVES** the proposed exterior alterations to the historic building at 711 NE 3rd Street and the waiver of certain downtown design standards, **subject to the conditions of approval provided in this document.**

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DECISION: APPROVAL WITH CONDITIONS
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Planning Staff: _____
Chuck Darnell, Senior Planner

Date: _____

Planning Department: _____
Heather Richards, Planning Director

Date: _____

APPLICATION SUMMARY:

Denny Elmer, with C.S. Property Holdings, submitted a Certificate of Approval application and Downtown Design Review application to request exterior alterations to a two story building in the Downtown Historic District. The subject property is located at 711 NE 3rd Street, and is more specifically described as Tax Lot 5200, Section 21BD, T. 4 S., R. 4 W., W.M.

The building is listed on the National Register of Historic Places as a Secondary Significant Contributing property in the Downtown Historic District, and is commonly known as the Douglas Hotel Building. The building is also listed on the McMinnville Historic Resources Inventory as a Significant resource (Resource B884), which is the highest classification on the local inventory.

The historic designation for this particular historic resource is associated with the location of the property within the Downtown Historic District that is listed on the National Register of Historic Places. The building is classified as a secondary significant contributing property in the historic district. The statement of historical significance and description of the property, as described in the nomination of the Downtown Historic District, is as follows:

This is a rectangular two-story stuccoed concrete building which sits facing south on the corner of Galloway and Third Street. There is a low pediment in the middle and at the corner of the parapet on both facades. There is a projecting stucco beltcourse below the parapet and another between the stories on both the south and west elevations. Second floor windows are one over one double-hung wood sash in two sizes with stucco sills. Third Street façade is divided into five bays with stucco pilasters and small raised diamond shapes at the top of each pier. The two easternmost bays on the ground floor of the Third Street façade have been filled in with stucco and cement block (including transoms and storefronts), with only a recessed doorway remaining. The storefront at the westernmost end has been cut away so the door is on the corner and a newer metal post supports the corner. This storefront has aluminum frame plate glass windows which extend one bay on the south façade, and a wood and glass door. Bulkheads are contemporary face brick. The remaining bays have aluminum frame plate glass windows and wood frame glass doors. A series of three fixed six-light wood frame windows with cement sills are located at mezzanine level on the south façade. To the north of the cut away storefront is a bay containing three wood fixed six-light windows set in recessed arched panels (directly below mezzanine windows). The next bay to the north contains a wood frame plate glass window and door. The northernmost bay has a wood frame glass door with a transom which leads to the second floor.

This building was originally known as the Eggleston Block, according to a newspaper article in the Oregonian dated March 27, 1926. The article stated:

“The new structure, known as the Eggleston block is built of reinforced concrete, has a frontage of 120 feet and is 100 feet in depth. The cost of the building and the property on which it is located is placed at \$50,000.

The principal tenant of the new building is Hotel Bays, which occupies the entire second floor and has lobby space downstairs. Other tenants are the As You Like It Café, the Ora Allen Hudson-Essex Agency, the First Motor Company, the Oakland-Pontiac agency, the Terminal Confectionary, and the terminal for the stage lines into McMinnville.”

The Eggleston Block was designed by architect O.S. Combs, and A.F. Arthur was the general contractor. This building replaced a wooden hotel, the Commercial Hotel, on this site which was destroyed by fire. The owners of the Commercial Hotel and the Eggleston Block were Mrs. Claudia Kimball and Blanche Eggleston, both of Portland.

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The statement of historical significance and description of the property, as described in the Historic Resources Inventory sheet, is as follows:

The Douglas Hotel is a rectangular two story stuccoed concrete structure facing south on the corner of Galloway and Third Streets. A flat roof is concealed by a shallow parapet wall which has low pitched gable like projections at intervals for ornament. There is a molded stucco belt course beneath the parapet and another between the stories on the south and west elevations. Fenestration is irregular; most windows are one over one double hung sash of varying sizes. Six lighted casement windows appear on the west elevation; three are set in arches. The three storefronts differ; all appear to have been altered. The north and east elevations reveal concrete construction; three chimneys rise from the rear of the building. The building has recently been painted salmon with orange trim.

On the sidewalk in front of the inscription: "Commercial Hotel, C.W. Whitlock, Prop." This concrete hotel, known as the Bay's Hotel in 1928 replaced an earlier wooden hotel, the Commercial, which was destroyed by fire.

Section 17.65.040(A) of the McMinnville City Code requires that the Historic Landmarks Committee review and approve a Certificate of Approval for a request to alter any resource that is considered a historic landmark and/or listed on the National Register of Historic Places as a contributing resource. Since the subject property is classified as secondary significant contributing property by the National Park Service in the National Register of Historic Places McMinnville Downtown Historic District, the Certificate of Approval review is required. The property is also located in the Downtown Design Standards and Guidelines area defined in Section 17.59.020 of the McMinnville City Code. Any exterior alterations of the building are subject to the Downtown Design Standards and Guidelines contained in Chapter 17.59 of the McMinnville City Code.

The current location of the historic resource is identified below:



The west façade, facing Galloway Street, can be seen below:



The south façade, facing Third Street, can be seen below:





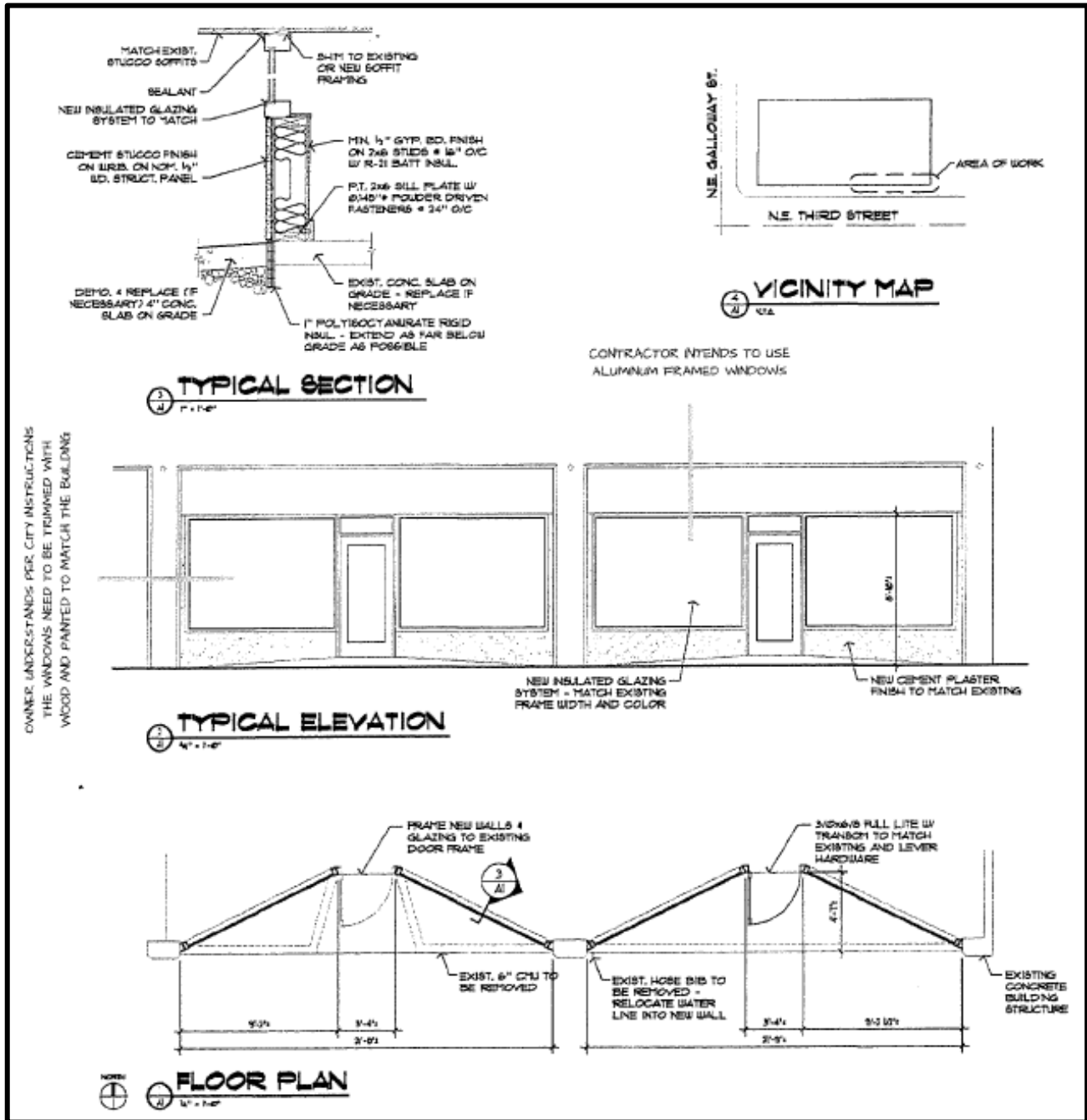
The applicant is proposing to remove an existing concrete block wall on the two easternmost bays of the Third Street ground floor façade and construct in its place two sets of recessed storefront window systems and entries. More specifically, the applicant is proposing to complete the following work on the building:

- Removal of the front façade concrete block wall that was constructed in the 1960's across a portion of the Douglas Hotel building.
- Rehabilitation of two storefront bays to include creation of inset storefront entries with angled windows and a centered front entry door for each storefront. The two sets of front entries are proposed to each be located between the vertical stuccoed cement clad columns that provide rhythmic spacing along the face of this building. An existing example of this building design is seen along the front of the western portion of the Thai Country Restaurant which currently occupies commercial space within the building.

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The proposed design for the reconstructed storefront window systems and entries can be seen below:



CONDITIONS:

1. That the storefront windows be wood framed windows, or that wood trim and sills be applied to the exterior of the internal aluminum framed windows.
2. That the applicant shall submit building permit applications prior to completing any work, and that the construction plans submitted with the building permit applications shall be consistent with the exhibits, drawings, and renderings submitted for review by the Historic Landmarks Committee, and consistent with all applicable conditions of approval.
3. Any future signage proposal shall be submitted to the Planning Department for review and approval by the Planning Director or Historic Landmarks Committee, depending on whether the signage constitutes a major or minor alteration to the site, prior to installation. It shall be the Planning Director's decision as to whether the signage proposed is a major or minor alteration.

ATTACHMENTS

1. Certificate of Approval Application (on file with the Planning Department)

COMMENTS**Agency Comments**

This matter was referred to the following public agencies for comment: McMinnville Fire Department, Police Department, Engineering Department, Building Department, Parks Department, City Manager, and City Attorney; McMinnville Water and Light; McMinnville School District No. 40; Yamhill County Public Works; Yamhill County Planning Department; Frontier Communications; Comcast; and Northwest Natural Gas. The following comments had been received:

- McMinnville Engineering Department:

No comments.

- McMinnville Fire Department:

We have no issues with the proposed change to the store frontage.

- McMinnville Building Department:

Building permits are necessary for the proposed work.

Additionally, the design has inadequate maneuvering clearance for ADA on the latch side of the doors.

The glazing that will go adjacent to the doors will need to be safety glazing as well as the glazing within the doors.

Doors should strive to meet energy conservation measures of the code to the extent that is possible while maintaining the historic character.

Door hardware must be ADA compliant (e.g., lever-type).

The threshold height is not indicated but must be held to a maximum of ½ inch for ADA.

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If the awnings are to remain, it appears they will need to be remounted with the façade change.

That work can all be included in the building permit.

- McMinnville Water and Light:

MWL has no comments on this application.

Public Comments

Public notice was mailed to owners of properties within 300 feet of the subject site. This exceeds the notification distance required by Section 17.59.030(C)(3), which is only 100 feet. However, the 300 foot notification distance was required for another application that was reviewed concurrently (HL 5-18). The Planning Department did not receive any public testimony prior to the public hearing.

FINDINGS OF FACT

1. Denny Elmer, with C.S. Property Holdings, submitted a Downtown Design Review application to request the alteration of a historic building in the Downtown Historic District and downtown design area. The subject property is located at 711 NE 3rd Street, and is more specifically described as Tax Lot 5200, Section 21BD, T. 4 S., R. 4 W., W.M.
2. The historic resource is designated on the Historic Resources Inventory as a Significant resource (Resource B884).
3. The site is currently zoned C-3 (General Commercial), and is designated as Commercial on the McMinnville Comprehensive Plan Map, 1980.
4. Notice of the alteration request was provided to property owners within 300 feet of the subject site. The Planning Department received no public testimony prior to the public meeting.
5. A public meeting was held by the Historic Landmarks Committee on December 28, 2018 to review the proposal.
6. The applicant has submitted findings (Attachment 1) in support of this application. Those findings are herein incorporated.

CONCLUSIONARY FINDINGS

McMinnville's Comprehensive Plan:

The following Goals and policies from Volume II of the McMinnville Comprehensive Plan of 1981 are applicable to this request:

GOAL III 2: TO PRESERVE AND PROTECT SITES, STRUCTURES, AREAS, AND OBJECTS OF HISTORICAL, CULTURAL, ARCHITECTURAL, OR ARCHAEOLOGICAL SIGNIFICANCE TO THE CITY OF McMINNVILLE.

Finding: **Goal III 2 is satisfied.**

The focus of the comprehensive plan goal is to restore and preserve structures that have special historical or architectural significance. Overall, the intent of the proposal is to restore the existing historic building and restore the façade to a form that is more consistent with the historic use and character of the building,

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and would be more consistent with the type of development pattern allowed in the City's established Downtown Design Standards and Guidelines code. The proposed alterations would improve property values by creating usable commercial spaces, which would also strengthen the economy of the City by providing space for business in a location within the Downtown Historic District that is listed on the National Register of Historic Places. Therefore, the Comprehensive Plan goal is satisfied by the proposal.

GOAL X 1: TO PROVIDE OPPORTUNITIES FOR CITIZEN INVOLVEMENT IN THE LAND USE DECISION MAKING PROCESS ESTABLISHED BY THE CITY OF McMINNVILLE.

Policy 188.00: The City of McMinnville shall continue to provide opportunities for citizen involvement in all phases of the planning process. The opportunities will allow for review and comment by community residents and will be supplemented by the availability of information on planning requests and the provision of feedback mechanisms to evaluate decisions and keep citizens informed.

Finding: Goal X 1 and Policy 188.00 is satisfied.

The City of McMinnville continues to provide opportunities for the public to review and obtain copies of the application materials and completed staff report prior to the McMinnville Historic Landmarks Committee review of the request and recommendation at an advertised public meeting. All members of the public have access to provide testimony and ask questions during the public review and meeting process.

McMinnville's City Code:

The following Sections of the McMinnville Zoning Ordinance (Ord. No. 3380) are applicable to the request:

17.59.020 Applicability.

- A. The provisions of this Chapter shall apply to all lands located within the area bounded to the west by Adams Street, to the north by 4th Street, to the east by Kirby Street, and to the south by 1st Street. Lands immediately adjacent to the west of Adams Street, from 1st Street to 4th Street, are also subject to the provisions of this Chapter.
- B. The provisions of this ordinance shall apply to the following activities conducted within the above described area:
 1. All new building construction;
 2. Any exterior building or site alteration; and,
 3. All new signage.

Finding: Section 17.59.020 is satisfied.

The subject site is located within the downtown design area described in Section 17.59.020(A), and the applicant is proposing exterior alterations to an existing building. Therefore, the provisions of the Downtown Design Standards and Guidelines chapter are applicable to the proposed construction.

17.59.030 Review Process.

- A. An application for any activity subject to the provisions of this ordinance shall be submitted to the Planning Department and shall be subject to the procedures listed in (B) through (E) below.
- B. Applications shall be submitted to the Planning Department for initial review for completeness as stated in Section 17.72.040. The application shall include the following information:
 1. The applicant shall submit two (2) copies of the following information:
 - a. A site plan (for new construction or for structural modifications).
 - b. Building and construction drawings.

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- c. Building elevations of all visible sides.
 2. The site plan shall include the following information:
 - a. Existing conditions on the site including topography, streetscape, curbcuts, and building condition.
 - b. Details of proposed construction or modification to the existing structure.
 - c. Exterior building elevations for the proposed structure, and also for the adjacent structures.
 3. A narrative describing the architectural features that will be constructed and how they fit into the context of the Downtown Historic District.
 4. Photographs of the subject site and adjacent property.
 5. Other information deemed necessary by the Planning Director, or his/her designee, to allow review of the applicant's proposal. The Planning Director, or his/her designee, may also waive the submittal of certain information based upon the character and complexity (or simplicity) of the proposal.
- C. Review Process
 1. Applications shall be submitted to the Planning Department for initial review for completeness as stated in Section 17.72.040. The Planning Director shall review the application and determine whether the proposed activity is in compliance with the requirements of this ordinance.
 2. The Planning Director may review applications for minor alterations subject to the review criteria stated in Section 17.59.040. The Historic Landmarks Committee shall review applications for major alterations and new construction, subject to the review criteria stated in Section 17.59.040. It shall be the Planning Director's decision as to whether an alteration is minor or major.
 3. Notification shall be provided for the review of applications for major alterations and new construction, subject to the provisions of Section 17.72.110.
 - a. The Historic Landmarks Committee shall meet within 30 (thirty) days of the date the application was deemed complete by the Planning Department. The applicant shall be notified of the time and place of the review and is encouraged to be present, although their presence shall not be necessary for action on the plans. A failure by the Planning Director or Historic Landmarks Committee, as applicable, to review within 30 (thirty) days shall be considered an approval of the application.
 - b. If the Planning Director or Historic Landmarks Committee, as applicable, finds the proposed activity to be in compliance with the provisions of this ordinance, they shall approve the application.
 - c. If the Planning Director or Historic Landmarks Committee, as applicable, finds the proposed activity in noncompliance with the provisions of this ordinance, they may deny the application, or approve it with conditions as may be necessary to bring the activity into compliance with this ordinance.

Finding: **Section 17.59.030 is satisfied.**

The applicant submitted an application as required, and the application was reviewed by the Historic Landmarks Committee as it consists of alterations and new construction. Notification was provided to property owners within 300 feet of the subject site, which exceeds the notification area required by Section 17.72.110, but was necessary for the proposed project to satisfy the Certificate of Approval application that was submitted concurrently with the Downtown Design Review application.

17.59.040 Review Criteria

- A. In addition to the guidelines and standards contained in this ordinance, the review body shall base their decision to approve, approve with conditions, or deny the application, on the following criteria:
 1. The City's historic preservation policies set forth in the Comprehensive Plan;

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2. If a structure is designated as a historic landmark on the City's Historic Resources Inventory or is listed on the National Register for Historic Places, the City's historic preservation regulations in Chapter 17.65, and in particular, the standards and guidelines contained in Section 17.65.060(2); and

Finding: **Sections 17.59.040(A)(1) and 17.59.040(A)(2) are satisfied.**

The proposal was found to be consistent with the City's historic preservation policies and goals, as describe in more detail above. Also, the proposal was found to be consistent with the City's historic preservation regulations in Chapter 17.65, as described in the land use decision document associated with Docket HL 5-18, which is on file with the Planning Department.

17.59.050 Building and Site Design.

A. Building Setback.

1. Except as allowed by this ordinance, buildings shall maintain a zero setback from the sidewalk or property line.
2. Exceptions to the setback requirements may be granted to allow plazas, courtyards, dining space, or rear access for public pedestrian walkways.

Finding: **Section 17.59.050(A) is satisfied.**

The existing building is currently constructed with a zero setback from the property line and sidewalk, and the proposed design does not change that setback.

B. Building Design.

1. Buildings should have massing and configuration similar to adjacent or nearby historic buildings on the same block. Buildings situated at street corners or intersections should be, or appear to be, two-story in height.

Finding: **Section 17.59.050(B)(1) is satisfied.**

The proposed alterations will not change the buildings original massing or configuration. The configuration of the two story building will continue to be consistent with the historical design of the building. While no other two story buildings exist on the same bloc, the two story building massing is consistent with the primary development pattern in the surrounding Downtown Historic District.

2. Where buildings will exceed the historical sixty feet in width, the façade should be visually subdivided into proportional bays, similar in scale to other adjacent historic buildings, and as appropriate to reflect the underlying historic property lines. This can be done by varying roof heights, or applying vertical divisions, materials and detailing to the front façade.

Finding: **Section 17.59.050(B)(2) is satisfied.**

The existing building is approximately 120 feet in width along the south façade facing 3rd Street. The building has historically included five proportional bays on the south façade, each separated by a vertical stucco pilaster. These pilasters will be preserved, and the new storefront window systems proposed for the two easternmost bays on the south façade will be placed within the historic pilasters, thereby retaining a traditional pattern to the building façade.

3. Storefronts (that portion of the building that faces a public street) should include the basic features of a historic storefront, to include:
 - a. A belt course separating the upper stories from the first floor;

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- b. A bulkhead at the street level;
- c. A minimum of seventy (70) percent glazing below the transom line of at least eight feet above the sidewalk, and forty (40) percent glazing below the horizontal trim band between the first and second stories. For the purposes of this section, glazing shall include both glass and openings for doorways, staircases and gates;
- d. A recessed entry and transom with transparent door; and
- e. Decorative cornice or cap at the roofline.

Finding: **Section 17.59.050(B)(3) is satisfied.**

The proposed design meets the applicable storefront standards. Most of the features described in the storefront standards have existed on the building historically. Currently there is still a belt course and awning separating the ground floor from the upper story, a bulkhead at the street level in the bays that have storefront window systems, glazing including windows and doors at over 70 percent of the area below eight feet above the sidewalk, recessed entries, and a decorative cornice at the roofline. All of these existing features will remain. The new storefront window systems in the two easternmost bays on the south façade will incorporate the applicable storefront standards. A stucco bulkhead will be provided at the street level from the sidewalk up to the base of the storefront windows. The top of the storefront windows will be 8’10”. After including the door as an opening, only the bulkheads along the base of the building will be non-glazing material. The entry will be recessed, with a mainly transparent door.

- 4. Orientation of rooflines of new construction shall be similar to those of adjacent buildings. Gable roof shapes, or other residential roof forms, are discouraged unless visually screened from the right-of-way by a false front or parapet.

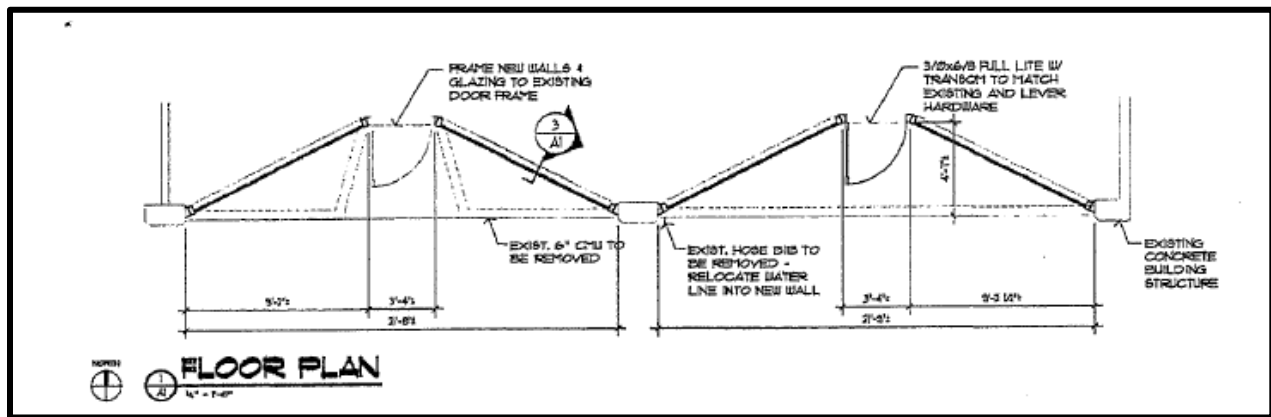
Finding: **Section 17.59.050(B)(4) is satisfied.**

The proposed alterations will not change the roof lines of the original structure.

- 5. The primary entrance to a building shall open on to the public right-of-way and should be recessed.

Finding: **Section 17.59.050(B)(5) is satisfied.**

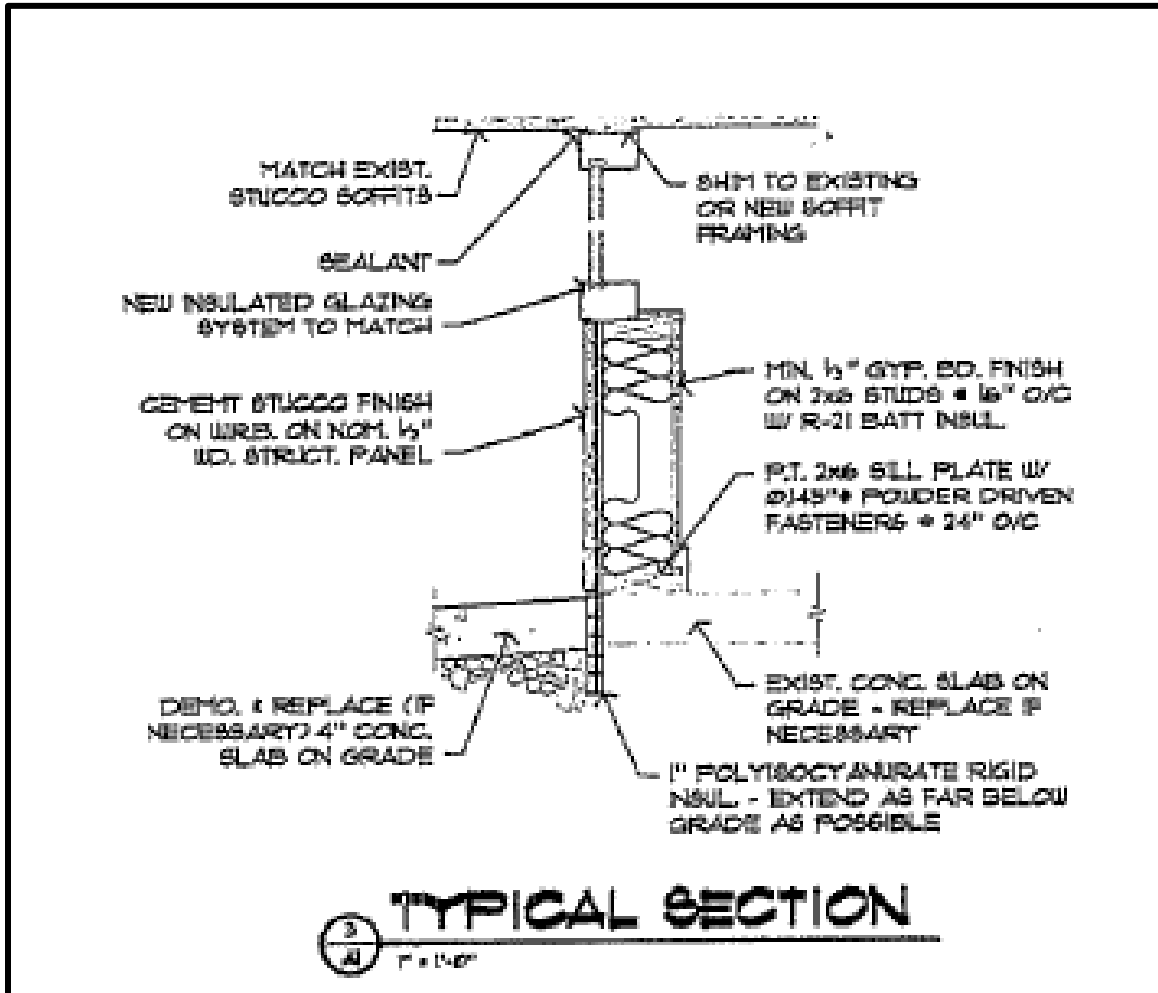
The proposed design includes recessed entries, which open onto the public right-of-way. The floor plan of the recessed entries can be seen below:



6. Windows shall be recessed and not flush or project from the surface of the outer wall. In addition, upper floor window orientation primarily shall be vertical.

Finding: **Section 17.59.050(B)(6) is satisfied.**

The windows are proposed to be recessed by from the outer wall and above the bulkhead beneath the windows. The recessed windows are shown in the section below:



7. The scale and proportion of altered or added building elements, such as new windows or doors, shall be visually compatible with the original architectural character of the building.

Finding: **Section 17.59.050(B)(7) is satisfied.**

The new design for the two easternmost bays on the south façade is compatible with the overall historic character of the building. The design includes the installation of new storefront window systems with recessed entries, all placed within stucco bulkheads and soffits to match the primary exterior stucco material of the remainder of the historic building. The storefront systems are placed in traditional areas, between the existing stucco pilasters that have historically separated the five bays along the south ground floor façade. Therefore, the added building elements are compatible in scale and proportion with the existing historic building.

8. Buildings shall provide a foundation or base, typically from ground floor to the lower windowsills.

Finding: **Section 17.59.050(B)(8) is satisfied.**

The proposed design includes a stucco bulkhead that will form a base from the sidewalk to the bottom of the storefront window systems.

C. Building Materials.

1. Exterior building materials shall consist of building materials found on registered historic buildings in the downtown area including block, brick, painted wood, smooth stucco, or natural stone.

Finding: **Section 17.59.050(C)(1) is satisfied, and a condition of approval is included to ensure that the criteria is satisfied.**

The proposed design includes the use of stucco on the portions of the new façade that will not be glazing. The windows are proposed to be aluminum framed windows and steel doors. Metal (such as aluminum and steel) is not listed as an allowable exterior building material. A condition of approval is included to require that the storefront windows be wood framed windows, or that wood trim and sills be applied to the exterior of the internal aluminum framed windows. The wood material is one that is specifically listed as an allowable exterior building material.

2. The following materials are prohibited for use on visible surfaces (not applicable to residential structure):
 - a. Wood, vinyl, or aluminum siding;
 - b. Wood, asphalt, or fiberglass shingles;
 - c. Structural ribbed metal panels;
 - d. Corrugated metal panels;
 - e. Plywood sheathing, to include wood paneling such as T-111;
 - f. Plastic sheathing; and
 - g. Reflective or moderate to high grade tinted glass.

Finding: **Section 17.59.050(C)(2) is satisfied.**

The applicant is not proposing to use any of the listed prohibited exterior building materials. Similar to the finding for the allowable exterior building materials, metal windows (such as aluminum and steel) are not listed as a prohibited exterior material. However, they are also not listed as allowed in Section 17.59.050(C)(1). A condition of approval is included to require that the storefront windows be wood framed windows, or that wood trim and sills be applied to the exterior of the internal aluminum framed windows. The wood material is one that is specifically listed as an allowable exterior building material.

3. Exterior building colors shall be of low reflective, subtle, neutral or earth tone color. The use of high intensity colors such as black, neon, metallic or florescent colors for the façade of the building are prohibited except as may be approved for building trim.

Finding: **Section 17.59.050(C)(3) is satisfied.**

The applicant is proposing to paint the exterior stucco materials on the new portions of the façade the same colors as the existing building, which are a dull yellow color. The existing color is subtle and neutral, and is not any color that is specifically listed as prohibited.

17.59.070 Awnings.

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- A. Awnings or similar pedestrian shelters shall be proportionate to the building and shall not obscure the building's architectural details. If transom windows exist, awning placement shall be above or over the transom windows where feasible.
- B. Awnings shall be placed between pilasters.
- C. Where feasible, awnings shall be placed at the same height as those on adjacent buildings in order to maintain a consistent horizontal rhythm along the street front.
- D. Awnings should be constructed of soft canvas, fabric, or matte finished vinyl. The use of wood, metal or plastic awnings is prohibited.
- E. Awnings may be indirectly illuminated; internal illumination of awnings is prohibited.
- F. Awning colors shall be of a low reflective, subtle, neutral or earth tone color. The use of high intensity colors such as black, neon, metallic or florescent colors for the awning are prohibited.

Finding: **Section 17.59.070 is satisfied.**

The proposal does not include modification of the existing soft canvas awnings which already extend consistently along the full front façade of the building.

17.59.080 Signs.

- A. The use of flush-mounted signs, flag-mounted signs, window signs, and icon signs are encouraged. Sign materials shall be compatible with materials used in the building.
- B. Where two or more businesses occupy the same building, identifying signs should be grouped together to form a single panel.
- C. Wall signs shall be placed in traditional locations in order to fit within architectural features, such as: above transoms; on cornice fascia boards; or, below cornices. Wall signs shall not exceed the height of the building cornice.
- D. For every lineal foot of building frontage, 1.5 square feet of signage may be allowed, to a maximum of 200 square feet.
- E. The use of the following are prohibited in the downtown area:
 - 1. Internally-lit signs;
 - 2. Flashing signs
 - 3. Pedestal signs and pole-mounted signs;
 - 4. Portable trailer signs;
 - 5. Cabinet-type plastic signs;
 - 6. Billboards of all types and sizes;
 - 7. Historically incompatible canopies, awnings, and signs;
 - 8. Signs that move by mechanical, electrical, kinetic or other means; and,
 - 9. Inflatable signs, including balloons and blimps. (Ord. 4797 §1, 2003).

Finding: **Section 17.59.080 is satisfied, and a condition of approval is included to ensure that the criteria is satisfied.**

This application does not include a proposal for any signage of any type. A condition of approval is included that any future signage proposal shall be submitted to the Planning Department for review and approval by the Planning Director or Historic Landmarks Committee, depending on whether the signage constitutes a major or minor alteration to the site, prior to installation. It shall be the Planning Director's decision as to whether the signage proposed is a major or minor alteration.

CD:sjs

Attachments:

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