

FLORENCE DOWNTOWN ARCHITECTURAL DESIGN GUIDELINES

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Purpose

The Architectural Guidelines establish a minimum level of design quality and compatibility between buildings. They recommend appropriate selection and use of materials. The Guidelines respect the historical character of the Florence Downtown through proper building massing, siting and materials which reflect important aspects of Oregon's traditional Northwest architecture.

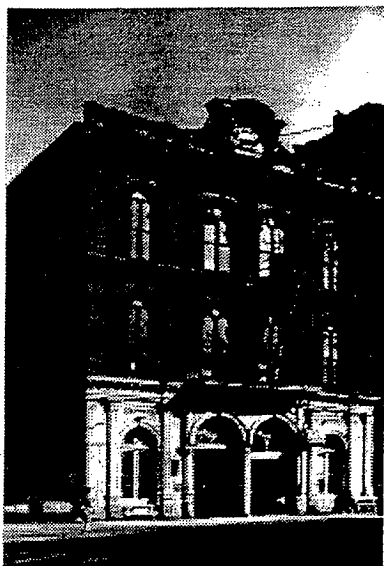
The Guidelines are organized into Site and Building Materials, and Materials Applications, Configurations and Recommendations. The Guidelines apply to all commercial and multi-family buildings and related accessory structures and site improvements.

Building Code Compliance

In the application of these Architectural Guidelines, all construction should comply with the Oregon State Building Code and Florence Development Code.

Design Review Process

The application of these Architectural Guidelines should be subject to the approval of the Florence Planning Department, which should also approve the installation of exposed solar heating, air conditioning and other mechanical equipment; antennas, satellite dishes, meters and other exposed site and building non-architectural components. Exceptions to the Guidelines may be granted based on architectural merit. The City reserves the right to amend the Guidelines as needed.



A new mixed-use building in Old Town fits the historic character. Since it has the general massing and roof of a house, this is a good example of a Mixed-use House Type.



By looking like a large house this new office on 8th Street fits with its residential neighbors.



A new post office in Fairview Village is distinct from its residential and retail neighbors.

Building Type

Several types of buildings currently exist in the Downtown which, although different in their massing and form, are compatible with one another. The three dimensional massing, proportions and silhouette should relate harmoniously with adjacent buildings on the same street. The following building types, which exist in the Downtown, would be permitted in future development and infill.

Mixed-use Storefront Type

- Roof silhouette: Parapet cornice on symmetrical gable or flat roof
- Building Adjacency: Attached buildings forming continuous street wall (typical)

Building Street Front: Small front setback from street right of way, porch may encroach in setback

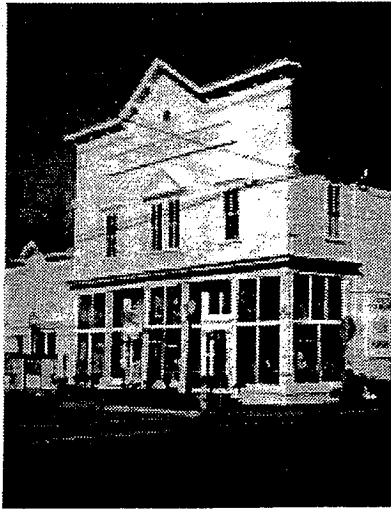
- Uses: Ground floor retail required,
Upper story residential, office, or retail allowed
- Encourage on Bay Street and Highway 101

Mixed-use House Type

- Roof silhouette: Overhang eaves on symmetrical gable roof
- Building Adjacency: Detached buildings forming intermediate street wall (typical)
- Building Street Front: 10 to 15 foot setback from street right of way, porch may encroach in setback
- Uses: Ground floor retail or office allowed,
Upper story residential or office allowed
- Encourage in part of Old Town, 9th St./Kingwood

Community Building Type

- General: Community buildings stand out from the surrounding private buildings where people live, work, and shop. Their design intentionally is varied from their context, and thus resists conformity to standards as other building types do. This building type includes schools, day care centers, senior centers, places of worship, libraries, government buildings, events centers, et. A design review process on a case by case is the recommended method of permitting Community Buildings.
- Roof silhouette: not applicable
- Building Adjacency: Detached buildings forming intermediate street wall (typical)
- Building Street Front: Contrast with adjacent street wall alignment by either setting back further, or setting closer to street.
- Uses: Ground floor community use required,
Upper story residential, or office allowed
- Encourage in Events Center District and throughout Downtown where appropriate community buildings are located



The Kyle Building is one of several local examples which can set a historic standard for new building in the Downtown.



A community building which relates to the historic context of its region.



Two community buildings make bookends to a mainstreet.

Building Style

Context

Each building or addition shall be designed within the context of its larger surroundings and environment in terms of overall street massing, scale and configuration..

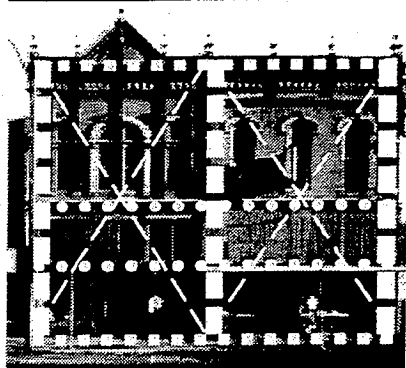


Mixed-use storefront buildings with different heights, widths and composition, yet are all compatible next to one another.

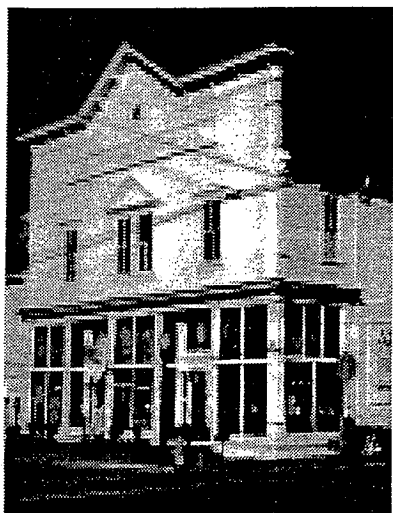
Historic style compatibility

New and existing building design shall be consistent with the regional and local historical traditions. While incorporating historic ornament and detail into new buildings is encouraged, it is recognized that the current cost of such detail may not be feasible. Instead, historic compatibility is better achieved by relating to the vertical proportions of historic facades, windows and doors, and the simple vertical massing of historical buildings.

- Existing buildings: Maintain and restore significant historic details.
- New Buildings: Design shall be compatible with adjacent historic buildings.



Mixed-use storefront buildings with tall vertical proportions, tall ground floor with clerestory windows, and high percentage of ground floor glazing.



The Kyle Building has a tall ground floor retail space, vertical proportioned windows and doors, over 90% ground floor glazing, a parapet cornice and horizontal articulation between the ground floor and upper story.

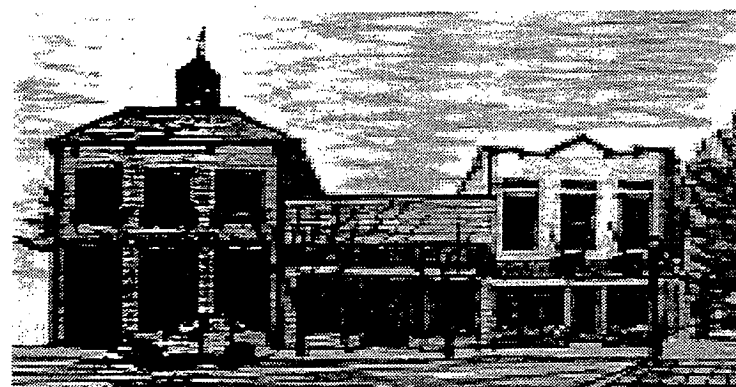
Building Facades

Horizontal design elements

Mixed-use storefront buildings shall have a distinctive horizontal base, second floor and eave, cornice and/or parapet line. Horizontal articulation can be made by material changes or applied fascia detail.



Existing mixed-use storefronts on Bay Street with small, horizontal windows.

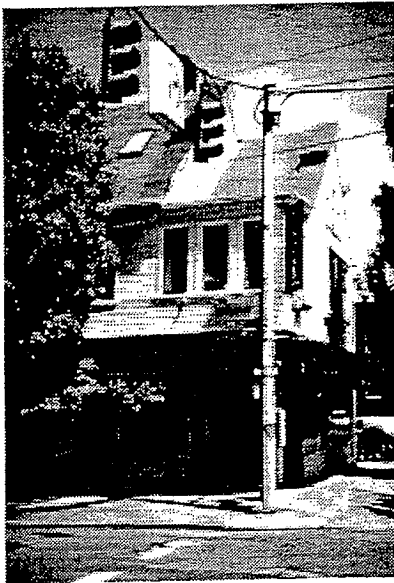


Suggested storefront improvements: 70% ground floor glazing, square or vertical proportioned windows and doors.

Vertical Design Elements

Mixed-use storefront building faces shall have distinctive vertical lines of emphasis spaced at relatively even intervals. Vertical articulation can be made by material changes, variations in roof heights, applied fascia, columns, bay windows, et. The intent is to vertically breakup long, uninterrupted building elevations that face onto streets. Maximum spacing of vertical articulations shall be 50 feet.

Mixed Use Design Guidelines



A mixed-use storefront building with high percentage of ground floor glazing, vertically proportioned windows and awnings. The relatively low storefront height is not as inviting to customers.



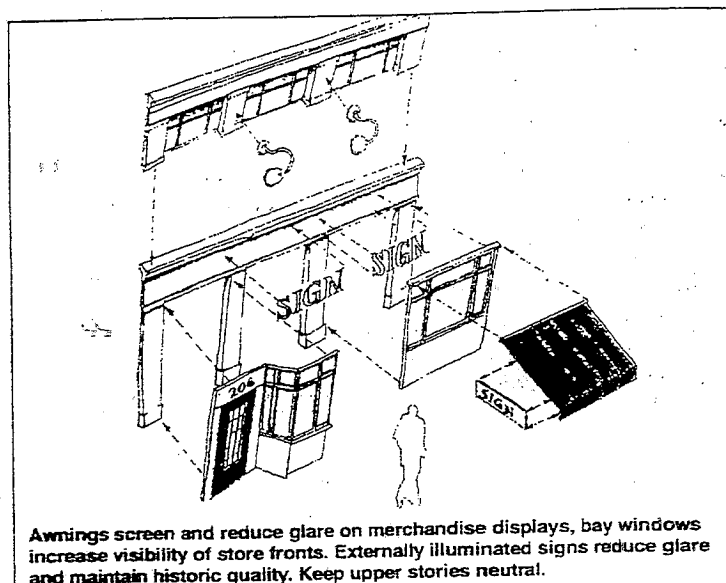
An attached horizontal sign band.



A mixed-use storefront building with high percentage of ground floor glazing, vertically proportioned windows and awnings. The relatively low storefront height is not as inviting to customers.

Mixed-use Storefront Glazing (doors and windows)

- Windows or storefront glazing along the primary public facade shall comprise at least 70% of the main floor's exterior surface area.
- Clerestory or transom windows above storefronts are recommended. (see Retail and Merchandizing Guidelines by Gibbs Planning Group)
- Window openings shall comprise a maximum of 50%, minimum of 30% of the front building facade above the first floor.



Awnings screen and reduce glare on merchandise displays, bay windows increase visibility of store fronts. Externally illuminated signs reduce glare and maintain historic quality. Keep upper stories neutral.

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Storefront Signage

- All signage must be attached to a building.
- No back lit signs allowed.

Storefront heights

- Minimum 10 ft., maximum 16 ft. finished interior floor to ceiling.

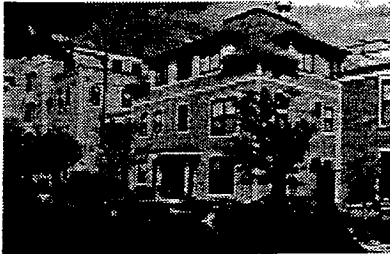
Storefront bay widths

- Visible first floor vertical elements such as columns and pilasters shall be spaced center-to-center a maximum of 25 ft and a minimum of 8 ft. apart.

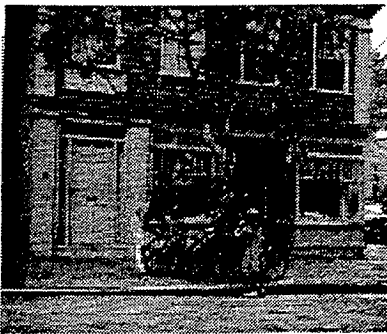
Mixed Use Design Guidelines



Storefront awnings over shop entry.



An apartment building entry faces the mainstreet. The three story building appears lower due to the variable roof eaves and upper story shed dormers.



Window Glazing Materials

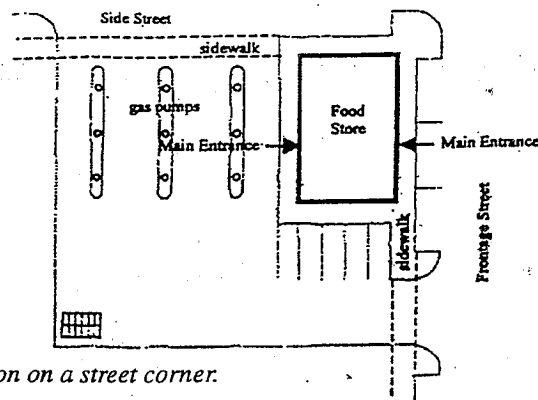
Clear or 'Low E' glazing. Tinted or reflective glass and glass block shall not be visible from public rights-of-way. Glass shall be recessed at least 1-1/2 in. from the surrounding exterior wall surface. Butt joint glass is not recommended. True-divided-lights with mullions, or no divided lights are recommended over artificial snap-in mullions.

Awnings and Canopies

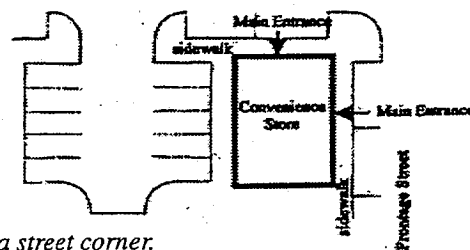
Fixed awnings and canopies attached to the building facade a minimum of 8 ft. above the sidewalk may encroach a maximum of 8 ft. into the public sidewalk right-of-way. Awnings shall extend at least 25% of the storefront length.

Building Primary Entries

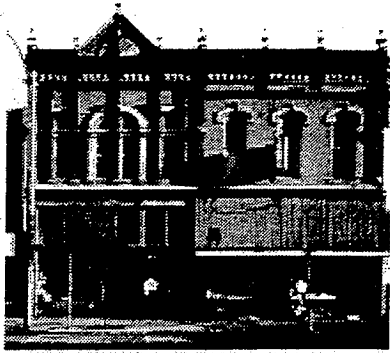
The entry enclosure should project out from or be recessed in from the surrounding building facade 3 feet to articulate the building's access, and ensure that out swinging doors do not project into sidewalks. Primary store entrances shall open directly onto the primary public street, and be unlocked during business hours. Additional entrances to rear or side parking areas are allowed.



A service station on a street corner.



A retail building on a street corner.



Storefronts similar in style to the Kyle Building, but made of brick.



Covered glass arcades with internal shops can connect rear parking areas with Mainstreet front.



Simple materials such as painted wood clapboard and composition shingled roofs can produce enduring mainstreet buildings.

Permitted Visible Building Materials

Exterior Building Walls

- Lap siding, board and batten siding, shingles and shakes. Vinyl and metal siding shall not be permitted.
- Brick or stone masonry, minimum 2-1/2" deep solid veneer material.
- Cement-based stucco.

Roofs, Awnings, Gutters and Visible Roofing Components

- Composition shingles, concrete, slate or cedar shingles, or concrete or ceramic clay tiles. Red composition shingle similar to the Kyle Building are encouraged.
- Standing seam roofing: copper, terne metal or coated metal ,
- Gutters and downspouts: Copper, terne, coated metal.
- Single or multi-ply roofing, where visibly concealed.
- Glass, steel, wood or canvas fabric awnings.
- Skylights: metal and wood framed glass and translucent polymer.



While the materials of this new buildings are compatible with its neighbors, the parking lot breaks the surrounding pattern of building fronts closely lining the streets.

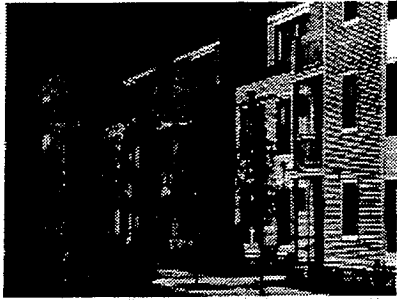
Chimney enclosures

- Brick, cement-based stucco, stone masonry or wood shingles

Windows, Entrances and Accessories

- Wood, vinyl or pre-finished metal frames and sashes
- Glazed and unglazed entry doors shall be wood, pre-finished or coated metal or fiberglass
- Solid wood or fiberglass shutters

Mixed Use Design Guidelines



Trellises, Decks, Stairs, Stoops, Porches and Balconies

- Architectural concrete, brick and stone masonry, solid wood or fiberglass columns, posts, piers and arches
- Wood, brick, concrete and stone masonry decks, stoops, stairs, porches and balconies
- Solid wood, painted welded steel or iron trellises
- Railings, balustrades and related components shall be solid wood, painted welded steel or iron



Landscape/Retaining Walls and Fences

- Brick and stone masonry or precast concrete.
- Architecturally finished exposed concrete
- Cement-based stucco over masonry or concrete substrate
- Solid wood pickets, lattice and boards
- Painted welded metal or iron

Building and Site Material Colors

- Color finishes on all building exteriors shall be approved by the City.

Materials Applications and Configurations

Building Walls

- For each building, there shall be one single, clearly dominant exterior wall material and finishes.
- Brick and stone front facades shall return at least 18" around side walls (Figures 1a and 1b).
- Building walls of more than one material shall change along horizontal lines only, with a maximum of three materials allowed per facade (Figures 2a and 2b).
- Heavier appearing materials shall only be used below lighter appearing materials.
- Siding and shingles shall have a maximum 6" to the weather.
- 4" minimum width corner, skirt, rake and eave trim shall run the full height of each facade, flush or protrude beyond the surrounding wall surface.
- Board and batten siding: battens shall be spaced a maximum of 8" on center.

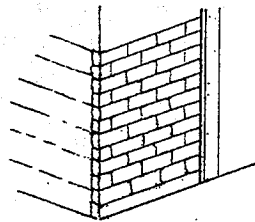


Figure 1a: Thin veneer with no side return is not allowed

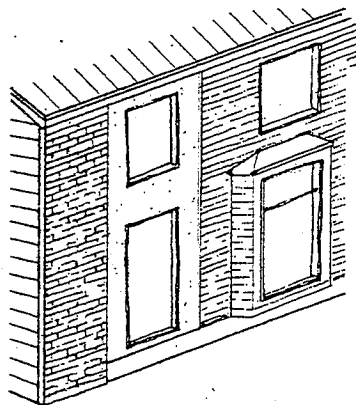
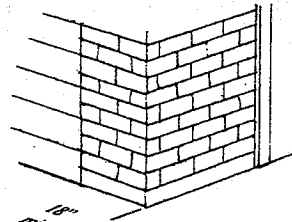


Figure 2a: Heavy materials above or along lighter not allowed

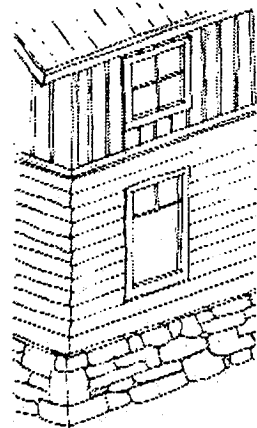


Figure 2b: Allowed

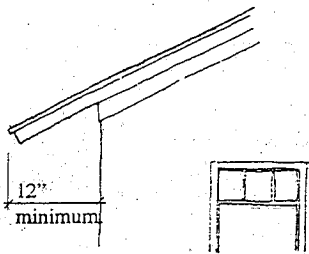


Figure 3b

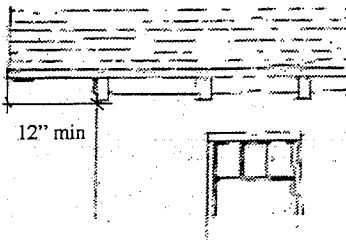
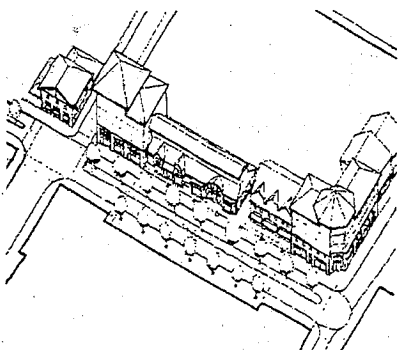
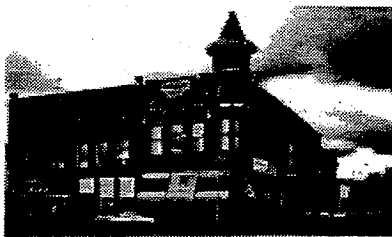


Figure 3c

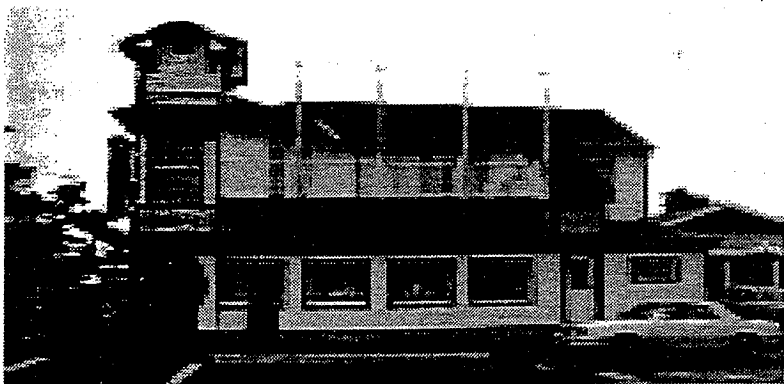


Roofs, Awnings, Gutters and Roofing Accessories

- Visibly sloped roofs shall pitch a minimum 5:12 to maximum 12:12 with symmetrical gable or hip configuration.
- Eaves shall be continuous except at sheds and dormers
- Shed roofs shall attach to the main building wall or roof ridge with minimum 3:1 slope.
- Flat roofs shall be concealed by cornices or parapets.
- Gutters shall be round or ogee profile. (Figure 3a). Leaders shall be round or square.
- All roof-mounted components such as mechanical equipment shall not be visible from street-level public rights-of-way.
- Sloped roof eaves shall overhang exterior wall planes at least 12" and shall be visibly supported by exposed rafter ends or other compatible architectural detailing (Figures 3b and 3c).

Towers

Slender towers are allowed to exceed the building height limit. A tower is defined as a building element of maximum 400 square feet in area, and exceeds the general City height limit. The 400 foot maximum area keeps towers slender so as not to dramatically block views. Towers on residential, and commercial buildings should be occupiable with windows. Commercial signage may not be placed on towers. Only Community Buildings should have unoccupiable towers. (see memo on fire protection and building heights) Tower separation minimum 100 feet.



A small corner tower on a mixed-use building graces Bay Street. If the tower was a little wider and occupiable with windows, it would even further enhance the street scape and skyline of Old Town.



Visible Windows, Glazing and Entrances

- Windows shall be square and/or vertical rectangular shape with straight, bow, or arch tops. 10% maximum total windows on the public facade may be circular, hexagonal, octagonal or other window configurations.
- Bay windows shall have visible bracket support..
- Overhead doors shall not face the building's primary street facade or a major public right-of-way.
- Door and window shutters shall be sized to cover the entire window (Figures 4a and 4b).
- Exterior shutters shall be solid wood or fiberglass.
- No single lite or glass panel visible from the street shall be greater than 24 square feet in area except in storefront glazing systems.
- Multiple vertical windows may be grouped in the same horizontal opening provided they are separated by 4" minimum width vertical trim.
- Windows and doors in exterior walls shall be surrounded with 2-1/2" minimum width trim applied flush or projecting beyond the finished wall surface.
- Profiles of window mullions shall extend out beyond the exterior glass surface.

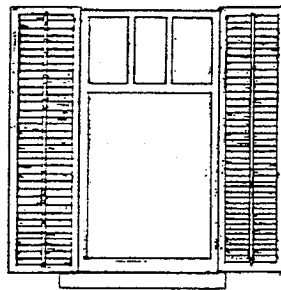


Figure 4a: Allowed

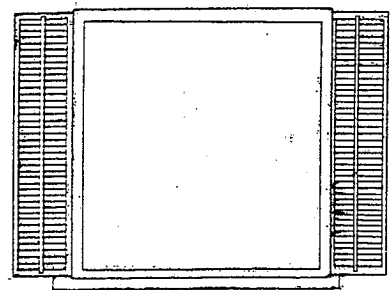


Figure 4b: Not Allowed



Visible Decks and Balconies

- All balconies and decks attached to building faces, whether cantilevered or supported below or above, shall be visibly supported by vertical and horizontal elements such as brackets, columns, beams (Figures 5a, 5b and 5c).
- Exterior posts and columns, solid or encased, shall be minimum 5-1/2" in cross section.

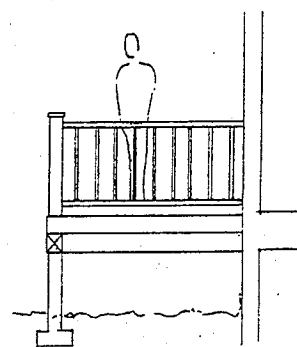
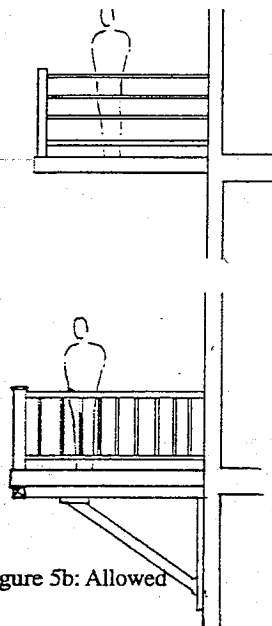


Figure 5c: Allowed

Figure 5b: Allowed

Visible Landscape/Retaining Walls and Fences

- Freestanding concrete and masonry walls shall be minimum 8" nominal thickness with a finished top course, cap or other compatible termination.
- Site wall materials should generally match or provide compatibility with the adjoining building materials.
- Metal and iron fencing shall be configured in predominately vertical elements.

H. Glossary of Terms

Glossary of Terms

Average Daily Traffic (ADT): The total volume of traffic during a given time period divided by the number of days in that time period; representative of average traffic in a one-day time period.

Commercial District: City of Florence zoning district which allows a wide range of commercial uses, but only allows residential uses in combination with commercial uses.

Department of Land Conservation and Development (DLCD): The administrative arm of the Land Conservation and Development Commission.

Highway District: City of Florence zoning district which allows a wide variety of uses including commercial, multiple family residential and limited industrial uses.

Land Conservation and Development Commission (LCDC): A commission appointed by the Governor to administer the statewide land use planning program.

Land Use: The existing or proposed manner in which a piece of property can be most easily identified; i.e., residential, commercial, industrial, etc.

Level of Service (LOS): A qualitative measure that represents the collective factors of travel under a particular volume condition. A measure of traffic congestion typically categorized in a range of levels with "A" being least congested and "F" most congested.

Marine District: City of Florence zoning district which is primarily intended to provide for water dependent or water related commercial, recreational and industrial uses.

Multiple Family Residential District: City of Florence zoning district which is primarily intended to provide for high density residential uses such as duplexes and apartments. Neighborhood commercial and professional office uses are conditionally allowed.

Oregon Department of Transportation (ODOT): The state agency responsible for the administration, construction and maintenance of the state's roadways.

Right of Way: The strip of land over which is built a public road or is reserved for associated purposes.

Transportation Growth Management Program (TGM): A program financed with federal Intermodal Surface Transportation Efficiency Act (ISTEA) and local government funds and jointly administered by ODOT and DLCD. The program provides grants for local governments for planning projects which better integrate transportation and land use planning and develop new ways to manage growth in order to achieve compact, pedestrian, bicycle, and transit friendly urban development.

Transportation Planning Rule (TPR): A state legislative rule that implements Statewide Planning Goal 12, and explains how local governments and state agencies demonstrate compliance with other statewide planning goals.

Transportation System Plan (TSP): A plan for one or more transportation facilities that are planned, developed and maintained in a coordinated manner to supply continuity of movement between modes, and within and between geographic and jurisdictional areas.

Urban Growth Boundary (UGB): A line drawn around a city separating urban use lands from rural use lands. Typically designates the area anticipated to annex to a city and develop within a 20 year period.

Waterfront District: City of Florence zoning district which encourages mixed uses (i.e., commercial uses in combination with residential uses on the same property). Commercial uses alone are generally permitted, while residential uses alone are conditionally allowed.

Waterfront/Marine District: City of Florence zoning district which allows up to 50% of the district to be developed with Waterfront District uses. At least 50% of the district must be reserved for Marine District uses (i.e., water related and water dependent uses).