

MAINSTREET DISTRICT

SECTION

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10-27-1 **Purpose.** The Mainstreet District is intended to provide an area for small and medium sized commercial uses that are appropriate in a traditional, historic downtown. It is also intended to encourage revitalization of the downtown area, and to maintain adequate traffic flows on Highway 101, while providing a pedestrian friendly environment.

10-27-2 **Permitted Buildings and Uses**

- a. antique stores
- b. appliance sales and service
- c. art supplies
- d. artist studios
- e. auction sales carried on totally within a closed building
- f. automobile parts and accessories stores
- g. bakeries, retail
- h. banks
- i. barber and beauty shops
- j. bars, taverns and nightclubs
- k. bicycle shops
- l. blueprinting
- m. bookstores
- n. building maintenance services
- o. bus, taxi and transit depots
- p. camera and photography supply stores
- q. catering services
- r. clothing and apparel shops
- s. clubs, lodges, meeting halls
- t. confectionery stores, with or without fountains
- u. curio shops
- v. data processing centers
- w. day nurseries
- x. delicatessens
- y. department stores
- z. drapery stores
- aa. dress and millinery shops
- bb. dry cleaning establishments
- cc. electrical and electronic supplies, retail
- dd. floor covering stores
- ee. florist shops
- ff. furniture stores
- gg. galleries and frame shops
- hh. garden supply stores, with limited outdoor display
- ii. gift shops

- jj. grocery stores, markets and supermarkets
- kk. hardware stores, with limited outdoor display
- ll. health studios and reducing salons
- mm. home occupations
- nn. hobby shops
- oo. hotel, motel
- pp. interior decorator studio
- qq. jewelry stores
- rr. laboratories, medical and dental
- ss. Laundromats, non-industrial
- tt. Leather goods stores
- uu. Liquor stores, package
- vv. Locksmith shops
- ww. Movie theaters
- xx. Museums
- yy. Music stores
- zz. Newspaper printing establishments
- aaa. Offices for the following:
 - Accountants
 - Attorneys
 - Engineers, architects, landscape architects, surveyors and those engaged in the practice of drafting or graphics
 - General administration
 - Physicians, osteopaths, dentists, optometrists, opticians, chiropractors, and others licensed by the State of Oregon to practice healing arts
 - Offices similar to the above but not specifically listed
- bbb. insurance brokers
- ccc. lumber brokers
- ddd. office supplies and equipment stores
- eee. paint and wallpaper stores
- fff. parking areas, public and private
- ggg. parking garages, public and private
- hhh. pet stores
- iii. pharmacy and drug stores
- jjj. photographers studios
- kkk. photographic film processing, photoengraving
- lll. photocopy shops
- mmm. planned unit developments
- nnn. post offices
- ooo. printing shops, retail only
- ppp. public buildings and uses similar to buildings and uses listed in this section
- qqq. radio and TV broadcasting studios
- rrr. real estate sales
- sss. restaurants, sit-down or walk-up, including cocktail lounges
- ttt. sale of secondhand goods, if located wholly within enclosed buildings
- uuu. savings and loans
- vvv. sewing machine sales and service
- www. shoe sales and repair
- xxx. sporting goods stores
- yyy. tailor shops
- zzz. telephone and telegraph exchanges
- a1. telephone answering services
- a2. theaters
- a3. tobacco shops
- a4. toy stores
- a5. travel agencies

- a6. upholstery shops
- a7. variety stores
- a8. accessory buildings and uses normal and incidental to the buildings and uses permitted in this Chapter.
- a9. Other buildings and uses determined to be similar to those listed in this section and which do not have a different or more detrimental effect upon the adjoining uses than those buildings and uses specifically permitted.
- a10. Animal clinics or grooming facilities (no abutting a residential use or district)

10-27-3 Buildings and Uses Permitted Conditionally

The Planning Commission, subject to the procedures and conditions set forth in Chapter 4 of this Title, may grant a conditional use permit for the following:

- a. amusement establishments such as arcades, indoor courts, and other such uses for the general public, including children or youth
- b. churches, excluding rescue missions or temporary revivals
- c. funeral homes
- d. service stations
- e. automobile repair garage
- f. pawnshops
- g. public and private elementary and secondary schools
- h. public buildings and facilities not similar to those listed as permitted uses
- i. residential units, provided that the building contains a commercial business and that the dwelling unit not occupy the front 25' of the ground floor, and not more than 50% of the ground floor facing a principal commercial street. If access to the dwelling unit(s) is from the principal commercial street, it shall be a separate entrance not more than 6' wide or as required by ADA.
- j. Restaurants, drive-in (including drive-thru and drive-up)
- k. Single unit detached dwellings
- l. Woodworking and cabinet shops, provided that the business includes retail sales of products produced on the premises
- m. Medical Marijuana Dispensaries
- n. Marijuana Retailers
- o. Marijuana testing facilities licensed by the Oregon Liquor Control Commission or accredited by Oregon Health Authority

10-27-4 Lot and Yard Dimensions

- A. Minimum Lot dimensions: The minimum lot width shall be 25'.
- B. Minimum Lot Area: The minimum lot area shall be 2500 square feet.
- C. Lot coverage: The Design Review Board may allow up to a maximum of 90% lot coverage by buildings and other impervious surfaces.

D. Yard Regulations:

Area "A" as shown on the following page:

1. Front yards: Front yards may vary from 0' to 10' from back of property line. Ten percent of the frontage, or a minimum of 6', may be utilized for pedestrian walkways connecting to interior parking lots. Upper story windows, balconies, benches and tables and awnings may encroach into the sidewalk area as long as a minimum 8' wide pedestrian way is maintained within the sidewalk area.
2. Side and rear yards: Buildings may be zero lot line, provided that all Building Code requirements are met. In each block, there will be at least one opening for public access to interior parking lots. Where a commercial use abuts a residential district, a fifteen-foot (15') buffer may be required.

Area "B": Single unit detached residential uses shall meet the standards of the Medium Density District. Multi-units shall meet the standards of the High Density District. Conversion to mixed use or commercial use shall conform to Mainstreet District standards, except that the 20' height requirement does not apply.

10-27-5 Site and Development Provisions

A. Building or Structural Height Limitations

Area "A" as shown on the following page:

Buildings shall be a minimum of 20' in height. This measurement may include a building façade as opposed to a total building height of 20'. If a façade is used, it must be designed so that it is not readily apparent that it is only a façade. The maximum height shall be 38' for a building or structure without an approved fire extinguishing system unless otherwise approved by the Planning Commission/Design Review Board. The Planning Commission/Design Review Board may allow heights up to 50 feet/four stories provided that:

1. The building or structure has an approved fire extinguishing system.
2. The building or structure is in scale with and/or complements surrounding structures.
3. The building façade and roof line are designed to provide architectural interest and avoid a façade which proposes large expanses of straight planes with little or no architectural relief or inclusion of architectural features which are not in character with Old Town.
4. The building will contain mixed uses with retail at the street level.
5. The site has physical constraints/opportunities which are best addressed by a taller building.
6. Additional setbacks or stepbacks may be required to reduce the impacts of the greater heights.

Area "B":

Single unit detached residential uses shall meet the standards of the Medium Density District. Multi-units shall meet the standards of the High Density District. Conversion to mixed use or commercial use shall conform to Mainstreet District standards.

B. Fences, Hedges, Walls and Landscaping: Landscaping shall be in accordance with FCC 10-34, except as modified by the following specific standards:

Area "A" as shown on the following page:

A minimum of 10% landscaping is required. The calculation of the required minimum may include street trees installed and maintained by the applicant, planters and window boxes which are the property of the applicant/owner, as well as plantings within courtyard areas. All landscaping included within the 10% calculation must be installed and maintained by the applicant or his/her successors.

Interior parking lots may be separated from rear courtyards by walls, fences or hedges 4' in height or less. Eating establishments may separate outdoor eating areas from parking lots and adjacent buildings or structures by a fence, wall or hedge not to exceed 6' in height. Pedestrian walkways may be separated from abutting uses by plantings or fences which allow visual surveillance of the walkway and surrounding areas.

Where a commercial use abuts a residential district, see FCC 10-34-3-7-D.

Area "B":

Single unit detached residential uses shall meet the standards of the Medium Density District. Multi-unit units shall meet the standards of the High-Density District. Conversion to mixed use or commercial use shall conform to Mainstreet District standards.

C. Access and Circulation. Refer to Section 10-35 Access and Circulation of this Title for Requirements.

1. Access Management Plan: All access points to Highway 101 shall be governed by the Access Management Plan for Highway 101 in Downtown Florence.
2. Sidewalks abutting buildings on Highway 101, Highway 126, and local streets within the Mainstreet District shall be at least 8' in width, except collector streets within the Mainstreet District without on-street parking as described below. Sidewalk area beyond the standard 6' sidewalk width may be surfaced with pavers, brick or other similar materials. Maintenance and repair of pavers, brick, etc. are the responsibility of the business/property owner.
 - a. Sidewalks on collector streets within the Mainstreet District may be reduced to 6' in width with 6' of clear walkway if there is no on-street parking on that side of the street.
3. Access to all floors of all commercial buildings and structures shall meet ADA requirements.

D. Parking and Loading Spaces

Area "A" as shown on the following page:

Parking spaces may be located on-street in front of the front yard of the lot (if approved by ODOT on Highways 101/126) and/or may be in interior shared parking lots within the block where the applicant's lot is located, or in a shared lot in another block. Business/property owners are strongly encouraged to cooperate in proposing joint parking agreement areas as part of development or redevelopment proposals. Parking will not be permitted in front yards. The Planning Commission may grant parking under a temporary arrangement if an interior or off-site shared parking lot is planned and approved, but not yet constructed, and/or may require the applicant or owner to sign a non-remonstrance agreement for parking improvements. Parking standards in Chapter 3 of this Title shall be used as a guideline for determining parking need.

Bicycle racks shall be provided either in the interior parking lot, or by an entrance if located outside the required minimum 6' pedestrian walkway.

Area "B":

Single unit residential uses shall meet the standards of the Medium Density District. Multi-unit units shall meet the standards of the High-Density District. Conversion to mixed use or commercial use shall conform to Mainstreet District standards, except that the 20' height requirements do not apply.

E. Vision Clearance.

Refer to Section 10-1-14 and 10-35-2-13 of this Title for definitions and requirements.

F. Signs.

Shall be in accordance with Title 4 Chapter 7 of this Code. (Ord. 4, 2011)

G. Lighting.

Street lighting, building lighting and lighting of parking lots and walkways shall conform to the following lighting standards:

1. Light fixtures shall conform to the lighting styles in the Architectural Guidelines.
2. Lighting shall be pedestrian scaled.
3. Refer to Section 10-37 of this Title for additional requirements.
4. Wiring for historic fixtures shall be underground. Other overhead wiring shall be placed underground, where possible.

H. Design Review.

All uses except single unit detached and residential duplex units shall be subject to Design Review criteria to insure compatibility and integration with the Mainstreet character, and to encourage revitalization. Architectural design shall be reviewed against the Downtown Architectural Guidelines to determine compatibility, with the exception of solar photovoltaic and solar thermal energy systems as allowed by HB3516.

I. Trash Enclosures.

All trash enclosures shall be located in side or rear yards, and shall be screened from street or pedestrian courtyard view with a permanent solid fence or wall at least 6' high. Service shall be from an abutting alley or interior parking lot where possible. Gates opening to non-street faces may be slatted chain link.

J. General Provisions.

1. Outdoor storage of materials and display of merchandise for sale shall be subject to approval by the Design Review Board.
2. Where there is manufacturing, compounding, processing or treatment of products for wholesale, the front twenty-five (25) feet of the building's ground floor facing the principal commercial street shall be used for commercial sales, business or professional offices.
3. Any use allowed must not cause unreasonable odor, dust, smoke, noise, vibration or appearance.

K. Public Facilities: Refer to Section 10-36 of this Title for requirements.

Amended by Ordinance No. 5, Series 2003, effective April 17, 2003
Section 10-27-5, E - Amended by Ordinance No. 26, Series 2008
Section 10-27-5 C 2- Amended by Ordinance No. 14, Series 2009 (effective Oct 15, 2009)
Sections 10-27-4 and 10-27-5 Amended by Ordinance No. 9, Series 2009
Section 10-27-5-F amended by Ordinance No. 4, Series 2011 (effective April 22, 2011)
Sections 10-27-25, 10-27-3, 10-27-4, and 10-27-5 amended by Ord. No. 3, Series 2013 (effective 7-31-13)
Section 10-27-5-G-3 amended by Ord. No. 12, Series 2014 (effective 12-31-14)
Section 10-27-3 amended by Ord. No. 1, Series 2015 (effective 3-17-15)
Section 10-27-3 amended by Ord. No. 12, Series 2015 (effective 1-1-16)
Sections 10-27-3-k, 10-27-4-D, 10-27-5-A,B,D & H amended by Ord. No. 6, Series 2023 (effective 8-17-23)