



Memorandum:

To: City of Florence Planning Commission
From: Clare Kurth, Associate Planner
Meeting Date: February 13, 2024
Subject: Industrial Building Architectural Design – Work Shop

Introduction

“Industrial building architectural design and metal commercial building design alternatives” was a previous sub-committee topic that was last discussed at a work session on [March 8, 2022](#). According to the agenda item summary (AIS) included as Attachment 1 (pg. 1), the 2021 – 2023 Wok Plan “Priority 2 includes updating design review and commercial and industrial zoning codes related to architectural standards for metal buildings.” This work shop discussion intends to continue previous sub-committee work and finish working on this Work Plan priority.

The existing City Code does not provide flexibility and alternatives for industrial use buildings in industrial areas of the City. The City has 4 industrial zoning districts which include Marine, Pacific View Business Park, Limited Industrial, and Service Industrial. As written existing code does not provide opportunities for development of site built or meatal buildings that do not include a public facing side (i.e. a storefront) facing the street. [FCC 10-6-7: Non-Residential Design Requirement](#) requires a minimum of 3 of 6 options that include covered front entrances, windows covering not less than 30% of the street-facing elevation, pedestrian shelters, eaves with an over hand of not less than 12 inches, decorative tops, and awnings or canopies extending not less than 30% of the elevation where applied. These options are primarily focused on storefronts or pedestrian entrances and do not provide flexibility for all scenarios and permitted uses in Industrial Zones.

The code also does not provide flexibility to make using metal buildings for commercial use, outside of the Old Town and Mainstreet Districts, a feasible option. Additional architectural design requirements (Attachment 2) and material application may be considered to more easily permit the use of these buildings and allow for potential decreased cost to the applicants without compromising the communities aesthetics.

Goals and Next Steps:

During this work shop the Planning Commission will review previous sub-committee work on the topic of industrial architectural design standards and commercial metal buildings. The Planning Commission may either choose to form a sub-committee or provide staff with direction to continue this work. The goal is to work towards code amendments that maintain the City’s vision for attractive businesses while offering alternatives to existing code that does not account for industrial uses.

Attachment:

- Attachment 1: AIS Commercial/Industrial Metal Buildings – March 8, 2022
- Attachment 2: Applicable Code Sections from Previous Sub-Committee Work – March 8, 2022
- Attachment 3: Metal Building Façade Examples Previous Sub-Committee Work – March 8, 2022

AGENDA ITEM SUMMARY**ITEM NOs:** 1 & 2**FLORENCE PLANNING COMMISSION**Meeting Date: March 8, 2022

ITEM TITLES:

1. Review Title 4 Chapter 6 – Vegetation Preservation
2. Commercial/Industrial metal building architecture alternatives

DISCUSSION/ISSUE:

On March 8, 2022 the Florence Planning Commission will discuss Florence City Code Title 4 Chapter 6 Vegetation Preservation and architecture alternatives for metal buildings. The Environmental Management Advisory Committee's (EMAC) subcommittee self-assigned to address Title 4 Chapter 6 has been invited to attend the work session to participate in that part of the discussion. Additionally, planning staff will participate to share their experiences and ideas on the topics as appropriate.

BACKGROUND: On July 13, 2021 the Florence Planning Commission made formal recommendation to the City Council of their Year 1 Work Plan projects. Priority 6 includes the following: "Vegetation preservation concerns related to development proposals and code infractions are on the rise. The Planning Commission for Year 1 would like to update the city code to implement the related Comp Plan policy, remove ambiguous language and modernize code language to reflect current values and incorporate new practices and industry standards." Priority 2 includes updating design review and commercial and industrial zoning codes related to architectural standards for metal buildings. On July 20, 2021 the Florence Environmental Management Advisory Committee made formal recommendation to the City Council of their Year 1 Work Plan projects. Priority 1g was to "Update the vegetation preservation code with regard to commercial and residential development."

The work related to these topics would result in amendments to the associated Florence City Code chapters and implement or support objectives and policies of the Florence Realization 2020 Comprehensive Plan. It will also perform the work identified by the PC and EMAC and approved by City Council in the 2021-2023 City of Florence Work Plan.

Both bodies included vegetation preservation code updates on their respective workplans. Their sub-committees tasked with this priority will work collectively towards accomplishing them. Subcommittee members are listed at the end of the AIS.

Attached are Title 4 Chapter 6 Vegetation Preservation and two vegetation preservation application staff reports for so one can see how the criteria are being addressed.

MEETING PURPOSE: This meeting serves as an opportunity for participants to share their concerns, issues, and challenges with the vegetation preservation code and permitting process. Chairman Tarvin will share his initial research findings on

architectural alternatives for metal buildings and seek participant feedback. The information received at this meeting will provide clarity on the variety of issues and direction for additional research.

MEETING PROCESS AND EXPECTATIONS: In order to proceed with completing these two work plan tasks, the subcommittees will need input from several sources. The staff and two city volunteer bodies tasked with regulating the permitting process and developing strategies that support the landscape and biology of the area are naturally a good place to start.

Attendees will receive brief introductions to the topics. The work session participants will be asked for their input/ideas on a series of questions. They will have 3-5 minutes to write their responses down after each question is asked. Each participant in turn will be asked to read one item off their list, with each attendee being asked again until all responses are read. All non-duplicated ideas will be recorded. Clarifying questions can be asked at any time and discussion on the ideas will be held after all ideas are read off and recorded. The final lists of responses will be provided to the sub-committees to assist in their task accomplishment. Input from other sources such as EMAC, residents, businesses, and associated agencies (Depts. of Fish and Wildlife and Forestry) will be sought at later dates at other venues.

TASK SUB-COMMITTEES:

Vegetation Preservation: Eric Hauptman-PC, Erik Oshel-EMAC, Phil Tarvin-PC, Lisa Walter- Sedlacek-EMAC

Commercial and Industrial Code Updates: Phil Tarvin (architecture) & Sandi Young (site design standards)

AIS prepared by: Wendy FarleyCampbell

ITEMS ATTACHED:

- Attachment 1 – [TITLE 4 CHAPTER 6](#) VEGETATION PRESERVATION
 - Attachment 2 – AR 21 18 VEG 11
 - Attachment 3 – AR 21 10 VEG 12
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10-6-5-1: GENERAL CRITERIA FOR NONRESIDENTIAL DEVELOPMENT: Nonresidential projects shall meet the following criteria. The Planning Commission or Planning Commission or their designee may require any of the following conditions it deems necessary to secure the purpose and intent of this Chapter. The Commission or their designee shall consider the following criteria reviewing applications and may set conditions or standards which regulate and limit the following:

G. Architectural quality and aesthetic appearance, including compatibility with adjacent buildings.

H. Color, building materials and exterior appearance in accordance with the policies established by the City in the Downtown Implementation Plan, and in applicable zoning districts.

M. Requiring bonds to insure performance of special conditions. (Ord. 625, 6-30-80)

10-6-6: DOWNTOWN ARCHITECTURAL DESIGN: The Architectural Design criteria are designed to address and implement the Florence Downtown Architectural Guidelines. Where applicable, the following criteria consider the historical character of Florence through proper building massing, siting, and materials which reflect important aspects of Oregon's traditional Northwest architecture. The type of building to which this code may apply may differ by district. The following requirements are intended to create and maintain a built environment that is conducive to walking; reduces dependency on the automobile for short trips; provides natural surveillance of public spaces; creates a human-scale design, e.g., with buildings placed close to streets or other public ways and large building walls divided into smaller planes with detailing; and maintains the historic integrity of the community.

Development in the Old Town and Mainstreet districts shall comply with the standards in this section.

10-6-6-4: PERMITTED VISIBLE BUILDING MATERIALS: Building materials which have the same or better performance may be substituted for the materials below provided that they have the same appearance as the listed materials.

A. Exterior Building Walls:

Lap siding, board and batten siding, shingles and shakes. Metal siding and vinyl siding shall not be permitted.

10-6-6-5: MATERIAL APPLICATIONS AND CONFIGURATIONS:

B. Roofs, Awnings, Gutters and Roofing Accessories:

1. Visibly sloped roofs shall pitch a minimum of 5:12 to a maximum 12:12 with symmetrical gable or hip configuration.
2. Eaves shall be continuous except at sheds and dormers.
3. Shed roofs shall attach to the main building wall or roof ridge with minimum 3:1 slope.
7. 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.

10-6-7: NON-RESIDENTIAL DESIGN REQUIREMENTS: In districts other than Mainstreet and Old Town, the architectural design requirements of this section shall apply to all commercial buildings.

B. All commercial buildings shall incorporate not fewer than three types of architectural features from 1 through 6 below. Applicants are encouraged to use those elements that best suit the proposed building style and design.

1. Covered front entrance. Not less than six feet in depth and not less than 10 percent the width of the building, excluding the landing for entrance.
2. Windows: not less than 30 percent of surface area of all street-facing elevation(s) with the following features:
 - a. Trim, reveals, recesses, or similar detailing of not less than four-inches in width or depth as applicable.
 - b. The use of decorative detailing and ornamentation around windows (e.g., corbels, medallions, pediments, or similar features).
3. Pedestrian Shelters: as described in FCC 10-6-6-6-G.
4. Eaves (where applicable): overhang of not less than 12 inches.
5. Decorative top: e.g., cornice or pediment with flat roof or brackets with pitched roof. Towers may be included where building height limitations and surrounding structures deem them appropriate.
6. Awnings and canopies: extending not less than 30% of the elevation where applied.

[Service Industrial District] 10-31-5: Site Design Criteria:

3. Building Design:

- a. Consistent with the purpose of this district to maintain a visually pleasing entrance to Florence, the main office/administrative building on a parcel should be designed to be attractive, and should be placed on the Highway 101 side of the vegetated berm. Wood or good quality vinyl siding, patterned block or other similar materials are preferred. Metal-clad office/administrative buildings are discouraged.

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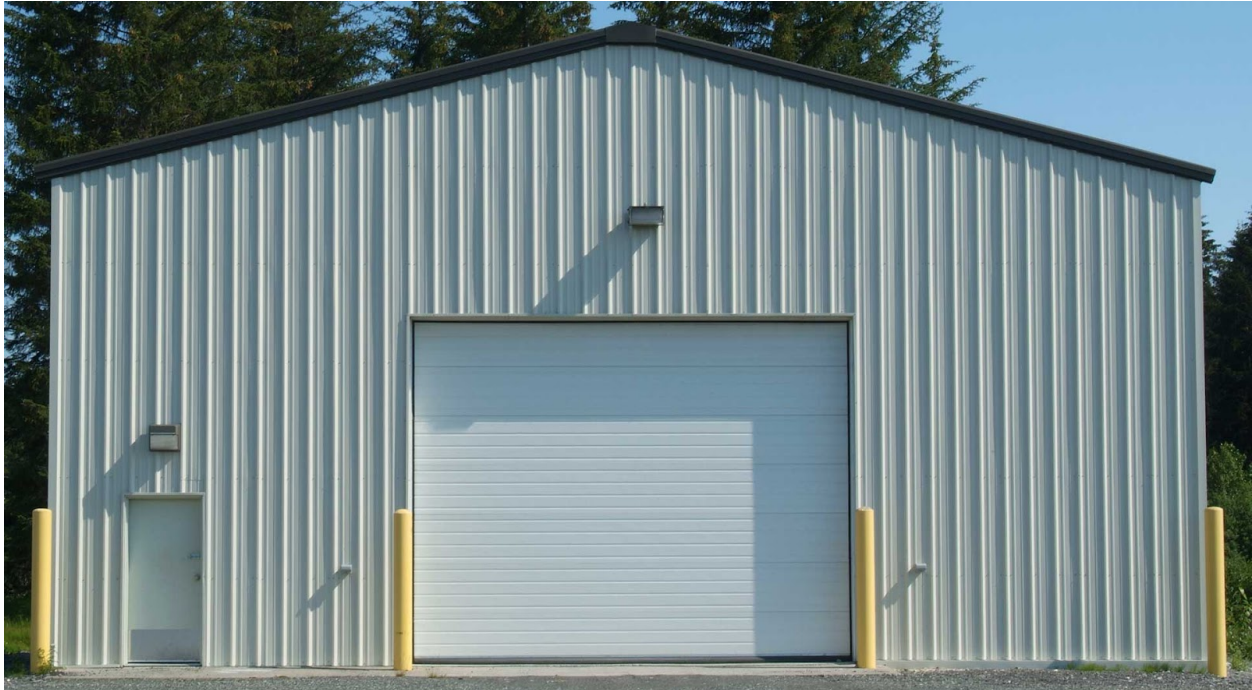
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Metal Building Facades





The building pictured above exhibits a mostly average metal building appearance with a fairly flat roof slope and walls nearly flush to the roofline.

Enhanced Visible Materials & Details include;

- Well proportioned entry Portico
- Recessed entry
- Inset box trimmed windows
- Stone veneer under windows
- Staggered height rooflines



This example exhibits a base design similar to the previous one.

Enhanced Visible Materials & Details include;

- An entry Portico
- Inset box trimmed windows
- Semi-wraparound covered walkway
- Stone veneer extended to "first story" height
- A steeper roof slope
- Eaves extended slightly past walls
- Staggered height rooflines
- Decorative light standards framing the structure



This example uses the common shed roof base design but in an interesting configuration.

Enhanced Visible Materials & Details include;

- Variable offset projections along the front wall elevation
- Steeply sloped roofline
- Alternating orientation of roof slopes
- High percentage of glazing
- Mix and Match orientation (horizontal & vertical) and profiles of metal wall siding
- Eaves extended moderately past walls
- Single color/multi tonal paint scheme & contrasting trim
- Specialty/decorative light fixtures
- A nicely styled & detailed awning



This example also utilizes the common shed roof base design including a fairly flat main roof slope..

Enhanced Visible Materials & Details include;

- Full height entry portico with steeply sloped roofline
- Specialty/decorative light fixtures
- Eaves extended well past walls
- Metal “box beam” siding mimicking minimum reveal lap siding
- Varied cladding materials combining both vertical and horizontal orientations
- Upgraded window design

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