

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.

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