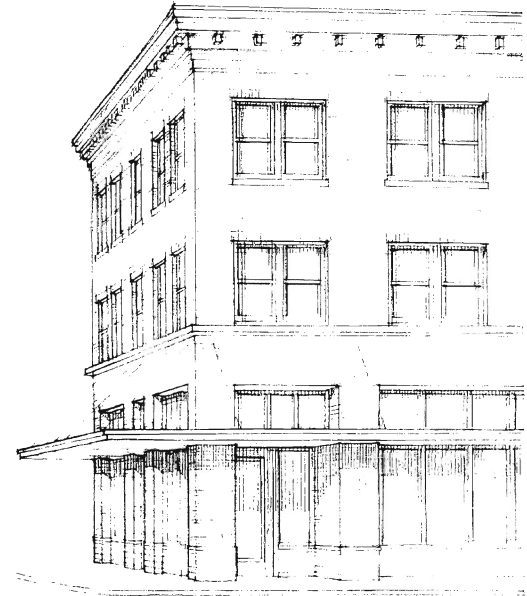
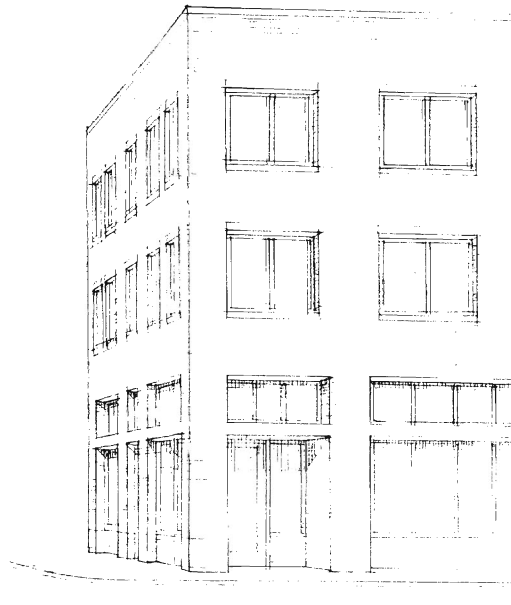
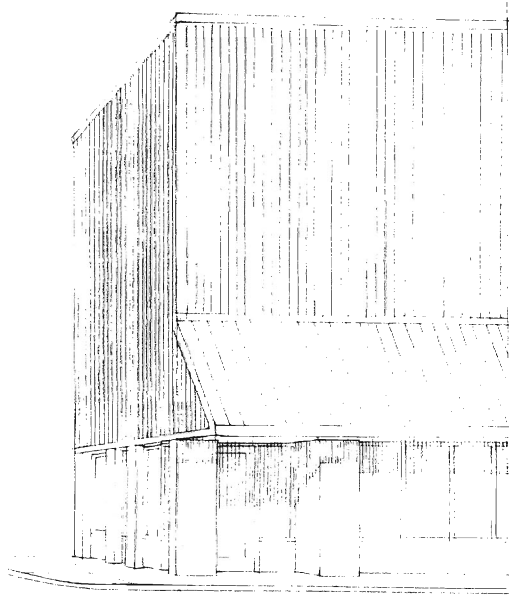


Tillamook Town Center



IN ASSOCIATION WITH
Pacific Rim Resources

July, 1999

Table of Contents

Tillamook Town Center Plan

Page

Section 1 — Introduction	1
Plan Area	1
Plan Opportunities	3
Section 2 — The Town Center Plan	4
Framework Plan	4
Illustrative Plan and Streetscape Recommendations	6
Historic Building Restoration Recommendations	11
Outline for a new Town Center District	25

List of Figures

Figure 1 — Study Area Boundary	2
Figure 2 — Framework Plan	5
Figure 3 — Illustrative Plan	7
Figure 4 — Town Square Spatial and Circulation Diagram	8
Figure 5 — Town Square Conceptual Site Plan	9
Figure 6 — Civic Center Conceptual Site Plan	10
Figure 7 — Town Center Streetscape	12
Figure 8 — Town Center Streetscape	13
Figure 9 — Main Avenue Streetscape	14
Figure 10 — Historic Downtown Architecture	15
Figure 11 — Architectural Restoration Guidelines	17
Figure 12 — Architectural Restoration Guidelines	18
Figure 13 — Architectural Restoration Guidelines	19
Figure 14 — Architectural Restoration Guidelines	20
Figure 15 — Architectural Restoration	22
Figure 16 — Architectural Restoration	29

Appendix — Code Concepts, Research, and Examples (*under separate cover*)

Tillamook Town Center Plan

Transportation and Growth Management Program
Oregon Department of Transportation
Oregon Department of Land Conservation and Development

July, 1999

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Section 1 — Introduction

Introduction

In August of 1998, the Tillamook City Visioning Task Force completed the *Tillamook City 2020: Vision Statement*. Key scenarios and action strategies of that document were important first steps toward creating a town center plan:

- A revitalized downtown with an on-going emphasis on a viable economic mix, pedestrian friendly environment, and architectural restoration and preservation where appropriate;
- A small town atmosphere that recognizes and preserves the community's heritage;
- A Downtown Development Plan that will establish design consistency in the commercial district, new design review standards, and an incentive program for meeting those standards; and
- Attractive and distinctive gateways into the City.

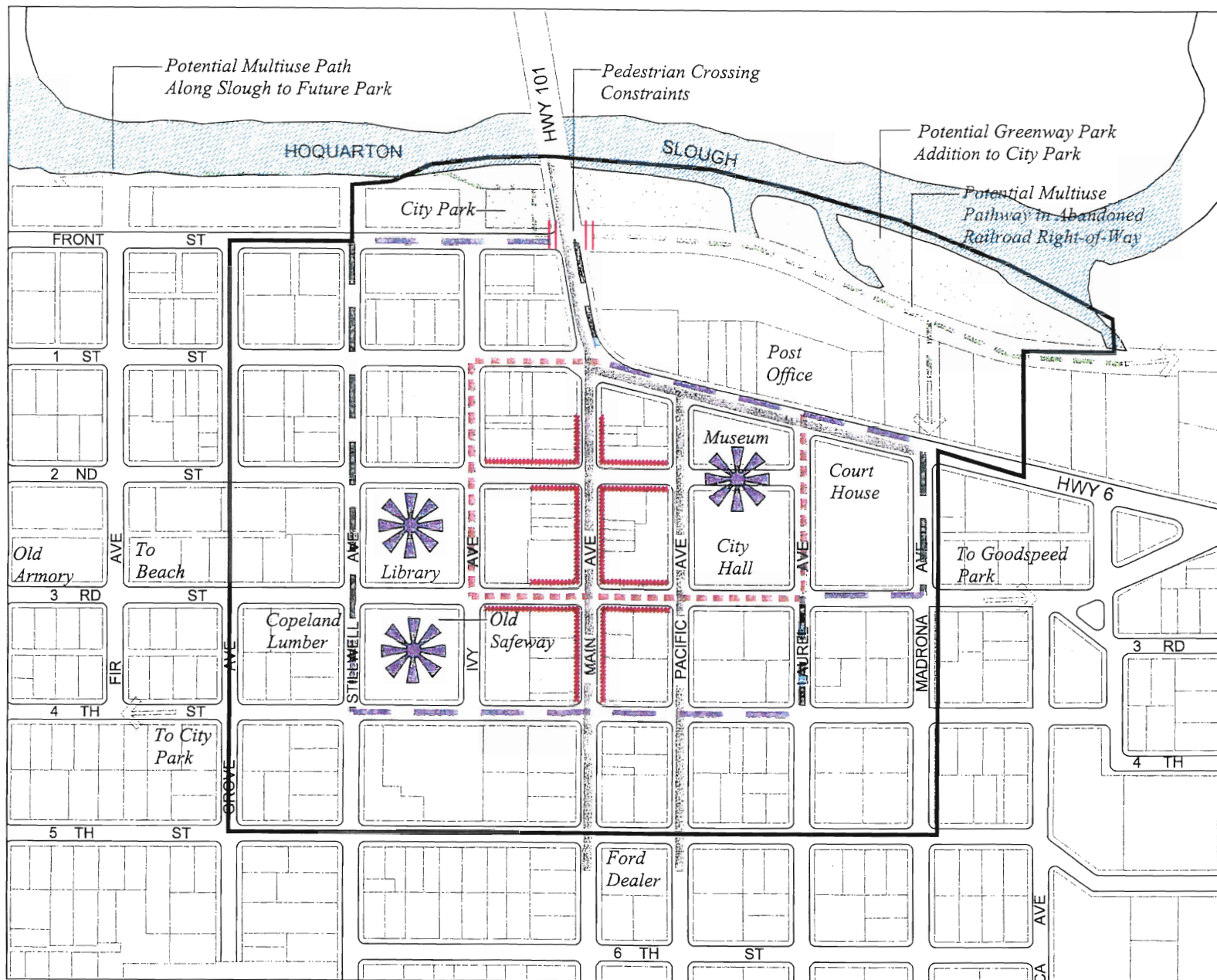
By combining the planning and design expertise of the consultant team and the creative energy of the community through a three-day design charrette, a Town Center Plan was completed in June of 1999. The plan defines a town center boundary and illustrates opportunities for new public open space, potential land uses including civic and government buildings, and architectural restoration of key buildings. The plan supports those opportunities with conceptual site plans, design guidelines, and an outline for a new code district.

Adoption of the plan recommendations will set the stage for new zoning in the downtown, capital improvements planning, and new programs such as a building facade improvement program.

Plan Area

The study area for the plan is defined by Hoquarton Slough to the north, Grove Avenue to the west, Madrona Avenue to the east, and 5th Street to the south (Figure 1). Within that study area are portions of Highways 6 and 101, the primary commercial district served by Main and Pacific Avenues (one-way couplets for Highway 101 within the City) and 2nd, 3rd, and 4th Streets identified as the Town Center Boundary. Criteria for establishing that boundary included:

- exposure of public spaces and business to highway travelers;
- concentration of small scale businesses with storefront character;
- civic buildings such as City Hall and the County Courthouse;
- historic buildings that could be restored as a distinctive element of the downtown area; and
- the importance of Main Avenue, Pacific Avenue, and 2nd Street in Tillamook's history.



TILLAMOOK

TOWN CENTER PLAN

STUDY AREA BOUNDARY

Site Analysis



Potential Town Square Location



Major Travel Routes



Potential Town Center Area



Core Area



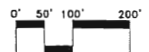
Architectural Resources (Traditional Storefront Buildings)



Major Bike Routes



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Figure 1

Introduction

Continued

The potential contribution of restored and renovated storefront architecture may be one of Tillamook's greatest asset in revitalizing downtown and continuing to be a memorable stop for travelers along the Oregon coast. Traditional storefront facades with upper story residential and office use have characterized Main Avenue and 2nd Street for most of this century. Over the past two decades the architectural continuity within the town center has been compromised. Most of that compromise is a result of covering facades with non-historic materials, removal of traditional signs and marquees, and, in some cases, demolition of older buildings to make way for contemporary buildings lacking the attractiveness and pedestrian friendly qualities of traditional main street building types. Historic building types provide an architectural rhythm and street level design elements essential to a downtown environment that can retain, expand, and recruit business.

Plan Opportunities

Through a process of research, on-site evaluation, and community involvement, significant opportunities were identified for land use planning and physical design to help realize the community vision for the town center area,(Figure 1).

Opportunities include:

- New public open space in form of a town square;
- New public open space in the form a greenway park and trail;
- Town center district anchored by the existing government buildings and new civic buildings along Ivy Street;
- An architectural preservation restoration program;
- A streetscape enhancement plan; and
- A special code and design standard district for the town center area.

Section 2 — The Town Center Plan

The Town Center Plan

The Tillamook Town Center Plan consists of four elements:

- Framework Plan
- Illustrative Plan and Streetscape Recommendations
- Historic Building Restoration Recommendations
- Outline for a Town Center District

Each element was initially developed during a three day community design charrette and subsequently refined by the consultant team. Design refinements were presented and reviewed at a subsequent public meeting.

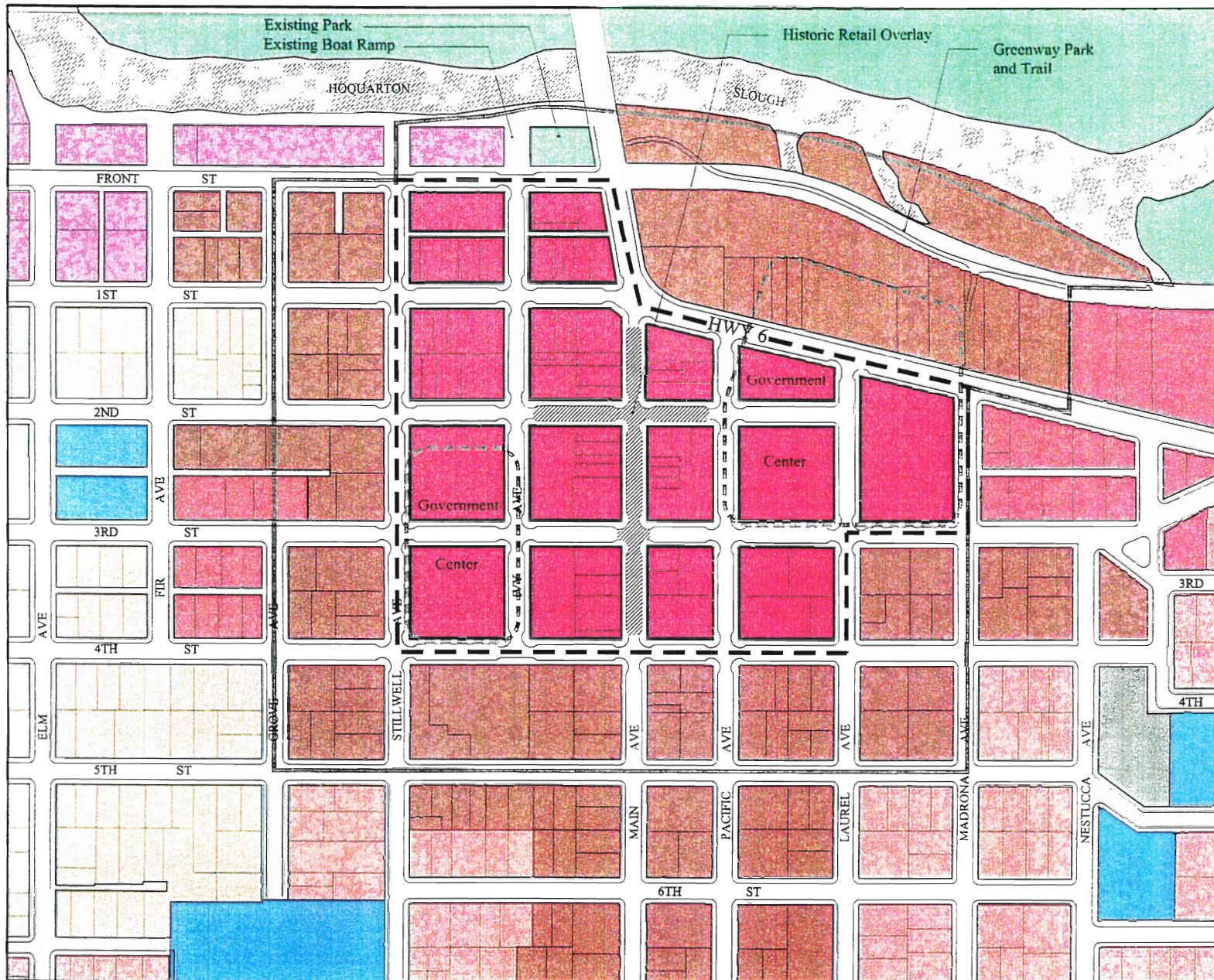
Framework Plan

The Framework Plan is intended to be the overall guide to new zoning for the downtown, and a first step to capital improvement and building restoration. A 15-block area has been identified as a new Town Center district (Figure 2). It is distinguished from the existing Central Commercial district by its purpose to be the center of the community, focus on mixed-use and retailing, and pedestrian-oriented design standards. A five-block “Historic Retail Overlay” is recommended as a strategy to focus retailing on the key historic blocks of the downtown.

The Framework Plan also illustrates two government centers. This government center at 2nd and Laurel reflects the existing City Hall, County Courthouse, and Pioneer Museum uses. To build on this center, a Town Square is recommended for this government center.

The government center at 3rd and Ivy is intended to create a second civic anchor for the downtown. This area is appropriate for a redeveloped public library, new governmental buildings, and potential a downtown campus for Tillamook Community College.

A new greenway park and trail is recommended for the area extending from the railroad right-of-way to Hoquarton Slough. Access would be provided from publically-owned parcels north of Madrona Avenue. This park and trail makes use of the abandoned right-of-way and land adjacent to the slough that is largely floodplain area.



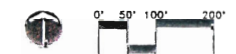
TILLAMOOK TOWN CENTER PLAN

Framework Plan

-  Town Center Mixed Use
-  Single Family Residential
-  Single Family & Duplex
-  Multi Family Residential
-  Central Commercial
-  Light Industrial
-  Public & Semi-Public
-  Parks & Open Space
-  Study Area Boundary
-  Town Center Boundary



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Figure 2

The Town Center Plan

Continued

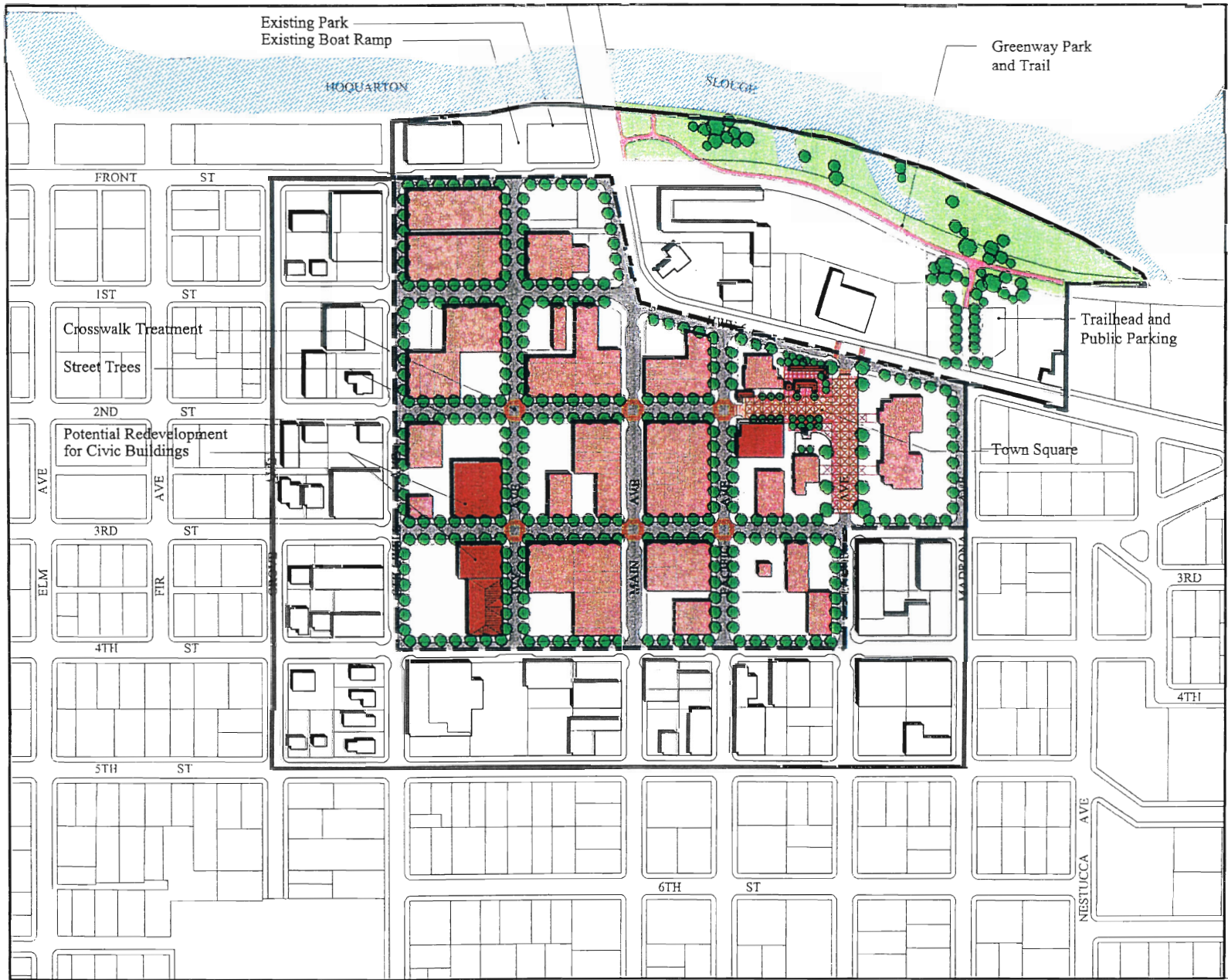
Illustrative Plan and Streetscape Recommendations

The Illustrative Plan is a conceptual vision for revitalization of the Town Center area. It reflects relationships and opportunities identified during the site analysis phase of the project and “fills in” the Framework Plan with design forms and recommendations for public space, land uses, building types, and streetscape enhancements (Figure 3). Specific design elements are illustrated as conceptual site plans and design guidelines.

Town Square — Figures 4 and 5 illustrate the potential conversion of parking and lawn areas for the County Courthouse, City Hall, and historic Pioneer Museum into a town square. The intent is to provide a multi-use plaza for daily casual use and special events. When not in use for special events, the plaza would still provide public parking for the area. The plaza and associated government buildings would be the eastern “anchor” for Town Center area. The future building site indicated on the plan is a currently vacant parcel. The architectural character and uses of any redevelopment of that site should be compatible with the public plaza.

Civic Buildings — Two new civic buildings at the intersection of Third and Ivy Streets would be the western “anchors” for the Town Center. The northwestern corner of the intersection is the site of the current County Library building. The southwestern corner is the site of a recently closed supermarket. Both sites offer sufficient land for civic buildings such as a new library or and extension of Tillamook Community College. New buildings on either site should be constructed with no setback from the Ivy Street sidewalk in order to restore the historic building pattern of downtown (Figure 6).

Greenway Park and Trail — The 5-acre greenway park would utilize a vacant parcel of land along Hoquarton Slough and the abandoned railroad right-of-way. Development within the park would be for passive uses only. New public parking and a pedestrian/bike link between park and town square should be developed east of the post office.



TILLAMOOK

TOWN CENTER PLAN

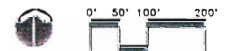
Illustrative Plan

- Study Area Boundary
- Town Center Boundary

Existing buildings and selected infill are shown. Additional infill and redevelopment are expected and encouraged in the Town Center.



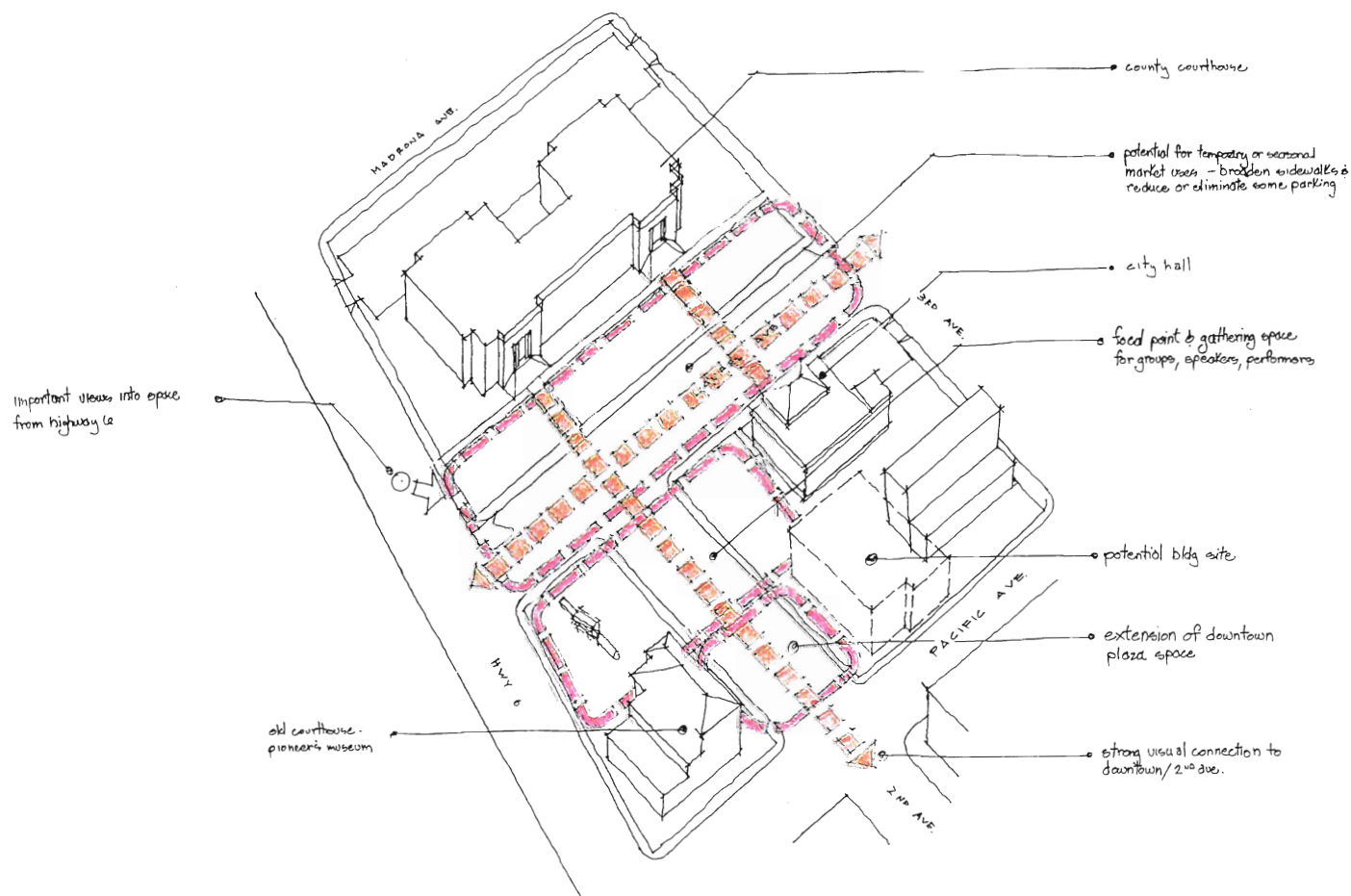
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TOWN CENTER PLAN

Town Square Spatial and Circulation Diagram



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Not to Scale

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Figure 4

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TOWN CENTER PLAN

Town Square Conceptual Site Plan



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Not to Scale

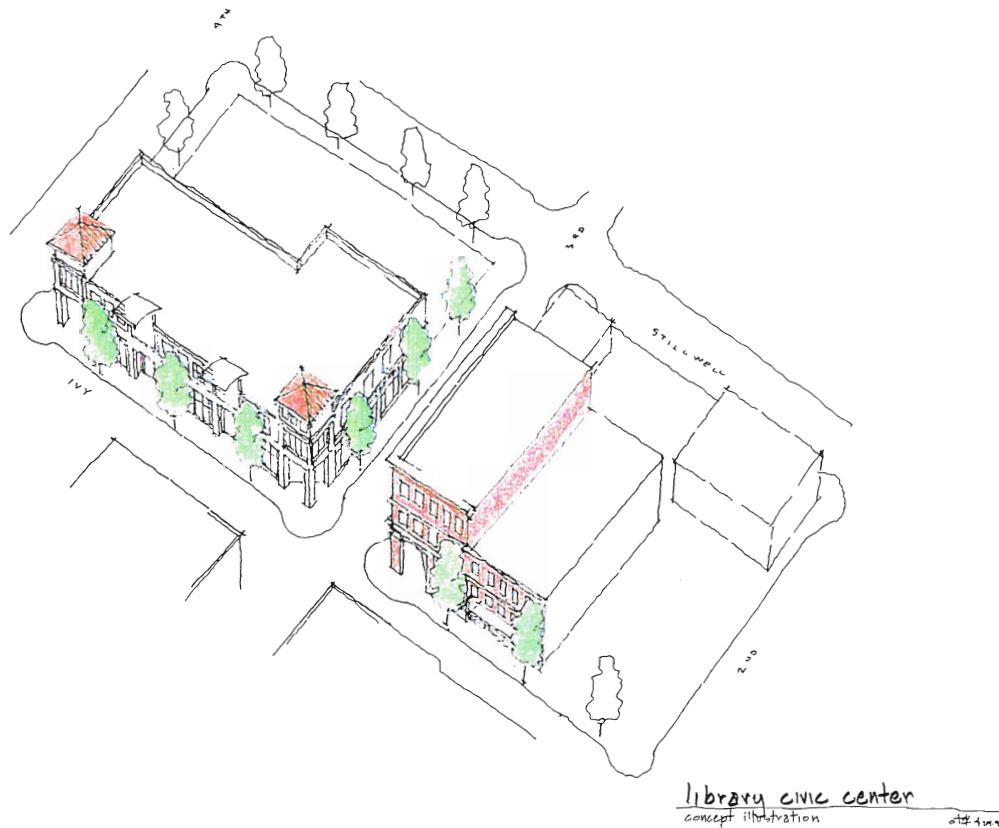
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Figure 5

TILLAMOOK

TOWN CENTER PLAN

Civic Center *Conceptual Site Plan*



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Not to Scale

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Figure 6

The Town Center Plan

Continued

Streetscape Enhancements — Design guidelines illustrated in Figure 7 and 8 apply to all streets within the Town Center except Main Avenue. Guidelines illustrated in Figure 9 are intended to preserve and restore the unique qualities for Main Avenue. The key difference is the recommendation that street trees not be used along Main between Highway 6 and Fourth Street, where sidewalk widths are narrow and, historically, there was an abundance of blade style signs and distinctive storefront illumination.

Street trees used on all other streets should be responsive and subordinate to the architectural character, existing or potentially restored, of building facades. Trees with strong horizontal forms will tend to “frame” large street-level display windows and reinforce the distinction between street-level and upper-level uses. Taller and more columnar trees are appropriate where the building facades without the main entrance to building which usually have few or no display windows.

Where parking lots rather than building fronts form the street edge, a combination of evergreen shrubs three to four feet in height and regularly space street trees should be installed as a “green wall” along the street. Unscreened parking areas ~~with~~ weaken the overall visual integrity of the streetscape.

Historic Building Restoration Recommendations

Architectural Heritage

As late as the 1940s, the original historic facades that characterized the historic downtown core remained largely intact (Figure 10). The most recognizable features are:

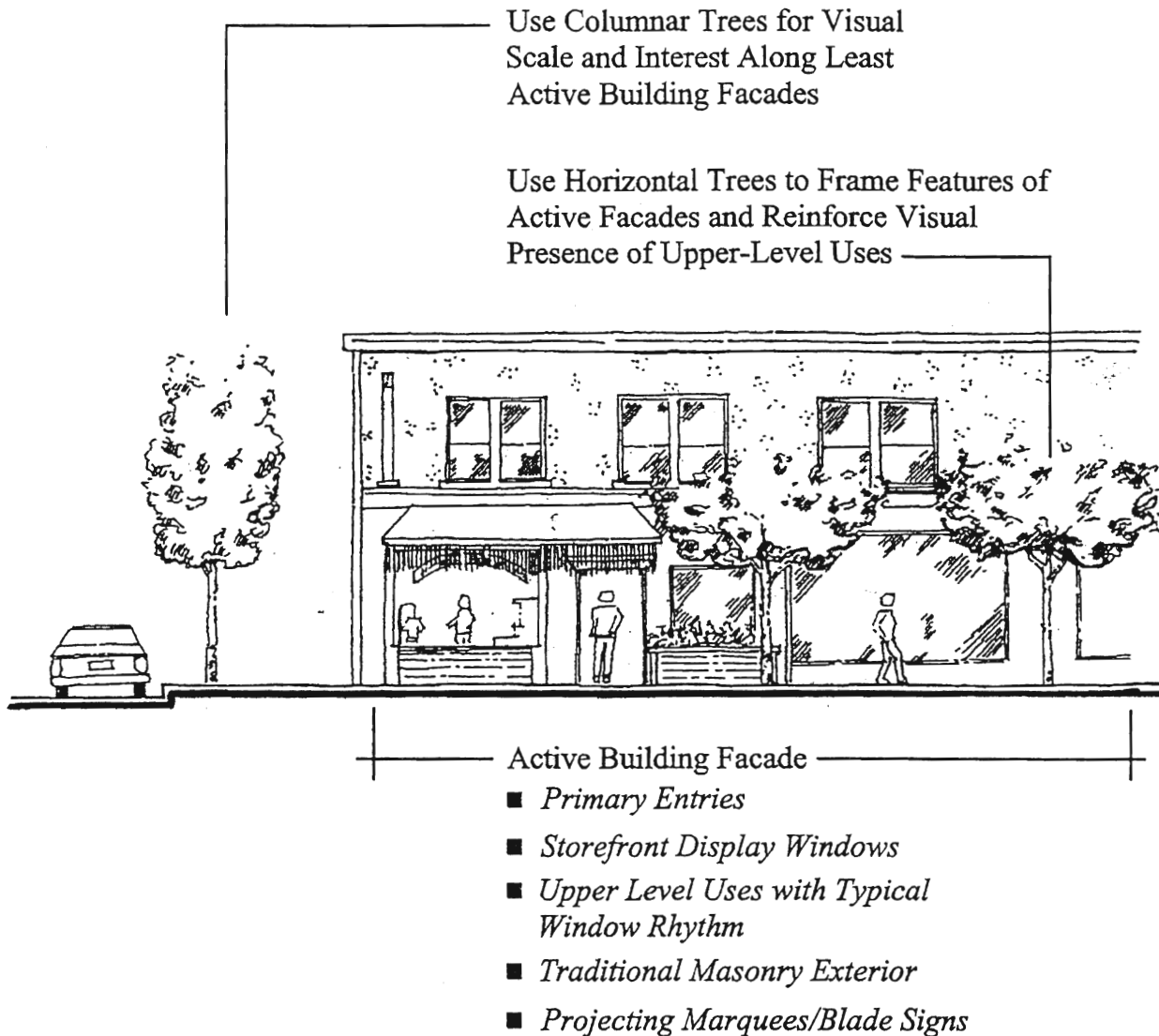
- Uniform building heights with no setback from the sidewalk
- Uniform architectural rhythm of alternating columns and bays
- Large storefront display windows at street level suitable for commercial use
- Upper stories, typically for residential use, with “punched” masonry openings and double-hung wood windows
- Articulated parapets and cornices that vary from building to building
- Masonry as the predominant building material



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TILLAMOOK

TOWN CENTER PLAN





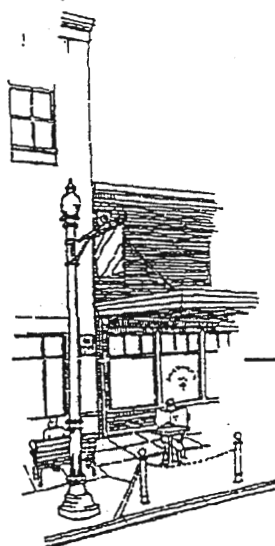
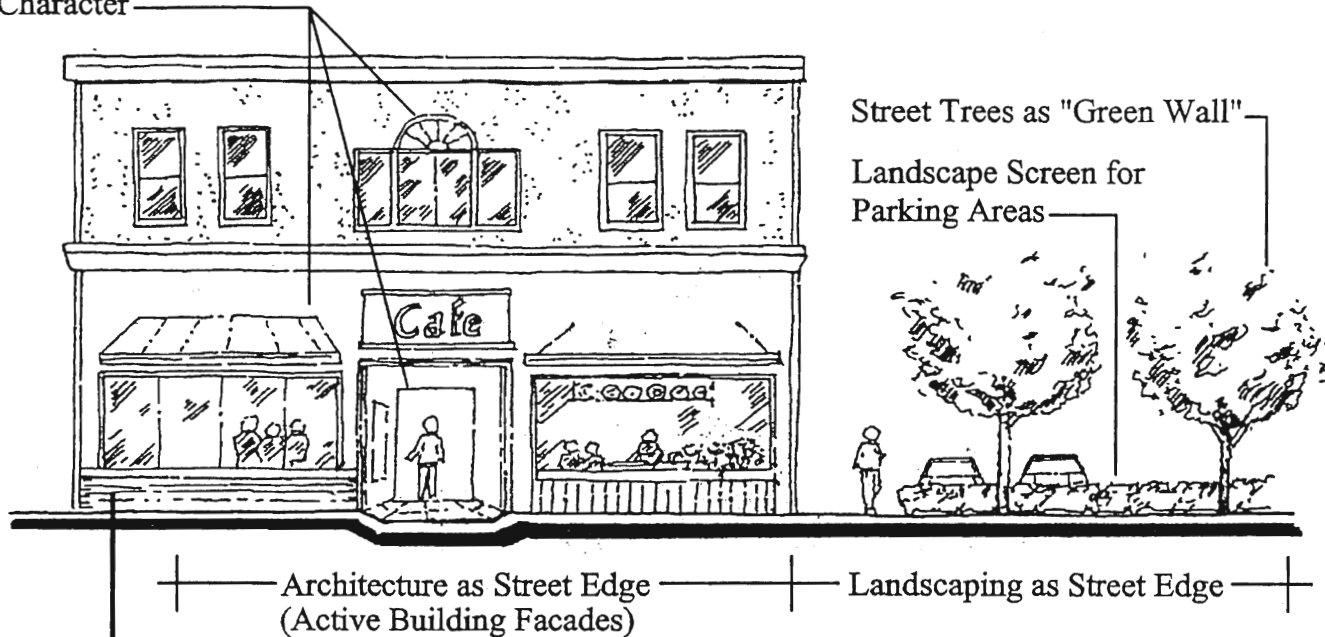
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TOWN CENTER PLAN

Step 1 - Creating Street Edges

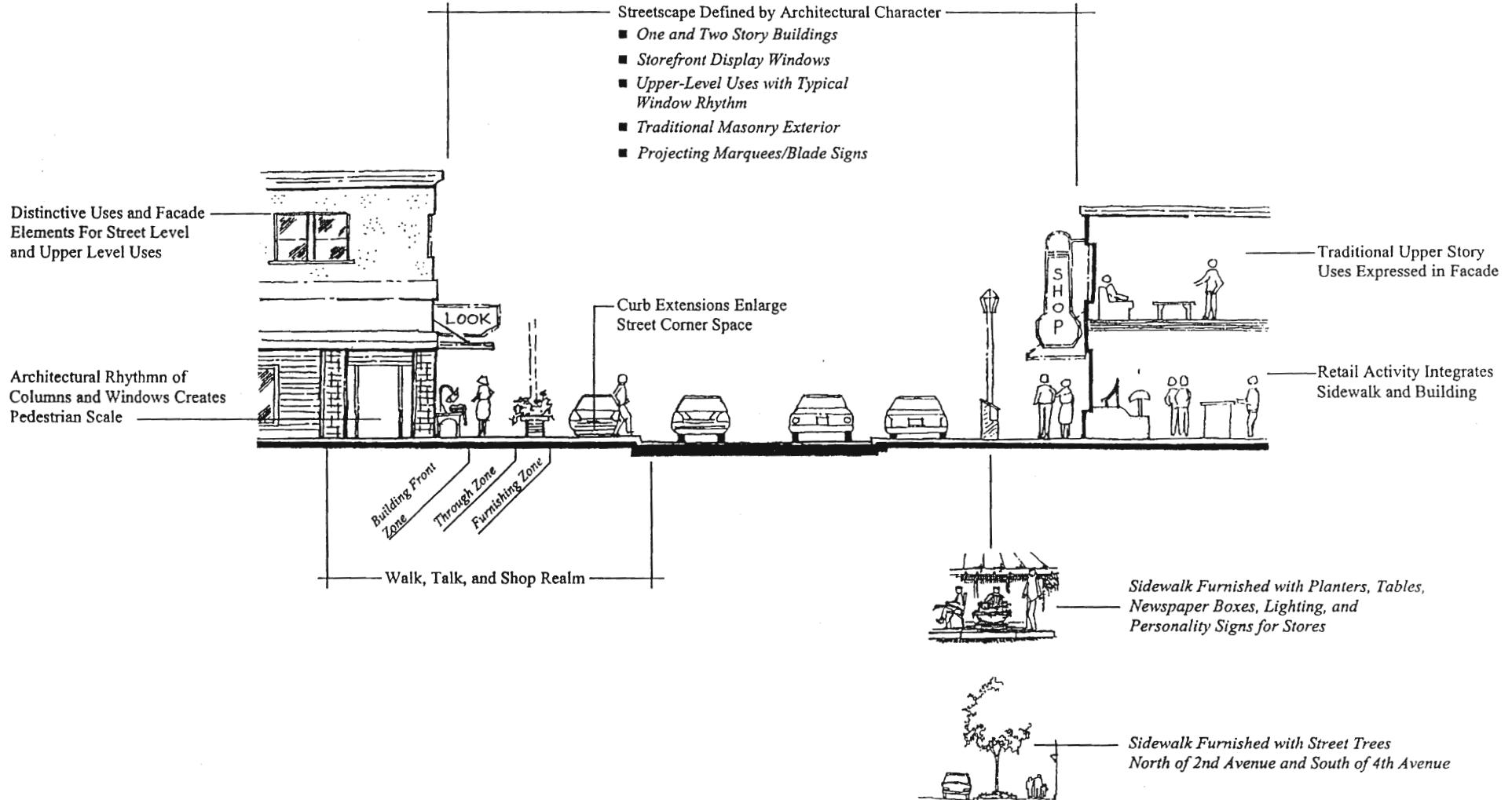
Elements of Historic Architectural
Character



Step 2 - Active Street Edges

Enhance Streetscape Presence of
Building Facade with Sidewalk
Furnishings and Storefront Activity





Streetscape - Main Avenue
Design Guidelines

Figure 9



Figure 10 – Historic Downtown Architecture — Main Avenue, 1948

The Town Center Plan

Continued

With these historic buildings lining the streets, there was an inherent pedestrian scale. It begins with the rhythmic column and bay construction of the buildings and street-level faces that are almost entirely glass and upper stories that are predominantly masonry and smaller windows. Marquees or canopies over the sidewalks, blade signs projecting from the building fronts, and architectural trims and accents that enlivened the streetscapes complete the picture of an inviting downtown.

Unfortunately, a walking tour of Tillamook today reveals only a modest portion of this architectural legacy. As buildings aged and efforts to maintain them waned, the original masonry walls began to leak, particularly during the driving rains (with winds up to 80 to 100 miles per hour) of a coastal winter. Many building owners in the 1960s and 1970s opted for solutions that seriously compromised the historic facade of the buildings. Masonry walls were covered with metal siding or painted in an effort to try to seal out moisture. Additional injury to the architectural character resulted from the removal of cornices and projecting trims, allowing the flat, planar metal siding to run uninterrupted over the original facades. In some cases, rather than retain the original upper-level window openings, siding ran continuously over the upper floors, obscuring the windows in entirety. If an upper-level window remained, a new metal window was often installed directly over the existing wood window (Figures 11 and 12).

Despite this unsympathetic treatment, an architectural presence reflecting a rich past remains in downtown Tillamook. East and west along Second and Third Streets, and north and south along Main and Pacific Avenues, the historic downtown building stock is very apparent. Along these streets are opportunities to revive the traditional storefront architecture and create a vibrant downtown.

Preserve and Restore

Within the Town Center area are side by side examples of the extremes of Tillamook's architectural lineage (Figures 13 and 14). Good examples of historic fabric should be preserved, while non-historic facades that obscure original architectural features should be removed to reveal the original building behind.

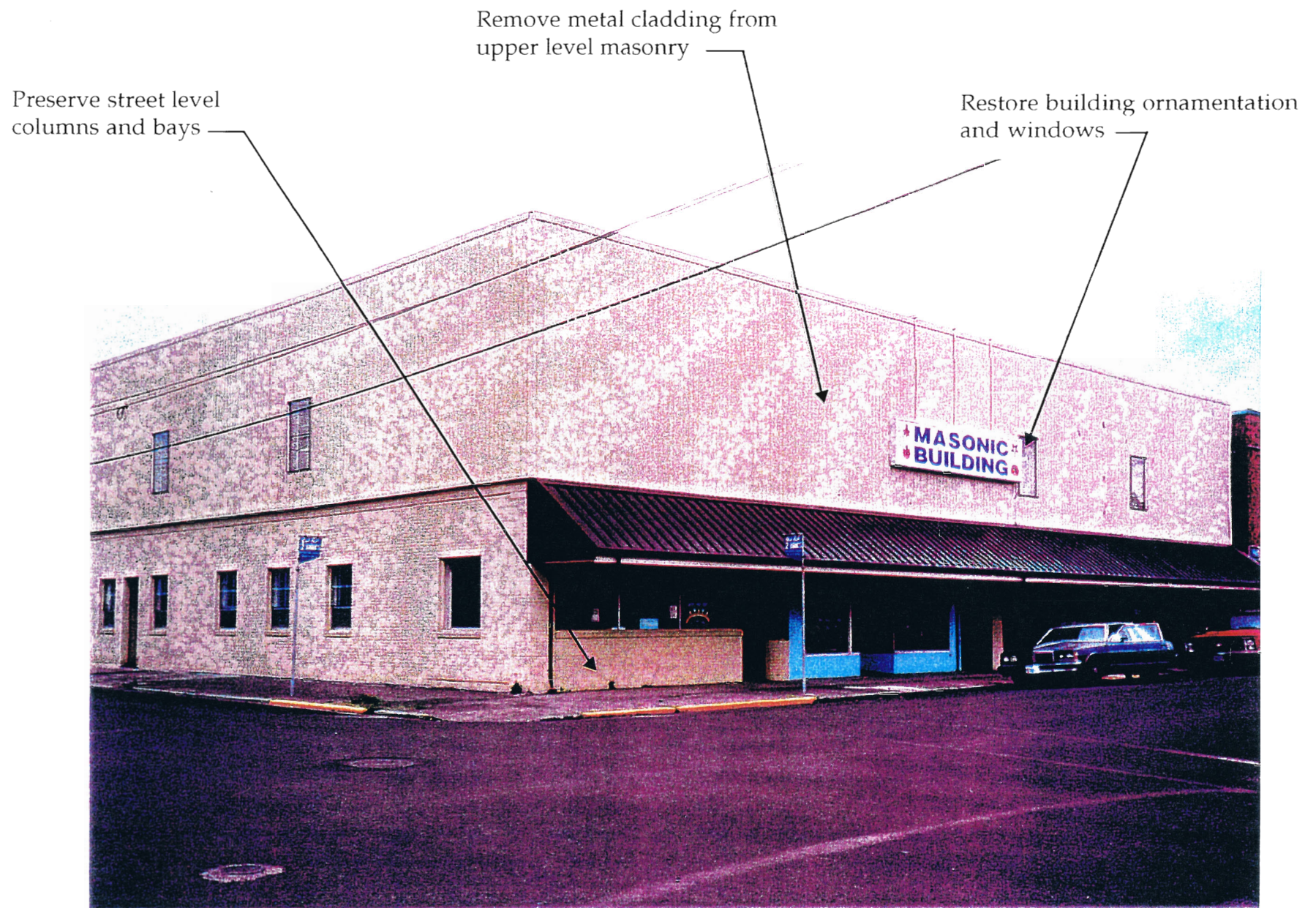


Figure 11 – Architectural Restoration Guidelines



Window opening in metal siding registered with original wood window within masonry wall.

Figure 12 – Architectural Restoration Guidelines

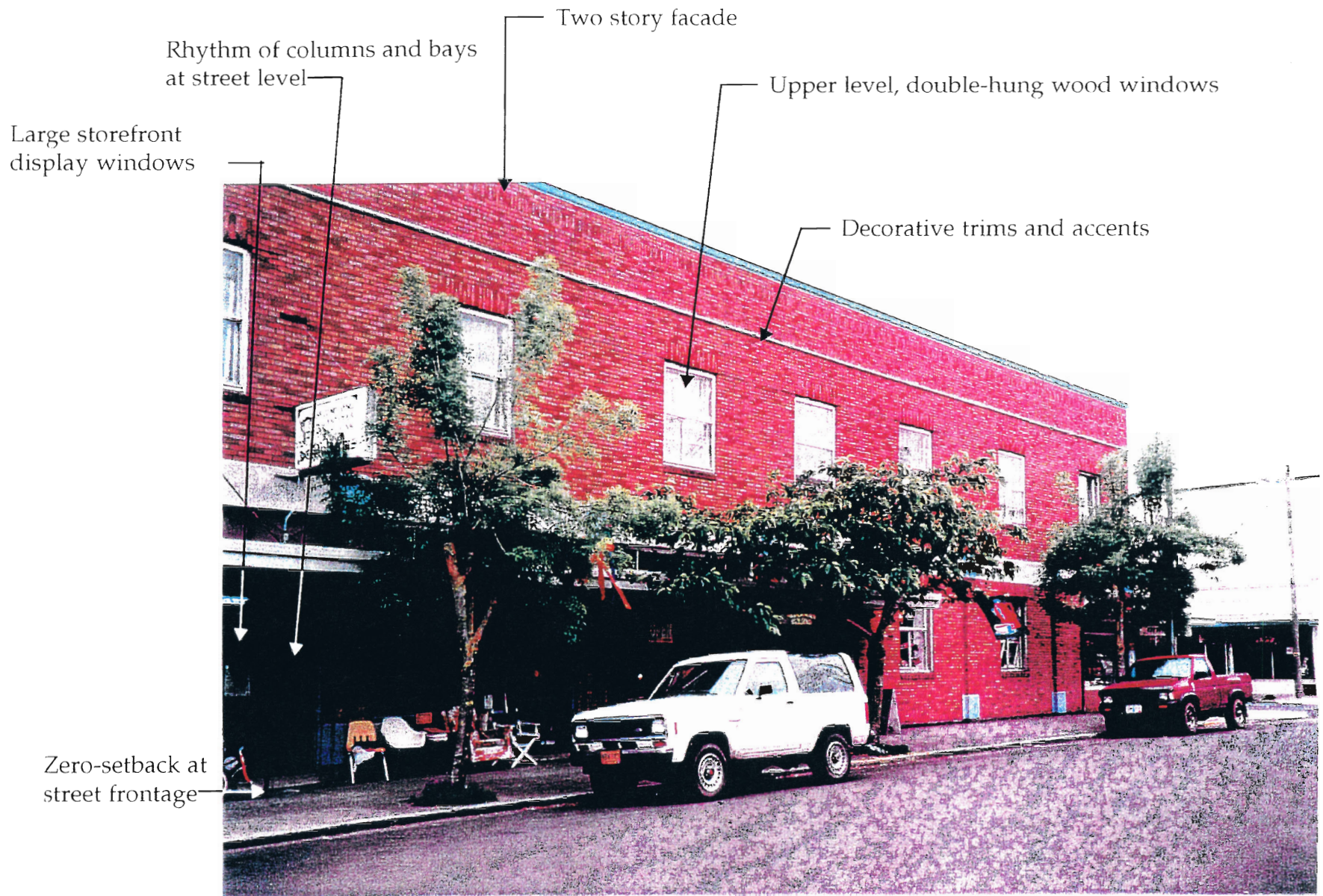


Figure 13 – Architectural Restoration Guidelines

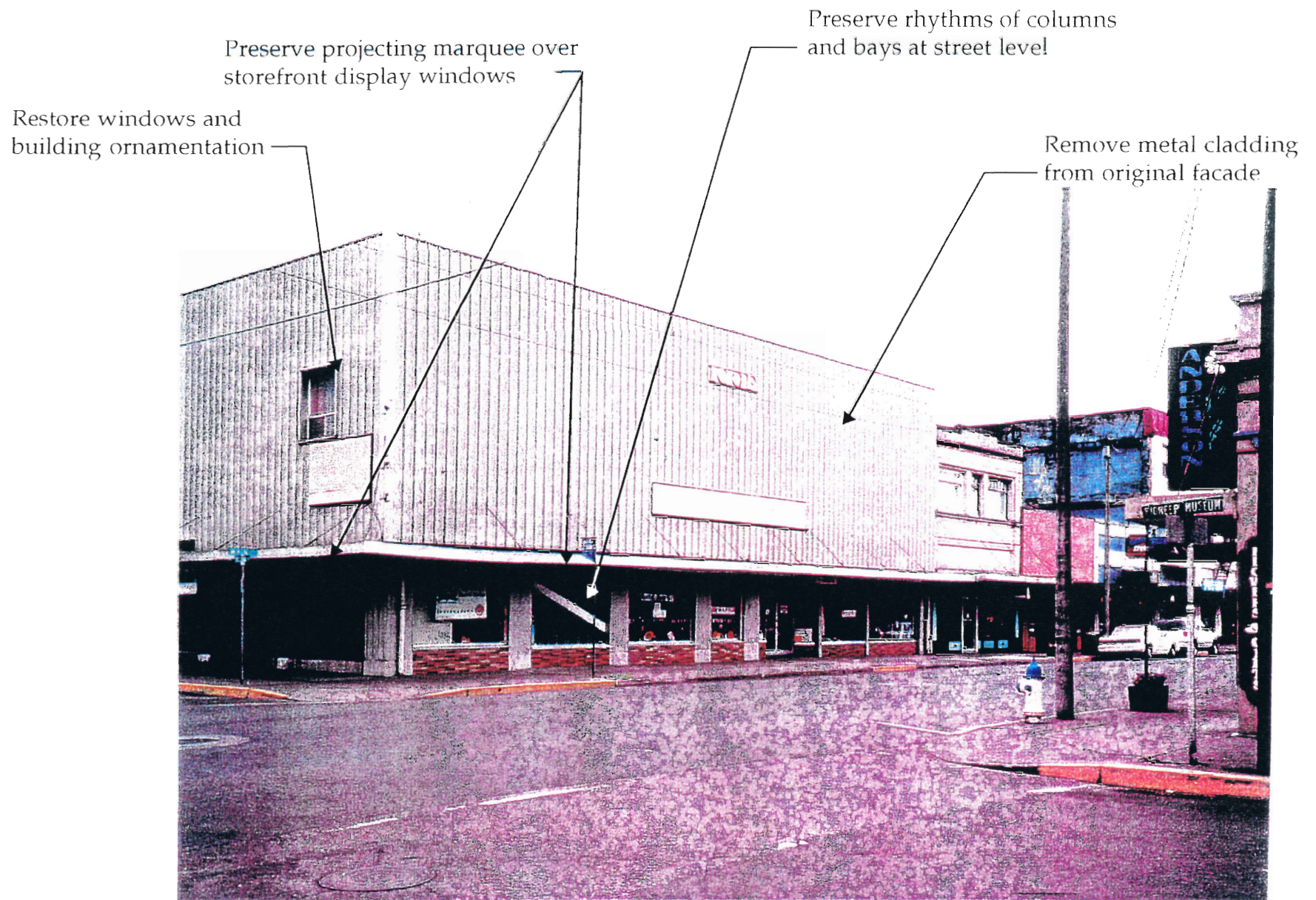
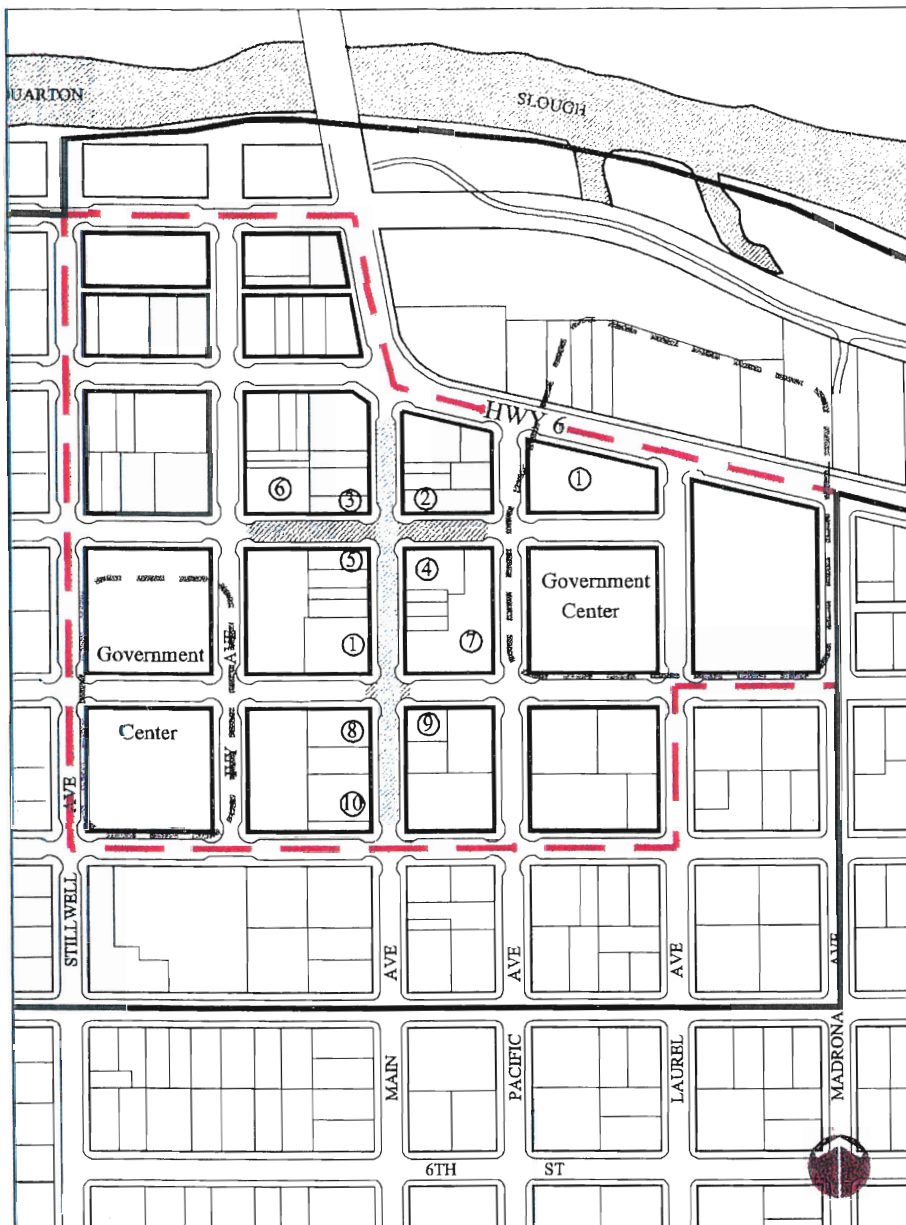


Figure 14 – Architectural Restoration Guidelines






TILLAMOOK

TOWN CENTER PLAN

ARCHITECTURAL RESTORATION

Priority Buildings

1. Pioneer Museum
2. First National Bank Building
3. Alderman Building
4. IOOF Building
5. Anderson Building
6. Masonic Building
7. Tillamook Hotel
8. Beal Building
9. J.C. Penny
10. Bird Boys

-  Study Area Boundary
-  Town Center Boundary
-  Historic Retail Overlay



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Figure 16

The Town Center Plan

Continued

Building Restoration

Restoring a older two or three story building in a downtown environment can be a daunting task. However, it can be accomplished in steps, with each step having a cumulative effect on the building's appearance (Figure 15). In turn, each building that begins to once again reveal the desirable qualities of its original architecture will have a cumulative effect on the overall attractiveness of a main street or downtown area. The following three step restoration plan can be used to evaluate the needs and architectural potential of key buildings in Tillamook's's downtown.

Step One

Step one begins with a building assessment. Thorough assessment of the building will establish:

- construction type;
- height and area;
- general structural configuration; and
- the condition of its exterior walls and roof with regard to resisting the weather.

It will also include an inventory of the building's historic, character-defining features to clarify the scope of needed restoration. That inventory should include research of the building's past, including the organization and original uses of its interior spaces. Photographs, first-hand accounts, and a review of records in the County's archives will prove helpful.

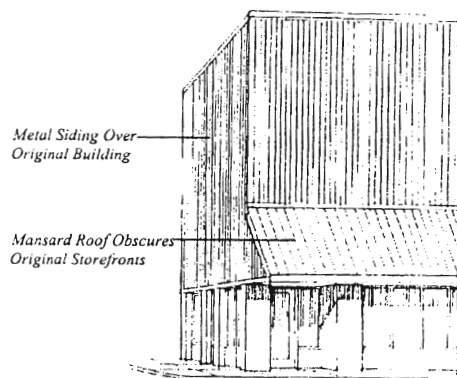
The building's long-term viability must be carefully considered. Its structural integrity, for example, should be examined with particular reference to its ability to resist the forces generated by earthquakes. Seismic (earthquake) codes have evolved considerably since the buildings within the Town Center were constructed. A responsible restoration plan would take into consideration the fundamental structural problems which must be addressed.

Another long-term viability consideration is incorporation of fire and life safety standards. Planned improvements to existing corridors and fire resistive construction standards should be reviewed and approved by the local jurisdiction prior to beginning restoration work. Once these considerations have been addressed, the property owner may proceed with the assurance that restoration of building's historic architectural features can occur in concert with the improvements to the long-term viability of the building.

Developing a Restoration Plan

TILLAMOOK TOWN CENTER PLAN

ARCHITECTURAL RESTORATION



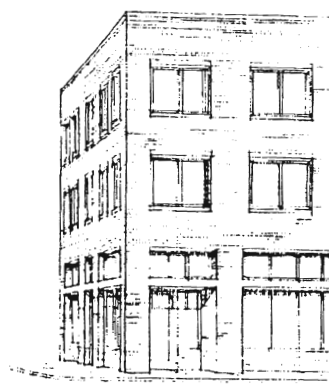
Step One

Building Assessment

- Historic Character Features
- Research
- Original Interior Spaces

Develop Phased Restoration Plan

- Long-Term Viability
- Fire and Life Safety
- Understanding of Costs



Step Two

Character Features

- Remove Non-Historic Cladding and Paint from Masonry Walls
- Evaluate Facade with Regard to Original Interior Spaces

Exterior Finish

- Restore Parapet Caps
- Roof Integrity and Weather Resistance
- Masonry and Wall Joints

Interior Improvements

- Ground Floor Space (Retail Use)
- Electric, Siesmic, Plumbing, and Insulation



Step Three

Character Features

- Cornice and Upper-Level Double-Hung Windows
- Street-Level Character Elements (Windows, Marquees, Signs)

Exterior Finish

- Restore Trim and Exterior Details

Interior Improvements

- Upper Floors (Potential Residential Use)
- Plumbing, Electrical, and Insulation



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Figure 15

The Town Center Plan

Continued

Finally, an understanding of the costs involved in the restoration should be undertaken. Property owners may not be able to restore their buildings in a single construction phase. Order of magnitude cost information will help define a phased approach to the restoration master plan that will help spread the overall renovation costs over time.

Step Two

Implementation of the second step in a restoration plan would only occur after the fundamental structural issues have been satisfactorily addressed. Work should emphasize restoration of exterior character defining features, repair and renovation of original exterior finish, and improvements to interior spaces.

Character Features — Restoration begins with the removal of non-historic cladding materials such as metal siding that obscures the original detailing. Removal of the cladding will allow evaluation of the condition of the exterior finish and the relationship of interior spaces to features of the facade such as windows, doors, and trim details.

Exterior Finish — At the same time attention must be given to restoring the building's original exterior shell. Painted masonry surface should be stripped and cleaned with an appropriate detergent and sealer. Sandblasting and abrasive (acidic) cleansers are not recommended as they may cause long-term harm to the masonry units. Additional masonry restoration efforts would also include:

- re-pointing of the mortar joints;
- installation of new sealant joints at openings within the masonry wall;
- re-furbishment of the sheet metal flashing and coping at the parapet;
- installation of new roofing and insulation; and
- installation of sheet metal roofing terminations.

Interior Improvements — Renovation of interior spaces should be based on a clear understanding of the original use of those spaces and their relationship to exterior features, particularly window openings. Improvements should include new electrical, mechanical and plumbing systems. Renovation of the first floor retail areas would be appropriate and supportive of the Town Center Plan goal of maintaining a strong retail environment, particularly in the Historic Retail Overlay District.

The Town Center Plan

Continued

Step Three

Character Features — Cornices and parapets, street-level display windows, and marquees that project over the sidewalk, were key architectural features of Tillamook's historic downtown environment. They should be restored and preserved. Upper level windows should also be restored to replicate the original double-hung, wood windows. Energy saving features such as insulated glazing can be incorporated with these improvements.

Restoration work might also include building illumination and the blade style building signage that was a vibrant part of Tillamook's past. Like a person's signature, signs can express the personality of business and compliment building form.

Exterior Finish — Work should include additional repair of the masonry building shell, including bullnose accents and trim blocks. Appropriate painting of trim details (masonry surfaces should not be painted) and restoration of other finish details will complete the facade restoration).

Interior Improvements — Step three might emphasize the renovation of upper floors for residential use. Insulation and any other interior improvements deferred due to lack of funding should be completed at this time.

With exterior building upgrades and improved interior spaces, higher rents are justified, offsetting some of the capital costs of the improvements. Consumer perception of downtown is influenced. Additionally, one or two restoration projects can rekindle the community's recognition of Tillamook's historic architectural resource. Interest in the historic fabric of the Town Center area will become a source of civic pride and a motivation for other building owners join the effort to restore a vibrant, pedestrian-friendly downtown.

Helpful Resources

There are numerous resources available to help property owners organize the restoration process. The National Park Service maintains a website which contains Preservation Briefs covering many topics concerning the preservation of historic buildings. Numerous topics bear a direct relevance to the buildings in Tillamook.

The Town Center Plan

Continued

Historic Societies and County archives are good sources for information about the older buildings of Tillamook. The archives of local newspapers should also be reviewed. They generally maintain good records of their publications and it is likely that they contain photographs taken over a long period of time.

The Masonry Institute of Oregon can be contacted for assistance in gathering information about the technical restoration of the masonry buildings. They can be reached at: 3609 SW Corbett, Suite 4, Portland, Oregon 97201 (Telephone: 503-244-1940, Attn: Joe Boland).

The Portland Chapter of the American Institute of Architects may also have information concerning the technical renovation of masonry buildings. They can be reached at: 315 SW 4th Avenue, Portland, Oregon 97204 (Telephone: 503-223-8757). Active chapters often have Professional Interest Areas that specialize in restoration architecture. The state AIA office may also be a resource for similar information. They are located at: Architectural Council of Oregon, 1207 SW 6th Avenue, Portland, Oregon 97204 (Telephone: 503-223-0275).

Product literature pertaining to the restoration of masonry buildings which may be of interest include:

Prosoco, Inc.
1.800.255.4255
www.prosoco.com

Dur-O-Wal
1.877.851.8400 (Toll Free)
www.dur-o-wal.com
Request a copy of their Masonry Restoration Handbook

Outline for a New Town Center District

Town Center Zoning

New zoning is recommended for the Town Center area. The following is an outline of *potential* components of a new Town Center Zone District. It should be noted that some existing uses may be made “non-conforming” under the new TC district. The city may want to review its non-conforming use regulations to determine how transition of these uses should be handled.

Purpose — The TC zone is intended to create pedestrian oriented, mixed use downtown core, and, preserve and enhance the historic buildings and character of the town center

Permitted Uses — The permitted uses should distinguish the TC zone from the CC zone. Permitted uses would include retail, office, residential on upper floors, museums, schools, parks, plazas, governmental offices, and fraternal organizations (potentially limited to upper floors). Auto-oriented businesses, including drive-through facilities should not be permitted in the TC zone (e.g., gas stations, vehicle repair/sales/service, drive-through restaurants and banks). The permitted uses in the CC zone should include upper story, multifamily residential.

Historic Retail Overlay (see Framework Plan) — Ground floor spaces facing the street would be limited to retail use in order to encourage pedestrian activity and retail vitality.

Front Setback — Minimum: 0, maximum: 10 feet. Within the Historic Retail Overlay, a 0 setback/build-to line would be established for all floors. Outside of the HR Overlay, the 10 foot maximum setback applies to first 15 feet (or other minimum building height standard) of building height only, upper stories may step back for balconies or other outdoor space. Front setback area only may be used for pedestrian areas, or other useable space related to the adjacent business (no parking lots or driveways between building and sidewalk).

The Town Center Plan

Continued

Side Setback — Minimum: 0, maximum: 10 feet for parcel lines adjacent to public street (i.e., corner lots). Side setback area only may be used for pedestrian areas, or other useable space related to the adjacent business (no parking lots or driveways between building and sidewalk). Actual side setbacks will be determined by building frontage requirements (see below).

Rear Setback — None.

Vision Clearance Zones — The existing code standards will need to be reviewed to ensure safety at corners implementing zero setbacks. The curb extensions recommended in the Illustrated Plan assist in improving the vision clearance at corners.

Building Height — Minimum: 2 stories in the Historic Retail Overlay, maximum: 4 stories.

Building Coverage — No maximum in TC. 50 to 75 percent should be considered in the CC.

Building Frontage — Within the HR Overlay Zone, continuous storefronts must occupy at least 80 to 100 percent of the parcel width at the front setback line. Parcels with frontages on other streets within the TC zone must occupy 60 to 80 percent of the parcel width along those streets. This requirement could be reduced for the CC zone.

Building Entrances — At least one customer entrance shall be oriented (face, visible) to the abutting street. For corner lots, entrance can face the corner or the primary street (i.e., Main Ave, Pacific Ave, or 2nd Street).

Ground Floor Windows — At least 60 to 80 percent of the first floor building façade that faces streets must have transparent windows or display cases. A review of the existing historic storefronts will assist in establishing a clear standard as opposed to a range. No mirrors or darkly tinted glass would be permitted. This requirement could be reduced for the CC zone.

The Town Center Plan

Continued

Landscaping — The city should change the existing requirement of a minimum percentage of lot area to a requirement that all areas not occupied by structures, parking lots or pedestrian plazas that are visible from a public right-of-way must be landscaped. Perimeter landscaping and seating walls should be required in parking lots.

Parking — The city should eliminate or reduce off-street parking requirement for commercial uses, and consider implementing parking maximums. Parking lots must be located to the side or rear of buildings.

Sidewalk Cafes and Vendors – Allowed. The Roseburg Downtown Master Plan has a good set of standards to consider.

Roof-top Equipment – No roof-mount equipment shall be visible from ground level from any adjacent parcel or any public street right-of-way.

Architectural Guidelines – Existing buildings should transition back to historic forms. New buildings should be similar to historic forms. Standards and guidelines should be developed per the recommendations in this report.

Financial and Educational Incentives

Downtown Improvement programs work best when there are financial and educational resources for building renovation available to the city and property owners. The Oregon Downtown Development Association and Oregon State Historic Preservation Office are excellent sources for how the city can establish financial and educational support for building renovation.

With such a program in place the City can target specific buildings as opportunities to capitalize on the existing architectural fabric of downtown as part of an overall revitalization effort to retain, expand, and recruit retail businesses (Figure 16). For example, the intersection of Second Street and Main is an important intersection in context to the proposed Town Center Plan. It will be a visual and functional hinge between the new Town Square and primary shopping streets in downtown. At this intersection, the Alderman Building sets an example of a building that preserves the architectural legacy of the past, while the IOOF building across the intersection is an example of a structure that warrants restoration.