

## Section One

### **Planning Context**

The objective of design review is to create site, building and landscape designs that complement adjacent development, protect and enhance unique site feature features, and contribute to the character of the area or neighborhood in which the project is located.

The city=s comprehensive plan recognizes that the city=s physical form is an important element in defining the type of community the city wishes to achieve. The Vision Statement of the comprehensive plan contains the following statements that are pertinent to design review.

*The fundamental principle of the plan is to foster a community with a strong sense of place which provides its residents the quality of life that they desire. The protection and enhancement of the following unique community characteristics form the basis for achieving this principle . . . a concern for planning and design controls which creates a visually attractive community for residents and visitors . . . A*

*Cannon Beach will continue to be a small town where the characteristics of a village are fostered and promoted. Both the physical and social dimensions associated with a village will be integral to Cannon Beach=s evolution during the next two decades. The elements of the town=s physical form which the plan will foster are:*

*Development that honors the city=s physical setting.*

*A compact development pattern where various land uses are readily accessible to residents and visitors.*

*A distinct edge to the town which defines the separation of urban from rural and natural resource uses.*

*Mixed land uses which promote the livability of the town.*

*Building that are generally small in scale and appropriate to the setting.*

*Compact commercial areas that are pedestrian oriented and are readily*

*accessible from adjoining residential areas.*

*Visually attractive commercial areas which reflect the coastal location and incorporate a high degree of pedestrian amenities and landscaping.*

*A rustic streetscape that permits informal private landscaping and irregular lines to roadway improvements.*

*Public spaces, such as the post office and city park, that foster a high level of community interaction.*

*Small scale family owned businesses.*

## **Section Two**

### **Improvements Subject to Design Review**

The following improvements are subject to design review:

1. All new construction, other than single-family dwellings, manufactured homes and modular homes.
2. All exterior alterations to an existing nonresidential use except for alterations which are determined to be minor in nature.
3. All exterior alterations to an existing duplex, triple or multifamily structure except for alterations which are determined to be minor in nature.
4. Any alteration to site improvements, such as landscaping or off-street parking, in conjunction with an existing nonresidential use except for alterations which are determined to be minor.

For projects that have been subject to Design Review Board approval, minor modifications are those which result in an insignificant change in the approved plan. For structures that have not

been subject to design review, a minor modification is one that has limited impact on the property's visual appearance. Examples of minor modifications cited in the zoning ordinance are limited dimensional or locational changes to building elements such as windows or doors; changes in building materials where only a limited area is affected; substitution of landscape materials which do not affect the overall landscape design.

### **Section Three**

## **Design Review Procedure**

- 1.) Where a proposed development requires a variance, setback reduction, conditional use or other action that requires planning commission approval, planning commission approval must be obtained prior to the submission of a design review application.
  
- 2.) A preapplication meeting with city representatives is required before the submittal of a design review application. The preapplication meeting requires that the applicant provide a preliminary plan which contains, in an approximate manner, the information that will be required in an application. The meeting provides informal setting in which the applicant and city staff have an opportunity to discuss design issues that are relevant to the proposal. The staff will also familiarize the applicant with design evaluation criteria and indicate the additional information required to finalize the preliminary plan. Generally, the meeting is attended by the city planner and the building official
  
- 3.) Design review applications are reviewed by the Design Review Board at a public hearing. Adjacent property owners and the general public are notified of the hearing. The purpose of the hearing is to determine whether the application has met the pertinent design evaluation criteria. The evaluation criteria address issues pertaining to site design, architectural design and landscape design. The Design Review Board has the authority to approve, approve with conditions, or deny an application. In order to approve an application, the Design Review Board must find that the project meets all the evaluation criteria that it finds are applicable. The Design Review Board will attach conditions to its approval when it finds that specific design

modifications are required in order to bring the project into compliance with one or more of the evaluation criteria. If the Design Review Board finds that identified design deficiencies cannot be resolved through the application of conditions, rather than denying the application, the Board will generally ask that the applicant return to a later meeting with a project redesign that addresses the deficiencies that have been identified. When required to meet a specific evaluation criterion, the Design Review Board has the authority to require building and site designs that do not achieve the maximum that a specific zoning code standard might permit. For example, in a zone that has a maximum building height of 28 feet, the Design Review Board may limit a building=s height to less than 28 feet where it finds that the lesser building height is necessary in order to meet one or more design evaluation criteria.

4). Decisions of the Design Review Board may be appealed to the City Council by a person who has participated in the Design Review Board hearing.

5), Generally, applications for design review, including the preapplication conference, require 60 days to process. If there is an appeal to the city council, an additional 45 days is required.

6). Design review approval must be received before application for a building permit can be made. Construction documents submitted for building permit approval must conform to the approved design review plan. A change in the approved design review plan requires city approval. The proposed change is reviewed by the City Planner, Building Official and the Chair of the Design Review Board. If it is determined that the change is minor, the change is approved and the building permit can be issued. If it is determined that the change is major, the applicant must return to the Design Review Board for approval of the change. Procedurally, Design Review Board=s consideration of a major modification is similar to that of the initial application.

## **Section Four**

## Design Review Evaluation Criteria

The review process is structured to permit owners and designers the flexibility to develop site, architectural and landscaping solutions that are appropriate for their property and program. Guidelines have been developed to address the range of design issues which the city wants every project to consider. These guidelines are referred to as evaluation criteria. There are evaluation criteria for the site design, the architectural design, and the landscape design. For any given property, there are many acceptable methods of meeting the evaluation criteria.

In addition to providing guidance to applicants on issues that need to be addressed in the design process, the evaluation criteria establish the basis for the Design Review Board's review of a project. In order to approve a project, the Design Review Board must find that all the applicable evaluation criteria have been met.

For commercial projects, the design principles that are expressed by the evaluation criteria contain four overarching concerns: diversity, connectivity, continuity, and pedestrian orientation.

**Diversity.** The purpose of diversity is to create and enhance variety in a number of interrelated contexts. The objective is to create a distinct and attractive identity for the city's commercial areas in a manner that allows for a broad range of expression. The following are examples of the application of the principle of diversity. Many buildings rather than a few buildings. Many small stores rather than a few large stores. Numerous doorways and entries along the sidewalk. Building facades that create a high level of visual interest. Incremental building activity which allows a building to adapt to its surrounding context, as well as providing later opportunities for correction and new design solutions.

**Connectivity.** The purpose of connectivity is to establish a strong relationship between the building, the sidewalk and the street. Such connectivity is a vital ingredient in establishing an inviting pedestrian environment. The desired level of connectivity can be achieved in a variety of ways that include: porches, outdoor seating, window displays and the orientation of the

building=s entrances. Connectivity is also an important element in creating an interesting pedestrian circulation system.

**Continuity.** The purpose of continuity is to place the building in an appropriate architectural context. The objective is to site and design buildings in a manner that relates them to adjacent structures so that those buildings get along with each other. This complementariness can be achieved though consideration of materials, color, window placement, trim details, building overhangs. Because building facades and walls provide a definition to the streetscape, they are an important element in establishing continuity as experienced by pedestrians. Large empty spaces, such as those created by parking lots, destroy that continuity and should be avoided or minimized.

**Pedestrian orientation.** The purpose of pedestrian orientation is to create an environment in which the pedestrian is the focus of activity rather than the automobile. In such an environment the streetscape is dominated by pedestrian movement rather than car movement. Pedestrian orientation includes the creation of a variety of pedestrian oriented spaces: courtyards, walkways that connect buildings and parking areas, bench and other sitting surfaces for resting and watching. Given Cannon Beach=s climate, creating sunny locations for rest and observation is particularly desirable. Another component is architecture that has a pedestrian scale as the building is experienced from the sidewalk.

**Architectural style** No particular architectural style is mandated by the guidelines. However, the focus should be on vernacular architecture that reflects historic styles of coastal architecture. What is more important than the particular style, is that the design is executed with a high quality of construction and materials. Attention to these matters will ensure the integrity of the building=s appearance over time.