May 31, 2016

Clark County Historic Preservation Commission

REQUEST FOR REVIEW AND COMMENT ON PROPOSED FAÇADE IMPROVEMENTS AT 909 MAIN STREET

The city received a request for a proposed revisions to both the east and west facades of the building located at 909 Main Street. The site is located on east side of Main Street.

The site is within Heritage Overlay District Number 2. Within that district, per the provisions of 20.510.030.B, changes to signs, marquees, awnings, canopies or other building appendages, whether a building permit is required or not, shall require advisory review by the Clark County Historic Preservation Commission.

20.510.020.B.2 states the overriding policy for Heritage District Number Two as follows:

It is the policy of the city to ensure the preservation of important street frontages representative of downtown Vancouver at an earlier time, to encourage the restoration of the façades of older buildings to their original character, to enhance and expand the economic, cultural, and architectural attraction of the area, and to coordinate the actions of individual property owners to the benefit of all property owners. In order to accomplish this policy, the regulations set forth in this chapter are deemed necessary to preservation and enhancement of the area.

20.510.020.3 provides the following description of key architectural features:

Certain architectural features, both existing on certain key buildings in the area, and formerly present on these and other buildings in the area, are key elements to be preserved and to be used for guidance in restoration of existing buildings and in construction of new buildings, consisting of the following:

a. Windows which are narrow and vertical in emphasis, symmetrically spaced, generally with large panels, and door openings which are generally narrow and high; windows and door openings generally occupy less than half of the total wall area of the building frontage; bay windows are occasionally present.
Staff Response
The applicant is not proposing changes to the windows.

b. Construction generally of standard brick masonry, and occasionally stone block, sometimes exposed and at times painted, and side walls generally of brick.

Staff Response
No changes to the brick face of the western façade are proposed. The eastern façade is proposed to be repainted from the current beige color to white; matching the signage proposed on the Main Street façade.

c. Window and door frames generally of wood or painted metal, and most trim in wood or painted metal.

Staff Response
The applicant proposes painting the window and door frames on the east façade blue.

d. A prominent upper cornice, with occasional lower cornices, with occasional repetition of the upper cornice detail above bay windows and prominent window sills or heavily recessed windows.

Staff Response
The applicant is not proposing changes to the cornices on the building. On the western façade, the entrance door and windows are deeply recessed.

e. A texture which is generally rough but firm-grained, and a color typically that of red brick or gray stone.

Staff Response
The structure retains the existing brick façade.

f. Dark and unobtrusive roofing materials.

Staff Response
The roofing material is not visible from street level. The applicant is not proposing to change the roof.

g. Arches generally repeated at upper floors when present on the ground floors.

Staff Response
There are no arched windows on this building.

h. A clear articulation between floors.

Staff Response
The building appears to be a single-story or a single-story with a mezzanine.
i. Signs integrated into the architecture of the building or relatively inconspicuous additions to the building with lettering characteristic of that common at the beginning of this century.

**Staff Response**

It is not clear that the lettering is characteristic of that common at the beginning of this century (at the time it was written, this section referred to the beginning of the 20th century). Attached are copies of photos from the Clark County Historical Museum website. These range from 1885 to 1935. They were selected to show the characteristics.

Staff requests the commission’s input on this proposal.

Other than the determination of the proposed lettering, the application meets the standards of the Heritage Overlay District Number 2 as described in VMC 20.510.020.B.2.

[Signature]

Jon Wagner, AICP, Senior Planner
Land Use Team
Community & Economic Development Dept.

Exhibits
1. Application Form
2. Applicant’s Submittal
3. Photos of Signage from 1885 to 1935
Planning Permit Application
LAND USE PRELIMINARY APPLICATION (LUP)

415 W 8th ST ~ Vancouver, WA 98660
PO Box 1995 ~ Vancouver, WA 98668
Phone (360) 487-7800
www.cityofvancouver.us

Type Of Work

☐ Type I ☐ Type II ☐ Type III
☐ Type IV ☐ Tree Removal Only **

Use Type
(Choose One Box Only)
☐ Single Family ☐ Commercial ☐ Multi-Family
☐ Industrial ☐ Residential ☐ Duplex
☐ Wireless Communications Facility (new) please see VMC 20.890

Process Type
☐ Standard ☐ Streamline

Additional Information

Special Review type:
☐ Tenant Improvement ☐ Other
☐ Unoccupied Commercial/Utility Structure

Plan Approval Type:
☐ Conceptual ☐ Detailed ☐ Hybrid

Sewage Disposal:
☐ Septic ☐ Public

Water Source:
☐ Private Well ☐ Public

# of Units:

# of Proposed Lots:

# of Acres:

Size:
☐ Up to 25 acres ☐ Over 25 acres

Impervious Area sf:

Sq Ft:

Ground Floor:

Upper Floor:

Project Site Information And Location

Project site address: 909 Main St.

Suite/bldg/apt #:

Project name:

Tax Assessor Serial Number:

Nearest intersection if no site address:

Description Of Project

Design review.

PROPERTY OWNER

Name: Wayne Magnoni
Address: 3306 NE 49th Street
City/State/Zip: Vancouver WA 98663
Phone: (360) 697-1450
E-mail:

APPLICANT

Name: Brett M. Allred
Address: 909 Main Street
City/State/Zip: Vancouver WA 98660
Phone: (360) 693-3283
E-mail (required): brett@beigeblond.com

Notice

I/We understand that per VMC 20.210.090 (Review for Counter Complete Status), if it is determined that the application is not complete, the City shall immediately reject and return the application.

If submitting electronically, I/We understand that if my electronic plan submission is deemed to be incomplete I will receive notification after the prescreening process and review will not begin.

I/We agree that City of Vancouver staff may enter upon the subject property at any reasonable time to consider the merits of the application, to take photographs and to post public notices.

Required Signatures

Applicant signature:

Property Owner signature:

Print name:

Brett M. Allred
Date: 1-7-16

Print name:

Wayne Magnoni
Date: 1-7-16

* Please note that the contact listed as "Electronic Plans Submitter" should be the individual responsible for accessing ePlans, (electronic plan review software), and will receive all ePlans correspondence.

LUP- 54014/PRJ.152488

EXHIBIT

2 sheets
<table>
<thead>
<tr>
<th>APPLICATION SUB TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Please check all applicable boxes and enter information where necessary</td>
</tr>
</tbody>
</table>

- [ ] Archaeological Predetermination (fill out supplemental application)
- [ ] Binding Site Plan
  - [ ] Land Extensive
  - [ ] Non-Residential
  - [ ] Commercial Pad
  - [ ] Unoccupied Comm/Utility Structure
- [ ] Boundary Line Adjustment
  - # of lots to be reviewed:
- [ ] Comprehensive Plan Amendment
- [ ] Conditional Use Permit
  - Type of Use:
  - Civil Review required? [ ] Yes [ ] No
- [ ] Covenant Release
- [ ] Critical Areas Permit
  - (fill out supplemental application)
  - [ ] Minor Exception
  - [ ] Reasonable Use
  - Area Types:
    - [ ] Fish & Wildlife
    - [ ] Frequency Flooded
    - [ ] Geologic Hazard
    - [ ] Wetlands
    - [ ] Vancouver Central Park
  - [ ] Design Review
    - (contact case manager for submitted requirements)
  - [ ] Development Agreement
    - (see VMR 20.250 for requirements)
  - [ ] Initial Agreement
    - [ ] Modification
    - [ ] Extension
  - [ ] Engineering Variance Request
    - Road Modification
      - (see supplemental checklist)
    - [ ] Administrative
    - [ ] Design Major
    - [ ] Technical / Minor
    - [ ] Historic Type:
      - [ ] Major Modification
      - [ ] Place Property on Registry
      - [ ] Special Valuation
    - Register Type:
      - [ ] State
      - [ ] Local
      - [ ] National
- [ ] Human Services Siting Request
  - (fill out supplemental application)
- [ ] Joint Use Parking Agreement
  - (see VMR 20.943.020 for requirements)
- [ ] Legal Lot Determination
  - # of lots to be reviewed:
- [ ] Master Plan Public Facilities
  - Modification Type:
    - [ ] Conditional Use
    - [ ] Minor
    - [ ] Major
  - Mixed Use Master Plan
  - Public Facilities Master Plan
  - Planned Unit Development
  - Post Decision Review
    - Type: [ ] Planning
    - [ ] Planning and Engineering
- [ ] Planned Unit Development / Master Plan
  - [ ] Commercial
  - [ ] Mixed
  - [ ] Residential
- [ ] Preliminary Land Division
  - Plat Alteration? [ ] Yes [ ] No
- [ ] Preliminary Site Plan Review
- [ ] Commercial Pad
- [ ] Land Extensive
- [ ] Non-Residential
- [ ] Residential
- [ ] Unoccupied Comm/Utility Structure
  - [ ] Request Type:
    - [ ] Conditional Use
    - [ ] Variance Request
    - [ ] Substantial Development
  - Shoreline Designation:
    - [ ] Acquatic
    - [ ] Natural
    - [ ] High Intensity
    - [ ] Medium Intensity
    - [ ] Urban Conservancy
- [ ] Similar Use Determination
  - (see VMR 20.160.030 for requirements)
  - [ ] Exemption Type:
    - [ ] Shoreline Permit
    - [ ] Critical Area Permit
    - [ ] Exemptions Requested:
      - (Critical Areas only)
        - [ ] Fish & Wildlife
        - [ ] Wetlands
        - [ ] Geologic Hazard
        - [ ] Frequency Flooded
  - [ ] State Environmental Policy (SEPA)
    - (fill out supplemental application)
    - [ ] Single Family
    - [ ] Other
    - [ ] SEPA Type:
      - [ ] Grading
      - [ ] Non-Projects
      - [ ] Other
      - [ ] Site Plan Rev (RES)
      - [ ] Land-division or PUD
  - Temporary Use Type:
    - [ ] Commercial/Industrial
    - [ ] Unforeseen Emergency
    - [ ] Seasonal or Special Event
    - [ ] Model Home
    - [ ] Temp Sales Office
  - Tree Plan
    - (see VMR 20.770.030 for requirements or see supplemental requirement document for additional information)
    - [ ] Level 1
    - [ ] Level 2
    - [ ] Level 3
    - [ ] Level 4
    - [ ] Level 5
    - [ ] Level 6
    - [ ] Level 7
  - [ ] Variance
    - Total # of Variance Requests:
  - [ ] Zoning Certification
    - (see FAQ document for additional information)
    - Year Built:
    - Footprint/Lot Coverage:
    - Existing Building Height:
    - Existing # Parking Spaces:
  - [ ] Zoning Verification
    - (see FAQ document for additional information)
    - Change Type
      - [ ] Map Change
      - [ ] Code Change
    - With Comp Plan Change? [ ] Yes [ ] No
    - Proposed Zoning:

**These application sub-types must be submitted as a separate LUP application. They may not be bundled with other sub-types.**
DATE: May 20, 2016

CLIENT: Beige Blond
909 Main Street, Vancouver, WA 98660

PROJECT: VDA – Word on the Street

OBJECTIVE: Identify areas of opportunity for improved aesthetics, visibility and branding
BEIGE BLOND

Existing

Proposed
**BEIGE BLOND:** Proposed Details

- Remove cabinet sign
- Keep existing sign
- Remove awning
- Refresh paint on existing wood backdrop with brighter white
- Add 1/4" thick dimensional lettering

Horizontal aluminum trough to house linear lights to wash length of storefront. Apply banded graphics to exterior.

Vinyl window graphics to coordinate with other branded elements.

Paint stair railing charcoal.

Concepts and designs by Frontdoor Back LLC all rights reserved.
BEIGE BLOND: Proposed Details

Blade sign centered at door along length of storefront

Wash upper front of store with recessed light in horizontal light tray with banded graphics

Concepts and designs by Frontdoor Back LLC all rights reserved
BEIGE BLOND: Proposed Details

Repeat the oval found in the logo by duplicating on the glass. Apply white or dense opaque film with oval cut-out to front of display box. The oval ‘frame’ will help emphasize this focal point / feature of the storefront. Product merchandising to be adjusted to fit within the opening.

Door signage to be revised and reapplied above/below banding.
Remove cabinet sign

Dimensional lettering (to match front) above awning
Oval = Dibond aluminum with vinyl graphics

Paint wall area to match front color with brighter white. Trim window and door with blue.

3 Goosenecks (example above not shown in rendering) in black centered over lettering

Reuse awning over back entrance
<table>
<thead>
<tr>
<th>Color</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Magic</td>
<td>• Window trim and columns</td>
</tr>
<tr>
<td></td>
<td>• Roof line flashing</td>
</tr>
<tr>
<td></td>
<td>• Gate and railing</td>
</tr>
<tr>
<td></td>
<td>• Border around wall sign area</td>
</tr>
<tr>
<td>Ivory Lace</td>
<td>• Wall surfaces</td>
</tr>
<tr>
<td>Hyper Blue</td>
<td>• Min 6&quot; border around window and back door</td>
</tr>
</tbody>
</table>

Concepts and designs by Frontdoor Back LLC all rights reserved
Print this item: 6th and Main Street Vancouver

Birdseye view from 6th and Main Sts. looking toward S. E. St. Steel Bridge. Vancouver, Wash. Freda Res. Bldg.