

Date: August 3, 2011
From: Heather Stinson, Planning Manager
Re: Dairy Queen Exterior Remodel, PLN-2011-01440

I. INTRODUCTION

The proposal is to resurface the exterior of the existing Dairy Queen exterior and update the signs. The work qualifies as a Downtown Design Standards Level 1 remodel, which requires only that the proposed improvements meet the standards and do not lead to further nonconformance with the standards. Landscaping, parking, circulation, building access points, and non-conforming uses are not subject to review.

II. STAFF RECOMMENDATION

Based on the evaluation of the proposal contained in this staff report, staff believes the proposal meets the intent and purpose of the Community Character Element of the Comprehensive Plan and the Downtown Design Standards. Staff recommends approval.

III. GENERAL INFORMATION

File Name: DQ remodel
File Number: PLN-2011-01440
Applicant: 5640001444
Property Owner: Ron Thiery
P.O. Box 8036
Bonney Lake, WA 98391
Project Name: DQ Remodel
Location: 18204 SR 410



Parcel Number(s): 5640001444
Current Zoning: Downtown Core

Comprehensive Plan Land Use: Retail Mixed Use

Site Acreage: .5 acre

Issues: The review is limited to the building's exterior remodel. The current use as a drive-through restaurant is not at issue at this time, nor is the existence of a non-conforming pole sign. The back-lit signs may remain. Environmental



review is not required with this permit.

Application Date: July 8, 2011

IV. STAFF ANALYSIS AND FINDINGS

A. CURRENT AND PLANNED USES OF THE SITE

The current and planned use of the site is a drive-through restaurant.

B. COMPLIANCE WITH THE COMMUNITY CHARACTER ELEMENT OF THE COMPREHENSIVE PLAN AND THE DOWNTOWN DESIGN STANDARDS

1. COMMUNITY CHARACTER ELEMENT

Goal 1-4: Create architectural interest per the following policies, at a level of detail comprehensible by pedestrians in the Downtown, at a level of detail transitioning from pedestrian-oriented to motorist-oriented in the Midtown, and at a level of detail comprehensible by motorists in the Eastown.

Policy 1-4a: Provide interesting architectural form and color.

Policy 1-4b: Encourage pitched roofs, varied rooflines, and articulated facades.

Policy 1-4c: Encourage decorative masonry, woodwork, glazing doors, light fixtures, and paving.

Policy 1-4e: Avoid blank, uninteresting walls. Encourage interesting features such as varied roof forms, canopies, balconies, window displays, bay windows, vertically and horizontally modulated wall surfaces, trellises materials.

Comment

The proposal meets these policies.

2. DOWNTOWN DESIGN STANDARDS

1.1.5 Blank walls: A wall (including building façades and retaining walls) is considered a blank wall if:

- a. A ground floor wall or portion of a ground floor wall over 6 feet in height has a horizontal length greater than 15 feet and does not include a transparent window or door; or
- b. Any portion of a ground floor wall having a surface area of 400 square feet or greater does not include a transparent window or door.

All Sites: Untreated Blank walls visible from a public street or pedestrian pathway are prohibited. Methods to treat blank walls can include:

- c. Display windows at least 16 inches of depth to allow for changeable displays. Tack on display cases shall not qualify as a blank wall treatment.

- d. Landscape planting bed at least 5 feet wide or a raised planter bed at least 2 feet high and 3 feet wide in front of the wall with planting materials that are sufficient to obscure or screen at least 60% of the wall's surface within three years.
- e. Installing a vertical trellis in front of the wall with climbing vines or plant materials.
- d. Special building detailing that adds visual interest at a pedestrian scale. Such detailing must use a variety of surfaces; monotonous designs will not meet the intent of the standards.

Comment

The proposal meets these requirements.

4. Building Design

4.1 Architectural Character

4.1.1 All sites. Architecture that is defined predominately by corporate identity features (and difficult to adapt to other uses) is prohibited. For example, some fast food franchises have very specific architectural features that reinforce their identity. Besides diluting the town's identity with corporate (and therefore generic) identities these buildings are undesirable because they are not adaptable to other uses when the corporate franchises leave.

4.1.2 All sites: The use of overly ornate building details that make a building look fake or contrived are strongly discouraged. See Figure 46 below for an example.

4.2 Architectural Scale and Building Mass

4.2.1 Building articulation – all buildings adjacent to Pedestrian-Oriented Streets or Corridors: Buildings must include articulation features every 30' to create a pattern of small storefronts. At least two of the following methods must be employed:

- a. Use of window and/or entries that reinforce the pattern of 30-foot storefront spaces.
- b. Use of weather protection features that reinforce 30-foot storefronts. For example, for a business that occupies three lots, use three separate awnings to break down the scale of the storefronts. Alternating colors of the awnings may be useful as well.
- c. Change of roofline.
- d. Placement of building columns that reinforce storefront pattern.
- e. Change in building material or siding style.
- f. Other methods that meet the intent of the standards as approved by the Director.

Comment

The proposal meets these requirements.

4.3 Building Details

4.3.1 Details toolbox: All buildings shall be enhanced with appropriate details. All new commercial buildings shall include at least three of the following elements on their primary facades. All new residential buildings shall include at least two of the following elements on their primary facades:

- a. Windows divided into a grid of multiple panes.

- b. Recessed entry (commercial building) or decorative porch design with distinct design and use of materials (residential).
- c. Decorative treatment of windows and doors, such as decorative molding/ framing details around all ground floor windows and doors, decorative glazing, or door designs.
- d. Transom windows (commercial building).
- e. Landscaped trellises or other decorative element that incorporates landscaping near the building entry.
- f. Decorative light fixtures with a diffuse visible light source, such as a globe or “acorn” that is non-glaring or a decorative shade or mounting.
- g. Decorative building materials, including one of the following:
 - i. Decorative masonry, shingle, brick or stone.
 - ii. Individualized patterns or continuous wood details, decorative moldings, brackets, wave trim or lattice work, ceramic tile, stone, glass block, carrera glass, or similar materials.
 - iii. Other materials with decorative or textural qualities as approved by the Director.
- h. Decorative roofline design, such as an ornamental molding, entablature, frieze, or other roofline device visible from the ground level. If the roofline decoration is in the form of a linear molding or board, then the molding or board must be at least 8 inches wide;
- i. Decorative paving and artwork.
- j. Decorative pedestrian-oriented signage.
- k. Decorative railings, grill work, or landscape guards.
- l. Other details that meet the intent of the standards as approved by the Director.

The Director may relax or waive this standard for buildings incorporating “exceptional design” that employs use of quality building materials and special design techniques that add visual interest at a pedestrian scale. Consideration will be given to the length of the façade, transparency, the “adaptability” of the design (to change uses/businesses over time), and views of the façade during business and non-business hours.

Comment

As an existing structure, the proposal need not provide three of the listed items, however it does provide decorative brick and a decorative element to the roof.

4.4 Exterior Building Materials and Color

4.4.1 High quality materials. Encourage the use of high quality building materials that add visual interest and detail and are durable and easily maintained.

4.4.2 Metal siding standards: If metal siding is used, it must have visible corner moldings and trim and incorporate masonry, stone, or other durable permanent material near the ground level (first 2 feet above the sidewalk or ground level).

4.4.4 Standards for stucco or other similar troweled finishes:

- a. Stucco and similar troweled finishes (including Exterior Insulation and Finish system or “EIFS”) must be trimmed in wood or masonry and should be sheltered from extreme weather by roof overhangs or other methods and are limited to no more than 30% of the façade area.

- b. Weather exposed horizontal surfaces must be avoided.
- c. Masonry, stone, or other durable permanent material is required near the ground level (first 2 feet above the sidewalk or ground level).

4.4.5 Limit bright colors: Bright building colors should be limited to trim and accents, generally no more than 10% of the façade. Awnings may not use the bright colors.

4.4.6 All buildings: The following materials are prohibited:

- a. Mirror glass
- b. Textured or scored plywood (including T-111 or similar plywood).

Comment

The proposal is to use “Dairy Queen” red for the awnings. The proposed use of red is less than 10 percent of each façade.

5. Streetscape, Landscaping, and Signage

5.3 Signage Design

NOTE: The following standards shall supersede the requirements of BLMC 15.28.110.

5.3.1 Illumination standards:

- a. Backlit signs are prohibited. Exceptions:
 - i. Signs with individual backlit letters are acceptable for businesses adjacent to SR-410 (such signs must be facing SR-410 or be visible from SR-410).
 - ii. Projecting signs may use internally illuminated letters or logos.
- b. Neon signs are permitted on C-2 zoned properties, within the Central Triangle, and along Main Street (184th Ave E between SR-410 and Sumner Buckley Highway). For multi-tenant developments, neon signs should be used sparingly.
- c. External lighting is permitted as long as light doesn’t create a glare problem and doesn’t project towards the sky.

5.3.3 Wall sign standards. Wall signs shall be designed and located appropriate to the building’s architecture. For example, wall signs should not cover windows, building trim or ornamentation and should be centered on the architectural features of the building. Specific wall sign standards:

- b. Maximum size – individual business: Sign area shall not exceed 2 square feet for each lineal foot of the structure’s primary facade (the facade facing the street or as identified by the Director). Signs without internal lighting may contain a sign area of up to 10% of the facade, provided they are in proportion with the facade. Businesses located adjacent to street corners and containing pedestrian entries from both streets may feature wall signs not exceeding 2 square feet for each lineal foot of building frontage on applicable street facing facades. Businesses may include wall signs not exceeding 1 square foot for each lineal frontage of secondary facades facing a walkway, public plaza, or parking lot as long as the facade contains a pedestrian entry.
- e. Maximum height: Wall signs may not extend above the building parapet, soffit, the eave line or the roof of the building, or the window sill of the second story.
- f. Mounting: Building signs should be mounted plumb with the building, with a maximum protrusion of 1-foot unless the sign incorporates sculptural elements or architectural



- devices. The sign frame shall be concealed or integrated into the building's architectural character in terms of form, color, and materials.
- g. Lettering: The maximum height for lettering is 3 feet. The maximum height for logos is 4 feet. Greater heights for lettering and logos may be approved by the Director when located and designed appropriate for the building.
 - h. If applicant demonstrates to the satisfaction of the Director that a wall sign is creative, artistic and an integral part of the architecture, the Director may waive the above restrictions.

Comment

The proposed signs meet these requirements.

V. STAFF RECOMMENDATION

Staff finds this proposal meets the requirements of the Downtown Design Standards and the Community Character Element of the Comprehensive Plan and no conditions are proposed.

ATTACHMENTS

- Application packet received July 8, 2011.