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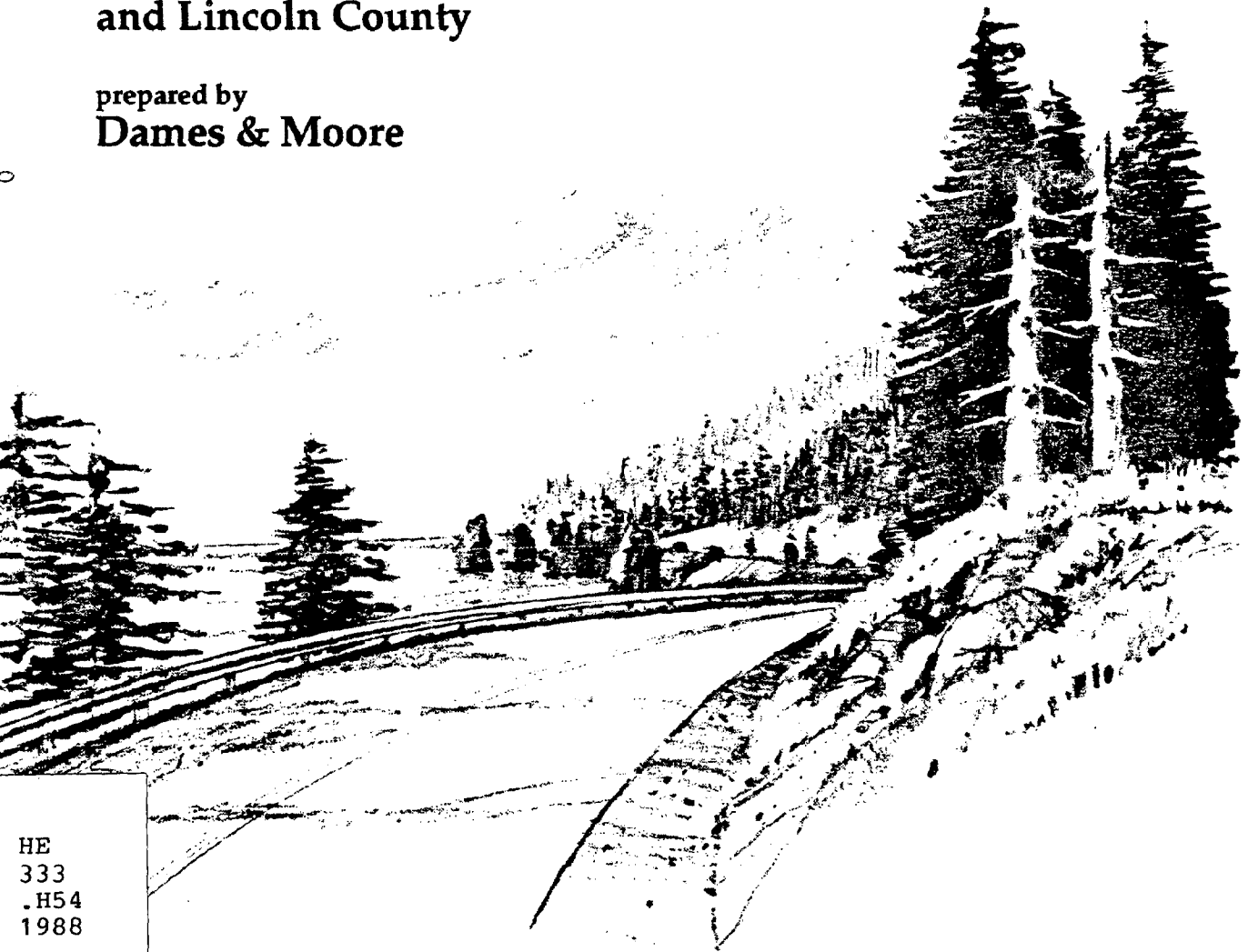
HIGHWAY 101 VISUAL MANAGEMENT STUDY

prepared for
**Newport, Lincoln City,
and Lincoln County**

prepared by
Dames & Moore

Coastal Zone Management Program

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VISUAL MANAGEMENT STUDY HIGHWAY 101

Lincoln County, Oregon

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ACKNOWLEDGEMENTS

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INTRODUCTION

The cities of Newport and Lincoln City and Lincoln County have undertaken a visual management study for selected segments along the Highway 101 corridor. These selected highway segments represent a diverse range of visual qualities that are found along Lincoln County's coastal highway corridor.

The study, intended to contribute towards establishing a framework for managing the visual quality of Oregon's Highway 101 corridor, is funded by a Department of Land Conservation and Development grant. This document presents findings of the study and includes elements for a visual management plan. In addition to a visual inventory and regulatory assessment, this report contains visual management implementation strategy. The final chapter presents a discussion of selected implementation projects that have been undertaken as a result of the study.

Several other planning documents including *Visual Resource Analysis of the Oregon Coastal Zone* (prepared for the Oregon Coastal Conservation and Development Commission), *Oregon Coast Highway 101 - A Visual Quality Study* (prepared for Lincoln City Planning Department), *City of Newport Redevelopment Plan*, and *Lincoln City Redevelopment Plan* (in progress) should be consulted for additional analysis of the highway corridor's visual quality.

PART 1. VISUAL INVENTORY AND ANALYSIS

I. DESCRIPTION OF STUDY AREA

The study area is situated along a portion of Oregon's Pacific coast where recreation and tourism are popular activities. Portions of Lincoln County and the cities of Lincoln City and Newport are included in the Highway 101 study area. This diverse section of the Oregon coast is located southwest of Portland and west of the Willamette Valley population centers. Highways 18 and 126 approximately border the area to the north and south (see location map).

Five segments, adding up to almost 12 miles, along this 40-mile stretch of coastal highway are included in the study area. Through discussion with the Cities and County, these segments were chosen to represent areas of visual importance and opportunity. Included are rugged basalt headlands and beaches, streams, wetlands, a lake, and coastal forest corridors. Development in the area includes commercial, residential and industrial uses, and parks.

Highway 101 corridor study segments:

1. Lincoln City North
2. Lincoln City South
3. Cape Foulweather
4. Newport
5. Seal Rock

II. STUDY METHODOLOGY

The purpose of the inventory was to establish an accurate record of existing visual conditions in the study area as a basis for planning, design, and regulatory recommendations. Prior to starting visual field studies, team members reviewed relevant background materials including land use regulations, existing reports, and existing video footage of the corridor supplied by the Oregon Department of Transportation (ODOT).

Actual field inventory work began with recording the total visual sequence of each segment in both directions using a video camcorder and supplemental 35mm color slides. The vantage point was in an automobile travelling on Highway 101. Video and 35mm photodocumentation provided a visual database for later field map interpretation and verification.

Field mapping covered both directions of travel along each highway segment. The resulting inventory maps delineate a sequence of viewsheds and landscape features that describe the pattern and extent of important highway corridor views, and visual conditions. Field team members recorded the following information on annotated inventory maps.

Visual Units -- Stretches of highway distinguished by physical characteristics, orientation, predominant land use, and view obtained. These form logical units for describing stretches to the highway corridor.

Image Types -- Dominant visual character of the adjoining areas within each visual unit, determined by natural features, land use, and development intensity.

Roadside Edge Conditions -- Factors include vegetation, building density and setback, major grading, retaining walls, signs and other elements visible within the right of way.

Edge conditions strongly influence views from the road and provide numerous opportunities for the corridor's visual management.

Dominant Landscape Features -- These include major natural and architectural coastline features. When viewed from the roadway, landscape features are seen in the foreground or middleground and provide visual focal points or form a dominant backdrop.

Prominent Views -- A cone-of-vision along which the highway viewer looks. These are areas over which the eye is directed in views from the highway corridor toward the ocean and landscape features. It is within these areas that new development or tree growth can block important views. Views from primary stationary viewpoints are also included.

The inventory map information describing existing visual conditions in the corridor was translated into a visual opportunity and problem evaluation. This assessment identifies important visual assets to be preserved or enhanced as well as visual problems to be avoided or mitigated.

The visual inventory and opportunities and problem analysis provides a framework for determining a corridor-wide visual management strategy. Regulatory issues and implementation projects are considered as part of this overall management plan.

III. VISUAL INVENTORY

The visual inventory maps reveal a range of image types, edge conditions, view corridors and significant landmarks along the corridor.

Image Types

Image types, indicating dominant visual character, are delineated along each segment. Image types are classified into three basic groups: commercial, residential, and natural / undeveloped. Prototypical image types are illustrated in Exhibits 1 - 10.

Commercial image types, featuring dominant buildings and/or automobile parking with varied setbacks occur primarily near Lincoln City and Newport.

Residential image types range from somewhat isolated structures with heavy vegetative and topographic screening (R1) to higher density residential areas where structures dominate and landscape and setbacks are minimal (R2 and R3) R1 image types are scattered throughout corridor segments while more urban residential patterns (R2 and R3) are concentrated near Lincoln City and Newport.

Natural / Undeveloped image types include the following categories:

W -- Estuary/Riparian Areas

O -- Ocean Shoreline Areas

P -- Park

F -- Forested or Vegetated Areas

V -- Vacant Areas

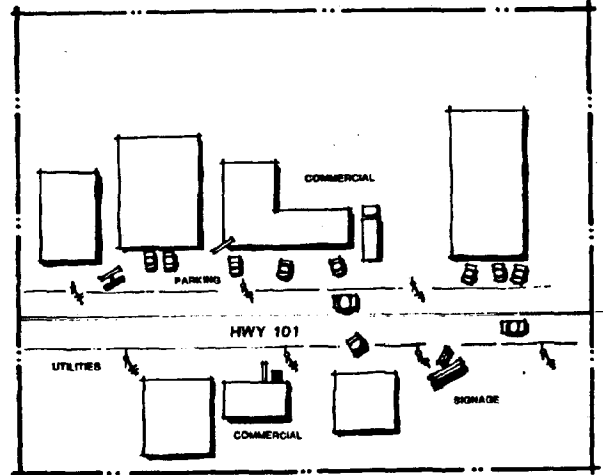
Some combination of natural / undeveloped image types occurs within each corridor segment, however forested or vegetated (F) image areas appear most frequently.



VISUAL IMAGE TYPES

C-1 COMMERCIAL

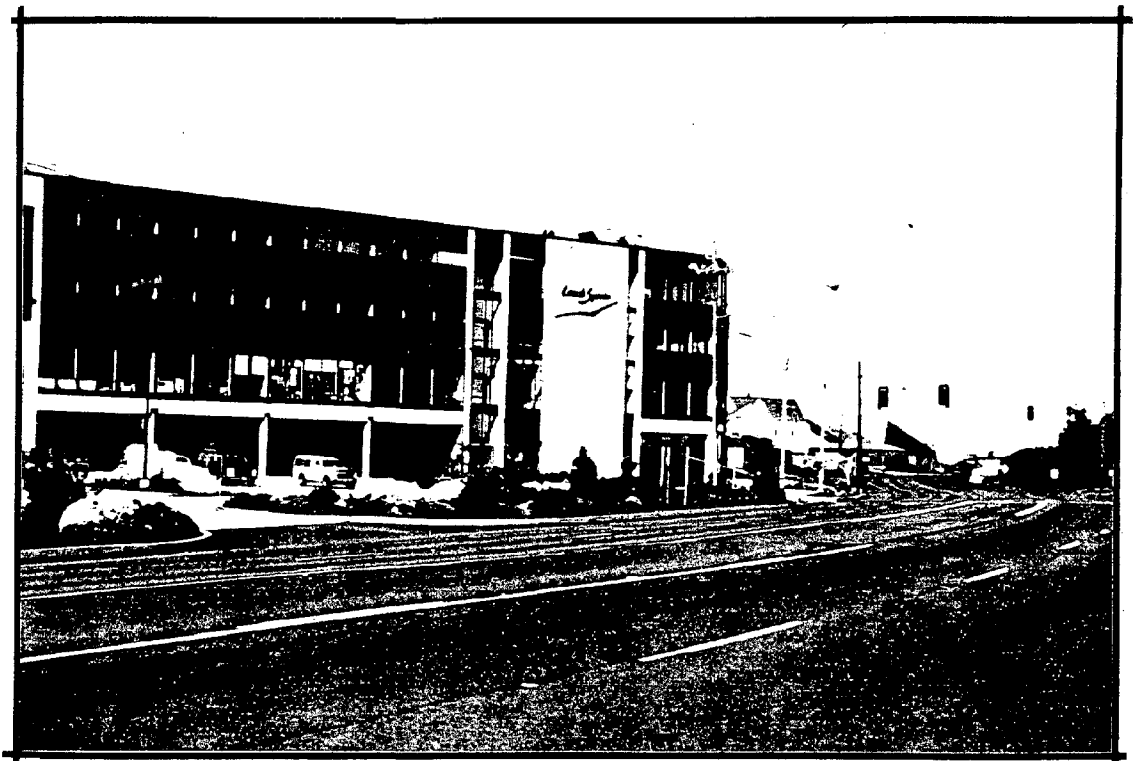
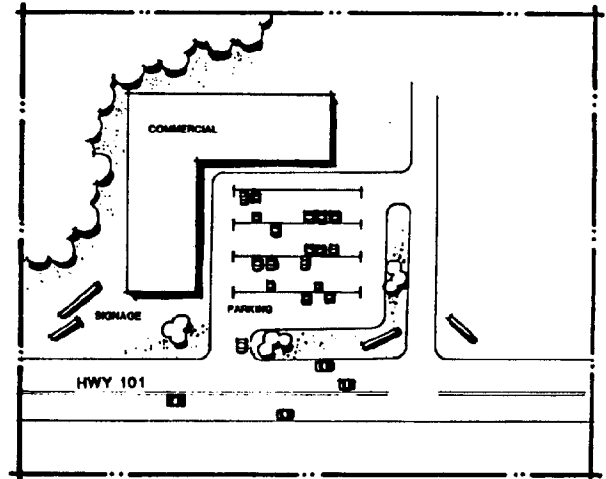
- o DOMINANT BUILDING FACADES (1 TO 2 STORY)
- o MINIMUM SETBACK
- o MINIMAL TO NO LANDSCAPE SCREENING
- o HIGHLY VISIBLE PARKING
- o NON-UNIFIED ARCHITECTURE
- o EXTENSIVE SIGNAGE



VISUAL IMAGE TYPES

C-2 COMMERCIAL

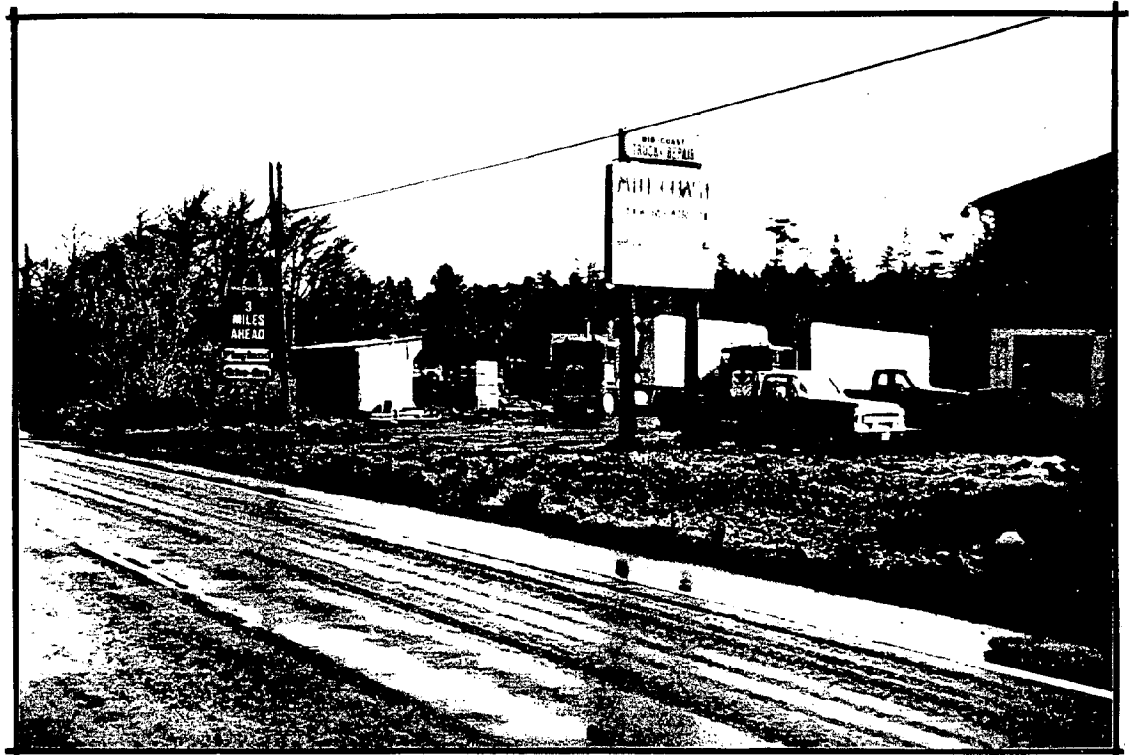
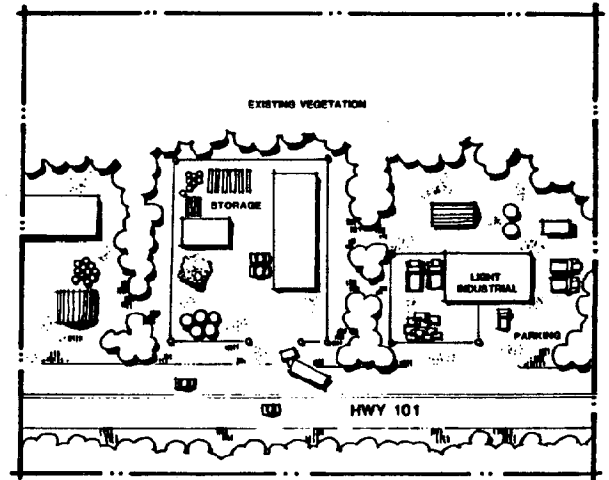
- o MODERATE SETBACK AND DENSITY
- o DOMINANT PARKING OR BUILDING FACADES
- o MINIMAL TO NO LANDSCAPE SCREENING
- o EXTENSIVE SIGNAGE



VISUAL IMAGE TYPES

C-3 COMMERCIAL / LIGHT INDUSTRIAL

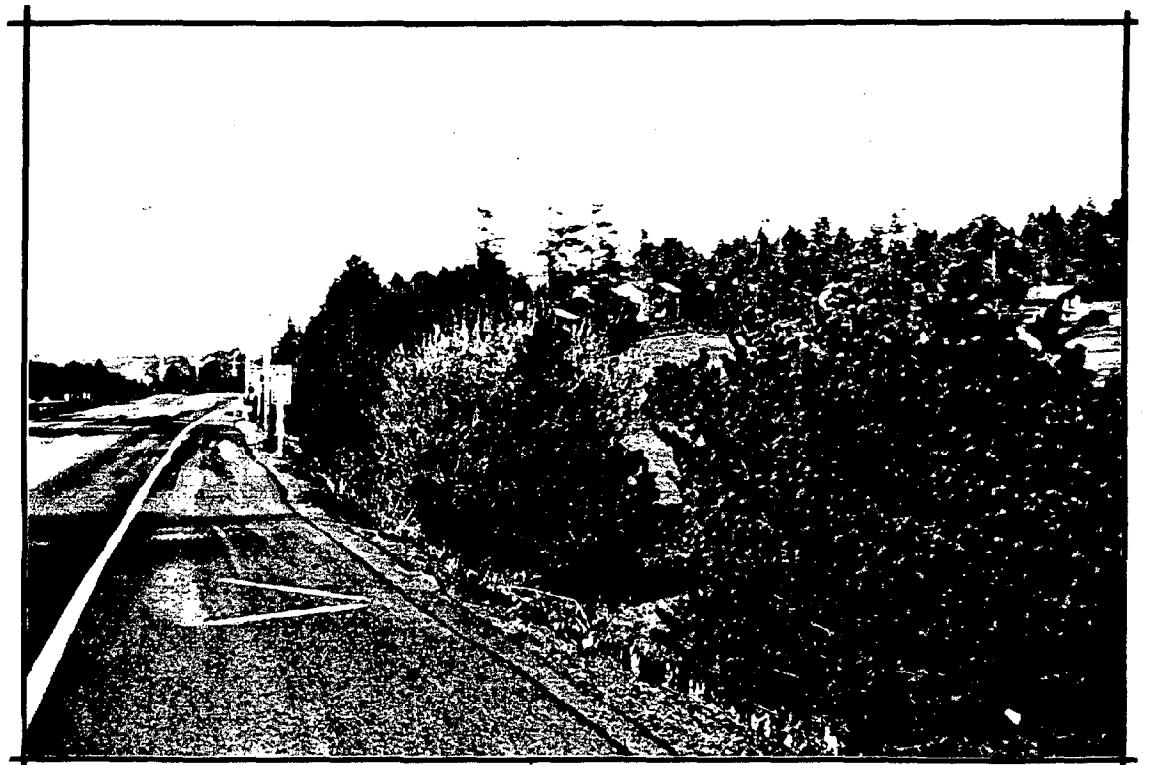
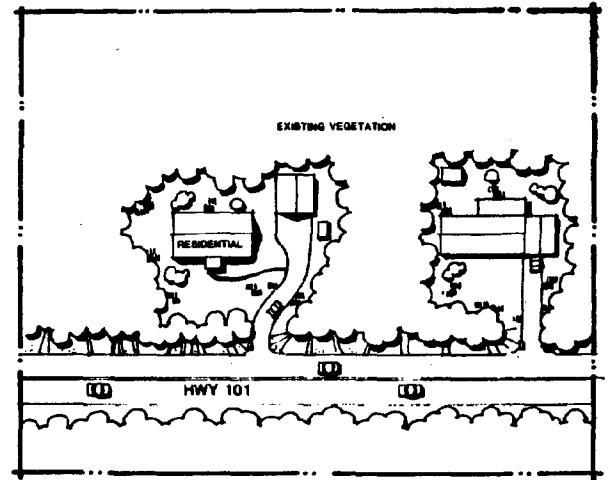
- o DOMINANT STRUCTURES
- o MINIMUM TO MODERATE SETBACK AND DENSITY
- o MINIMAL TO NO LANDSCAPE SCREENING
- o EXTENSIVE SIGNAGE AND MATERIAL STORAGE



VISUAL IMAGE TYPES

R-1 RESIDENTIAL

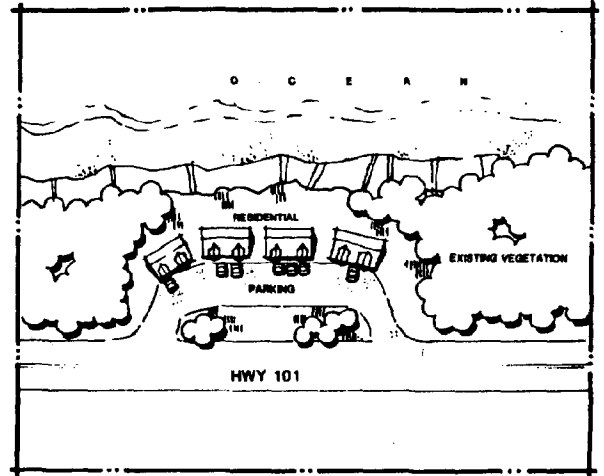
- o LOW DENSITY
- o MODERATE TO COMPLETE VEGETATIVE AND TOPOGRAPHIC SCREENING OF RESIDENCES
- o MODERATE TO DEEP SETBACK
- o DENSE MATURE VEGETATION
- o RANDOM BUILDING ORIENTATION
- o CUSTOM ARCHITECTURE



VISUAL IMAGE TYPES

R-2 RESIDENTIAL / COMMERCIAL

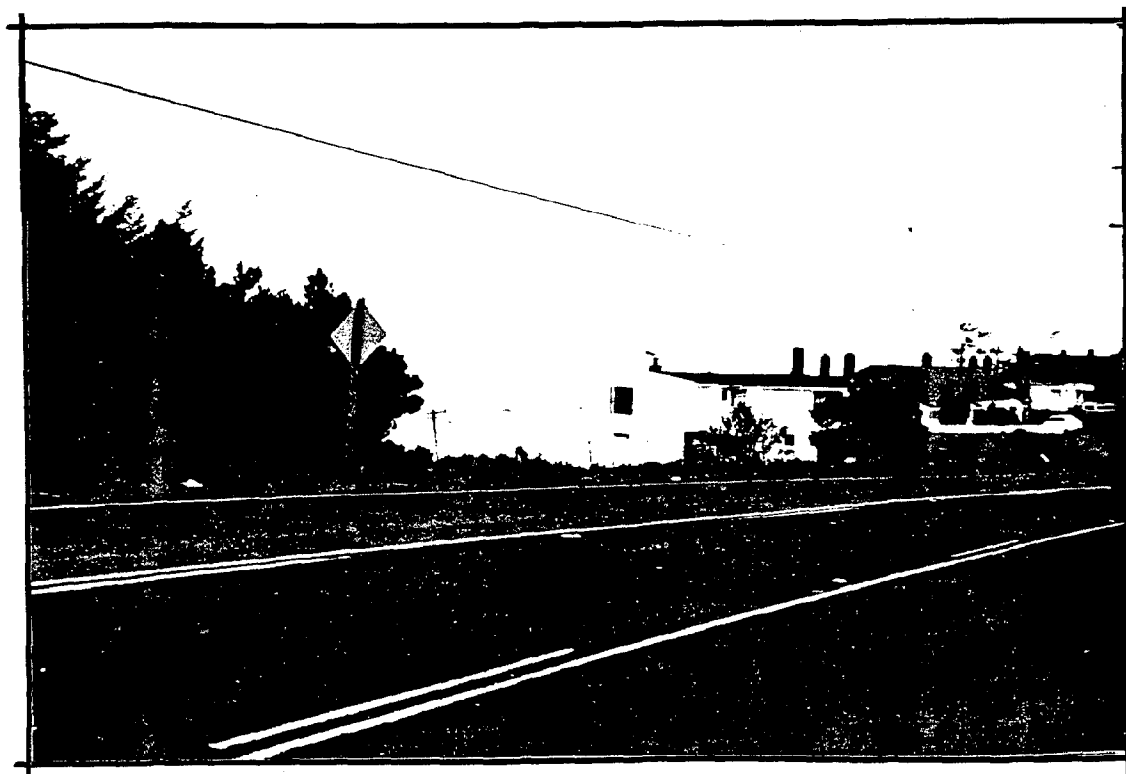
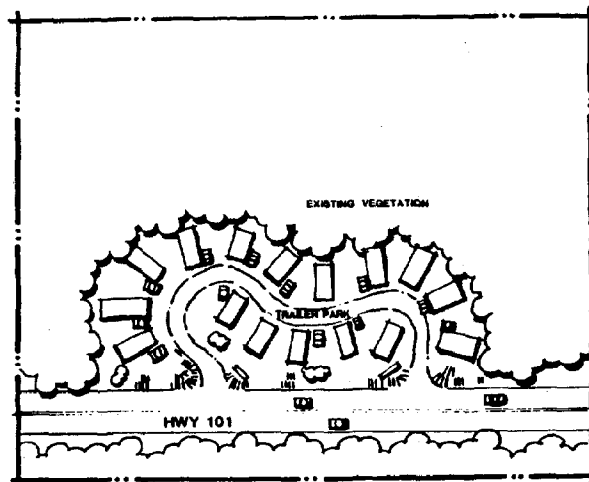
- o MODERATE DENSITY
- o DOMINANT STRUCTURES
- o MINIMAL TO MODERATE LANDSCAPE SCREENING
- o MINIMAL TO MODERATE SETBACK
- o PARKING VISIBLE BUT NOT DOMINANT



VISUAL IMAGE TYPES

R-3 RESIDENTIAL

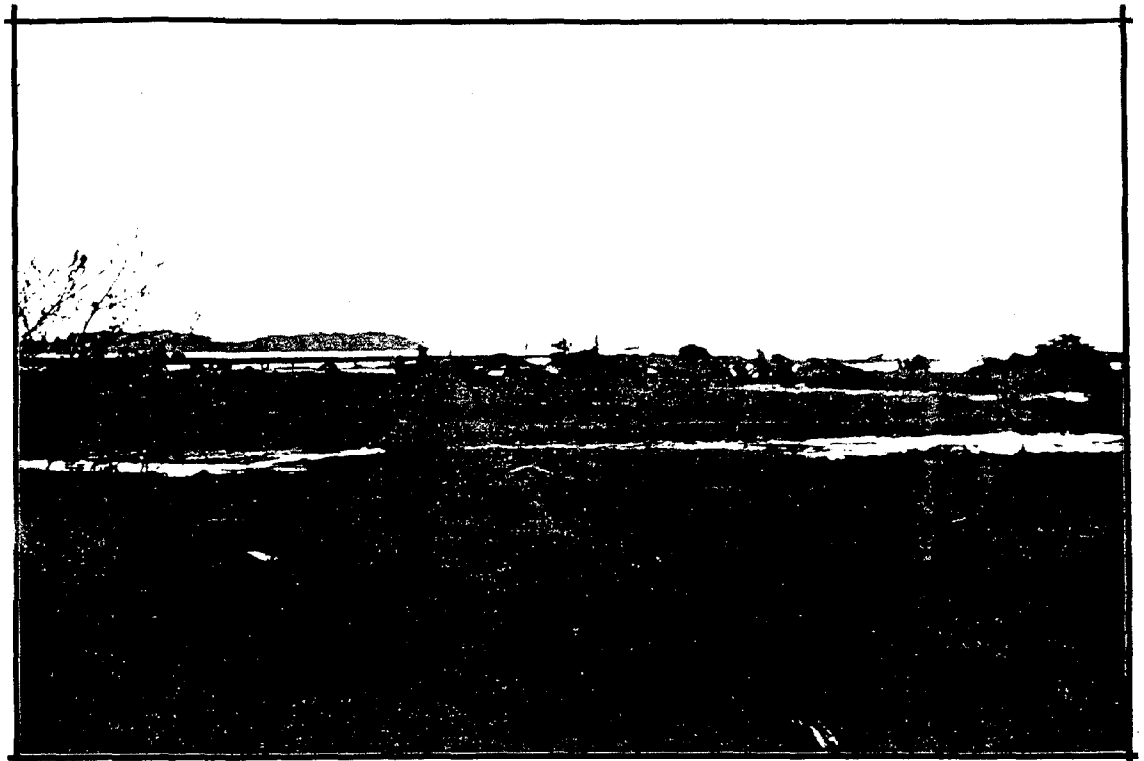
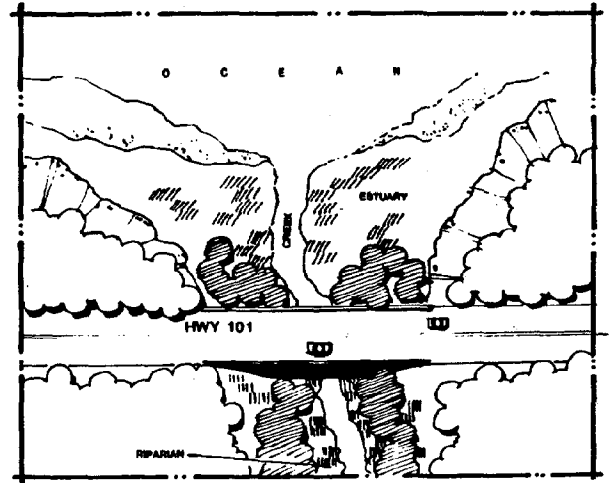
- o HIGH DENSITY
- o DOMINANT STRUCTURES
- o MINIMAL LANDSCAPE SCREENING
- o MINIMAL TO MODERATE SETBACK



VISUAL IMAGE TYPES

W RIPARIAN AND ESTUARY

- o TYPICALLY LOCATED TOGETHER WHERE CREEKS FLOW UNDER HIGHWAYS TO THE OCEAN



VISUAL IMAGE TYPES

O OCEAN / SHORE

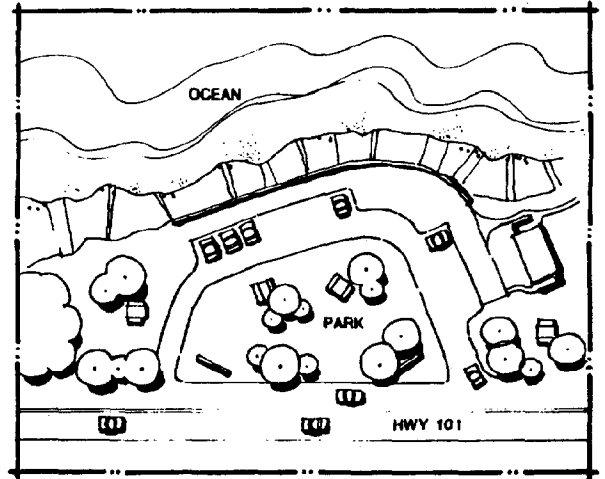
o SCENIC NATURAL AREAS



VISUAL IMAGE TYPES

P PARK

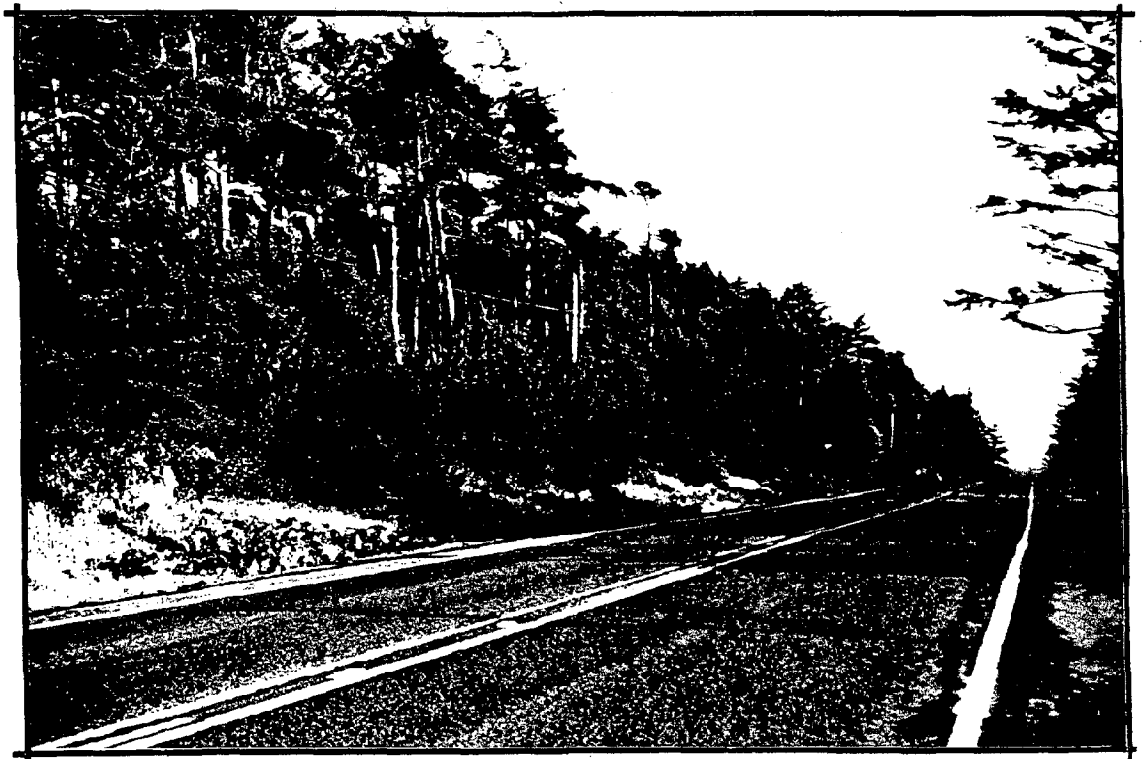
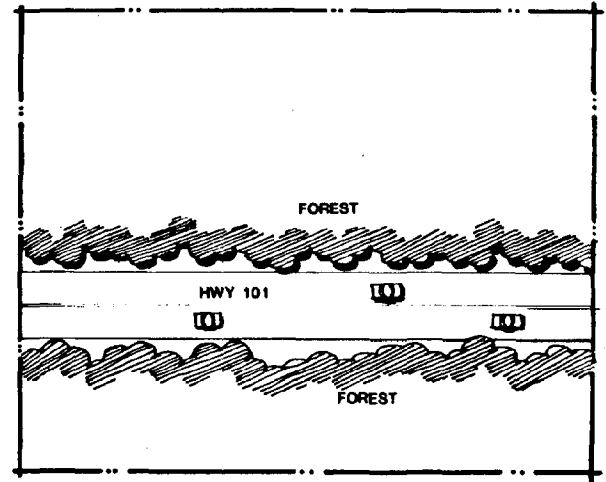
- o OPEN VIEWS TO OCEAN
- o MAN-MODIFIED LANDSCAPE
- o VISIBLE BUT NOT DOMINANT PARKING AREAS



VISUAL IMAGE TYPES

F FORESTED

- o DENSE FOREST VEGETATION AND TOPOGRAPHY PROVIDE NATURAL CORRIDORS



Edge Conditions

Edge Conditions are described according to the following categories:

- o Vegetative Screening
- o Partial Vegetative Screening (Filtered)
- o Structures
- o Embankment / Cut Bank

Each highway segment includes a variety of edge conditions; in fact, many include the full range. Generally, the best view opportunities occur along road segments with open or partially screened conditions. Some areas that are screened or partially screened by vegetation could potentially be modified to improve highway view experiences.

Significant Landmarks

Landmarks provide visual focus and sense of orientation along the highway corridor. Some are historical structures while others are visually prominent features that give identity to a particular place.

Rock outcrops, scenic ocean views, and Schooner Creek provide landmark elements near the southern end of the Lincoln City South segment. Other landmark views are located at the northern end of the Cape Foulweather segment where Whale Cove is visible through a partial vegetation screen. Newport Harbor and Yaquina Bay Bridge, situated at the northern edge of the Newport Segment, provide a sense of identity and entrance to the area.

Prominent Views

Prominent views are delineated by arrows on the inventory maps. These highway views, either partially screened or open, typically encompass panoramic ocean or shoreline scenery.

Devils Lake, ocean, and coastline views can be seen from the Lincoln City North segment. The Cape Foulweather segment includes ocean, shoreline, and Whale Cove views. Newport segment views encompass Newport Harbor and the Yaquina Bridge in addition to ocean and riparian landscape; forest vegetation frames views along portions of this segment.

INVENTORY MAPS

MAP 1 INVENTORY LEGEND

IMAGE TYPES

C1 - COMMERCIAL

- DOMINANT BUILDING FACADES (1 TO 3 STORY)
- MINIMAL SETBACK
- MINIMAL TO NO LANDSCAPE SCREENING
- HIGHLY VISIBLE PARKING
- NON-UNIFIED ARCHITECTURE
- EXTENSIVE SIGNAGE

C2 - COMMERCIAL

- MODERATE SETBACK AND DENSITY
- DOMINANT PARKING OR BUILDING FACADES
- MINIMAL TO NO LANDSCAPE SCREENING
- EXTENSIVE SIGNAGE

C3 - COMMERCIAL / LIGHT INDUSTRIAL

- DOMINANT STRUCTURES
- MINIMUM TO MODERATE SETBACK AND DENSITY
- MINIMAL TO NO LANDSCAPE SCREENING
- EXTENSIVE SIGNAGE AND MATERIAL STORAGE

R1 - RESIDENTIAL

- LOW DENSITY
- MODERATE TO COMPLETE VEGETATIVE AND TOPOGRAPHIC SCREENING OF RESIDENCES
- MODERATE TO DEEP SETBACK
- DENSE MATURE VEGETATION
- RANDOM BUILDING ORIENTATION
- CUSTOM ARCHITECTURE

R2 - RESIDENTIAL / COMMERCIAL

- MODERATE DENSITY
- DOMINANT STRUCTURES
- MINIMAL TO MODERATE LANDSCAPE SCREENING
- MINIMAL TO MODERATE SETBACK
- PARKING VISIBLE BUT NOT DOMINANT

R3 - RESIDENTIAL

- HIGH DENSITY
- DOMINANT STRUCTURES
- MINIMAL LANDSCAPE SCREENING
- MINIMAL TO MODERATE SETBACK

W - ESTUARY / RIPARIAN

O - OCEAN SHORELINE

P - PARK

R - RECREATIONAL OR PASSIVE OBSERVATIONAL USE

F - FORESTED OR VEGETATED

V - VACANT LAND

- NO MAJOR VEGETATION OR STRUCTURES

EDGE CONDITIONS

VEGETATIVE SCREENING

PARTIAL VEGETATIVE SCREENING

STRUCTURES

EMBANKMENT

VIEWS

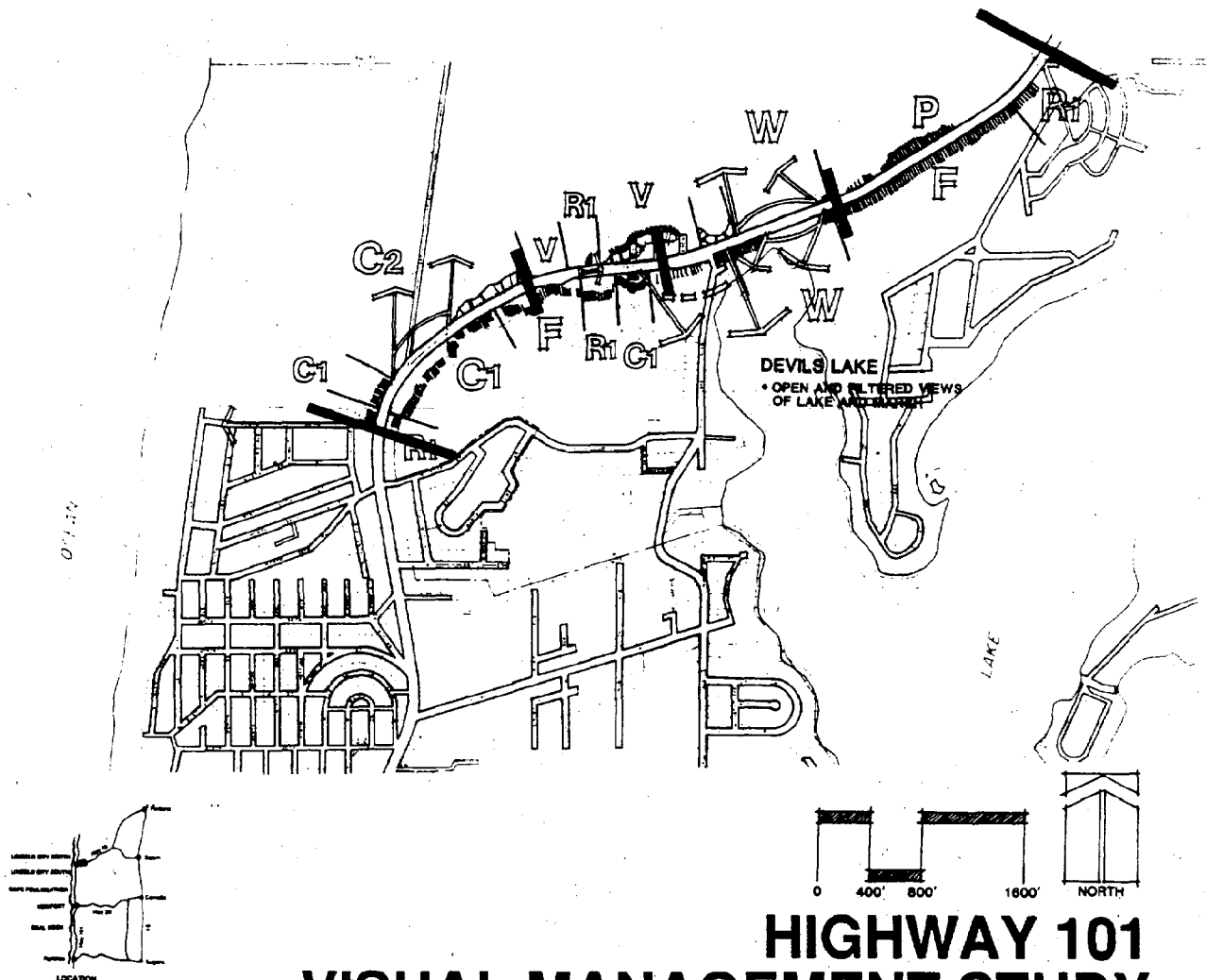
OPEN VIEWS

FILTERED VIEWS

STATIONARY VIEWS

VISUAL UNITS

LANDMARKS



HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY MAP 2

NELSCOTT

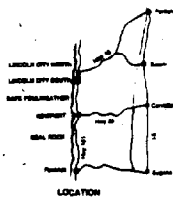
- DOMINANT BUILDING FACADES
- OLDER SMALL SCALE BUILDINGS
- FILTERED OCEAN VIEWS
- UNIFIED (LIMITED) LANDSCAPING

- OPEN AND FILTERED OCEAN VIEWS
- UPPER LEVEL VIEWS OVER AND THROUGH BUILDINGS

TAFT

- DOMINANT BUILDING FACADES
- MINIMUM SETBACK
- NO LANDSCAPING
- UTILITIES
- SIGNAGE
- ON STREET PARKING
- NON-UNIFIED ARCHITECTURE

- SCENIC VIEWS OF SILETZ BAY,
- ROCK OUTCROPS AND SCHOONER CREEK



LOCATION
LINCOLN CITY SOUTH

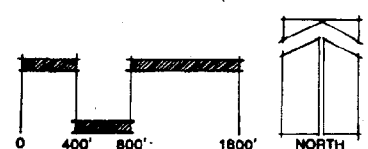
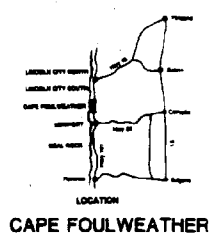
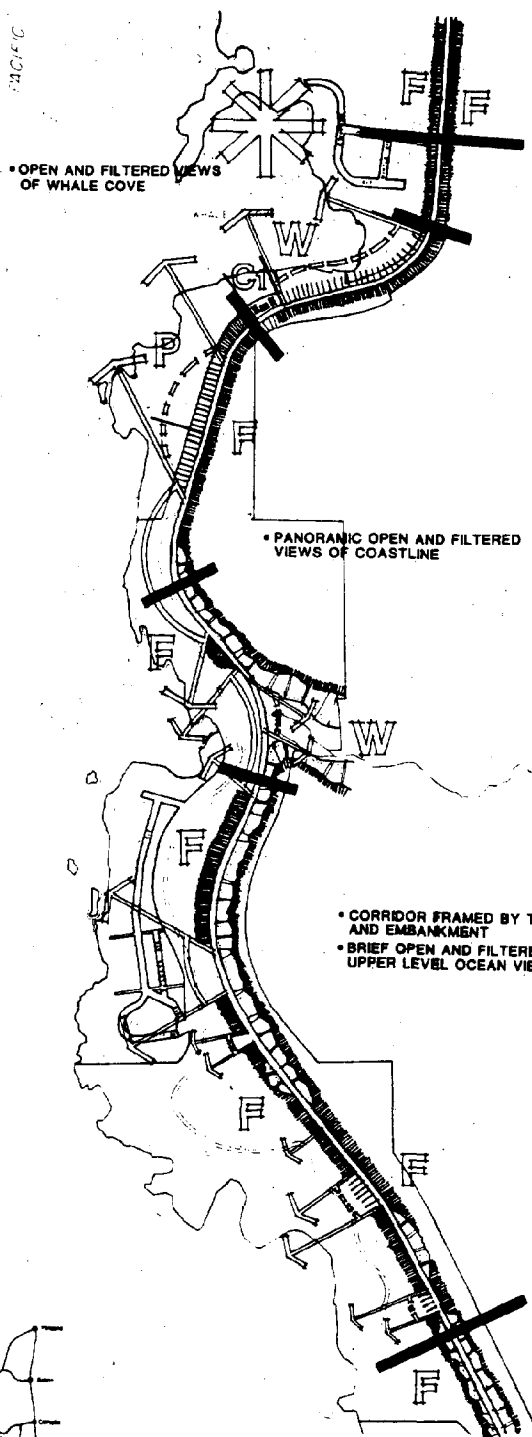
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LINCOLN COUNTY, OREGON

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INVENTORY MAP 3



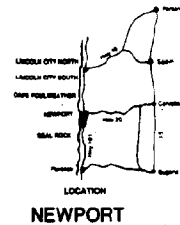
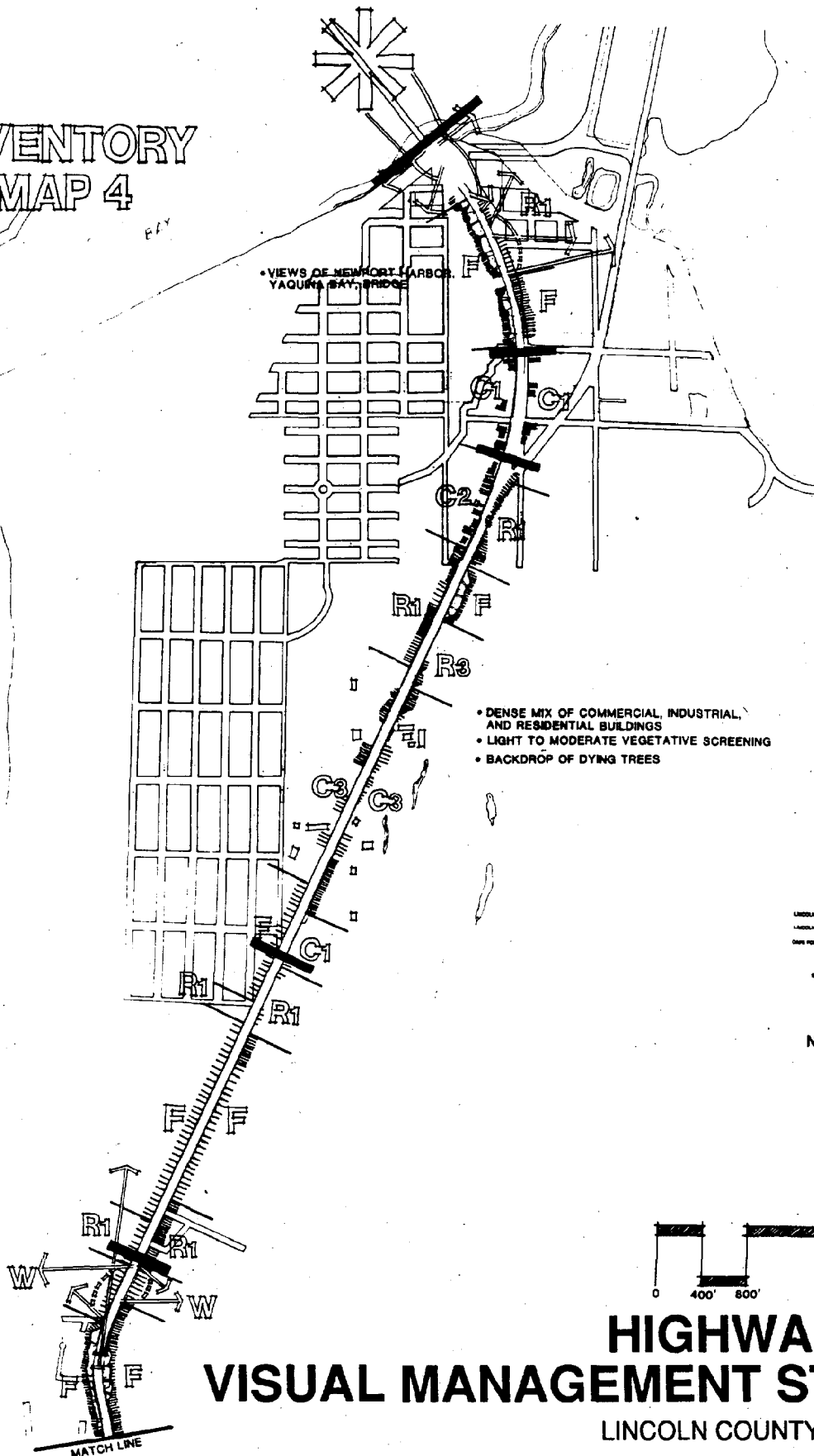
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LINCOLN COUNTY, OREGON

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INVENTORY MAP 4



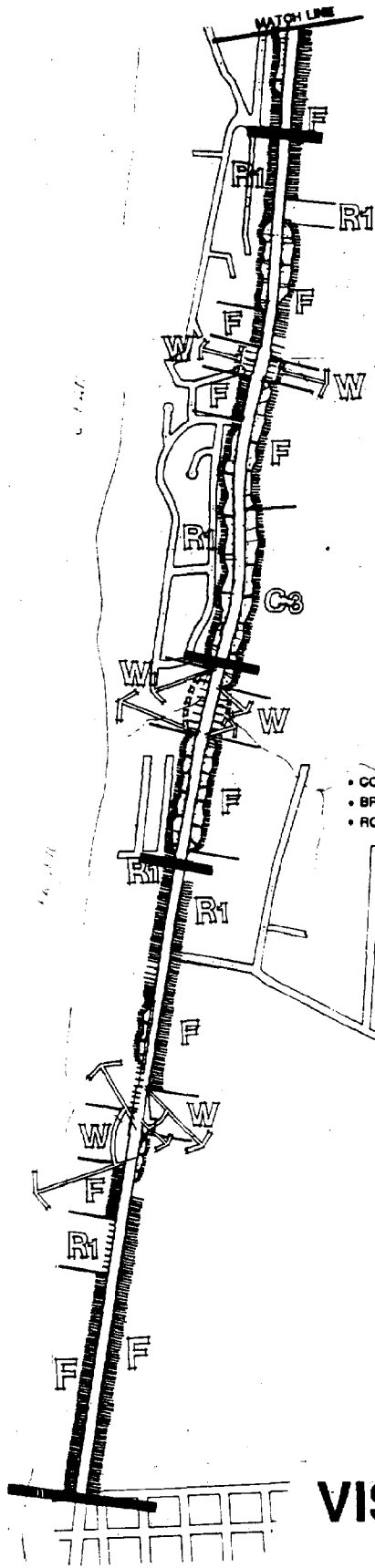
HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

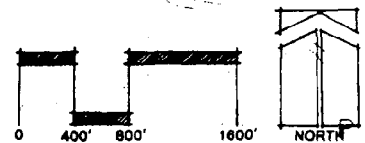
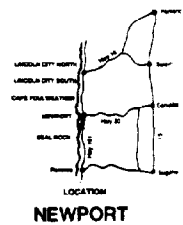
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INVENTORY MAP 5



- CORRIDOR FRAMED BY FOREST AND EMBANKMENTS
- BRIEF FILTERED VIEWS OF OCEAN AND CREEK CROSSINGS
- ROLLING TERRAIN DEFINES BREAKS IN CORRIDOR VIEWS



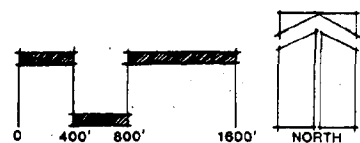
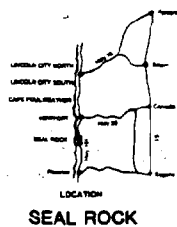
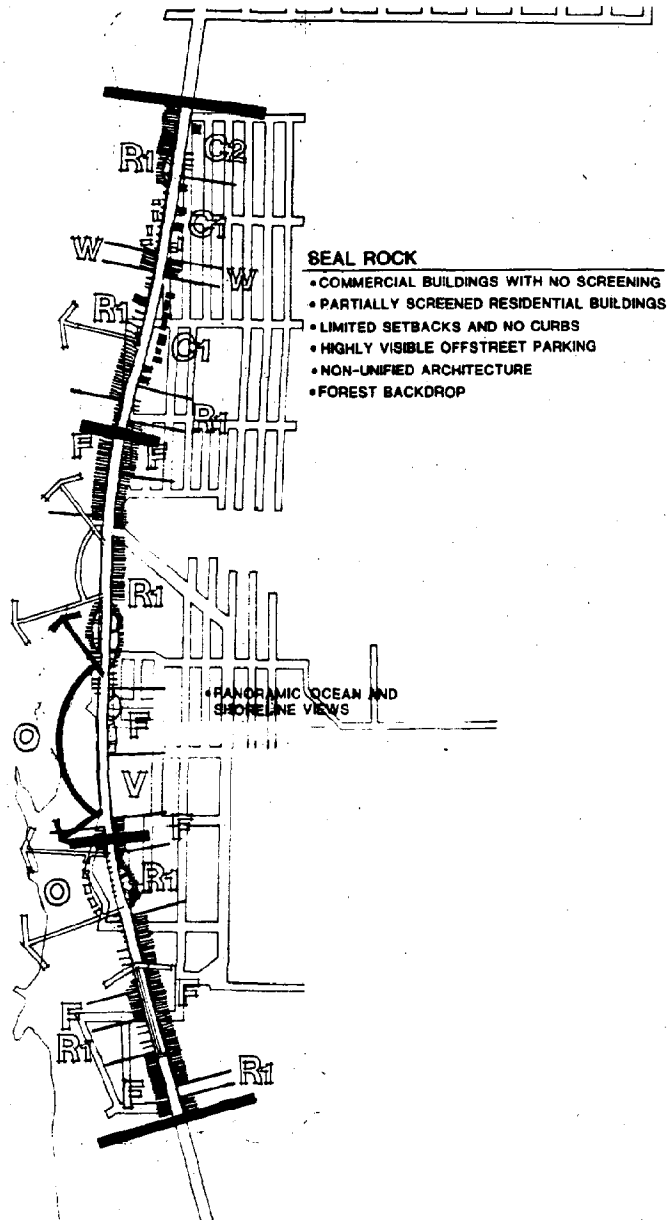
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INVENTORY MAP 6



HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

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IV. VISUAL OPPORTUNITIES AND PROBLEMS

Identification of visual opportunities and problems addresses the question, "What is good or bad in corridor views and what should the corridor look like in the future?" The following series of maps illustrate key visual opportunities / problems for each corridor segment.

Examples of visual opportunities include dramatic vistas that enhance the driving experience, highly scenic areas worth protecting, and visible landmark features. View obstruction and visually prominent off-street parking are examples of problems within the scenic corridor.

Summary of Opportunities and Problems

The maps illustrate a range of visual assets and problems. These can be generalized into three overall categories:

Existing Visual Problems -- Scenic views obstructed by development or vegetation, visually intrusive or discordant signage, minimal setbacks and landscaping to screen development, visually prominent off-street parking, and highly visible open yard storage;

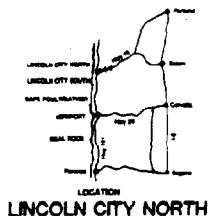
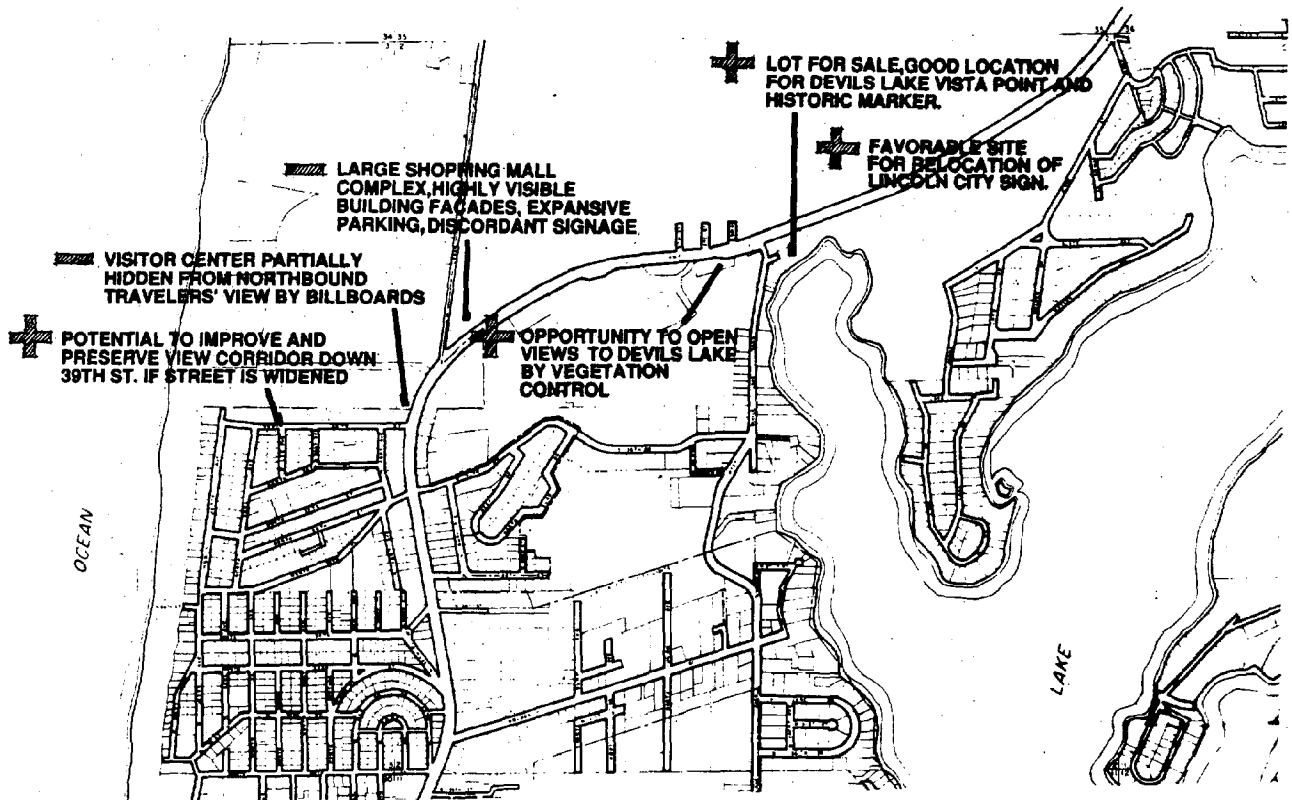
Existing Visual Opportunities -- Scenic ocean and riparian view corridors, potential for improved scenic pullouts, potential to improve commercial strip appearance, opportunity to improve park and city entries, potential to increase scenic highway views.

Future Problems -- Road widening could eliminate landscape screening of development, increased development could diminish scenic quality.

OPPORTUNITIES & PROBLEMS MAPS

INVENTORY

PROBLEMS & OPPORTUNITIES -MAP 1



HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

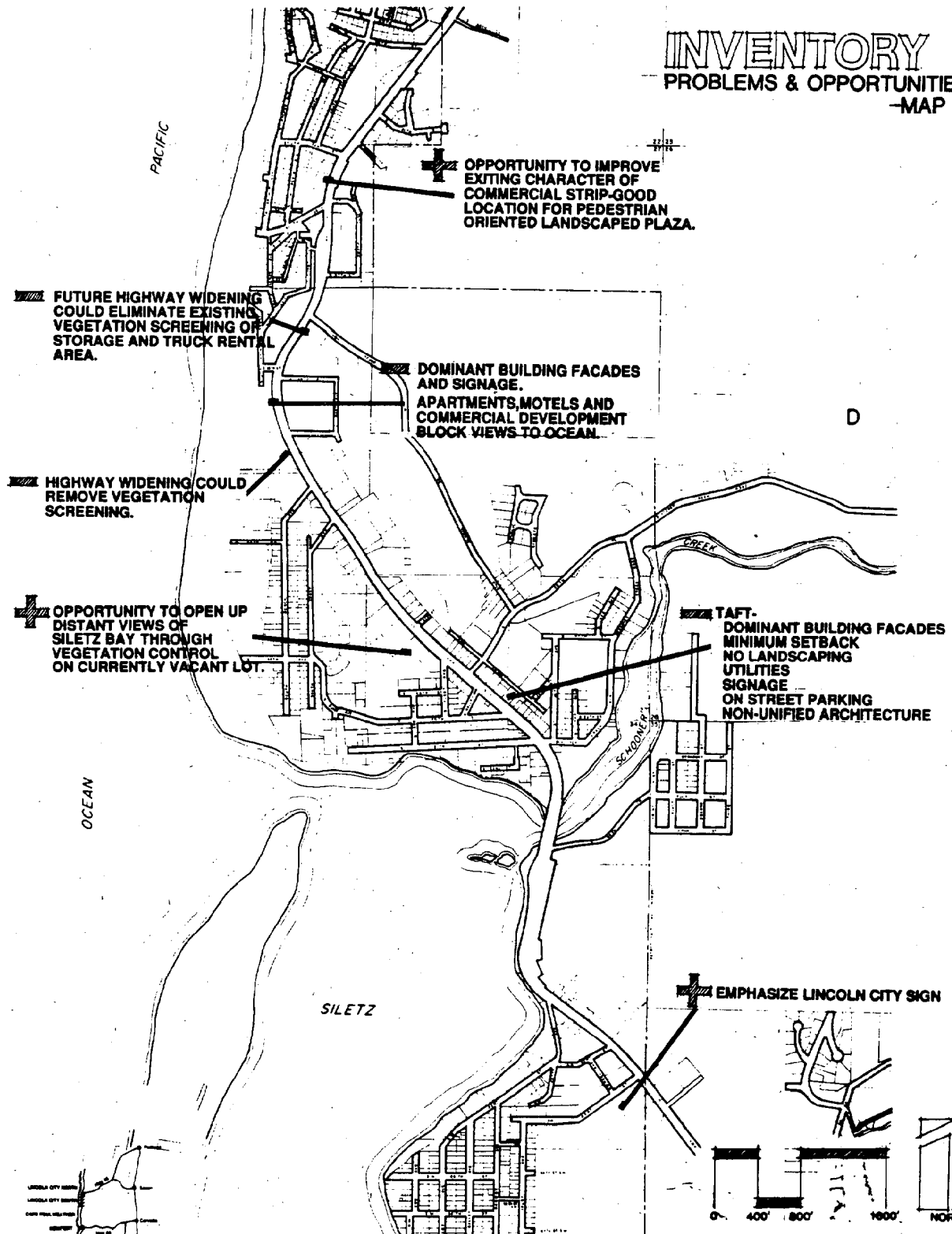
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INVENTORY

PROBLEMS & OPPORTUNITIES

MAP 2



HIGHWAY 101

VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

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PACIFIC

INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 3

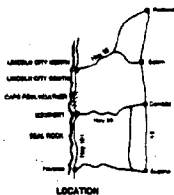
WHALE COVE

✚ WAYSIDE PARK-IMPROVE ACCESS AND SIGNAGE OF EXISTING PARK. REDIRECT VIEWS TOWARDS WHALE COVE. CHANGE THE NAME OF THE PARK TO IDENTIFY IT AS A VIEWING AREA FOR WHALE COVE. (IE. "WHALE COVE PARK" OR "ROCKY POINT PARK").

✚ OPPORTUNITY TO OPEN VIEWS THROUGH VEGETATION CONTROLS

✚ OPPORTUNITY TO OPEN UP VIEWS TO THE OCEAN THROUGH VEGETATION CONTROLS.

OCEAN



CAPE FOULWEATHER



HIGHWAY 101

VISUAL MANAGEMENT STUDY

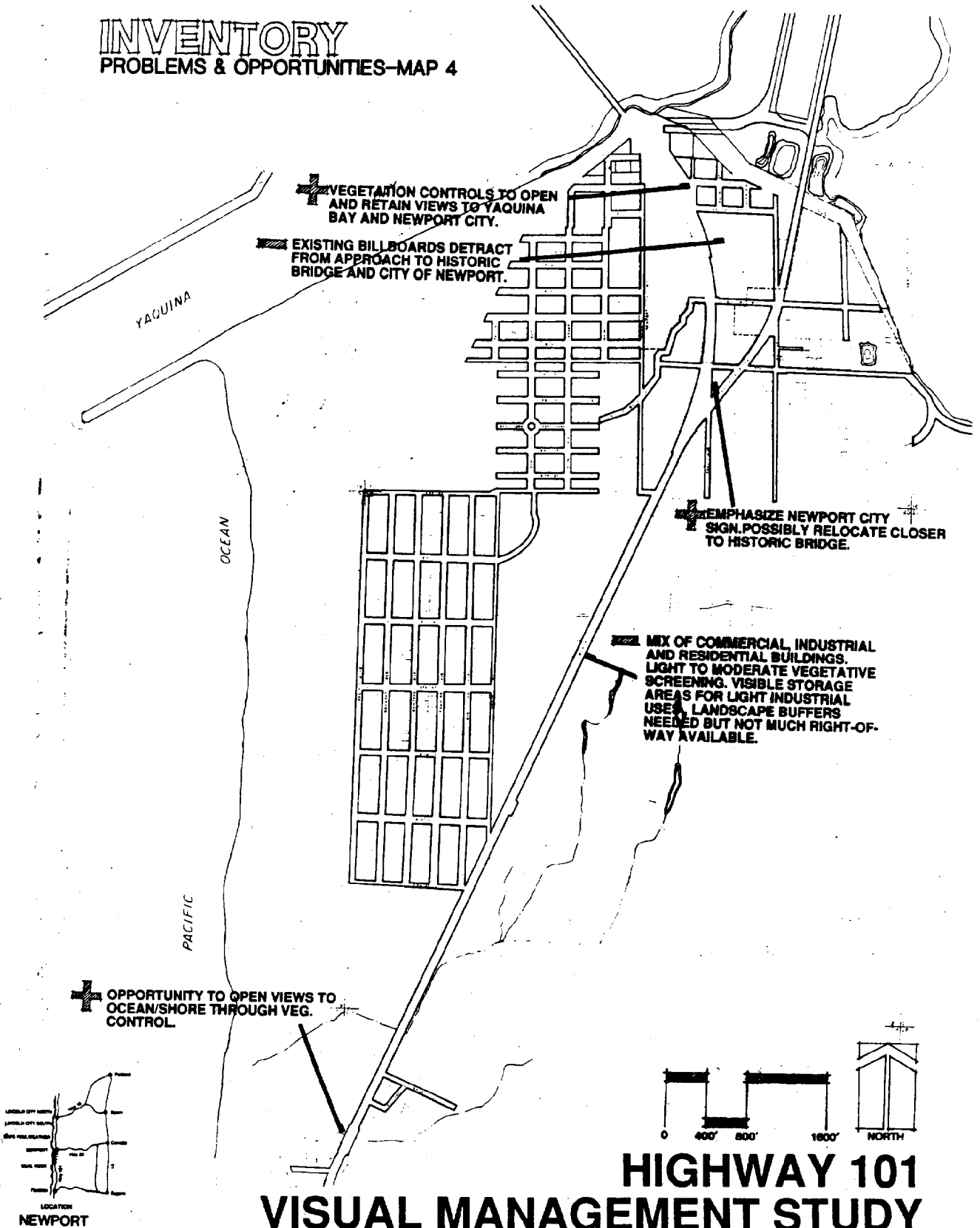
LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 4



HIGHWAY 101

VISUAL MANAGEMENT STUDY

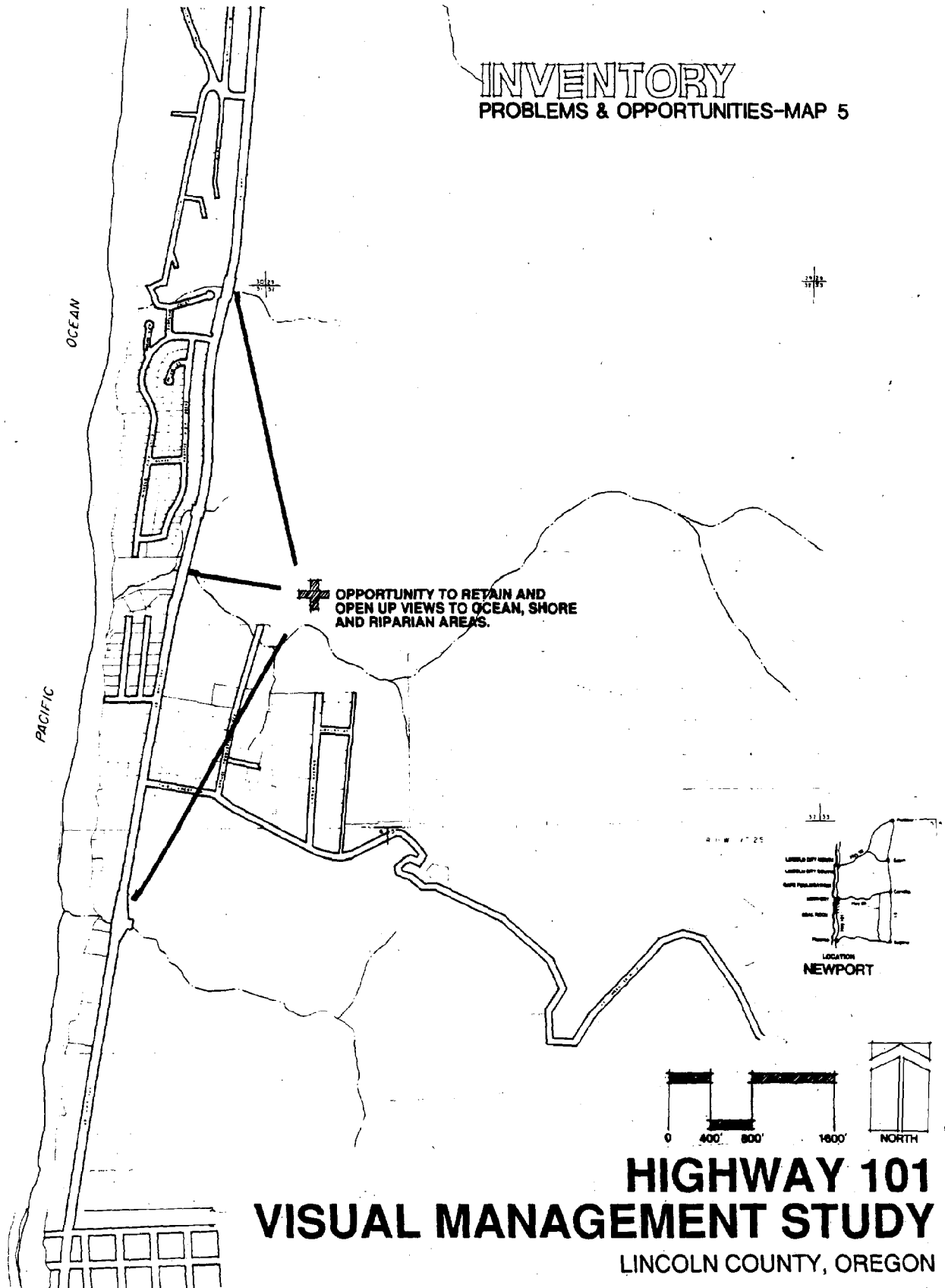
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INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 5



HIGHWAY 101 VISUAL MANAGEMENT STUDY

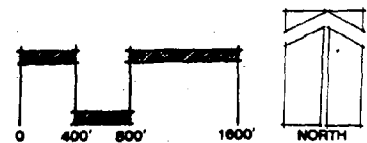
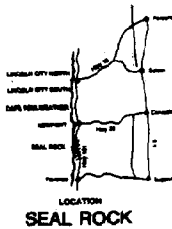
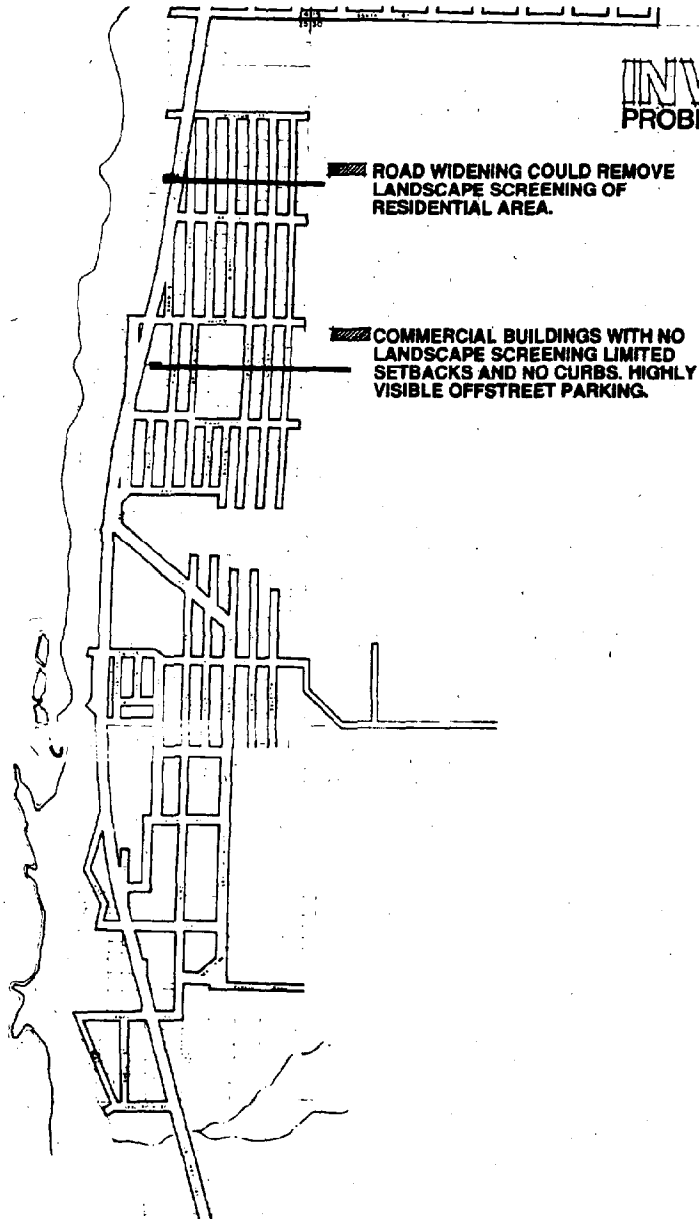
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INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 6



HIGHWAY 101

VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

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PART 2. REGULATORY ASSESSMENT

I. SUMMARY OF EXISTING VISUAL POLICIES REGULATING CORRIDOR DEVELOPMENT

Several existing policy documents provide an initial framework for managing the highway corridor's visual quality. In addition to municipal regulatory planning, state and county plans and policies apply to coastal development. The following summary briefly explains existing relevant visual management policy and regulation for the Lincoln County 101 corridor.

Oregon's Statewide Planning Goals

The Land Conservation and Development Commission (LCDC) guides land use planning by state agencies and local governments through a series of mandatory Statewide Planning Goals and advisory guidelines. Cities and counties have adopted, and LCDC has approved, comprehensive plans which fulfill requirements of these goals. Plans for Lincoln City, Lincoln County, and Newport were all acknowledged in 1981-82. LCDC's approval or acknowledgement of compliance is state certification that the plans comply with goal requirements.

The Statewide Planning Goals have a number of requirements which relate either directly or indirectly to management of visual values:

Goal 5, Open Space, Scenic Historic and Natural Resources, includes a general mandate to inventory the quantity, quality and location of outstanding scenic views and sites. Local governments are required to protect sites for which there are no conflicting uses. Where conflicting uses are identified, local governments must identify and balance the economic, social, environmental, and energy consequences of protecting or not protecting the resource. A program must be adopted which protects scenic values if the resource is to be protected.

Goal 17, Coastal Shorelands, requires that cities and counties identify exceptional aesthetic resources in coastal shorelands. (Sites identified are on lands west of Highway 101 or within 1000 feet of estuaries or 500 feet of coastal lakes.)

The general planning scheme set forth by **Goal 14, Urbanization**, and other goal requirements, are designed to separate urban and urbanizable lands from rural lands. This has occurred primarily through the adoption of urban growth boundaries (UGB's) around cities which indicate the extent of urban levels of development.

City and County Comprehensive Plans and Ordinances

As noted above, Lincoln County, Lincoln City, and Newport have adopted plan policies and implemented ordinances to comply with the statewide land use planning requirements.

The Lincoln County Land Use Codes include the County's Comprehensive Plan and zoning. The plan generally mandates protecting scenic resources, and allows for development that will not substantially alter the visual character of those resources.

Specific requirements for development in scenic areas are listed below:

- o Maintain natural vegetation whenever possible.
- o Screen unsightly land uses whenever possible, preferably with natural vegetation.
- o Limit rights-of-way widths and numbers of roads intersecting scenic roadways to the minimum needed to safely and adequately serve the uses to which they connect.
- o Limit signs in size and design so as not to distract from the area's visual quality.
- o Limit excavation and filling only to those areas where alteration of the natural terrain is necessary; revegetate such areas as soon as possible.
- o Protect vistas and other important views.

The Lincoln City Comprehensive Plan establishes aesthetic policies for the City. Listed below are particularly pertinent policies for highway corridor visual management.

- o The City shall consider developing a city-wide landscape plan.
- o The Planning Commission shall recommend designated scenic viewpoints and areas within the city, and shall review the impact of development proposals near these locations. Development within 100 feet of scenic viewpoints shall be evaluated. Visual evaluations will include impacts on natural vegetation, screening requirements, design and placement of signs, and use of natural materials.
- o The City shall encourage underground placement of utilities to improve aesthetic qualities along Highway 101.

An Environmental Quality Overlay Zone (EQ) designates areas where development proposals require special review. Aesthetic resources are protected by this designation: "development shall not reduce the scenic character or substantially alter natural vegetation cover."

The City's zoning ordinance also establishes building height limitations and setback requirements that affect visual impacts of new development. Residential building heights are limited to 35 feet with a 10- to 20-foot front setback requirement. Commercial and industrial building heights cannot exceed 45 feet, and a minimum of 5 feet is required for the front setback.

Newport's Comprehensive Plan identifies several scenic views, including Yaquina Bay and Yaquina Bay Bridge, that have exceptional scenic quality. Visual policies guiding development and conservation in Newport include the following.

- o Vistas shall be considered when reviewing large scale developments which would limit the general public's view from public property. The planning commission may

regulate height, location, design, or color of proposed development that would diminish such views.

- o The scenic value of Highway 101 in the South Beach industrial area shall be protected. In this area, a 50-foot setback from the right-of-way and vegetation buffer is required.
- o Natural vegetation on private lands in the shoreland areas shall be protected to the extent possible. Development in such areas shall be encouraged to follow the natural terrain. Restoration of top soil and re-vegetation or landscaping shall occur as soon as possible after development is completed.

Newport's zoning ordinance regulates building heights and setbacks. Residential structures are not allowed to exceed 30- to 35-foot heights and must be setback 10 to 20 feet from the front property line. Commercial, industrial and public building heights are limited to 50 feet and no front setback is required.

The City's sign ordinance regulates size, design, and placement of signs. Off-premise signs are permitted within 100 feet of the Highway 101 right-of-way only in areas zoned commercial or industrial. These displays shall be limited to 30 feet high with a maximum 12-foot and vertical and 20-foot horizontal dimension. In addition to prohibiting flashing, rotating, or brightly illuminated signs, the ordinance states that no sign shall cause visual obstruction.

II. VISUAL REGULATIONS ADOPTED BY OTHER COMMUNITIES

This section presents selected regulatory policies adopted by other communities. This material is included as background information and reference.

The intent is to review how some other communities manage their visual / aesthetic resources and determine whether some policies might be adapted to fit Oregon's Highway 101 corridor visual management concerns. The selected policies reflect a cross-section of communities and approaches; some will be more relevant to the Highway 101 corridor than others.

SANTA BARBARA COUNTY, CALIFORNIA

1. Local Coastal Plan (1982) - Visual Resources

The principal regulatory tool developed as part of this program is the ***View Corridor Overlay Designation***. All areas in the County where there are views from Highway 101 to the ocean are mapped on the Land Use Maps with this designation. The areas are broadly defined, and do not generally relate to specific viewpoints or view-cones. There is no formal prioritization of view corridors. All development in these areas shall be reviewed by the County Board of Architectural Review for conformance to the following policies:

- o "Structures shall be sited and designed to preserve unobstructed broad views of the ocean from Highway 101, and shall be clustered to the maximum extent feasible."
- o "A landscaping plan shall be submitted to the County for approval. Landscaping, when mature, shall not impede public views."
- o "Building height shall not exceed 1 story or 15 feet above average finished grade, unless an increase in height would facilitate clustering of development and result in greater view protection, or a height in excess of 15 feet would not impact public views to the ocean."

2. Comprehensive Plan, Land Use Element (1985)

Applicable Visual Resource Policies include:

- o "In areas designated as rural on the land use plan maps, the height, scale, and design of structures shall be compatible with the character of the surrounding natural environment. . . Structures shall be subordinate in appearance to natural landforms, shall be designed to follow the natural contours of the landscape, and shall be sited so as not to intrude into the skyline as seen from public places."
- o "In areas designated as urban . . . and in designated rural neighborhoods, new structures shall be in conformance with the scale and character of the existing community. Clustered development, varied circulation patterns, and diverse housing types shall be encouraged."
- o "Signs shall be of size, location, and appearance so as not to detract from scenic areas or views from public roads and other viewing points."

3. Other Santa Barbara County Policies

The County's A-1-X (Exclusive Agriculture) zone has standards which require that agricultural structures (e.g., greenhouses) be set back a minimum of 50 feet from street centerlines, and that landscaping be provided which, within five years, will "reasonably block the view of any structure and on-site parking areas from outside of the property."

The County's Board of Architectural Review considers building mass, relationship of buildings with topography, and compatibility of buildings, but outside of the Coastal View Corridor Overlay district, its jurisdiction is limited to those areas zoned as D (Design Supervision Combining Regulations), which include critical undeveloped parcels. Some communities and tracts maintain their own design review committees.

CITY OF THOUSAND OAKS, CALIFORNIA

Freeway Corridor Visual Analysis and Design Study (1987)

Visual design guidelines are provided for use by developers proposing projects in the Highway 101 / 23 corridor, and by reviewing bodies (Planning Commission and Design Review Committee). The guidelines address roadside treatment (within the right-of-way), design standards for properties adjoining the highway (new development), primary view corridors (of two types) in which there is potential for view blockage, and design treatments suitable for entry views and a community theme. Two alternative equations are provided for determining appropriate building heights.

The City requires photomontages of proposed projects on critical parcels, and has funded a concept study for suitable development designs on several visually critical vacant parcels.

CITY OF AUSTIN, TEXAS

1. Development Criteria for the "Hill Country Roadway Corridor," (Ordinance No. 86-0116-J)

(see Appendix A)

The corridors are defined as all land within 1000 feet on each side of public right-of-way. Their purpose is to protect the "natural beauty" of the hill country and encourage development which is compatible with it. For new development, a site plan is required which includes a tree survey with a line delineating the extent of disturbance, indication of screening for parking, utility facilities, etc., location of any existing or potential vistas from public viewpoints and how they would be impacted. A scenic vista is defined as a "generally recognizable, noteworthy view" of lakes, valleys, creeks, or the downtown area.

Building height is limited, but may increase with distance from the right-of-way. Within 200 feet from the right-of-way, maximum heights are 28 feet; beyond that, heights may vary according to the density of zoned areas.

Highway vegetative buffers are required, with no clearing of vegetation within 100 feet of the right-of-way (provided that the buffer does not exceed 20% of the applicant's acreage). Where the buffer has previously been disturbed, it is to be revegetated with native trees, shrubs, and grasses . . ."

Development bonuses are offered to recognize innovative design beyond requirements, e.g., increased heights, reduced setback. Performance criteria used for bonuses include:

- o "preserving scenic vistas, including the provision of public observation points";
- o reducing building mass by breaking up buildings; and
- o using pitched roof design features.

2. Capitol View Protection Ordinance

This provides an equation for calculating heights of buildings to ensure preservation of existing views of the Capitol Dome. Maps are provided which plot the specific view-cones (horizontal angles of view) from the Capitol to highway or other public viewpoints.

MONTEREY COUNTY, CALIFORNIA

Local Coastal Program - North County Land Use Plan, 1982

The North County Local Coastal Program provides three relevant types of policy that address visual concerns.

Resource Management / Visual Resources

This implements the California Coastal Act of 1976 which states that any development permitted in scenic areas should be sited and designed to be visually compatible and subordinate to the natural setting. Its key policy states that, "In order to protect the visual resources of North County, development should be prohibited to the fullest extent possible in beach, dune, estuary,

and wetland areas. Only low intensity development that can be sited, screened, or designed to minimize visual impacts shall be allowed...." General policies include:

- o "Views to and along the ocean shoreline from Highway 1..., and to and along the shoreline of Elkhorn Slough from public vantage points shall be protected."
- o "The least visually obtrusive portion of a parcel should be considered the most desirable site for the location of new structures. Structures should be located where existing topography and vegetation provide natural screening."

Design standards (specific policies) include:

- o Structures shall generally be sited so as not to block public views of the shoreline.... Necessary structures in public view between the road and the shoreline shall be sited so as to protect the maximum possible open views. Other development (such as residential or commercial structures) shall be designed with materials, colors, landscaping, and fencing appropriate to the rural setting."
- o "Highway direction and other public signs should be minimized and designed to complement the visual character of the area."
- o "Commercial and industrial signs shall be constructed of natural materials. They shall not be internally illuminated."

Public Access

The plan provides for retention of both physical and visual access to the ocean and inland water bodies, from the coastal highway, pedestrian and bike routes, vista points, and other public view areas. It also encourages provision of new vista points in safe location where pedestrian access is not possible but parking can be screened from the highway. Scenic easements are proposed for private land where design controls would not prevent blockage of visual access.

Moss Landing Community Plan

This provides more detailed designation of areas with values (historic & scenic) to be protected. It calls for screening of industrial sites, visual access to key features such as the old harbor, and identification of suitable uses for key parcels.

BIG SUR, MONTEREY COUNTY, CALIFORNIA

Design Standards for the Big Sur Highway (1980)

Big Sur's design standards outline recommendations related to particular problems that have been identified in the scenic corridor. For example, poorly designed and located pullouts are one problem along the scenic corridor. The visual analysis identifies three types: paved pullouts for slow-moving vehicles; stopping and parking pullouts outside the viewshed; and bus stop pullouts for trailheads, parks, etc. The standards state that all existing pullouts should be evaluated and either eliminated or upgraded according to one of the three recommended pullout prototypes.

Other recommendations that respond to corridor problems include the following:

Shoulder Treatment -- A shoulder management plan should be developed and implemented that will stabilize slopes and reestablish native vegetative cover to a defined highway edge.

Setbacks and Parking Lots -- Comprehensive viewshed management criteria should be adopted rather than a 100-foot structure setback requirement. Continuous parking area access should not encroach on the highway and no asphalt or other surfacing should be visible from the highway.

Signs -- Use of signs should be de-emphasized in the scenic highway corridor. Design solutions should provide orientation and direction. Guardrails and reflector buttons both effectively announce the presence of hazards and should be used.

Where signs are essential for traffic safety or information, international symbols or some local variation in character with this area would be an improvement over verbal signing.

Utilities -- Utilities should be put underground where feasible. Where not feasible, rerouting is suggested.

Lighting -- Appropriate brightness and tone are indicated by the surrounding brightness. All existing lighting that does not meet these criteria will generally be perceived as out of character.

CITY OF PALO ALTO, CALIFORNIA

El Camino Real Design Guidelines (1979)

The City of Palo Alto prepared guidelines for development along El Camino Real, a landscaped commercial auto-oriented street, to advise designers and business people about appropriate design treatment. The guidelines emphasize using a consistent design vocabulary along the street. Some of the guidelines are excerpted below.

Architectural and Site Planning

- o Do not design an improvement primarily to attract attention.
- o All automobile parking should be screened.
- o If a sign is needed, a place for a sign should be designed into the building elevation.
- o Using bright colors, such as reds, yellows, purples, and greens may make new development incompatible with the surroundings.

- o Commercial buildings, new or remodeled, which are located adjacent or near other similar properties should be compatible with their neighbors.

Buffers and Parking Lots

- o The front setback should be used to provide a landscape buffer between the building and the street.
- o All parked cars should be screened with walls, landscaping, or berms. Total height of the wall, berm, or landscaping should be about 3-1/2 feet above the finished parking lot surface.
- o A 5-foot landscaped perimeter is required around parking lots with one 15-gallon tree for each 25 feet of perimeter length.

Signs

- o Freestanding signs generally should not extend above the height of the surrounding buildings.
- o Tall signs should be set back from the street property line. Short signs may be located closer to the property line.
- o A sign is meant primarily to identify a use. It is therefore important for the message to be as brief and readable as possible. More than two colors are not recommended.

III. HIGHWAY CORRIDOR REGULATORY ASSESSMENT

The highway corridor regulatory maps illustrate three considerations for visual management planning. First the maps assign landscape designations for all areas within the highway corridor segments. Delineating primary and secondary view areas addresses view protection concerns. Finally, entry zones that indicate edges of urban development nodes, urbanizing or rural / scenic areas are noted on the regulatory maps.

Landscape Designations for Development Regulation

Landscape designations provide the background framework for developing regulatory mechanisms. Each of the designations represent a combination of visual characteristics with particular opportunities and problems. Three designations, urban, urbanizing, and rural / scenic, are assigned to areas throughout the highway corridor segments. They are based on interpretation and generalization of image types and other inventory data.

Urban areas, shown primarily near Lincoln City and Newport, contain development that dominates the landscape. Regulations will apply to new development in these areas as well as modifications to existing development. Development types vary within the corridor therefore different controls may apply depending on the particular dominance or mix of uses.

Urbanizing areas, scattered throughout the corridor, include a combination of visible development, landscaping, and natural vegetation. An urbanizing designation could be regarded as transitional in two respects. Urbanizing areas can spatially link urban and rural / scenic zones. Secondly, we can expect some change over time during which urbanizing zones become more developed, possibly into urban areas. Visual management mechanisms should address both aspects of the urbanizing zone's character.

Rural / scenic areas where significant views and natural vegetation / terrain exist and appear throughout much of the corridor. Regulations for these areas should emphasize preserving the corridor's natural scenic quality.

View Area Assessment

Primary view areas are indicated within each segment and reflect locations of sensitive prominent views that are identified on the visual inventory maps. Boundaries for these areas schematically delineate zones in which new development could potentially diminish visual quality within the scenic corridor. New development proposed in the vicinity of these sensitive areas should be subject to more rigorous project review.

The sensitivity of each primary view area is influenced by a combination of particular factors such as existing topography and vegetation. Consequently, applying rigid development standards that specify building heights, setbacks, etc., will not necessarily insure sensitive management of the corridor's visual quality. Application of established visual review criteria that consider existing conditions of each specific development site can provide a more effective visual / aesthetic planning tool.

Entry Zones

The highway traveller's visual experience involves perception of sequential images. Entering and leaving urban development nodes is one aspect of this sequential experience. Corridor design that accentuates entrances and departures can create a more memorable and visually stimulating journey for the highway traveller. Developments at these locations assume particularly high significance and can influence visual impressions of the whole community.

Entry zones are indicated on the regulatory maps to denote an opportunity for special corridor design treatment. Gateways or entrances to particular road segments can be designed using a variety of techniques including special landscape or other artistic treatment.

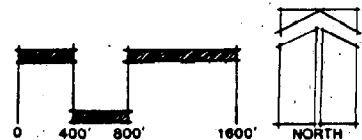
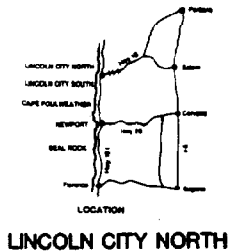
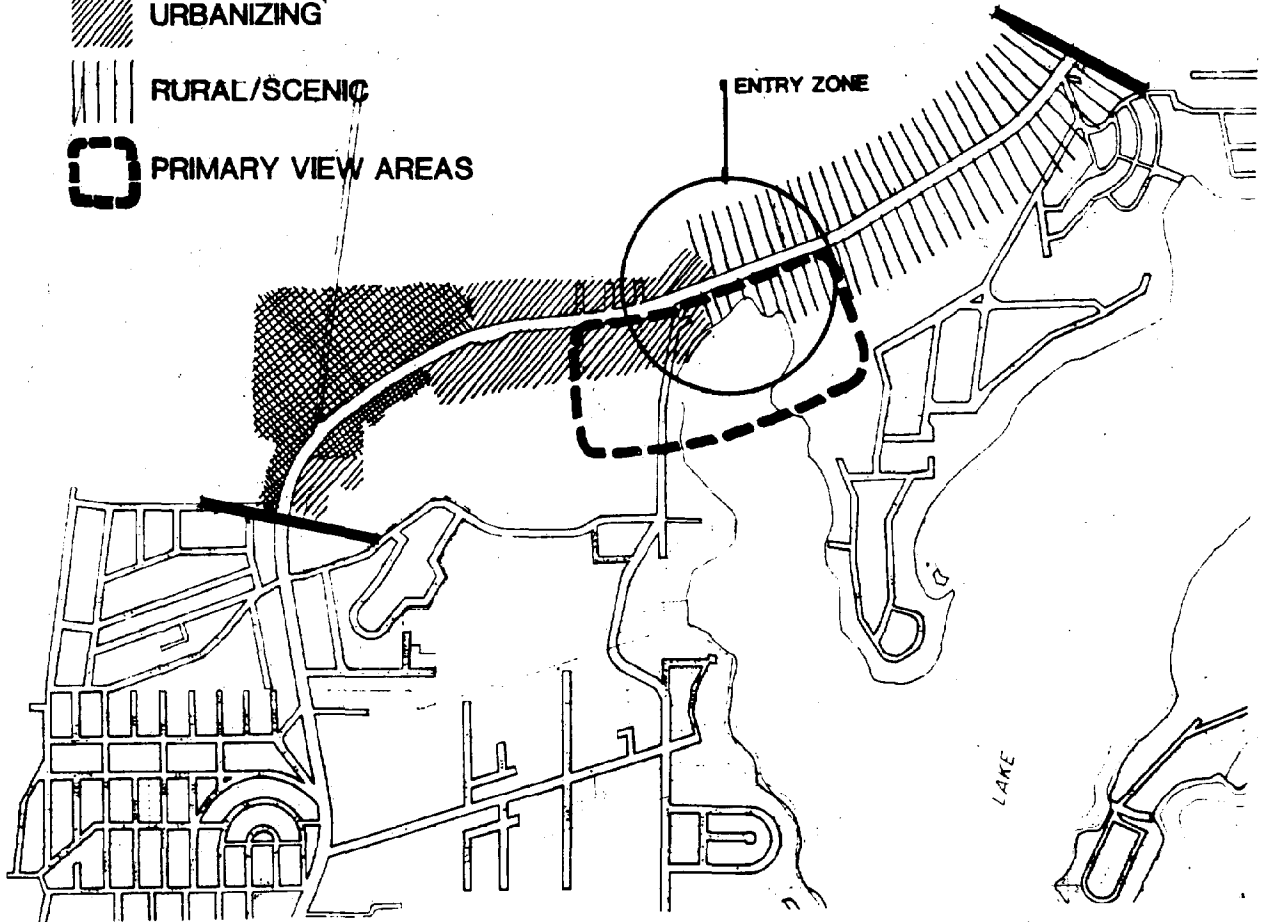
REGULATORY ASSESSMENT MAPS

REGULATORY

REGULATORY ASSESMENT - MAP 1

LEGEND

-  URBAN
-  URBANIZING
-  RURAL/SCENIC
-  PRIMARY VIEW AREAS



HIGHWAY 101

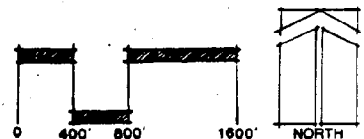
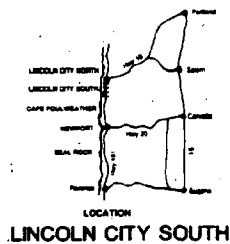
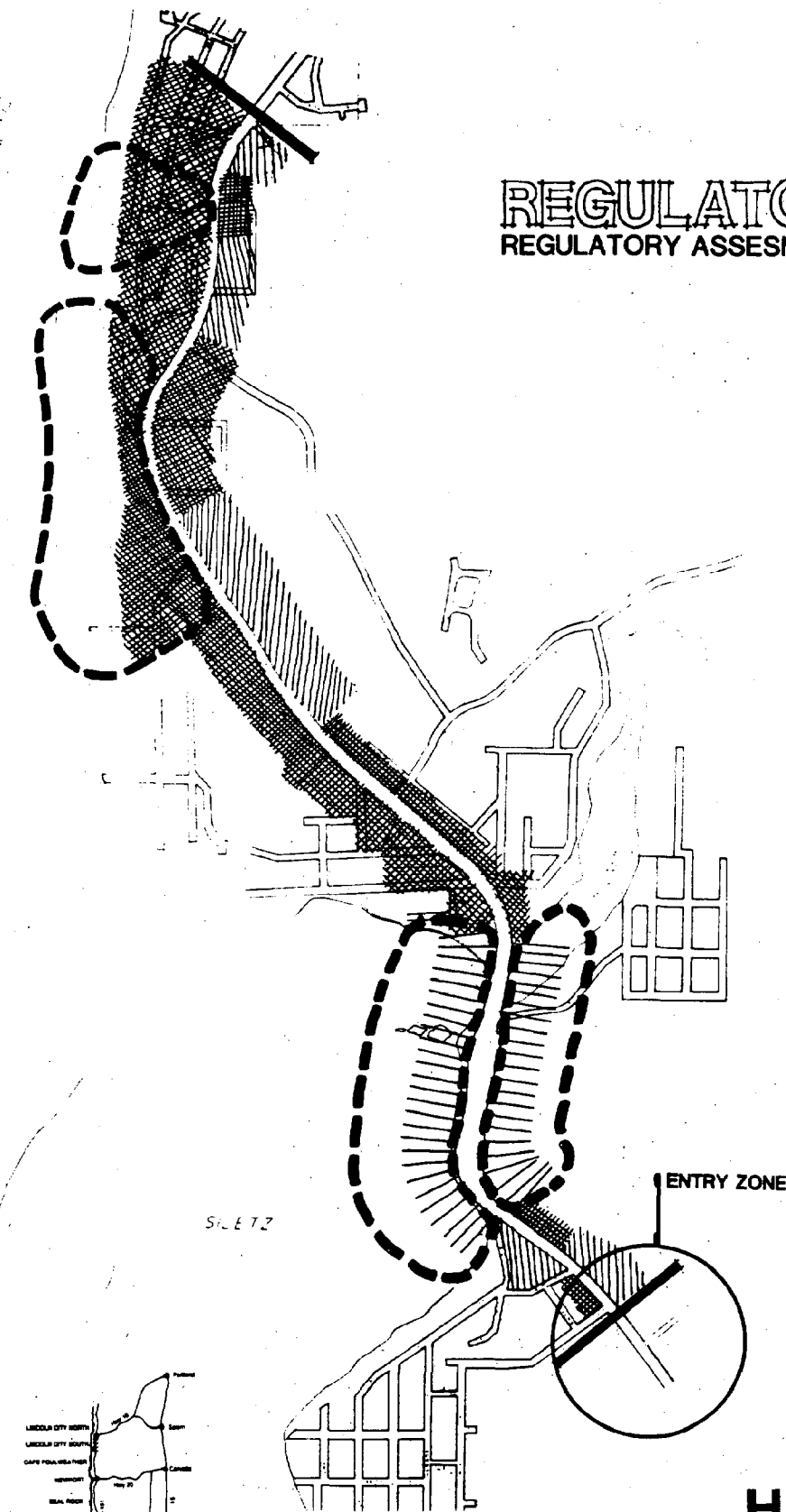
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REGULATORY
REGULATORY ASSESMENT - MAP 2



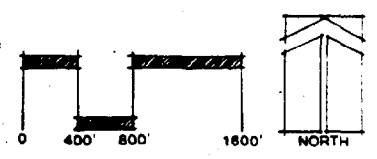
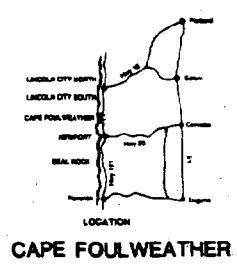
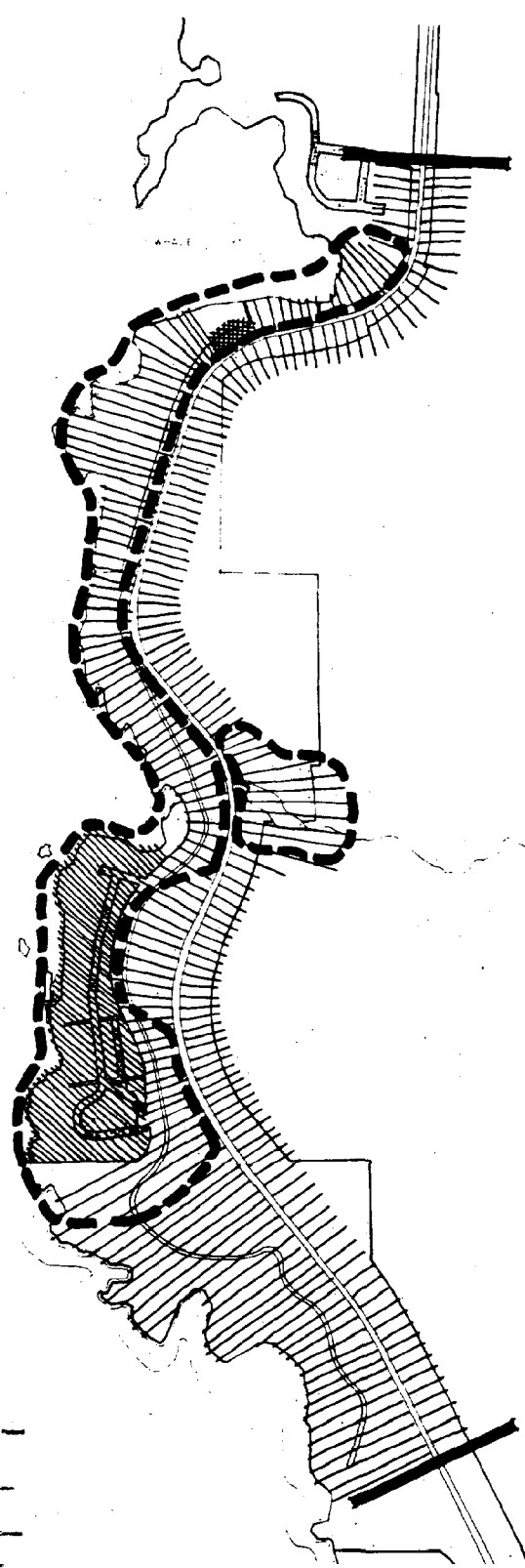
HIGHWAY 101
VISUAL MANAGEMENT STUDY

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REGULATORY
REGULATORY ASSESMENT - MAP 3

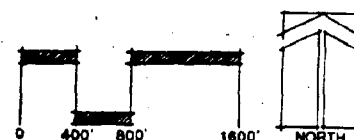


HIGHWAY 101
VISUAL MANAGEMENT STUDY

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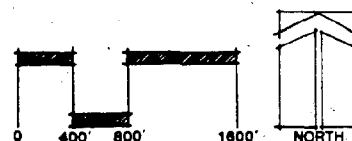


ENTRY ZONE



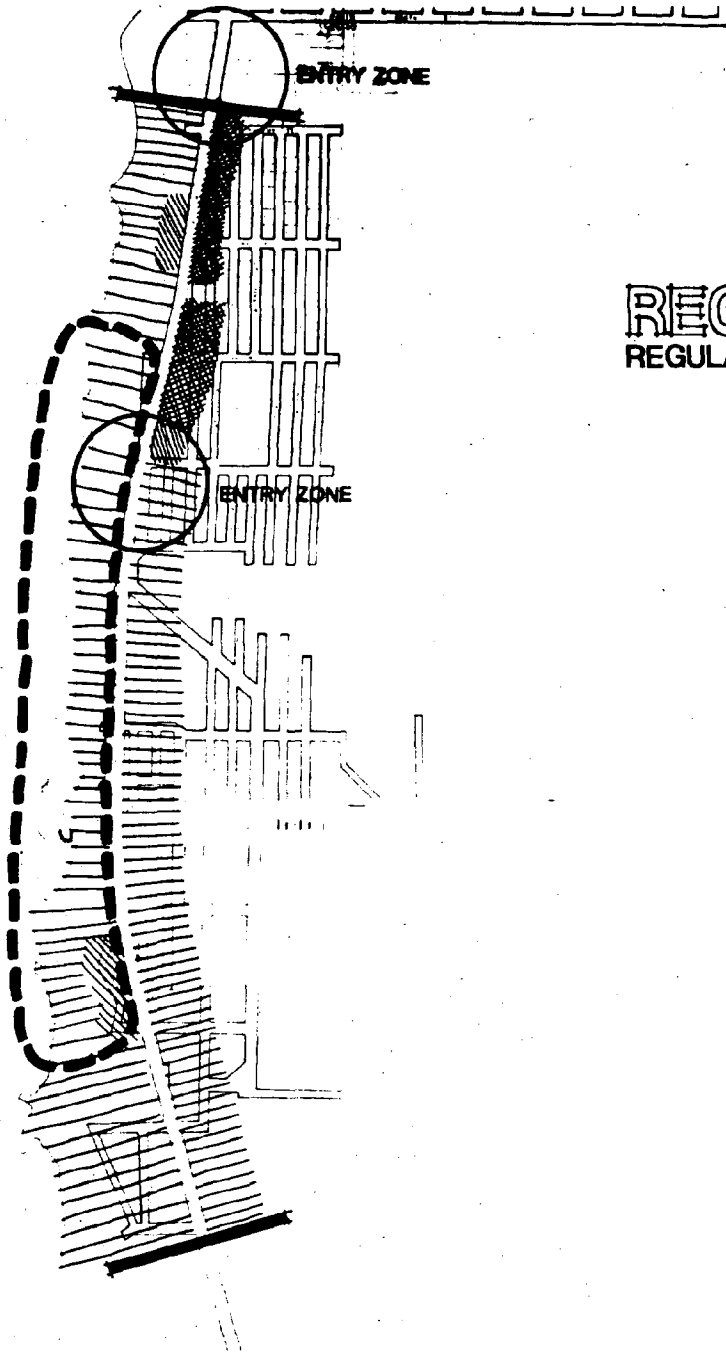
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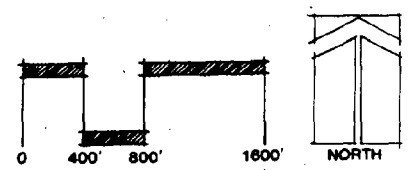
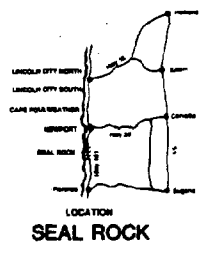
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REGULATORY

REGULATORY ASSESMENT - MAP 6



HIGHWAY 101

VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

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IV. VISUAL MANAGEMENT IMPLEMENTATION STRATEGY

Recognizing the Highway 101 corridor's outstanding scenic value, the purpose of this visual management implementation strategy is to effectively protect views and other scenic values for the Highway 101 traveller. To this end, implementation mechanisms are intended to regulate development and alterations adjacent to and visible from the scenic highway.

Policies that are presented on the following pages generally apply to corridor-wide visual management concerns. Development and right-of-way standards, designed to insure that policies are effectively applied, relate to specific activities taking place in the scenic corridor.

POLICIES

General Policies

- o Views to and along the ocean and shoreline identified in the visual management inventory shall be protected.
- o Development in the inventoried corridor area shall be subject to additional standards designed to protect, conserve, or enhance visual quality and minimize the effect of new development on visual values.
- o Development on parcels located within primary view areas shall be permitted when it can be demonstrated that development will not significantly diminish visual quality.
- o Where it is found that highly sensitive scenic areas cannot be effectively protected through public regulation, the land should be considered for public acquisition. In such cases, agencies with the capacity to properly manage and supervise the property should purchase the land.
- o New access to 101 should be minimized through development of a local access and circulation plan that focuses access at appropriate locations.

- o Resource extraction and management activities (such as timber harvesting and quarrying) within the corridor shall be coordinated with the Visual Management Plan, so as to protect and enhance visual quality.
- o Permitted uses shall be regulated by underlying zoning designations; the overlay zone shall regulate the appearance of permitted uses and activities.
- o Local government and ODOT should determine future right-of-way requirements and that information should be used to determine setback limits.
- o ODOT should develop a unique coastal highway sign system for the scenic corridor. Design of the system should promote the area's rustic / scenic character and emphasize graphic rather than verbal communication. Signs within the right-of-way should be located so that they are not visually intrusive on highway views. Signs should not be located within primary view areas.

Specific Policies

- o Scenic view areas shall include all primary view areas delineated on the Visual Management Study Regulatory Maps.
- o Structures and landscaping shall be sited so they do not block scenic public views of the shoreline that are delineated on Inventory Maps; development proposals shall be revised if necessary to accomplish this goal. Necessary structures such as pump stations or retaining walls in public view between the road and shoreline shall be aesthetically and functionally designed and sited so as to protect the maximum possible open views. Other development in public view between the road and shoreline (such as residential or commercial structures) shall be designed with naturalistic materials (wood, stone, and/or brick), pastel or subtle colors, and native landscaping appropriate to the scenic setting.
- o New roads providing residential, recreational, or commercial access shall be allowed only where it has been demonstrated that common use of neighboring roads (or

driveways, etc.) is not feasible. Access roads shall not intrude upon public views from scenic routes or viewpoints. Roadways shall be designed to conform to the natural topography and shall minimize grading, removal of mature trees, and the scarring of hillsides.

- o New or replacement utility lines shall be underground wherever feasible. High voltage transmission lines that cannot be placed underground shall be routed outside the corridor wherever possible; where this is not feasible, they shall be routed and designed to minimize environmental and scenic impacts.
- o Existing native trees and other significant vegetation shall be retained to the maximum extent possible, except where removal or trimming would provide significant ocean views or views of other scenic features in areas currently lacking such views from the highway.
- o New outdoor advertising signs shall be prohibited in rural / scenic areas and restricted in other portions of the corridor. Highway direction and other government signs shall be minimized and designed to complement the visual character of the area.
- o New commercial and industrial signs shall be in keeping with the natural scenic character.
- o The Department of Forestry should seek amendment to the FPA or its rules to regulate forest operations to implement the following policies: Timber harvesting and other forest management activities shall be designed to minimize visual impacts to public views. Areas to be clearcut shall be laid out to be unseen from Highway 101; a buffer strip of native vegetation shall be maintained between the road and major activities, and shall be wide enough to fully screen views and remain windfirm. All access, staging, and residue material areas visible from the road shall be cleared of debris, and disturbed ground regraded and reseeded if necessary. New access shall be designed to minimize visual disturbance and avoid major cuts and fills.

- o Quarries, aggregate workings, stock piles, and borrow pits shall be sited and designed to avoid visual impacts on the corridor. A buffer strip of natural vegetation shall be retained sufficient to screen activities from view and remain windfirm. Access to work areas shall be laid out to minimize direct views to the site from the road. Visible disturbed areas shall be regraded if necessary and reseeded or otherwise revegetated with native species.

Visual Management Design Objectives

The intent of visual management design objectives is to establish criteria for protecting and reinforcing the unique scenic qualities of Oregon's coastal region. The objectives aim to unify the entire corridor around a natural, scenic design theme (native plants grouped naturally or informally) and rustic materials (wood and stone). A specially designed coastal highway sign system and gateway treatments along the corridor will reinforce visual unity within the corridor. These design elements can be used in various ways in each of the three landscape designation zones to provide important visual diversity within the travel corridor.

Urban -- The objective here is to create an image (using native vegetation and rustic materials such as wood, rock, or stone grouped informally along the roadside and median) which differs distinctly from commercial tourist-oriented urban areas in other parts of the United States, by introducing natural themes from the region. The naturalistic streetscape should accommodate development that is both dominant and compatible with the natural coastal landscape. It is also important to aesthetically enhance functional elements such as signs and outdoor light fixtures.

- o Emphasize pedestrian scale circulation using special pavement and curvilinear sidewalk; provide amenities including seating and lighting.
- o Encourage visually compatible architectural improvements such as awnings and signs.
- o Design signs and entry / gateway treatment to reinforce scenic highway character.

- o Eliminate on-street parking and use landscape buffers to completely screen off-street parking. Partially screen building facades from highway views using landscaped buffers.

Urbanizing -- In urbanizing zones the objective is to utilize native vegetation and rustic materials to enhance the existing scenic quality within the zone while accommodating development that harmonizes with and does not dominate the natural setting.

- o Using setbacks and landscaped buffers, screen light industrial structures and storage completely; partially screen residential and commercial structures.
- o Design signs and entry treatments to reinforce scenic highway character.
- o Limit access to Highway 101 -- utilize shared entries and develop parallel access roads behind highway frontage properties that connect to the existing street network.

Rural / Scenic -- In these zones the objective is to preserve and maintain the existing natural scenic character. Rural / scenic zones are most valued for their natural scenic beauty. Any improvement constructed in these areas should be designed with the primary goal of protecting scenic quality. Vegetation should be pruned to maximize scenic views for highway travellers.

- o Infill with native plant species to improve scenic quality in areas where gaps in existing vegetation detract from otherwise scenic views.
- o Restrict naturalistic landscaping to groundcover and low / mounding shrubs in the median and view side of highway segments within primary view areas.
- o Limit sign placement within rural / scenic zones.
- o Use signs and entry / gateway treatments to reinforce scenic highway character.

THE SCENIC CORRIDOR OVERLAY ZONE

Contents

Scenic Corridor

- o Purpose
- o Activities Subject to Review
- o General Standards
- o Setback Area Standards
- o Primary View Area Standards
- o Right-of-Way Standards

Project Review Process

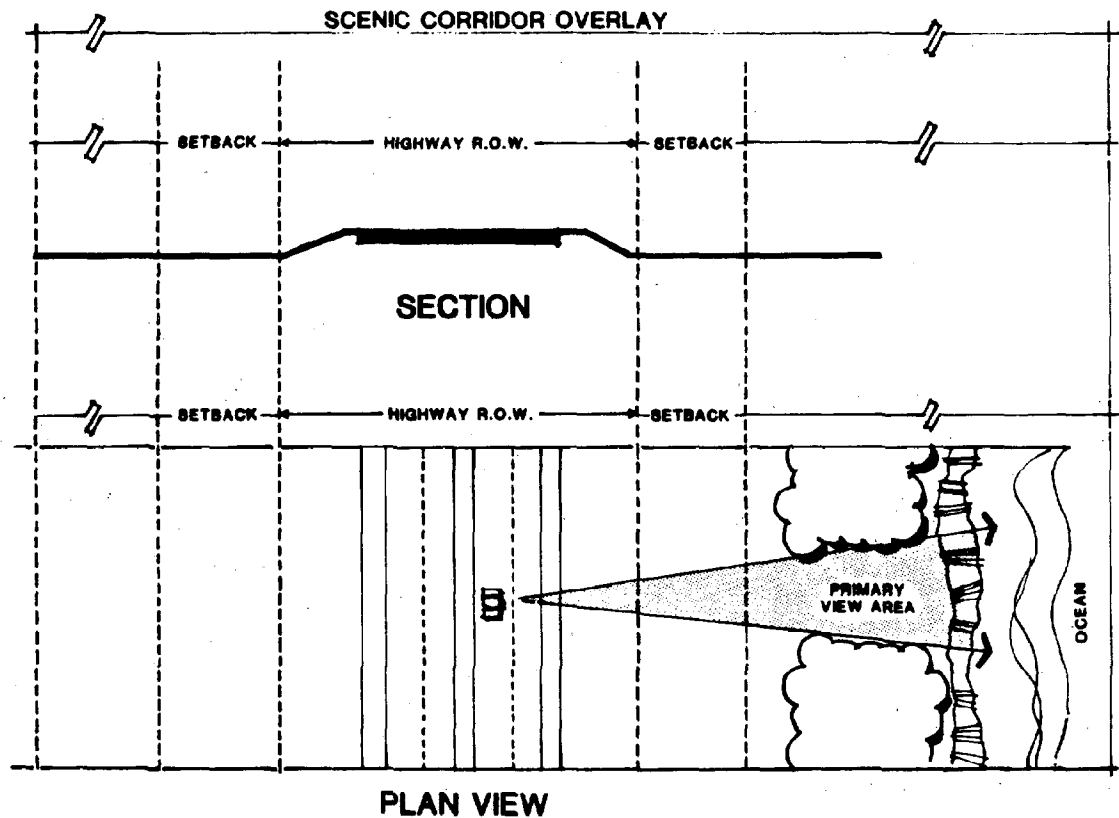
- o Applications
- o Expedited Review Process
- o City / County Review
- o Pre-Development Siting Approval
- o Post-Construction Approval

Supplemental Visual Management Strategies

Purpose

The scenic corridor overlay zone is intended to maintain and enhance scenic values along the Oregon Coast Highway. The overlay zone includes four distinct areas within the scenic corridor: the highway right-of-way, setback areas, areas beyond the setback (subject to general development standards), and primary view areas. These are delineated on Exhibit 11. Three types of scenic values are dealt with in this ordinance: (1) inventoried views of coastal features; (2) roadside vegetation along the highway corridor which visually separates or buffers the highway from adjacent land uses, and (3) the buildings and other alterations located near the highway. The overlay zone maintains and enhances scenic values by regulating uses and alterations within a scenic corridor identified on inventory maps.

REGULATORY AREAS WITHIN SCENIC CORRIDOR OVERLAY ZONE



- ❑ THE OVERLAY ZONE INCLUDES FOUR DISTINCT AREAS WITHIN THE SCENIC CORRIDOR.
 - HIGHWAY R-O-W AREA
 - SETBACK AREA
 - AREA BEYOND SETBACK (Subject to General Development)
 - PRIMARY VIEW AREA
- ❑ DEVELOPMENT STANDARDS ADDRESS DESIGN CRITERIA FOR EACH AREA IN ADDITION TO GENERAL CRITERIA FOR THE ENTIRE CORRIDOR.

It is not the purpose of this zone to change the uses permitted by the underlying zone. Rather, the overlay zone shapes how and where development near the highway is to occur.

Because this zone is designed to protect and enhance scenic value it necessarily requires zoning control be extended to include activities that are not normally subject to review, such as vegetation removal.

Activities Subject to Review

When proposed in the overlay zone, the following activities shall be subject to project review:

- o construction of new development;
- o major remodeling of existing structures (a structural change or addition to the exterior of an existing building that alters the exterior appearance and that is visible from the highway);
- o painting or repainting portions of building facades that are visible from the highway;
- o sign construction or renovation;
- o removal of trees or other existing vegetation;
- o grading or site clearing;
- o partitions and subdivisions; and
- o construction or widening of roads, of sidewalks, bikepaths, or walkways.

General Standards

Purpose: These standards are applicable to development and improvements throughout inventoried scenic highway corridor areas. They ensure that development is compatible with maintenance of a buffer and protection of primary views by limiting how development occurs.

The standards are basically intended to ensure that development and improvements visible from the highway do not dominate the highway or distract from the scenic experience. These

standards apply to all development within inventoried scenic areas except as modified by the specific standards for setback areas, primary view areas, and rights-of-way as listed below.

Area Included: Inventoried scenic corridor areas as mapped in the inventory including the right-of-way, the setback area, and areas beyond the setback buffer shown on the inventory.

Standards:

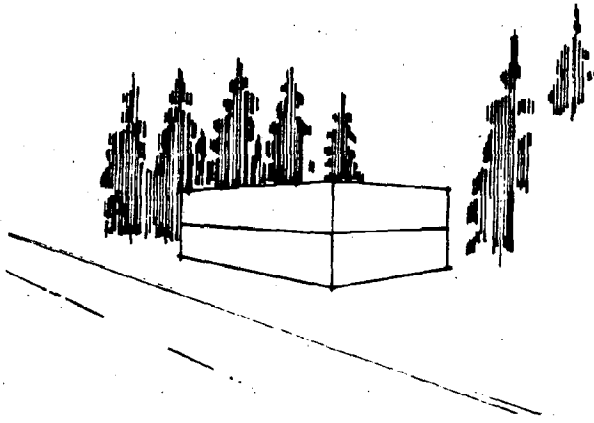
Site Access - New roads and driveways shall be permitted when it has been demonstrated that common use of neighboring roads is not feasible. New roads and driveways shall be sited to minimize tree removal and grading during development. Roads shall be designed to protect scenic views from Highway 101.

Height - Building height limitations specified by the underlying zone shall apply except where proposed development would block or intrude upon those scenic views shown on the Visual Inventory Maps. In such areas, building heights shall be determined by project review. Where building heights exceed two stories, the streetwall shall be stepped back to avoid appearing visually imposing and massive (see Exhibit 12).

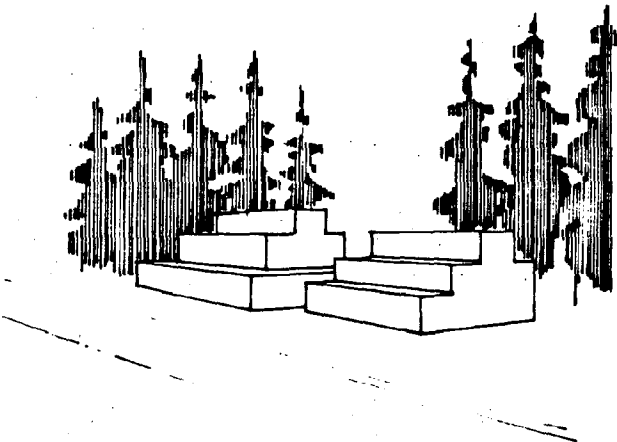
Materials / Colors - Buildings shall be designed to utilize to the extent feasible materials such as wood, stone, or brick that are compatible with the rustic coastal environment in urban and urbanizing zones. Other industrial building materials that are not highly reflective shall be permitted when buildings are completely screened from highway views. Colors shall be pastel and/or subtle in tone (no bright colors). Building materials and colors shall be compatible with surrounding development and shall not be selected primarily to attract attention.

PROJECT REVIEW CRITERIA

BUILDINGS EXCEEDING TWO STORIES



- ☐ BUILDING HEIGHT AND BULK APPEAR MASSIVE WHEN VIEWED FROM SCENIC HIGHWAY



- ☐ STEPPED-BACK HEIGHT DIMINISHES VISUAL IMPACT ON SCENIC HIGHWAY

Signs:

- o *Residential Areas* - One nameplate sign, not exceeding one square foot in area, shall be permitted for each lot fronting the highway right-of-way. Signs shall be wood or stone with a maximum of one color. They shall not be internally illuminated. Commercial advertising signs are prohibited.
- o *Commercial Areas* - Signs shall be limited to one per business. Size of signs shall be regulated by the underlying zoning. One additional pedestrian-scale sign, maximum 3 square feet in size, shall be permitted per business. Signs shall not extend above the building roofline. Design of signs shall be compatible with the building architectural style. Signs shall be constructed of wood or have a wood exterior or be part of a building awning. A maximum of two colors and two type styles per sign shall be used. In rural / scenic areas, a maximum of one color and two type styles shall be used. Signs shall not be internally illuminated. In primary view areas, placement of signs shall protect scenic views. Off-premise signs shall be prohibited.
- o *Industrial Areas* - Signs shall be limited to one per business. Size of signs shall be regulated by underlying zoning. Signs shall not extend above the building roofline. Signs shall be constructed of wood or have a wood exterior. A maximum of two colors and two type styles shall be used. In rural / scenic areas, a maximum of one color and two type styles shall be used. Signs shall not be internally illuminated. In primary view areas, placement of signs shall protect scenic views. Off-premise signs shall be prohibited.

Setback Area Standards

(NOTE: These standards assume the existing highway right-of-way is adequate to accommodate future improvements or realignment. This is not always the case. Consequently, local governments and the Highway Division should review future highway improvement needs to

determine whether additional right-of-way is needed. These standards should be adjusted to accommodate future right-of-way needs.)

Purpose: Land within the setback area is generally intended to serve as a buffer between the highway and adjacent land uses, especially in developed areas. The setback area standards require establishment and maintenance of a vegetated buffer and limit improvements and alterations in the setback area. Generally activities are limited to those that: (1) have little or no effect on buffer values; (2) maintain or enhance the buffer; or (3) require a location in the buffer, such as driveways accessing the street.

All alterations in the setback are reviewed to assure that they are consistent with protection of buffer values.

Area Included: This section sets standards for alterations and improvements within setback areas (i.e., the area between the edge of the right-of-way and the setback line for structures). The width of the setback varies from area to area -- see the matrix below.

Setback Area Matrix

	RESIDENTIAL	INDUSTRIAL	COMMERCIAL	FARM / FOREST
URBAN	20 ft.	50 ft.	10 ft.	n/a
URBANIZING	30 ft.	50 ft.	15 ft.	n/a
RURAL / SCENIC	30 ft.	50 ft.	20 ft.	10 ft.

Standards:

Landscaped Buffer / Screening - In all areas a naturalistic vegetative buffer shall be maintained between the highway and adjacent land uses. The purpose of the buffer is to screen and separate the highway from adjacent land uses.

In residential and industrial areas vegetation within the setback area shall completely screen development from the highway.

In commercial areas the vegetation shall frame and partially screen buildings from view from the highway. Generally, landscaping shall be designed to soften the effect of commercial or public buildings close to the highway, but not to obscure or block buildings from view. Low shrubs and groups of trees are preferred vegetation in these areas.

In all areas off-street parking areas including pavement and parked vehicles shall be completely screened from highway views by landscaped buffers or a landscaped berm. All outdoor utilities (heating, ventilation, and air conditioning equipment, etc.) and outdoor storage shall also be screened by such buffers. Screening shall include dense tree massing, existing native understory vegetation, shrub massing and/or landscaped berms.

Natural Vegetation - Natural vegetation that is visible from the highway shall be retained to the greatest extent feasible except where selective pruning will result in improving scenic view opportunities from the highway. Vegetation shall be maintained through regular pruning and re-establishment of diseased or damaged plants.

Site Landscaping - Landscaping shall consist of plant species that are native and species that complement or are visually compatible with native vegetation (see Appendix A for list of

recommended trees). Landscaping shall not obstruct views in primary view areas that are delineated on Regulatory Maps.

Revegetation / Restoration - Areas where vegetation is removed contrary to the standards in the ordinance shall be promptly revegetated to establish a buffer consistent with the requirements of this ordinance.

Tree Removal - For each tree removed with a trunk greater than six inches measured four and a half feet above ground level, or for each group of three or more trees located within ten feet of each other with trunk diameters greater than two inches, a sufficient number of native species shall be planted within the disturbed area to reasonably compensate for the loss of existing trees.

Grading - Grading is only permitted for alterations specifically permitted under the requirements of this section. For example, for driveways, utility installation, and berm construction. Grading for the purposes of site clearing is not allowed within the setback area. (NOTE: the general development standards for grading also apply within the setback area).

Signs - Signs shall only be located within the setback area if it is not feasible to locate a readily visible sign outside the setback area.

Lighting - All lighting fixtures shall be lower than mature tree height in the surrounding areas. Low-glare, low-intensity lighting with subtle coloration shall be used. Lighting structures shall be painted in colors consistent with the corridor setting.

Site Access - New roads or driveways shall only be permitted where it is not feasible to locate the road or driveway outside the setback area (e.g., by connecting to a frontage road); or the new road or driveway has demonstrably less impact on visual values than the alternative access.

Utilities - Where feasible utilities shall be located outside the setback area. Utility installation, replacement, and maintenance shall remove the minimum amount of screening vegetation needed to allow for installation or proper operation. Screening vegetation will be promptly reestablished following utility installation or replacement.

Sidewalks, Bikepaths, and Pathways - Lateral access to sidewalks, bikepaths, and other pathways which provide access to the right-of-way shall be located to minimize removal of vegetation. Sidewalks, bikepaths, and pathways providing access parallel to the highway shall only be located in the setback area if it is not feasible to locate them outside the setback area and removal of vegetation is minimized.

Primary View Area Standards

Purpose: The primary view designation is intended to identify and protect important views from the highway. Protection is provided by regulating alterations or improvements that would obscure or intrude upon the identified view corridor. The standards in this section generally supercede the other standards in the scenic overlay zone.

Area Included: Primary view areas as mapped on the inventory maps including the highway right-of-way, the setback area, and other lands within the identified scenic corridor.

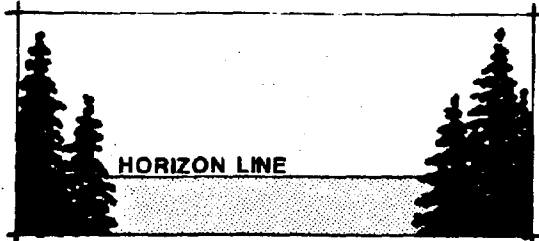
Standards:

Building Siting - Buildings shall be sited so as to minimize visual impact on the scenic corridor.

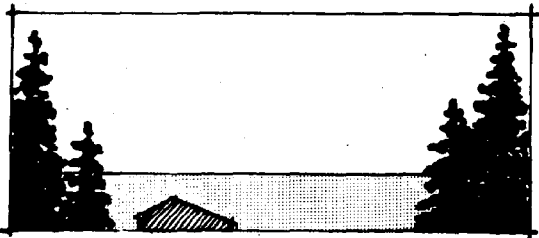
In primary view areas, structures shall be sited so as to protect scenic views of the ocean, shoreline, or other significant features (see Exhibit 13).

PROJECT REVIEW CRITERIA

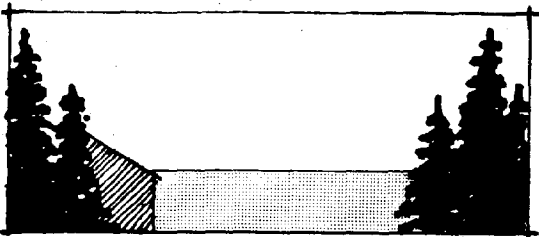
BUILDING SITING



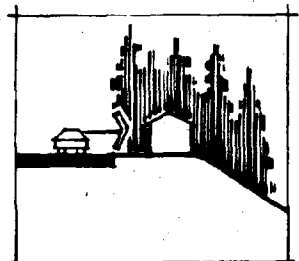
- ☐ UNDEVELOPED LAND WITH UNOBSTRUCTED VIEW



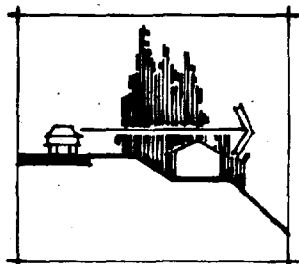
- ☐ DEVELOPMENT WITH BUILDING SETBACK THAT RESULTS IN MINIMAL VIEW OBSTRUCTION



- ☐ BUILDING SITING THAT TAKES ADVANTAGE OF EXISTING VEGETATIVE SCREENING AND RESULTS IN MINIMAL VIEW OBSTRUCTION



- ☐ UNACCEPTABLE BUILDING SITING COMPLETELY OBSTRUCTS HIGHWAY TRAVELLERS' SCENIC VIEW OPPORTUNITY



- ☐ ACCEPTABLE BUILDING SITING TAKE ADVANTAGE OF EXISTING TOPOGRAPHY AND USES INCREASED SETBACK

Site Access - New roads shall only be located within the primary view area if there is no other feasible location for access to the property. Accesses shall be designed and constructed to minimize grading, vegetation, and interference with scenic views.

Signs - Prohibited.

Site Landscaping - Landscaping shall not obstruct primary view areas as delineated on the regulatory maps.

Natural Vegetation - Pruning or removal of natural vegetation to establish or maintain views identified on the regulatory maps is permitted. Pruning and removal shall: (1) be the minimum necessary to establish a clear view; and (2) consider and minimize the effects of removal or pruning on scenic views which include the highway corridor area.

Right-of-Way Standards

Purpose: Alterations and improvements within the highway right-of-way can have a significant impact on scenic values along the roadway. The purpose of these standards is to regulate activities which could harm visual values.

Area Included: The existing Highway 101 right-of-way.

Standards:

Median Landscaping - Median landscaping shall include some combination of groundcover, shrubs, and trees. In primary view areas median treatment shall be limited to some combination of groundcover and low / mounding shrubs that does not block or obstruct scenic views from the highway.

Roadside Landscaping - Roadside landscaping shall include trees and shrubs with limited groundcover. Trees shall be planted in naturalistic groupings. In primary view areas, the view side of the road shall be landscaped with groundcover and low / mounding shrubs. In these areas trees shall only be used to frame views.

Plant Material - Landscaping shall consist of plant species that are native to the Oregon coastal region or species that complement or are visually compatible with native vegetation. For recommended tree list see Appendix B.

Vegetation Management - Vegetation shall be maintained to preserve scenic quality and highway safety. Diseased or damaged plants shall be removed and replacement species shall be planted. In primary view areas, vegetation shall be pruned regularly to maintain open scenic views that are identified in the Visual Management Study Regulatory Maps. Where wind-throw, damage, or cleaning opens new vistas to the ocean or other scenic features, vegetation trimming should be continued to preserve views.

Sign Management - A unique coastal highway sign system shall be developed for the scenic corridor. Design of the signage system shall promote the area's rustic / scenic quality and emphasize graphic rather than verbal communication. Signs shall be located in or near entry zones (delineated on Regulatory Maps) or other appropriate places where they do not cause visual disruption to scenic quality. No signs shall be located within a primary view area.

Utilities - Utility lines shall be put underground, or routed so that they are not readily visible to highway travellers. When undergrounding is not feasible, utility lines shall be rerouted so that visual disruption to the scenic corridor does not occur.

Lighting - Highway light standards shall not be higher than 15 feet and lamps shall be shielded from direct view of the highway. Colored lamps and colored lights shall not be used except where they are required for public safety.

Gateway Treatment - Roadsides and median shall receive special gateway design treatment in entry zones (delineated on Regulatory Maps). Design treatment shall be consistent with the Parkway Design Concepts developed by ODOT and shall include native tree / shrub accent plantings.

PROJECT REVIEW PROCESS

Policies and Development standards shall constitute project review criteria and shall apply to the above mentioned activities.

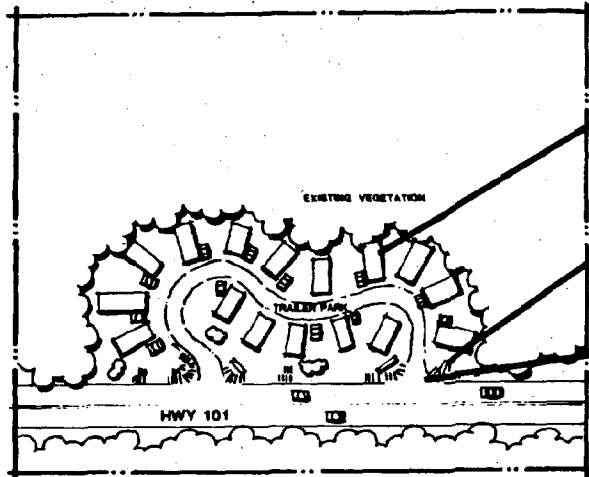
Applications

Applications for development within the scenic overlay zone shall include the following information:

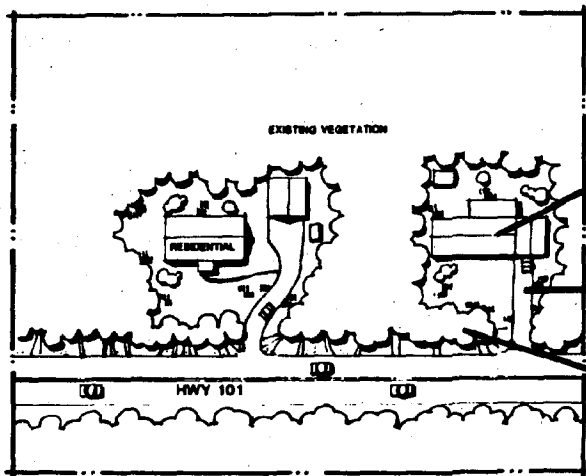
- o a site plan showing the location of all improvements shall be specific; no alteration or movement of proposed improvements shall be permitted without approval of the reviewing body;
- o the site plan shall be drawn to scale and show overlay designations, proposed structure locations, site alterations, setbacks, rights-of-way, and utility lines;
- o location of all trash receptacles, heating and air conditioning equipment, parking and loading areas, lighting, and proposed screening shall be illustrated on the site plan;
- o the landscaping plan shall show existing and proposed vegetation, proposed vegetation removal, and proposed vegetation trimming;
- o the grading plan shall clearly show all areas of cut and fill;

EXAMPLES OF DEVELOPMENT STANDARDS

RESIDENTIAL AREAS



- INCORPORATE RUSTIC MATERIALS AND SUBTLE COLOR IN BUILDING DESIGN
- PROVIDE LANDSCAPE BUFFER TO PARTIAL SCREEN DEVELOPMENT FROM HIGHWAY VIEWS (FIG. 4)
- CREATE GATEWAY ENTRANCE THAT CONTRIBUTES TO SCENIC CORRIDOR APPEARANCE



- UNDERGROUND ON-SITE UTILITIES
- SITE BUILDING ON LEAST VISIBLE PORTION OF PROPERTY
- PROVIDE SHARED ACCESS WHERE FEASIBLE
- PROVIDE LANDSCAPE BUFFER TO ALLOW FILTERED VIEWS OF RESIDENTIAL DEVELOPMENT (FIG. 4)

EXAMPLES OF DEVELOPMENT STANDARDS

RESIDENTIAL AREAS

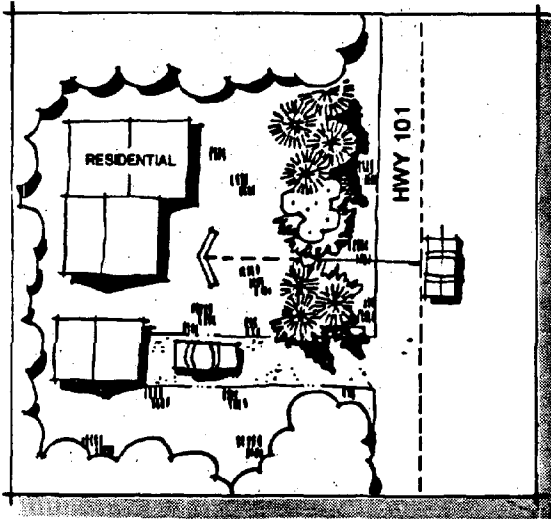


FIGURE 4

- ❑ PROVIDE LANDSCAPE BUFFER TO ALLOW FILTERED VIEWS OF RESIDENTIAL DEVELOPMENT

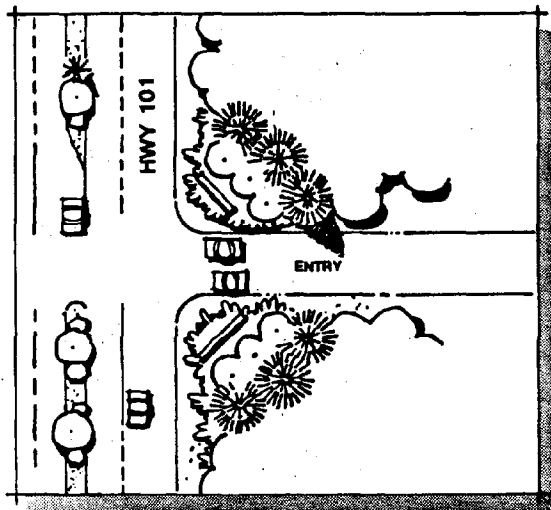


FIGURE 5

- ❑ ACCENT ENTRIES WITH FLOWERING PLANT MATERIAL
- ❑ CONSTRUCT SIGNAGE OF NATIVE ROCK AND WOOD MATERIALS WHICH WILL CONTRIBUTE TO SCENIC CORRIDOR APPEARANCE

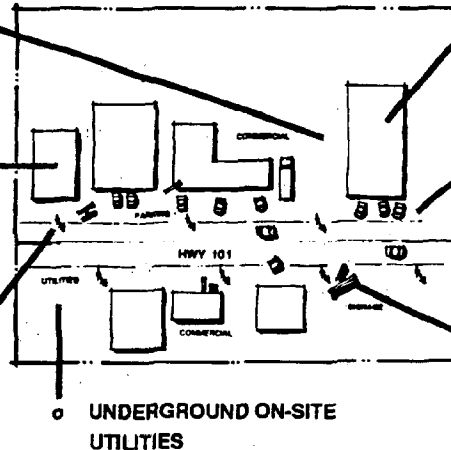
EXAMPLES OF DEVELOPMENT STANDARDS

COMMERCIAL AREAS

- RELOCATE PARKING BEHIND BUILDINGS TO SCREEN FROM HIGHWAY VIEWS (FIG. 1)

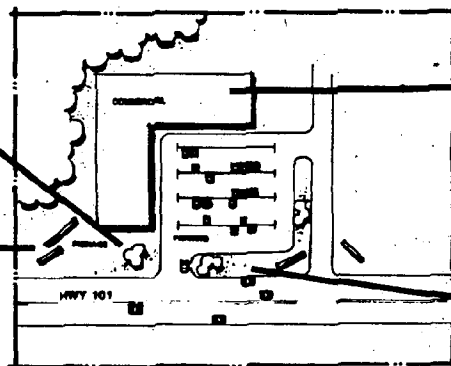
- INCORPORATE RUSTIC MATERIALS (WOOD, STONE) AND SUBTLE COLORS (NO HARSH OR BRIGHT COLORS) INTO BUILDING DESIGN

- PROVIDE LANDSCAPE BUFFER TO PARTIALLY SCREEN BUILDINGS FROM HIGHWAY VIEWS (FIG. 1)



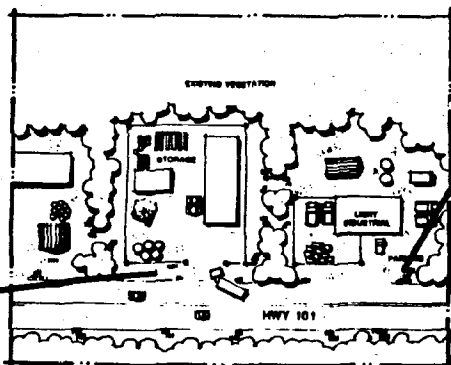
- PROVIDE LANDSCAPE BUFFER TO PARTIALLY SCREEN BUILDING FROM HIGHWAY VIEWS (FIG. 2)

- RELATE SIGN TO BUILDING ARCHITECTURE IN STYLE, MATERIAL, AND COLOR



- UNDERGROUND ON-SITE UTILITIES

- PROVIDE LANDSCAPE BUFFER TO COMPLETELY SCREEN OPEN STORAGE AND BUILDING FROM HIGHWAY VIEWS (FIG. 3)



- PROVIDE LANDSCAPED BUFFER TO COMPLETELY SCREEN PARKING AREAS FROM HIGHWAY VIEWS (FIG. 3)

- ADD VISUALLY COMPATIBLE SIGN TO IDENTIFY USE (FIG. 5)

EXAMPLES OF DEVELOPMENT STANDARDS

COMMERCIAL AREAS

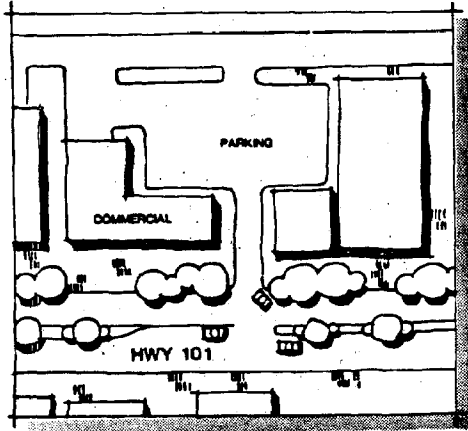


FIGURE 1

- ☐ COMMON PARKING AND ENTRIES, RELOCATE PARKING BEHIND BUILDINGS
- ☐ PROVIDE REAR TRUCK ACCESS FROM MAJOR INTERSECTIONS

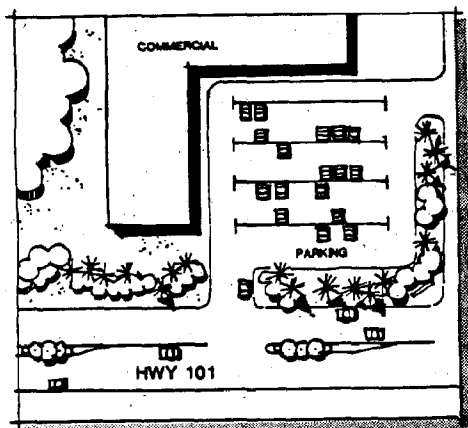


FIGURE 2

- ☐ LANDSCAPE TREATMENT TO SCREEN PARKING FROM HIGHWAY
- ☐ LANDSCAPE BUFFER TO BREAK UP BUILDING MASS

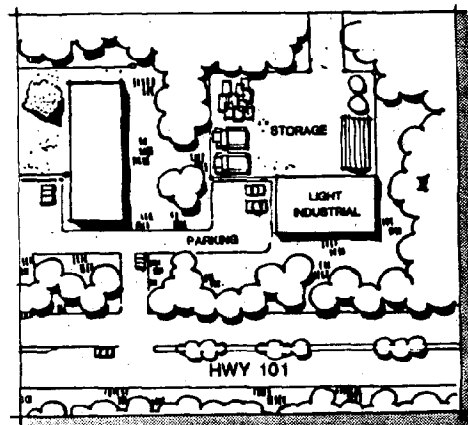
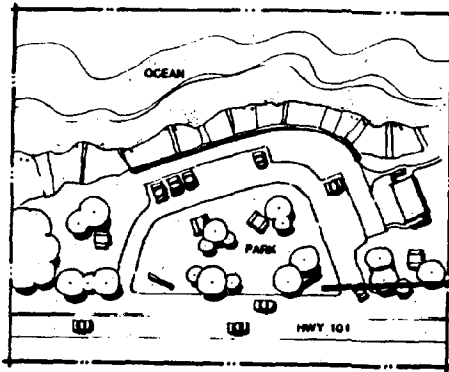


FIGURE 3

- ☐ LANDSCAPE BUFFER TO SCREEN VIEWS OF LIGHT INDUSTRIAL DEVELOPMENT
- ☐ REAR TRUCK ACCESS FROM MAJOR INTERSECTIONS VIA A PARALLEL ACCESS ROAD
- ☐ COMMON SHARED ENTRY TO LIMIT ACCESS POINTS FROM HIGHWAY 101
- ☐ MOVE STORAGE AND PARKING TO LEAST VISIBLE PORTIONS OF LOT AND SCREEN WITH LANDSCAPE BUFFER

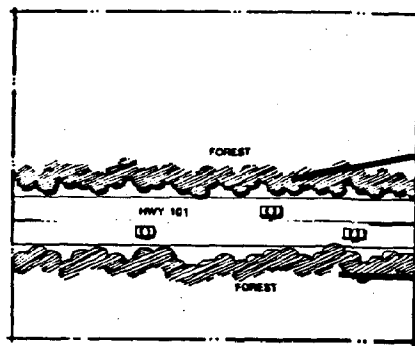
EXAMPLES OF DEVELOPMENT STANDARDS

NATURAL AREAS



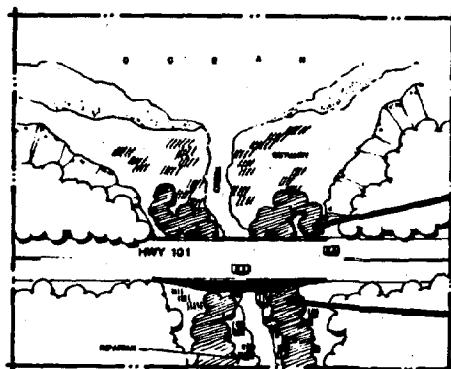
- DESIGN ENTRY SIGNS TO ENHANCE SCENIC CHARACTER (FIG. 5)

- LOCATE SIGNS WHERE THEY WILL NOT INTRUDE ON SCENIC QUALITY



- PRUNE REGULARLY TO MAINTAIN SCENIC QUALITY AND SAFETY

- PLANT NATIVE SPECIES AS INFILL VEGETATION



- MAINTAIN VEGETATION TO ALLOW VISUAL ACCESS TO SCENIC RESOURCES FROM HIGHWAY (FIG. 6)

- REPLACE DEAD OR DAMAGED NATURAL / NATIVE VEGETATION

EXAMPLES OF DEVELOPMENT STANDARDS

NATURAL AREAS

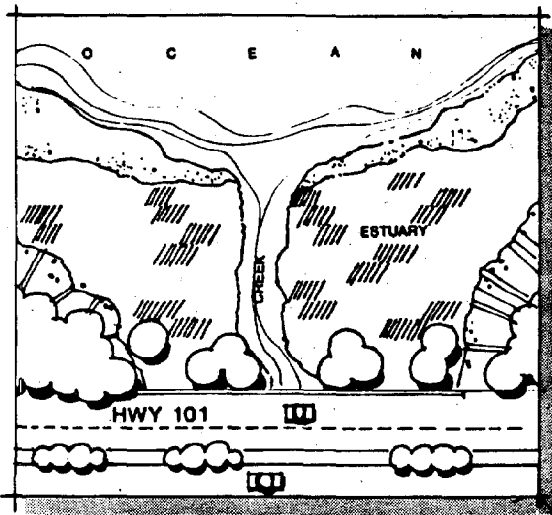


FIGURE 6

- ☐ PRUNE ROADSIDE VEGETATION TO PRESERVE AND ENHANCE VISUAL ACCESS TO SCENIC RESOURCES
- ☐ REMOVE DEAD OR DYING NATIVE / NATURAL VEGETATION

- o photographs shall show views of the project site from Highway 101 looking in each travel direction; and
- o when project sites are located within primary view areas, schematic plans, sections / elevations and perspective sketches shall clearly and accurately illustrate impacts on the corridor's scenic quality. Elevations shall show exterior walls, materials, and colors of proposed structures. Sections shall be cut through each structure showing roofs and walls at the highest natural grade under the structure. Visibility and scale of the project must be accurately demonstrated, using techniques such as site markers, line-of-sight analysis, or photomontage.

Expedited Review Process

The Planning Director may approve permits for certain activities regulated under this zone without a complete application if the Director determines: (1) the proposed activity clearly has insignificant effects on scenic values; and (2) the effects of the activity are clearly consistent with the objectives and standards in this overlay zone.

The applicant must provide a site plan or other information which clearly shows the nature and extent of the activity to be conducted. The Director shall review such information and shall either issue an approval including appropriate conditions to meet the requirements of this ordinance or deny the permit. The denial shall indicate what, if any, changes in the proposed activity could be made to make it approvable under this section.

Activities eligible for expedited review include:

- o remodeling of an existing structure (a structural change or addition to the exterior of an existing building that alters the exterior appearance and that is visible from the highway);
- o painting or repainting portions of building facades that are visible from the highway;

- o sign construction or renovation except in primary view areas; and
- o construction of sidewalks, bikepaths, or walkways.

City / County Review

The County or City shall review project applications for compliance with applicable development standards. The jurisdiction shall make a determination approving, with specific conditions (stating modifications to or restrictions on how activity is conducted), or denying (citing requirements not met and identifying appropriate remedies) the project application.

Pre-Development Siting Approval

Approved applications are subject to a pre-development siting requirement. The developer shall clearly mark or fence-off portions of the project site or vegetation that is to be left undisturbed. The City or County Planning Department shall be notified of the dates and times when clearing and grading shall occur at least ten days prior to construction so that staff can complete a field check confirming proper location of buffers and other undisturbed areas, and/or be present during site construction activities..

Post-Construction Approval

Within primary view corridors, the City / County shall be notified after construction is complete, so that they can complete a post-construction evaluation of consistency with development standards.

SUPPLEMENTAL VISUAL MANAGEMENT STRATEGIES

Possible supplemental visual management strategies that have been successful elsewhere and could be applied to the Highway 101 scenic corridor include:

- o developer bonuses / incentives for enhanced designs (e.g., increased setbacks, selective planting of larger tree sizes) in the corridor areas mapped in this study.

These bonuses could include higher densities or specific exemptions from regulations where the developer proves that they would improve the design;

- o Transfer Development Rights (TDR) where lots are substantially unbuildable due to visual sensitivity of the site;
- o a list of unacceptable or undesirable architectural design features for new or remodelled buildings in the highway corridor study area, to be developed by the City or its subcommittee, as a guide to architects and developers without limiting their professional creativity. Examples of inappropriate architectural elements might include: reflective glass, black glass, lack of roof features or caps, inadequate eaves, certain dominant colors, etc.;
- o extension of the Planning Commission's responsibilities to review landscaping as well as architectural treatment on projects in the scenic corridor study area, to encourage a more integrated approach and comprehensive review. Landscaping plans would then be required as a normal part of the application package at this stage;
- o encouragement or requirements for all developers proposing to build or remodel on highway frontage properties to contribute to a highway landscape fund. This would be for enhancing the right-of-way in conjunction with both the developer's plans for their private property and ODOT's efforts;
- o joint discussions and agreements with ODOT to develop and extend suitable design treatments for medians and right-of-way and using joint city and state funding (similar efforts have proved successful in some California communities);
- o joint discussions with Utilities and Public Works to enhance views by removing overhead powerlines and other infrastructure;
- o a design review board could be appointed to evaluate proposed developments for compatibility with the selected design theme and guidelines; and
- o community sponsored outstanding coastal design award competitions that recognize and award outstanding building, landscape, and signage design in the corridor.

PART 3. EXAMPLES OF IMPLEMENTATION PROJECTS

As part of the preparation of this study, actions were identified which could be implemented at short notice and with limited funding, while significantly improving the visual quality of part of the corridor. The objective was to select one or more small projects which could actually be carried out by the local agencies during the course of the study, as a first practical step towards implementing the Visual Management Plan.

I. PROJECT IDENTIFICATION CRITERIA

The criteria for selecting and prioritizing potential implementation projects included the following:

- o Cost: within prescribed budgets provided by Lincoln City (\$8500), Newport (\$5000), and the County (\$5000).
- o Time: can be implemented and complemented on the ground during the course of the study (approximately 5 months), for funding allocation within the State fiscal year 1987/88.
- o Consistency with the Visual Opportunities and Problems identified in the ongoing Visual Management Plan study.
- o Ability to produce a noticeable change in appearance or aesthetic appreciation, preferably with the result of enhancing an area larger than the site of the implementation itself.
- o Fair distribution over the study area.
- o Consistency with safety and maintenance requirements of ODOT and local agencies.
- o Duration: reasonable lifetime for the effect of the implementation measure.

II. SELECTED PROJECTS

The following list of potential implementation projects was developed:

Lincoln City:

- o Planting street trees on a trial corner or block in the Taft area, as a seed project for further street-tree planting.
- o Entry sign relocation near Devil's Lake, combined with selective tree trimming to increase views of the lake.
- o Entry sign relocation near south end of Taft.
- o Provision of additional planters in the shopping area at Nelscott.
- o Development of a small overlook at Siletz Bay, including revegetation / restoration of the berm surrounding the parking area and provision of a curb or wheel-stop for cars.

City of Newport:

- o Relocation of sign at south end of the bridge.
- o Opening up / improving views of wetlands south of town.
- o Opening up views of the ocean near the airport.
- o Partial screening of the car lot on the commercial strip.
- o Screening of the city's industrial storage area.

Lincoln County:

- o Tree planting / berm treatment to unify / filter views of commercial strip, as a seed project for further redevelopment landscaping.
- o Sign / logo development and prototype construction for Seal Rock community.
- o Selective tree removal at Cape Foulweather to increase visibility of the coast and ocean.
- o Barrier replacement at Whale Cove.
- o Sign replacement / redesign for the trailer court at Seal Rock.

Videosimulations of the most promising of these potential projects were created for purposes of review and discussion with the study team. The before and after views helped the team to visualize the possible benefits and feasibility of the implementation projects. After discussion with agency staff, including highway maintenance staff, two projects were selected for implementation with the money available: (1) improvements to the informal parking / view area beside Siletz Bay south of Taft (County, Lincoln City, and supplemental ODOT funds); and (2) sign relocation and improvements at the south end of Newport City (Newport City funds).

1. ROADSIDE PULL-OFF PROJECT

This project is the improvement of a roadside pull-off along Highway 101 adjacent to Siletz Bay, just south of Schooner Creek bridge. The area currently consists of two gravel surface turnouts, with a gravel shoulder between them. The Highway Division has deposited piles of dirt along the edge of the bank between the pull-off and the bay, and a variety of weeds, grasses, and plants have grown up on the dirt berms. The view of the bay from the highway is partially obscured by the berms and plants.

The State Highway Division had a major paving overlay project scheduled for this summer in Lincoln City that included the section of Highway 101 adjacent to the pull-off area. The City negotiated with the Highway Division, and they agreed to pave the first wide turnout area, if the City would pay half the costs. This paving was completed around July 20.

The City contracted with a local landscape company to design a plan for improvements to the bermed area. Early discussions centered around lowering the berm slightly and planting it with a low growing plant or groundcover. However, after studying the area, the designers submitted a plan that calls for raising the berms to highway level, putting in a curb, a walking pathway behind the curb, and a low wooden fence along the bank edge. It also includes a more formal concrete patio area at the center of the turnout to serve as a focal point and location from which to take

photos, read informative signs about the area, etc. This design has the advantage of requiring low maintenance, and providing a clean edge that allows the viewer to focus on the bay and its features, rather than plantings. The Highway Division approved the design, a necessity since it involves their right-of-way.

As of August 3, 1988, the construction of the project is underway. The berm has been leveled, and initial grading and rocking of the pathways is complete. Because of limited funds, the fence in the design has been modified slightly, and an oil mat surface will be used for the pathway. We anticipate completion of the project by August 15, 1988.

2. NEWPORT CITY SIGN PROJECT

The new sign project was chosen over other opportunities for opening views to the ocean or riparian areas or screening a commercial / industrial site because of its permanence, visibility, broad community support, and the ability to accomplish it within the short time frame allowed.

The existing Newport welcome sign, aside from showing its age, was in a poor location. It's sited on Lincoln County School District owned property, more precisely their bus maintenance shop, behind a chain link fence and partially obscured by the landscaping designed to screen the "bus barn" from Highway 101. It is visible only very briefly to passing motorists and is in an area competing with a number of large billboard type signs.

The new sign, not actually a relocation of the old one (which will be removed), is a significant investment and is anticipated to be in place for a long period of time. The natural expansion of the City's urbanized area will eventually fill in the South Beach area and, thus, the location will be appropriate for a long time into the future.

Removal of the old sign, which had been erected under a state permit by the Chamber of Commerce, also created another opportunity for signage improvement. It is now planned to market the rights the Chamber held on the old sign to replace and reposition the welcome sign on the north end of the City, and possibly add a new welcome sign on Highway 20 approaching from the east.

Edge Conditions

Edge Conditions are described according to the following categories:

- o Vegetative Screening
- o Partial Vegetative Screening (Filtered)
- o Structures
- o Embankment / Cut Bank

Each highway segment includes a variety of edge conditions; in fact, many include the full range. Generally, the best view opportunities occur along road segments with open or partially screened conditions. Some areas that are screened or partially screened by vegetation could potentially be modified to improve highway view experiences.

Significant Landmarks

Landmarks provide visual focus and sense of orientation along the highway corridor. Some are historical structures while others are visually prominent features that give identity to a particular place.

Rock outcrops, scenic ocean views, and Schooner Creek provide landmark elements near the southern end of the Lincoln City South segment. Other landmark views are located at the northern end of the Cape Foulweather segment where Whale Cove is visible through a partial vegetation screen. Newport Harbor and Yaquina Bay Bridge, situated at the northern edge of the Newport Segment, provide a sense of identity and entrance to the area.

Prominent Views

Prominent views are delineated by arrows on the inventory maps. These highway views, either partially screened or open, typically encompass panoramic ocean or shoreline scenery.

Devils Lake, ocean, and coastline views can be seen from the Lincoln City North segment. The Cape Foulweather segment includes ocean, shoreline, and Whale Cove views. Newport segment views encompass Newport Harbor and the Yaquina Bridge in addition to ocean and riparian landscape; forest vegetation frames views along portions of this segment.

INVENTORY MAPS

MAP 1 INVENTORY LEGEND

IMAGE TYPES

- C1 - COMMERCIAL**
- DOMINANT BUILDING FACADES (1 TO 2 STORY)
 - MINIMUM SETBACK
 - MINIMAL TO NO LANDSCAPE SCREENING
 - HIGHLY VISIBLE PARKING
 - NON-UNIFIED ARCHITECTURE
 - EXTENSIVE SIGNAGE

- C2 - COMMERCIAL**
- MODERATE SETBACK AND DENSITY
 - DOMINANT PARKING OR BUILDING FACADES
 - MINIMAL TO NO LANDSCAPE SCREENING
 - EXTENSIVE SIGNAGE

- C3 - COMMERCIAL / LIGHT INDUSTRIAL**
- DOMINANT STRUCTURES
 - MINIMUM TO MODERATE SETBACK AND DENSITY
 - MINIMAL TO NO LANDSCAPE SCREENING
 - EXTENSIVE SIGNAGE AND MATERIAL STORAGE

- R1 - RESIDENTIAL**
- LOW DENSITY
 - MODERATE TO COMPLETE VEGETATIVE AND TOPOGRAPHIC SCREENING OF RESIDENCES
 - MODERATE TO DEEP SETBACK
 - DENSE MATURE VEGETATION
 - RANDOM BUILDING ORIENTATION
 - CUSTOM ARCHITECTURE

- R2 - RESIDENTIAL / COMMERCIAL**
- MODERATE DENSITY
 - DOMINANT STRUCTURES
 - MINIMAL TO MODERATE LANDSCAPE SCREENING
 - MINIMAL TO MODERATE SETBACK
 - PARKING VISIBLE BUT NOT DOMINANT

- R3 - RESIDENTIAL**
- HIGH DENSITY
 - DOMINANT STRUCTURES
 - MINIMAL LANDSCAPE SCREENING
 - MINIMAL TO MODERATE SETBACK

W - ESTUARY / RIPARIAN

O - OCEAN SHORELINE

P - PARK

• RECREATIONAL OR PASSIVE OBSERVATIONAL USE

F - FORESTED OR VEGETATED

V - VACANT LAND

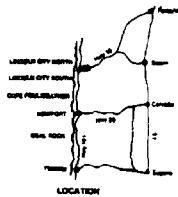
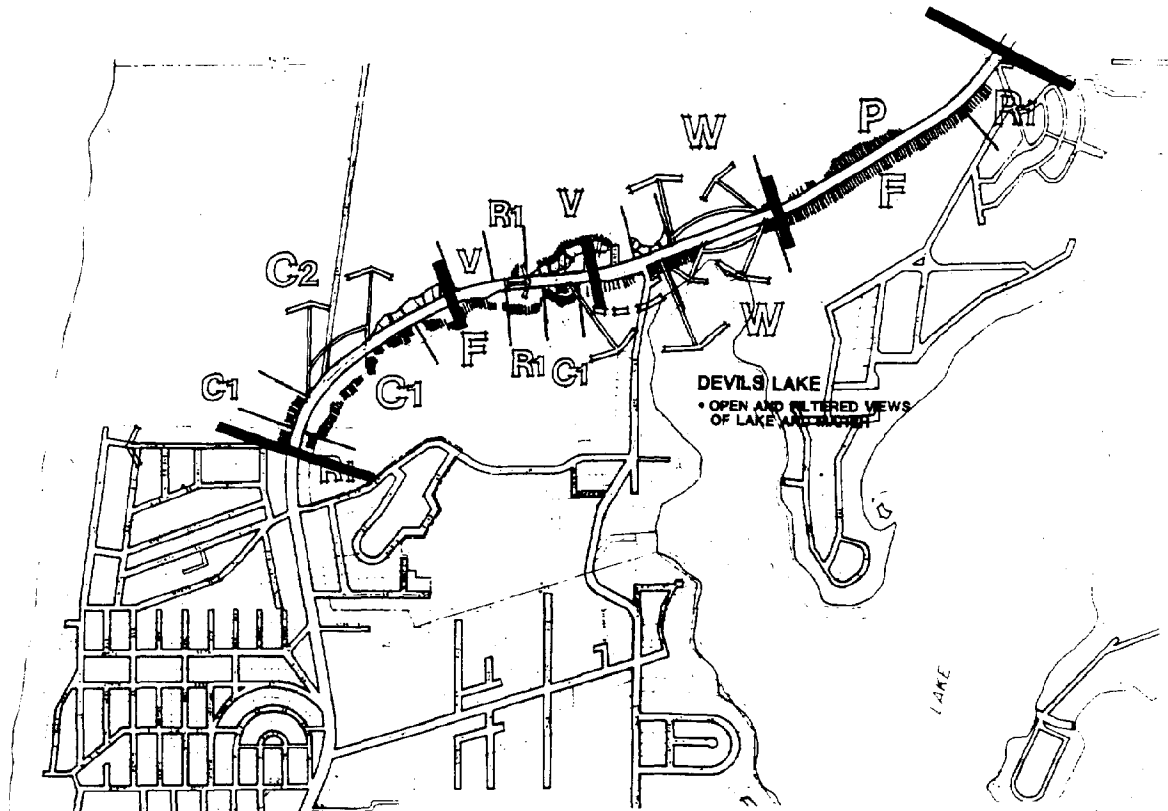
• NO MAJOR VEGETATION OR STRUCTURES

EDGE CONDITIONS

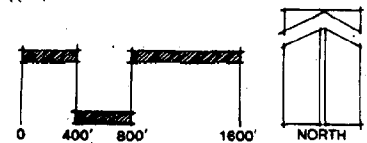
- VEGETATIVE SCREENING
- |||| PARTIAL VEGETATIVE SCREENING
- STRUCTURES
- EMBANKMENT

VIEWS

- OPEN VIEWS
- FILTERED VIEWS
- STATIONARY VIEWS
- VISUAL UNITS
- LANDMARKS



LOCATION
LINCOLN CITY NORTH



HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY MAP 2

NELSCOTT

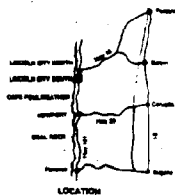
- DOMINANT BUILDING FACADES
- OLDER SMALL SCALE BUILDINGS
- FILTERED OCEAN VIEWS
- UNIFIED (LIMITED) LANDSCAPING

- OPEN AND FILTERED OCEAN VIEWS
- UPPER LEVEL VIEWS OVER AND THROUGH BUILDINGS

TAFT

- DOMINANT BUILDING FACADES
- MINIMUM SETBACK
- NO LANDSCAPING
- UTILITIES
- SIGNAGE
- ON STREET PARKING
- NON-UNIFIED ARCHITECTURE

- SCENIC VIEWS OF SILETZ BAY.
- ROCK OUTCROPS AND SCHOONER CREEK



LINCOLN CITY SOUTH

HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE

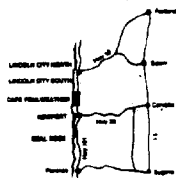


INVENTORY MAP 3

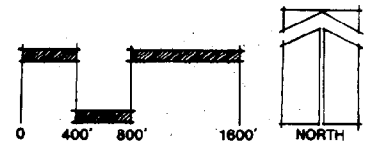
• OPEN AND FILTERED VIEWS
OF WHALE COVE

• PANORAMIC OPEN AND FILTERED
VIEWS OF COASTLINE

• CORRIDOR FRAMED BY TREES
AND EMBANKMENT
• BRIEF OPEN AND FILTERED
UPPER LEVEL OCEAN VIEWS



LOCATION
CAPE FOULWEATHER



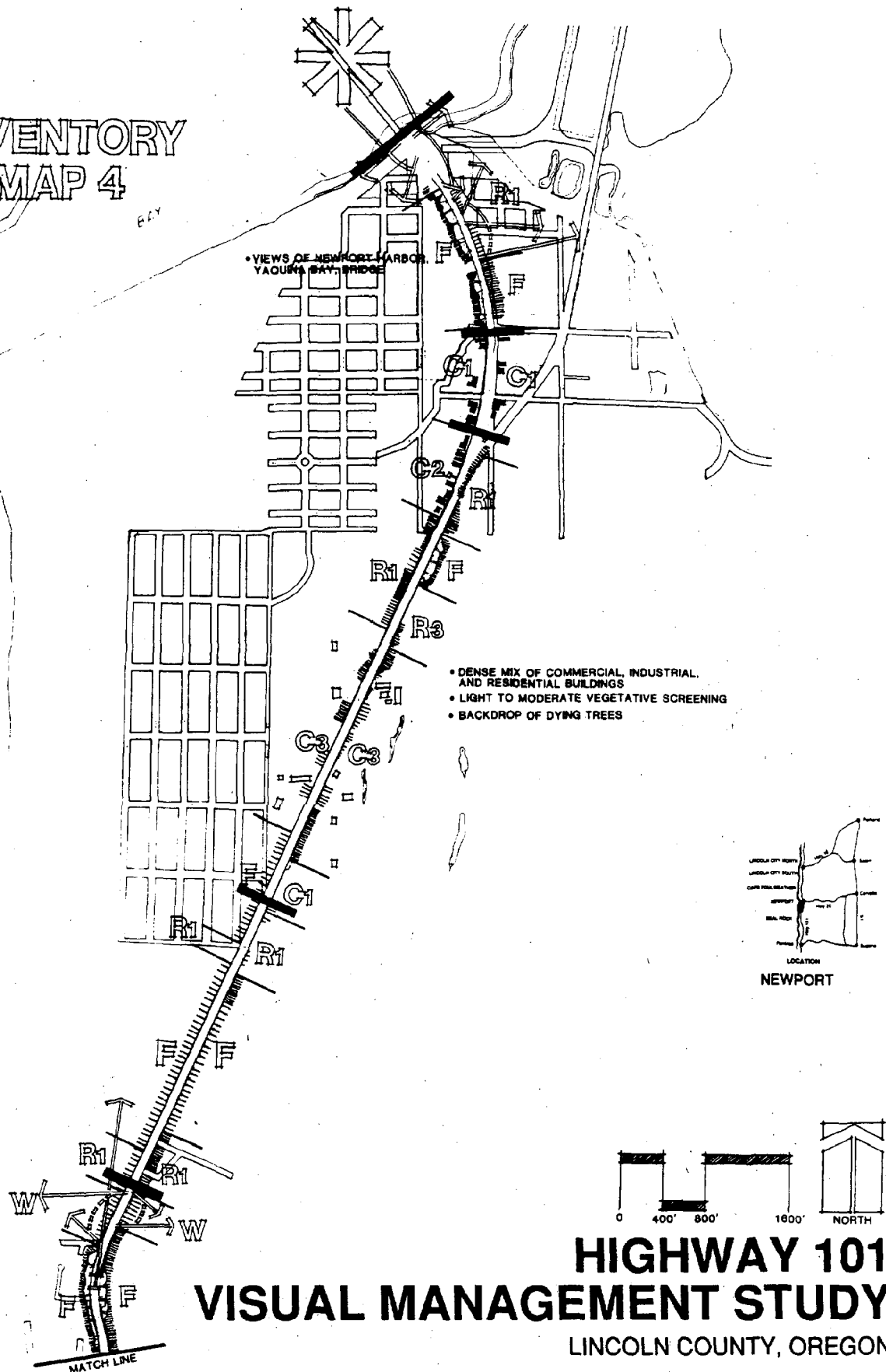
HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE

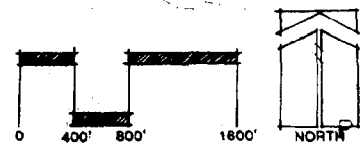


INVENTORY MAP 4



[illegible]

-

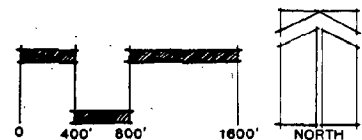
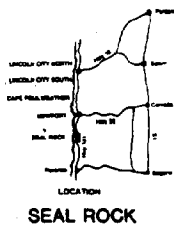
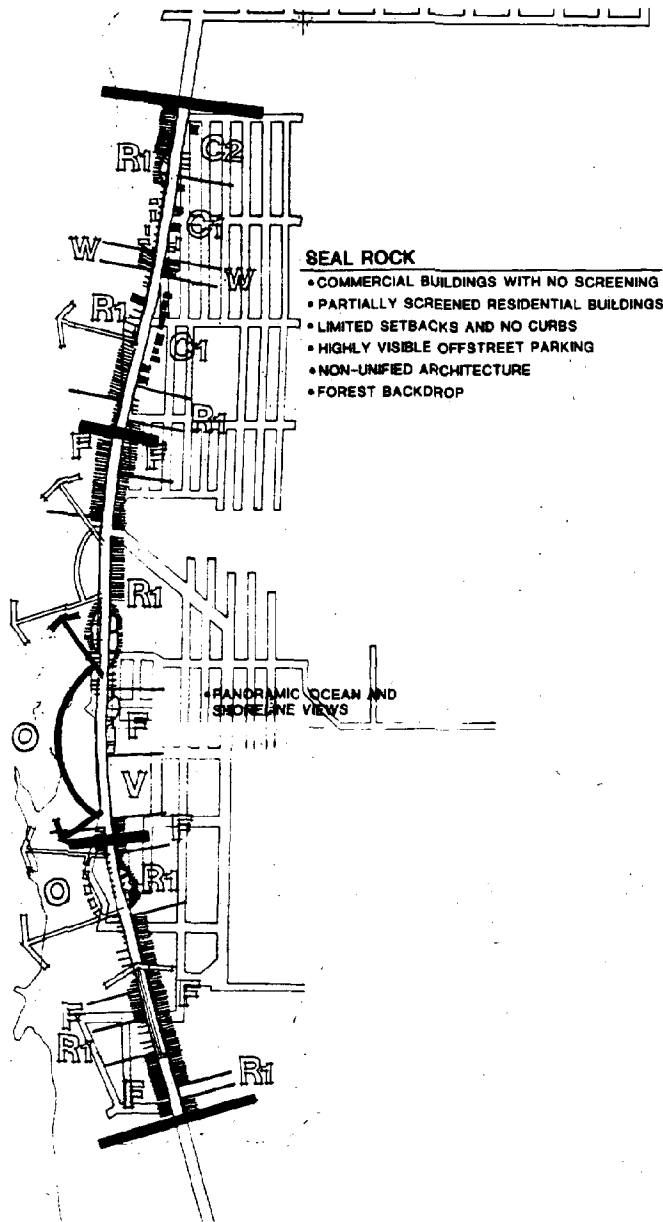


LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY MAP 6



HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



IV. VISUAL OPPORTUNITIES AND PROBLEMS

Identification of visual opportunities and problems addresses the question, "What is good or bad in corridor views and what should the corridor look like in the future?" The following series of maps illustrate key visual opportunities / problems for each corridor segment.

Examples of visual opportunities include dramatic vistas that enhance the driving experience, highly scenic areas worth protecting, and visible landmark features. View obstruction and visually prominent off-street parking are examples of problems within the scenic corridor.

Summary of Opportunities and Problems

The maps illustrate a range of visual assets and problems. These can be generalized into three overall categories:

Existing Visual Problems -- Scenic views obstructed by development or vegetation, visually intrusive or discordant signage, minimal setbacks and landscaping to screen development, visually prominent off-street parking, and highly visible open yard storage;

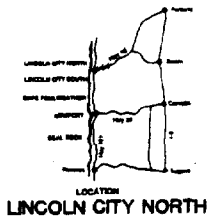
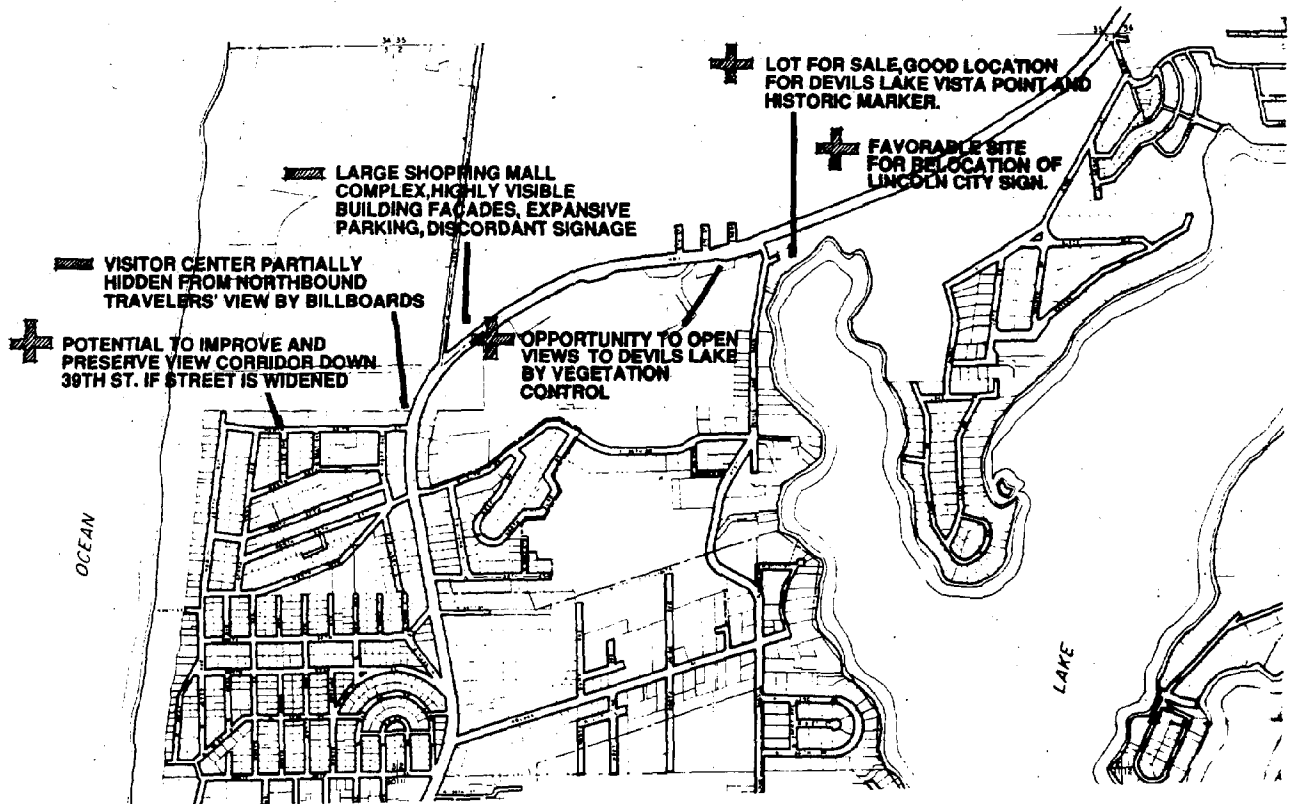
Existing Visual Opportunities -- Scenic ocean and riparian view corridors, potential for improved scenic pullouts, potential to improve commercial strip appearance, opportunity to improve park and city entries, potential to increase scenic highway views.

Future Problems -- Road widening could eliminate landscape screening of development, increased development could diminish scenic quality.

OPPORTUNITIES & PROBLEMS MAPS

INVENTORY

PROBLEMS & OPPORTUNITIES -MAP 1



HIGHWAY 101 VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

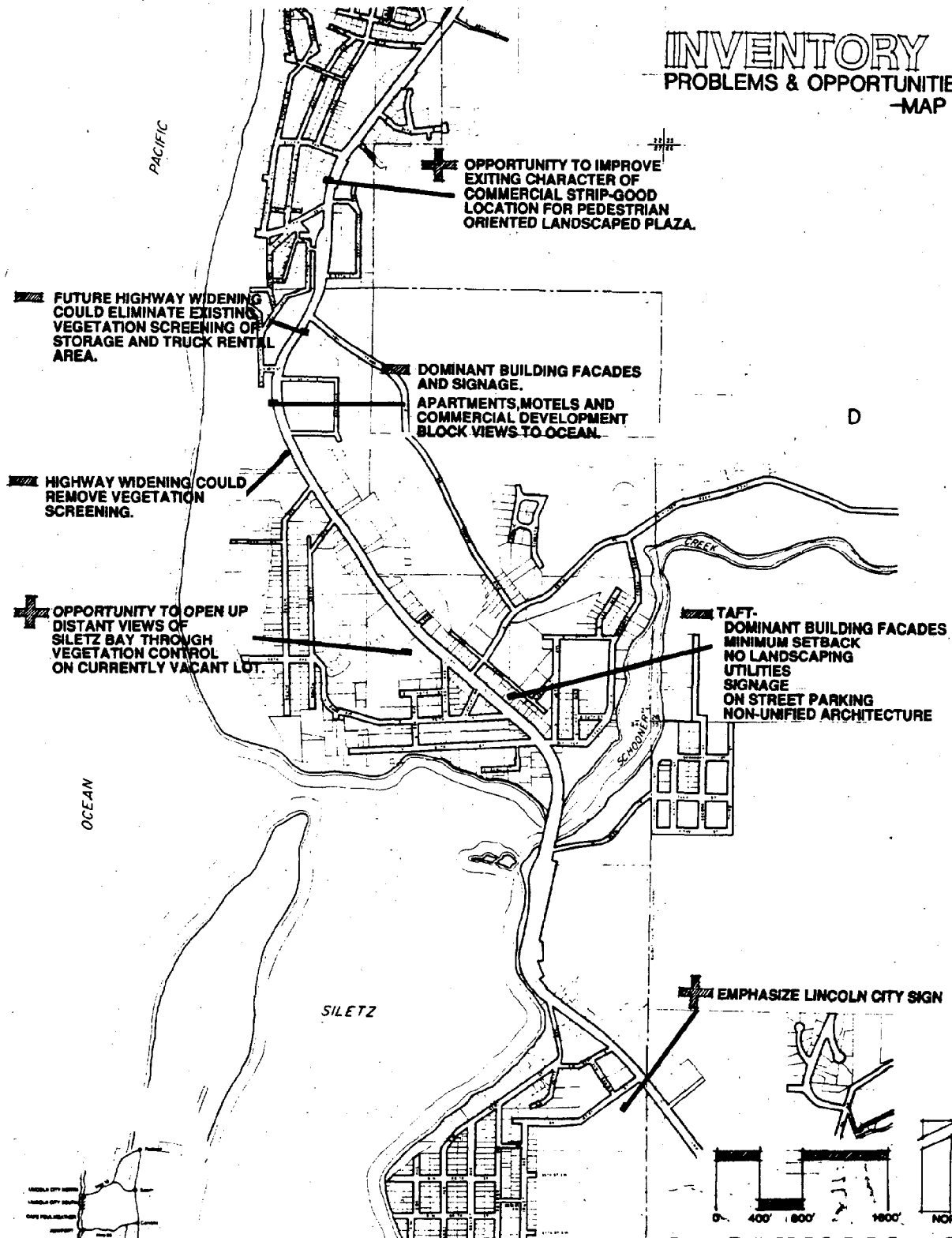
DAMES & MOORE



INVENTORY

PROBLEMS & OPPORTUNITIES

-MAP 2



HIGHWAY 101

VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE

PACIFIC

INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 3

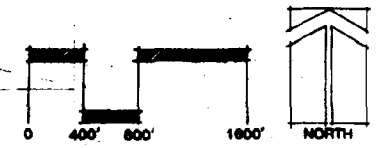
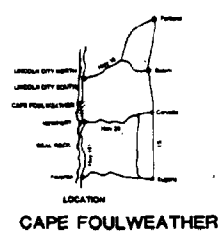
WHALE COVE

✚ WAYSIDE PARK-IMPROVE ACCESS AND SIGNAGE OF EXISTING PARK. REDIRECT VIEWS TOWARDS WHALE COVE. CHANGE THE NAME OF THE PARK TO IDENTIFY IT AS A VIEWING AREA FOR WHALE COVE, (IE. "WHALE COVE PARK" OR "ROCKY POINT PARK").

✚ OPPORTUNITY TO OPEN VIEWS THROUGH VEGETATION CONTROLS

✚ OPPORTUNITY TO OPEN UP VIEWS TO THE OCEAN THROUGH VEGETATION CONTROLS.

OCEAN



HIGHWAY 101

VISUAL MANAGEMENT STUDY

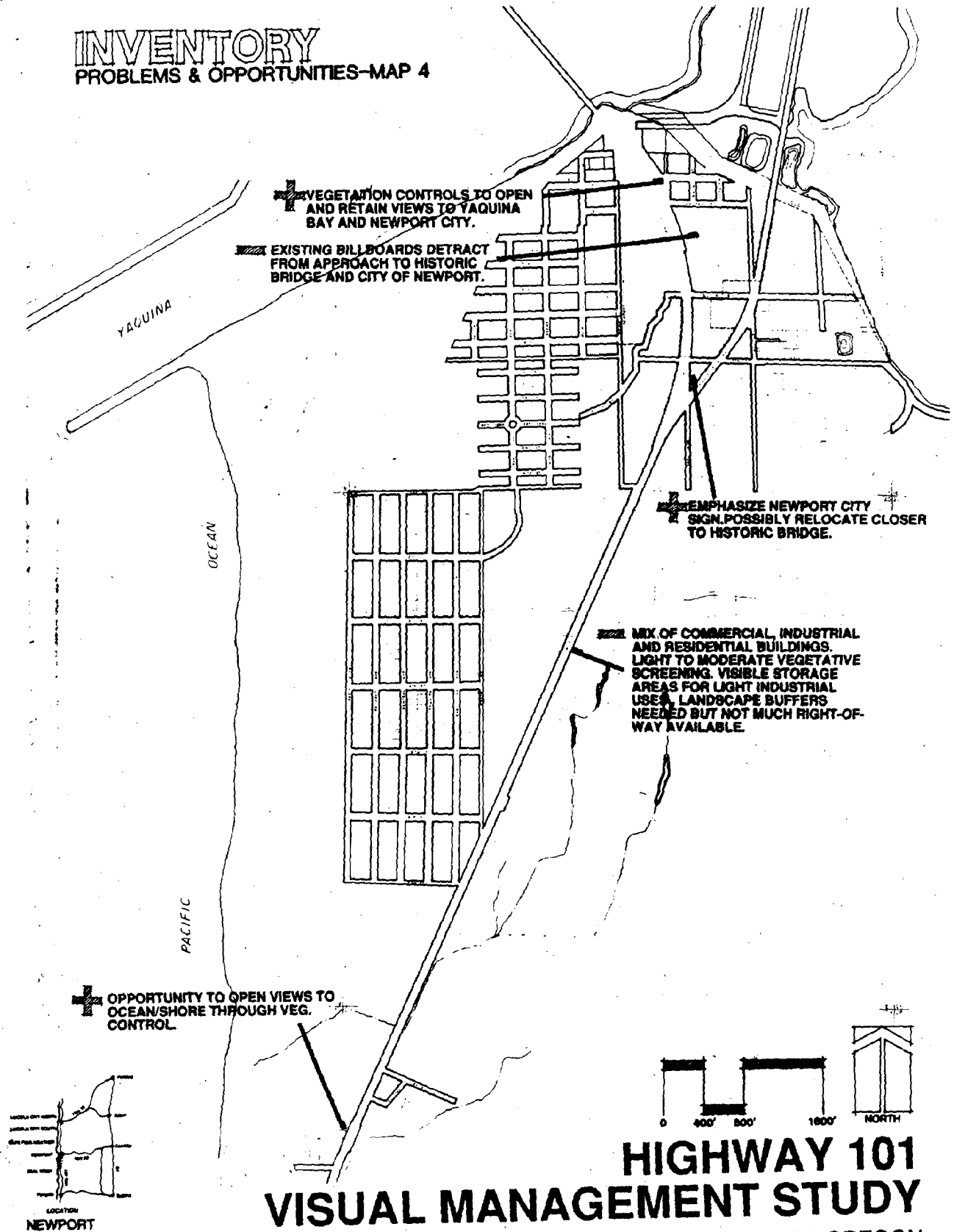
LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 4



HIGHWAY 101 VISUAL MANAGEMENT STUDY

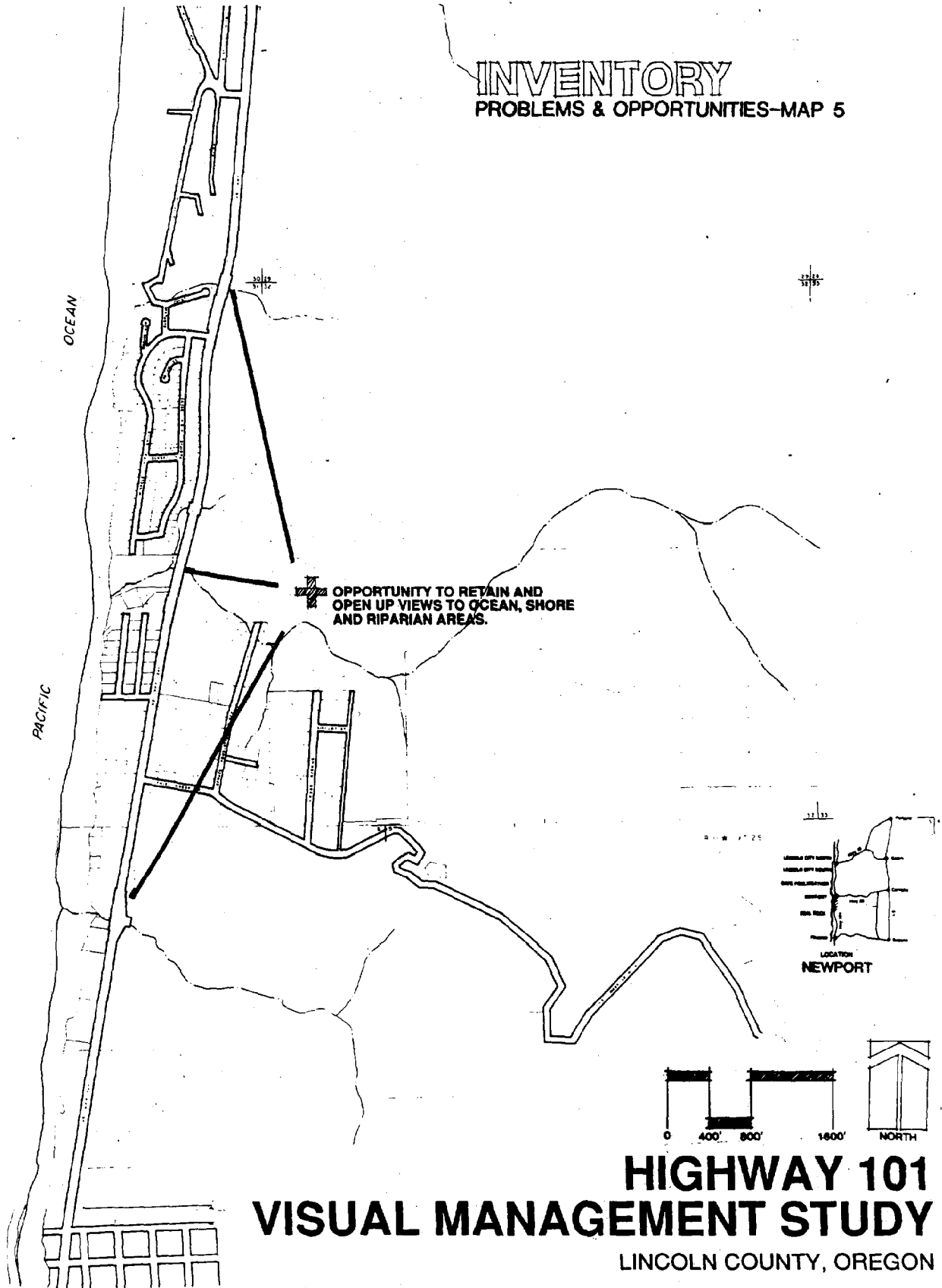
LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 5



HIGHWAY 101 VISUAL MANAGEMENT STUDY

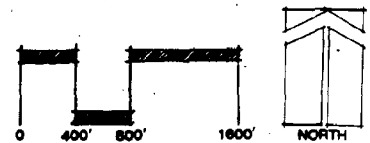
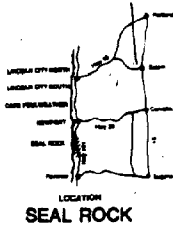
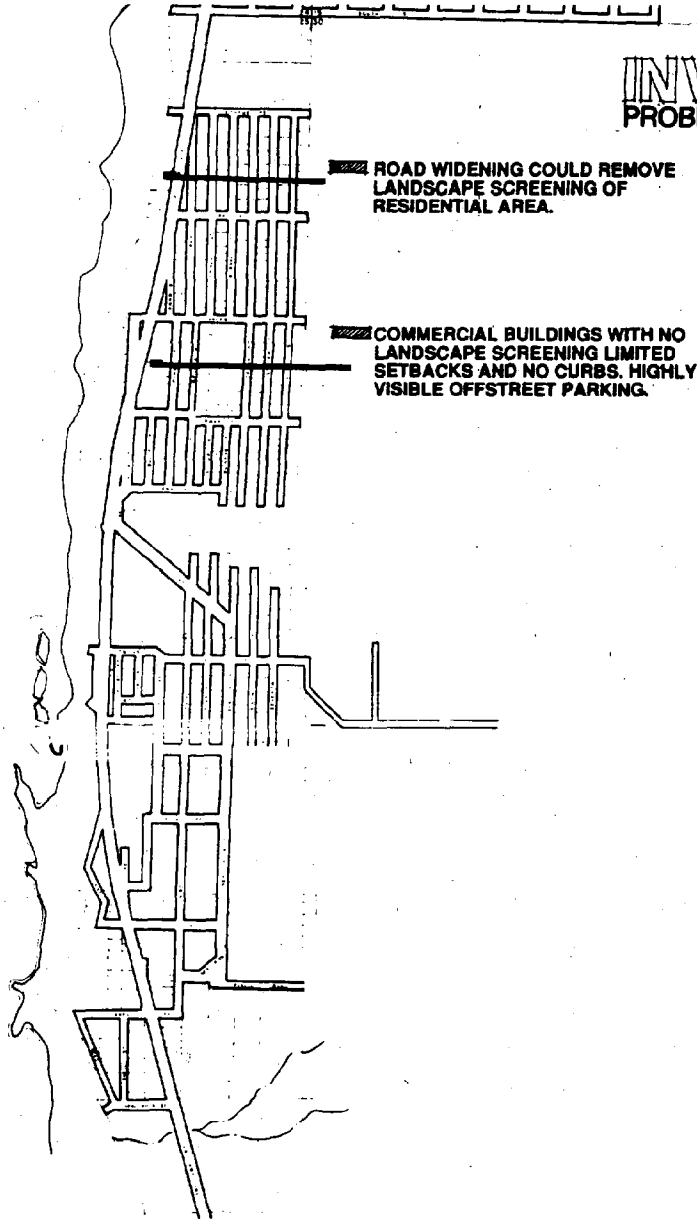
LINCOLN COUNTY, OREGON

DAMES & MOORE



INVENTORY

PROBLEMS & OPPORTUNITIES-MAP 6



HIGHWAY 101

VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



PART 2. REGULATORY ASSESSMENT

I. SUMMARY OF EXISTING VISUAL POLICIES REGULATING CORRIDOR DEVELOPMENT

Several existing policy documents provide an initial framework for managing the highway corridor's visual quality. In addition to municipal regulatory planning, state and county plans and policies apply to coastal development. The following summary briefly explains existing relevant visual management policy and regulation for the Lincoln County 101 corridor.

Oregon's Statewide Planning Goals

The Land Conservation and Development Commission (LCDC) guides land use planning by state agencies and local governments through a series of mandatory Statewide Planning Goals and advisory guidelines. Cities and counties have adopted, and LCDC has approved, comprehensive plans which fulfill requirements of these goals. Plans for Lincoln City, Lincoln County, and Newport were all acknowledged in 1981-82. LCDC's approval or acknowledgement of compliance is state certification that the plans comply with goal requirements.

The Statewide Planning Goals have a number of requirements which relate either directly or indirectly to management of visual values:

Goal 5, Open Space, Scenic Historic and Natural Resources, includes a general mandate to inventory the quantity, quality and location of outstanding scenic views and sites. Local governments are required to protect sites for which there are no conflicting uses. Where conflicting uses are identified, local governments must identify and balance the economic, social, environmental, and energy consequences of protecting or not protecting the resource. A program must be adopted which protects scenic values if the resource is to be protected.

Goal 17, Coastal Shorelands, requires that cities and counties identify exceptional aesthetic resources in coastal shorelands. (Sites identified are on lands west of Highway 101 or within 1000 feet of estuaries or 500 feet of coastal lakes.)

The general planning scheme set forth by **Goal 14, Urbanization**, and other goal requirements, are designed to separate urban and urbanizable lands from rural lands. This has occurred primarily through the adoption of urban growth boundaries (UGB's) around cities which indicate the extent of urban levels of development.

City and County Comprehensive Plans and Ordinances

As noted above, Lincoln County, Lincoln City, and Newport have adopted plan policies and implemented ordinances to comply with the statewide land use planning requirements.

The Lincoln County Land Use Codes include the County's Comprehensive Plan and zoning. The plan generally mandates protecting scenic resources, and allows for development that will not substantially alter the visual character of those resources.

Specific requirements for development in scenic areas are listed below:

- o Maintain natural vegetation whenever possible.
- o Screen unsightly land uses whenever possible, preferably with natural vegetation.
- o Limit rights-of-way widths and numbers of roads intersecting scenic roadways to the minimum needed to safely and adequately serve the uses to which they connect.
- o Limit signs in size and design so as not to distract from the area's visual quality.
- o Limit excavation and filling only to those areas where alteration of the natural terrain is necessary; revegetate such areas as soon as possible.
- o Protect vistas and other important views.

The Lincoln City Comprehensive Plan establishes aesthetic policies for the City. Listed below are particularly pertinent policies for highway corridor visual management.

- o The City shall consider developing a city-wide landscape plan.
- o The Planning Commission shall recommend designated scenic viewpoints and areas within the city, and shall review the impact of development proposals near these locations. Development within 100 feet of scenic viewpoints shall be evaluated. Visual evaluations will include impacts on natural vegetation, screening requirements, design and placement of signs, and use of natural materials.
- o The City shall encourage underground placement of utilities to improve aesthetic qualities along Highway 101.

An Environmental Quality Overlay Zone (EQ) designates areas where development proposals require special review. Aesthetic resources are protected by this designation: "development shall not reduce the scenic character or substantially alter natural vegetation cover."

The City's zoning ordinance also establishes building height limitations and setback requirements that affect visual impacts of new development. Residential building heights are limited to 35 feet with a 10- to 20-foot front setback requirement. Commercial and industrial building heights cannot exceed 45 feet, and a minimum of 5 feet is required for the front setback.

Newport's Comprehensive Plan identifies several scenic views, including Yaquina Bay and Yaquina Bay Bridge, that have exceptional scenic quality. Visual policies guiding development and conservation in Newport include the following.

- o Vistas shall be considered when reviewing large scale developments which would limit the general public's view from public property. The planning commission may

regulate height, location, design, or color of proposed development that would diminish such views.

- o The scenic value of Highway 101 in the South Beach industrial area shall be protected. In this area, a 50-foot setback from the right-of-way and vegetation buffer is required.
- o Natural vegetation on private lands in the shoreland areas shall be protected to the extent possible. Development in such areas shall be encouraged to follow the natural terrain. Restoration of top soil and re-vegetation or landscaping shall occur as soon as possible after development is completed.

Newport's zoning ordinance regulates building heights and setbacks. Residential structures are not allowed to exceed 30- to 35-foot heights and must be setback 10 to 20 feet from the front property line. Commercial, industrial and public building heights are limited to 50 feet and no front setback is required.

The City's sign ordinance regulates size, design, and placement of signs. Off-premise signs are permitted within 100 feet of the Highway 101 right-of-way only in areas zoned commercial or industrial. These displays shall be limited to 30 feet high with a maximum 12-foot and vertical and 20-foot horizontal dimension. In addition to prohibiting flashing, rotating, or brightly illuminated signs, the ordinance states that no sign shall cause visual obstruction.

II. VISUAL REGULATIONS ADOPTED BY OTHER COMMUNITIES

This section presents selected regulatory policies adopted by other communities. This material is included as background information and reference.

The intent is to review how some other communities manage their visual / aesthetic resources and determine whether some policies might be adapted to fit Oregon's Highway 101 corridor visual management concerns. The selected policies reflect a cross-section of communities and approaches; some will be more relevant to the Highway 101 corridor than others.

SANTA BARBARA COUNTY, CALIFORNIA

1. Local Coastal Plan (1982) - Visual Resources

The principal regulatory tool developed as part of this program is the ***View Corridor Overlay Designation***. All areas in the County where there are views from Highway 101 to the ocean are mapped on the Land Use Maps with this designation. The areas are broadly defined, and do not generally relate to specific viewpoints or view-cones. There is no formal prioritization of view corridors. All development in these areas shall be reviewed by the County Board of Architectural Review for conformance to the following policies:

- o "Structures shall be sited and designed to preserve unobstructed broad views of the ocean from Highway 101, and shall be clustered to the maximum extent feasible."
- o "A landscaping plan shall be submitted to the County for approval. Landscaping, when mature, shall not impede public views."
- o "Building height shall not exceed 1 story or 15 feet above average finished grade, unless an increase in height would facilitate clustering of development and result in greater view protection, or a height in excess of 15 feet would not impact public views to the ocean."

2. Comprehensive Plan, Land Use Element (1985)

Applicable Visual Resource Policies include:

- o "In areas designated as rural on the land use plan maps, the height, scale, and design of structures shall be compatible with the character of the surrounding natural environment. . . Structures shall be subordinate in appearance to natural landforms, shall be designed to follow the natural contours of the landscape, and shall be sited so as not to intrude into the skyline as seen from public places."
- o "In areas designated as urban . . . and in designated rural neighborhoods, new structures shall be in conformance with the scale and character of the existing community. Clustered development, varied circulation patterns, and diverse housing types shall be encouraged."
- o "Signs shall be of size, location, and appearance so as not to detract from scenic areas or views from public roads and other viewing points."

3. Other Santa Barbara County Policies

The County's A-1-X (Exclusive Agriculture) zone has standards which require that agricultural structures (e.g., greenhouses) be set back a minimum of 50 feet from street centerlines, and that landscaping be provided which, within five years, will "reasonably block the view of any structure and on-site parking areas from outside of the property."

The County's Board of Architectural Review considers building mass, relationship of buildings with topography, and compatibility of buildings, but outside of the Coastal View Corridor Overlay district, its jurisdiction is limited to those areas zoned as D (Design Supervision Combining Regulations), which include critical undeveloped parcels. Some communities and tracts maintain their own design review committees.

CITY OF THOUSAND OAKS, CALIFORNIA

Freeway Corridor Visual Analysis and Design Study (1987)

Visual design guidelines are provided for use by developers proposing projects in the Highway 101 / 23 corridor, and by reviewing bodies (Planning Commission and Design Review Committee). The guidelines address roadside treatment (within the right-of-way), design standards for properties adjoining the highway (new development), primary view corridors (of two types) in which there is potential for view blockage, and design treatments suitable for entry views and a community theme. Two alternative equations are provided for determining appropriate building heights.

The City requires photomontages of proposed projects on critical parcels, and has funded a concept study for suitable development designs on several visually critical vacant parcels.

CITY OF AUSTIN, TEXAS

1. Development Criteria for the "Hill Country Roadway Corridor," (Ordinance No. 86-0116-J)

(see Appendix A)

The corridors are defined as all land within 1000 feet on each side of public right-of-way. Their purpose is to protect the "natural beauty" of the hill country and encourage development which is compatible with it. For new development, a site plan is required which includes a tree survey with a line delineating the extent of disturbance, indication of screening for parking, utility facilities, etc., location of any existing or potential vistas from public viewpoints and how they would be impacted. A scenic vista is defined as a "generally recognizable, noteworthy view" of lakes, valleys, creeks, or the downtown area.

Building height is limited, but may increase with distance from the right-of-way. Within 200 feet from the right-of-way, maximum heights are 28 feet; beyond that, heights may vary according to the density of zoned areas.

Highway vegetative buffers are required, with no clearing of vegetation within 100 feet of the right-of-way (provided that the buffer does not exceed 20% of the applicant's acreage). Where the buffer has previously been disturbed, it is to be revegetated with native trees, shrubs, and grasses . . ."

Development bonuses are offered to recognize innovative design beyond requirements, e.g., increased heights, reduced setback. Performance criteria used for bonuses include:

- o "preserving scenic vistas, including the provision of public observation points";
- o reducing building mass by breaking up buildings; and
- o using pitched roof design features.

2. Capitol View Protection Ordinance

This provides an equation for calculating heights of buildings to ensure preservation of existing views of the Capitol Dome. Maps are provided which plot the specific view-cones (horizontal angles of view) from the Capitol to highway or other public viewpoints.

MONTEREY COUNTY, CALIFORNIA

Local Coastal Program - North County Land Use Plan, 1982

The North County Local Coastal Program provides three relevant types of policy that address visual concerns.

Resource Management / Visual Resources

This implements the California Coastal Act of 1976 which states that any development permitted in scenic areas should be sited and designed to be visually compatible and subordinate to the natural setting. Its key policy states that, "In order to protect the visual resources of North County, development should be prohibited to the fullest extent possible in beach, dune, estuary,

and wetland areas. Only low intensity development that can be sited, screened, or designed to minimize visual impacts shall be allowed...." General policies include:

- o "Views to and along the ocean shoreline from Highway 1..., and to and along the shoreline of Elkhorn Slough from public vantage points shall be protected."
- o "The least visually obtrusive portion of a parcel should be considered the most desirable site for the location of new structures. Structures should be located where existing topography and vegetation provide natural screening."

Design standards (specific policies) include:

- o Structures shall generally be sited so as not to block public views of the shoreline.... Necessary structures in public view between the road and the shoreline shall be sited so as to protect the maximum possible open views. Other development (such as residential or commercial structures) shall be designed with materials, colors, landscaping, and fencing appropriate to the rural setting."
- o "Highway direction and other public signs should be minimized and designed to complement the visual character of the area."
- o "Commercial and industrial signs shall be constructed of natural materials. They shall not be internally illuminated."

Public Access

The plan provides for retention of both physical and visual access to the ocean and inland water bodies, from the coastal highway, pedestrian and bike routes, vista points, and other public view areas. It also encourages provision of new vista points in safe location where pedestrian access is not possible but parking can be screened from the highway. Scenic easements are proposed for private land where design controls would not prevent blockage of visual access.

Moss Landing Community Plan

This provides more detailed designation of areas with values (historic & scenic) to be protected. It calls for screening of industrial sites, visual access to key features such as the old harbor, and identification of suitable uses for key parcels.

BIG SUR, MONTEREY COUNTY, CALIFORNIA

Design Standards for the Big Sur Highway (1980)

Big Sur's design standards outline recommendations related to particular problems that have been identified in the scenic corridor. For example, poorly designed and located pullouts are one problem along the scenic corridor. The visual analysis identifies three types: paved pullouts for slow-moving vehicles; stopping and parking pullouts outside the viewshed; and bus stop pullouts for trailheads, parks, etc. The standards state that all existing pullouts should be evaluated and either eliminated or upgraded according to one of the three recommended pullout prototypes.

Other recommendations that respond to corridor problems include the following:

Shoulder Treatment -- A shoulder management plan should be developed and implemented that will stabilize slopes and reestablish native vegetative cover to a defined highway edge.

Setbacks and Parking Lots -- Comprehensive viewshed management criteria should be adopted rather than a 100-foot structure setback requirement. Continuous parking area access should not encroach on the highway and no asphalt or other surfacing should be visible from the highway.

Signs -- Use of signs should be de-emphasized in the scenic highway corridor. Design solutions should provide orientation and direction. Guardrails and reflector buttons both effectively announce the presence of hazards and should be used.

Where signs are essential for traffic safety or information, international symbols or some local variation in character with this area would be an improvement over verbal signing.

Utilities -- Utilities should be put underground where feasible. Where not feasible, rerouting is suggested.

Lighting -- Appropriate brightness and tone are indicated by the surrounding brightness. All existing lighting that does not meet these criteria will generally be perceived as out of character.

CITY OF PALO ALTO, CALIFORNIA

El Camino Real Design Guidelines (1979)

The City of Palo Alto prepared guidelines for development along El Camino Real, a landscaped commercial auto-oriented street, to advise designers and business people about appropriate design treatment. The guidelines emphasize using a consistent design vocabulary along the street. Some of the guidelines are excerpted below.

Architectural and Site Planning

- o Do not design an improvement primarily to attract attention.
- o All automobile parking should be screened.
- o If a sign is needed, a place for a sign should be designed into the building elevation.
- o Using bright colors, such as reds, yellows, purples, and greens may make new development incompatible with the surroundings.

- o Commercial buildings, new or remodeled, which are located adjacent or near other similar properties should be compatible with their neighbors.

Buffers and Parking Lots

- o The front setback should be used to provide a landscape buffer between the building and the street.
- o All parked cars should be screened with walls, landscaping, or berms. Total height of the wall, berm, or landscaping should be about 3-1/2 feet above the finished parking lot surface.
- o A 5-foot landscaped perimeter is required around parking lots with one 15-gallon tree for each 25 feet of perimeter length.

Signs

- o Freestanding signs generally should not extend above the height of the surrounding buildings.
- o Tall signs should be set back from the street property line. Short signs may be located closer to the property line.
- o A sign is meant primarily to identify a use. It is therefore important for the message to be as brief and readable as possible. More than two colors are not recommended.

III. HIGHWAY CORRIDOR REGULATORY ASSESSMENT

The highway corridor regulatory maps illustrate three considerations for visual management planning. First the maps assign landscape designations for all areas within the highway corridor segments. Delineating primary and secondary view areas addresses view protection concerns. Finally, entry zones that indicate edges of urban development nodes, urbanizing or rural / scenic areas are noted on the regulatory maps.

Landscape Designations for Development Regulation

Landscape designations provide the background framework for developing regulatory mechanisms. Each of the designations represent a combination of visual characteristics with particular opportunities and problems. Three designations, urban, urbanizing, and rural / scenic, are assigned to areas throughout the highway corridor segments. They are based on interpretation and generalization of image types and other inventory data.

Urban areas, shown primarily near Lincoln City and Newport, contain development that dominates the landscape. Regulations will apply to new development in these areas as well as modifications to existing development. Development types vary within the corridor therefore different controls may apply depending on the particular dominance or mix of uses.

Urbanizing areas, scattered throughout the corridor, include a combination of visible development, landscaping, and natural vegetation. An urbanizing designation could be regarded as transitional in two respects. Urbanizing areas can spatially link urban and rural / scenic zones. Secondly, we can expect some change over time during which urbanizing zones become more developed, possibly into urban areas. Visual management mechanisms should address both aspects of the urbanizing zone's character.

Rural / scenic areas where significant views and natural vegetation / terrain exist and appear throughout much of the corridor. Regulations for these areas should emphasize preserving the corridor's natural scenic quality.

View Area Assessment

Primary view areas are indicated within each segment and reflect locations of sensitive prominent views that are identified on the visual inventory maps. Boundaries for these areas schematically delineate zones in which new development could potentially diminish visual quality within the scenic corridor. New development proposed in the vicinity of these sensitive areas should be subject to more rigorous project review.

The sensitivity of each primary view area is influenced by a combination of particular factors such as existing topography and vegetation. Consequently, applying rigid development standards that specify building heights, setbacks, etc., will not necessarily insure sensitive management of the corridor's visual quality. Application of established visual review criteria that consider existing conditions of each specific development site can provide a more effective visual / aesthetic planning tool.

Entry Zones

The highway traveller's visual experience involves perception of sequential images. Entering and leaving urban development nodes is one aspect of this sequential experience. Corridor design that accentuates entrances and departures can create a more memorable and visually stimulating journey for the highway traveller. Developments at these locations assume particularly high significance and can influence visual impressions of the whole community.

Entry zones are indicated on the regulatory maps to denote an opportunity for special corridor design treatment. Gateways or entrances to particular road segments can be designed using a variety of techniques including special landscape or other artistic treatment.

REGULATORY ASSESSMENT MAPS

REGULATORY

REGULATORY ASSESMENT - MAP 1

LEGEND



URBAN



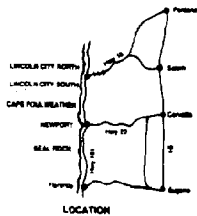
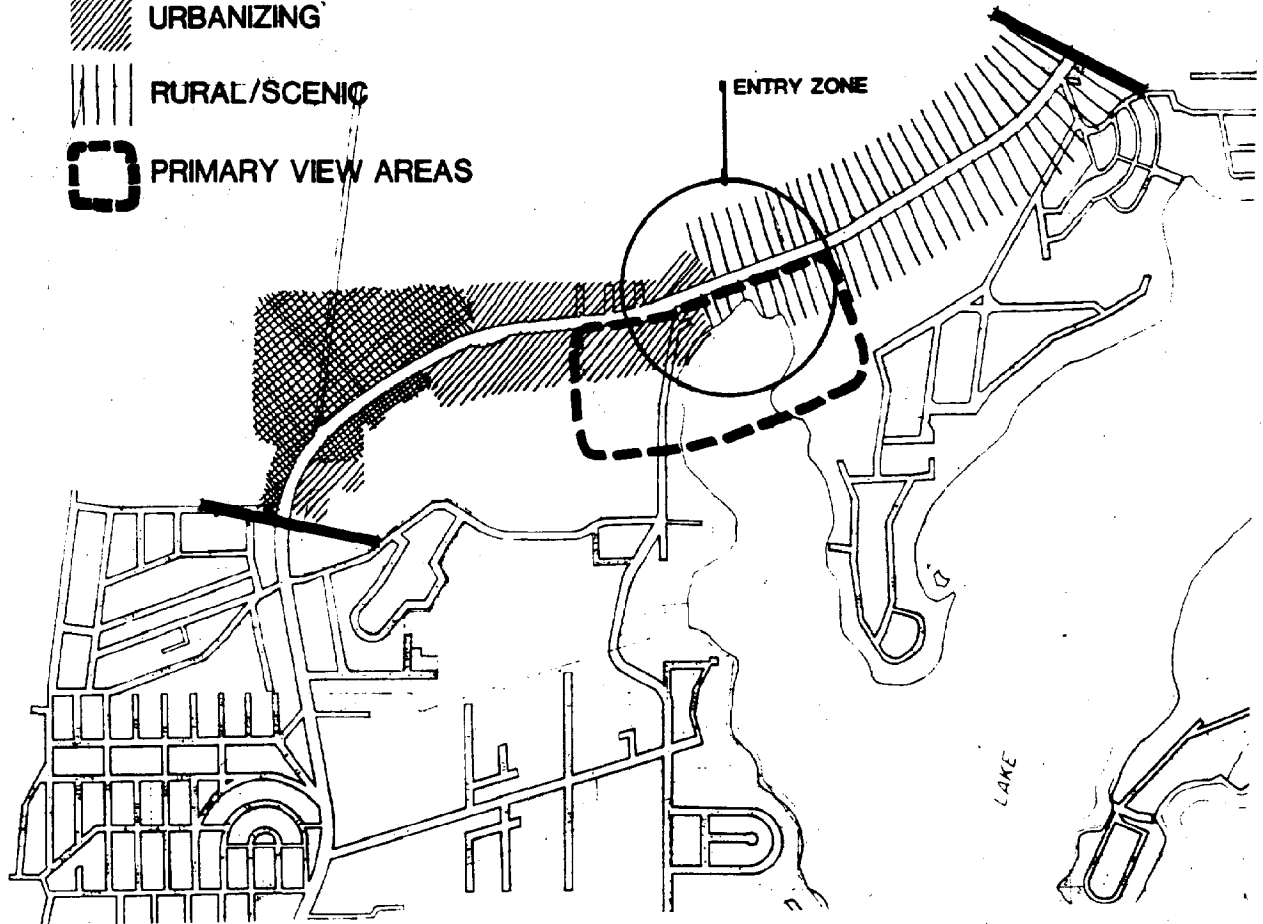
URBANIZING



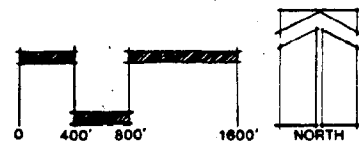
RURAL/SCENIC



PRIMARY VIEW AREAS



LINCOLN CITY NORTH



HIGHWAY 101

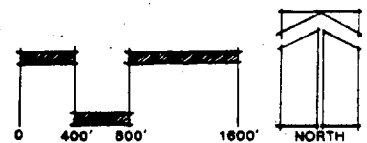
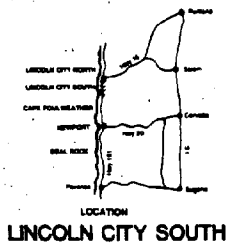
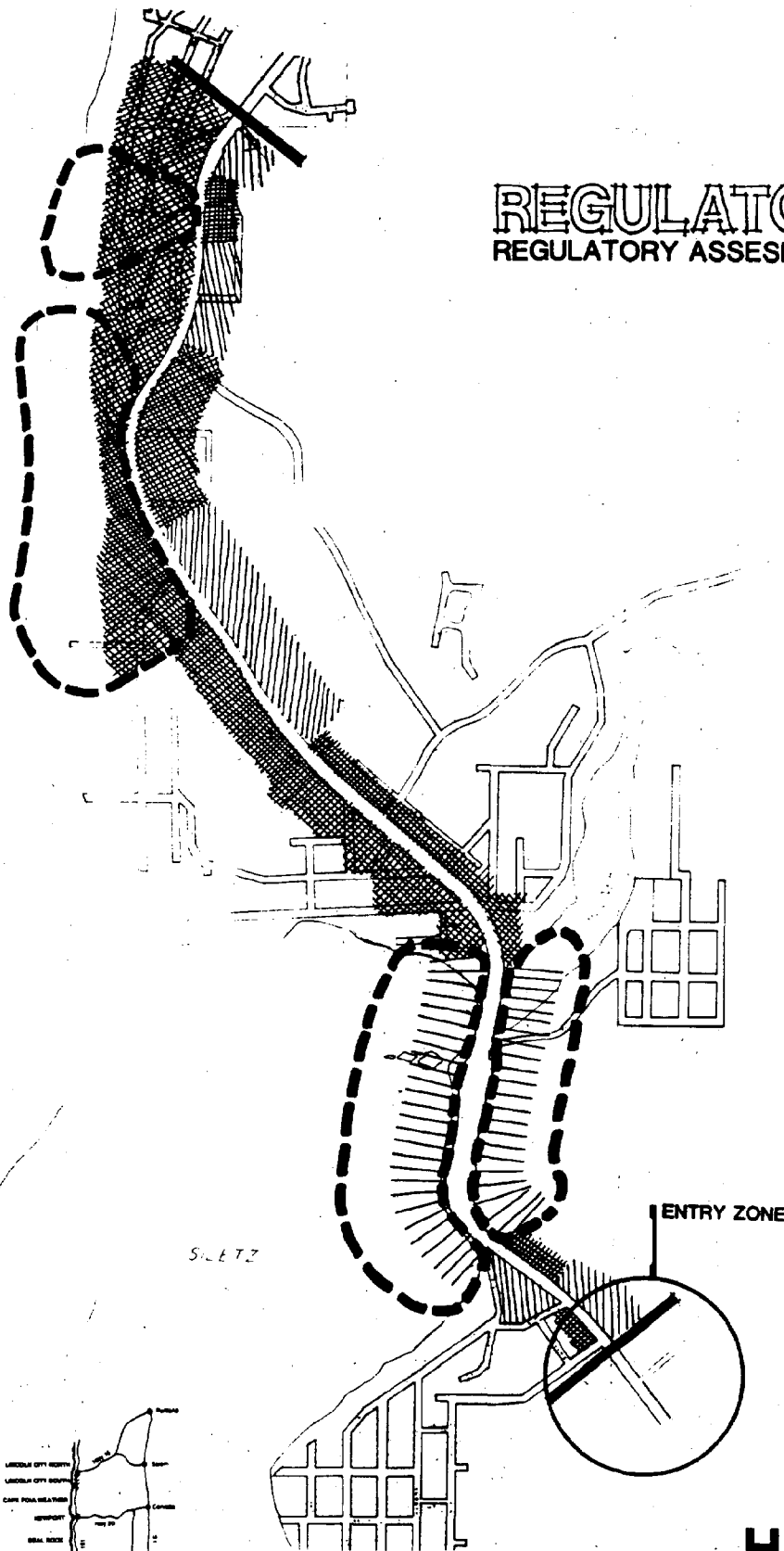
VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



REGULATORY
REGULATORY ASSESMENT - MAP 2



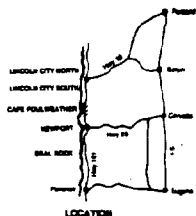
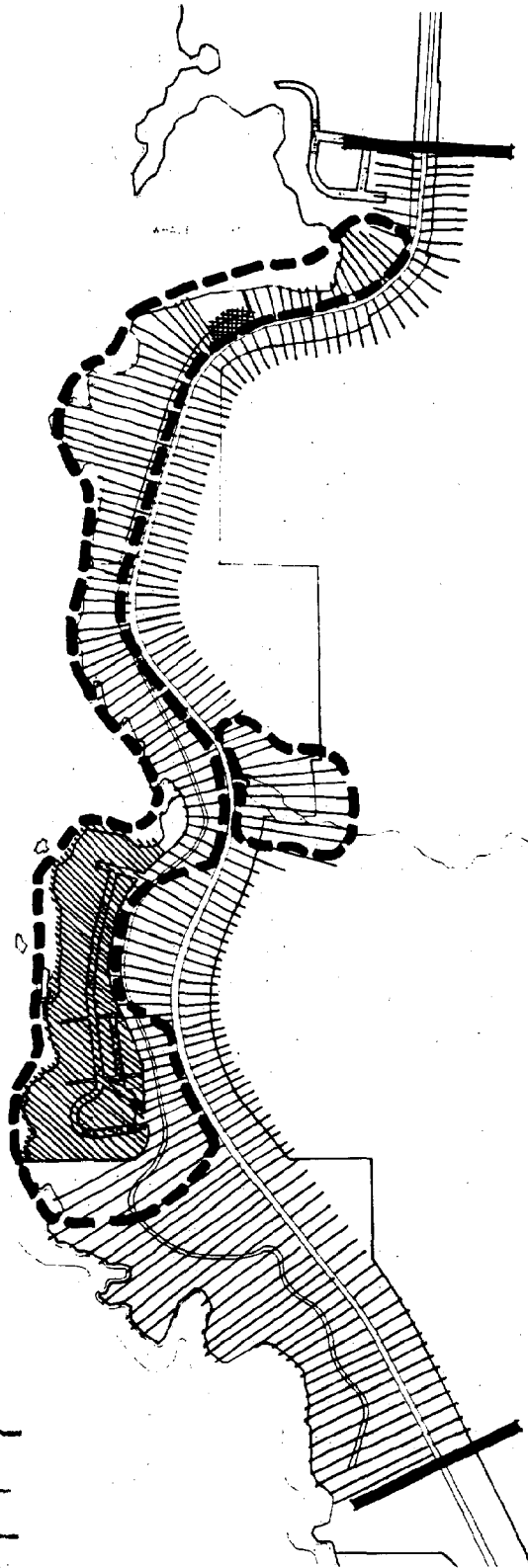
HIGHWAY 101
VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

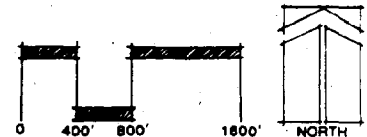
DAMES & MOORE



REGULATORY
REGULATORY ASSESMENT - MAP 3



CAPE FOULWEATHER



HIGHWAY 101
VISUAL MANAGEMENT STUDY

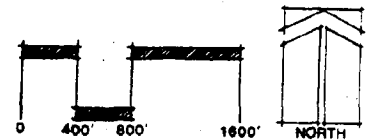
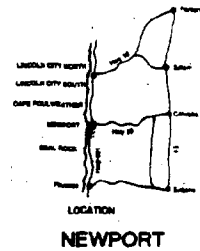
LINCOLN COUNTY, OREGON

DAMES & MOORE



REGULATORY
REGULATORY ASSESMENT - MAP 4

ENTRY ZONE



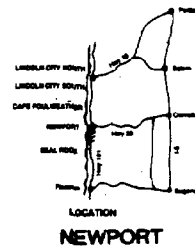
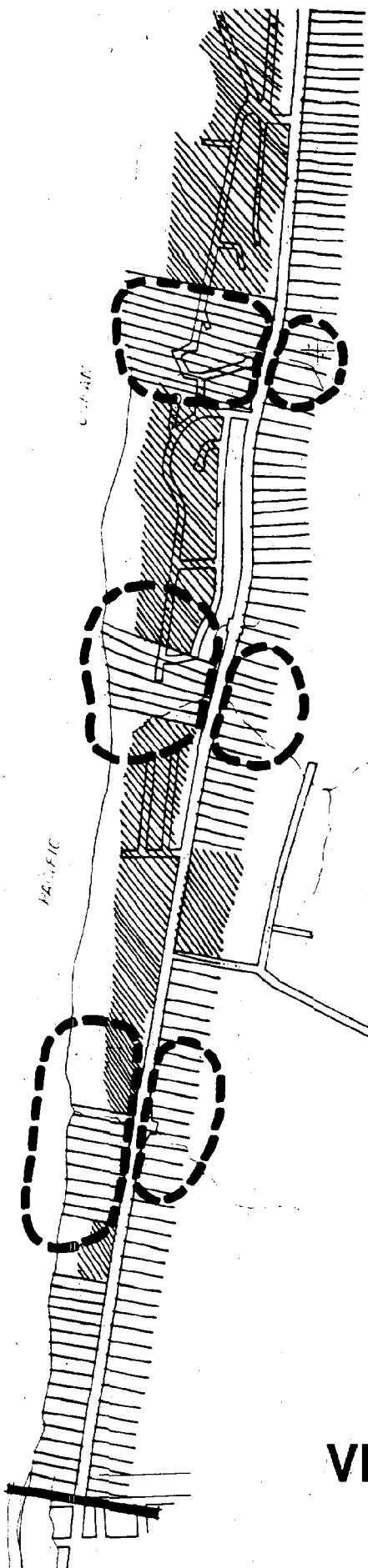
HIGHWAY 101
VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



REGULATORY
REGULATORY ASSESMENT - MAP 5

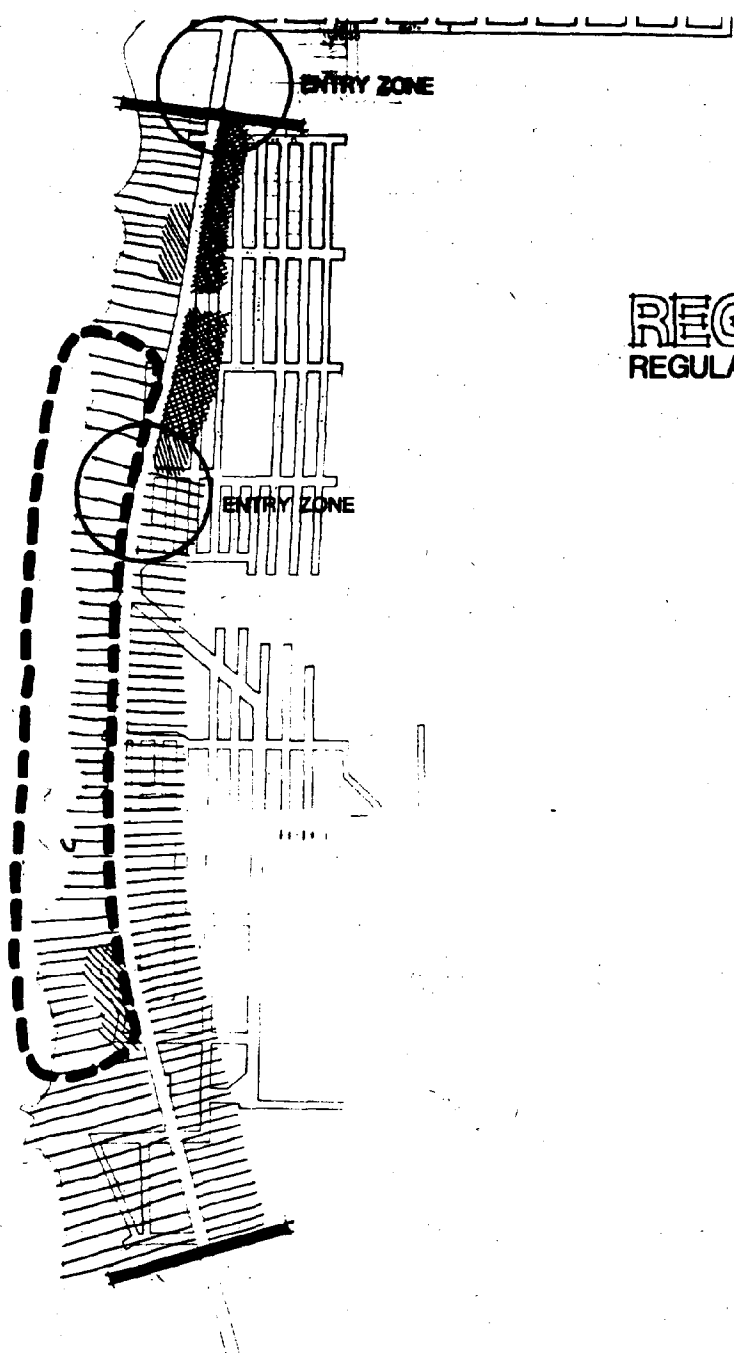


HIGHWAY 101
VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

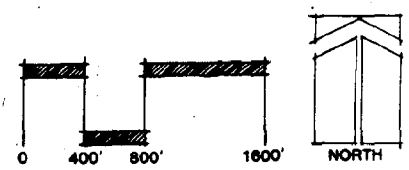
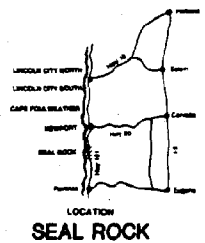
DAMES & MOORE





REGULATORY

REGULATORY ASSESMENT - MAP 6



HIGHWAY 101

VISUAL MANAGEMENT STUDY

LINCOLN COUNTY, OREGON

DAMES & MOORE



IV. VISUAL MANAGEMENT IMPLEMENTATION STRATEGY

Recognizing the Highway 101 corridor's outstanding scenic value, the purpose of this visual management implementation strategy is to effectively protect views and other scenic values for the Highway 101 traveller. To this end, implementation mechanisms are intended to regulate development and alterations adjacent to and visible from the scenic highway.

Policies that are presented on the following pages generally apply to corridor-wide visual management concerns. Development and right-of-way standards, designed to insure that policies are effectively applied, relate to specific activities taking place in the scenic corridor.

POLICIES

General Policies

- o Views to and along the ocean and shoreline identified in the visual management inventory shall be protected.
- o Development in the inventoried corridor area shall be subject to additional standards designed to protect, conserve, or enhance visual quality and minimize the effect of new development on visual values.
- o Development on parcels located within primary view areas shall be permitted when it can be demonstrated that development will not significantly diminish visual quality.
- o Where it is found that highly sensitive scenic areas cannot be effectively protected through public regulation, the land should be considered for public acquisition. In such cases, agencies with the capacity to properly manage and supervise the property should purchase the land.
- o New access to 101 should be minimized through development of a local access and circulation plan that focuses access at appropriate locations.

- o Resource extraction and management activities (such as timber harvesting and quarrying) within the corridor shall be coordinated with the Visual Management Plan, so as to protect and enhance visual quality.
- o Permitted uses shall be regulated by underlying zoning designations; the overlay zone shall regulate the appearance of permitted uses and activities.
- o Local government and ODOT should determine future right-of-way requirements and that information should be used to determine setback limits.
- o ODOT should develop a unique coastal highway sign system for the scenic corridor. Design of the system should promote the area's rustic / scenic character and emphasize graphic rather than verbal communication. Signs within the right-of-way should be located so that they are not visually intrusive on highway views. Signs should not be located within primary view areas.

Specific Policies

- o Scenic view areas shall include all primary view areas delineated on the Visual Management Study Regulatory Maps.
- o Structures and landscaping shall be sited so they do not block scenic public views of the shoreline that are delineated on Inventory Maps; development proposals shall be revised if necessary to accomplish this goal. Necessary structures such as pump stations or retaining walls in public view between the road and shoreline shall be aesthetically and functionally designed and sited so as to protect the maximum possible open views. Other development in public view between the road and shoreline (such as residential or commercial structures) shall be designed with naturalistic materials (wood, stone, and/or brick), pastel or subtle colors, and native landscaping appropriate to the scenic setting.
- o New roads providing residential, recreational, or commercial access shall be allowed only where it has been demonstrated that common use of neighboring roads (or

driveways, etc.) is not feasible. Access roads shall not intrude upon public views from scenic routes or viewpoints. Roadways shall be designed to conform to the natural topography and shall minimize grading, removal of mature trees, and the scarring of hillsides.

- o New or replacement utility lines shall be underground wherever feasible. High voltage transmission lines that cannot be placed underground shall be routed outside the corridor wherever possible; where this is not feasible, they shall be routed and designed to minimize environmental and scenic impacts.
- o Existing native trees and other significant vegetation shall be retained to the maximum extent possible, except where removal or trimming would provide significant ocean views or views of other scenic features in areas currently lacking such views from the highway.
- o New outdoor advertising signs shall be prohibited in rural / scenic areas and restricted in other portions of the corridor. Highway direction and other government signs shall be minimized and designed to complement the visual character of the area.
- o New commercial and industrial signs shall be in keeping with the natural scenic character.
- o The Department of Forestry should seek amendment to the FPA or its rules to regulate forest operations to implement the following policies: Timber harvesting and other forest management activities shall be designed to minimize visual impacts to public views. Areas to be clearcut shall be laid out to be unseen from Highway 101; a buffer strip of native vegetation shall be maintained between the road and major activities, and shall be wide enough to fully screen views and remain windfirm. All access, staging, and residue material areas visible from the road shall be cleared of debris, and disturbed ground regraded and reseeded if necessary. New access shall be designed to minimize visual disturbance and avoid major cuts and fills.

- o Quarries, aggregate workings, stock piles, and borrow pits shall be sited and designed to avoid visual impacts on the corridor. A buffer strip of natural vegetation shall be retained sufficient to screen activities from view and remain windfirm. Access to work areas shall be laid out to minimize direct views to the site from the road. Visible disturbed areas shall be regraded if necessary and reseeded or otherwise revegetated with native species.

Visual Management Design Objectives

The intent of visual management design objectives is to establish criteria for protecting and reinforcing the unique scenic qualities of Oregon's coastal region. The objectives aim to unify the entire corridor around a natural, scenic design theme (native plants grouped naturally or informally) and rustic materials (wood and stone). A specially designed coastal highway sign system and gateway treatments along the corridor will reinforce visual unity within the corridor. These design elements can be used in various ways in each of the three landscape designation zones to provide important visual diversity within the travel corridor.

Urban -- The objective here is to create an image (using native vegetation and rustic materials such as wood, rock, or stone grouped informally along the roadside and median) which differs distinctly from commercial tourist-oriented urban areas in other parts of the United States, by introducing natural themes from the region. The naturalistic streetscape should accommodate development that is both dominant and compatible with the natural coastal landscape. It is also important to aesthetically enhance functional elements such as signs and outdoor light fixtures.

- o Emphasize pedestrian scale circulation using special pavement and curvilinear sidewalk; provide amenities including seating and lighting.
- o Encourage visually compatible architectural improvements such as awnings and signs.
- o Design signs and entry / gateway treatment to reinforce scenic highway character.

- o Eliminate on-street parking and use landscape buffers to completely screen off-street parking. Partially screen building facades from highway views using landscaped buffers.

Urbanizing -- In urbanizing zones the objective is to utilize native vegetation and rustic materials to enhance the existing scenic quality within the zone while accommodating development that harmonizes with and does not dominate the natural setting.

- o Using setbacks and landscaped buffers, screen light industrial structures and storage completely; partially screen residential and commercial structures.
- o Design signs and entry treatments to reinforce scenic highway character.
- o Limit access to Highway 101 -- utilize shared entries and develop parallel access roads behind highway frontage properties that connect to the existing street network.

Rural / Scenic -- In these zones the objective is to preserve and maintain the existing natural scenic character. Rural / scenic zones are most valued for their natural scenic beauty. Any improvement constructed in these areas should be designed with the primary goal of protecting scenic quality. Vegetation should be pruned to maximize scenic views for highway travellers.

- o Infill with native plant species to improve scenic quality in areas where gaps in existing vegetation detract from otherwise scenic views.
- o Restrict naturalistic landscaping to groundcover and low / mounding shrubs in the median and view side of highway segments within primary view areas.
- o Limit sign placement within rural / scenic zones.
- o Use signs and entry / gateway treatments to reinforce scenic highway character.

THE SCENIC CORRIDOR OVERLAY ZONE

Contents

Scenic Corridor

- o Purpose
- o Activities Subject to Review
- o General Standards
- o Setback Area Standards
- o Primary View Area Standards
- o Right-of-Way Standards

Project Review Process

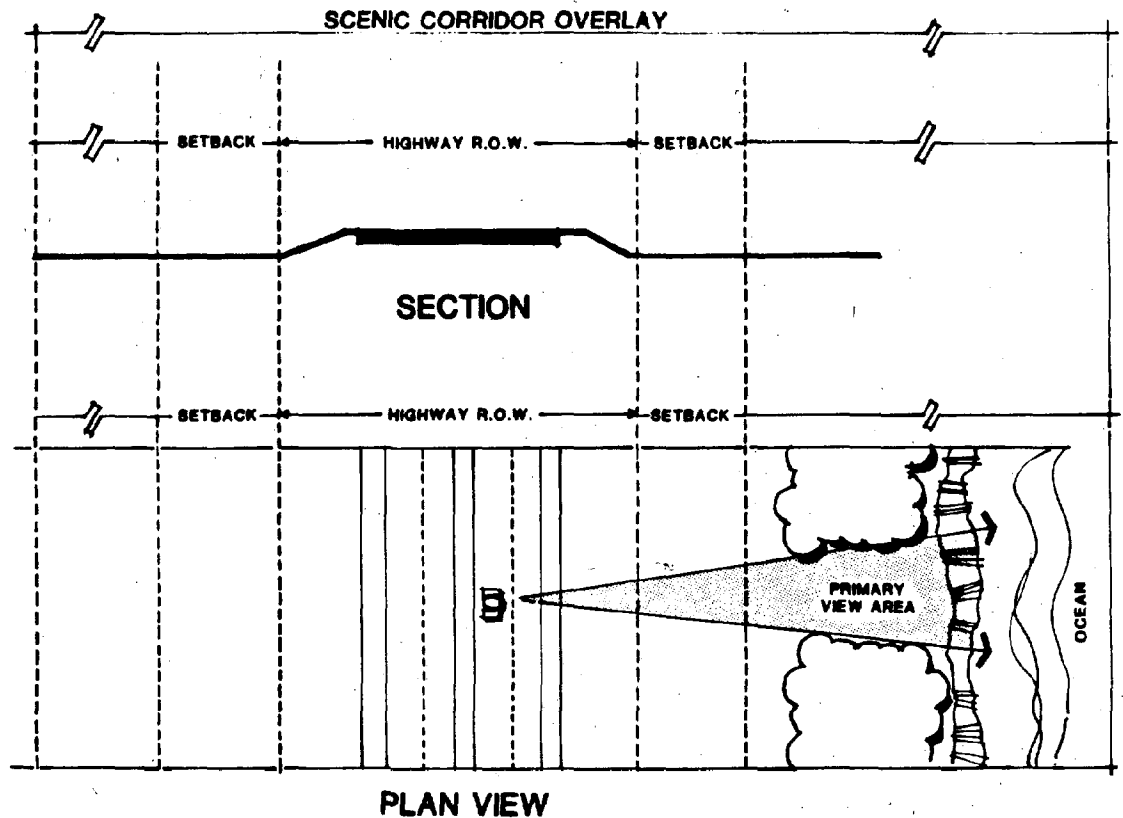
- o Applications
- o Expedited Review Process
- o City / County Review
- o Pre-Development Siting Approval
- o Post-Construction Approval

Supplemental Visual Management Strategies

Purpose

The scenic corridor overlay zone is intended to maintain and enhance scenic values along the Oregon Coast Highway. The overlay zone includes four distinct areas within the scenic corridor: the highway right-of-way, setback areas, areas beyond the setback (subject to general development standards), and primary view areas. These are delineated on Exhibit 11. Three types of scenic values are dealt with in this ordinance: (1) inventoried views of coastal features; (2) roadside vegetation along the highway corridor which visually separates or buffers the highway from adjacent land uses, and (3) the buildings and other alterations located near the highway. The overlay zone maintains and enhances scenic values by regulating uses and alterations within a scenic corridor identified on inventory maps.

REGULATORY AREAS WITHIN SCENIC CORRIDOR OVERLAY ZONE



- THE OVERLAY ZONE INCLUDES FOUR DISTINCT AREAS WITHIN THE SCENIC CORRIDOR.
 - HIGHWAY R-O-W AREA
 - SETBACK AREA
 - AREA BEYOND SETBACK (Subject to General Development)
 - PRIMARY VIEW AREA
- DEVELOPMENT STANDARDS ADDRESS DESIGN CRITERIA FOR EACH AREA IN ADDITION TO GENERAL CRITERIA FOR THE ENTIRE CORRIDOR.

It is not the purpose of this zone to change the uses permitted by the underlying zone. Rather, the overlay zone shapes how and where development near the highway is to occur.

Because this zone is designed to protect and enhance scenic value it necessarily requires zoning control be extended to include activities that are not normally subject to review, such as vegetation removal.

Activities Subject to Review

When proposed in the overlay zone, the following activities shall be subject to project review:

- o construction of new development;
- o major remodeling of existing structures (a structural change or addition to the exterior of an existing building that alters the exterior appearance and that is visible from the highway);
- o painting or repainting portions of building facades that are visible from the highway;
- o sign construction or renovation;
- o removal of trees or other existing vegetation;
- o grading or site clearing;
- o partitions and subdivisions; and
- o construction or widening of roads, of sidewalks, bikepaths, or walkways.

General Standards

Purpose: These standards are applicable to development and improvements throughout inventoried scenic highway corridor areas. They ensure that development is compatible with maintenance of a buffer and protection of primary views by limiting how development occurs.

The standards are basically intended to ensure that development and improvements visible from the highway do not dominate the highway or distract from the scenic experience. These

standards apply to all development within inventoried scenic areas except as modified by the specific standards for setback areas, primary view areas, and rights-of-way as listed below.

Area Included: Inventoried scenic corridor areas as mapped in the inventory including the right-of-way, the setback area, and areas beyond the setback buffer shown on the inventory.

Standards:

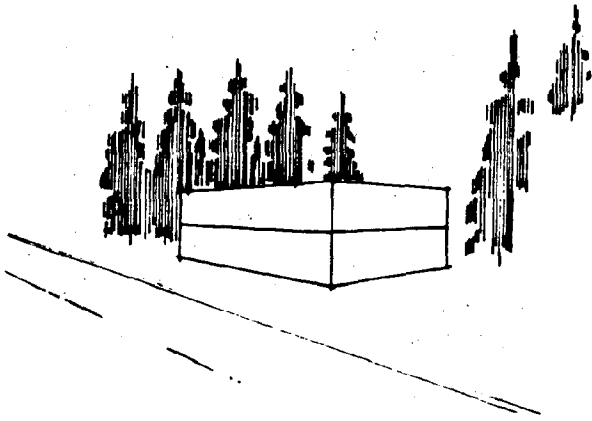
Site Access - New roads and driveways shall be permitted when it has been demonstrated that common use of neighboring roads is not feasible. New roads and driveways shall be sited to minimize tree removal and grading during development. Roads shall be designed to protect scenic views from Highway 101.

Height - Building height limitations specified by the underlying zone shall apply except where proposed development would block or intrude upon those scenic views shown on the Visual Inventory Maps. In such areas, building heights shall be determined by project review. Where building heights exceed two stories, the streetwall shall be stepped back to avoid appearing visually imposing and massive (see Exhibit 12).

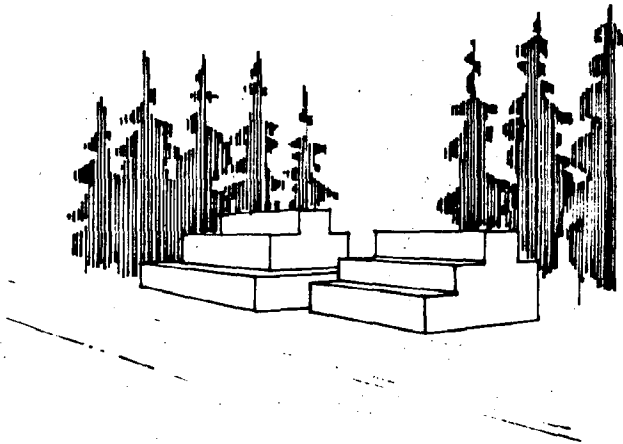
Materials / Colors - Buildings shall be designed to utilize to the extent feasible materials such as wood, stone, or brick that are compatible with the rustic coastal environment in urban and urbanizing zones. Other industrial building materials that are not highly reflective shall be permitted when buildings are completely screened from highway views. Colors shall be pastel and/or subtle in tone (no bright colors). Building materials and colors shall be compatible with surrounding development and shall not be selected primarily to attract attention.

PROJECT REVIEW CRITERIA

BUILDINGS EXCEEDING TWO STORIES



- BUILDING HEIGHT AND BULK APPEAR MASSIVE WHEN VIEWED FROM SCENIC HIGHWAY



- STEPPED-BACK HEIGHT DIMINISHES VISUAL IMPACT ON SCENIC HIGHWAY

Signs:

- o *Residential Areas* - One nameplate sign, not exceeding one square foot in area, shall be permitted for each lot fronting the highway right-of-way. Signs shall be wood or stone with a maximum of one color. They shall not be internally illuminated. Commercial advertising signs are prohibited.
- o *Commercial Areas* - Signs shall be limited to one per business. Size of signs shall be regulated by the underlying zoning. One additional pedestrian-scale sign, maximum 3 square feet in size, shall be permitted per business. Signs shall not extend above the building roofline. Design of signs shall be compatible with the building architectural style. Signs shall be constructed of wood or have a wood exterior or be part of a building awning. A maximum of two colors and two type styles per sign shall be used. In rural / scenic areas, a maximum of one color and two type styles shall be used. Signs shall not be internally illuminated. In primary view areas, placement of signs shall protect scenic views. Off-premise signs shall be prohibited.
- o *Industrial Areas* - Signs shall be limited to one per business. Size of signs shall be regulated by underlying zoning. Signs shall not extend above the building roofline. Signs shall be constructed of wood or have a wood exterior. A maximum of two colors and two type styles shall be used. In rural / scenic areas, a maximum of one color and two type styles shall be used. Signs shall not be internally illuminated. In primary view areas, placement of signs shall protect scenic views. Off-premise signs shall be prohibited.

Setback Area Standards

(NOTE: These standards assume the existing highway right-of-way is adequate to accommodate future improvements or realignment. This is not always the case. Consequently, local governments and the Highway Division should review future highway improvement needs to

determine whether additional right-of-way is needed. These standards should be adjusted to accommodate future right-of-way needs.)

Purpose: Land within the setback area is generally intended to serve as a buffer between the highway and adjacent land uses, especially in developed areas. The setback area standards require establishment and maintenance of a vegetated buffer and limit improvements and alterations in the setback area. Generally activities are limited to those that: (1) have little or no effect on buffer values; (2) maintain or enhance the buffer; or (3) require a location in the buffer, such as driveways accessing the street.

All alterations in the setback are reviewed to assure that they are consistent with protection of buffer values.

Area Included: This section sets standards for alterations and improvements within setback areas (i.e., the area between the edge of the right-of-way and the setback line for structures). The width of the setback varies from area to area -- see the matrix below.

Setback Area Matrix

	RESIDENTIAL	INDUSTRIAL	COMMERCIAL	FARM / FOREST
URBAN	20 ft.	50 ft.	10 ft.	n/a
URBANIZING	30 ft.	50 ft.	15 ft.	n/a
RURAL / SCENIC	30 ft.	50 ft.	20 ft.	10 ft.

Standards:

Landscaped Buffer / Screening - In all areas a naturalistic vegetative buffer shall be maintained between the highway and adjacent land uses. The purpose of the buffer is to screen and separate the highway from adjacent land uses.

In residential and industrial areas vegetation within the setback area shall completely screen development from the highway.

In commercial areas the vegetation shall frame and partially screen buildings from view from the highway. Generally, landscaping shall be designed to soften the effect of commercial or public buildings close to the highway, but not to obscure or block buildings from view. Low shrubs and groups of trees are preferred vegetation in these areas.

In all areas off-street parking areas including pavement and parked vehicles shall be completely screened from highway views by landscaped buffers or a landscaped berm. All outdoor utilities (heating, ventilation, and air conditioning equipment, etc.) and outdoor storage shall also be screened by such buffers. Screening shall include dense tree massing, existing native understory vegetation, shrub massing and/or landscaped berms.

Natural Vegetation - Natural vegetation that is visible from the highway shall be retained to the greatest extent feasible except where selective pruning will result in improving scenic view opportunities from the highway. Vegetation shall be maintained through regular pruning and re-establishment of diseased or damaged plants.

Site Landscaping - Landscaping shall consist of plant species that are native and species that complement or are visually compatible with native vegetation (see Appendix A for list of

recommended trees). Landscaping shall not obstruct views in primary view areas that are delineated on Regulatory Maps.

Revegetation / Restoration - Areas where vegetation is removed contrary to the standards in the ordinance shall be promptly revegetated to establish a buffer consistent with the requirements of this ordinance.

Tree Removal - For each tree removed with a trunk greater than six inches measured four and a half feet above ground level, or for each group of three or more trees located within ten feet of each other with trunk diameters greater than two inches, a sufficient number of native species shall be planted within the disturbed area to reasonably compensate for the loss of existing trees.

Grading - Grading is only permitted for alterations specifically permitted under the requirements of this section. For example, for driveways, utility installation, and berm construction. Grading for the purposes of site clearing is not allowed within the setback area. (NOTE: the general development standards for grading also apply within the setback area).

Signs - Signs shall only be located within the setback area if it is not feasible to locate a readily visible sign outside the setback area.

Lighting - All lighting fixtures shall be lower than mature tree height in the surrounding areas. Low-glare, low-intensity lighting with subtle coloration shall be used. Lighting structures shall be painted in colors consistent with the corridor setting.

Site Access - New roads or driveways shall only be permitted where it is not feasible to locate the road or driveway outside the setback area (e.g., by connecting to a frontage road); or the new road or driveway has demonstrably less impact on visual values than the alternative access.

Utilities - Where feasible utilities shall be located outside the setback area. Utility installation, replacement, and maintenance shall remove the minimum amount of screening vegetation needed to allow for installation or proper operation. Screening vegetation will be promptly reestablished following utility installation or replacement.

Sidewalks, Bikepaths, and Pathways - Lateral access to sidewalks, bikepaths, and other pathways which provide access to the right-of-way shall be located to minimize removal of vegetation. Sidewalks, bikepaths, and pathways providing access parallel to the highway shall only be located in the setback area if it is not feasible to locate them outside the setback area and removal of vegetation is minimized.

Primary View Area Standards

Purpose: The primary view designation is intended to identify and protect important views from the highway. Protection is provided by regulating alterations or improvements that would obscure or intrude upon the identified view corridor. The standards in this section generally supercede the other standards in the scenic overlay zone.

Area Included: Primary view areas as mapped on the inventory maps including the highway right-of-way, the setback area, and other lands within the identified scenic corridor.

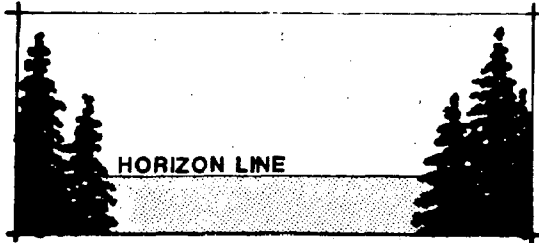
Standards:

Building Siting - Buildings shall be sited so as to minimize visual impact on the scenic corridor.

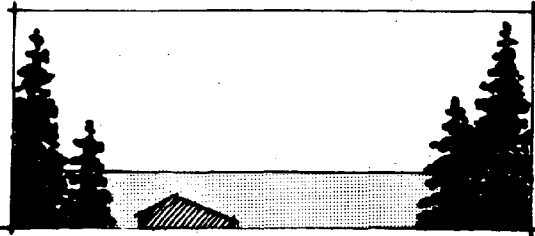
In primary view areas, structures shall be sited so as to protect scenic views of the ocean, shoreline, or other significant features (see Exhibit 13).

PROJECT REVIEW CRITERIA

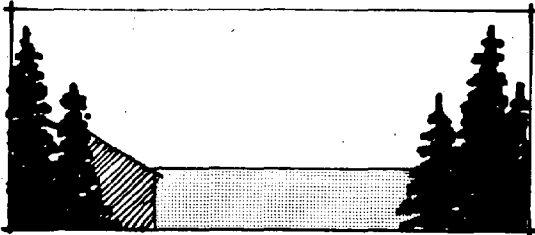
BUILDING SITING



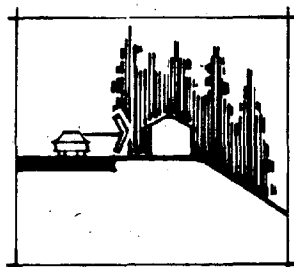
- ☐ UNDEVELOPED LAND WITH UNOBSTRUCTED VIEW



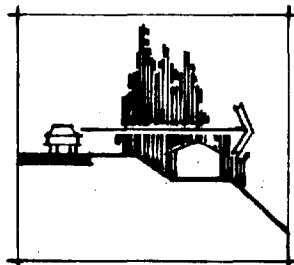
- ☐ DEVELOPMENT WITH BUILDING SETBACK THAT RESULTS IN MINIMAL VIEW OBSTRUCTION



- ☐ BUILDING SITING THAT TAKES ADVANTAGE OF EXISTING VEGETATIVE SCREENING AND RESULTS IN MINIMAL VIEW OBSTRUCTION



- ☐ UNACCEPTABLE BUILDING SITING COMPLETELY OBSTRUCTS HIGHWAY TRAVELLERS' SCENIC VIEW OPPORTUNITY



- ☐ ACCEPTABLE BUILDING SITING TAKE ADVANTAGE OF EXISTING TOPOGRAPHY AND USES INCREASED SETBACK

Site Access - New roads shall only be located within the primary view area if there is no other feasible location for access to the property. Accesses shall be designed and constructed to minimize grading, vegetation, and interference with scenic views.

Signs - Prohibited.

Site Landscaping - Landscaping shall not obstruct primary view areas as delineated on the regulatory maps.

Natural Vegetation - Pruning or removal of natural vegetation to establish or maintain views identified on the regulatory maps is permitted. Pruning and removal shall: (1) be the minimum necessary to establish a clear view; and (2) consider and minimize the effects of removal or pruning on scenic views which include the highway corridor area.

Right-of-Way Standards

Purpose: Alterations and improvements within the highway right-of-way can have a significant impact on scenic values along the roadway. The purpose of these standards is to regulate activities which could harm visual values.

Area Included: The existing Highway 101 right-of-way.

Standards:

Median Landscaping - Median landscaping shall include some combination of groundcover, shrubs, and trees. In primary view areas median treatment shall be limited to some combination of groundcover and low / mounding shrubs that does not block or obstruct scenic views from the highway.

Roadside Landscaping - Roadside landscaping shall include trees and shrubs with limited groundcover. Trees shall be planted in naturalistic groupings. In primary view areas, the view side of the road shall be landscaped with groundcover and low / mounding shrubs. In these areas trees shall only be used to frame views.

Plant Material - Landscaping shall consist of plant species that are native to the Oregon coastal region or species that complement or are visually compatible with native vegetation. For recommended tree list see Appendix B.

Vegetation Management - Vegetation shall be maintained to preserve scenic quality and highway safety. Diseased or damaged plants shall be removed and replacement species shall be planted. In primary view areas, vegetation shall be pruned regularly to maintain open scenic views that are identified in the Visual Management Study Regulatory Maps. Where wind-throw, damage, or cleaning opens new vistas to the ocean or other scenic features, vegetation trimming should be continued to preserve views.

Sign Management - A unique coastal highway sign system shall be developed for the scenic corridor. Design of the signage system shall promote the area's rustic / scenic quality and emphasize graphic rather than verbal communication. Signs shall be located in or near entry zones (delineated on Regulatory Maps) or other appropriate places where they do not cause visual disruption to scenic quality. No signs shall be located within a primary view area.

Utilities - Utility lines shall be put underground, or routed so that they are not readily visible to highway travellers. When undergrounding is not feasible, utility lines shall be rerouted so that visual disruption to the scenic corridor does not occur.

Lighting - Highway light standards shall not be higher than 15 feet and lamps shall be shielded from direct view of the highway. Colored lamps and colored lights shall not be used except where they are required for public safety.

Gateway Treatment - Roadsides and median shall receive special gateway design treatment in entry zones (delineated on Regulatory Maps). Design treatment shall be consistent with the Parkway Design Concepts developed by ODOT and shall include native tree / shrub accent plantings.

PROJECT REVIEW PROCESS

Policies and Development standards shall constitute project review criteria and shall apply to the above mentioned activities.

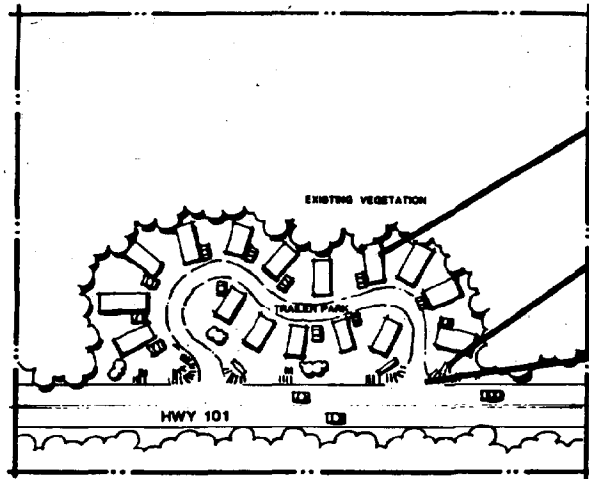
Applications

Applications for development within the scenic overlay zone shall include the following information:

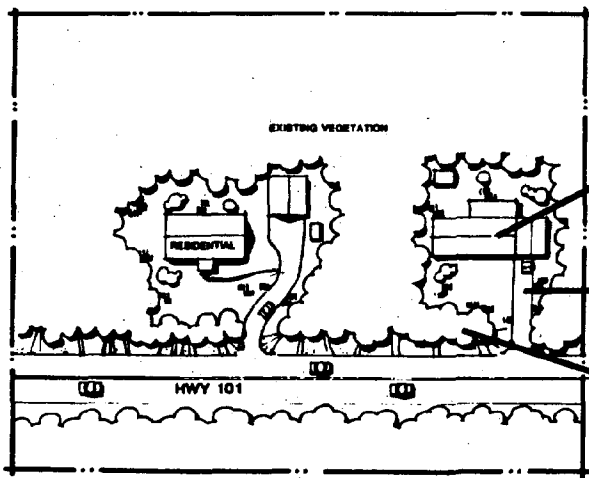
- o a site plan showing the location of all improvements shall be specific; no alteration or movement of proposed improvements shall be permitted without approval of the reviewing body;
- o the site plan shall be drawn to scale and show overlay designations, proposed structure locations, site alterations, setbacks, rights-of-way, and utility lines;
- o location of all trash receptacles, heating and air conditioning equipment, parking and loading areas, lighting, and proposed screening shall be illustrated on the site plan;
- o the landscaping plan shall show existing and proposed vegetation, proposed vegetation removal, and proposed vegetation trimming;
- o the grading plan shall clearly show all areas of cut and fill;

EXAMPLES OF DEVELOPMENT STANDARDS

RESIDENTIAL AREAS



- INCORPORATE RUSTIC MATERIALS AND SUBTLE COLOR IN BUILDING DESIGN
- PROVIDE LANDSCAPE BUFFER TO PARTIAL SCREEN DEVELOPMENT FROM HIGHWAY VIEWS (FIG. 4)
- CREATE GATEWAY ENTRANCE THAT CONTRIBUTES TO SCENIC CORRIDOR APPEARANCE



- UNDERGROUND ON-SITE UTILITIES
- SITE BUILDING ON LEAST VISIBLE PORTION OF PROPERTY
- PROVIDE SHARED ACCESS WHERE FEASIBLE
- PROVIDE LANDSCAPE BUFFER TO ALLOW FILTERED VIEWS OF RESIDENTIAL DEVELOPMENT (FIG. 4)

EXAMPLES OF DEVELOPMENT STANDARDS

RESIDENTIAL AREAS

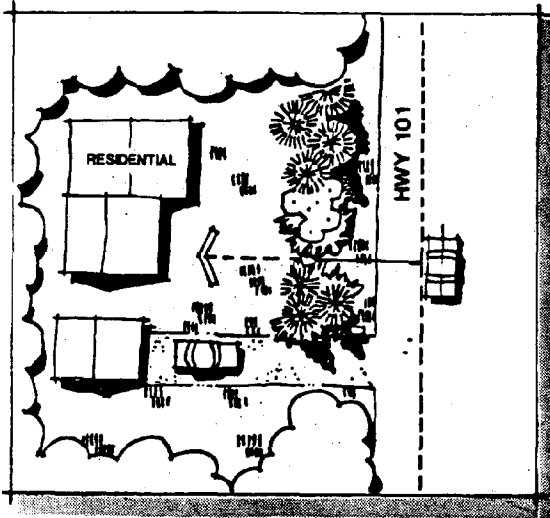


FIGURE 4

- PROVIDE LANDSCAPE BUFFER TO ALLOW FILTERED VIEWS OF RESIDENTIAL DEVELOPMENT

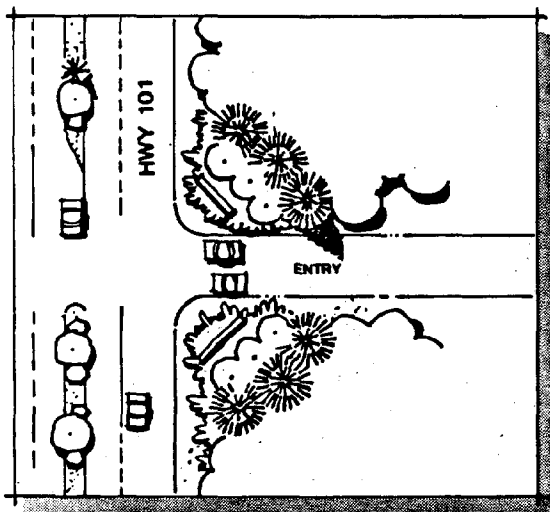


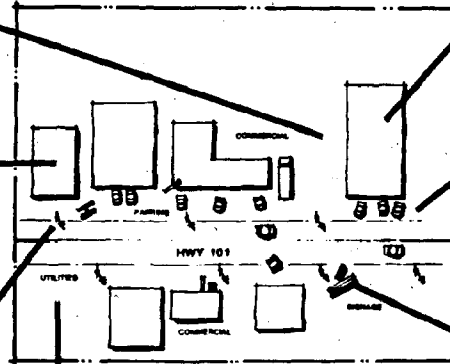
FIGURE 5

- ACCENT ENTRIES WITH FLOWERING PLANT MATERIAL
- CONSTRUCT SIGNAGE OF NATIVE ROCK AND WOOD MATERIALS WHICH WILL CONTRIBUTE TO SCENIC CORRIDOR APPEARANCE

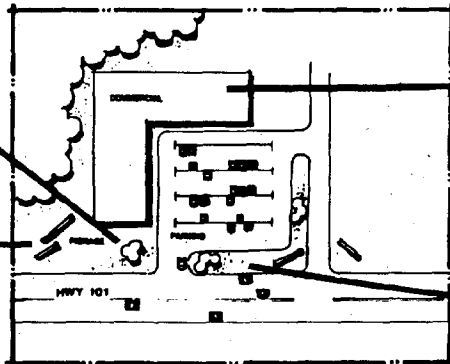
EXAMPLES OF DEVELOPMENT STANDARDS

COMMERCIAL AREAS

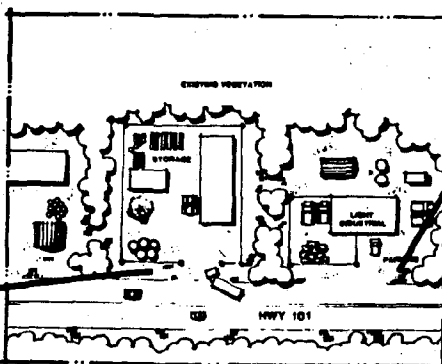
- RELOCATE PARKING BEHIND BUILDINGS TO SCREEN FROM HIGHWAY VIEWS (FIG. 1)
- INCORPORATE RUSTIC MATERIALS (WOOD, STONE) AND SUBTLE COLORS (NO HARSH OR BRIGHT COLORS) INTO BUILDING DESIGN
- PROVIDE LANDSCAPE BUFFER TO PARTIALLY SCREEN BUILDINGS FROM HIGHWAY VIEWS (FIG. 1)
- DESIGN BUILDINGS TO BE COMPATIBLE IN SCALE AND STYLE WITH SURROUNDING DEVELOPMENT
- PROVIDE LANDSCAPE BUFFER TO SCREEN PARKING COMPLETELY OR RELOCATE PARKING BEHIND BUILDINGS AND PROVIDE REAR ACCESS (FIG. 1)
- DESIGN SIGN TO BE COMPATIBLE WITH BUILDING ARCHITECTURE
- UNDERGROUND ON-SITE UTILITIES



- PROVIDE LANDSCAPE BUFFER TO PARTIALLY SCREEN BUILDING FROM HIGHWAY VIEWS (FIG. 2)
- RELATE SIGN TO BUILDING ARCHITECTURE IN STYLE, MATERIAL, AND COLOR
- DESIGN BUILDING TO BE COMPATIBLE IN SCALE AND STYLE WITH SURROUNDING DEVELOPMENT
- PROVIDE LANDSCAPE BUFFER TO COMPLETELY SCREEN PARKING FROM HIGHWAY VIEWS (FIG. 2)



- UNDERGROUND ON-SITE UTILITIES
- PROVIDE LANDSCAPE BUFFER TO COMPLETELY SCREEN OPEN STORAGE AND BUILDING FROM HIGHWAY VIEWS (FIG. 3)
- PROVIDE LANDSCAPED BUFFER TO COMPLETELY SCREEN PARKING AREAS FROM HIGHWAY VIEWS (FIG. 3)
- ADD VISUALLY COMPATIBLE SIGN TO IDENTIFY USE (FIG. 5)



EXAMPLES OF DEVELOPMENT STANDARDS

COMMERCIAL AREAS

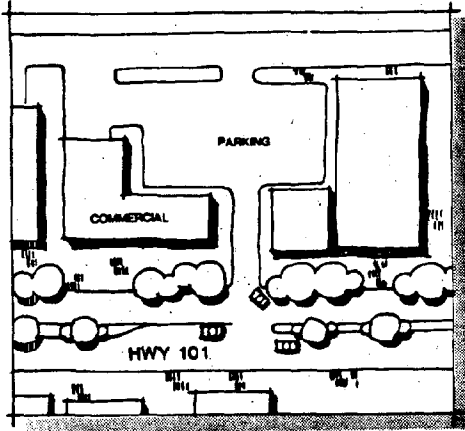


FIGURE 1

- ❑ COMMON PARKING AND ENTRIES, RELOCATE PARKING BEHIND BUILDINGS
- ❑ PROVIDE REAR TRUCK ACCESS FROM MAJOR INTERSECTIONS

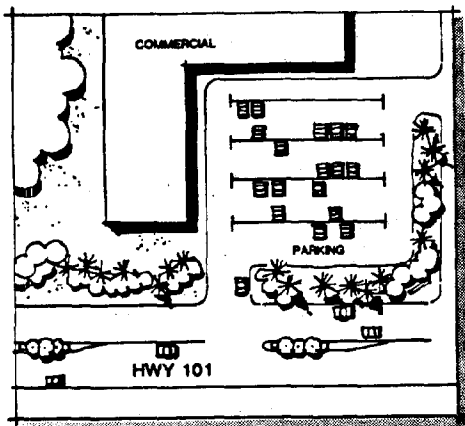


FIGURE 2

- ❑ LANDSCAPE TREATMENT TO SCREEN PARKING FROM HIGHWAY
- ❑ LANDSCAPE BUFFER TO BREAK UP BUILDING MASS

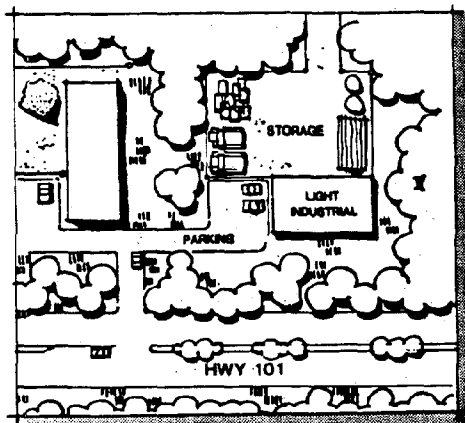
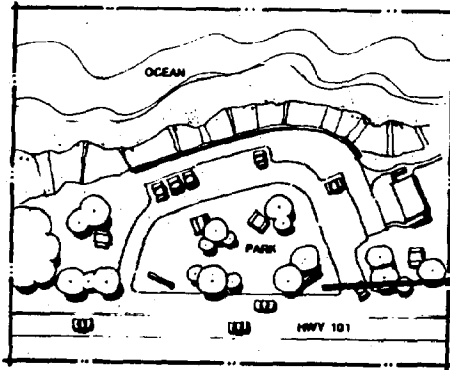


FIGURE 3

- ❑ LANDSCAPE BUFFER TO SCREEN VIEWS OF LIGHT INDUSTRIAL DEVELOPMENT
- ❑ REAR TRUCK ACCESS FROM MAJOR INTERSECTIONS VIA A PARALLEL ACCESS ROAD
- ❑ COMMON SHARED ENTRY TO LIMIT ACCESS POINTS FROM HIGHWAY 101
- ❑ MOVE STORAGE AND PARKING TO LEAST VISIBLE PORTIONS OF LOT AND SCREEN WITH LANDSCAPE BUFFER

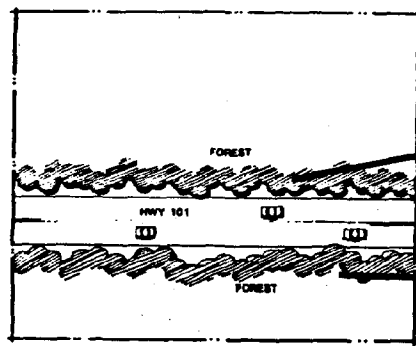
EXAMPLES OF DEVELOPMENT STANDARDS

NATURAL AREAS



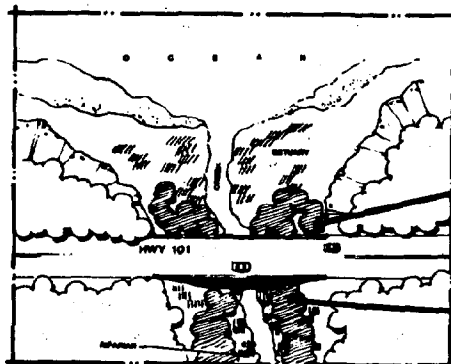
- DESIGN ENTRY SIGNS TO ENHANCE SCENIC CHARACTER (FIG. 5)

- LOCATE SIGNS WHERE THEY WILL NOT INTRUDE ON SCENIC QUALITY



- PRUNE REGULARLY TO MAINTAIN SCENIC QUALITY AND SAFETY

- PLANT NATIVE SPECIES AS INFILL VEGETATION



- MAINTAIN VEGETATION TO ALLOW VISUAL ACCESS TO SCENIC RESOURCES FROM HIGHWAY (FIG. 6)

- REPLACE DEAD OR DAMAGED NATURAL / NATIVE VEGETATION

EXAMPLES OF DEVELOPMENT STANDARDS

NATURAL AREAS

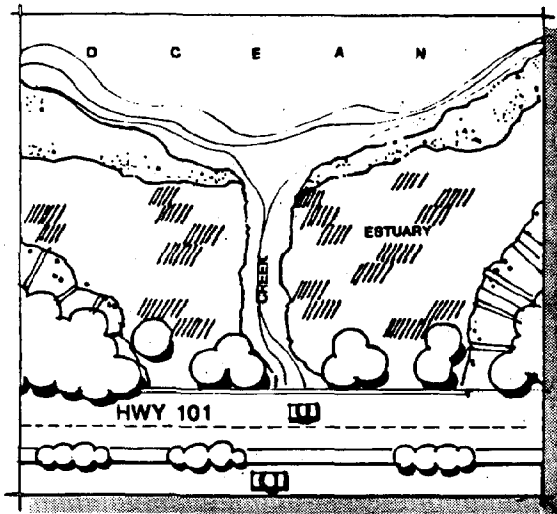


FIGURE 6

- ☐ PRUNE ROADSIDE VEGETATION TO PRESERVE AND ENHANCE VISUAL ACCESS TO SCENIC RESOURCES
- ☐ REMOVE DEAD OR DYING NATIVE / NATURAL VEGETATION

- o photographs shall show views of the project site from Highway 101 looking in each travel direction; and
- o when project sites are located within primary view areas, schematic plans, sections / elevations and perspective sketches shall clearly and accurately illustrate impacts on the corridor's scenic quality. Elevations shall show exterior walls, materials, and colors of proposed structures. Sections shall be cut through each structure showing roofs and walls at the highest natural grade under the structure. Visibility and scale of the project must be accurately demonstrated, using techniques such as site markers, line-of-sight analysis, or photomontage.

Expedited Review Process

The Planning Director may approve permits for certain activities regulated under this zone without a complete application if the Director determines: (1) the proposed activity clearly has insignificant effects on scenic values; and (2) the effects of the activity are clearly consistent with the objectives and standards in this overlay zone.

The applicant must provide a site plan or other information which clearly shows the nature and extent of the activity to be conducted. The Director shall review such information and shall either issue an approval including appropriate conditions to meet the requirements of this ordinance or deny the permit. The denial shall indicate what, if any, changes in the proposed activity could be made to make it approvable under this section.

Activities eligible for expedited review include:

- o remodeling of an existing structure (a structural change or addition to the exterior of an existing building that alters the exterior appearance and that is visible from the highway);
- o painting or repainting portions of building facades that are visible from the highway;

- o sign construction or renovation except in primary view areas; and
- o construction of sidewalks, bikepaths, or walkways.

City / County Review

The County or City shall review project applications for compliance with applicable development standards. The jurisdiction shall make a determination approving, with specific conditions (stating modifications to or restrictions on how activity is conducted), or denying (citing requirements not met and identifying appropriate remedies) the project application.

Pre-Development Siting Approval

Approved applications are subject to a pre-development siting requirement. The developer shall clearly mark or fence-off portions of the project site or vegetation that is to be left undisturbed.

The City or County Planning Department shall be notified of the dates and times when clearing and grading shall occur at least ten days prior to construction so that staff can complete a field check confirming proper location of buffers and other undisturbed areas, and/or be present during site construction activities..

Post-Construction Approval

Within primary view corridors, the City / County shall be notified after construction is complete, so that they can complete a post-construction evaluation of consistency with development standards.

SUPPLEMENTAL VISUAL MANAGEMENT STRATEGIES

Possible supplemental visual management strategies that have been successful elsewhere and could be applied to the Highway 101 scenic corridor include:

- o developer bonuses / incentives for enhanced designs (e.g., increased setbacks, selective planting of larger tree sizes) in the corridor areas mapped in this study.

These bonuses could include higher densities or specific exemptions from regulations where the developer proves that they would improve the design;

- o Transfer Development Rights (TDR) where lots are substantially unbuildable due to visual sensitivity of the site;
- o a list of unacceptable or undesirable architectural design features for new or remodelled buildings in the highway corridor study area, to be developed by the City or its subcommittee, as a guide to architects and developers without limiting their professional creativity. Examples of inappropriate architectural elements might include: reflective glass, black glass, lack of roof features or caps, inadequate eaves, certain dominant colors, etc.;
- o extension of the Planning Commission's responsibilities to review landscaping as well as architectural treatment on projects in the scenic corridor study area, to encourage a more integrated approach and comprehensive review. Landscaping plans would then be required as a normal part of the application package at this stage;
- o encouragement or requirements for all developers proposing to build or remodel on highway frontage properties to contribute to a highway landscape fund. This would be for enhancing the right-of-way in conjunction with both the developer's plans for their private property and ODOT's efforts;
- o joint discussions and agreements with ODOT to develop and extend suitable design treatments for medians and right-of-way and using joint city and state funding (similar efforts have proved successful in some California communities);
- o joint discussions with Utilities and Public Works to enhance views by removing overhead powerlines and other infrastructure;
- o a design review board could be appointed to evaluate proposed developments for compatibility with the selected design theme and guidelines; and
- o community sponsored outstanding coastal design award competitions that recognize and award outstanding building, landscape, and signage design in the corridor.

PART 3. EXAMPLES OF IMPLEMENTATION PROJECTS

As part of the preparation of this study, actions were identified which could be implemented at short notice and with limited funding, while significantly improving the visual quality of part of the corridor. The objective was to select one or more small projects which could actually be carried out by the local agencies during the course of the study, as a first practical step towards implementing the Visual Management Plan.

I. PROJECT IDENTIFICATION CRITERIA

The criteria for selecting and prioritizing potential implementation projects included the following:

- o Cost: within prescribed budgets provided by Lincoln City (\$8500), Newport (\$5000), and the County (\$5000).
- o Time: can be implemented and complemented on the ground during the course of the study (approximately 5 months), for funding allocation within the State fiscal year 1987/88.
- o Consistency with the Visual Opportunities and Problems identified in the ongoing Visual Management Plan study.
- o Ability to produce a noticeable change in appearance or aesthetic appreciation, preferably with the result of enhancing an area larger than the site of the implementation itself.
- o Fair distribution over the study area.
- o Consistency with safety and maintenance requirements of ODOT and local agencies.
- o Duration: reasonable lifetime for the effect of the implementation measure.

II. SELECTED PROJECTS

The following list of potential implementation projects was developed:

Lincoln City:

- o Planting street trees on a trial corner or block in the Taft area, as a seed project for further street-tree planting.
- o Entry sign relocation near Devil's Lake, combined with selective tree trimming to increase views of the lake.
- o Entry sign relocation near south end of Taft.
- o Provision of additional planters in the shopping area at Nelscott.
- o Development of a small overlook at Siletz Bay, including revegetation / restoration of the berm surrounding the parking area and provision of a curb or wheel-stop for cars.

City of Newport:

- o Relocation of sign at south end of the bridge.
- o Opening up / improving views of wetlands south of town.
- o Opening up views of the ocean near the airport.
- o Partial screening of the car lot on the commercial strip.
- o Screening of the city's industrial storage area.

Lincoln County:

- o Tree planting / berm treatment to unify / filter views of commercial strip, as a seed project for further redevelopment landscaping.
- o Sign / logo development and prototype construction for Seal Rock community.
- o Selective tree removal at Cape Foulweather to increase visibility of the coast and ocean.
- o Barrier replacement at Whale Cove.
- o Sign replacement / redesign for the trailer court at Seal Rock.

Videosimulations of the most promising of these potential projects were created for purposes of review and discussion with the study team. The before and after views helped the team to visualize the possible benefits and feasibility of the implementation projects. After discussion with agency staff, including highway maintenance staff, two projects were selected for implementation with the money available: (1) improvements to the informal parking / view area beside Siletz Bay south of Taft (County, Lincoln City, and supplemental ODOT funds); and (2) sign relocation and improvements at the south end of Newport City (Newport City funds).

1. ROADSIDE PULL-OFF PROJECT

This project is the improvement of a roadside pull-off along Highway 101 adjacent to Siletz Bay, just south of Schooner Creek bridge. The area currently consists of two gravel surface turnouts, with a gravel shoulder between them. The Highway Division has deposited piles of dirt along the edge of the bank between the pull-off and the bay, and a variety of weeds, grasses, and plants have grown up on the dirt berms. The view of the bay from the highway is partially obscured by the berms and plants.

The State Highway Division had a major paving overlay project scheduled for this summer in Lincoln City that included the section of Highway 101 adjacent to the pull-off area. The City negotiated with the Highway Division, and they agreed to pave the first wide turnout area, if the City would pay half the costs. This paving was completed around July 20.

The City contracted with a local landscape company to design a plan for improvements to the bermed area. Early discussions centered around lowering the berm slightly and planting it with a low growing plant or groundcover. However, after studying the area, the designers submitted a plan that calls for raising the berms to highway level, putting in a curb, a walking pathway behind the curb, and a low wooden fence along the bank edge. It also includes a more formal concrete patio area at the center of the turnout to serve as a focal point and location from which to take

photos, read informative signs about the area, etc. This design has the advantage of requiring low maintenance, and providing a clean edge that allows the viewer to focus on the bay and its features, rather than plantings. The Highway Division approved the design, a necessity since it involves their right-of-way.

As of August 3, 1988, the construction of the project is underway. The berm has been leveled, and initial grading and rocking of the pathways is complete. Because of limited funds, the fence in the design has been modified slightly, and an oil mat surface will be used for the pathway. We anticipate completion of the project by August 15, 1988.

2. NEWPORT CITY SIGN PROJECT

The new sign project was chosen over other opportunities for opening views to the ocean or riparian areas or screening a commercial / industrial site because of its permanence, visibility, broad community support, and the ability to accomplish it within the short time frame allowed.

The existing Newport welcome sign, aside from showing its age, was in a poor location. It's sited on Lincoln County School District owned property, more precisely their bus maintenance shop, behind a chain link fence and partially obscured by the landscaping designed to screen the "bus barn" from Highway 101. It is visible only very briefly to passing motorists and is in an area competing with a number of large billboard type signs.

The new sign, not actually a relocation of the old one (which will be removed), is a significant investment and is anticipated to be in place for a long period of time. The natural expansion of the City's urbanized area will eventually fill in the South Beach area and, thus, the location will be appropriate for a long time into the future.

Removal of the old sign, which had been erected under a state permit by the Chamber of Commerce, also created another opportunity for signage improvement. It is now planned to market the rights the Chamber held on the old sign to replace and reposition the welcome sign on the north end of the City, and possibly add a new welcome sign on Highway 20 approaching from the east.

APPENDICES

APPENDIX A

CITY OF AUSTIN, TEXAS

ORDINANCE NO. 86 0116-J

AN ORDINANCE AMENDING CHAPTER 13-2A (ZONING ORDINANCE) OF THE AUSTIN CITY CODE OF 1981; PROVIDING FOR A DEFINITION OF "HILL COUNTRY ROADWAY CORRIDOR"; ADDING NEW SECTIONS 5180 - 5199; PROVIDING REQUIREMENTS AND CRITERIA FOR DEVELOPMENT WITHIN THE "HILL COUNTRY ROADWAY CORRIDOR"; PROVIDING FOR SEVERABILITY; SUSPENDING THE RULE REQUIRING THE READING OF ORDINANCES ON THREE SEPARATE DAYS, AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council of the City of Austin is of the opinion that continued pressure for westward growth of the City shall bring an explosive on-rush of development along major highways to the west of the City; and,

WHEREAS, the City Council recognizes the potential of designated Hill Country Roadways to be an asset to the entire City and the motoring public because of their dramatic scenic qualities with magnificent views; and,

WHEREAS, it is necessary to protect and preserve the unique physical beauty of these highways so they will continue to be an attraction to tourists thereby benefitting the Capital City's economic climate; and,

WHEREAS, the City Council is concerned about traffic safety and congestion along its major highways and that the traffic capacity of Hill Country Roadways is limited; and,

WHEREAS, the environmental disruption and economic cost associated with the improvement and expansion of Hill Country Roadways is considerable and may be minimized by appropriate restrictions on land use and future development of property adjacent to Hill Country Roadways; NOW THEREFORE,

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

PART 1. That a new Section 1227 of Chapter 13-2A (Zoning) be and is hereby added to the Austin City Code of 1981 and shall read as follows:

1227 HILL COUNTRY ROADWAY CORRIDORS

The Hill Country Roadway Corridors shall consist, for each of the following roadways, of all land located within one thousand feet (1000') on each side of the dedicated public right-of-way which is within the city limits of the City of Austin or which is annexed thereto at a subsequent date.

- a. Loop 360 (U.S. 290 W. - U.S. 183)
- b. RR 2222/Bull Creek Rd. (Highland Hills Dr. - FM 620)
- c. RR 2244/Bee Cave Rd. (Loop 360 - SH 71)
- d. FM 620 (SH 71 - Anderson Mill Road)

PART 2. That new Sections 5180-5199 of Chapter 13-2A (Zoning) be and are hereby added to the Austin City Code of 1981 and shall read as follows:

5180 HILL COUNTRY ROADWAY CORRIDORS

5185 TITLE AND PURPOSES

Sections 5180 through 5199 shall be known as the Hill Country Roadway Corridors regulations and are designed to achieve the following purposes:

- a. To maintain the rugged natural beauty of the eastern edge of the Texas Hill Country as currently exists along Hill Country Roadways;
- b. To encourage development which is compatible with and, wherever possible, enhances such natural beauty;
- c. To allow people of the City of Austin to be able to live, work, and enjoy recreation within the area without reducing its natural beauty;
- d. To encourage safe and efficient traffic flow along Hill Country Roadways;
- e. To preserve the environment by providing clean air, clean water and greenbelts of natural vegetation and wildlife;
- f. To preserve the scenic character of the Hill Country Roadway Corridors and, where possible, scenic vistas from the roadways;
- g. To encourage only orderly and sensitive development as appropriate in the City's environmentally-sensitive watersheds; and,
- h. To accomplish the foregoing goals through thoughtful and cooperative planning in order to benefit all the people of Austin.

5186 APPLICATION

- a. Unless otherwise provided by this Section, in a Hill Country Roadway Corridor, notwithstanding the zoning classification, no tract shall be developed and no building shall be erected or structurally altered in violation of this Section. The provisions of this Section shall apply in addition to other ordinance requirements. In case of conflict therewith, the most restrictive provisions shall govern except as otherwise expressly provided in this Section.
- b. The site plan submitted pursuant to this Section may, at the option of the applicant, include land not located within the Hill Country Roadway Corridor.

5187 SITE PLAN REQUIRED

No zoning change shall be approved and no structure shall be erected unless a site plan as provided for in this Section and in Section 5100 (Principal Roadway Area) has been approved by the City Council after recommendation of the Planning Commission. Site plans submitted under the provisions of this Section shall comply with all requirements set out by other provisions of this Code as well as the following:

- a. The location of all improvements on the site plan shall be specific and no alteration or movement of proposed improvements in excess of twenty-five feet (25') shall be permitted without the approval of the City Council.
- b. The site plan shall include a tree survey. A construction line shall be delineated on each site plan submitted for City approval. This limit line shall include all building, parking, and vehicular use areas, and all areas of required cut and fill. Within this area, the requirements of Section 5189 (Landscaping) shall be shown. Outside this limit line, no tree survey shall be required and the project developer shall be required to leave undisturbed all areas of native vegetation including trees, shrubs, and understory vegetation to a reasonable and feasible extent.
- c. The site plan shall illustrate the location of all trash receptacles, air conditioning and heating equipment, loading areas, parking areas, lighting and an indication of the methods to be used to screen all such areas from all public views. If air conditioning, heating units, penthouses, parapet walls, or water storage reservoirs for fire safety must be located on roofs of structures, they shall be screened from view, both horizontally and vertically.
- d. The site plan shall illustrate the height calculation as provided for in Section 5188 by showing the cross sections required to demonstrate that each building complies with height limitations.
- e. For projects requesting performance incentives for scenic vista protection as per Sec. 5192, the site plan shall illustrate the location and nature of any existing or potential scenic vistas from or in close proximity to public roadways or recreation areas, and shall show how such vistas would be impacted by the proposed development. For the purposes of this ordinance, a scenic vista shall be defined as a generally recognizable, noteworthy view of Lake Travis, Lake Austin, the valleys of the Colorado River, Barton Creek, Bull Creek, and West Bull Creek, or the downtown area of Austin. Protection of scenic vistas may be demonstrated through use of:

1. Photographs of all existing scenic vistas at the site.

2. Schematic plans and sections showing clearly the impact development will have on scenic vistas.
3. Elevations or perspective sketches showing the proposed development from the adjacent roadway.

The Office of Land Development Services shall develop a map indicating segments of Hill Country Roadways along which scenic vistas are prevalent.

5188 SITE DEVELOPMENT REGULATIONS

All land and buildings within a Hill Country Roadway Corridor shall comply with all requirements of Section 5100 (Principal Roadway Areas) as well as the following:

- a. Intensity Zones. Floor-to-Area Ratios and height shall be determined relative to low, moderate, and high intensity zones indicated below, consistent with the applicable comprehensive plan.
 1. High Intensity - All land within one thousand feet (1000') of the right-of-way of two intersecting State-maintained roadways, and with frontage on both highways or on one highway and an intersecting arterial or collector roadway, as well as all land along Loop 360 within three thousand five hundred feet (3500') from its intersection with U.S. 290.
 2. Moderate Intensity - All land not included in the High Intensity designation and with frontage on:
 - (a) Loop 360 (excluding RR 2244 - RR 2222 except as per (b)).
 - (b) Loop 360 (1200 feet north and south of Westlake Drive).
 - (c) RR 2222 (FM 620 - 2.1 miles east of FM 620)
 - (d) FM 620 (Comanche Trail - Anderson Mill Road and Lohman's Crossing - Stewart Rd.)
 - (e) A Hill Country Roadway and an intersecting arterial or collector street, limited to land within five hundred feet (500') of the right-of-way of the intersecting street, but excluding intersections along RM 2222 east of Loop 360.
 - (f) A Low Intensity roadway segment where the sole access to such a tract is from an arterial or collector roadway other than the Hill Country roadway.
 3. Low Intensity - All land not included in the Moderate or High Intensity designation.

- b. Nonresidential Floor to Area Ratio. All nonresidential buildings shall be limited to a maximum Floor-to-Area Ratio computed by reference to slope gradients and intensity level as follows:

Slope Gradient of Land	Intensity Level		
	<u>Low</u>	<u>Moderate</u>	<u>High</u>
0-15%	.20	.25	.30
15-25%	.08	.10	.12
25-35%	.04	.05	.06

"Floor to Area Ratio" shall be defined as the ratio of gross floor area (exclusive of parking structures and atriums) to site area within the appropriate slope class within the Hill Country Roadway Corridor. For purposes of calculating allowable floor area and impervious cover (where applicable), the gross site area shall exclude additional dedicated right-of-way only to a maximum of sixty feet (60') from the centerline of a Hill Country Roadway. In no event shall the Floor-to-Area Ratio on the 0-15% slopes exceed the following maximums including any additional credits added by Section 5192:

Intensity Level		
<u>Low</u>	<u>Moderate</u>	<u>High</u>
.25	.30	.35

- c. Construction on Steep Slopes. No roadways or driveways shall be constructed on slopes in excess of fifteen (15%), except where necessary to provide access to areas of flatter slopes. Cuts and fills on roadways or driveways are to be restored as described herein. No building or parking areas shall be constructed on slopes in excess of fifteen percent (15%), provided, however, that buildings and parking structures may be located on slopes of 15%-25% when the following criteria are met:

1. Structures located upslope of slopes over fifteen percent (15%) area shall be constructed utilizing pier and beam techniques. Fill shall be placed to blend with the natural contour. No vertical walls shall extend beyond the lowest finished floor elevation, other than necessary to screen mechanical appurtenances, and shall be stepped, if appropriate. Terraced fill and walls shall be 1 to 1 grade limited to four feet (4') in height for each terrace. More than one level of terrace is permitted.
2. Structures located downslope of slopes over fifteen percent (15%) are is encouraged to be terraced and consolidated into the hillside. Structural excavation shall not exceed a maximum of eight feet (8') in depth.

Areas of cut not hidden from view shall be effectively screened by additional landscaping.

3. Hillside vegetation shall not be disturbed other than that necessary to locate the structure. All disturbed areas shall be restored with native vegetation as per Section 5189.
 4. If terraces are not provided, cuts and fills are to be restored to 3 to 1 slopes and with vegetation. Naturally restored slopes are limited to eight feet (8') in length. Terraces are to be installed in between the slopes if more than a single 8' slope is required.
- d. Height. The height of buildings shall be limited but the permitted height may increase as the distance from the right-of-way increases. Within two hundred feet (200') of the right-of-way of a Hill Country Roadway, no building shall exceed twenty-eight feet (28'). Beyond two hundred feet (200') from the right of way of a Hill Country Roadway, height may increase but shall not be permitted to exceed twenty-eight (28') in Low Intensity areas, forty feet (40') in Moderate Intensity areas, or fifty-three feet (53') in High Intensity areas, except as provided in Sec. 5192.
 - e. Underground Utilities. All on-site utilities shall be located underground unless required by the utility to be otherwise located.
 - f. Building Materials. Buildings shall be designed to utilize, to the greatest extent feasible, building materials such as rock, stone, brick, and wood, which are compatible with the Hill Country environment. No mirrored glass with a reflectance greater than twenty percent (20%) shall be permitted.

5189

LANDSCAPE REQUIREMENTS.

- a. Tree Removal. For each tree removed with a trunk greater in diameter than six inches (6"), (measured at a point four and one-half feet above ground level), or for each cluster of three (3) or more trees located within ten feet (10') of each other with trunk diameters greater than two inches (2"), of live oak, Spanish oak, cedar elm, shin oak, bald cypress, post oak, pecan, bur oak, or black walnut, and for small native trees such as Texas madrone, black cherry, Texas mountain laurel, evergreen sumac, Mexican buckeye, flameleaf sumac, or Texas persimmon, the developer must compensate by planting a sufficient amount of native species mentioned above within disturbed areas that will reasonably compensate for the loss of native trees.

- b. Highway Vegetative Buffer. Except for clearing necessary to provide utilities and access to the site, no clearing of vegetation shall be permitted within one hundred feet (100') of the dedicated right-of-way of a Hill Country Roadway; provided, however, that in no case shall such vegetative buffer exceed twenty percent (20%) of the acreage of the applicant's property. In cases where the buffer area has previously been substantially disturbed, it shall be revegetated with native trees, shrubs, and grasses and up to fifty percent (50%) of the buffer may be utilized for detention/sedimentation ponds and wastewater drainfields, subject to such restoration.
- c. Natural Area. At least forty percent (40%) of the site, excluding dedicated right-of-way, shall be left in a natural state. Priority shall be given to protection of natural critical areas identified in the City's Comprehensive Plan in meeting this requirement. Natural areas located within parking medians and the required Highway Vegetative buffer may count toward such forty percent (40%) requirement. In the event that the natural area requirement conflicts with the requirements of another applicable ordinance, such conflict shall be resolved with the minimum departure from the terms hereof and approved by the City Council after recommendation of the Planning Commission. Up to twenty-five percent (25%) of the area required to be kept in a natural state may be used for sewage disposal fields; provided that such areas are appropriately revegetated.
- d. Landscaped Screening. All parking areas and detention/sedimentation ponds shall use existing vegetation or installed landscaping to screen pavement, vehicles, and ponds from the roadway and from adjacent properties. This screening shall include dense massing of trees in addition to existing native understory vegetation or shrubs massing or berms. Topographic changes shall be considered in reviewing this provision. A median of not less than ten feet (10') in width containing existing native trees or dense massing of installed trees, shall be placed between each parking bay.

5190

SIGNS

In addition to applicable provisions of the City's sign ordinance, the following requirements shall apply to signs within a Hill Country Roadway Corridor:

a. Permitted Signs.

- 1. One (1) fre-standing berm or monument sign of up to sixty-four (64) square feet in area shall be permitted for each street frontage. Where street frontage exceeds six hundred feet (600'), two such signs shall be permitted. Such signs shall not exceed twelve feet (12') in

height or the square root of the distance from the sign to the right-of-way, whichever is less.

2. In multi-tenant projects, one (1) wall sign shall also be permitted for each individual business establishment, with lettering not to exceed twenty-four inches (24") in height.

- b. Prohibited Signs. Internal lighting of signs, neon or flashing signs, building floodlighting, and freestanding pole or post signs shall not be permitted. All spotlights and exterior lighting shall be concealed from view and oriented away from adjacent properties and roadways.

5191 TRAFFIC REQUIREMENTS.

- a. Access. Access to a Hill Country Roadway may be prohibited from any tract having access to a street intersecting with a Hill Country Roadway or any tract with frontage on a Hill Country Roadway which has access through an existing joint-use access easement or driveway. Otherwise, access to a Hill Country Roadway shall be limited to one driveway except as follows:

1. the estimated daily traffic volume for the single driveway exceeds five thousand (5,000) vehicles per day;
2. the traffic using the single driveway would exceed the capacity of a stop sign controlled intersection during one peak street traffic hour or the peak site traffic hour; or
3. a competent traffic analysis demonstrates the need for an additional driveway due to traffic conditions and the Director of Office of Land Development Services agrees that an additional driveway is required.

No more than two access points shall be permitted from any one development onto a Hill Country Roadway.

- b. Driveway Location. Maximum practical spacing between driveways shall be provided. Unless otherwise approved by the Director of Urban Transportation, no driveway accessing a Hill Country Roadway shall be located:

1. closer than three hundred feet (300') from the nearest adjacent driveway, unless no other access is available to a tract of land;
2. where the sight distance is less than five hundred fifty feet (550');
3. on the inside radius of a curve; or
4. where the roadway grade of the Hill Country Roadway exceeds eight percent (8%).

- c. Joint Use Driveways. For purposes of this Section, a joint-use driveway means a driveway located entirely or partially on one tract of land which is available for use as access to and from a public street from an adjoining tract of land. Unless otherwise waived by the City Council and subject to the Highway Vegetative Buffer provisions hereof, each applicant may be required to provide a joint-use access easement across his or her tract from property line to property line generally parallel with the right-of-way of the Hill Country Roadway for the use of adjacent property owners when the adjacent lots have insufficient frontage, as determined under the provisions of this ordinance, by the Director of Land Development Services. No access to a Hill Country Roadway will be permitted for tracts which do not have frontage on a Hill Country Roadway, unless recommended by the Director of Land Development Services. The City Council may waive this requirement upon the recommendation of the Director of Urban Transportation or when the topography of the tract makes such joint-use impractical or undesirable. If the applicant is required by the City of Austin to construct improvements such as providing wider driveways or additional driveways for use as a joint-use driveway, the landowner(s) of the adjoining tract(s) benefited by such joint-use driveway shall be required by the City of Austin to participate in the cost of such improvements on a pro rata basis as follows:

1. If the owner of the tract benefiting from such joint-use driveway is not ready to participate in the cost of such improvements at the time of the construction of those improvements, the owner of the tract upon which the improvements are to be constructed may elect not to construct them to accommodate the adjacent tract but shall leave sufficient area for such construction.
2. If the applicant elects to construct such improvements to serve an adjoining tract, the City shall require the owner of a benefited tract to share in such cost at the time such adjoining tract is developed.

In computing the amount of impervious cover on the site, there shall be excluded from such computation: (i) one hundred-ten percent (110%) of impervious cover required for the sole purpose of providing access from adjoining land to a joint-use driveway (excluding parking spaces and aisles serving parking spaces) located entirely on the site; and (ii) fifty percent (50%) of the impervious cover required for the sole purpose of providing a joint-use driveway (excluding parking spaces and aisles serving parking spaces) where no portion of such driveway is located on adjoining land.

- d. Streets and Intersections. Minimum spacing between local streets shall be six hundred feet (600') and between collector streets shall be thirteen hundred and twenty feet (1320').

Arterial streets must conform to the Austin Metropolitan Area Roadway Plan.

Improvements to intersections with a Hill Country Roadway will be required when determined from a review of the Traffic Impact Analysis. The construction of grade separated interchanges which provide fifty percent (50%) of the access required for an individual project are discouraged unless the interchange is also located at the intersection of an arterial street, as shown in the Austin Metropolitan Area Roadway Plan, or is located based on appropriate spacing for weaving maneuvers at ramps and resulting capacity considerations.

- e. Median Breaks. The number of median breaks on Hill Country Roadways should be minimized. Additional median breaks on Loop 360 are prohibited and future connecting streets should align with median breaks to the greatest extent practicable.
- f. Driveway Permits. City of Austin driveway permit applications for a Hill Country Roadway must be approved prior to consideration of site plan and zoning changes by the Planning Commission.
- g. Procedure Where Applicant Requests Construction in Proposed Right-of-Way. Where the applicant requests site plan approval for construction of improvements in a proposed right-of-way in accordance with standards set forth in this Section, the Planning Commission shall notify the Director of Public Works that an application has been filed requesting construction of improvements in the proposed right-of-way and refer the request to the City Council, who shall determine whether construction of improvements in the proposed right-of-way should be permitted.

5192. PERFORMANCE INCENTIVES

- a. The Planning Commission and City Council shall, as appropriate, approve any individual or combination of the following development bonuses in order to recognize innovative design beyond that required to comply with this and other City ordinances, and which is considered to better further the goals of the Hill Country Roadway Ordinance:
 - 1. Floor-to-Area ratio increases of up to .05 to 1 for land of 0-15% slope.
 - 2. Building height increases not to result in a maximum height exceeding forty feet (40') in Low Intensity areas, fifty-three feet (53') in Moderate Intensity areas, and sixty-three feet (63') in High Intensity areas.
 - 3. Reduced setbacks of up to twenty-five feet (25') less than those required.

b. Performance criteria to be considered in recommending bonuses should relate reasonably to the bonuses being approved and may include the following:

1. Preserving scenic vistas, including the provision of public observation points. This incentive is allowed only where a view can be preserved.
2. Limiting access to roadways other than Hill Country Roadways where such roadways do not encourage traffic through residential areas.
3. Reducing impervious cover by 15% or more beyond the minimum standards allowed by this or other ordinances.
4. Increasing landscaping or setbacks by more than 50%, and increasing natural areas.
5. Providing mixed-use development, particularly those that include residential uses and community facilities.
6. Reducing building mass by breaking up buildings.
7. Using "pervious pavers" when not receiving impervious cover credit.
8. Consolidating small lots to create parcels with a minimum of three hundred feet (300') of frontage on a Hill Country Roadway.
9. Using pitched roof design features.
10. Constructing and/or dedicating public facilities such as parks, roadways and right-of-way, police, fire, or EMS sites, regional drainage facilities or other facilities in excess of that required by City ordinances.
11. Maintaining the construction of all buildings and parking areas on 0-15% slopes.
12. Using energy-conserving and/or water conserving devices which reduce consumption below what is required by City ordinances.

c. In order to qualify for bonuses under this section of the ordinance, a development should demonstrate compliance with at least fifty percent (50%) of the above criteria. The use of bonuses shall be limited to unusual circumstances which involve:

1. An undue hardship imposed on a tract by the ordinance or the cumulative effect of several ordinances due to its peculiar configuration, topography, or location; or
2. Demonstration of highly innovative architectural, site planning, and land use design of a caliber not previously utilized in the Austin area, and of such a quality as to set an excellent example for subsequent developments.

5193. HILL COUNTRY ROADWAY CORRIDOR MASTER FILE

a. The Office of Land Development Services of the City of Austin shall compile and maintain a current Master File of the Hill Country Roadway Corridors consisting of the following:

1. A master contour map of all of the Hill Country Roadway Corridor indicating all proposed and approved land uses.
 2. A master file of all site plans for the Hill Country Roadway Corridors including all submitted site plans whether ultimately approved, disapproved or withdrawn.
 3. A master map showing all specific existing or potential scenic vistas, scenic overlooks, etc. as identified by the Office of Land Development Services and by the scenic view analysis.
- b. Immediately prior to the consideration of any project located within a Hill Country Roadway Corridor by the Planning Commission or City Council, the Office of Land Development Services shall present a summary of the current status of the Master File. In addition, at least ten (10) days prior to the Planning Commission public hearing on a proposed zoning change or site plan approval within the Hill Country Roadway Corridor, the Office of Land Development Services shall notify the two registered neighborhood groups that are closest to the proposed site of the date, time, and location of such public hearing.

5194 WAIVERS

An applicant presenting a site plan for approval as required by this Article may request in writing a waiver from one or more of the specific requirements upon a showing by the applicant that this ordinance imposes an undue hardship on the tract due to its peculiar configuration, topography or location or that the proposed project demonstrates the use of highly innovative architectural, site planning or land use techniques. The City Council may approve any waiver to the minimum extent necessary to allow the project to be constructed. The applicant for any such waiver shall have the burden of showing that the proposed project, with such waiver granted, will be as good or better than a project developed under the standards of this Article in terms of environmental protection, aesthetic enhancement, land use compatibility, and traffic considerations.

5195 EXEMPTIONS.

- a. The provisions of this Section shall not apply to any site plan which has been approved on or before the effective date of this ordinance, by the City Council. Modifications to such approved site plans which include moving a structure more than twenty-five feet (25') or increasing the height or square footage of a building are not exempted from this Section, unless a zoning change has been granted allowing such changes.

- b. Site plans for which City of Austin site development permits have been issued on or before the effective date of this ordinance, shall be exempted from the provisions of this Section; provided, however, that such development shall be required to comply with the requirements set forth in Section 5600 (Landscaping Requirements) and Chapter 9-12 (Trees) of the Austin City Code of 1981, as amended.
- c. Site plans which were recommended for approval by the Planning Commission prior to November 6, 1985, and site plans which were submitted prior to May 23, 1985, shall be exempted from the provisions of this ordinance; provided, however, that such projects remain subject to applicable ordinances in effect at the time of submittal.
- d. Single-family homes and duplexes on platted lots shall be exempt from the provisions of this Section.
- e. Development on tracts abutting a Hill Country Roadway in segments designated in the Austin Metropolitan Area Roadway Plan as "Parkway" is exempt from Section 5189(b) (Highway Vegetative Buffer) of this ordinance. Provided, however, that on such tracts a minimum twenty-five foot (25') natural or landscaped buffer shall be provided with no buildings located closer than fifty feet (50') to the proposed right-of-way of the Hill Country Roadway, as specified in the Roadway Plan.
- f. Any Planned Development Area (PDA) approved by the City Council prior to the effective date of this ordinance, is exempt from the provisions of this Article.
- g. Notwithstanding any language to the contrary herein, this Article shall not apply to development located within one thousand feet (1000') of the dedicated public right-of-way of U.S. 183 or U.S. 290 West.
- h. A landowner otherwise exempt from the provisions of this Ordinance may file a request with the Director of OLDS to come under the provisions hereof. The Director of OLDS shall make a recommendation to the Planning Commission and City Council with respect to the appropriate provisions that should be applied to the applicant's tract as well as any waivers that are appropriate taking into consideration the land use approvals that already exist for the applicant's tract, it being the intention of the City to attempt to bring such tracts into voluntary compliance as close as reasonably possible to the provisions of this Ordinance without creating an undue hardship on such applicant. The Council shall approve waivers as may be appropriate to the minimum extent necessary based upon the recommendations of the Planning Commission and the Director of OLDS.
- i. Zone change applications which were filed prior to November 6, 1985 and which are recommended for approval by the Planning Commission prior to April 1, 1986, for properties located along the FM 620 corridor between RR 2222 and Anderson Mill Road may be processed without submission of a site plan; provided, however,

that such projects must meet the site plan requirements of this ordinance prior to final reading of the rezoning ordinance.

5196 ORDINANCES SUPERCEDED

Sections 5180 through 5199 supercede the following ordinance sections for all projects subject to their provisions:

Capital of Texas Highway Corridor
Regulations -

Sections 5120 through 5139

2222 Highway Corridor
Regulations -

Sections 5140 through 5153

2244 Highway Corridor
Regulations -

Sections 5160 through 5173

and the provisions of Ordinance No. 850506-B (RM 620 Interim Regulations).

PART 3. This Ordinance shall be reviewed by the City Council within 30 days prior to one (1) year after its effective date.

PART 4. If any provision, section, sentence, clause or phrase of this Ordinance, or the application of same to any person or set of circumstances, is for any reason held to be unconstitutional, void, or invalid (or for any reason unenforceable), the validity of the remaining portions of this Ordinance or its application to other persons or sets of circumstances shall not be affected thereby, it being the intent of the City Council of the City of Austin adopting, and of the Mayor in approving this Ordinance, that no portion hereof or provision or regulation contained herein shall become inoperative or fail by reason of any unconstitutionality or invalidity of any other portion, provision or regulation.

PART 5. The rule requiring the reading of an ordinance on three separate days is hereby suspended, and this Ordinance shall become effective ten (10) days following the date of its passage as provided by the Charter of the City of Austin.

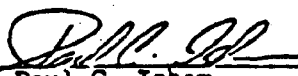
PASSED AND APPROVED

January 16, 1986

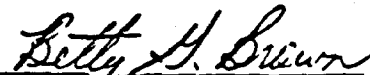
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Frank C. Cooksey
Mayor

APPROVED:


Paul C. Isham
City Attorney

ATTEST:


Betty G. Brown
Deputy City Clerk

TM/saf
hill country ord3
ibmird

APPENDIX B

LIST OF RECOMMENDED TREES

Trees - Deciduous

Red Alder	<i>Alnus rubra</i>
White Alder	<i>Alnus rhombifolia</i>
Bigleaf Maple	<i>Acer macrophyllum</i>
Pacific Dogwood	<i>Cornus nuttallii</i>
Cascara	<i>Rhamnus purshiana</i>

Trees - Broadleaf Evergreen

Oregon Myrtle	<i>Umbellularia californica</i>
Pacific Madrone	<i>Arbutus menziesii</i>

Trees - Coniferous

Western Hemlock	<i>Tsuga heterophylla</i>
Western Red Cedar	<i>Thuja plicata</i>
Coast Pine	<i>Pinus contorta</i>
Port-Orford Cedar	<i>Chamaecyparis lawsoniana</i>
Grand Fir	<i>Abies grandis</i>
Noble Fir	<i>Abies procera</i>
Douglas Fir	<i>Pseudotsuga menziesii</i>

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