



# CITY OF CANNON BEACH

## BEFORE THE DESIGN REVIEW BOARD OF THE CITY OF CANNON BEACH

IN THE MATTER OF A DESIGN REVIEW APPLICATION FOR  
NEW FREESTANDING SIGNAGE AT 1190 S. PACIFIC ST.,  
TAXLOT 51030AD10200  
ZONE: RM

FINDINGS OF FACT,  
CONCLUSIONS, AND  
ORDER DRB 24-08

APPLICANT: Angela Benton  
Friends of Haystack Rock  
P.O. Box 1222  
Cannon Beach, OR 97110

Angela Benton, on behalf of Friends of Haystack Rock, requested review of a freestanding signage application at 1190 N. Pacific St. The application was reviewed against the criteria of Municipal Code Chapter 17.56, Signs.

This item was reviewed as a non-hearing item by the Design Review Board on March 21, 2024 and a decision was made at that meeting.

The Design Review Board orders that the application for freestanding signage is approved and adopts the findings of fact and conclusions that accompany this decision. The effective date of this order is 14 days following the signing of the order.

This decision may be appealed to the City Council by an affected party by filing an appeal with the City Manager within 14 days of this date.

## CANNON BEACH DESIGN REVIEW BOARD

DATED: 3/28/2024

DocuSigned by:

*David Doering*

72F6B6CD11F041C...

David Doering, Chair



**CANNON BEACH COMMUNITY DEVELOPMENT**

163 E. GOWER ST.

PO Box 368

CANNON BEACH, OR 97110

## Cannon Beach Design Review Board

### Findings of Fact and Conclusions of Law

**DRB 24-08**, NON-HEARING CONSIDERATION OF A FREESTANDING SIGNAGE APPLICATION, ANGELA BENTON ON BEHALF OF FRIENDS OF HAYSTACK ROCK, AT 1190 S. PACIFIC ST., TAXLOT 51030AD10200

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**Agenda Date:** March 21, 2024

#### EXHIBITS

The following Exhibits are attached hereto as referenced.

##### **“A” Exhibits – Application Materials**

**A-1** Sign permit application with project description and schematics, received February 16, 2024

**A-2** Vesta Hospitality support letter, received February 16, 2024

##### **“B” Exhibits – Agency Comments**

**B-1** U.S. Fish and Wildlife Service comment, received February 16, 2024

**B-2** City of Cannon Beach Haystack Rock Awareness Program comment, received February 16, 2024

##### **“C” Exhibits – Cannon Beach Supplements**

**C-1** DRB 24-08 Completeness determination letter, dated March 1, 2024

**C-2** Site Photos, dated March 7, 2024

#### SUMMARY & BACKGROUND

The applicant requests design review approval for the replacement of existing free-standing signage belonging to Friends of Haystack Rock at the intersection of Ecola Ct. and W. Gower Ave, 1190 S. Pacific St. The property is owned by the Stevens Investment Company and managed by Vesta Hospitality as part of the Wayfarer Restaurant and Surfsand Resort property which is located in the Residential Motel (RM) zone. The proposed signage is intended to replace two existing interpretative panels that provide information about tidepools and local wildlife to both residents and visitors on a high traffic beach access.

#### FINDINGS

The Design Review Board finds that the sign will consist of three interpretive panels constructed from alternative materials and affixed to a support frame made of recycled high-density polyethylene. The new interpretive panels will be similar to the existing signage and be based on templates produced by the U.S. Fish & Wildlife Service with some customizations to the text to reflect the local environment. Replacement of the panels on the existing poles would result in decreased visibility to the public and potentially affect readability from a wheelchair.

The new sign panels will be located in the same place as existing signage and positioned in a way that does not interfere with access to a bench at the corner of W. Gower Ave. and Ecola Ct. The installation process will be carried out in a way that minimizes impacts to landscaping elements such as brick pavers.

## **DECISION**

Motion: Having considered the evidence in the record and upon a motion by Board Member Ramey, seconded by Board Member Valigura, the Cannon Beach Design Review Board voted four to one to approve the free-standing signage application of Angela Benton, on behalf of Friends of Haystack Rock, at 1190 S. Pacific St., DRB# 24-08 subject to the following:

1. The new interpretive signage shall be compliant with ADA regulations.



## CITY OF CANNON BEACH

City of Cannon Beach  
Finance Department

## DESIGN REVIEW BOARD APPLICATION

FEB 16 2024

Received

Please fill out this form completely. Please type or print.

Applicant Name: Friends of Haystack RockMailing Address: PO Box 1222Cannon Beach, OR 97118Email Address: fohrap@gmail.comTelephone: Angela Benton 531-455-3522Property-Owner Name: Vesta Hospitality  
(if other than applicant)Mailing Address: 15605 SE Mill Plain Blvd, Unit E  
Vancouver, WA 98684Telephone: Linh DePledge, Director of Brand Communications, 503-437-508Property Location: SE corner of Eola Ct + W Gower Ave

(street address)

Map No.: 51030 AD Tax Lot No.: 10200

**Project Description:** Friends of Haystack Rock (FOHR) recieved a grant to replace the 10+ year old signs at the site with 3 new interpretati<sup>n</sup> panels. The panels are free-standing but attached to each other and form a box shape at the site. See attached drawings for layouts and new panels.

Please see the back of this sheet for Design Review submittal requirements for site analysis diagram, site development plan, landscape plan and architectural plans which must be included with this application.

City of Cannon Beach  
Finance Department

## Application Fees:

Minor Modification:

\$50

Major Modification, partial review:

\$200

Major Modification, full review:

\$600

FEB 16 2024

Applicant Signature: Angela BentonDate: 2-16-2024Board Chair, Friends of Haystack Rock

Property Owner Signature: \_\_\_\_\_

Date: \_\_\_\_\_

If the applicant is other than the owner, the owner hereby grants permission for the applicant to act on his/her behalf. Please attach the name, address, phone number, and signature of any additional property owners.

For Staff Use Only:

Received on: \_\_\_\_\_

By: \_\_\_\_\_

Fee Paid: \_\_\_\_\_

Receipt No.: \_\_\_\_\_

(Last revised March 2021)

PO Box 368 Cannon Beach, Oregon 97110 • (503) 436-8042 • TTY (503) 436-8097 • FAX (503) 436-2050

www.ci.cannon-beach.or.us • planning@ci.cannon-beach.or.us



FEB 16 2024

Received

CITY OF CANNON BEACH  
SIGN PERMIT APPLICATION

Please fill out this form completely. Please type or print.

Sign Permit #: \_\_\_\_\_

Applicant Name: Friends of Haystack Rock  
 Mailing Address: PO Box 1222  
Cannon Beach, OR 97110  
 Email Address: fohrap@gmail.com  
 Telephone: 571-455-3522 - Angela Benton  
 Business Name: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Location Address: sign - Ecotact & Gower St  
 Map No.: 51030AD 1020 Tax Lot No.: 10200

**Sign Description**Is sign freestanding? ☒ Yes ☐ No (Freestanding signs must be approved by the Design Review Board.)Is business part of a mall? ☐ Yes ☒ No How many businesses in mall? \_\_\_\_\_

Lineal Feet of Business Frontage (see definition on reverse side): \_\_\_\_\_

Lineal Feet of Site Frontage (see definition on reverse side): \_\_\_\_\_

Proposed Sign Dimensions: **Attach scale drawing, showing all structural elements.**Total square feet of sign face area: 6 ft<sup>2</sup>/per 18 ft<sup>2</sup> Largest letter height: \_\_\_\_\_Sign height from ground: 72 in to top

Colors: \_\_\_\_\_

Materials used in sign: Recycled HDPE and signs are high pressure laminateLocation of sign on property: see drawings**Attach size and dimensions of all other signs located on building or property pertaining to this business.****Application Fees:****Base Sign Fee \$50****Building Permit \$118.72\*****Freestanding Fee \$50**City of Cannon Beach  
Finance Department

FEB 16 2024

\* Minimum fee, may be higher

Applicant Signature: Angela Benton, Board Chair, Friends of Haystack Rock Date: 2-16-2024

Property Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

If the applicant is other than the owner, the owner hereby grants permission for the applicant to act on his/her behalf. Please attach the name, address, phone number, and signature of any additional property owners.

*Continue of Reverse Side*

Exhibit A-1

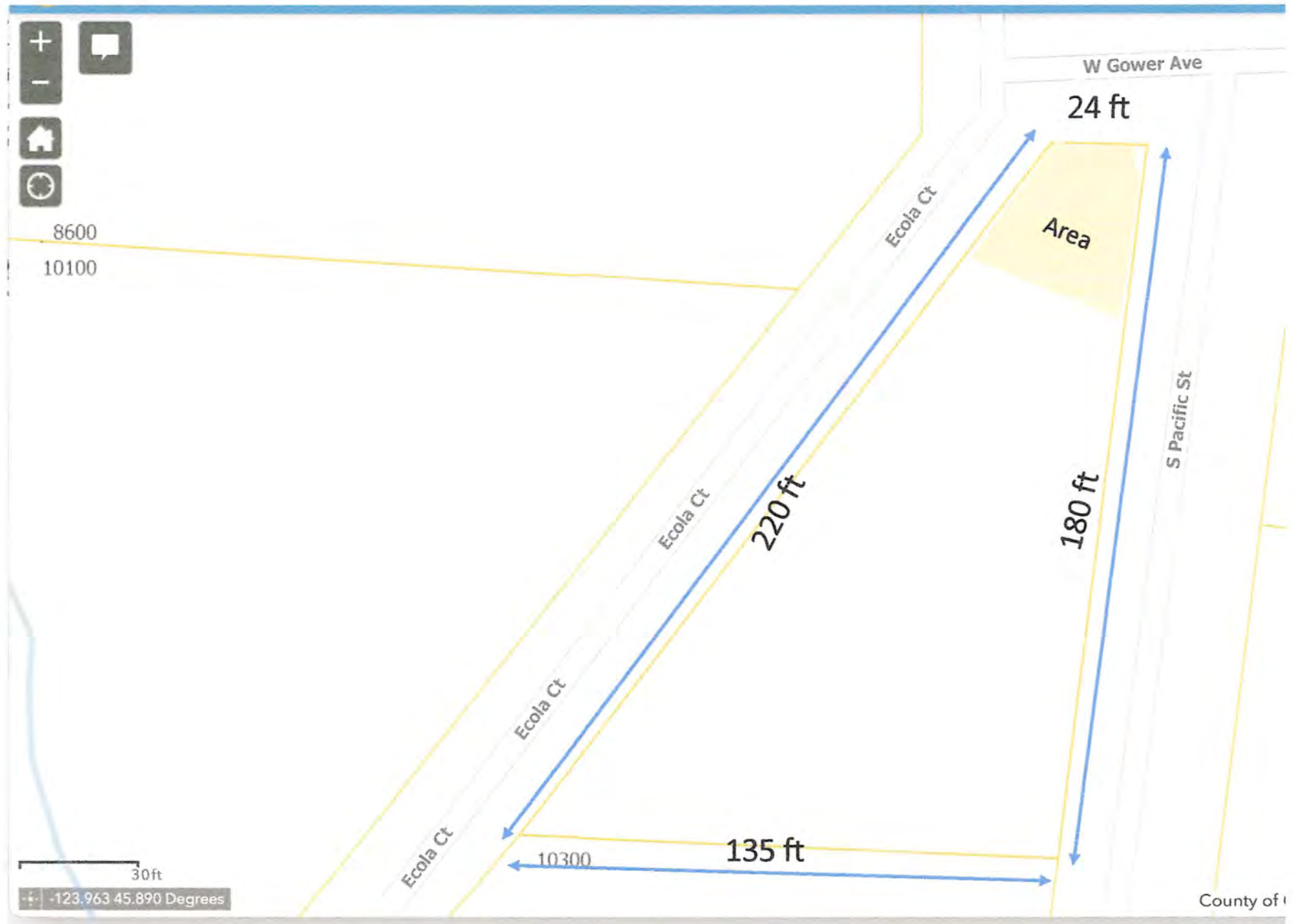


FIGURE 1: ENTIRE LOT –Shaded yellow area is project site which are shown on the following diagrams (Figures 2,3,4,and 5)

FIGURE 2: EXISTING AREA – MAP VIEW

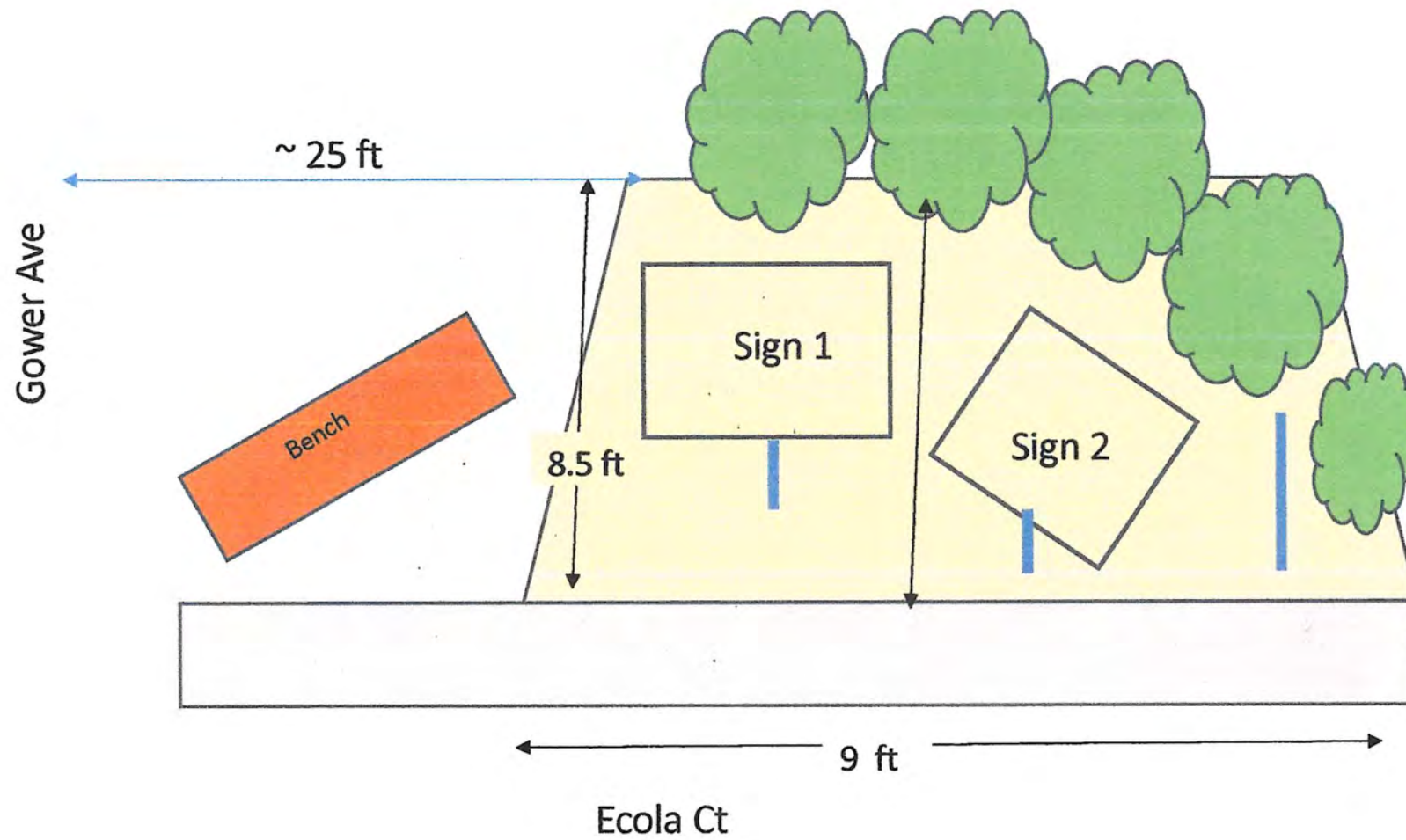
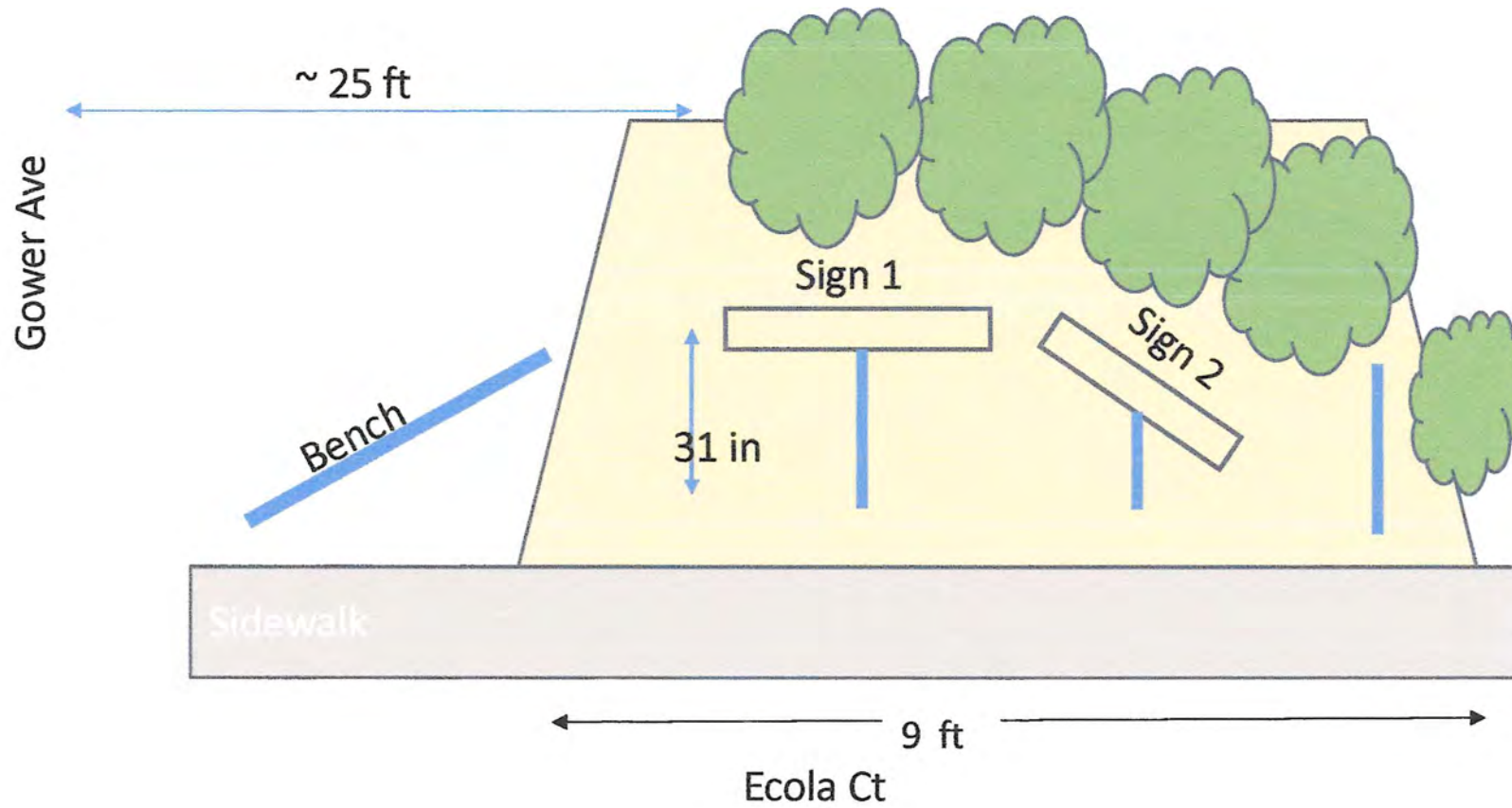




FIGURE 3: EXISTING AREA – SECTION





## PROPOSED AREA – MAP VIEW

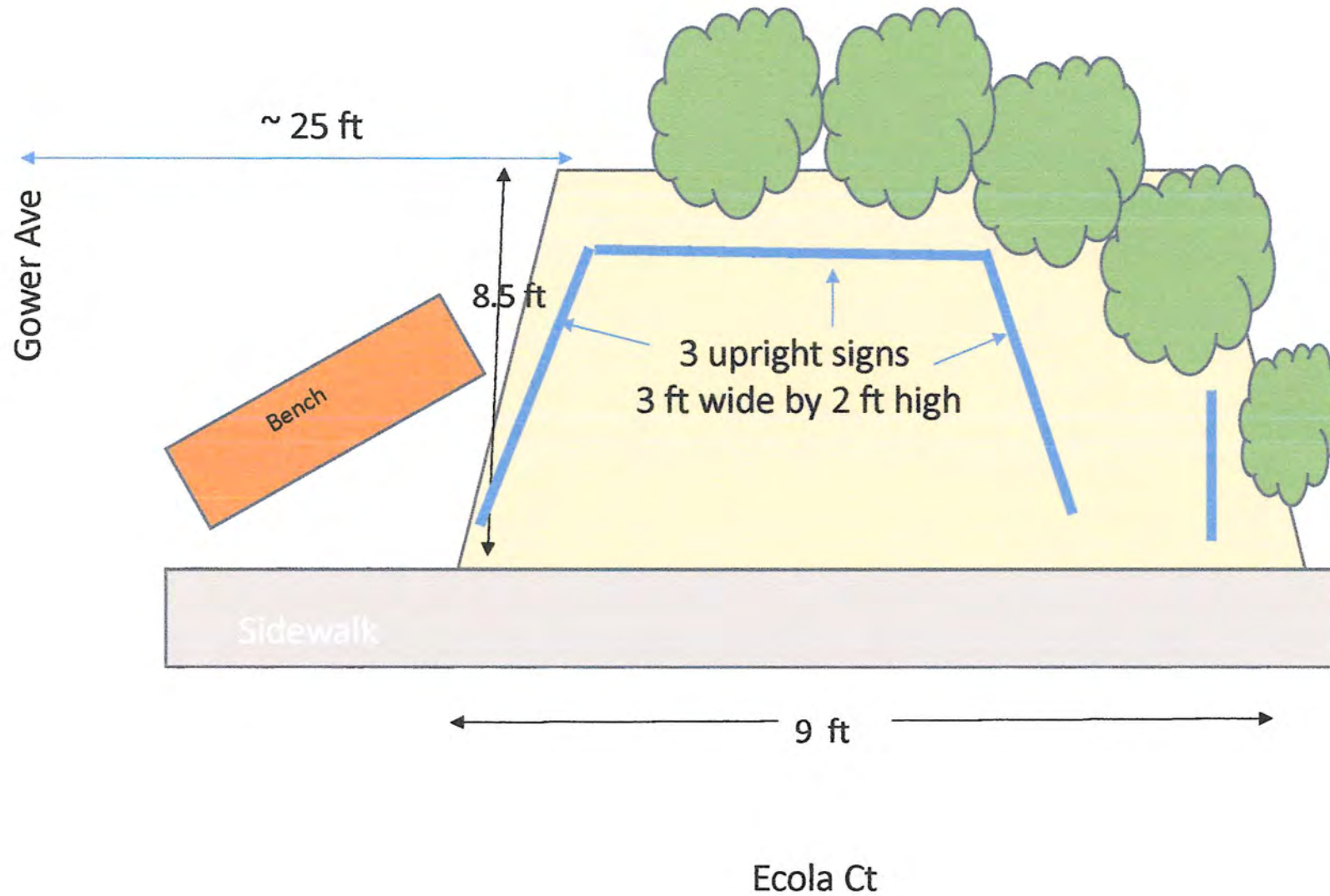
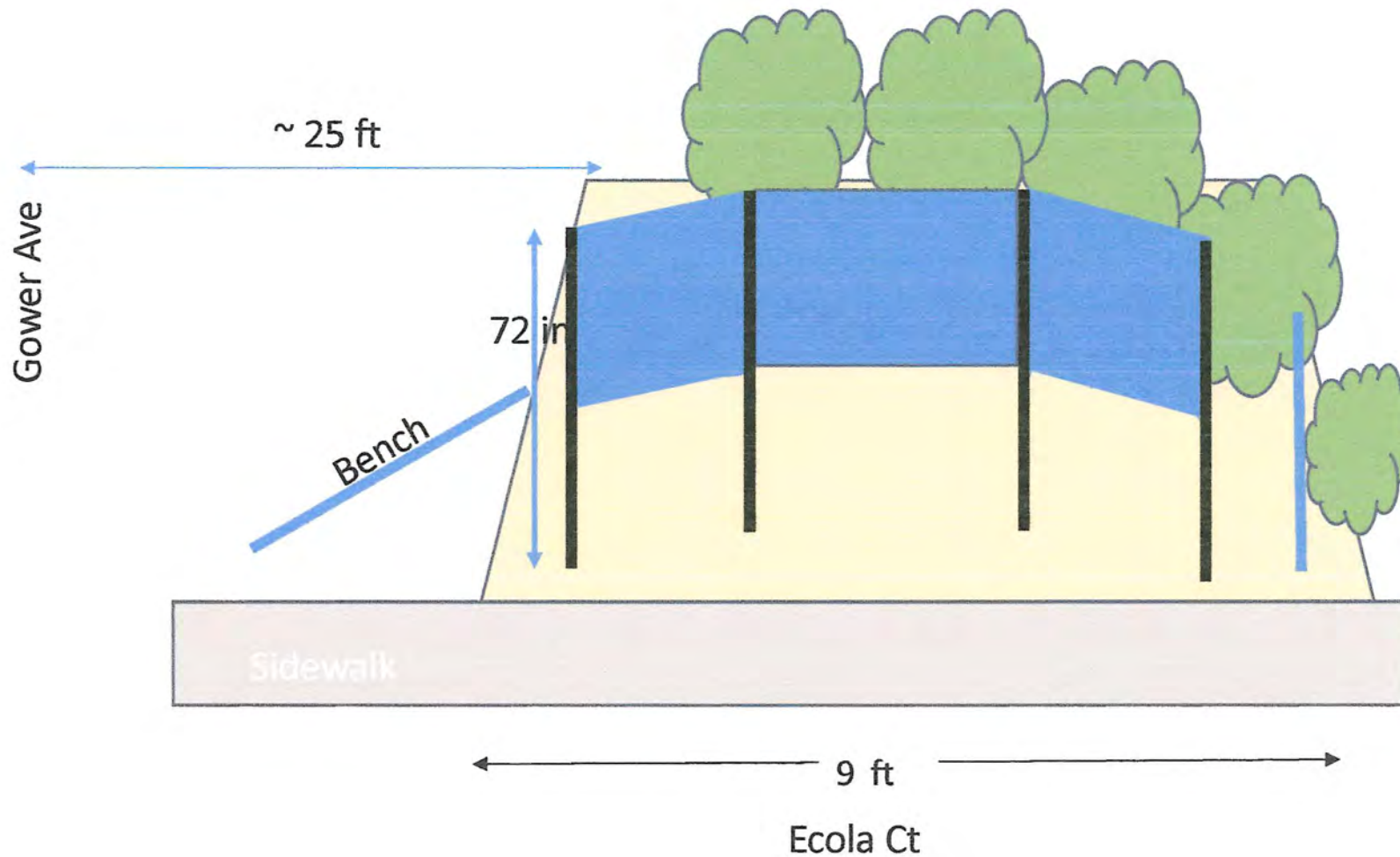


FIGURE 5: PROPOSED AREA - SECTION



3 vertical signs at an angle of approximately 65 degrees – each sign is 2 feet high by 3 feet wide.

# enviroSIGNS

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## INTERPRETIVE SOLUTIONS



[Home](#) / [View Our Work](#)

## View Our Work

enviroSIGNS has developed a wide variety of projects across the United States and beyond. We have worked with federal, state, city, and local entities. Our clients include public resource agencies, historical groups, private enterprise organizations, contractors, and many others.

- [Mt. Vernon](#)
- [Highway 12](#)
- [Jordan River](#)
- [Logan City](#)
- [Oregon Islands NWR](#)
- [La Petite Roche](#)
- [Smith Farm](#)
- [Williamson's Battlefield](#)
- [SLC Watershed](#)
- [See Forever Village](#)

Vendor selected for Kiosk & Interpretive Panels

Kiosk Design from envirosigns







[Home](#) / [Products](#) / [Routed Plastic Signs](#)

Post material

## Routed Plastic Signs & Recycled Plastic Posts

enviroSIGNS offers both HDPE signs and HDPE posts. They are a great solution in situations that require durability and environmental considerations.



### EnviroPoly (HDPE)

EnviroPoly (HDPE) signs are made from up to 100% recycled plastic milk and detergent containers. They are produced by fusing a layer of contrasting, colored, recycled plastic to the surface of a substrate layer and then routing through the surface layer to expose the substrate color. During the production process, the two plastic colors are produced together, insuring that the colors will never separate. EnviroPoly (HDPE) signs are simple and extremely durable. They will not fade, chip, peel, or deteriorate in exterior conditions. EnviroPoly signs are totally recyclable.

### Recycled plastic posts

EnviroPosts (HDPE) are made from up to 100% recycled plastic. The recycled plastic is infused with colorants and ultraviolet stabilizers to provide solid, uniform color and longevity. This material never needs painting or staining and will outlast all treated wood posts; it will not rot or split. A variety of colors, post sizes, and lengths are available. The standard EnviroPost (HDPE) product is reinforced with fiberglass. Posts are also available without fiberglass content.



# Stacked with Life

**Jammed.** A sea stack (island) rings with the mating calls of nesting seabirds. Some birds dig nest burrows. Others crowd the top or cling to the cliff ledges. The wild and plentiful southern coastal islands support 55 percent of Oregon's breeding seabirds — more than half a million.

## Can You Find?

Two kinds of birds shown here nest in burrows or crevices. What seabirds can you see today from Harris Beach?

**Common Murre**  
Thousands squeeze together, finding safety in numbers and sharing great feeding spots at sea.

**Western Gull**  
This gull regurgitates a meal of seafood to hungry chicks.

**Brandt's Cormorant**  
On top of the rock at left, Brandt's Cormorants swipe materials from other nests to add to mounds of grass, seaweed, and sticks. Below them on the rock, the smaller, slender **Pelagic Cormorants** glue nests to cliffsides with their guano.

**Leach's Storm-Petrel**  
Small and secretive, a petrel flies low over the sea, returning at night to feed its chick in a burrow nest. Thousands may nest on one island.

**Pigeon Guillemot**  
Pairs raise one to two chicks within a cavity or crevice in a cliff face.


**Black Oystercatcher**  
Oystercatchers mate for life. They nest and raise chicks in the intertidal zone.

## Deadly Trash

The ocean is so full of trash that more than 90 percent of seabirds have swallowed plastic, mistaking it for food. Please reduce use and pick up litter.

**Harbor Seal**  
Up pops a seal. She bellyflops up onto the island to sleep and check on her resting pup.

**Belted Kingfisher**  
This kingfisher mistook fireworks for food.

 Federal laws protect seabirds and marine mammals from disturbance. All islands, sea stacks and rocks of Oregon Islands National Wildlife Refuge are closed to public use. Help wildlife by reporting climbing violations to Oregon State Police 800.452.7888.

This panel was paid for by the following agencies and tribes using restoration funds from the 1999 New Carissa oil spill.





# Puffin Picnic

## Fresh and Fatty

**Hungry!** A Tufted Puffin offers a beak full of anchovies to its ravenous chick. In the next burrow, a fluffy puffling devours its meal of protein-packed, oily seafood. Like human kids, young seabirds need plenty of healthy food to grow strong.

### Fish Delivery

Puffin parents load up their bills with 5-20 fish stacked crosswise to feed their nestlings. From April through September, Tufted Puffins raise their young in burrows up to six-feet-long that they dig on nearby Haystack Rock.



### Eating Out? Be Ocean Friendly

Ask for sustainable seafood—caught or farmed in an environmentally responsible way. It's better for the ocean and for seabirds. Look up: [www.seafoodwatch.org](http://www.seafoodwatch.org)

### Seafood Chick Menu



**Pacific Cod**  
This tasty meal is lean not fatty, so order yourself an extra fish patty.



**Northern Anchovy**  
When schools swim close to shore, ask for more, more, and more!



**Pacific Sand Lance**  
Short on energy and muscle? Eat a sand lance for hustle and bustle.



**Squid**  
Try a squid or octopus tentacle. No two meals are ever identical.

### Forage Fish Rule the Seas

They may be tiny, but high-fat “forage fish” have a giant role in the Pacific Ocean food web. Salmon, tuna, and other commercial fish eat them. In turn, forage fish dine on zooplankton that thrive in cold, upwelling waters. When we look after the needs of forage fish, we’re caring for both seabirds and people.



Federal laws protect seabirds and marine mammals from disturbance. All islands, sea stacks and rocks of Oregon Islands National Wildlife Refuge are closed to public use. Help wildlife by reporting climbing violations to Oregon State Police 800.452.7888.

This panel was paid for by the following agencies and tribes using restoration funds from the 1999 New Carissa oil spill.





# Tough Yet Fragile

Explore Seal Rock's dazzling intertidal zones with care. Notice how low tides reveal communities of life that differ by how long they are exposed to air. Every creature is designed to withstand pounding waves, yet defenseless to our heavy feet.

Stay on bare rock or sand while exploring.



## Be Tidepool Friendly

Thanks for never squishing us, picking us up, or taking us away from our homes—the intertidal dwellers.

## Can You Find...

### 1 Ochre Sea Star

I eat mussels and can live a long time, but if you pry me off my rock, I may die. Just admire me instead.

### 2 California Mussel

I pack in tight with other mussels and barnacles. We shelter other creatures, too. Don't crush us.

### 3 Green Sea Anemone

I capture prey with tentacles, then close up tight to eat or to protect myself from drying at low tide. Don't poke me.

### 4 Turban Shell

My door seals me inside my shell home. After I'm gone, a hermit crab will likely move in. Please leave me here.

### 5 Gooseneck Barnacle

To live in pounding surf, I have armor and a flexible stalk to bend. But I can't survive feet.

### 6 Red Octopus

I crack crabs with my parrot-like beak. I can change color and skin texture too. If you find me, just watch and don't touch.



Federal laws protect seabirds and marine mammals from disturbance. All islands, sea stacks and rocks of Oregon Islands National Wildlife Refuge are closed to public use. Help wildlife by reporting climbing violations to Oregon State Police 800.452.7868.

This panel was paid for by the following agencies and tribes using restoration funds from the 1995 New Carissa oil spill.



Interpretive Panel #3



**Exhibit A-1**

City of Cannon Beach  
PO Box 368  
Cannon Beach OR 97110 503-436-1581

Receipt No: 25.030274 Feb 16, 2024

Friends of Haystack

Previous Balance:	.00
Planning Dept	
DRB App - Ecola Crt. &	50.00
Gower -	
Planning Dept	
Sign Permit - Ecola Crt.	50.00
& Gower	
	-----
Total:	100.00
	=====
Check	
Check No: 1812	100.00
Payor:	
Friends of Haystack	
Total Applied:	100.00
	-----
Change Tendered:	.00
	=====

Duplicate Copy  
02/16/2024 2:24 PM



February 13, 2024

Mr. Bruce St. Denis  
City Manager  
City of Cannon Beach  
PO Box 368  
Cannon Beach, OR 97110

Dear Mr. St. Denis and the Cannon Beach Design Review Board:

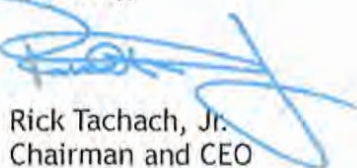
I am writing in support of the proposal submitted by Friends of Haystack Rock to replace and upgrade the worn and outdated interpretive panels at the northwest corner of Wayfarer Restaurant & Lounge lot. Vesta Hospitality, the management company for RI East County Surfsand LLC, RI Glenwood Place Surfsand LLC, RI Glenwood Lofts Surfsand LLC, RI RFT Surfsand LLC, RT Cannon LLC, CM#6 LLC, BGP Inv CB, SK Ecola TIC LLC and Fortuna Cannon LLC all as tenants in Common, the holder of Wayfarer's long-term lease, has been briefed on the project, and we endorse the proposal.

Friends of Haystack Rock, a nonprofit organization dedicated to preserving the Haystack Rock intertidal ecosystem, has received a grant to expand the existing two interpretive panels into a new three-sided educational kiosk providing current information about the ecology of Haystack Rock, with a focus on local marine life and puffins. We understand that the group is currently working with the U.S. Fish and Wildlife Service to finalize the content and design, ensuring that the material will be accurate and the presentation visually appealing.

Haystack Rock is one of Oregon's most iconic landmarks, attracting thousands of visitors every year. The area is home to a wide variety of wildlife, from nesting seabirds to tidepool invertebrates, and educating visitors about this delicate ecosystem is an integral part of ensuring that it remains a thriving environment for generations to come. The kiosk will also provide a vibrant focal point for visitors to experience the area.

On behalf of Vesta Hospitality and Wayfarer Restaurant & Lounge, I encourage the City of Cannon Beach to approve this project.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rick Tachach, Jr.", is written over a blue circular stamp or seal.

Rick Tachach, Jr.  
Chairman and CEO  
Vesta Hospitality



# United States Department of the Interior

## FISH AND WILDLIFE SERVICE

Oregon Coast National Wildlife Refuge Complex  
2127 SE Marine Science Drive  
Newport OR 97365  
541-867-4550



January 4, 2024

Bruce St. Denis, City Manager  
City of Cannon Beach  
163 E. Gower Street  
Cannon Beach, OR 97110

RE: Recommendation for coastal resilient materials

Dear Mr. St. Denis and the Design Review Board,

Our partners at the Friends of Haystack Rock asked that we share, for your consideration, our experience with coastal resistant materials used to house welcome and orientation panels, interpretive panels, and other visitor facilities. About 20 years ago, for a variety of reasons including aesthetics and sustainability, the Oregon Coast National Wildlife Refuge Complex (Refuge) built several visitor facilities on refuges along the coast including viewing decks, stairs, and kiosks. Almost all these facilities were made from cedar as we could obtain the Forest Stewardship Council's approval for sustainable lumber and use a rot resistant wood.

Unfortunately, the salt spray, wind, and rainy winters took their toll on our facilities much faster than we anticipated shortening the life of the facility and adding unanticipated costs to our budget. In one case a deck didn't even last 10 years even though it was constructed of Port Orford Cedar. The Refuge has since replaced or is in the process of replacing these structures with coastal resilient materials that have longevity in the wind, sun, rain, and salty environment. For interpretive kiosks and signs the Refuge has opted to go with either powder-coated aluminum or high-density polyethylene (HDPE) both of which are strong against coastal winds and rot resistant in our coastal weather.

We understand the Design Review Board is considering a project proposed by the Friends of Haystack Rock that would use HDPE as the frame for new educational/interpretive panels. The Refuge has recommended that the Friends group use HDPE instead of pressure treated lumber or cedar based on the short life span we have experienced with wood in our facilities.

Sincerely,

Dawn Harris  
Visitor Services Manager

cc: Karen La Bonte, Public Works Director





Exhibit B-2

## CITY OF CANNON BEACH HAYSTACK ROCK AWARENESS PROGRAM



Cannon Beach Design Review Board

Dear DRB Committee,

It is with great pleasure that I enthusiastically write to you in support of a proposed new wildlife interpretive signage by The Friends of Haystack. We strongly support the aesthetic, function, and location of the proposed panel. We can also testify to the scientific accuracy of the information and language used within the proposed project.

As an organization whose mission is to protect, through education, the intertidal and bird life of the Marine Garden and Oregon Islands National Wildlife Refuge at Haystack Rock, we understand the invaluable role our local non-profits play in conservation. The Friends of Haystack Rock have been a long-term partner of ours and one who we have developed a close relationship with. Their dedication to conservation and protection of the local wildlife has helped educate thousands of visitors annually about our rich intertidal zone and flourishing bird population, their efforts and support is paramount to maintaining a healthy coastal community.

The current signage is in a highly visible, highly trafficked location that sees thousands of visitors every year. The modern upgrade proposed would further enrich the town by highlighting the natural beauty and delicate ecosystem of our Rocky Shores while educating visitors before they reach these sensitive habitats. The design of the signs is attractive, unique, smart, made to withstand our harsh weather conditions, and most importantly in line with the conservation values of the City of Cannon Beach and the Haystack Rock Awareness Program.

In conclusion, we fully support the proposed signage by The Friends of Haystack Rock as they seek to install updated and improved educational panels. We are proud to have the Friends of Haystack Rock as partners and representatives of wildlife conservation here in Cannon Beach.

Should you have further questions I am available by phone or e-mail.

Sincerely,

Kelli Ennis  
Director  
Haystack Rock Awareness Program (HRAP)  
City of Cannon Beach





**CANNON BEACH COMMUNITY DEVELOPMENT**

163 E. GOWER ST.

PO Box 368

CANNON BEACH, OR 97110

March 4, 2024

Angela Benton  
Friends of Haystack Rock  
P.O. Box 1222  
Cannon Beach, OR 97110

RE: Completeness Determination for Design Review at 1190 S. Pacific St. (File: DRB 24-08)

Dear Ms. Benton:

Your application for Design Review for new freestanding signage at the Cannon Beach Library was received on February 16, 2024 and found to be complete on March 4, 2024. The City has 120 days to exhaust all local review, that period ends on Tuesday July 2, 2024. The Design Review Board will review this application as a non-hearing item during its regularly scheduled meeting on Thursday March 21, 2024, you may participate in person or by Zoom.

The materials received with this application include:

- Design Review application form
- Sign permit application with project description and letters of support

Please be aware that the determination of a complete application is not a decision or a guarantee of outcome for the application.

Please feel free to contact my office at (503) 436-8053, or by email at [stclair@ci.cannon-beach.or.us](mailto:stclair@ci.cannon-beach.or.us) if you have questions regarding this application matters.

Sincerely,

Robert St. Clair  
Planner















