

Section II

Commercial Corridor Focus Area

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

Overview

The majority of commercial zoned land in Forest Grove is located along Pacific Avenue and the Pacific Avenue / 19th Avenue couplet. As the primary east-west travel route through town, the character of development along this corridor has a dramatic impact on the perception of the community. The primary purpose of design review along the commercial corridor is to ensure the functionality, encourage new quality development and improve the visual quality of the corridor.

The purpose of this section is to establish specific design review requirements for commercial areas in Forest Grove. The guidelines are intended to respond to typical commercial development common to Forest Grove and Washington County and are not intended to prescribe a particular development type. The common types include:

1. Contemporary Shopping Center- Anchor use with adjacent pad sites.
2. Boulevard Retail – Anchor use plus smaller commercial building(s) or a collection of smaller commercial buildings set along boulevard or frontage road.
3. Internal Shopping Street – Anchor use plus smaller commercial buildings or a collection of smaller commercial buildings oriented to an internal “main street.”

Much of Forest Grove’s current inventory of commercial development consists of free-standing single use commercial structures. These are usually small one-story buildings or former residential structures converted into commercial uses. As commercial construction occurs, these small single use structures are encouraged to cluster to create shopping and/or office “nodes” according to the development types listed above.

Applicability

The City has a variety of zoning districts which are designated for commercial development:

- Community Commercial (CC);
- Commercial Planned Development (CPD);
- Commercial Neighborhood (CN).

The design review process outlined in this section applies to commercial development in these districts.

For commercial development located within town center zones Town Center Design Review standards will take precedence and apply to the development.

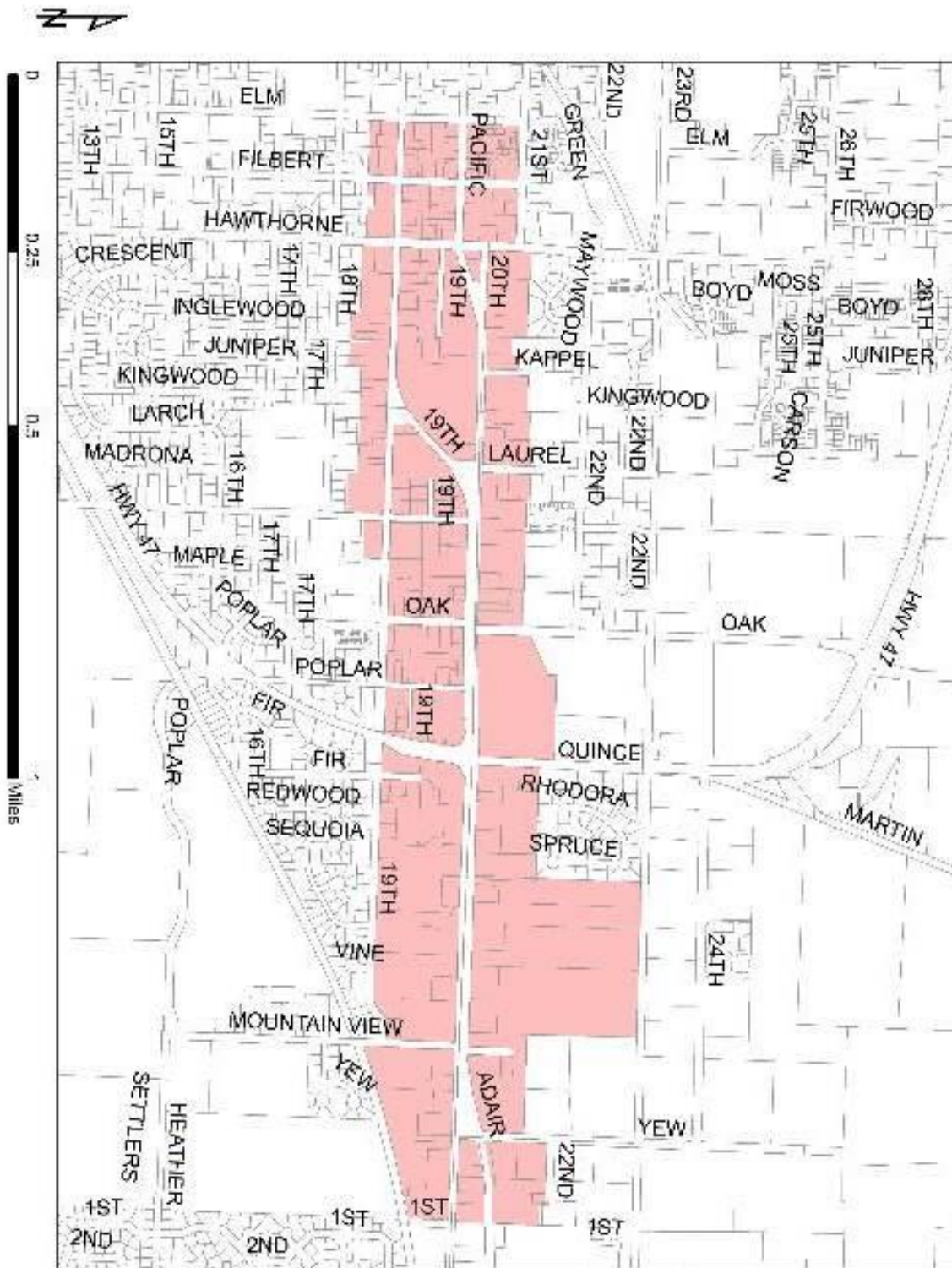
Categories

The Commercial Corridor Design Guidelines section is divided into four general categories. Each category has a set of corresponding design objectives, guidelines and standards. Each general category is further divided into sub-categories as necessary:

- Site
- Buildings
- Lighting
- Signs

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

Commercial Corridor Zoning Map



FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE DESIGN GUIDELINES

Intent – Provide a pleasant, safe and functional environment for pedestrians and vehicles. Commercial development should be of a high quality and visually appealing from the adjacent street right-of-way and adjacent residential neighborhoods.

The Site Design section features the following guidelines, described in detail on the pages that follow:

- Circulation
- Parking
- Building Orientation
- Pedestrian Environment
- Screening/Service Areas
- Landscaping

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE – CIRCULATION

Guideline - Encourage attractive, convenient and functional site design, which minimizes conflicts among pedestrians, bicycles and vehicles.

Description – Commercial property in Forest Grove is concentrated along the Pacific Avenue / 19th Avenue couplet -- the primary transportation route for automobiles, mass transit, bicycles and pedestrians. While all of these modes of transportation should be accommodated in a safe, functional and visually appealing manner, development should ensure that the pedestrian is the priority.

Track 2- Design Guidelines

Recommended

- Consolidate vehicular access points serving adjacent sites, thus minimizing curb cuts along the public streets.
- Provide direct and convenient pedestrian and vehicle connections between adjacent developments.
- Provide comprehensive, pleasant and direct pedestrian pathways linking buildings, open space and parking areas.
- Clearly link public right of way – streets and sidewalks – to building front doors.
- Promote use of pedestrian oriented boulevard frontage roads providing parking and landscape buffering, along high traffic arterial roads.
- Design sites to facilitate emergency responders.

Not Recommended

- Excessive curb-cuts.
- Service and loading driveways/alleyways facing arterial streets.
- Service or loading driveways accessed from existing adjacent residential local streets.

Track 1- Development Standards

Related Code Standards (§10.8.100)

- Auto/truck access to parking shall be from a local or collector street, an adjacent development, alley, or existing driveways along arterial roadways.
- Site plan shall provide connection to vehicular and pedestrian system into adjacent developments.
- Where buildings are setback from right-of-ways, a continuous and direct sidewalk with a 12-foot minimum width shall be provided between the public sidewalk and the front door to all buildings on site.
- All walkways shall include canopy trees spaced at maximum of 30 feet on center. Trees shall be placed in ornamental cast iron tree grates or planting beds.
- All roadways or drives shall include sidewalks on both sides of travel lanes with the exception of vehicle facilities that provide access to loading and service areas.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE - PARKING

Guideline - Create parking areas which have minimal negative impact on surrounding public streets and neighborhoods and minimizes physical barriers for pedestrians.

Description – Avoid and/or mitigate large expanses of parking, especially surface parking lots. Provide direct, safe pedestrian access through parking lots and landscaping that improves visual and environmental quality.

Track 2 – Design Guidelines

Recommended

- Locate parking lots to the rear or side of buildings.
- Minimize parking between public sidewalk and buildings to allow for pedestrian access.
- Locate and orient parking spaces and driving lanes to maximize access between parking and buildings.
- Minimize the expanse of continuous uninterrupted parking spaces, and mitigate with planted areas of trees and other landscaping.
- Provide direct, convenient and pleasant pedestrian pathways within parking areas and clearly linking the bulk of parking spaces to building entries, streets and transit stops.
- Minimize parking between public sidewalk and buildings to allow for pedestrian access.
- Locate parking to minimize views of parking areas from the public right-of-way and abutting properties.
- Promote use of on-street parallel parking on frontage roads and “main street” style roads in development sites.
- Consider use of bio-swales or other on-site water retention facilities in parking lots.
- Consider use of permeable paving surfaces to reduce parking lot water run-off.

Not Recommended

- Surface parking lots in front of buildings.
- Uninterrupted rows of parking spaces without landscaping.

Track 1 – Development Standards

Related Code Standards (§§10.8.400-10.8.500)

- Construct off-street surface parking that does not occupy more than 50% of the street frontage. Where a site has frontage along a side street a surface parking lot may occupy more than 50% of the side street frontage.
- See parking lot landscaping requirements in §§10.8.415 - 10.8.420. A minimum 5’ landscaped strip abutting property lines and at least 8% of the interior parking lot area shall be landscaped.
- Screen parking with solid perimeter wall, earthen berm or evergreen hedge (or a combination thereof) at a minimum spacing of 3 feet and a maximum of 5 feet in height.
- Provide a minimum of 15% of parking lot as water pervious surface – either paving or landscaped retention areas.
- Development sites shall not consist of paved parking areas of more than 50% of the entire site area.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE – BUILDING ORIENTATION

Guideline – Locate and orient buildings to maximize convenience of customers arriving from transit stops and public sidewalks.

Description – Customers to buildings along the commercial corridor will be arriving by automobile, bicycle, transit and foot. Commercial development should accommodate access from all transportation modes. Buildings should provide at least one entry close to and oriented towards the street, with parking behind or to the side. This orientation creates a stronger pedestrian connection between buildings and the public sidewalk, allowing customers to reach the front door of business without having to cross large expanses of parking.

Track 2- Design Guidelines

Recommended

- Minimize building setbacks from the public street right-of-way.
- Primary building entries should face or have direct lineage to Pacific Avenue, 19th Avenue or other major street to create safe, pleasant, and active pedestrian environments.
- Encourage buildings to orient front doors to pedestrian-oriented boulevard frontage roads and internal “main street” style pedestrian-oriented roads.

Not Recommended

- Expansive parking areas between public right-of-way and buildings.
- Buildings oriented exclusively toward parking lots.
- Building orientation that “turns its back to.” Separates or creates a physical barrier between the site and the adjacent neighborhood.

Track 1- Development Standards

Related Code Standards

- Design and construct buildings no greater than sixty (60) feet from a dedicated public right-of-way.
- Design and construct a minimum of one primary building entrance for each building ground floor use or tenant along a public right-of-way or internal roadway built to City public street engineering standards.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE – PEDESTRIAN ENVIRONMENT

Guideline – Create safe, pleasant and active streets and public spaces.

Description – Pedestrian areas should be useable, provide a visual amenity and be a focus for the development. Public courts, plazas and squares are encouraged.

Track 2- Design Guidelines	Track 1- Development Standards
<p><u>Recommended</u></p> <ul style="list-style-type: none">▪ Provide pedestrian amenities such as benches for a pleasant and inviting place to sit, rest, linger and meet.▪ Safely separate pedestrian areas from vehicle traffic by providing street trees along sidewalks as buffers.▪ Provide an active ground floor environment along all pedestrian streets and public courts, plazas and squares i.e., design buildings with transparent windows and doors.▪ Develop public spaces – plazas, squares or other open spaces that are “activated” by building entries and locate uses that encourage foot traffic and are open not only during daytime business hours but during evenings and weekends as well. <p><u>Not Recommended</u></p> <ul style="list-style-type: none">▪ Pedestrian-only streets or corridors.▪ Indirect pedestrian routes.▪ Pedestrian routes blocked by obstructions or barriers including mechanical units or utility, sign or light poles.▪ Public spaces that are not “outdoor rooms” – i.e., that are not enclosed by building edges and landscaping on all sides.▪ Public plazas or squares in parking lots.▪ Pedestrian-inhospitable areas such as public plazas or squares at intersections of arterial roadways.▪ Use of public spaces primarily as amenities for those arriving by auto.	<p><u>Related Code Standards</u></p> <ul style="list-style-type: none">▪ The sidewalk system shall connect all customer entrances to the public sidewalk.▪ Minimum sidewalk width of ten (10) feet. Sidewalks shall meet American with Disabilities Act (ADA) requirements and may include landscaped areas, benches and other pedestrian amenities.▪ Plazas, squares or courts shall be fronted by commercial building facades with 75% or more transparency/window openings of first 15 feet of building.▪ All development shall provide a sheltered entry area at the entrance to each commercial establishment with a minimum area of fifty (50) square feet and a minimum dimension of six (6) feet.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE – SCREENING /SERVICE AREAS

Guideline - Screen objectionable views, such as loading areas, mechanical equipment and refuse collection areas from customer areas, adjacent properties and public rights-of-way.

Description – Commercial establishments require service and loading facilities. These should not be featured; rather their visual and acoustic impacts should be minimized. Landscaping, fences or decorative walls can help screen objectionable views and sounds from adjacent property owners and the general public.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ Locate loading and service areas for easy truck access and maneuvering and minimize conflict with parking, and vehicular and pedestrian circulation activities.▪ Incorporate screening, including landscaping, fences and walls, as an integral part of the design of building and site.▪ Integrate loading and refuse storage “trash room” areas into the interior of buildings where possible.▪ Screen ground level and roof-top equipment from view.▪ Locate ground-mounted mechanical units away from pedestrian areas. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Design of screening walls or landscaping that features or emphasizes loading, storage or refuse collection facilities.▪ On-street loading zones that eliminate on-street parking during business hours.	<p><i>Related Code Standards (§10.8.400)</i></p> <ul style="list-style-type: none">▪ All loading areas shall be physically separated from customer pedestrian and residential areas with a solid fence, evergreen hedge, arbor, berm or a combination of these elements.▪ See landscape requirements in §10.8.545 <i>Landscaping and Screening of Parking and Loading Areas</i>▪ All ground level and roof-top mechanical equipment shall be screened from view with landscaping, fencing and or walls. The height of the screen shall equal or exceed the height of the equipment, and include screening from views from above when visible from adjacent inhabited buildings.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SITE – LANDSCAPING

Guideline – Use landscaping to enhance the pedestrian experience, complement building architecture, minimize environmental impacts of development and unify elements on the site.

Description - Landscaping can help provide a quality environment for commercial corridor customers and help achieve compatibility with surrounding land uses. An appropriate mix of landscaping treatments and techniques can enhance the visual quality and image of commercial developments.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">Use landscaping to help create a unified and coherent design for the property, landscaped planters, outdoor seating areas with canopy trees, etc.)Preserve significant trees on-site.Distribute canopy trees along roadways and throughout surface parking areas to provide shade, visual relief and a pedestrian/traffic buffer.Use vertical and horizontal landscape elements to soften the visual impact of the buildings.Use landscaping to buffer loading, service and parking areas from adjacent residential properties and street rights-of-way.Use landscaped areas to buffer existing residential areas from visual impacts both night and day.Use landscaped areas for water quality - improvement and retention where appropriate. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">Non-native invasive species of plants.Landscaping that creates physical or visual barriers for pedestrians.	<p><i>Related Code Standards</i></p> <ul style="list-style-type: none">Landscaping standards vary depending on zoning, use, adjacent zoning, and existing site conditions.A landscaped strip at least five (5) feet in width shall be provided between a parking area and any property line facing a street, except in the Community Commercial zone, the minimum width shall be ten (10) feet. The landscaped strip shall be appropriately landscaped with ground cover, planted berm, shrubbery and/or trees.At least 75% of required landscaped area shall be planted with any suitable combination of trees, shrubs, or evergreen ground cover.A maximum of 25% of required landscaped area may include architectural features or artificial ground covers such as sculptures, benches, masonry or stone walls, rock groupings, decorative hard paving and gravel areas interspersed with planting areas.Buffering and screening is required as specified in §10.8.400 et. seq.All development projects fronting on a public or private street more than 100 feet in length approved after the adoption of this title shall be required to plant street trees (spacing, and tree type varies according to §10.5.120(A)(1)).

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

BUILDING DESIGN GUIDELINES

Intent – Promote building design that enhances and unifies the Commercial Corridor, while connecting it to and reinforcing the character of Forest Grove. Allow various development types to be used with an overall effect of cohesiveness and pleasant pedestrian environment as a result. The following specific guidelines are included:

- Massing and Form
- Design Elements
- Compatibility
- Safety

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

BUILDING – MASSING AND FORM

Guideline – Structures should be designed so that the effect of their overall proportions and shapes is harmonious with and complementary to adjoining properties.

Description – The three dimensional bulk of a structure can erode the neighborhood fabric and separate and isolate surrounding neighborhoods. The sculptural proportions of a building should be molded to enhance and contribute to the area’s character and quality. The commercial development should not create a chaotic, confusing discordance; nor should it overwhelm the site, landscape or nearby neighborhoods. Instead it should be a “good neighbor” by avoiding disruptive excesses, providing graceful transitions in massing, form and height with nearby neighborhoods.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ Avoid long, horizontally-oriented monotonous exterior walls and/or mitigate their effect by breaking down large masses into small vertical volumes.▪ Divide large masses by varying façade heights and rooflines.▪ Use columns, pilasters or other vertical elements to create a vertical rather than horizontal building expression.▪ Differentiate the pedestrian level of the building through the use of varied materials, banding, coursing or other treatment.▪ Minimize the appearance of building bulk with building offset intervals established and repeated along the structure facades.▪ Provide an appropriate transition between new buildings and existing adjacent buildings through the use of similar massing, height or setback.▪ Line large footprint retail shops with multiple narrow retail storefronts.▪ Encourage development of two-story or mezzanine retail anchor to reduce footprint area.▪ Break up the roofline silhouette through the use of large cornices, changes in parapet heights or other techniques. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Design elements which emphasize the horizontal mass of the building.	<p><i>Related Code Standards</i></p> <ul style="list-style-type: none">▪ Provide changes in the depth of the façade plane in excess of two (2) feet for all building walls more than 75 feet in length.▪ Maximum length of building facades shall be 200 feet.▪ Roofline heights must be varied a minimum of 2 feet for building facades greater than 75 feet in length.▪ Provide vertical partitioning of facades by using columns, pilasters and other vertical elements a minimum of every twenty-five (25) feet.▪ Articulation of building fronts through changes in depth or building relief (e.g., windows, doors, cornices, columns, and a change in materials) shall occur a minimum of every fifteen (15) feet in the horizontal or vertical dimensions.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

Building – Design Elements

Guideline – Design buildings to provide visual interest, order and clarity in the commercial corridor, and to complement and enhance the Forest Grove character.

Description - The visual quality of commercial structures can be enhanced with simple architectural and building details which add character and interest while providing a human scale.

Track 2- Design Guidelines

Recommended

- Use architectural elements and façade materials with a human scale – modular materials such as stone and brick, sized to be pedestrian-friendly - consistently throughout the site.
- Articulate individual and common entry ways with a differentiated roof, awning or portico.
- Space entries in a larger building at appropriate intervals for the pedestrian.
- Provide weather protection on building facades adjacent to sidewalks or pedestrian connections by use of awnings or canopies appropriate to the design of the structure.
- Provide façade transparency in storefronts, with views into ground floor shops and offices along Pacific Avenue, 19th Avenue, and other major streets.

Not Recommended

- Design elements that appear to be appliqué or “thin” (e.g., stone veneers or panels).
- Design elements that are foreign or imported and do not reflect the culture, history, environment and character of Forest Grove.
- Over scaled jumbo brick.
- Low quality and durable materials such as synthetic stucco (“EIFS” or “Dryvit”).

Track 1- Development Standards

Related Code Standards

- Every building elevation adjacent to a street with a horizontal dimension of more than 100 feet shall have a building entrance.
- Building facades adjacent to sidewalks or pedestrian connections must include weather protection canopies or awnings along at least 75% of the length of the ground floor façade.
- Incorporate a minimum of 50% transparency or window openings on the ground floor facades of buildings facing the public right-of-way.
- Windows shall not be reflective, tinted or treated in such a way as to block views into or out of windows.
- Windows must be recessed a minimum of 4 inches from building facades.

The following applies for facades with primary building entries within 60 feet of public streets:

- Materials such as synthetic stucco (EIFS, Dryvit, etc.) are prohibited at ground floor.
- Jumbo bricks with dimensions larger than 4x8x2 inches are prohibited at ground floor.
- Walls constructed of spandrel glazing/curtain wall (i.e. smooth glass concealing structural elements) are prohibited at ground floor.
- Vinyl cladding of building façade is prohibited at ground floor.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

BUILDING – COMPATIBILITY

Guideline - Encourage design which provides visual linkages between proposed development and adjoining existing buildings.

Description - New development should relate to surrounding architecture by using common elements of scale, color, rhythm and proportion to strengthen and contribute to the character and identity of Forest Grove and its commercial corridor.

Track 2- Design Guidelines

Recommended

- Use architectural elements and façade materials, color and treatments consistently throughout the site.
- Use similar landscaping, setback, spacing and orientation of buildings on site.
- Repeat, strengthen and expand upon building elements that create a unified street edge – i.e. window placement, belt coursings, etc.

Not Recommended

- Literal interpretation of existing buildings.
- Surface materials, building textures or colors that vary discordantly with nearby development.
- Proportions of windows, doorways, bays and other features that vary discordantly with nearby development.

Track 1- Development Standards

Related Code Standards

- Any building or portion of a building that is less than 50 feet from existing residential dwellings must not be higher than 15 feet above the top of the roofline of the nearest existing dwelling.
- When adjacent to existing residential development, all commercial structures with floor areas less than 20,000 square feet of total building area must have sloped roofs.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

BUILDING – SAFETY

Guideline – Create development which provides a safe environment-for all users and passersby.

Description – Customers need to feel secure yet welcome on commercial developments. This can be accomplished through building design and lighting that provide security without creating a fortress.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ Design building so that building entries are clearly visible from within buildings as well as from the sidewalks, streets and parking areas.▪ Light building entryways, parking areas and pedestrian pathways pleasantly and sufficiently to achieve safety.▪ Locate buildings and entries so that they are easily accessible to emergency services. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Reflective or tinted glass at street level.▪ Lighting that casts glare or creates dark shadows.▪ Bars, gates or other security design elements that cannot be rolled-up and /or hidden from view during business hours.▪ Security lighting, cameras or other elements that overwhelm or become an explicit architectural feature of the building facade.	<p><i>Related Code Standards</i></p> <ul style="list-style-type: none">▪ Security gates or bars on windows or doors are prohibited along ground floors of commercial buildings, excluding loading and storage areas.▪ Motion activated security lighting is prohibited along building facades that front onto public rights-of-way.▪ Public access shall be provided to all commercial uses that provide plazas, squares, or courts intended for food, beverage or entertainment uses.▪ Parking lots or roadways shall not be gated or secured excluding loading and storage areas or residential parking areas.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

LIGHTING GUIDELINES

Intent – Lighting should provide security, help create a lively environment at night and highlight building and landscape features. Utilitarian lighting that creates excessive glare or spills into residential areas is discouraged.

Lighting guidelines describe recommended characteristics of lighting in the following categories:

- Exterior Building
- Parking Lot
- Sidewalk and Landscaping
- Signs

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

LIGHTING – EXTERIOR BUILDING

Guideline – Lighting should be an integral component of the building architecture.

Description – Lighting should be used to highlight the design of buildings while improving visibility of entryways and enhance safety. Lighting should not spill onto neighboring properties or cast glare which will decrease the safety of pedestrians or vehicles.

Track 2- Design Guidelines	Track 1- Development Standards
<p><u>Recommended</u></p> <ul style="list-style-type: none">▪ Lighting which adds visual interest and highlights aspects of the building.▪ Decorative wall sconce and similar architectural lighting features.▪ Lighting fixtures which are integrated with landscaping.▪ Uplighting or wall light-washing of entries or important building features. <p><u>Not Recommended</u></p> <ul style="list-style-type: none">▪ Lights which create glare onto adjacent streets and properties.▪ Fluorescent tube lighting.▪ Security spotlight (except in loading areas).▪ Fluorescent, neon or other type of lighting used to highlight building silhouettes.▪ Moving, flashing or animated lighting.	<p><u>Related Code Standards</u></p> <ul style="list-style-type: none">▪ Building lighting shall be directed downward with no splay of light off the site.▪ Any light source over ten (10) feet high shall incorporate cut-off shield.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

LIGHTING – PARKING LOT

Guideline – Lighting should provide for vehicular and pedestrian safety and be compatible with site and building design.

Description – Use pedestrian-scale lighting which enhances building and site amenities and reinforces the character of Forest Grove.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ Light poles and standards should be located in landscaped areas when possible to protect fixtures from automobile damage.▪ Lights should be shorter than two-stories in height.▪ Decorative historic fixtures where appropriate in keeping with character of Forest Grove.▪ Seasonal string lighting.▪ Pedestrian-scaled lighting along walkways through parking lots. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Tall concrete light fixture bases.▪ Lighting which spills into residential areas.	<p><i>Related Code Standards</i></p> <ul style="list-style-type: none">▪ Lights shall not obstruct vehicular or pedestrian traffic.▪ Poles outside of the public right-of-way shall be a maximum of 14 feet in height.▪ Concrete light fixture bases taller than 8” are prohibited.▪ Lights shall be equipped with cut-off fixture to ensure that light does not spill onto adjacent residential property.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

LIGHTING – SIDEWALK AND LANDSCAPE

Guideline – Lighting should be used to create a pleasant and safe pedestrian environment and to reinforce the character of Forest Grove.

Description – Lights should be used to highlight pedestrian and landscape features within public and private plazas, courtyards, walkways and other outdoor areas to create an active and safe environment at night.

Track 2- Design Guidelines

Recommended

- Footlighting that illuminate walkways and stairs.
- Fixtures concealed and integrated into the design of buildings and site landscaping, walls and stairs.
- Bollard lighting that is directed downwards toward walkways.
- Decorative historic light fixtures that enhance the character of Forest Grove.
- Regular and consistent spacing of compatible lighting fixtures to reinforce visual order.
- Use of light fixture pole for other vertical uses when appropriate – banners, planting baskets, etc.
- Seasonal string lighting of street trees.

Not Recommended

- Flashing or colored lights.
- Exposed cords, outlets or other electrical devices that may provide safety hazards and are unsightly.
- Multiple uses of different lighting fixtures.
- Contemporary or modern design light fixtures.

Track 1- Development Standards

Related Code Standards

- All bollard, wall or stairway lighting shall be directed exclusively downward.
- All uplighting fixtures shall be screened by landscaping or concealed within structures or located below or flush with grade.
- No walkway lighting shall exceed 18 feet in height.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

LIGHTING – SIGNS

Guideline – Sign lighting should be designed as an integral component of the building and sign composition.

Description – The lighting of signs should be considered a part of the building architecture and site design and should be used to create visual interest and enhance the pedestrian environment.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ “Gooseneck” lighting that illuminates wall signs.▪ Sign silhouette backlighting.▪ Incandescent or fluorescent bulb or low-voltage lighting.▪ Storefront interior neon signs. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Backlighting of vinyl awning signs.▪ Interior plastic sign lighting.▪ Metal halide, neon or fluorescent tube sign lighting.▪ Signs illuminated by lights containing exposed electrical conduit, junction boxes or other electrical infrastructure.▪ Exterior neon signs.▪ Rooftop lighted signs.	<p><i>Related Code Standards</i></p> <ul style="list-style-type: none">▪ Interior lighted plastic signs are prohibited.▪ Moving or flashing signs are prohibited.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SIGN GUIDELINES

Intent – Signs should be architecturally compatible with and contribute to the visual quality of the Commercial Corridor. A consistent application of signs is important to create a pleasing visual environment while allowing for flexibility and creativity. Appropriately designed signs can reinforce the character of Forest Grove.

Sign guidelines are organized by the following types:

- Pole and Monument Signs
- Wall or Projecting Signs
- Window Signs
- Information and Guide Signs

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

POLE AND MONUMENT SIGNS

Guideline – Pole and monument signs should be designed to contribute to the overall character of the corridor while still fulfilling their functional purpose of attracting attention.

Description – Provide highly graphic, well-constructed and durable pole and monument signs consistent with and enhancing the character of the Forest Grove commercial corridor.

Track 2- Design Guidelines

Recommended

- Directory monument information signs illustrating a development’s layout and/or uses or listing its tenants
- Compatibility with adjacent architecture and streetscape elements.

Not Recommended

- Freestanding monument signs located at building entries.
- Wood, glass, plastic and other non-durable materials.
- Backlit/internally illuminated signs.
- Wildly contrasting and colored signs creating highly distracting visuals.

Track 1- Development Standards

Related Code Standards

- No more than one (1) pole or free-standing sign shall be allowed per individual business or frontage (whichever is less).
- All pole signs shall have a minimum clearance of ten (10) feet below the sign and shall have a maximum height of twenty (20) feet. No pole sign shall have a total area of more than forty (40) square feet per face.
- The maximum height for a free-standing sign is eight feet.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SIGNAGE – WALL AND PROJECTING

Guideline – Wall signs should be proportional to the building façade and not overwhelm architectural features or pedestrians.

Description – Signage along the Commercial Corridor should communicate information to potential customers while enhancing the building architecture and overall streetscape. Signs should not render the building a backdrop for advertising.

Track 2- Design Guidelines

Recommended

- Signs that identify the name of the building or tenant only.
- Signs incorporated into the architectural design of the building as embossing, low relief casting, or application to wall surfaces.
- Sign made to be durable and long lasting.

Not Recommended

- Plastic or backlit signs.
- Oversized signs.
- Signs oriented primarily to motorists.
- Advertisement for products or services.
- Roster boards for building with multiple tenants.

Track 1- Development Standards

Related Code Standards(\$10.8.830)

- Wall signs shall not have a gross area greater than 15% of the face of the building to which the sign is attached or painted. Signs placed on display windows and designed to be viewed from the exterior of the building shall be included in determining the amount of allowable sign area.
- No wall sign shall project more than eighteen (18) inches from the wall to which it is attached.
- Roof signs are prohibited.
- Signs which are designed for temporary use, which do not have permanent structural support, or which are not attached to a permanent structural support are prohibited.
- Lighting for signs shall be internal or screened from view. Brackets, braces and struts that support indirect lighting from the top or sides of the sign are prohibited.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SIGNS – WINDOW

Guideline – Window signs should identify building or tenant use without obstructing views through windows.

Description – Window signs should not be used to advertise specific products or services, but should simply identify the name or nature of the business operation. Window signs should be oriented to the pedestrian on the adjacent sidewalk. Large signs or lettering intended to attract attention from passing vehicles is not appropriate.

Track 2- Design Guidelines

Recommended

- Interior applied lettering or graphics.
- Interior neon.

Not Recommended

- Exterior neon, flashing or moving signs.
- Window advertising signs that obscure over ¼ of window area.

Track 1- Development Standards

Related Code Standards

- Signs which obscure more than 25% of window area are prohibited.

FOCUS AREA 2 – COMMERCIAL CORRIDOR GUIDELINES

SIGNS – INFORMATION AND DIRECTIONAL

Guideline – Directional signs should be small in scale and dimension, located in a convenient and logical place, and not be used for advertising.

Description – Signs should be consistent throughout the project and fabricated from the same materials with a consistent colors and graphics. The materials used should be compatible with adjacent architectural design.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ Pedestrian-scaled signs.▪ Signs located at entries to parking lots, service areas, or pedestrian areas.▪ Sign constructed of durable and long lasting materials.▪ Signs compatible with adjacent architecture and streetscape elements. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Large signs scaled to fast speeds and the automobile.▪ Sign with advertising (a logo is acceptable).▪ Internally illuminated.▪ Overly exuberant or wildly contrasting colors or graphics.▪ Signs obstructing sidewalks or otherwise presenting physical barriers to pedestrians.	<p><i>Related Code Standards (§10.8.810(P))</i></p> <ul style="list-style-type: none">▪ Directional signs shall not exceed 2 feet in height.▪ Each sign face shall not exceed 4 square feet of surface area.▪ Signs shall not obstruct the sidewalk leaving a minimum clear path width as required by municipal code, building code and ADA requirements.