

Section I

Town Center Focus Area

FOCUS AREA 1 – TOWN CENTER GUIDELINES

Overview

Forest Grove began as a small farming community with a small downtown and a quality educational institution (now Pacific University) at its center. Since the community's inception, the town center has been important and still maintains much of its turn of the century charm with numerous intact historic buildings.

This section, Focus Area I, establishes specific design review guidelines for new development in the Town Center. The primary intent of the Town Center Focus Area is to reinforce the existing positive qualities of the architecture and streetscape. While the City is not seeking new development to replicate the architecture of existing buildings, new projects should use design elements that reinforce or enhance the character of the Town Center.

Applicability

The City has two town center zones, listed below and illustrated in the map on the following page (Unless otherwise noted, Design Guidelines apply uniformly to both zones.)

- Town Center Core (TCC) provides for a concentration of retail and office needs in the core commercial area of the city. Retail or office uses are required on the ground floor, with an emphasis on those uses that serve a walk-in clientele. A combination of office and residential uses are allowed on upper floors. Design components should work together to form a unified district. Architectural elements should form a continuous and interesting storefront façade featuring streetscape amenities for the pedestrian shopper.
- Town Center Transition (TCT) is similar in form and specific street front characteristics to the TCC with the primary difference being that retail uses are not required on the ground floor, and therefore the vibrant streetscape may also include residential or office activities.

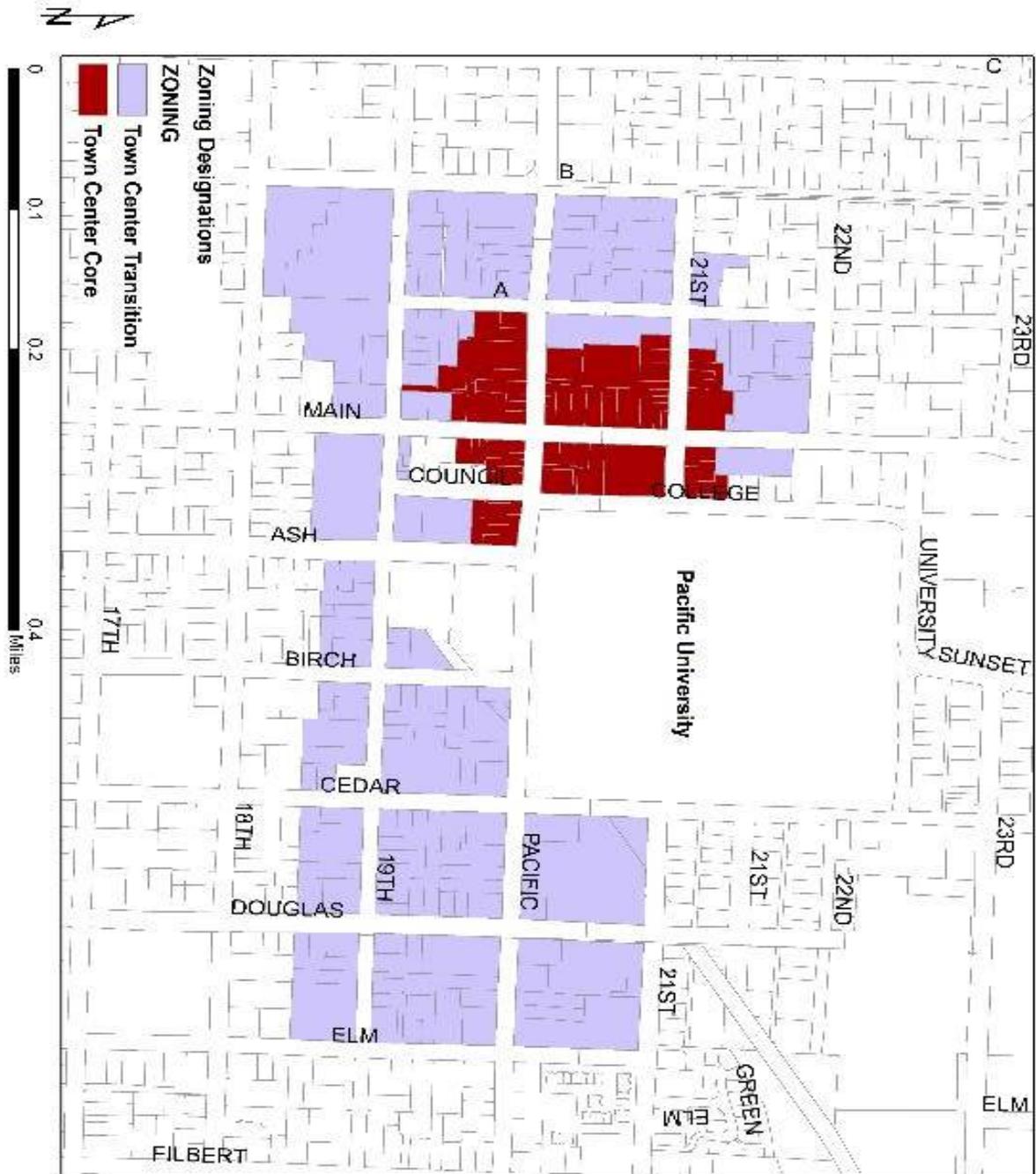
In cases where a development falls into both the Town Center Focus Area and another Focus Area, both sets of guidelines may apply, but where they conflict the guidelines for the Town Center take precedence.

The following section is divided into four general categories:

- Site
- Building
- Lighting
- Signs

Each category has a set of corresponding design objectives, guidelines and standards, and is further divided into sub-categories as necessary.

Town Center Map



FOCUS AREA 1 – TOWN CENTER GUIDELINES

SITE DESIGN GUIDELINES

Intent – Provide a functional and safe environment for vehicles and pedestrians, where the needs of pedestrian are emphasized. The Town Center should have a clear separation between pedestrian and vehicular areas. The Town Center should be comfortable and safe in all seasons and hours of the day.

The Site Design section features the following guidelines:

- Building Orientation
- Pedestrian Connections
- Amenities

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SITE – BUILDING ORIENTATION

Guideline – Design and construct buildings oriented to a public street right-of-way to create safe, pleasant and active pedestrian environments.

Description – Development in the town center area should create a well defined, safe, attractive and active pedestrian environment. Zero lot line development should be encouraged in all town center zones, particularly the Town Center Core. Parking should be behind or to the side of buildings, so as to not obstruct pedestrian pathways to the front door of buildings. If buildings are setback from the sidewalk, the area in front of the building should be well landscaped or used as an expanded sidewalk area or a pedestrian plaza.

Track 2- Design Guidelines

Recommended

- Minimize building setbacks from any public street right-of-way. Zero lot line buildings along the public street right-of-way are encouraged to maintain an inviting and continuous storefront presentation.
- Design and construct a primary building entrance for each building façade. If a building has frontage on more than one public street, a single building entrance on the corner is acceptable.
- Use the area between the right-of-way and building to create a plaza court, planter area, bicycle parking or another amenity.
- Main entrance should be oriented to the street.

Not Recommended

- Parking located between the building façade and the street.
- Excessive front setbacks (greater than 10 feet).
- Storage in front of building façade.

Track 1- Development Standards

Related Code Standards

- TCC: Building facades shall be built along at least 80% of the primary building frontage line.
- TCT: Building facades shall be built along at least 75% of the primary building frontage line.
- One (1) entrance shall be provided for each building façade. When building is located on a corner, one entrance at the corner is permitted.
- If a building is setback from right-of-way, it shall be a minimum of four feet (4') in depth and include plazas, forecourts or other paved areas for public seating, artwork and landscaped planting beds.
- If a building is setback from the right-of-way, mechanical units, meters or other above grade or wall mounted utilities shall not be located in the front setback area.



Recommended: zero setbacks at wall

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SITE – PEDESTRIAN CONNECTIONS

Guideline – Develop continuous pedestrian connections that are attractive and convenient.

Description – The Town Center area must maintain a clear and comfortable separation between vehicles and pedestrians. Where vehicles and pedestrians must share the same space, pedestrian safety and comfort must not be compromised. Sidewalks should be continuous and free of barriers.

Track 2- Design Guidelines

Recommended

- Design and locate buildings and off-street parking within the Town Center to reinforce the district’s traditional pedestrian orientation.
- Separate walkways from vehicle areas by landscaping, bollards or changes in elevation.
- Provide landscaped pedestrian walkways for direct, convenient mid-block connections.
- Separate or screen pedestrians from nuisances, such as mechanical equipment, dumpsters, and loading areas.
- Enclose trash and recycling areas.

Not Recommended

- Parking located between the building façade and the street.
- Pedestrian route obstructions such as landscape planters, utility poles, boxes or other mechanical infrastructure.

Track 1- Development Standards

Related Code Standards

- When provided on-site, parking shall not be located between the front façade and the front property line.
- Where walkways are parallel and adjacent to a driveway or street (public or private), they shall be raised 6 inches and curbed or separated from the driveway/street with bollards and/or a 3-foot minimum landscape barrier.
- Where pathways cross a parking area, driveway or street (“crosswalk”), they shall be clearly marked with contrasting paving materials, humps/raised crossings, or painted striping. If painted striping is used, it shall consist of thermo-plastic striping or similar type of durable application.
- All mechanical equipment, outdoor storage, and manufacturing and service and delivery areas shall be screened from view from pedestrian sidewalks. Screening shall be provided by one or more of the following: decorative wall (masonry or similar quality material, evergreen hedge, wood fence - non-see through).

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SITE – AMENITIES

Guideline – Protect pedestrians from wind, sun and rain and provide courtyards or other outdoor spaces to create a comfortable environment for meeting and sitting.

Description – Pedestrians should be protected from the elements, to encourage use of the Town Center during inclement weather. The design of awnings and canopies should be integral and well proportioned to the facades of buildings. Street furniture, such as benches, lamps and landscape planters should be provided.

Track 2- Design Guidelines	Track 1- Development Standards
<p><u>Recommended</u></p> <ul style="list-style-type: none">Provide weather protection above sidewalks in the form of awnings or other building elements appropriate to the design of the structure.Canvas fixed or retractable awnings or horizontal metal canopies.Seating areas near retail establishments.Courtyards, squares, forecourts, and plazas with active adjacent ground-floor uses. <p><u>Not Recommended</u></p> <ul style="list-style-type: none">Awnings with vinyl or synthetic fabrics, plastic, backlit, or with oversized lettering.Seating areas adjacent to loading, service bays or storage areas.Seating areas that are hidden, secluded, dark or unsecured spaces behind or on the side of buildings.	<p><u>Related Code Standards</u></p> <ul style="list-style-type: none">Every development shall provide 2 or more of the “pedestrian amenities” listed below:<ol style="list-style-type: none">A plaza, courtyard next to the building entrance a minimum of four (4) feet in depth for residential food, beverage or entertainment establishments only.Seating areas (chairs, tables, benches)Building canopy, awning or similar weather protection across 75% of façade projecting a minimum of four feet over the sidewalk.Public art that incorporates seating (e.g., a fountain).Awnings shall be constructed of metal, glass or natural canvas fabrics. Vinyl, synthetic fabric, plastic or backlit awnings are prohibited.

Example: Desirable Weather Protection – Canvas Fabric Awning



Example: Desirable Weather Protection – Metal and Glass Awning



FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING GUIDELINES

Intent – Promote building elements that unify the Town Center and reinforce the character and heritage of Forest Grove. The following specific guidelines are included:

- Facades
- Retail Storefronts
- Residential Entries
- Windows
- Exterior Walls
- Landscape Walls and Fences

FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING – FACADES

Guideline – All buildings shall contribute to the storefront character and visual relatedness of town center buildings

Description – Facades should define a continuous street edge, while adding visual interest and variety for the pedestrian. Building frontages should provide a sense of continuity and enclosure to the street, creating a human-scale “street wall.”

Track 2- Design Guidelines

Recommended

- Walls that have a comfortable rhythm of bays, columns, pilasters or other articulations.
- Facades should be taller than one-story to create a sense of enclosure along the sidewalk.
- Architectural elements such as towers, roof parapets.
- Well-detailed cornices of significant proportions to create visual interest and shadow lines.
- Vertical elements that break up long, monolithic building facades along the street.
- Regularly spaced and similar-shaped windows with window trim on all building stories.
- Bay windows on second story or higher floor levels.
- Screen mechanical equipment.

Not Recommended

- Blank walls at street level.
- Unarticulated rooflines.
- Exposed rooftop mechanical equipment, electrical units or telecommunication equipment.

Track 1- Development Standards

Related Code Standards

- All new buildings in the TCC Zone shall be a minimum of two-stories in height or a minimum height. All new buildings in the TCT Zone shall be a minimum of 16 feet in height. Building height shall be measured at the front elevation to top of parapet or eave line of lowest point of facade.
- All flat-roofed buildings shall have a decorative cornice at top of building (parapet)
- Exterior pilasters and columns shall project a minimum of 6 inches beyond building face.
- All rooftop mechanical equipment shall be screened by a solid wall from view of the public right-of-way and pedestrian routes.

Example: Desirable Building façade and Design Elements



FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING – RETAIL STOREFRONTS

Guideline – Storefronts should appear open, inviting and engaging to the passerby.

Description – Retail and other commercial establishments should provide windows and doors offering views in and out of the building so passersby may see activity within buildings.

Track 2 – Design Guidelines

Recommended

- Storefronts should be designed to encourage a lively streetscape with clear windows, window displays.
- Clerestory or transom windows above storefronts are recommended.
- Entry ways with multiple doors, windows, architecture details and ornate hardware.
- Sliding, overhead or other operable windows for restaurants or other active uses.

Not Recommended

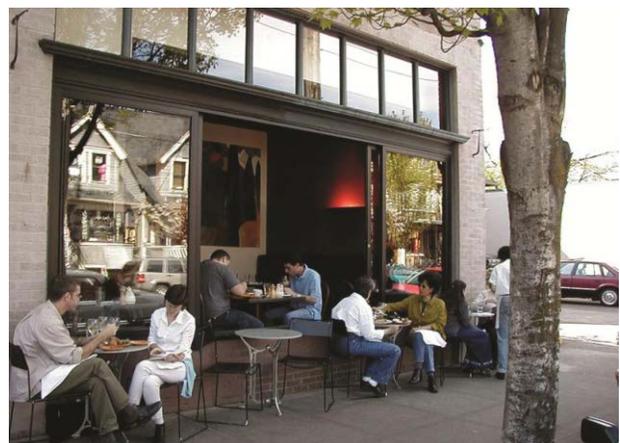
- Blank walls.
- Windows that are too small to provide views in and out.
- Tinted, opaque or reflective glazing on windows or doors.
- Solid metal or wood doors with small or no windows.
- Featureless entryways (doors flush with building facades, no architectural details, etc.)
- Windows with residential-type multiple lights or divisions.
- Windows that have a greater horizontal than vertical dimension.

Track 1 – Development Standards

Related Code Standards

- Ground floor storefront glazing along the primary public façade shall comprise a minimum percentage of the main floor's exterior wall area (measure between 2 feet above the sidewalk to 10 feet above the sidewalk), as follows:
 - TCC: 80%
 - TCT: 50%
- First floor vertical elements such as columns or pilasters shall be provided and spaced center-to-center at a maximum of 25 feet apart.
- Doors on the main floor façade facing a street shall contain windows equivalent in size to 50% of door surface area.
- Storefront glazing must be transparent. Reflective, tinted, glazed or techniques that obscure more than 20% of glazed surfaces shall be prohibited.
- Glazing dimensions shall have a greater height than width
- Storefront glazing with divided lights shall be limited to transom windows only.
- All window frames shall be painted.

Examples: Retail Storefront Windows and Streetscape



FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING - ENTRIES

Guideline – Entryways should be clearly visible and recognizable from the street, and appear open and inviting to the pedestrian.

Description – The primary entry into buildings should be clearly recognized from the street. Additional architectural details, such as sidelights or transoms surrounding doorways are encouraged. Transparency between retail storefronts and the sidewalk is encouraged to create visibility from the street.

Track 2- Design Guidelines

Recommended

- Entryways that project or are recessed from their surrounding building façades.
- Visible frame or trim detail surrounding the entry.
- Transom, sidelights and other detailed window surrounds at the front entry.
- Doors combined with special architectural detailing.
- Well detailed doors with ornate hardware.

Not Recommended

- Solid metal or wood doors with small or no windows.
- Doors flush with building façade.
- Unpainted metal frames.
- Glazing with simulated divisions.
- Reflective, opaque or tinted glazing.

Track 1- Development Standards

Related Code Standards

- The entry enclosure shall be offset a minimum of 2 feet from the building façade.
- Windows and door in exterior wall shall be surrounded with trim of 2-12 inches minimum width.
- At least 25% of all primary entry doors shall contain transparent glazing.
- Unpainted metal frames are prohibited.
- Reflective, opaque or tinted glazing is prohibited.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING - RESIDENTIAL ENTRIES

Guideline – Residential entries should create an inviting transition between public and private areas.

Description – Residential doors in the town center should provide a well defined transition between the public and private realm. They should convey a sense of privacy while expressing a welcome entryway for those who approach. The design of the door should response to the level of activity along the street.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i><u>Recommended</u></i></p> <ul style="list-style-type: none">▪ Multi-panel doors.▪ Transom windows and sidelights.▪ Durable, high quality metal door hardware.▪ Wood solid core doors.▪ Entries separated from the street by semi-private transition areas such as porches, terraces, stoops or canopy-covered doorways. <p><i><u>Not Recommended</u></i></p> <ul style="list-style-type: none">▪ Sliding glass doors.▪ Doors flush with building façade.▪ Doors raised more than three feet above sidewalk (e.g. rowhouse type housing with garage below)▪ Door not directly accessed from the street or an entry courtyard.▪ Front door access from parking lots.	<p><i><u>Related Code Standards</u></i></p> <ul style="list-style-type: none">▪ Residential doors which face a public right-of-way shall be setback a minimum of 2 feet from a public sidewalk.▪ The following types of doors shall not provide the primary entrance into a dwelling unit: sliding glass or solid metal doors without glazing.▪ Residential stoops, porches or terraces shall be raised no higher than 3 feet above grade at the adjacent right of way.▪ Residences with entry porches or terraces shall have a minimum area of 60 square feet.▪ Residential entries shall be no lower than 4 feet below grade measured at adjacent right-of-way.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING – WINDOWS

Guideline – Use windows to create an open and inviting atmosphere.

Description - Retail uses should provide windows that create visual interest and encourage people to visit restaurants and shops. Blank walls should be avoided.

Track 2- Design Guidelines

Recommended

- The majority of the ground floor building façade should contain windows.
- Multiple windows should be provided on the front façade above the main floor in a uniform pattern.
- Window should be oriented vertically with rectangular shapes.
- Frame openings with trim around windows and doors.
- If used, door and window shutters should be sized to cover the entire window.
- “Punched” window openings recessed rather than flush with the building façade.

Not Recommended

- Tinted or reflective glass and glass block.
- Spandrel or other contemporary glazing (i.e. glass surface smoothly and uniformly covering structural elements).

Track 1- Development Standards

Related Code Standards

- Window openings shall comprise the following portions of the front building facades at the main floor:
 - TCC: Minimum 80%
 - TCT: Minimum 50%
- Window openings shall comprise the following portions of the front building façade above the main floor:
 - TCC: Minimum 30%, maximum 80%
 - TCT: Minimum 30%, maximum 80%
- Clear or transparent glazing is required for windows fronting the public rights-of-way.
- Glass shall be recessed a minimum of 1-1/2 inches from the surrounding exterior wall surface.
- Spandrel, glass curtain-wall or any window wall glazing that creates an opaque, flat or featureless, or reflective surface shall not be used at ground floor.

Example: Inviting Ground Floor Retail and Upper Floor Windows



FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING – EXTERIOR WALLS

Guideline – Use materials that are compatible with the character of Forest Grove and create a sense of permanence.

Description – Materials used should be consistent with the existing buildings in the Town Center. Quality wall materials provide a sense of permanence and should be applied to create a sense of substance and mass.

Track 2- Design Guidelines

Recommended

- Quality materials such as brick, stone and natural wood.
- Applications that create depth, such as recessed windows and doors.
- Establish a single clearly dominant exterior wall material and finish.
- Belt courses and medallions.
- Consider the following materials:
 - TCC: Brick or stone masonry.
 - TCT: Brick or stone masonry; cement-based stucco; lap siding; board and batten siding; shingles and shakes.

Not Recommended

- Brick or stone veneer
- Vinyl or metal siding.
- Flagstone, simulated river rock or other similar veneer cladding.
- Simulated stucco cladding (such as EIFS/Dryvit) at ground level.
- Concrete masonry block at ground level.

Track 1- Development Standards

Related Code Standards

- Vinyl, plastic or metal siding are prohibited the all Town Center zones.
- Synthetic Stucco (EIFS, Dryvit, etc.) insulating cladding materials along the first floor of facades that front public rights-of-way are prohibited.
- Flagstone or other stone veneer along the first floor of facades that front public rights-of-way are prohibited.
- Simulated or cultured stonework are prohibited for commercial uses.
- Wood, asphalt or cement shingles are prohibited at first floor for commercial uses.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

BUILDING LANDSCAPE - WALLS AND FENCES

Guideline – Site walls and fences should be compatible with the building architecture and reflect the commercial character of the development.

Description – Walls and fences should be considered integral parts of the building and site, compatible with the overall design.

Track 2- Design Guidelines

Recommended

- Site wall and landscaped planter box materials and character should generally match or provide compatibility with the adjoining building materials and historic character.
- Preferred materials include: brick and stone masonry; cast-in-place concrete or architectural finished exposed concrete; cementitious-based stucco over masonry or concrete substrate; solid wood pickets, lattice and boards; or painted welded metal or wrought iron.

Not Recommended

- Plastic fence materials
- Chain-link fences
- Precast concrete
- Railroad ties or other rustic wood materials.

Track 1- Development Standards

Related Code Standards

- Plastic and/or chain-link fences are prohibited in all Town Center zones.
- All wood fences shall be painted.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

LIGHTING GUIDELINES

Intent – Lighting should provide security, help create a lively environment at night and highlight building and landscape features. Lighting should create a pleasant and inviting environment to encourage the use of the town center at night. Utilitarian lighting at excessive height or that creating excessive glare is discouraged.

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

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

FOCUS AREA 1 – TOWN CENTER 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><i>Recommended</i></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 and highlight landscaping. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Lights which create glare onto adjacent streets and properties.▪ Neon silhouette accent lighting.▪ Bulb or flash lighting▪ Fluorescent tube lighting▪ Security spotlight	<p><i>Related Code Standards</i></p> <ul style="list-style-type: none">▪ Area 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.▪ Lights shall not blink, flash or change intensity.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

LIGHTING – PARKING LOT

Guideline – Light should be compatible with downtown streetlights identified in the Public Area Requirements.

Description – Parking lot lighting should be provided for vehicular and pedestrian safety. Lighting should be integrated and compatible with the site and building design.

Track 2- Design Guidelines

Recommended

- Light poles should be dark green or black
- Standards should accommodate banners and hanging flower pots (with drip irrigation systems)
- Light standards should be located in landscaped areas when possible to protect fixtures from automobile damage.
- Lights should be shorter than two-stories in height.

Not Recommended

- Tall concrete light fixture bases.
- Cobra-head lights.
- Lighting which spills into residential areas.
- Ornamental or contemporary light fixtures which are incompatible with downtown street light standards.

Track 1- Development Standards

Related Code Standards

- Poles outside of the public right-of-way shall be a maximum of 14 feet in height in all Town Center zones.
- Concrete light fixture bases taller than 8 inches are prohibited.
- Area 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.
- Lights shall not blink, flash or change intensity.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

LIGHTING – SIDEWALK AND LANDSCAPE

Guideline – Lighting should be used to highlight sidewalks, street trees and other landscape features. Landscape lighting is appropriate as a way to provide pedestrian safety.

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

Track 2- Design Guidelines

Recommended

- Seasonal lights on buildings and trees.
- Foot lighting that illuminate walkways and stairs.
- Fixtures concealed and integrated into the design of buildings and site landscaping elements.
- Bollard lighting that is directed downwards toward walkways.

Not Recommended

- Flashing or colored lights
- Exposed cords, outlets or other electrical devices that may provide safety hazards and are unsightly.
- Contemporary fixtures or utilitarian fixtures such as “cobra-head” lights.

Track 1- Development Standards

Related Code Standards

- Night lighting shall be provided for all sidewalks and front entrances.
- Flashing lights, exposed cords, outlets or other electrical devices are prohibited.

FOCUS AREA 1 – TOWN CENTER 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.

Track 2- Design Guidelines

Recommended

- “Gooseneck” lighting that illuminates wall signs.
- Sign silhouette backlighting.
- Incandescent or fluorescent bulb or low-voltage lighting.

Not Recommended

- Backlighting of vinyl awning signs
- Interior plastic sign lighting
- Metal halide, neon or fluorescent tube sign lighting.
- Signs containing exposed electrical conduit, junction boxes or other electrical infrastructure.

Track 1- Development Standards

Related Code Standards (Section 10.8.830(F))

- Lighting for signs shall be limited to internal lighting, where the lighting source is inside the sign, or to indirect lighting screened from view, where the light source is located below the sign, and is part of an ornamental feature of the sign structure.
- Braces and struts that support indirect lighting from the top of sides of the sign are prohibited.
- A lighted sign visible to and located within 100 feet of a residential zone shall be turned off from 10:00 P.M. to sunrise.
- Backlighting of vinyl awning signs, interior plastic sign lighting, metal halide, neon or fluorescent tube sign lighting are prohibited.
- Signs containing exposed electrical conduit, junction boxes or other electrical components are prohibited.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SIGN GUIDELINES

Intent – Signs should be architecturally compatible with and contribute to the visual quality of downtown. 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 the town center and be consistent with the architectural quality of buildings. Signs should be scaled to the pedestrian.

Sign guidelines are organized by the following types:

- Wall
- Hanging or Projecting
- Window
- Informational and Directional
- Temporary

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SIGNS – WALL

Guideline – Signs should not overwhelm the building or any special architectural features.

Description – Signage in the Town Center should communicate information to potential customers while enhancing the building architecture and overall streetscape. Signs should not render the building a backdrop for advertising or building identification.

Track 2- Design Guidelines

Recommended

- Signs should identify the name of the building or major tenant only.
- Signs should be incorporated into the building architecture as embossing, low relief casting, or application to wall surfaces.
- Sign should be durable and long lasting
- Sign should be located as panels above storefronts, on columns, or on walls flanking doorways.

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 (Section 10.8.830(F))

- Wall signs, including those painted on exterior walls shall not have a gross area greater than 20% of the wall surface area.
- 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.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SIGNS – HANGING OR PROJECTING

Guideline – Hanging signs should be oriented to the pedestrian and highly visible from the sidewalk.

Description - Signs should not overwhelm the streetscape and should be complementary to the building architecture and any awnings canopies, lighting and street furniture.

Track 2- Design Guidelines	Track 1- Development Standards
<p><i>Recommended</i></p> <ul style="list-style-type: none">▪ Signs should identify the name of the building or major tenant only.▪ Sign lighting should be integrated into the façade.▪ Sign should be durable and long lasting▪ Signs should not obstruct sidewalks or hang low enough to create hazards. <p><i>Not Recommended</i></p> <ul style="list-style-type: none">▪ Plastic, internally lit or backlit signs▪ Advertising or temporary signs.▪ Signs oriented primarily to motorists▪ Hanging banners or flags.	<p><i>Related Code Standards (Section 10.8.830(F))</i></p> <ul style="list-style-type: none">▪ Businesses with ground-floor entrances within the TC zones that have the front building line within five (5) feet of the public right-of-way shall be permitted on (1) projecting sign on the front building face, side or corner in lieu of a wall sign.▪ Projecting signs shall project no more than six (6) feet, have a maximum vertical dimension of six (6) feet, and be limited to a maximum of twenty-four (24) square feet of area per face.

FOCUS AREA 1 – TOWN CENTER 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 business operation. Window signs should be oriented to the pedestrian on the adjacent sidewalk. Large signs or large lettering intended to attract attention from passing vehicles is not appropriate.

Track 2- Design Guidelines

Recommended

- Interior applied lettering or graphics.
- Interior neon or other illumination.

Not Recommended

- Exterior neon, flashing or moving signs.
- Window advertising signs that obscure more than 25% of window area.

Track 1- Development Standards

Related Code Standards

- Section 10.8.830 (considered a wall sign).
- Signs which obscure more than 25% of window area are prohibited.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SIGNS – INFORMATION AND DIRECTIONAL

Guideline – Directional signs should be small scale and dimensions, logically located and should 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

Recommended

- Low-scaled signs.
- Located at entries to parking lots, service areas, or pedestrian areas.
- Sign should be durable and long lasting.
- Signs should not obstruct sidewalks.
- Compatible with adjacent architecture and streetscape elements.

Not Recommended

- Large signs.
- Sign with advertising (logo is acceptable)
- Internally illuminated.
- Overly exuberant or wildly contrasting colors or graphics.

Track 1- Development Standards

Related Code Standards (Section 10.8.810 et. seq.)

- Informational or directional signs shall not exceed 3 feet in height.
- The area of the sign face of an informational or directional sign shall not exceed one square foot.

FOCUS AREA 1 – TOWN CENTER GUIDELINES

SIGNS – TEMPORARY

Guideline – Signs which identify a short-term use or activity should be consistent with the design character of the surrounding architecture.

Description - Small portable temporary signs (e.g. sandwich boards) should be used when businesses are open and located in close proximity to the related business. Signs should not obstruct pedestrian access or conflict with the visually quality and character of the town center.

Track 2- Design Guidelines

Recommended

- Easels and chalkboards.
- Sandwich boards.
- Small professionally painted and designed sandwich boards.
- Compatible with adjacent architecture and streetscape elements.

Not Recommended

- Signs which obstruct pedestrian access.
- Poor quality “home-made” looking signs.

Track 1- Development Standards

Related Code Standards (Section 10.8.820(B)(2))

- Temporary signs shall not exceed 3 feet 6 inches in height.
- Temporary signs shall be located within ½ block of the businesses front entrance.
- Display of temporary signs is only allowed during the business hours of the related business.