



# Juniper Ridge Design Guidelines

City of Bend  
December 2012

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# A. Introduction

As described in the July 2008 Conceptual Master Plan, Juniper Ridge will be a vibrant addition to the City of Bend, creating jobs while providing a balance of mixed uses and a walkable environment. The Master Plan proposes:

- Large areas for businesses to locate and grow, creating diversified family-wage employment;
- A higher education presence with research and development capabilities;
- A variety of housing types attractive to a range of users;
- A wide variety of parks, preserves and trails for outdoor recreation; and
- A new retail, dining and entertainment center.

The first step in achieving this vision is to develop the first phase Employment Sub-District at Juniper Ridge. The Sub-District is located east of US-97 and the BNSF railroad, and north of Cooley Road (see Figure 1: Project Location and Figure 2: 2008 Juniper Ridge Master Plan Illustrative).

## Goals:

Goals for the development of the Employment Sub-District are:

- Develop the first phase of a complete community consistent with the 2008 Conceptual Master Plan
- Establish the first phase of development as a precedent of quality
- Preserve site qualities
- Attract a diversity of business types and sizes
- Provide amenities to attract employers and employees

The following Design Guidelines are intended to assist developers, property owners, architects, planners, elected officials and interested citizens in understanding the qualitative design intent of the variety of projects envisioned for the employment area. The guidelines are intended to ensure order, harmony and quality within the built environment; they describe what is expected in the development of sites that contribute to the creation of a unified commercial/industrial neighborhood.

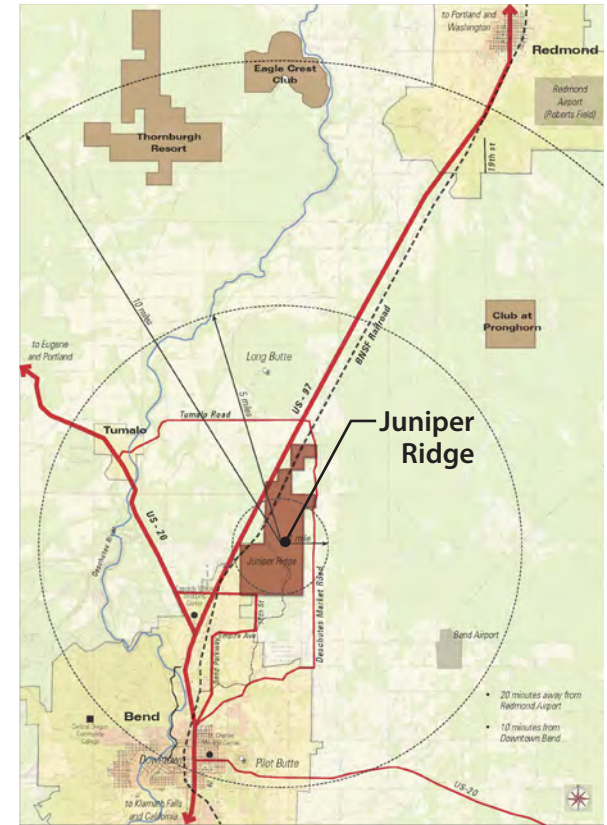


Figure 1: Project Location (Map from 2008 Juniper Ridge Master Plan)



## B. Master Plan Guiding Principles

These Design Guidelines are focused on pursuing the following Guiding Principles (part of a longer list), described in the July 2008 Juniper Ridge Conceptual Master Plan:

- Development at Juniper Ridge must be of the highest quality that matches the project's importance to Bend and Central Oregon.
- Juniper Ridge will attract clean R&D and compatible businesses that will provide living-wage jobs into the future.
- Industrial land uses will be prioritized for industrial sectors targeted through the sector targeting process.
- Design, construction and operations will follow the best practices of sustainable and green development.
- Juniper Ridge should be a model of energy conservation, with a targeted building energy cost 25 percent to 50 percent lower than traditional buildings.
- Land use planning for Juniper Ridge will provide for pedestrians, bicycles, transit and the efficient use of automobiles.
- Open spaces will be integrated throughout the project, connected by trails, while preserving the most important natural features of Juniper Ridge.

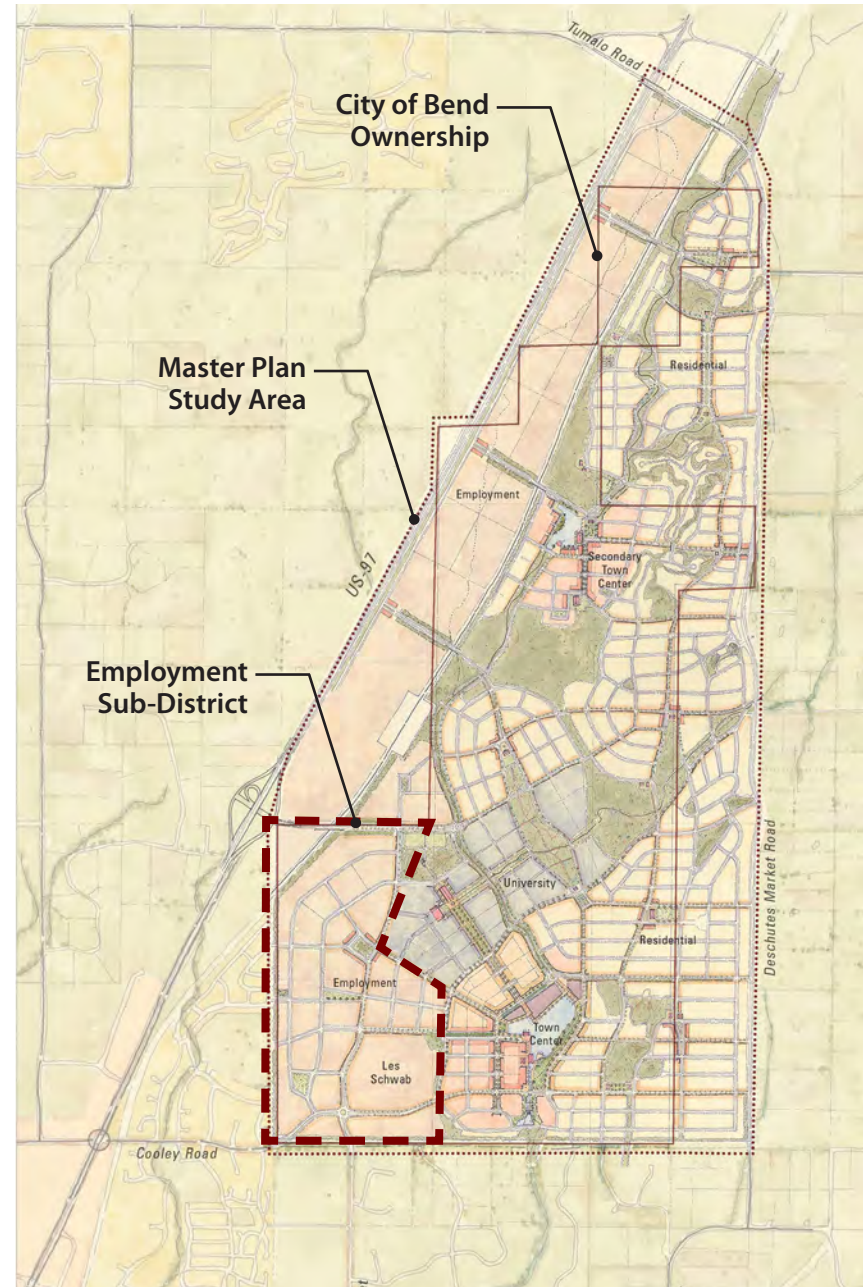


Figure 2: 2008 Juniper Ridge Master Plan Illustrative

## C. How These Guidelines Are Organized

The Juniper Ridge Design Guidelines address the physical relationship among proposed land uses and adjacent properties, existing and future streets, adjacent neighborhoods and the natural environment. The guidelines generally consist of three parts:

- **Design Guideline Title** – the general topic area (e.g., “Overall Building Massing and Bulk”).
- **Intent Statement** – the “big idea” or goal to be accomplished (e.g., to break down the scale of larger buildings, especially near the street and public spaces).
- **Guidelines and Standards** – the methods by which the intent statement can be realized.

The Guidelines imply an inherent responsibility assumed by new owners at Juniper Ridge to contribute to the quality of the community. Standards are provided for those elements that must be met. Other guidelines are intended as desirable performance items suggested for owners and design teams.

These Design Guidelines address Juniper Ridge Employment Sub-District sites, buildings and signage. They were developed after evaluating successful employment areas from the region and elsewhere, reviewing design precedents with the Juniper Ridge Management Advisory Board and reviewing the City of Bend Development Code.

**Site Guidelines** consider the organization and spatial arrangement of the project’s proposed buildings, parking and service areas, landscape and open spaces. Site Guidelines address the following:

- Preservation of key site attributes
- Grading and walls
- Drainage, stormwater management
- Landscape of public streets
- On-site vehicular circulation and parking
- Bicycle and pedestrian circulation
- Planting
- Screening, fencing and utility location
- Exterior lighting

The **Architectural Guidelines** deal with massing and exterior architectural elements of buildings—components that define the scale, quality and character of the building. The Architectural Guidelines focus on the following:

- Overall building mass and bulk
- Façade composition
- Context-sensitive design
- Sustainable building design
- Relationship to the public realm
- Roof forms
- Materials and colors

The **Signage Guidelines** include:

- The use of color
- Primary identity signs
- Building directory signs
- Wall signs
- Wayfinding building address
- Vehicular direction signs
- Retail signs
- On-site regulatory signs
- Trail markers
- Temporary site signs

## D. Project Review Process

This review process does not dictate a specific outcome; rather, it highly encourages solutions that adhere to the Design Guidelines. Property owners, developers and their design teams will be expected to respect the values represented in the 2008 Conceptual Master Plan and collaborate with City of Bend planners assigned to Juniper Ridge and the Juniper Ridge Design Review Committee. There is an inherent expectation by the City of Bend and the Juniper Ridge Employment Sub-District Owners' Association (JROA) that property owners, developers and their design team will strive to provide creative and responsive designs that are consistent with, and in support of, these guidelines.

This document is intended to work in conjunction with all applicable land use procedures, development and zoning codes, city ordinances and building codes. To the extent that these guidelines are inconsistent with these other requirements, the other requirements will prevail.

### Land Use Review Process - Overview:

Design Review for Juniper Ridge requires compliance with the Declaration of Covenants, Conditions and Restrictions (CC&Rs) for the Juniper Ridge Employment Sub-District, the Juniper Ridge Design Guidelines, the Juniper Ridge Overlay Zone (Bend Code Chapter 2.7.2000), the Bend Development Code (Chapter 3) and the underlying zone requirements of the Industrial District (IL, Chapter 2.4). Applicants are required to comply with the applicable development standards and all Design Guidelines.

Development of projects within the Juniper Ridge Employment Sub-District requires approval from the Design Review Committee (DRC) and the City of Bend's Current Planning Division. Generally speaking, the Design Review Committee, as a Committee of the JROA and as empowered by the CC&Rs, is responsible for ensuring compliance with the Design Guidelines. The Current Planning Division is responsible for compliance and implementation of the Bend Development Code standards that regulate development projects.

### 1. Pre-Application Conference:

The applicant is required to schedule a Pre-Application Conference that will be attended by the staff planner assigned by the City to Juniper Ridge, and a member of the Juniper Ridge DRC. The Pre-Application Conference informs the applicant of the City's substantive and procedural requirements, provides for an exchange of information regarding applicable requirements of other city codes, and identifies policies and regulations that create opportunities or pose significant challenges to approval of the proposed project. Applicants for sites over 10,000sf will be notified of Neighborhood Meeting requirements. Technical and design assistance from other city departments will be available at the Pre-Application Conference, per the recommendation of the staff planner.

The applicant will be required to provide a conceptual Site Plan at the Pre-Application Conference, showing topography (including significant rock outcroppings and heritage trees), proposed parking and access, and building location and footprint. Additional information is welcome that assists the City in advising the applicant. Such information may include, but not be limited to, the following:

- Preliminary Grading Plan
- Ground Floor Plan with egress points
- Building Elevation(s) and Roof Plan
- Schematic Signage Program

Note: Signage proposals must be reviewed and approved by the DRC. However, the design and type of signage is typically not fully known until after the design review process. To ensure that signage is addressed, applicants are required to submit a schematic signage package at the Pre-Application conference. The DRC will review the formal signage submittal upon completion later in the process.

## D. Project Review Process

### 2. Juniper Ridge Design Review Committee (DRC):

The DRC is responsible for determining if the applicant meets the required guidelines in this document and other site improvements required by the CC&Rs. The project design team or the applicant's representative shall initiate this process by making an initial presentation to the DRC. At that point the DRC may request additional information, including architectural drawings and technical studies.

Once the DRC has all the required drawings and any additional requested information, it will convene privately to review the submittal. The DRC has 30 days to determine whether the application is complete. In the event that the DRC determines that more information is needed, they can request it from the applicant. At that point the 30-day clock starts over.

Upon determining that an application is complete, the DRC will issue a Completeness Letter. Within 60 days of issuing the Completeness Letter, the DRC will review the application and, if found consistent with the Design Guidelines, will issue a Letter of Approval. However, if the DRC determines it cannot adequately review the application and render a decision within the initial 60-day period, the DRC may extend the review period for up to an additional 60 days, provided that the DRC notifies the applicant of its decision to extend the review period at least 30 days prior to the expiration of the initial review period.

The "intent statements" that accompany each guideline serve as the primary tool for administering the Design Review process. In the event that the DRC and the applicant are not in agreement, the intent statements will serve as the primary criteria for making decisions. The DRC may elect to approve the project with conditions. With submittal of the Letter of Approval, the DRC will request to be Party to the Record to receive Land Use Review notices and maintain an informal connection to the project as it proceeds through Land Use Review. The DRC reserves the right to appeal future City approvals of a project, in its sole discretion.

### 3. City of Bend Land Use Review:

The DRC Letter of Approval and a full Land Use Review Application, outlined in Sections 2.4.400 and 4.2.200 of the Bend Development Code, shall then be submitted to the City of Bend's Current Planning Division for Land Use Review. An application for site development review should include the following information, as deemed applicable by the City Planning Director, based on the size, scale and complexity of the development:

- Site analysis map
- Proposed site development plan
- Roof plan
- Deed restrictions
- Building elevations
- Location of floor lines, parapets and other significant architectural features and roof treatments
- Preliminary grading plan

- Landscape plan
- Sign drawings conforming to the City's Sign Code
- Design narrative
- Traffic Impact Study
- Additional information, as determined by the City Planning Director

Upon receipt of the Application, the City will initiate a Completeness Check Meeting. Once the project is deemed Complete, and any required application revisions are submitted by the applicant, the City will begin formal Land Use Review. Assuming that the criteria detailed in the Code are met, the City of Bend will then approve the project, including possible conditions of approval.

### 4. Building Permits:

Following approval by the staff planner, the applicant may apply to the Building Division for building permits. Upon satisfaction of all applicable fire, life and safety requirements, the applicant will receive a building permit after which they can initiate construction of the project.



# D. Project Review Process

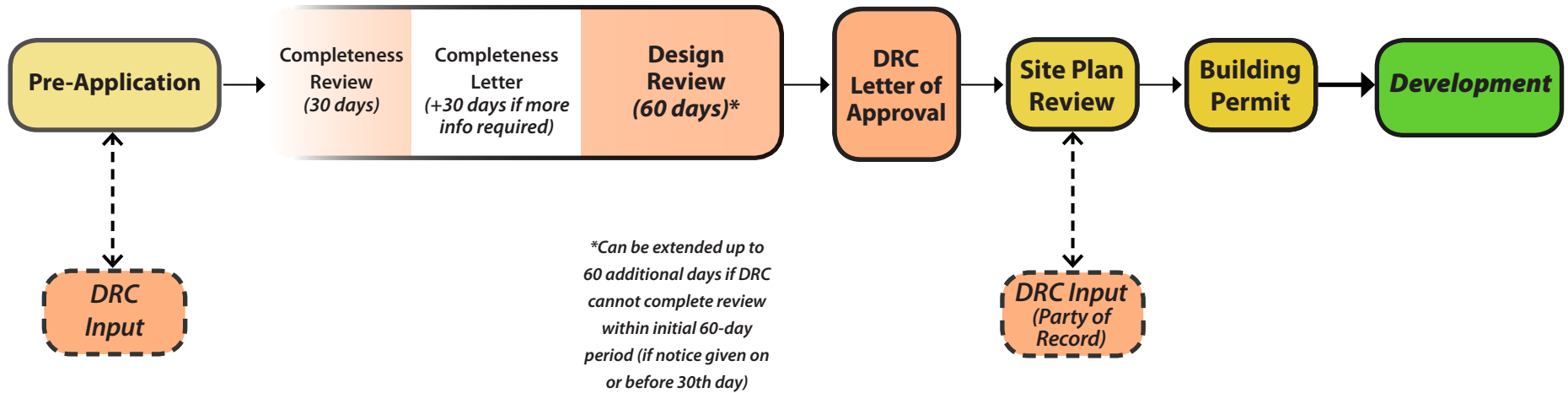


Figure 3: Project Review Process





# **Part 1: Site Guidelines**



# 1.0 Site Development Framework

## General Intent:

The Employment Sub-District at Juniper Ridge is intended to be developed in a manner not often seen in typical business parks. The development of streets, open spaces and sites will play a key role in establishing visual quality at Juniper Ridge. Site development should establish continuity for the public realm, providing an attractive landscape and incorporating the native rock outcrops, mature trees and rolling terrain that form the basis for this uniquely Central Oregon setting.

The following guidelines and standards are intended to guide the visually cohesive development of parcels. Building placements adjacent to street frontages, together with intentional landscaped setbacks and screening of vehicular and work areas will establish a neighborhood-like level of visual quality to the district.

As indicated in Figure 4, where possible, building sites should be configured so that the primary building elevation faces the street with the highest street classification, according to the Juniper Ridge Overlay Zone (Bend Development Code Chapter 2.7.200). The exact orientation largely depends on the location of significant rock outcroppings and heritage trees on the site as well as the required frontage landscape. Parking should be accessed via side streets and located behind street-facing elevations, with a consistent 30' landscape frontage provided for all areas except those adjacent to buildings, in those cases where the building is sited closer to the street. Key site attributes in this frontage for each site's perimeter are recommended for preservation. Interior features may be removed or re-created at the user's discretion.

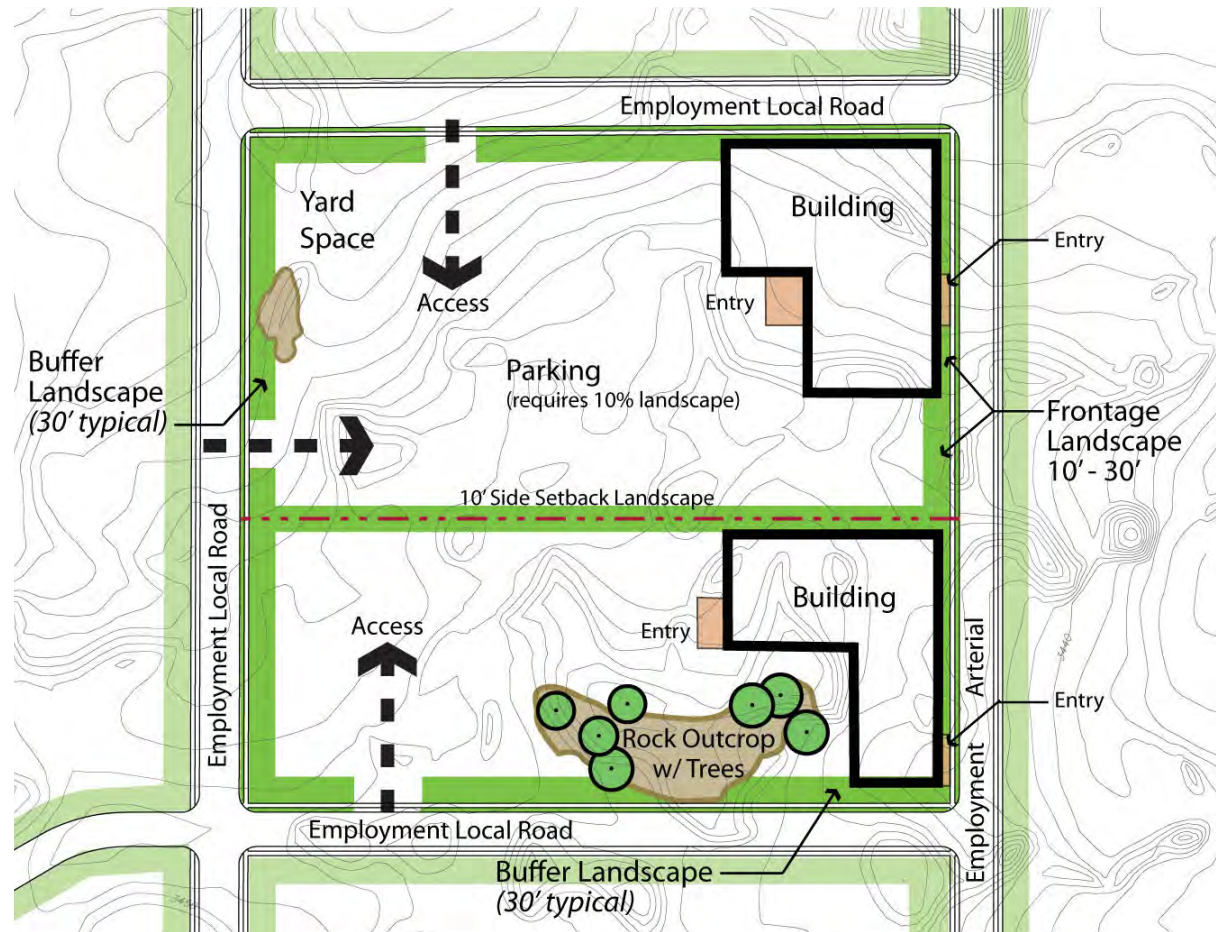


Figure 4: Prototypical Site Development



# 1.1 Preservation of Key Site Attributes

## Intent:

Juniper Ridge provides significant natural features that define the place. Rock outcrops, mature juniper trees, and rolling terraces are the defining characteristics of the area. These elements are intended to be incorporated in the development of sites to reinforce Juniper Ridge’s character as a place of natural beauty within Central Oregon.

Significant rock outcrops and tree stands which are evident from the street and adjoining open spaces are intended to be given highest priority for preservation. Integrating these elements into parcel development and streetscape will significantly benefit the look and feel of Juniper Ridge. In order for these elements to be successfully incorporated, the following definitions and process have been established:

## Definitions:

**Significant Rock Outcrops:** Exposed native stone at the perimeter of sites, of significant exposed height and length as determined by the DRB.

**Heritage Trees:** Juniper Ridge has the benefit of having extensive stands of juniper trees, some of which are over 800 years old. Land owners are encouraged to review the report entitled “Juniper Ridge Ecological Site Assessment” (*Hickman and Shinderman, January 2007, available from the City of Bend*). Heritage trees to preserve are identified in this report as trees over 250 years old. In addition, the Bend Development Code notes that “significant trees” are 10” diameter at breast height (DBH). Preserving clusters of trees is preferred when possible.

## Process:

In order to fully understand the natural attributes of a parcel, the following process should be undertaken.

**Rock outcrops:** The DRB shall conduct a site visit and identify all significant rock outcrops, primarily near the perimeters of each site. Outcrops shall be documented, estimating characteristics such as height, visual quality and visual proximity to streets and open spaces.

**Heritage and significant trees:** The Applicant shall commission a tree survey by a qualified professional which identifies all heritage juniper trees over 250 years old and significant trees of 10” DBH or larger. These trees shall be documented on a site plan, identifying each tree location, DBH, and health.



*Ancient juniper*



*Juniper Ridge rock outcrop*



# 1.1 Preservation of Key Site Attributes

## Design Process:

Utilize the significant rock outcrop and tree survey information during the design process to establish a site plan that aims to preserve significant outcrops and trees where possible (particularly on the perimeter of the site adjoining streets), while meeting the user’s programmatic requirements. Priorities for preservation are those outcrops and trees that are visually evident from adjoining streets and public open spaces. The Development Code includes incentives, such as setback reduction, for protection of trees. Applicants shall develop a tree and outcrop plan which indicates those features to be preserved as well as those to be removed. This plan shall provide means and methods of preservation. Mitigation of trees removed over 10” DBH will follow city code processes. (See Bend Development Code 3.2.200).

## Guidelines:

- Preserve significant rock outcrops and heritage trees at site perimeter.
- Incorporate significant outcrops, heritage trees and site topography into site development plans so that they appear integral to the plan.

## Standards:

- Mitigate for tree removal per city code, and guidance from the DRB.
- Preserve selected outcrops and trees that are considered critical to protect as identified in the survey process.
- Preserve outcrops and heritage trees wherever possible within 30’ landscape setbacks.



*Existing rock outcrop and junipers*



*Circulation routes should consider tree protection where feasible*



*North Rim in Bend preserved on-site rocks for roadside landscape*



## 1.2 Grading and Walls

### Intent:

Juniper Ridge is located within a rolling topography which provides much of the indigenous character of the place. As sites develop, they are intended to blend into the topography so that buildings, parking, and access routes are established and public frontages appear gently sloped.

The overriding goal of site grading is to provide a welcoming and approachable street frontage and edge condition. Grading within the interior of sites not seen from adjoining sites and streets may take on a more utilitarian quality with the use of walls and other retaining devices.

### Guidelines:

- Grading and walls should visually blend into the natural character of preserved significant rock outcrops and tree stands, resulting in a cohesive and integrated appearance.
- Slopes should be designed to facilitate surface drainage, limit soil erosion, and avoid slides and instability.
- Site design should recognize how elevation changes can provide functional separation and visual screening between a project and its neighbors.
- Contoured slopes are generally preferable to the use of retaining walls.
- Where retaining walls are necessary, incorporate them into other design features, such as stairs, ramps, and planters wherever possible.
- Large site walls facing streets and open spaces are discouraged.

- Prior to grading, topsoil and rock should be stripped and stockpiled for reuse where feasible.
- For trees to be preserved, finish grades should meet existing grades at the drip line perimeter of the trees at a minimum, or properly designed tree wells should be provided as part of the design concept. Existing trees to be saved should be carefully protected and maintained during construction.

### Standards:

- Site setback areas facing streets, open spaces and adjoining uses shall be graded at a maximum of 3:1 slope. Site walls are discouraged in these areas. Rock outcrops and road cuts through rock may be steeper than 3:1.
- Laid-back or flattened slopes (flatter than 3:1) shall be utilized wherever possible to preserve views or to suit the site's geological conditions.
- Site walls may be constructed of cast-in-place or precast concrete. Native stone facing is recommended where feasible. Use rock from cleared sites if feasible.
- Walls should not exceed 4' height and have plantings fronting them in order to buffer their appearance. Earth-tone coloration of walls is encouraged.
- Boulder and interlocking block walls are not permitted within the setback areas. Rock cuts are permitted.



*Cast-in-place concrete retaining wall with integrated planters*



*Native stone facing wall*



*Native stone facing wall*

# 1.3 Drainage and Storm Water Management

## Intent:

Development at Juniper Ridge will incorporate facilities such as swales for the cleaning, transport and disposal of stormwater. The overall site system has been established by the City, with each parcel being responsible for its on-site stormwater. It is intended that stormwater management will be integrated into sites in a visually appealing manner within 30' perimeter frontages.

## Guidelines:

- Where possible, site development should maintain and enhance natural drainage patterns.
- Stormwater should be naturally infiltrated where possible to reduce the need for piped systems.
- The use of infiltration, stormwater bioswales, and other water quality techniques is encouraged.
- Swales adjacent to streets, open spaces, and neighboring uses should be incorporated as integral features.
- Swales should be planted in such a manner as to reinforce the visual quality and continuity of the adjacent area. (\* See Guideline 1.7 Planting)
- The use of native stone is encouraged within swales when adjacent to preserved rock outcrops and natural areas.
- Promote the filtering of run-off from roofs and paving via green or eco-roofs, bioswales, filter strips, stormwater planters and other water-quality enhancing techniques.

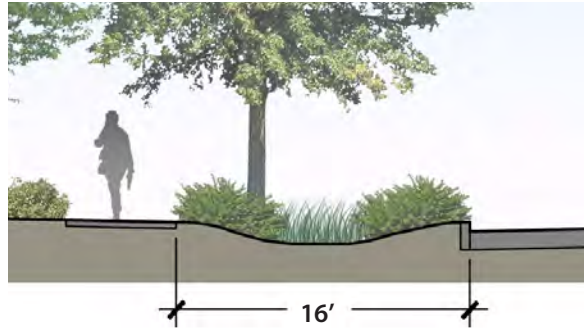


Figure 5: Stormwater swale plantings

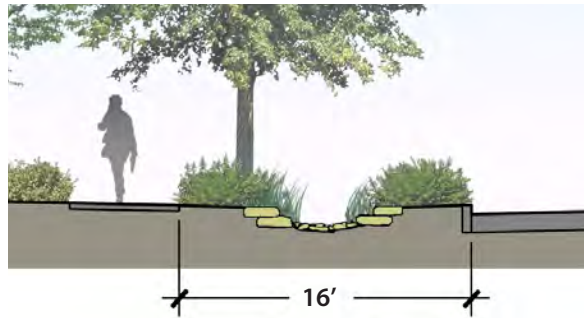


Figure 6: Stormwater swale with rock channel

**\* Refer to the City of Bend Integrated Stormwater Management Plan (2006) for further detail and Best Management Practices.**



Stormwater swale plantings



Stormwater swale with crushed rock channel and check dams



Stormwater swale plantings



## 1.4 Landscape of Public Streets

### Intent:

The streets within Juniper Ridge will provide important visual quality to the district. Given that the majority of the Employment Sub-District will be privately-owned and not seen by the public, the streets will provide much of the visual character of the area. Streets will promote clear circulation and wayfinding while creating shared public space.

In recognition of the importance of the streetscape in establishing the character and identity of Juniper Ridge, the DRB will review the design of all public streets and landscaping proposed by the Declarant.

The hierarchy of public streets has been established throughout the Employment Sub-District and each street type plays a specific role in the circulation system. All streets will be constructed of asphalt with concrete walks, and have allotted space for landscape area in planting strips. See street sections (Figures 9 and 10) for recommended setbacks for landscape.

It is recommended that particular attention be paid to landscape along public streets. In particular, NE 18th Street deserves special consideration for more carefully-considered landscape plantings. The Juniper Ridge Overlay Zone (City of Bend Development Code 2.7.2000, ) provides more detail on the Juniper Ridge street system and cross sections.

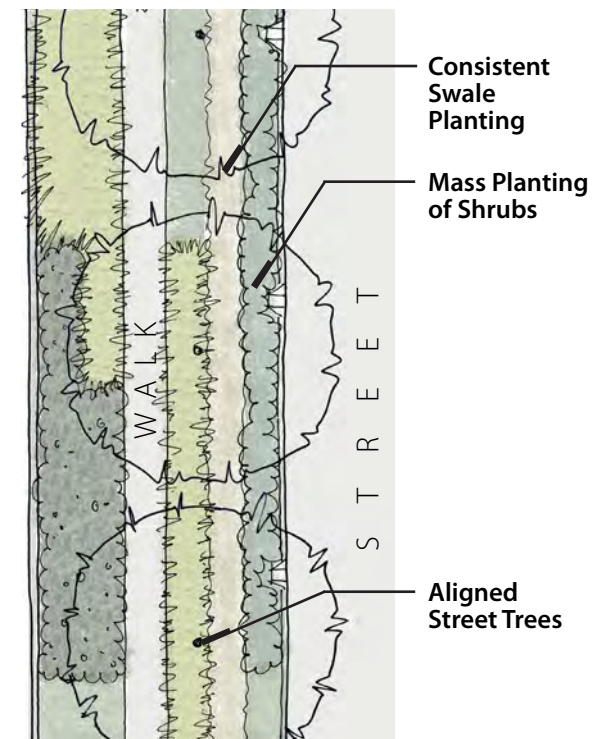
There is great opportunity to provide distinction in the planting areas within street rights of way. The intention is for the landscape to be developed in clear patterns which provide visual distinction, can be reasonably maintained, and in a manner that provides long-term value to the district. The plantings within street rights of way should read as one coordinated landscape with the landscaped setbacks on adjacent private development sites.

### Guidelines:

- Appendix A suggests a palette of plant material that is highly durable, adaptive, low-maintenance and long-lasting, including native and climate-adaptive species that aesthetically enhance the Central Oregon context.
- Shrubs and groundcovers should be planted in masses, in order to establish a full, continuous appearance. Masses of shrubs may be in linear or curvilinear patterns of varying heights and textures. Thick plantings can help suppress weeds.
- Street trees serve to filter pollutants originating from vehicles; they intercept rainwater, reducing polluted runoff. They also shade nearby buildings, reducing cooling costs and providing a cooler microclimate for sidewalks and streets.
- Street trees should be planted in distinct continuous rows of matched trees to establish visual strength to the roadway.



*Climate-adaptive plantings*



*Figure 7: Plan view of mass plantings in swales*



## 1.4 Landscape of Public Streets

- Existing mature trees in the public right-of-way should be preserved wherever possible in order to provide immediate visual quality within the district. Adjustments to walkways, utilities, and lighting should be made as necessary to preserve the trees.
- Plantings within the right-of-way should blend visually into preserved significant rock outcrops and heritage trees in adjacent sites.
- Concrete pedestrian walks should be installed to facilitate connections between on-street parking and sidewalks. A widened curb is also recommended at sidewalks, to ease the opening of car doors.

### Standards:

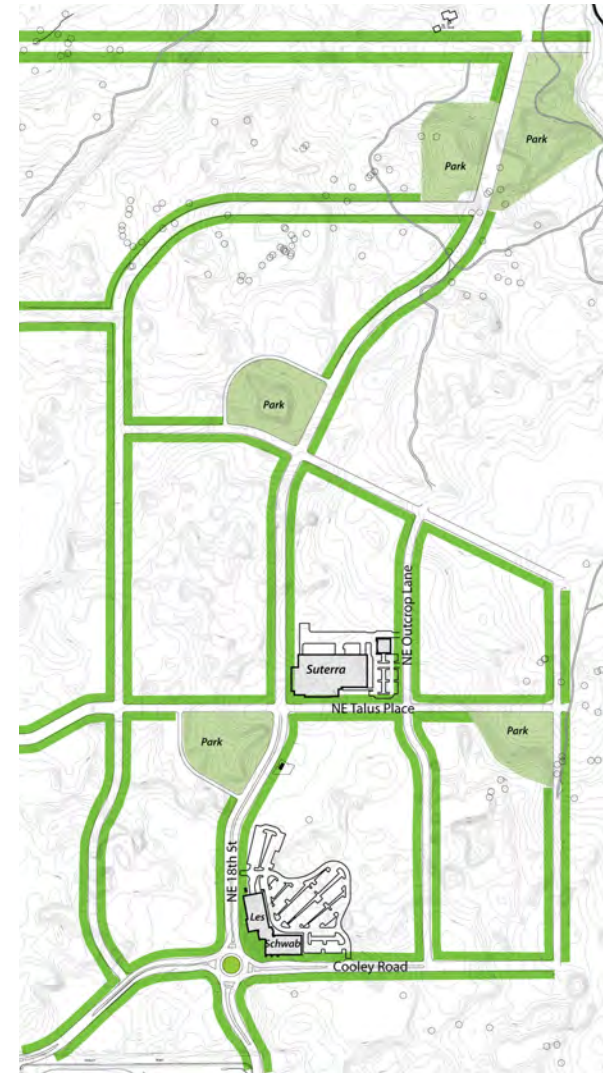
- The planting area between the curb and the sidewalk along streets with on-street parking should be planted in shrubs and groundcover that reach a maximum 24" height.



*Context-appropriate mass plantings*

### Precedents:

- SW Simpson Avenue, Bend
- North Rim streetscape, Bend
- Mt. Washington Drive, Bend
- Tetherow Resort, Bend



*Figure 8: Juniper Ridge Public Street Landscape Frontages  
The public street landscape in planting strips should combine with street frontage landscape on all properties to provide a cohesive character to the public realm of the Employment Sub-District.*

# 1.4 Landscape of Public Streets

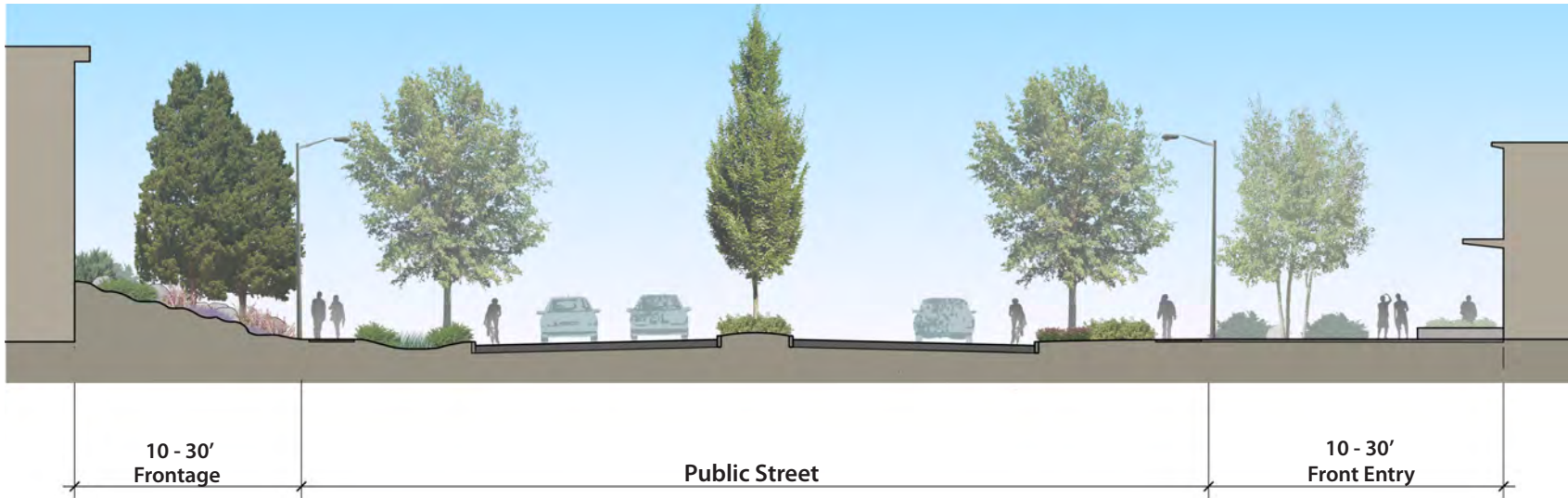


Figure 9: Employment Arterial Road (18th Street, Cooley Road)

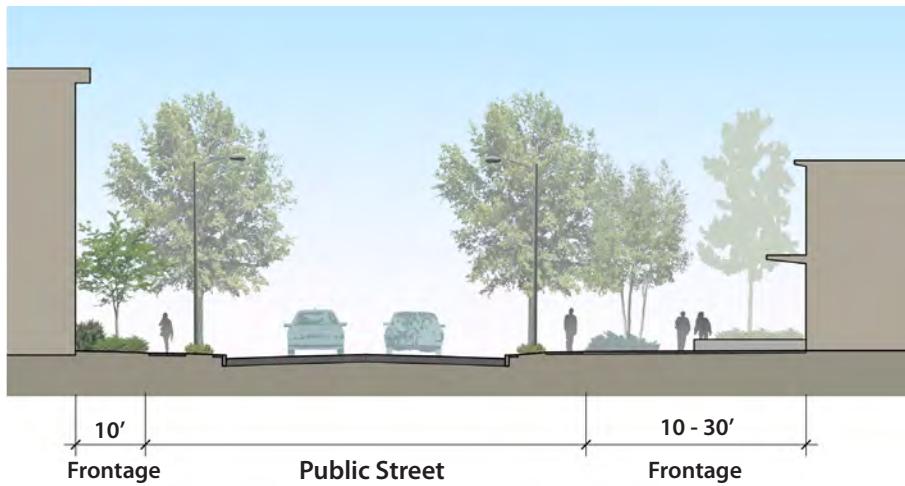


Figure 10: Employment Local and Collector Road



Public street with landscaped median and generous bike lanes.



## 1.5 On-Site Vehicular Circulation and Parking

### Intent:

On-site circulation and parking is intended to be conveniently located to facilitate site functions. Parking configurations shall meet City standards and should be constructed of high quality materials. Access driveways should be safe, easy to locate and provide direct routing to buildings. It is intended that all on-site vehicular circulation and parking be visually screened from the public ROW by vegetation.

Parking lots should be screened in a manner that minimizes their visual impact, but still provides safe access and egress, and allows good surveillance and monitoring.

### Guidelines:

- All on-site vehicular circulation, parking, and service areas should be partially screened from view from adjacent streets and land uses by the use of plant material and screen walls.
- Design perimeter landscape buffers of parking lots to allow lot surveillance.
- Existing significant rock outcrops and significant heritage trees should be preserved when possible within parking lots to provide visual continuity of the district.
- Parking lots may be paved with a pervious material such as open-grid pavers to permit water percolation into the ground, where feasible.
- Lots should strive to be significantly shaded with trees to minimize heat build-up.

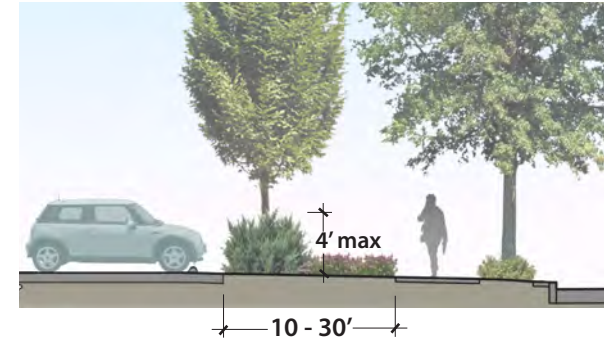
- Trees should be placed to minimize visibility conflicts. Planting islands should be staggered or triangulated to maximize the shade benefit from trees.

### Standards:

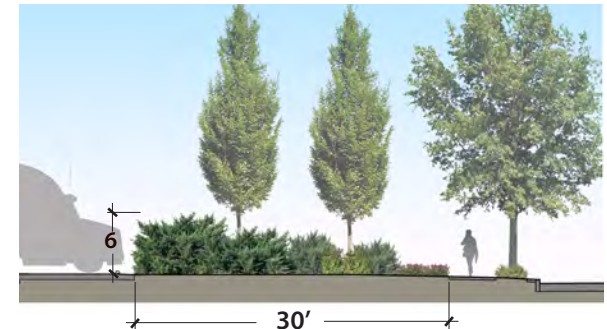
- Parking areas shall include pedestrian circulation, 10% landscape and lighting as described in Bend Development Code, Chapters 3.2.300 (E2) and 3.3.300.
- On-site parking, circulation and service areas shall be set back a minimum of 30' from adjacent streets, and shall be visually screened with vegetation and/or walls.
- Each tree within parking lots shall be centered on a nominal 36 square feet of pervious soil area to ensure adequate air and water for root systems.



*This early parking lot planting will mature into complete screening.*



*Figure 11: For safety reasons, landscape screening of parking lots along streets should still allow visibility into the lot.*



*Figure 12: Screening of work yards fronting streets should obscure much of the activity and storage within the yard.*



*Les Schwab parking lot features pedestrian walkways, shade trees, stormwater swales and preserved native vegetation.*

## 1.6 Bicycle & Pedestrian Circulation

### Intent:

An important objective of Juniper Ridge is to encourage clear and convenient access for pedestrians and bicyclists to buildings and open spaces. Site development should establish safe and easily accessed connections to building entries and open spaces.

### Guidelines

- Provide well-defined hard surface walks between building entries and streets and parking areas.
- Encourage bicycle use by establishing secure bike parking areas near doors in well-protected and convenient locations.
- Thoroughly integrate the pedestrian and bicycle systems into site design so that they act as integral components of the site function.
- Trees and plantings should be provided along pedestrian walks where feasible, providing definition.
- Integrate accessible routes in a visually cohesive manner. Routes should be direct and provide a similar quality and hierarchy of circulation as those provided for able-bodied persons.
- Refer to Bend Development Code Chapter 3.1.300



*Well-defined pedestrian walk*



*Pedestrian walk integrated into site design*



*Bike racks close to building entry*



# 1.7 Planting

## Intent:

Planting of frontages provides important form and definition to the public streets and parcels. This planting helps to blend buildings into the district; it screens utility, parking, and service areas and assists in directing pedestrian movement to building entries.

## Guidelines:

- Plant material should be climate adaptive, have low water and maintenance requirements, and visually blend with the native landscape of Juniper Ridge (see Appendix A).
- Preserved rock and native trees should be visually incorporated in planting areas to provide continuity.
- Highlight planting is encouraged at building entries and outdoor use areas to assist with wayfinding and to provide an inviting sense of welcome. The use of perennials and flowering shrubs and trees is encouraged in these areas to add to the seasonal variation and interest.
- Provide shade trees in outdoor use areas to encourage utilization during warm months.
- Provide planted landscape buffers and screening of on-site vehicular circulation areas, parking, utilities and work areas as indicated in Figures 11, 12 and 15.
- Where feasible, planting areas should be substantially covered by plant material within 3 years of installation.

## Standards:

- Plant materials shall be selected from the list in Appendix A and shall be planted in masses to assist in establishing a continuous and integrated look to the district.
- Plant material shall be well maintained throughout the year. Pruning to allow plants to grow into masses is highly encouraged for visual continuity. Shearing shrubs into artificial, stand-alone forms is not permitted.

## Intent:

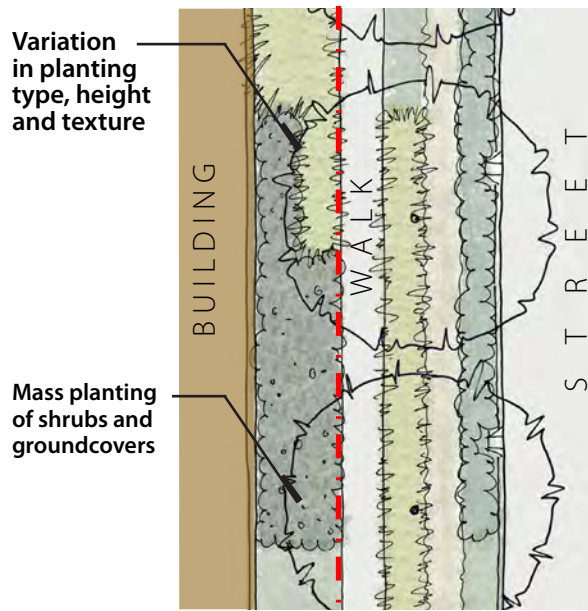


Figure 13: Building frontage plantings



Native/climate-adaptive plantings

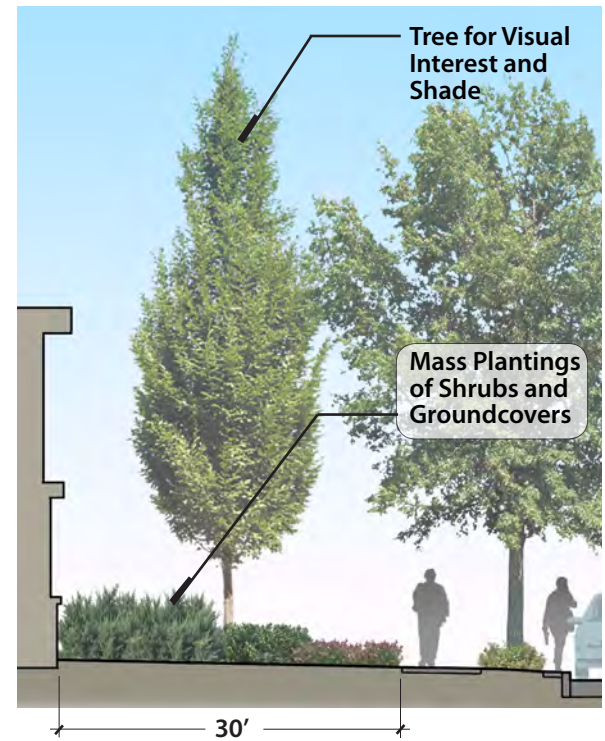


Figure 14: Frontage plantings

## 1.8 Screening, Fencing and Utility Location

In order to provide a consistent and high-quality district, establishing visually appealing buffers between site functions, parcel edges and adjacent neighborhoods is desired. These screens and buffers should obscure views of loading areas, above-grade utilities and refuse areas. Utilities and trash enclosures should be located in convenient, easily served locations while not visually detracting from the district.

### Guidelines:

- Group utilities when possible and organize above-grade elements with the geometry of the adjacent streets and site elements.
- Buffer utilities (including satellite dishes) when possible with plant materials or walls (see Figure 15).
- Walls used for fencing may be cast-in-place or pre-cast concrete or smooth-face concrete block with integral earth tone color. Long extents of such fencing should be modulated with the use of reveals and other techniques. Gates, where required, should be used sparingly and should complement wall or fence design.
- Where possible, fencing should be fronted with plant material to soften its appearance.
- It is highly encouraged that loading, above-grade utilities and refuse areas are located internal to the site and away from site and project edges.



*Screening public utilities with landscape*

### Standards:

- Refer to Bend Development Code, including Chapter 3.2.300 E(3) for Landscape Screening and 3.2.500 for Fence and Wall standards.
- Loading areas, work yards, utilities, and trash/recycling areas shall be obscured from the street or adjacent property by screen walls or vegetation, to the lesser of 6' or the height of the object being screened.



*Figure 15: Walls or screens should be tall enough to obscure utilities, loading areas and work areas. Shrubs should be massed in front of the wall for further screening and to soften the wall's appearance.*



*Trash screening*

## 1.8 Screening, Fencing and Utility Location

### Standards (*continued*):

The Juniper Ridge Overlay Zone (Bend Development Code Chapter 2.7.2000) contains the following additional fencing standards, including Table 2.7.2030.C, which is reproduced on page 24:

#### 8. Fencing and Screening.

##### a. Perimeter Fencing

Lot perimeter fencing is only permitted within the Employment Sub-District under the conditions set forth in Table 2.7.2030.C, Fencing and Screening Conditions.

##### b. Standard Fencing

Standard non-decorative fencing may be installed in areas not visible from rights of way or adjoining properties. Standard fencing also may be used as specified in Table 2.7.2030.C. A minimum quality of standard fencing shall be black vinyl-coated chain link.

##### c. Upgraded Fencing

Upgraded fencing shall be provided as specified in Table 2.7.2030.C. Upgraded fencing is intended to provide limited security, discourage trespass, and provide an informative demarcation between uses (e.g., public/private, institutional/private/public, etc.). Design considerations for upgraded fencing shall include:

- Simplicity as opposed to excessive ornamentation.
- Low maintenance / ease of landscape maintenance on each side.
- Respect for the design theme of established development on adjacent parcels.
- A clear relationship to the building's architecture.
- Consideration of a standard design where a large property shares a common boundary with several smaller properties.

##### d. Architectural Screen Walls

Architectural screen walls shall be used to screen service and loading areas; above-ground utilities such as transformers and generators, exterior material and equipment storage areas, work yards, and trash and/or recycling areas. Architectural screen walls may be used to screen other on-site amenities such as private patios and employee break areas. Architectural screen walls shall be integrated into the overall building architectural statement, employing materials and colors drawn from the building design palette. The size of an area enclosed by an architectural screen wall shall be the minimum necessary to accommodate the facility or operation that is to be screened.

##### e. Fencing and Screening on Steep Slopes

Properties with more extreme variations in topography (e.g., substantial slopes adjacent to relatively flat areas) shall employ fencing and/or screening design approaches that are thoughtfully integrated with the site's unique characteristics while fulfilling the overall functional intent of these features. Stair-step fence profiles shall be avoided.



## 1.8 Screening, Fencing and Utility Location

CONDITION	SUBCONDITION	REQUIRED TREATMENT (Minimum Standard)
Property line adjacent to a Public Right of Way	Improved right of way	Upgraded Fencing
	Unimproved right of way	No requirement prior to development
Property line adjacent to the railroad line across the northwest corner of the site		Standard Fencing
Property line on the west and south perimeter of Juniper Ridge Employment Subdistrict	Adjacent to Residential zoned property	Standard Fencing
	Adjacent to Commercial zoned property	Upgraded Fencing
	Adjacent to permanent open space	Upgraded Fencing
	Adjacent to Public Facility zoned property	Standard Fencing
Property line shared between two abutting lots	When properties share a common property line	No fencing allowed if it interferes with shared access/parking; Upgraded Fencing if it does not interfere with shared access/parking; Architectural Screen Wall if exterior loading or storage
Property line adjacent to a park or open space		Upgraded Fencing
Property line on the east perimeter of the Employment Sub-District	Adjacent to residential or mixed use	Upgraded Fencing
	Adjacent to higher education land uses	Upgraded Fencing
Fencing/Screening around a Loading or Exterior Storage area	Visible from right of way	Architectural Screen Wall
	Not visible from right of way	Standard Fencing
Screening around a trash and/or recycling enclosure or exterior storage		Architectural Screen Wall
Fencing around a secure parking lot	Visible from right of way	Upgraded Fencing
	Not visible from right of way	Standard Fencing

Table 1: Summary of potential screening conditions (reproduction of Table 2.7.2030.C in Overlay Zone).

# 1.9 Exterior Lighting

## Intent:

Exterior lighting should provide adequate illumination to allow for safe access and use of sites.

## Guidelines:

- Fixture heights between 15-20' are preferred.
- Internal walks and paths should be illuminated with pedestrian-scaled lighting.
- Parking areas, building entries, courtyards and loading areas should be illuminated.
- Site flood lighting is discouraged given its stark appearance and light spill-over to neighboring properties.
- Site lighting should be selected for maximum durability, energy-efficiency and lifespan.
- In-ground up-lighting should be avoided.

## Standards:

- Lighting shall meet the Bend Development Code (Chapter 3.5.200), protect night skies, and not extend beyond site boundaries.
- Light fixtures shall be cast downward with full cut-off shades.



*Parking lot lighting*



*25'-tall cut-off shades, Les Schwab parking lot*



*Pedestrian-scaled parking lot lighting*



*20'-tall parking lot lighting*







## **Part 2: Architectural Guidelines**



## 2.0 Overall Building Mass and Bulk

### Intent:

Large-scale buildings should utilize architectural techniques to break down their perceived scale along streets and adjacent to public spaces, which will help the project blend into the landscape context and enhance the aesthetic experience for motorists and pedestrians.

Development of the Employment Sub-District of Juniper Ridge will include a wide range of building types, from pure industrial, to pure office, to hybrid combinations that could incorporate office, research, assembly, manufacturing, distribution or warehousing. The more industrial end of the spectrum will likely have simple forms with relatively few windows and a possible need for truck docks. The office end of the spectrum will have more varied forms, with many windows, distinctive roof forms, and a richer array of materials. Consequently, methods for reducing building bulk and mass will be different.

### Guidelines:

#### Industrial Type Buildings

For buildings that are more industrial in function, there will still likely be some office and support spaces. Rather than being buried within the interior of a large monolithic structure, these functions should be expressed on the exterior. Because they will not require high ceilings, the lower forms can help reduce the bulk of the larger portions of the building. There are a number of ways to accomplish this, such as:

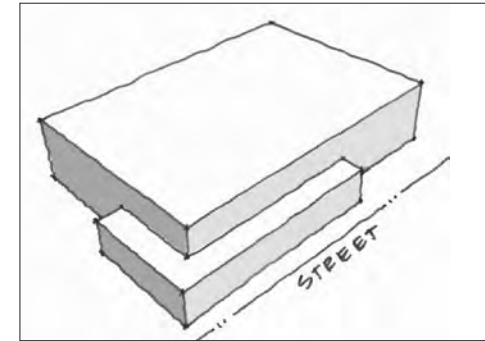


*Corner feature*

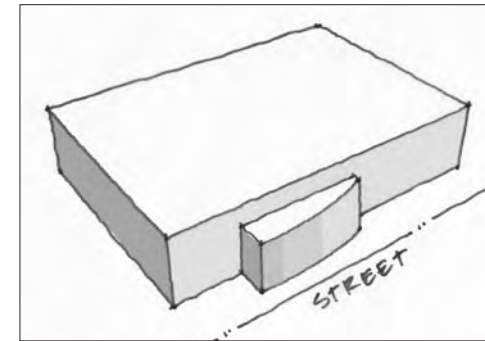


*Building wrapped with active uses along street*

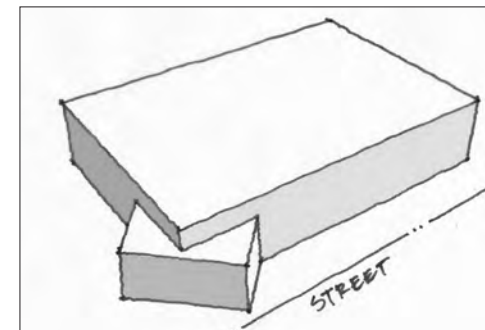
- Wrapping the higher structure with lower structures, with the lower parts placed nearest the street.
- Extending a small segment outward to contain these functions and giving them contrasting expressions.
- Adding a wing or a break in the structure to create an impression of two buildings.



*Figure 16: Building wrap*



*Figure 17: Building extension*



*Figure 18: Building appendage*



## 2.0 Overall Building Mass and Bulk

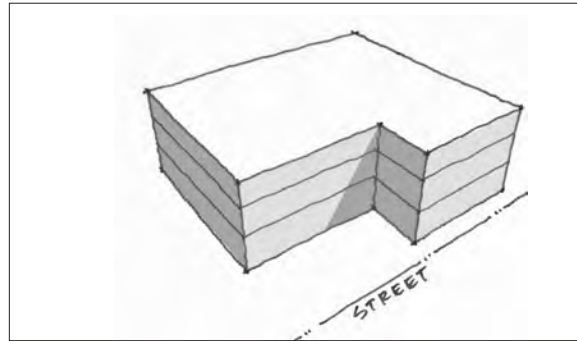
### Guidelines:

#### Office Type Buildings

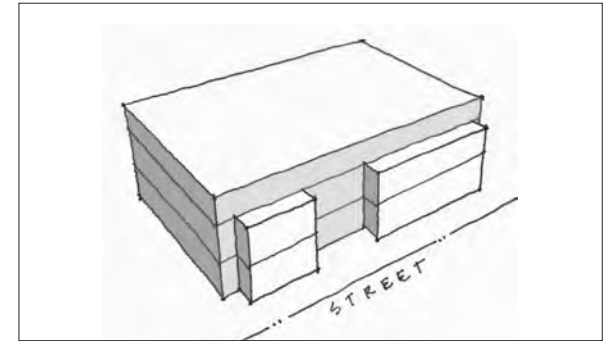
For buildings that are more office oriented, there are numerous ways to decrease the sense of mass and scale. Often interior areas such as lobbies, conference rooms, lunch rooms, fitness centers, and exterior corridors can be expressed as distinct elements and help diminish size and scale. Office buildings in the district should employ one or more of the following elements:

- Major jogs or offsets in elevations that face the street or other uses of less intensity
- Upper level step-backs
- Major projections that create shadow lines
- Deep roof overhangs
- Major recesses
- A notched corner creating a contrasting space that marks the corner
- A prominent, even dramatic, form at the corner
- Bold expression of the building's structural system

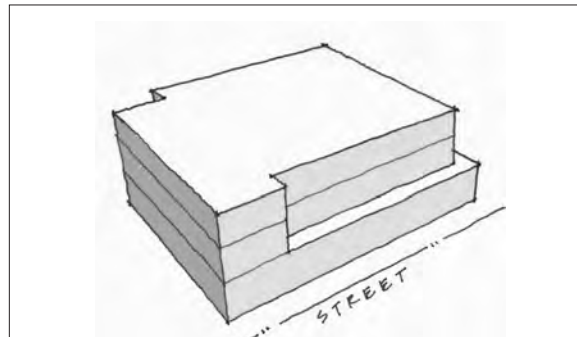
Office buildings along 18th and Cooley have an even greater role in defining the character of Juniper Ridge, since those locations are so visually prominent.



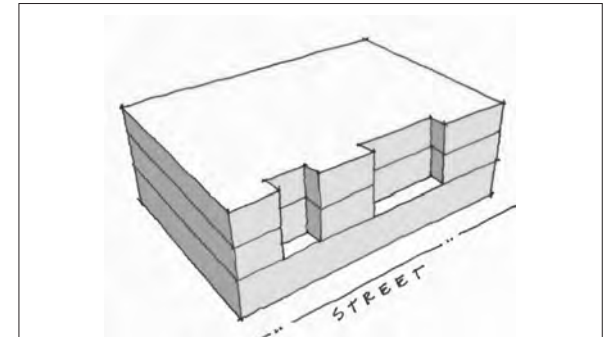
*Building jog*



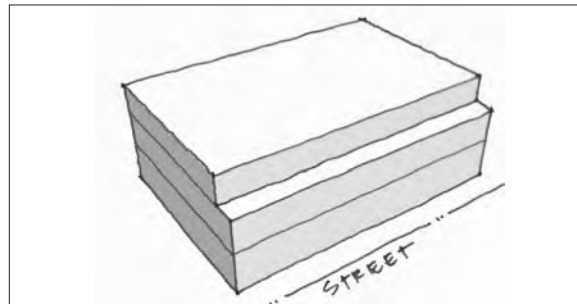
*Projections*



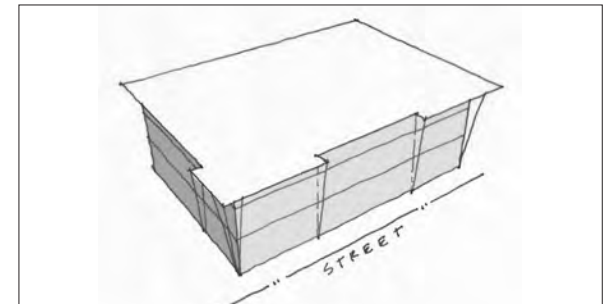
*Building offset*



*Recesses*



*Building step-back*



*Roof overhangs*

*Figure 19: Massing techniques*

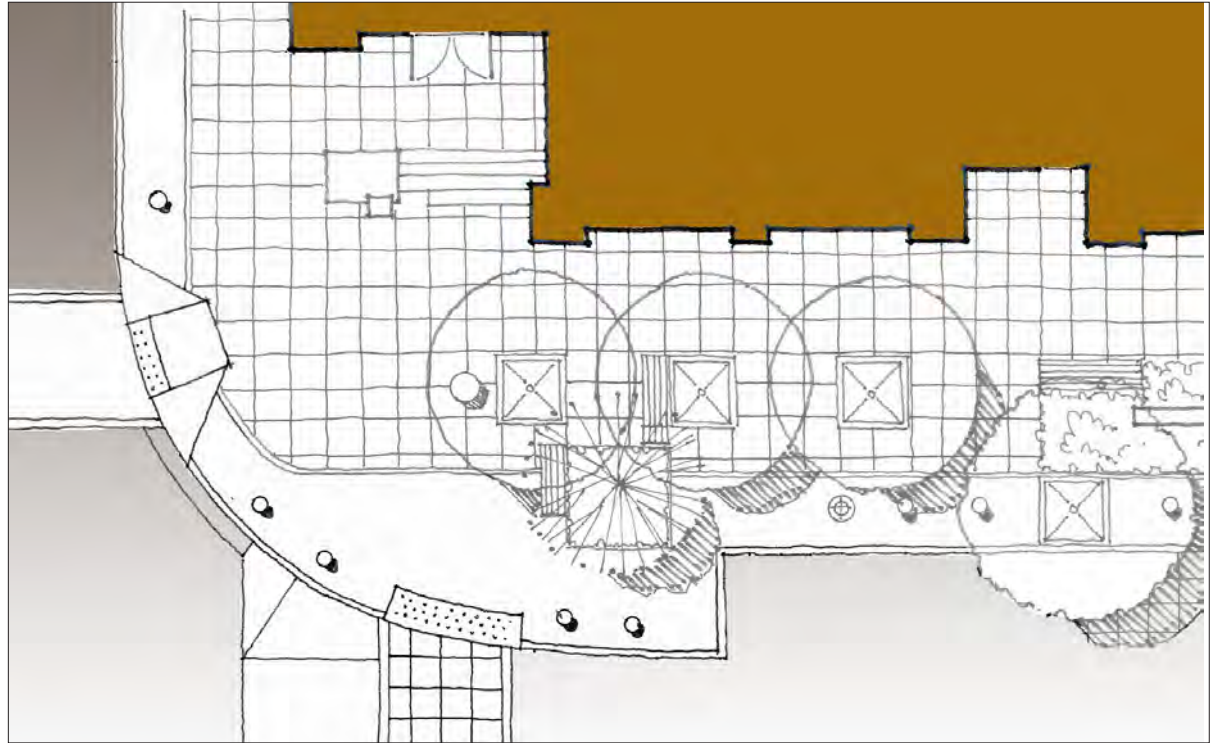
## 2.0 Overall Building Mass and Bulk



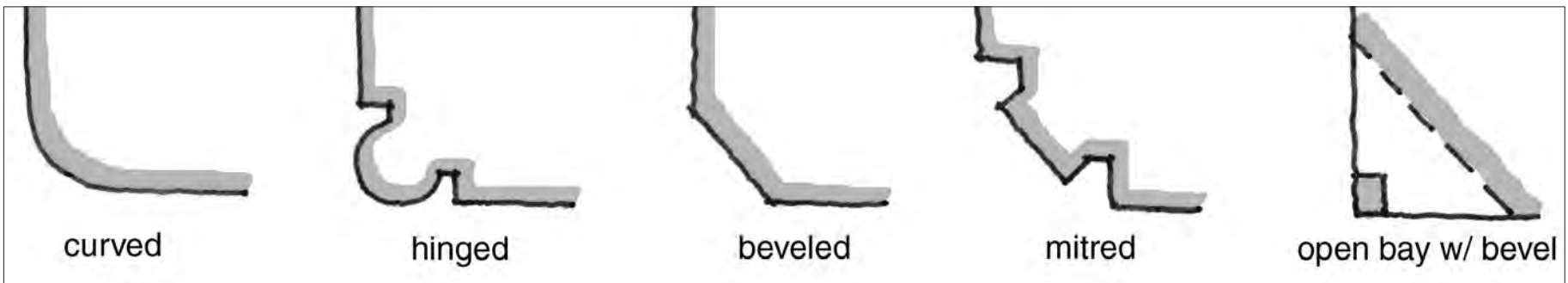
*Terraced building mass (Suterra).*



*Stepping building mass.*



*Figure 20: Notched corner treatment.*



*Figure 21: Various building forms that can call special attention to the corner of a site*

## 2.0 Overall Building Mass and Bulk

### Fitting Buildings into the Terrain

In many cases, building types in Juniper Ridge will require large, relatively flat pads on which to locate buildings, parking lots, access lanes, and truck maneuvering areas. But there may be some users – particularly companies needing office space – where it would be possible to fit a multi-story building into the rolling terrain. There are some users that have storage and distribution on a lower level accessed from a downhill side, with offices and lobby spaces facing an uphill side. Working a building into the site, rather than flattening it, is strongly encouraged whenever the use can accommodate that configuration.

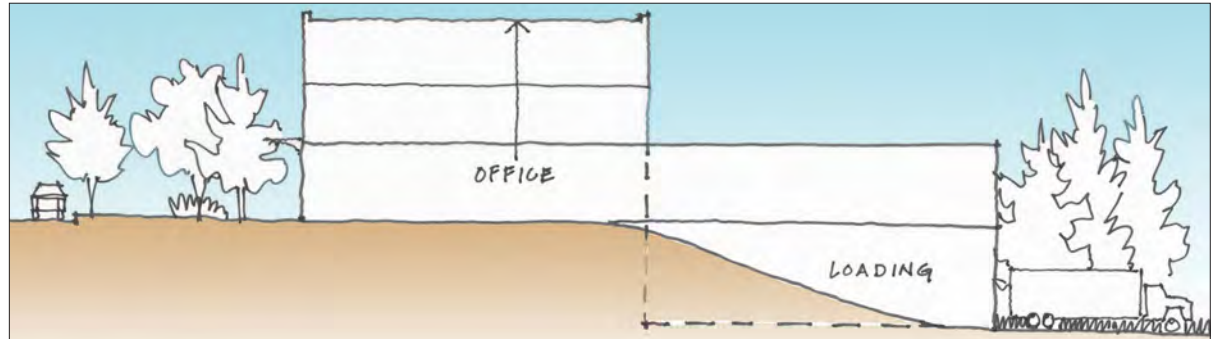


Figure 22: Fitting a building within slope



A light industrial building, fit into a sloping site.



## 2.1 Façade Composition

### Intent:

The pattern of exterior building elements, such as windows and doors and wall details, should help unify the building's appearance from the street and reflect its interior functions and uses.

### Guidelines:

#### "Layering" Façade Elements

Flush and flat facades should be given more depth by including elements that create shadow lines, changes of color, and details that organize the façade visually into smaller parts. Large expanses of flat, unembellished surfaces are not appropriate to face streets. Columns, pilasters, colonnades and other structural elements can create depth and create a strong presence on the street. Particularly along 18th and Cooley, building fronts should contribute to a sense of an urban character with well-defined variations and combinations of façade elements.

#### Ground Level, Street-Facing Windows

In order to provide a lively, interesting streetscape, buildings should incorporate windows into the ground level where they front streets. However, all building types expected to locate in Juniper Ridge will not be able to do this to the same extent. The portion of a building's street façade that is most critical to creating a lively streetscape is a zone between the ground and approximately 15 feet above the ground – in other words, the portion closest to where people are driving or walking.



Figure 23: Masonry or pre-cast outer skin with glazing and a colonnade wraps around the bulk of a light industrial building.



Figure 24: Masonry or pre-cast outer skin wraps around the bulk of an office building adding a richness of texture, durability and detail where the building meets the street.

Throughout the district, at least 20% of this ground-level zone should be devoted to windows that can be seen through (mirror glass is not acceptable.)

For buildings fronting on 18th Street and Cooley Road, it is recommended that at least 40% of this zone be devoted to clear glass windows (tinting is acceptable, but not so dark as to obscure views into the building.)

## 2.1 Façade Composition

### Details at the Base of a Building

The “base” or lower floor(s) of a building is an area close to where people are walking and experiencing the building’s character. Therefore, the ground level should display the most care and attention to materials, detail and craft. This is particularly important along the façades that front on streets. Most important are those portions near entrances and along the key streets of 18th Street and Cooley Road. The base should incorporate well-detailed windows, doors, columns, masonry or stone plinths, or architectural concrete and other more refined elements.

### Mitigating Blank Walls

Not all walls facing streets will be able to incorporate windows. Especially with more industrial uses, there will be walls of opaque materials that might run for some length. In these cases, the following methods can mitigate the visual impact and ensure that the view from the street is appealing.

### Standards:

Lengths of wall exceeding fifty linear feet that are otherwise devoid of windows shall incorporate two or more of the following features:

- A change of building materials or color
- Offsets or recesses in the facade
- Projecting elements
- Trellis with vines and other planting
- Variation in the mass planting of trees and shrubs along the frontage
- Planted berms



*This otherwise simple building incorporates window overhangs, a portico style entry, and larger windows at the base.*



*Use materials and strong building forms to place emphasis on the street and other important public spaces.*



*Details at the entrance to large warehouse building.*



*Simple columns add a layer of depth and interest to otherwise simple, flat façades.*



*Simple framing elements can create shadow lines that enliven an otherwise plain facade.*



*Ground-level transparency facing the street.*

# 2.1 Façade Composition

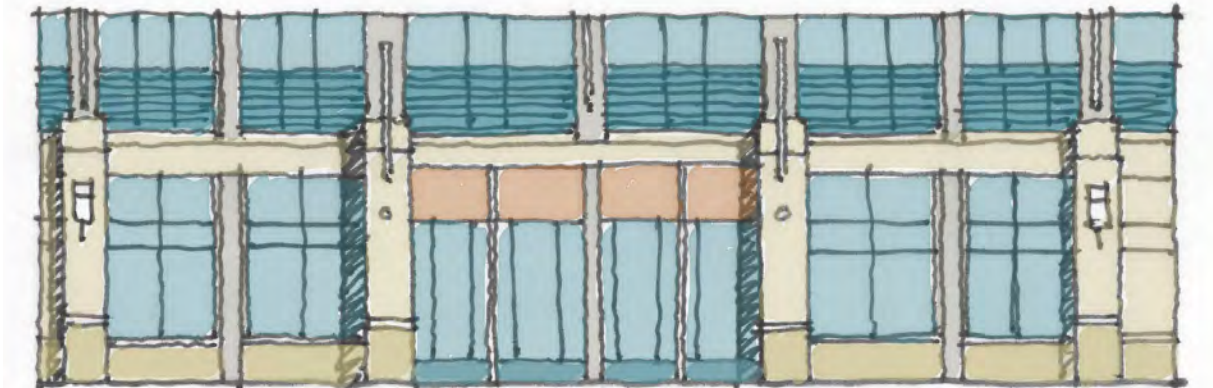


Figure 25: Added detail at an office building base includes pilasters, masonry plinths, scoring and sconces.

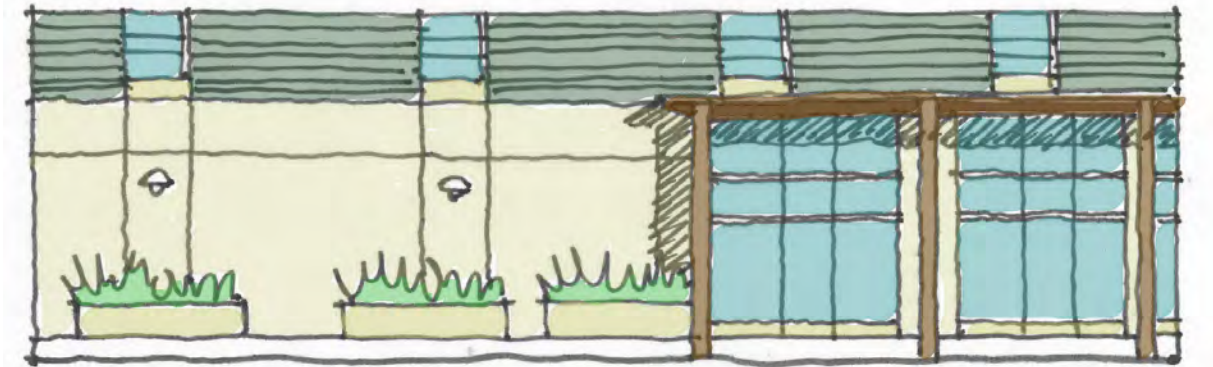


Figure 26: Light industrial building base with pilasters, masonry plinths, scoring and sconces.



## 2.1 Façade Composition

### Guidelines:

#### Proportions

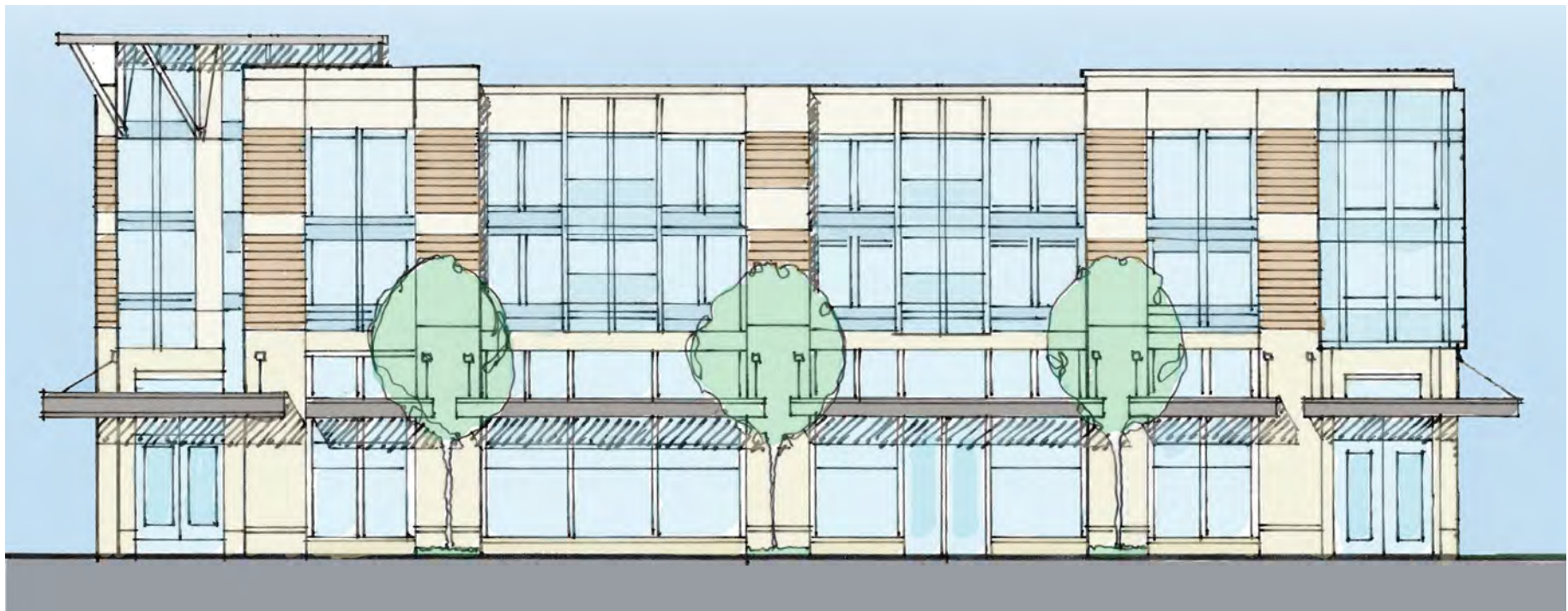
Building façades should use vertical and horizontal lines to organize elements into a coherent whole. These lines should be reflected in window alignment and spacing, banding with belt courses or soldier courses of masonry units, changes in materials, offsets and overhangs, reveals, cornices and canopies.



*A clear pattern of windows establishes the facade's set of proportions.*



*Use a combination of horizontal lines such as banding and vertical lines such as reveals to contribute to a coherent building design.*



*Figure 27: Vertical and horizontal patterns as expressed by cornice lines, belt lines, doors, and windows help create clear expressions of design intent and the uses contained within the building.*

## 2.2 Context-Sensitive Design

### Intent:

Buildings should respect each site's existing natural character and draw inspiration from it, while recognizing the urban character that will evolve over time at Juniper Ridge.

### Guidelines:

#### Natural Context

Juniper Ridge has a strong character that derives from its rolling topography, mountain views, stands of junipers, native vegetation, and prominent rock outcroppings. New buildings can reinforce this inherent and distinctive character by several methods. Where possible, buildings should fit into the topography, minimizing disturbance, rather than significantly altering it. Native stone can be incorporated into entrance areas, building bases, public spaces, and entry features. Site features can incorporate native stone or more subtly use a color palette that complements the landscape. Larger building forms can be made to recede by incorporating a muted color palette that draws from the browns, grays, and soft greens prevalent on the site.

#### The Planned Urban Context

In order for an urban pattern to emerge and become coherent, buildings in prominent locations should convey an urban attitude. Buildings should address the street, with clear emphasis on their commercial and industrial function. Attempts to disguise such building types as residential structures usually fail because the sheer



*Building and site seem to merge.*

size is so different. Examples of this in other employment districts produce confusing building and roof forms and materials that are too insubstantial to carry the scale of commercial activities.

Because certain streets – 18th Street and Cooley Road – will play a primary role in conveying the pattern of new development in Juniper Ridge, buildings located along these corridors should be encouraged to be more urban in nature, visible, and architecturally expressive. Public spaces between the building and the street should emphasize urban qualities of walkability and gathering.

Buildings prominently located at highly-visible ends of streets should be designed with special care, to 'terminate' views down street corridors by means of entries or building details, providing landmarks that add character to the Employment Sub-District.



*Mature tree is saved, even close to building.*



*Building massing and form designed to announce entrance into a special district.*



*Natural, local materials highlight a main entrance.*



## 2.3 Sustainable Building Design

### Intent:

Sustainable building practices should be utilized to create a healthy community and environment by integrating features that reduce energy use, conserve resources, and address solar exposure.

### Guidelines:

#### Orientation

To the greatest extent possible, buildings should be oriented to capture solar energy in a passive manner, with long dimensions generally in an east-west orientation (see page 2.5 of 2008 Conceptual Master Plan). Entries and public spaces should be sited where they can receive maximum daylight. Southern and western elevations should incorporate deep roof overhangs, projections, or sun shading devices.

#### Operable Windows

In areas where offices are located, operable windows are encouraged, and should take advantage of prevailing winds to allow for natural ventilation.

#### Alternative Energy Sources

If solar panels or wind generating features are included, they should be integrated into the overall building and roof form composition, rather than appearing to be added on as an afterthought.

#### Stormwater

The collection and discharge of stormwater could be expressed as architectural features through a unique design of roof slopes, gutters, scuppers, and downspouts, as well as cisterns to collect rain water.



*Green roof*



*Photovoltaic panels integrated into a building's industrial architectural form.*



*Sun shades*

#### Green Roofs

Although relatively new to Bend, there may be applications of green roof technologies that could be appropriate in new buildings in Juniper Ridge. Use of green roof systems must obviously take the vegetation and climate of the region into careful consideration.



*Operable windows*



## 2.4 Relationship to the Public Realm

### Intent:

The Employment Sub-District should reinforce the larger, long-term vision for Juniper Ridge, which emphasizes pedestrian access, connectivity, and multiple uses and destinations.

### Guidelines:

#### Prominent Building Entrance From Street

It is recommended that all buildings have at least one prominent entrance or entry feature visible from an adjacent street. This does not necessarily mean that the entrance must be in front; an entrance on the side is acceptable if there is an architectural feature that calls attention to the entry and a clear public route to the entry. There may also be an entrance from the rear, from parking. Ideally, the treatment of entries should be similar, but it is expected that every building will contribute to the public realm by creating a clear sense of an entrance as seen from nearby streets.



*Entry is emphasized with glass, canopy, and lighting.*

### Standards:

Entrances shall incorporate at least three of the following features:

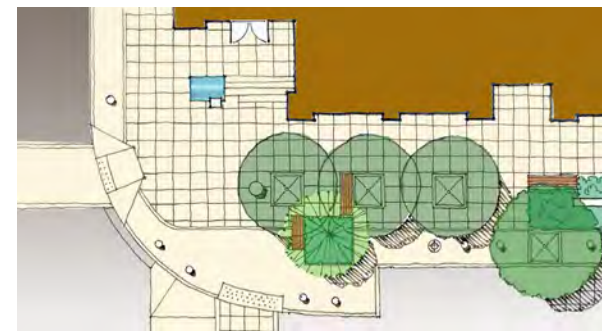
- Generous glass windows flanking doors
- Large canopy of metal and/or glass
- Major recess in the façade
- Projecting glass vestibule
- Forecourt with decorative paving
- Accent lighting
- Pedestrian-scaled details
- Planting that reinforces the sense of a building entry
- Seating elements such as benches, ledges, movable chairs
- Artwork
- Another architectural feature of the designer's choosing (that meets the intent)



*Generous landscape and seating enhance the building entry.*



*A prominent roof form at the building's entrance.*



*Figure 28: Site features highlight building entries*

## 2.4 Relationship to the Public Realm

### Guidelines:

#### Connectivity with Public Sidewalks

In contrast to many business parks where the pedestrian connection is to the parking, buildings in the Employment Sub-District should include clear walkways between the building entrance and the sidewalk along the street. These features will be particularly important for buildings along 18th Street and Cooley Road. Street-fronting elevations should be designed so that entries are accessed either directly off the sidewalk, through a promenade or planting area, or through a plaza or forecourt situated between the sidewalk and the building entry. The degree of connectivity should also reflect any directions provided by the Bend Development Code.

#### Visible Uses that Support the Public Realm

Many types of businesses incorporate functions that require or benefit from natural daylight. Rather than locating these areas to the back of buildings or internal to them, they should, wherever possible, be placed on a street-facing side, with windows that make them visible from the streets and sidewalks. Not only does this add to the liveliness of the streets, but it places subtle forms of observation towards the public realm, enhancing its safety. When passersby can see activity occurring inside a building, they get a sense of people participating in the community. Some of these uses are dining areas, lobbies, lounges, fitness centers, waiting rooms, conference rooms, lunch/break rooms, as well as outdoor seating areas related to some of these functions.



*Walkways link different buildings.*



*Social space is located along the street.*

## 2.5 Roof Forms

### Intent:

The roof forms of buildings should be integrated into the overall design and incorporate the screening of rooftop equipment where present.

### Guidelines:

#### Roof Profile

The roof edge of a building can create a distinctive profile against the sky when seen from a distance. However, this does not mean that every roof must be unique or prominent. In some cases, the roofs of larger buildings can be made to recede by using a simple flat form and allowing other portions of the structure to display more unusual forms.

Buildings along key streets – 18th Street and Cooley Road – are encouraged to include prominent roof forms. Such roof forms can include:

- Upturned eaves and projections
- Slopes and pitches
- Deep overhangs
- Bracing, brackets or kickers
- Prominent vertical features such as towers for vertical circulation
- Other architectural forms of the designer's choosing

Efforts to make commercial and industrial buildings appear to be residential are strongly discouraged. This includes roofs with ridgelines, gables, dormers and other devices more typically associated with residential construction. Buildings in the Employment Sub-District should project an image that is obviously commercial in nature, with strong architectural expressions.



*Light monitors create distinctive roof forms*



*Classic industrial roof with light monitors.*



*Mechanical space as extension of architecture.*



*Mechanical penthouse appears to be part of the roof.*

### Rooftop Mechanical Equipment

To the greatest extent possible, use mechanical systems that minimize visible roof-mounted equipment, or locate mechanical equipment elsewhere. Where this is unavoidable, the roof form should be designed to screen the equipment with an intrinsic part of the roof (rather than with free-standing penthouse enclosures).



## 2.6 Materials and Colors

### Intent:

In order to create a coherent, high quality identity for the Employment Sub-District the use of lasting, durable materials that also contribute warmth and are compatible in color to the natural and urban setting is highly encouraged.

### Guidelines:

#### Wide Range of Materials

Simple, basic materials, such as concrete, architectural metal panels, corrugated steel, stone, masonry, and architecturally finished CMU are encouraged.

Materials should be organized on the facade to emphasize certain features such as windows, entrances, structural bays, segments of walls, the ground level, or upper levels. It is expected that materials and colors that recognize the setting, location, climate, and orientation will be used. Materials that are applied merely as decoration are discouraged.

Generic structures, such as pre-engineered metal buildings that could appear on any site should not be visible from public streets or adjacent properties.



*A few contrasting materials can add visual interest*



*Metal details can provide a contemporary aesthetic to small commercial buildings*

#### Higher Quality Materials at the Ground Level

It is expected that higher quality materials will be used on the ground level of buildings, where people on foot interact with the street facade.

Use of the following materials and systems is discouraged:

- residential-scale vinyl siding and windows
- T-111 plywood
- thin-set ceramic or fired clay tiles
- “cultured” stone veneer
- faux granite or marble
- pre-engineered metal cladding
- split-face concrete block



*High-quality materials at ground level*

## 2.6 Materials and Colors

### Contrasts with Utilitarian Elements

It is expected that some buildings within the Employment Sub-District will have constrained budgets and little opportunity for architectural expression. Nonetheless, such buildings can emphasize entrances or front office areas with more expressive architecture. Contrasting background buildings with a lively foreground element including colors, materials, and more fine-grained details can take the eye away from more utilitarian parts of the development.

### Color

There is no preferred color palette for the Juniper Ridge Employment Sub-District. Color that is used to emphasize certain features is encouraged; along 18th Street and Cooley Road, the use of color is desired. Public portions of buildings on parcels that flank major streets should not recede but rather contribute to the streetscape and the overall identity of Juniper Ridge, while also conveying the image of the individual business or corporation.



*Higher quality materials should be concentrated near entrances.*



*Paint colors can enliven simple facades.*



*Higher quality materials should be concentrated near entrances.*







## **Part 3: Signage Guidelines**



## 3.0 Introduction

### General Intent:

In developing the owner signage/wayfinding guidelines, the following goals and objectives have been pursued:

- To use signage to reinforce the area's unique landscape, regional culture and the philosophy of its people.
- To develop an effective on-site signage/wayfinding system for vehicular and pedestrian users that functions as an integral part of the tenant's built environment.

The sign system should:

- Provide effective identification/wayfinding for the various user groups to the owner's site.
- Cultivate an overall "sense of place" for the project site, while allowing the owner to express their own identities, within the guidelines.
- Provide all necessary information in a clear, concise, and minimal manner, while not adding to visual clutter.
- Work in conjunction with existing City of Bend Sign Code (Chapter 9-17 of City Code).

An effective signage/wayfinding system functions not as a separate entity but as an integral part of its environment. Carefully planned signs communicate essential information while also enhancing the owner's site/building.

## 3.1 Use of Color

### Intent:

Of all the forms of non-verbal communication, color is the most instantaneous method of conveying messages and meanings. Color is a universal language that crosses cultural boundaries, it is the visual link that speaks to the user/visitor.

### Guidelines:

- The color family should be selected to complement the regional landscape and the unique environment that defines Juniper Ridge.
- Colors should be selected that relate to the surrounding region and express the local community.
- Color alone does not help in wayfinding. If it is combined with a graphic form, i.e. logo, wordmark or form, the result will be an attention grabbing image that can be used to codify a site entry, building identifier or parking area.
- In sign systems, contrast is important for ease of reading. If colored lettering is used on a bright background, the contrast is limited. The optimal contrast is light colored type against a dark color background or black type against a bright color (see Figure 29 at right).
- Color coded directional/wayfinding signs improve the visitors ease to find their way, enabling them to identify quickly the nature of the information.



**Optimal Contrast White Type Against Dark Color**



**Optimal Contrast Black Type Against Bright Color**

*Figure 29: Contrast for signs provides increased legibility*



## 3.2 Primary Identity Signs

### Intent:

Freestanding signs capture attention from afar: this assists with identification and wayfinding and establishes a sense of arrival. In addition, primary freestanding signs featured within a community context assist visitors and residents alike to orient and position themselves in the larger environment, providing comfort and knowledge of their place relative to the destination.

### Guidelines:

- Signs should be located to create a visual landmark for the building.
- Use of materials and colors that reflect and complement site and architecture will ensure that the signs are integrated into the architectural environment.
- The use of the company/owner wordmark, symbol and color palette will reinforce branding and assist with site identification.
- The sign carrier materials/colors should mirror the building and site architecture palette.
- Lighting should be designed into the landscape or integrated into the sign to provide even illumination and reduce “dark sky” uplighting.



*Integration of sign within landscape features helps to create a sense of place upon arrival.*



*Interesting forms and contrasting textures and materials help capture attention while establishing a common vocabulary throughout the site.*

### 3.3 Building Directory Signs

#### Intent:

These signs provide the opportunity to help navigate visitors through the site by relaying more specific information related to the visitors destination; this assists with identification and wayfinding and defines the site boundaries.

#### Guidelines:

- Materials and colors should reflect the architecture, and regionalism of the site and area.
- Signs should be located at secondary entry points into the site/ building development.
- Typography to reinforce the owner identity and communicate clear directional/wayfinding information to the visitor/user.
- Provide building address where possible.
- Lighting should be designed into the landscape or integrated into the sign to provide even illumination and reduce “dark sky” uplighting.



Located within its site, this sign provides additional tenant information relevant to the visitors location.



Secondary signs can be used to identify a specific building within a campus.



## 3.4 Wall Signs

### Intent:

Wall signs help to identify individual businesses within the overall context of a site: this assists with identification and wayfinding. Should an owner elect to use a building wall sign, these signs should form the foundation of the owner's building brand identification.

### Guidelines:

- Signs should express a refined urban sophistication through the use of clean/contemporary shapes and forms.
- Use the wordmark/symbol and color palette to identify building.
- The use of similar architectural materials used throughout the building is encouraged so as to create a seamless transition between and the sign program.
- Color selection should provide sufficient contrast to enhance readability of the sign against the building finishes.
- If illuminated, signs should be indirectly illuminated with "white" light.



*Simple use of color and materials combined with the contrast of shadows creates an effective means for building and brand identification.*



## 3.4 Wall Signs

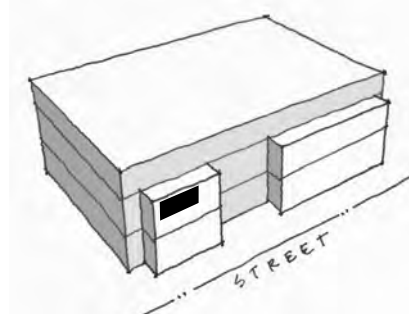
### Mounting Locations

#### Guidelines:

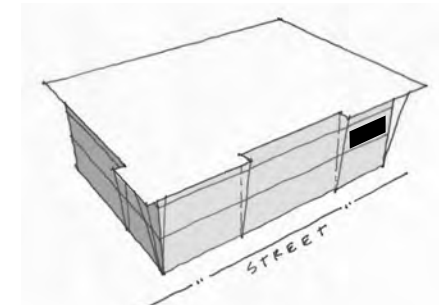
- Wall signs should be located to provide clear sight lines for the vehicular traffic along major access street.
- Signs should be located in a manner that is responsive to a building's geometry and massing while being located relative to building edges to enhance legibility.

#### Standards:

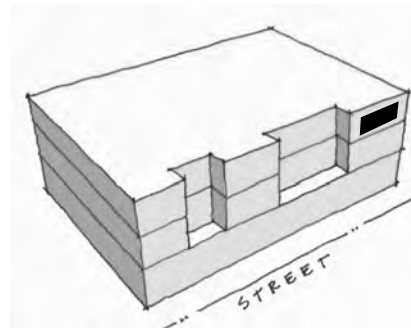
- Wall signs shall conform to the City of Bend Sign Code. Per the code the upper limit shall be the windowsill of the second story or in the absence of a windowsill or second story, one-half the distance between the roof eave or roofline immediately above the lintel, awning, canopy or window head of the first story.



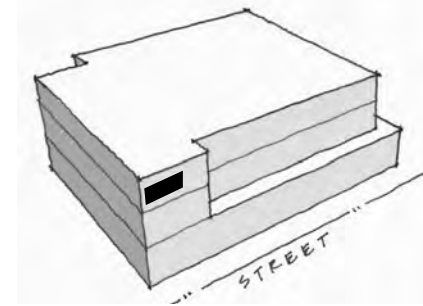
Signage mounted at leading edges of architectural massing elements.



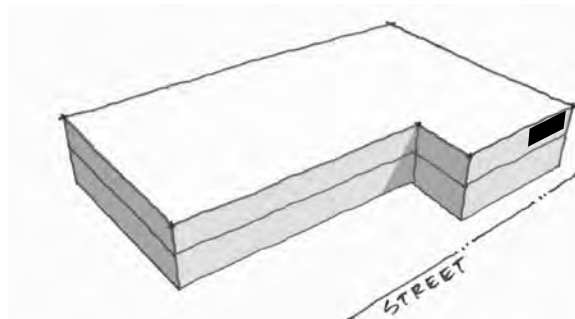
Signage located to not interfere with important architectural features.



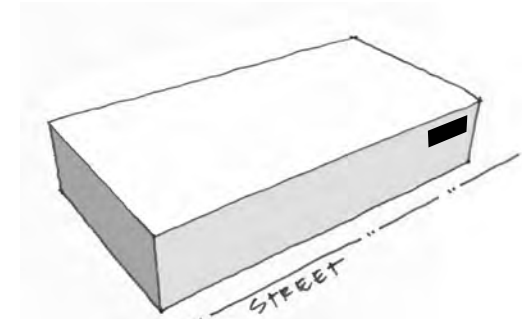
Use of building massing for signage of 2 major building tenants.



Sign is located to maximize visibility and site lines for bicycle, pedestrian and vehicular traffic.



Located on building edges to prevent being hidden by building shadows and darker inside corners.



Signs must adhere to local codes for mounting heights and restrictions.

Figure 30: Range of potential wall sign locations

### 3.5 Wayfinding Building Address

**Intent:**

Building address identifiers provide critical building information required for proper rescue and assistance as well as key wayfinding information to vehicular traffic. Therefore simplicity, clear sight lines and legibility are crucial for these signs to function properly within a site.

**Guidelines:**

- The primary building address should be located to provide clear sight lines for vehicular traffic.
- Simplicity and visibility are crucial to the success of these signs in the streetscape environment.
- Letters are recommended to be at least twelve (12) inches in height to allow for increased visibility at greater distances, giving motorists enough reaction time to navigate safely.



*High contrast letters, clear visibility and legible copy provide for an affective primary building address.*



*Building address with dual purpose; development name while providing identification of primary building entry.*



*Secondary building address reinforces destination for vehicular visitors.*

## 3.6 Vehicular Directional Signs

### Intent:

Directional signs provide wayfinding information along the vehicular path of travel. These signs should reflect the materials, colors and detailing used throughout the site and building architecture.

### Guidelines:

Signs should:

- Be placed to avoid visual clutter while allowing the motorist enough time to make decisions.
- Be part of the overall site identity.
- Provide directional information at key intersections.
- Consist of a vocabulary of materials/ finishes that reflect the surrounding site/architecture.
- Foreground and background must have sufficient contrast to ensure readability.
- Letters/symbols are recommended to be at least three (3) inches (76mm) in height.



*Selection of materials that both contrast and compliment local landscape.*



*Attention to detail helps to expand sense of place while extending building identity out into streetscape.*



*Bright colors in combination with simple graphics and effective cap heights help navigation of vehicular traffic.*



## 3.7 Retail Signs

### Intent:

Signage is crucial to developing key brand/identity messages reinforcing a retailer's story and creating a unique atmosphere, while assisting customers with wayfinding. A retail sign program activates the streetscape with graphic elements of color, shape, typography and icons. These signs actively engage the customer with their graphic imagery and provide information on goods and services offered by the retailer.

### Guidelines:

- Signs should be appropriate to and expressive of the tenant business activity for which they communicate.
- All sign designs should strive to use unique two and three dimensional forms/shapes, profiles and iconographic images that reflect the product or service.
- Signs should consist of a vocabulary of materials that reflect the surrounding building architecture.
- Signs should provide identification and directional information over small distances for drivers and pedestrians.



*Typically mounted perpendicular to the flow of pedestrian traffic for best activation of that space.*



*Adequate lighting required for proper illumination at night.*



*Contemporary materials and detailing helps signage blend with architecture.*

## 3.8 On-Site Regulatory Signs

### Intent:

On-site regulatory signs play a key role in providing traffic and parking regulation information to motorists within the building site. Consideration of their design will help to reduce a site's overall visual clutter while creating a cohesive design aesthetic throughout the project.

### Guidelines:

- These signs provide an opportunity to define and expand the building/site design through color and use of materials.
- The use of custom sign faces, posts and mounting hardware, communicate attention to detail that can be used to expand the company's brand identity.
- Signs are required to conform to all ODOT and the City of Bend Sign Code.



*Contrasting materials increases sign readability, while attention to sign detailing expands campus identity into the streetscape.*



*City approved reinterpretation of standard code required parking signs provides for an enhanced visitor experience.*

## 3.9 Trail Markers

### Intent:

Trail Markers provide interpretive information and assist users as they navigate a self-guided trail.

### Guidelines:

- Trail Markers should be placed at prominent locations near trailheads and along pathways.
- These signs provide vital pedestrian information while providing an opportunity to expand the project's architectural identity through the use of colors and materials located throughout the site.



Examples of typical trail messages.



Innovative use of materials and colors to create a unique sign program, extending corporate identity.

## 3.10 Temporary Site Signs

### Intent:

Temporary Site signs form the first impression of the future owner with the surrounding community. They relay vital information to the community such as the design team and brokers, while providing leasing information for interested parties.

### Guidelines:

- The signs should build on the visual vocabulary of the future owner's company brand image.
- Signs should be constructed of high quality materials and be digitally printed to maintain their graphic quality.



Typical temporary site sign.





# Appendices



# Appendix A: Juniper Ridge Plant List

To assist new development in the Employment Sub-District to integrate visually with the surrounding landscape, native and climate adaptive plants should be used. The design intent is for the plantings to be contiguous, massed plantings, as found in nature, so that the new development's landscape blends in with the existing and brings a sense of the regional landscape character into the site.

Two plant lists are provided here. A simple **Native Plant List** is proposed for installation at the interfaces with undeveloped lands, around preserved significant rock outcroppings, and around significant heritage trees. The list includes native plants found on the site which will help provide continuity with the local landscape and restore habitat. The second list is **Native and Climate-Adaptive** plants that can also be grown on the site without significant added resources. These plants are to be used in mass plantings, in site frontages and along streets. However, some of these plants are more ornamental and can be used to provide emphasis, define districts, and add visual interest.

Native Plant List	
<b>TREES</b>	
Juniperus occidentalis	Western juniper

<b>SHRUBS</b>	
Artemisia tridentata var. tridentata	Big sagebrush
Chrysothamnus nauseosus	Gray rabbitbrush
Chrysothamnus viscidiflorus	Green rabbitbrush
Purshia tridentata	Bitterbrush
Ribes cereum	Wax currant

<b>GRASSES</b>	
Festuca idahoensis	Idaho fescue
Hesperostipa comata	Needle and Thread Grass
Poa secunda	Sandberg's bluegrass
Pseudoroegneria spicatum	Bluebunch wheatgrass
Stipa occidentalis	Western needlegrass

<b>GROUND COVERS</b>	
Antennaria microphylla	Rosy pussytoes
Achillea millefolium	Common Yarrow
Eriogonum heracleoides	Creamy buckwheat
Eriogonum umbellatum	Sulphur buckwheat
Penstemon humilis	Lowly Penstemon
Penstemon speciosa	Showy Penstemon

Native & Climate-Adaptive Plant List	
<b>UPLAND TREES</b>	
Acer glabrum var. douglasii	Douglas maple
Juniperus chinensis 'Spartan'	Spartan Juniper
Juniperus scopularum	Rocky Mountain Juniper
Pinus monticola	Western White Pine
Pinus monophylla	Singleleaf Pinyon Pine

<b>MOIST AREA TREES</b>	
Alnus sinuata	Sitka alder
Betula occidentalis	River Birch
Larix occidentalis	Western larch
Prunus virginiana	Common Chokecherry
Salix scouleriana	Scouler willow

<b>STREET TREES</b>	
Acer grandidentatum 'Schmidt'	Schmidt Bigtooth Maple
Acer nigrum 'Greencolumn'	Greencolumn Maple
Populus tremuloides	Quaking aspen

Native & Climate-Adaptive Plant List (cont.)	
<b>SHRUBS</b>	
<b>Upland Shrubs</b>	
Amelanchier alnifolia	Saskatoon serviceberry
Arctostaphylos patula	Greenleaf Manzanita
Atriplex canescens	Four-winged Saltbrush
Berberis spp.	Barberry cultivars
Caryopteris x cladonensis cultivars	Bluebeard cultivars
Ceanothus velutinus	Snowbrush ceanothus
Cercocarpus ledifolius	Curl-leaf Mountain mahogany
Chamaebatiaria millifolium	Desert sweet
Euonymus alatus	Winged Euonymous
Grayia spinosa	Gray Hopsage
Holodiscus discolor	Oceanspray
Holodiscus dumosus	Cliff Spiraea
Lavandula spp.	Lavander cultivars
Mahonia aquifolium	Tall Oregon grape
Mahonia nervosa	Cascade Oregon grape
Penstemon fruticosus	Shrubby penstemon
Perovskia atriplicifolia (plus cultivars)	Russian sage
Philadelphus lewisii	Mock orange
Pinus mugo 'Mughus'	Mugho Pine
Potentilla fruticosa cultivars	Shrubby cinquefoil cultivars
Rhus glabra	Smooth sumac
Rhus trilobata	Skunkbush sumac
Rosa gymnocarpa	Baldhip rose
Rosa woodsii	Wood's rose
Rosa x meidland	Carpet Roses
Rosmarinus officinalis	Rosemary cultivars
Salvia dorii	Purple sage
Shepherdia argenteus	Buffaloberry
Spiraea betulifolia	Birchleaf spirea
Spiraea cultivars	Ornamental Spiraeas

<b>Moist Area Shrubs</b>	
Cornus sericea	Red-osier dogwood
Physocarpus opulifolius cultivars	Cultivated Ornamental Ninebarks
Prunus emarginata	Bitter cherry
Ribes aureum	Golden currant
Symphoricarpos albus	Common snowberry
Symphoricarpos oreophilus	Coralberry
Viburnum lentago	Nannyberry

<b>GROUND COVERS</b>	
<b>Woody Groundcovers</b>	
Arctostaphylos uva-ursi	Bearberry or kinickinick
Artemisia ludoviciana	Prairie sage
Ceanothus prostratus	Squaw carpet
Fragaria virginiana var. platypetala	Broadpetal strawberry
Mahonia repens	Creeping Oregon grape
Phlox diffusa	Spreading phlox



# Appendix A: Juniper Ridge Plant List

Native & Climate-Adaptive Plant List (cont.)	
<b>Additional Upland Native and Ornamental Grasses</b>	
Achnatherum hymenoides	Indian Rice Grass
Elymus elimoides	Squirreltail Bottlebrush
Festuca ovina 'Glauca'	Blue Fescue
Helictotrichon sempervirens	Blue Oat Grass
Koeleria cristata	Prairie Junegrass
Miscanthus sinensis cultivars	Cultivated Miscanthus Grass

Additional Perennials	
Aquilegia formosa	Western columbine
Aster douglasii	Douglas aster
Balsamorhiza sagittata	Arrowleaf balsamroot
Erigeron speciosus	Showy fleabane
Eriophyllum lanatum	Oregon sunshine
Iris missouriensis	Blue Flag Iris
Leucocrinum montanum	Sand lily
Linum lewisii	Blue flax
Penstemon spp.	Penstemons
Sisyrinchium angustifolium	Blue-eyed grass

Moist Area Grasses and Perennials	
Deschampsia caespitosa	Tufted hairgrass
Lymus cinereus	Great Basin wildrye
Lupinus argenteus	Silvery lupine
Lupinus lepidus var. utahensis	Least lupine
Lupinus sericeus	Silky lupine
Mimulus guttatus	Yellow monkey flower
Mimulus lewisii	Pink monkey flower
Polemonium pulcherimum	Jacob's ladder
Solidago canadensis	Goldenrod



*Mugho Pine*



*Wax Currant*



*Sulphur Buckwheat*