

**TOWN OF PARADISE
RESOLUTION NO. 10- 05**

**A RESOLUTION OF THE TOWN COUNCIL
OF THE TOWN OF PARADISE
ADOPTING DESIGN STANDARDS TO BE APPLIED
WHEN REVIEWING PROJECTS IN THE PROCESS OF
DESIGN REVIEW**

WHEREAS, the Town Council of the Town of Paradise adopted an Ordinance to require Design Review on a town-wide basis for all new or expanded commercial, quasi-commercial, community service, office, public-funded or multi-family development projects; and

WHEREAS, the Design Review Board has developed town-wide design standards that will be used as a tool to assist staff when evaluating projects through the design review process; and

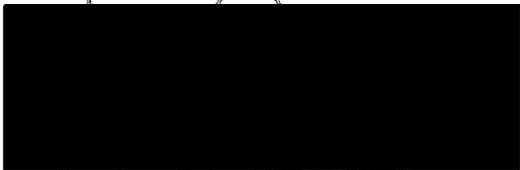
WHEREAS, the Design Standards, if adopted, will better assist property owners and businesses in their efforts to enhance the design of their commercial and residential building structures and building facades.

NOW, THEREFORE, THE TOWN COUNCIL OF THE TOWN OF PARADISE DOES HEREBY RESOLVE AS FOLLOWS:

1. The Town Council hereby adopts the town-wide Design Standards, as shown in the attached as Exhibit A, which includes changes as numerated in the attached staff report.
2. This resolution is effective immediately upon adoption.

PASSED AND ADOPTED by the Town Council of the Town of Paradise this 9th day of March 2010 by the following vote:

AYES:	Steve "Woody" Culleton, Joe DiDuca, Frankie Rutledge, Alan White, and Scott Lotter, Mayor
NOES:	None
ABSENT:	None
NOT VOTING:	None


Scott Lotter, Mayor

ATTEST:


Joanna Gutierrez, Town Clerk

APPROVED AS TO LEGAL FORM:


Dwight L. Moore, Town Attorney

EXHIBIT A

SUMMARY OF CHANGES

Note: The following are changes that were made to the Downtown Section of the Paradise Design Standards. Similar changes were then made to other sections, where applicable.

Pg	Change
5	Typographical error: change "dominate" to "dominant"
6	Details: Delete..."than larger building volumes, allowing commercial and multi-use buildings to feel less intimidating to individuals."
7	Windows: Delete ..."If the ceiling inside the structure has been lowered the ceiling should be sloped up to 2-3 feet to meet the transom, allowing light to penetrate the interior of the building."
9	Color Choice: Delete ..."The colors chosen for any facade should relate to the neighboring building or building facade and to the areas as a whole."
9	Base Color: Add "Lighter-colored finishes on a building's exterior can help deflect heat in the summer months."
10	Color: Delete ..."Colors that fade easily, such as red and burgundy are discouraged."
11	Use of Windows: Delete ..."located at the ground floor sidewalk level"
12	Main Entrance: Change to: "On historical or "period" buildings, reuse the historic door where applicable. If not, consider replacing it with a new door of same or similar design."
13	Design: Change to An awning or canopy can soften the look of rear facades and provide a pleasant protected entrance space.
20	On-center: Change to "on-center spacing shall not follow a specified formula but should provide for a visually uniform canopy that creates minimum conflict with signage, street lighting or building entries.
25	Trash and Recycling Enclosure Design: Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials and detailing;
27	Building Design Elements: Change to: ... Minimize "south" and west facing windows.
30	<p>Change to:</p> <p>SIGN COLOR</p> <p>Sign color is just as important as the textual content. To be effective, the color should contribute to the legibility and design integrity of the affected property and should complement the colors of the building. Due to our geographical setting, natural, earth-tone colors are the preferred color palette for buildings and signs in the Downtown.</p> <p>SIGN FONT</p> <p>A sign which contains too many fonts can be difficult to read, confusing and may appear disorganized. Some fonts can be very difficult to read at any reasonable distance.</p>

RDA Section: Similar changes to pages 23, 24, 25, 26, 27, 28

Clark Road: Similar changes to 13, 23, 24, 25, 26, 27, 28

Gateway: Similar changes to 15, 16, 29, 30

Business/Industrial: Similar changes to 15, 16, 21, 22, 23, 24, 25, 26

The Downtown

The downtown boundaries follow the adopted Downtown Revitalization Master Plan Area and includes all properties excluding single-family residential land uses.

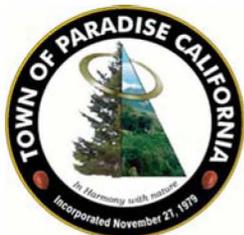


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Purpose

These Design Standards represent the community's desire for good design by encouraging creativity, interest and variety, and by building upon local character to create efficient, sustainable and livable places. The Standards are intended to promote a desired level of future development in Paradise that:

1. Preserves the sense of a small-town community in a natural mountain environment;
2. Contributes to a positive physical image and identity, while preserving the surrounding environment;
3. Provides design assistance to the development community, architects/designers and property owners;
4. Promotes high-quality development that stimulates investment in the economic vitality of Paradise;
5. Facilitates the development of projects that establish a sense of place while complementing the character of traditional design established within the existing neighborhoods of the Town;
6. Implements the goals, objectives, and policies of the Town of Paradise General Plan;
7. Maintains and enhances property values and pride of ownership.

These Standards are meant for use by property owners, developers, business owners, and architects in achieving a superior quality design of new construction and additions to existing buildings. The purpose of the Standards is to promote quality designs that have been carefully considered and that have well integrated building features and architectural elements. These Standards complement existing development procedures, policies and laws.

Applicability:

The standards contained in this document are focused on design. This document is not intended to provide a listing of all Town standards or requirements. Applicants should also refer to the Paradise General Plan, the Paradise Zoning Code, the Paradise Municipal Code, the Subdivision Ordinance, and engineering design standards and related documents. Where any conflict arises, the Town codes and standards listed above will supersede these design standards.

In cases where a property is located in an overlapping geographical design area, the following hierarchical order will be applied to the property when making decisions for Design Review: (1) Downtown (2) Gateway/Scenic Highway Corridor (3) RDA Project Area (4) Clark Road Commercial/Development Areas (5) Industrial/Business Cluster.

In this document the terms "should" or "encouraged" means that the Town strongly prefers that the applicant apply the criteria to his or her project, but the applicant may use an alternative design feature to the one expressed by the criteria, if they can demonstrate that an alternative design feature may be used to achieve the design concept or desired aesthetic. The term "prohibited" is intended to illustrate those aspects of design which do not achieve the Town's design review objective or meet the design review criteria and are therefore not permitted. Final determination rests with the design review approval process.

Goals:

The current theme consists predominately of parapets, covered walkways, awnings, and quaint architectural features indicative of a 1950's traditional downtown.

The goal of the Downtown is to use good design to "create a place" that attracts pedestrians, promotes mixed-use developments, encourages commerce, and aesthetically improves the character of Paradise, as a charming mountain community.

Good design considers the proposed site, the surrounding properties, and the continuity of buildings along the street frontage at the proposed location to blend existing designs, upgrade deteriorated buildings and eliminate clutter and blight. Good design also considers mixed-use developments, which brings new customers and business opportunities to the downtown area.



Building Design

Site Design

Sign

Streetscape

Scale/Height/
Massing

SCALE/HEIGHT/MASSING

1. Zoning Ordinance: Refer to the Paradise Zoning Ordinance for specific height and setback requirements in addition to those discussed herein.
2. Privacy and Transition: Locate new structures on the property to maintain access to light and air circulation, and ensure the privacy of existing private open spaces on adjoining properties.
3. Vary massing to provide visual interest.
4. Ensure compatibility with surrounding developments.
5. Use building height and massing to emphasize building corners, points of entry and visible skyline.
6. Minimize impact of commercial development to adjacent residential properties.
7. A single, large, dominant building mass should be avoided.
8. No wall that faces a street or connecting pedestrian walkway shall have a blank, uninterrupted length without including architectural features such as columns, ribs, pilasters or pipes, changes in plane, changes in texture or masonry pattern or an equivalent element that subdivides the wall into more “human-scale” proportions.
9. Vary wall surfaces to create relief and shadow lines.

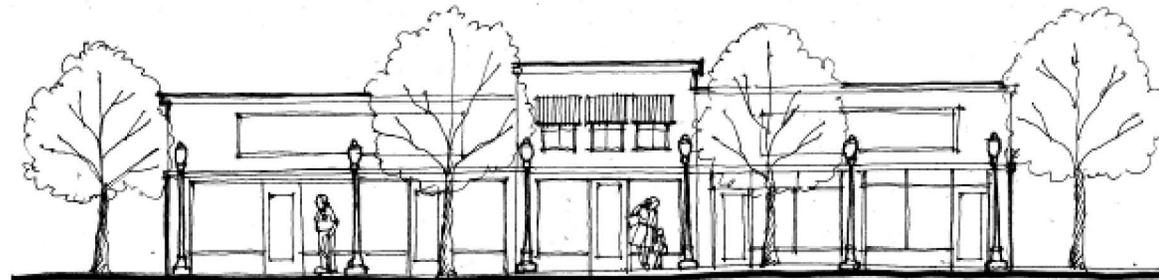
Architectural
Features

Materials, Textures
& Colors

Canopies and
Awnings

Visibility/
Windows

Building Entries



Building Design

Site Design

Sign

Streetscape

Scale/Height/
Massing

Architectural
Features

Materials/Textures/
Colors

Canopies and
Awnings

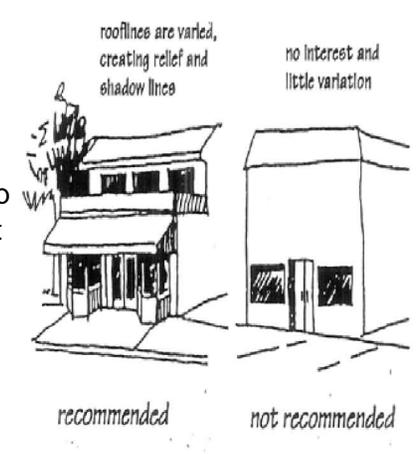
Visibility/
Windows

Building Entries

ARCHITECTURAL FEATURES

Building facades should be interesting, varied and create an attractive and vibrant streetscape. New commercial and mixed-use buildings should continue the pattern of the lines from neighboring buildings to unify facades on a street block.

- **Design Theme:** It is important to relate the proposed building design to the overall site development. A corporate image, as in the case of many national franchised stores, shall be secondary in the design of projects. Branded buildings are discouraged as they are difficult to reuse if vacated by the primary business. In most cases, the project shall be consistent with the architecture of the surrounding buildings and consistent with the applicable Town adopted design criteria and standards.
- **Articulation:** Building articulation embodies a group of design devices that overlap scale, height, massing, and level of detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, color changes (e.g. lighter/darker versions of the same color,) material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.
- **Details:** Provide details that create shadows, line surfaces, and volumes at a different and more human scale.
- **Equal Details:** All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color. Parapets on commercial buildings should be extended to all exposed building walls to ensure a continuous design of the building.
- **Roof Treatments:** Variations in roof lines should be used to add interest to, and reduce the massing of buildings.
- **Security:** Permanent security bars/grilles on the storefront windows facing the street (defined as those clearly visible and fixed to windows or the facade) are prohibited. Electronic security systems are a good choice in many cases.
- **Screening Mechanical Equipment:** Mechanical equipment attached to the top of building facades must be concealed. Concealment of mechanical equipment can be accomplished by placement under an awning, behind a parapet wall or enclosed by a housing that is appropriate to the building's architecture and color. When screened behind a building rooftop, continuous building design must be achieved.



Building Design

Site Design

Sign

Streetscape

Scale/Height/
Massing

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Features

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Colors

Canopies and
Awnings

Visibility/
Windows

Building Entries

ARCHTECTURAL FEATURES

- **Bulkheads:** The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt and impact resistant (e.g. ceramic tile, finished stone, brick). Bulkheads in multiple storefront buildings need to be complementary in height and material.
- **Decorative Security Lighting:** It shall match architectural theme of the building. Use historic fixtures when appropriate.
- **Importance of Entrances:** Building entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
- **Windows:** Visible window-mounted air conditioning units are not appropriate. Where transom windows exist, every effort should be made to retain this storefront feature. Air conditioning units should not be placed in transom windows. Visible satellite dishes or satellite dish accessories are not appropriate.



Building Design

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Windows

Building Entries

MATERIALS AND TEXTURES

- **Materials:** In general, variations in colors and materials are encouraged. Care should be taken, however, not to use too many materials that may result in visual clutter. If only one material is used, then volume and articulation of the facade becomes even more important.
- **New construction/and façade renovations:** Commercial and residential projects shall use exterior finish materials that are compatible in quality, color, texture, finish and dimension to surrounding properties.
- **Authenticity:** If imitation materials are used, the detailing and coloring should be consistent with the material they are imitating.
- **Durability/Maintenance:** Materials should be selected, detailed and finished for durability in Paradise's climate. In particular, painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints applied in multiple coats.



Allowed Materials:

Wood
Brick
Stone/Slate
Tile
Stucco
Prefinished ceramic
Metal Panels

Prohibited Finish Materials:

Cement
Exposed Concrete block
Steel siding
Snap-on metal grills
Metal sheeting
Vinyl siding
Aluminum Carports
Metal Buildings

Building Design

Site Design

Sign

Streetscape

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Massing

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Canopies and
Awnings

Visibility/
Windows

Building Entries

BUILDING COLORS

The positive use of color on a building or building facade can make a profound difference to the overall appearance and image of the Downtown.

- **Color Choice:** The colors of a structure should be appropriate for the chosen materials and the architectural style of the building, and be compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, colors should help to visually relate facades and building elements to each other.
- **Base color:** The proportion of the building determines the appropriate colors to be used for the building. The larger and plainer the building, the more subtle the base color should be. Light-colored finishes on a building's exterior can help reflect heat in the summer months (see "Energy Efficiency" section.)
- **Major Trim Color:** When the wall facade is painted, the major trim color should complement the base color. Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together.
- **Minor Trim Color:** If minor trim is used as a third color, it should be used to strengthen the color scheme already established by the base and major trim colors.
- **Corporate image** shall be secondary in the design of projects, as branded buildings are difficult to reuse if vacated by the primary business.

See Appendix C—Color Palette

Allowable Colors:

Natural, earth tone colors such as:

Brown

Beige

Green

Cream

**Muted reds,
Toned-down blues
& pale yellows**

Prohibited Colors:

**Bright white, including excessively bright reds, yellows, greens, & blues.
No florescent colors**



Building Design

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Streetscape

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Textures/Colors

Canopies and
Awnings

Visibility/
Windows

Building Entries

CANOPIES AND AWNINGS

- **Color:** The colors of the awnings or canopies should complement the color or colors of the building.
- **Maintenance:** Awnings should be well maintained, washed regularly, and replaced when faded or torn.
- **Materials:** Awnings should be of woven fabric (not vinyl). Only buy awnings that carry a high Ultra Violet (UV) rating, as some colors may fade more easily. Check with the manufacturer or retailer to avoid color fading in hot sun areas. Canopies made of metal or other material may be appropriate on some buildings if they are compatible with building codes and are also compatible in scale and overall design.
- **Simplicity:** Canopies should be simple in design and not obscure architectural features.
- **Location:** Canopies and awnings should be mounted in locations that respect the design of a building, including the arrangement of bays and openings and on all floors. The awning design should respond to the scale, proportion, and rhythm created by these elements.
- **Height:** Minimum height of awnings/canopies should be 8 feet (measured from bottom of the awning/canopy to the sidewalk). Canopies or covered porches should not extend outwardly from the building for more than 6 feet and 8 feet for a canopy. The highest point of a first-floor awning should not exceed the midpoint of space created between the second story windowsill or parapet for a single story building) and the top of the first floor storefront window.
- **Individual Businesses:** When there are several businesses in one building utilizing awnings, the awnings should be coordinated in terms of color, trim, and form.

Inappropriate color use



Appropriate color uses



Building Design

Site Design

Sign

Streetscape

Scale/Height/
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Features

Materials/Textures/
Colors

Canopies and
Awnings

Visibility/
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Building Entries

VISIBILITY/WINDOWS

- **Use of Windows:** Windows are an important architectural element of facade design because windows create a visual rhythm of building openings, as well as provide views into the retail interior. Display windows add ‘warmth’ to the street and enliven the pedestrian experience.
- **Safety:** Design projects to build in safety with maximum visibility between building occupants and the street.
- **Style:** The windows of retail stores should vary in size and shape, depending on the nature of the business, as well as the architectural style.
- **Length in windows:** The first floor of a commercial building in the downtown or redevelopment project area that is fronting or siding on a street shall have a minimum of 30% of its length in windows. There should be no lengths of facade walls in excess of 40 feet without windows.
- **Activity:** Every building entry, including entries to individual shops, shall be lighted. Lighted entries increase safety for walking, makes traveling easier and decreases possibilities of crime. Entry lights should be controlled by a photocell switch. Window displays of merchandise, night time lighting of display windows, or animated window displays are strongly encouraged to attract pedestrians and increase security. Merchandise behind display windows should face the sidewalk.
- **Corner Buildings:** In corner buildings, adding new display windows in blank walls over 20 feet long is highly encouraged.
- **Privacy:** If there are taverns, bars or private offices in storefronts located within the Downtown area, blinds, cafe curtains or glass block can be used for privacy (if consistent with the building’s design.)
- **Security Devices:** Permanent, fixed security grates or grilles over windows are not allowed.
- **Covered Up Windows:** Filled-in or covered over display windows shall be opened and reglazed.
- **Air Conditioning:** Air conditioning units placed in windows are not permitted.
- **Materials:** Replacing window and door features with incompatible materials such as anodized aluminum, and tinted or reflective glass is not permitted.

Building Design

Site Design

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Scale/Height/
Massing

Architectural
Features

Materials/Textures/
Colors

Canopies and
Awnings

Visibility/
Windows

Building Entries

BUILDING ENTRIES

Provide clearly defined site and building entries that are scaled appropriately to the area and that relate directly to the street frontages(s).

- **Importance of Entrances:** Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
- **Main Entrance:** The customer should be invited in to the store by a pleasant entry.
 - On historical or “period” buildings, reuse the historic door where applicable. If not, consider replacing it with a new door of same or similar design.
 - If the original design is not known, use a simple wood and glass door of traditional design. If an aluminum and glass door is used, it should be very simple in design with a dark anodized finish to match the trim of the building.
 - Make the door special with simple details such as a handsome brass door pull, brass kickplate, or an attractively painted logo.
 - Avoid inappropriately decorated doors. Highly decorated contemporary doors tend to look out of place in the traditional storefront.
 - Historically, there has been one doorway per building. Entrances to each individual building (even when one business has expanded to include several buildings) should be retained. The rhythm of entrances is important to the visual character of the individual facade and redevelopment project area as a whole.
 - Doors to retail/commercial shops should have large glass openings. Full lite doors are encouraged because they extend the openness and transparency of the storefront.
 - Recessed doors or door areas are preferred because they allow the door to open without infringing on the sidewalk space; it also creates more window display area. Entrances are to be recessed from the public sidewalk at least the width of the door.
 - “Roll-up” style security doors are not permitted for building facades that face a public street.
- **Secondary Entrances:** Secondary entrances (such as small retail shops on the ground floor of a larger office building) should be architecturally treated as subordinate to the primary entrance (such as the entrance to all the residential or office uses on the upper floors). Doors that are not regularly used, such as utility access doors, should be down played through incorporation into the design surrounding them.



Building Design

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Colors

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Awnings

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Building Entries

REAR ENTRIES

- **Rear Entrances:** In order to improve pedestrian access to downtown businesses, the Town encourages the establishment of rear entrances wherever possible. The rear entrance must respond to the same needs as the storefront, only at a reduced scale. These include identification signage, display, and a safe and pleasant entry. In addition, it must meet the functional service needs of the business.
- **Design:** The design of a rear entrance should be appropriate to its surroundings. The visual character of rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to formal facades. The design should be pleasantly inviting, incorporating architectural elements from the front facade, but simple in detail.
 - Signs should be modestly scaled to fit the casual visual character of the rear parking area.
 - An awning or canopy can soften the look of rear facades and provide a pleasant protected entrance space. For specifications see Page. 10.
 - The rear entry door should be wood and glass or similar to the front door. Security hardware on the inside of the door is acceptable.
 - Special lighting should be modest and focus on the entry door.
 - Refuse containers should be screened from public view or integrated within the building's architecture (consult with trash removal company prior to finalizing actual location).
 - Service equipment, utilities, and mechanical equipment should be screened from view and integrated into the building's architecture to the greatest extent possible.
 - Rear public entries are to be well marked and lit for the safety of shoppers.
- **Separate Entrances:** Second level residential units should have separate entrances from the street than the commercial use, and should be combined wherever possible with private outdoor space (porches) facing onto the street.
- **Weather Protection:** Entries should have an area in front of them covered by a recess, canopy, overhang, or marquee to provide protection from the rain.



Rear entry treatments should reflect the front façade treatment. Add pedestrian scale amenities such as display windows, awnings, wood and glass doors and surface paving. Hide utilities and provide bike lockers.

Building Design

Site Design

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Streetscape

Ingress/Egress

Parking &
Pedestrian
Circulation

Creating Places

Paving/Hardscape

Location of
Structures

Landscaping/
Irrigation

Fences/Walls

Site Furnishings

Site Lighting

Service/utility/
Wastewater
Treatment Areas

Energy Efficiency

INGRESS AND EGRESS

Vehicle Access

- Major access points to sites should be coordinated whenever possible. Separated ingress and egress points with landscaped islands should be provided.
- Shared access drives between adjacent parcels of similar use should be utilized to minimize the number of curb cuts to the street. Reciprocal access and parking agreements, between compatible adjacent land uses, for pedestrians and vehicles are strongly encouraged.
- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. Structures, fences, walls, plant materials and etc. located in site triangles may have height and location restrictions. Refer to the Town Engineer for additional requirements.



Building Design

Site Design

Sign

Streetscape

Ingress/Egress

PARKING AND CIRCULATION

Parking &
Pedestrian
Circulation

Locations of parking lots, services and utilities should be carefully evaluated in terms of visual prominence as well as functional requirements.

Creating Places

- Refer to Paradise Municipal Code for specific parking lot requirements.
- **Access:** Vehicle access should be carefully considered for a clear and uniform traffic pattern through the lot. Parking lots should include clear pedestrian paths to enhance pedestrian access and safety. Crosswalks across vehicular lanes should be clearly delineated to promote pedestrian flow between parking areas and building entrances.

Paving/Hardscape

- **Combining Parking:** Where parking lots are located adjacent to alleys on abutting properties they should, to the extent feasible, be designed as a single lot to increase security and efficiency. If this joint use is infeasible and fencing is required, fences between properties should be as low as possible to allow for surveillance between properties.

Location of
Structures

- **Landscaping:** Parking lot perimeters that have street frontage should provide an aesthetically pleasing visual buffer and follow the same general guidelines as proposed for the rest of the downtown area.

Landscaping/
Irrigation

- Plants should be chosen that are easily maintained, resilient to excess pedestrian traffic, and tolerant of excessive heat gain from asphalt parking areas. Consideration should be given to native plants.
- Parking lot landscaping shall not prevent a clear view for emergency services such as the fire and police department.
- Plant heights within parking lot islands and perimeter buffers should not exceed 30 inches in height, and shall be evergreen in nature.
- Accent color is encouraged. Deciduous trees shall be selected to provide a minimum of 50% shade coverage of total parking area, not including drive aisles, at maturity. Planter islands in parking lots shall be a minimum of 6' x 6'.

Fences/Walls

Site Furnishings

- **Locations:** Side-yard parking lots should not be located within 40 feet of the corner streets and should not take up more than 50% of the lot's street frontage. Parking that does front on streets shall be screened with an attractive wall, fence or bushes that are a minimum of 30 inches high and a maximum of 48 inches high, and in a planter with a minimum width of 5 feet.

Site Lighting

Service/utility/
Wastewater
Treatment Areas

Energy Efficiency

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Site Lighting

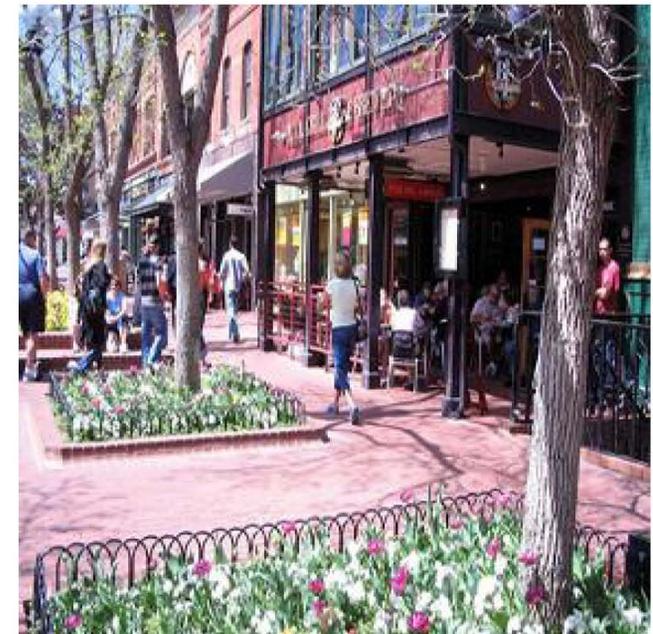
Service/utility/
Wastewater
Treatment Areas

Energy Efficiency

CONNECTING TO THE PEDESTRIAN

Where commercial and residential structures adjoin public areas, and along internal circulation paths of the downtown area, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

- **Pedestrian Shelter:** Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.
- **Aesthetic quality:** The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.
- **Semi-Private Spaces on the Street:** Porches, patios, balconies, and courtyards that allow residents of mixed use projects or other users to actually and symbolically claim the space; should be placed along pedestrian paths wherever possible. This will provide clarity about who has the right to control a space, and thus a greater sense of security for the user and an increased potential for social connections.



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Site Lighting

Service/utility/
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Energy Efficiency

CREATING PLACES

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

Public and Semipublic Open Space:

- Design common open spaces to support the ability to create special places in the project. (Examples: Parks, plazas, and other shared open spaces.)
- **Visible Open Space:** Courtyards and other common open space, internal to buildings or groups of buildings, should be as visible as possible to and from the street, and provide a “transition” between the street and private areas near the building or courtyard.



Building Design

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Service/Utility/
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Energy Efficiency

PAVING/HARDSCAPE

- **Fitting into the Downtown:** Hardscape design should reflect the inherent character of the Downtown area with formal patterns and layout.
- **Pavement Treatments:** Support the project design concept with paving and hardscape materials selected to best complement materials, textures, and color of proposed structures, and to enhance the proposed landscaping.
- **Quality of Design:** Interesting paving patterns are encouraged. The uniqueness of a well-designed hard surface can enhance the overall project design. Front entries to businesses can represent the individuality of the occupants with differing hardscape treatments.
- **Materials:** High quality building materials are recommended. The use of complementary paving materials to create banding and/or borders can greatly enhance the richness of a paving surface without adding extraordinary project costs.
- **Safety:** All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check with Town building officials for current codes concerning this issue.



Building Design

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Streetscape

Ingress/Egress

Parking &
Pedestrian
Circulation

Creating Places

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Location of
Structures

Landscaping/
Irrigation

Fences/Walls

Site Furnishings

Site Lighting

Service/Utility/
Wastewater
Treatment Areas

Energy Efficiency

LOCATION OF STRUCTURES

Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face.

- Locate buildings on the site to complement the natural topography.
- **Place Transitions:** Fences, bushes, elevation changes, portals, porches, and doors which face the street should be used to provide transition between varying levels of public accessibility and privacy. They should delineate the use and ownership of public, semi-public, and private spaces, but should not be visual barriers.
- **Common Facilities:** The inclusion of common facilities that respond to the anticipated needs of the users is encouraged. Under most circumstances, these common facilities should be located to provide a bridge between the downtown, the greater redevelopment project area, and the community defined by the project, e.g., a public seating area at major entrances to the project.



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LANDSCAPING

- **Plant Selection:** The landscape design should balance the needs of the natural environment and its human inhabitants. Each site should be analyzed to determine the specific functional and spatial requirements.
- **Plant/Tree Selection:** Select plants and trees appropriate to the Paradise area that blend with and complement the surrounding neighborhoods, and that are sized appropriately for maximum healthy growth within the planting area. A recommended plant palette can be found in Appendix B.
- Incorporate appropriate landscaping that includes a variety of trees, shrubs and other planting.
- On-center spacing shall not follow a specified formula but should provide for a visually uniform canopy that creates minimum conflict with signage, street lighting, or building entries.
- Colorful ground plantings at intersections shall be encouraged, as well as shrub massing at building foundations using a limited palette of plants per building.
- Ground cover planting, with the exception of turf, shall be encouraged within parkway strips and commercial frontages.
- **Street Tree Canopies:** Street trees shall be selected from a mixed palette and shall consist of both deciduous and evergreen tree species with large broad canopies, including indigenous conifers. Provide adequate planter areas, irrigation source and maintenance.
- **Dividers:** Planted areas in parking lots and driveway entrances should be large enough to function as a physical divider, provide an aesthetic landscape area, and be easily maintained.



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IRRIGATION

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all sprinkler heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption.



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FENCES / WALLS

- Detailing and Materials:** Detailing and materials of walls and fences shall reflect the style and character of the building and its site. Walls should be painted to match or complement the surrounding architecture. Brick and natural stone should not be painted. Chain-link fences, plywood, barbed wire, and concertina (razor) wire fences are not permitted in public views in the Downtown Revitalization Master Plan Area.
- Screening:** Where large expanses of fencing are unavoidably exposed, they should be screened with upright shrubs or trellised vines. A combination of fencing and landscaping shall screen public views of the following:
 - Parking lots
 - Trash disposal areas
 - Service and loading/unloading areas
 - Equipment on the roof, side of building, or ground
 - Wastewater treatment equipment



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SITE FURNISHINGS

Utilize site and street furniture of a design, material, and color that best complements the proposed structure and landscaping concept.

- **Design:** The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.
- **Drinking Fountains:** The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.



BICYCLE PARKING/STORAGE

Provide and locate bicycle parking and storage that is convenient for the bicyclist and has surveillance from the users of the building.

- **Rack Design:** By their shape and construction, bike racks should allow the bicyclist to secure the bike frame to the device. The best devices incorporate in their design a closed loop so that either cable lock or a high security shackle lock may be used. A second desirable feature is two points of contact, which help prevent the bicycle's steering from turning and causing it to fall. Simpler designs are generally more desirable than elaborate ones that have moving parts. Examples of appropriate types include the inverted U, the ribbon type rack, or the corkscrew.



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SITE LIGHTING

Site lighting shall have a scale, design, and color that best complements the character and design of the adjacent structure.

- **Paths:** Paths through covered or open courtyards should be illuminated.
- **Storefront:** Storefront lighting should be designed to illuminate the sidewalk in front of the store in the evening. Shop windows shall be well lit. Fixed overhead spotlights, recessed incandescent ceiling fixtures, track lights or other concealed fixtures are recommended. Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.
- **Location and Design:** Lighting should be accomplished in a manner that does not create glare for pedestrians, drivers, or adjacent properties. If light fixtures are visible, they should have a low enough intensity or have adequate diffusing lenses to minimize their brightness. The emphasis should be on lighting landscape or building surface. Lighting style shall be compatible with the street theme. Refer to Planning Director for parking lot height and location requirements.
- **Night Lighting:** Night lighting, visible from the exterior of a building and the project's boundaries shall be limited to that necessary for security, safety, and identification. Night lighting shall also be screened from adjacent areas and not be directed in an upward manner or beyond the boundaries of the parcel on which the building is located.
- **Under Canopy and Entry Lighting:** Under canopy and entry lighting shall be placed to illuminate the pedestrian walkway which may be shaded from streetlights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.
- **Parking Lots:** Parking lots must provide adequate lighting for safety. Lighting shall complement the building lighting fixtures.



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SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

- Trash and Recycling Enclosure Design:** Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials and detailing; for example, if the building is brick, then the enclosure shall be brick to match. In addition, landscape screening is desirable.
 - Masonry is the most appropriate material for trash enclosures because of its extreme durability. The exterior shall be designed to be compatible with the building design.
 - If the exterior of the building is primarily wood siding a wood enclosure may be approved provided the following guidelines are met:
 - The walls are constructed, at a minimum of 2x4's at 16" on center.
 - The walls shall sit on 6" high concrete curb which shall extend into the interior of the enclosure, serving as a wheel stop to prevent the trash bin from coming in contact with the walls.
 - The exterior shall be sided with the same material as the building.
 - The interior shall be sheathed in 3/4" plywood and painted to provide a washable surface.
 - Wood fencing, chain link fencing and chain link with redwood slats are not acceptable trash enclosure materials. Exposed concrete block may not be acceptable unless adequately detailed and screened.
- Service Area Enclosures:** They may also stand apart from the building. In these cases the enclosure shall be constructed of substantial, durable materials that are compatible with the building finishes, as noted below, and shall be screened with landscaping in a planter which shall be along the entire trash enclosure wall perimeter.



(Continued on next page)

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SERVICE/UTILITY/WASTEWATER TREATMENT AREAS (Cont.)

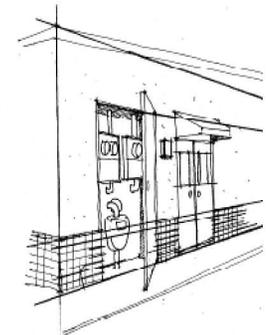
- Mechanical, Electrical Services and Site Equipment:** New surface mounted exposed conduit or electrical lines are not acceptable. Electrical switch gear, meters, etc., which are visible to the public must be screened or housed in an enclosure that is compatible in design to the structure.

 - Site equipment such as vapor recovery units, transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers, etc., must be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures.
- Roof Mounted Equipment:** Roof mounted equipment must be thoughtfully located. Air conditioners, fans, vents, antennae, and other roof top equipment must be set back from the roof edge sufficiently to be out of the line of sight of a pedestrian on the opposite side of the street, or this equipment must be screened from view. Screening materials should be substantial, durable materials, compatible with the design and materials of the building. Wooden lattice, fence-like coverings may also be acceptable.
- Wastewater Treatment Facilities:** Wastewater treatment equipment must be secured behind an approved fence system and obscured from site by landscaping. Facilities that are located within the public view will have more site-obscuring landscaping required.

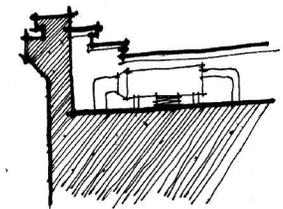
 - Vapor Recovery Systems:** Screening for Vapor recovery and other commercial utilities must be approved through the design review process .



Utilities such as vapor recovery systems and commercial wastewater facilities shall be screened by an approved design.



Screen electrical and gas services



Screen roof top utilities behind parapet

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ENERGY EFFICIENCY RECOMMENDATIONS

Incorporate practical energy efficient strategies in the project design. Refer to the proposed California Green Building Code located online at, http://www.documents.dgs.ca.gov/bsc/prpsd_stds/2007/2007_cgbsc_9-23-08.pdf. The proposed code will become effective January 2011, please keep these in mind when you design the project. Contact the Town's Building Official for specific code requirements.

Energy Efficiency: The following list of the most practical energy efficiency strategies for building design apply to both residential and commercial uses, unless stated otherwise. Strategies should be integrated into the design of the building and not "tacked on."

- **Site Design Elements:** Deciduous trees should be a part of the landscape improvements, especially those that are positioned to shade windows, the building, air conditioning units, and paved areas, including the street. South and west facing sides of the building that are shaded with deciduous trees will save the most energy.
- **Building Design Elements:** Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize west and south-westerly facing windows due to intense afternoon sun conditions. Properly proportion overhangs on south windows, and sun screening on south and west windows. Accommodate daylighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.
- **Equipment Elements:** Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, electric vehicle charging stations in new parking lots, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.
- **Utility Consultation:** Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.
- **Site Lighting** should be design to include cut-offs to minimize the negative effects of lighting of the sky.
- **Solar Access - Adjacent Property:** To protect solar options on adjacent properties, projects should be designed to respect solar access on adjacent properties.
- **Solar Access - Roof Area:** To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

Building Design

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SIGNS

Sign Design
Consideration

Signs are essential to any business. They are not only the most affordable means of advertising for many businesses, but also the first impression that the public gleans about your business. Well-designed and optimally visible signs are invaluable to a business, whereas ill-designed and incompatible signs detract from a business and can result in a loss of potential revenue.

Sign Size &
Color

Signs are one of the most noticeable elements along Paradise's commercial streets and play a major role in creating a visual image for the Town. Well-designed signs add to the Town's attractiveness whereas signage that is poorly designed, constructed from low quality materials, or does not match the scale or style of the adjacent buildings reflects negatively on the streetscape and may negatively impact viewers' perceptions of local businesses and the broader community. Because of these factors, the Town encourages well designed signage using high quality materials and a clearly communicated message.

It is in the interest of the Town, its residents, and local businesses that clear standards for sign design, materials, and placement are established to contribute to the expression of local character and the development of a distinctive Town image. The town-wide Design Standards are intended to assist property owners and business owners in understanding Town expectations, and to enhance the physical appearance of the Town

Quality and
Materials

Downtown Criteria:

- Downtown signs should primarily be oriented to pedestrians. The pedestrian-oriented sign is usually read from a distance of fifteen to twenty feet.
- Signs within the Downtown area shall be compatible with the existing architecture and lawful conforming signage in the vicinity (\pm 300 feet) of the signs. The size and shape of a sign shall be proportionate with the scale and the architecture of the building and/or structure.
- Signs shall contribute to the general appearance of the street and the character of the neighborhood in which they are located.
- Wall signs shall be placed to establish facade design continuity, scale and proportion.
- As an alternative to an attached sign, lettering may be painted directly on the building facade.

Location on
Building



Architectural
Compatibility &
Corporate
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PREFERRED SIGNS

- Blade, or hanging signs that are pedestrian-oriented
- Flush-mounted wall signs with backlighting at the upper portion of the first story
- Matte or non-glossy backgrounds as glare and shine can contribute to illegibility
- Prefer ivory or off-white backgrounds. Bright, stark white backgrounds contribute to illegible signs.
- Illuminated signs where the panel is dark, the lettering is light and illuminated
- Building signs at customer accessible rear building entrances

Sign Design
Consideration

PERMITTED SIGNS

- Awning signs (restricted to the valance or end flap); can be internally illuminated or backlit
- Neon tube lighting on painted wall signs, on window signs, around architectural features and on signs
- Marquee signs for movie and theater and/or “community service” uses
- Exterior signage for special sales promotions, etc.
- Portable signs professionally designed and temporary that comply with ADA accessibility and placed to not obstruct pedestrian movement.
- Monument signs are allowed if there is appropriate distance set back from the street or parking areas.
- Appurtenances must be compatible with building design and compliment surrounding businesses and area. Natural coloring and landscaping is preferred.

Sign Size, Color
& Font

Quality and
Materials

PROHIBITED SIGNS

- “Temporary” banners for business identification for more than 60 days unless extended by the Planning Director per Paradise Municipal Code 17.37)
- Projecting, emitting, rotating, moving, or flashing signs; exposed raceways behind channel letters
- Pole signs; free-standing or otherwise
- Roof mounted signs upon buildings at or above street level (see exception Paradise Municipal Code Chap 17.37)
- Any signs above the first story (except window signs or in some cases, wall mounted signs upon any facade or parapet at the upper portion of a single story building)
- Balloon signs, paper-, cloth-, or plastic-streamers and bunting (except holiday decorations)
- Traffic sign replicas
- Handmade portable signs that are not professionally designed, that violate ADA accessibility requirements, or that obstruct pedestrian movement
- Signs with obscene, indecent or immoral content
- Signs constituting a safety hazard
- Monument signs are not allowed in the Downtown if the business is located on a zero lot line
- Plastic or vinyl material stretched over a structure as a temporary sign except as allowed in the zoning code.

Location on
Building

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Refer to
the
Paradise
Municipal
Code,
Chapter 17.37
regarding
current sign
regulations

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SIGN SIZE

- Refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations. All signs shall relate proportionately in size and placement to other building elements.
- Lettering should in proportion to the size of the sign or wall it is affixed on and be legible to passersby.
- **Window Signs:** refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations regarding window signs.
- **Monument signs:** are permitted if sight distance and engineering Right of Way specifications allow. New monument signs and monuments signs proposed in new developments are required to be landscaped. The landscape plan for the newly proposed monument sign must be approved by the same process as the Design Review process for signs.

SIGN COLOR

Sign color is just as important as the textual content. To be effective, the color should contribute to the legibility and design integrity of the affected property and should complement the colors of the building. Due to our geographical setting, natural, earth-tone colors are the preferred color palette for buildings and signs in the Downtown.

SIGN FONT

A sign which contains too many fonts can be difficult to read, confusing and may appear disorganized. Some fonts can be very difficult to read at any reasonable distance.

*The **U**se of **Too Many** Fonts an be **confusing!***

Building Design

Site Design

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Sign Design
Consideration

QUALITY AND MATERIALS

All signs shall be constructed of high quality and weatherproof materials. All signs must be designed by a professional sign company or sign artist. Appropriate materials shall be used for all elements of signs including all letters, exposed edges, and surfaces.

Sign Size, Color
& Font

Except for decorative wrought iron, any exposed hardware such as conduit, tubing, raceways, conductors, transformers, mounting hardware and other equipment shall be concealed.

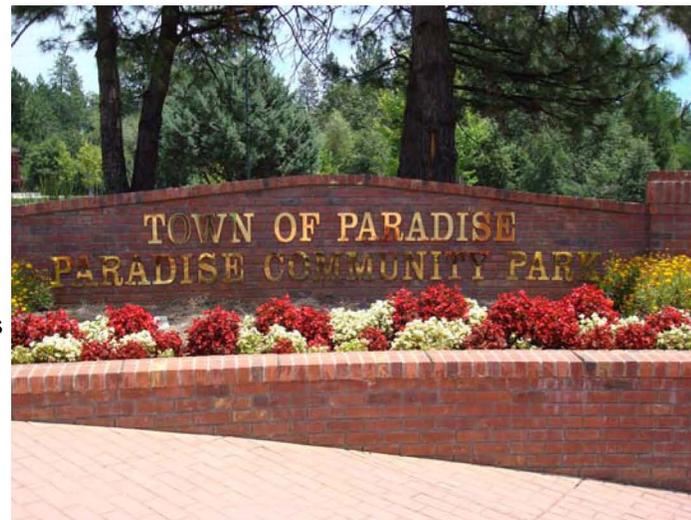
A project proposed with inappropriate materials may apply for special considerations only if the Town sign permit administrator determines that one of the following is applicable:

- The proposed material, in the particular application, will blend well with the existing or new materials;
- Other materials would not achieve the same desired theme of the proposed use; or
- The overall architectural design and detailing is of such quality as to justify its use.

Quality and
Materials

Location on
Building

Architectural
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Preferred Sign Materials

Metal, Wood, Print on canvas awnings
Painted graphics on building surfaces

Allowable Sign Materials

Plexiglas, lexan or plastic, Neon,
Vinyl Lettering, other durable products
deemed suitable for outdoor signs

Prohibited Sign Material

Unfinished Plywood or particleboard
Paper

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Quality and
Materials

Location on
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LOCATION ON BUILDING

Flush mounted Signs:

- Sign placement should be symmetrically located within space that is defined by the building's architectural features such as its massing and its trim.

Awning Signs:

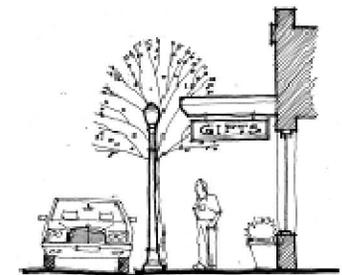
- An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message that is painted, printed, sewn, or stained onto the awning or awning flap.
- The sign on awnings shall be placed on the awning flap. The flap shall be at least eight (8) inches in height and with enough contrast so that the letters and symbols can be easily read.
- The color of an awning sign shall be compatible with and complementary to the color and material of the building to which it is attached.

Pedestrian-Oriented Hanging/Shingle Signs:

- A hanging sign is generally located below awning level and is intended to be read by pedestrians along a sidewalk or arcade and by motorists in slow-moving vehicles.
- A hanging sign shall be hung perpendicular to and shall not project more than five (5) feet from the face of the building.
- Hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.
- The placement of a hanging sign shall not impede the safe movement of people or vehicles within a public right-of-way and shall be properly secured to a building in a structurally sound manner.

Promotional Banner Signs:

- Refer to the Paradise Municipal Code; Chapter 17.37 regarding current sign regulations referencing promotional banner signs.



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ARCHITECTURAL COMPATIBILITY

Complement Building: Signage shall be modestly scaled and shall be incorporated into an architectural element that complements the overall character of the building. All signs shall relate proportionately in placement and size to other building elements, and sign style and color should complement the building façade.



CORPORATE IDENTITY

Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.

- **Signs:** Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.
- **Corporate Design:** The design character shall not be a standard franchise prototype and shall incorporate dominant characteristics that are unique to Paradise.



Building Design

Site Design

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Streetscape

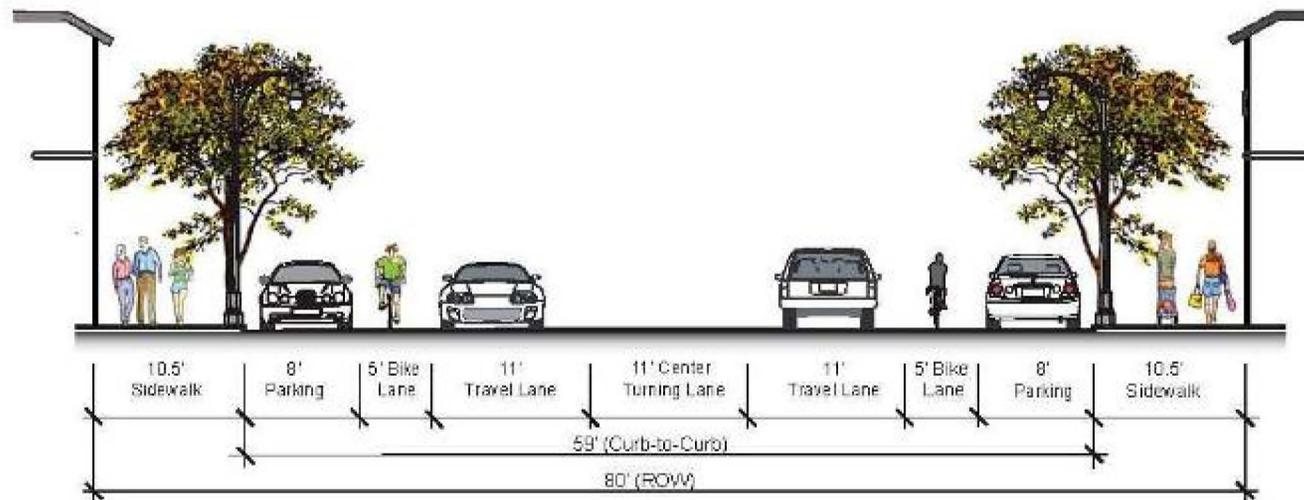
SKYWAY CORRIDOR STUDY

Skyway Corridor Study

- **Skyway Corridor Study:** Please refer to the Town of Paradise Skyway Corridor Study. The study is located on the web at: http://www.bcag.org/Planning/Skyway-Corridor-Study/index.html#Project_Information.

Segment B - Pearson Road to Elliott Road

Landscape Design & Irrigation



Segment B (Pearson Road to Elliott Road in downtown)

- Widens the sidewalks from 5-feet to a maximum of 10.5-Feet
- (Sidewalk width may be narrower due to a number of design factors)
- Maintains 8-foot on-street parallel parking
- Adds 5-foot bike lanes
- Reduces through lanes from four to two 11-foot through lanes
- Adds an 11-foot, center two-way left-turn lane
- Adds a traffic signal at the first street intersection
- Implements coordinated signal timing between olive road and black olive drive
- Maintains full access at foster road, but eliminates right-turn channelization
- Plans for additional parking on the triangular parcel adjacent to the skyway/foster road intersection
- Plans for a small public gathering space at the southeast corner of skyway/foster road
- Uses decorative pavement in the center lane area through downtown
- Accommodates two southbound lanes in times of emergency evacuation

Preservation of Trees

Building Design

Site Design

Sign

Streetscape

LANDSCAPE DESIGN

Skyway Corridor
Study

- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. The sight triangle should measure 20 feet along the curb line in each direction from the driveway, and 20 feet along the edges of the driveway itself. In this area, structures, fences, walls and plant material, with the exception of street trees, should not exceed 2.5 feet in height above the street grade.
- **Foundation Planting:** Foundation planting should be installed where there are building setbacks. The intent is to soften the transition between the architectural element and the ground plane. The plant material should be selected to maintain its natural form throughout the year. These plants may or may not flower, but generally shall be evergreen and less than 30 inches in height when mature, relative to the height of the finish floor.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption

Landscape Design
& Irrigation

Preservation of
Trees

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Streetscape

IRRIGATION

Skyway Corridor
Study

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all sprinkler heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.

Landscape Design
& Irrigation

Preservation of
Trees

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PRESERVATION OF TREES

Skyway Corridor
Study

- Street trees can be one of the most valuable assets to providing a city aesthetic character. Whenever possible, retain existing street trees and trees on sites that have been determined to be of significant value in contributing to the final landscape design.
- **Arborist:** Consult with a professional arborist for advice on the health and maintenance of existing trees and sections of street trees prior to design.
- **Healthy Trees:** New development shall minimize loss of healthy existing trees.
- **Street Trees:** Preserve existing street trees. When replacing or building new sidewalks near existing historic trees, sidewalks should provide additional spaces and bend around widened tree trunks to lessen concrete-root conflicts. Provide appropriate new street trees that fit within the existing planting patterns.

Landscape Design
& Irrigation

Preservation of
Trees



Glossary

ADDITION: New construction added to an existing building or structure.

ACCESSORY (OR ANCILLARY) STRUCTURES: A structure detached from a principal building located on the same lot and customarily incidental and subordinate to the principal building or use.

ALTERATION: Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building.

ANIMATED: Describes the use of building elements, areas, and colors that create variety and a sense of activity in and around a building.

APPURTENANCE: An appendage that is attached to a structure such as a roof top mechanical system, enclosed storage area, etc..

ARTICULATION: The dividing or segmenting of building elements into smaller components to create a sense of finer detailing. The variations in the exterior of the building or massing of buildings in a development. Elements of articulation may be described in terms of roughness of surface material, numbers of openings, patterns within the material or of different materials, massing, etc. Articulation can reduce the scale of larger buildings by the use of small detailed patterns.

BALUSTER: A turned or rectangular upright member supporting a stair rail.

BALUSTRADE: An entire railing system with top rail and balusters.

BARGEBOARD: A board which hangs from the projecting end of a gable roof covering the end rafters, and often sawn into a decorative pattern.

BAY WINDOW: A window in a wall that projects at an angle to another wall.

BOARD AND BATTEN: Siding fashioned of boards set vertically and covered where their edges join by narrow strips called battens.

BOLLARD: A vertical element designed to prevent the movement of vehicles across a roadway or into a pedestrian area.

BRACKET: An ornamental or structural member or both set under a projecting element, such as the eaves of a house.

CAPITAL: The head of a column or pilaster.

COLUMN: A vertical support, usually supporting a member above.

CORBEL: In masonry, a projection, or one of a series of projections, each stepped progressively farther forward with height and articulating a cornice or supporting an overhanging member.

Glossary

CORNICE: The uppermost projecting part of an entablature, or a feature resembling it. Any projecting ornamental molding along the top of a wall, building, etc.

CRESTING: Decoration applied along roof ridges generally consisting of ornamental metal.

DENTILS: A row of small tooth-like blocks in a classical cornice.

DESIGN CONTINUITY: A unifying or connecting theme or physical feature for a particular setting or place, provided by one or more elements of the natural or created environment. Consistency in scale, quality, or character between new and existing development so as to avoid abrupt and/or severe differences.

DESIGN RHYTHM OR PATTERN: The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

DORMER WINDOW: A window that projects from a roof.

DOUBLE HUNG WINDOW: A window with two sashes, one sliding vertically over the other.

EAVES: The edge of a roof that projects beyond the face of a wall.

ELEVATION: The external faces of the building.

ELL: The rear wing of a house, generally one room wide and running perpendicular to the principal building.

ENGAGED COLUMN: A round column attached to the wall.

ENTABLATURE: The band of moldings near the top of a facade, divided into cornice, frieze, and architrave.

FACADE: The exterior walls of a building exposed to public view, or that wall viewed by persons not within the building.

FENESTRATION: The arrangement of windows on a building.

FINIAL: A pointed ornament at a gable peak

FLUTING: Shallow, concave grooves running vertically on the shaft of a column, pilaster, or other surface.

FRETWORK: Ornamental woodwork, cut into a pattern, often elaborate.

Glossary

FRIEZE BOARD: A flat board at the top of a wall directly beneath the cornice.

GABLE: The triangular section of a wall to carry a pitched roof.

GABLE ROOF: A roof with a central ridge and one slope at each side.,

HARDSCAPE VS. SOFTSCAPE: Hardscape street improvements that include paving elements, such as roads sidewalks, and medians. Softscape improvements include landscaping elements, such as trees, bushes and other plant material.

HIPPED ROOF: A roof with uniform slopes on all four sides.

HOOD MOLD: A projecting molding above an arch, doorway or window.

IRRIGATION: Method of artificial watering, usually through automatic sprinkler systems.

LATTICE: An openwork grill of interlacing wood strips used as screening.

LINTEL: A horizontal beam or stone bridging an opening.

MANSARD ROOF: A roof with two slopes on all four sides, with the lower slope almost vertical and the upper almost horizontal.

MASSING: The distribution of building volumes in regard to a) the building's relative location on the site; and b) the height, width, depth of the elements of a building relative to each other. An example of the second aspect could be "the bell tower of a church in relation to the assembly building of a church" are separate masses.

MEDIAN: A barrier placed between lanes of traffic flowing in opposite directions, usually wide enough to be landscaped and have trees planted in it.

METAL STANDING SEAM ROOF: A roof composed of overlapping sections of metal such as copper-bearing steel or iron coated with a thin alloy of lead and tin. These roofs were attached or crimped together in various raised seams for which the roofs are named.

MODILLION: A horizontal bracket, often in the form of a plain block, ornamenting, or sometimes supporting, the underside of a cornice.

MONOCHROMATIC: The use of one color.

MULLION: A vertical strip dividing the panes of a window.

MUNTIN: A secondary framing member to hold panes within a window or glazed door.

Glossary

OPAQUE: A material that does not transmit light.

ORIENTATION: The direction that various sides of a building face.

PALLADIAN WINDOW: A window with three openings, the central one arched and wider than the flanking ones.

PARAPET: The extension of the main wall of a building above the roof level.

PAVING: Common terminology for surface materials. These can be asphalt paving, integral paving, stones, brick or concrete (See Hardscape).

PEDESTRIAN SCALE: A design relating to the scale of an average person.

PEDIMENT: A triangular space in a gable closed on all three sides.

PERSPECTIVE: The presentation of a building elevation from a three-dimensional orientation.

PILASTER: A square pillar attached, but projecting from a wall, resembling a classical column.

PORTE-COCHERE: A porch large enough to enclose wheeled vehicles.

PORTICO: A roofed space, open or partly enclosed, forming the entrance and centerpiece of the facade of a building, often with columns and a pediment.

PUBLIC IMPROVEMENTS: Publicly directed enhancements, often to streetscapes and other public amenities.

PUNCHED WINDOWS: Individual window elements as opposed to a continuous horizontal band of windows. Punched windows can be either in the same plane with the exterior surface or more appropriately recede behind the plane.

PYRAMIDAL ROOF: A roof with four identical sides rising to a central peak.

QUOINS: Stone blocks or bricks ornamenting the outside walls of a building.

REHABILITATION: To restore to a good condition while preserving significant features.

REMODEL: To reconstruct or alter.

RENDERING: The detailed colored presentation of a building elevation, perspective, or plan.

Glossary

RESTORATION: To bring back to a documented former condition or appearance.

RIGHT OF WAY: (R.O.W.) Land publicly controlled, including streets, sidewalks and alleys.

SASH: The movable framework containing the glass in a window.

SCALE: Describes the relationship of objects size to another. A building's scale might be described in relation to its neighboring context, to the components of the building itself, or to a human being. For the purpose of this text, "Human Scale" refers to buildings and streetscapes that comfortably relate to the human figure (pedestrians).

SCORING PATTERNS: Lines scribed into concrete, usually in sidewalks.

SCREENING: To visually separate, or mask for aesthetic purposes or privacy issues.

SETBACK: The distance between the building and any lot line.

SHADOW CASTING: The shade cast by a structure or building on the surrounding areas during the day and over various seasons.

SILL: A horizontal member at the bottom of a window or door opening.

SIDING: The exterior wall covering or sheathing of a structure.

SPALLING: Flaking of the outer face of masonry, often caused by expanding moisture in freezing conditions.

STREETSCAPE: A setting or expanse describing visible signage, fixtures, paving, landscaping, and buildings along a street way.

TERRA COTTA: Cast and fired clay units, used as ornamentation.

TRANSOM: Horizontal window like element above the door.

VERGEBOARD: The vertical face board following and set under the roof edge of a gable, sometimes decorated by carving.

WEATHERBOARD: Wood siding consisting of overlapping boards usually thicker at one edge than the other.

ZONING ORDINANCE: The Zoning Ordinance of the Town of Paradise.

Appendix A – Design Review Process

Design Review Board

The Design Review Board was originally established by the Paradise Town Council on September 25, 2001. The five member board meets on an as needed basis and is governed by procedures set forth in the Paradise Municipal Code, Chapter 17.41.

Design Review Process

The design review process is set by Council and is enumerated in Chapter 17.41 of the Paradise Municipal Code. The specific steps are noted in detail in the application packet. The application packet is posted on the Town's website.

Applicants may submit for design review in concurrence with certain land use applications, however, building permits will not be issued without design review approval or conditional approval.

An applicant may appeal any decision made by the Design Review Board as set forth by the procedures in Chapter 17.41 of the Paradise Municipal Code.

Appendix B—Plant Palette

Street Trees

BOTANICAL NAME	COMMON NAME
Acer rubrum	'Red Maple'
Calocedrus decurrens	Incense Cedar
Liriodendron tulipifera "Arnold"	Tulip Tree
Platanus acerifolia 'Bloodgood'	London Plane Tree
Platanus racemosa	California Sycamore
Quercus douglasii	Blue Oak
Quercus ilex	Holly Oak
Quercus lobata	Valley Oak
Quercus rubra	Red Oak
Quercus wislizenii	Interior Live Oak

Secondary Street Trees

BOTANICAL NAME	COMMON NAME
Cedrus deodara	Deodar Cedar
Prunus cerasifera 'Krauter Vesuvius'	Purple Leaf Plum
Pyrus calleryana 'Aristocrat'	Aristocrat Pear
Tilia americana	American Linden

Small Accent Trees

BOTANICAL NAME	COMMON NAME
Arbutus marina	Strawberry Tree
Cercis occidentalis	Western Redbud
Cornus nuttallii	Pacific Dogwood
Heteromeles arbutifolia	Toyon
Magnolia Stellata	Star Magnolia (multi-trunk)
Prunus caroliniana	Carolina Laurel Cherry

Large Shrubs: 5' - 6' Tall

BOTANICAL NAME	COMMON NAME
Arbutus unedo	
'Compacta'	Dwarf Strawberry Tree
Cotoneaster parneyi	Parney Cotoneaster
Ilex cornuta	Chinese Holly

Large Shrubs continued:

BOTANICAL NAME	COMMON NAME
Ligustrum japonicum	
'Texanum'	Texas Privet
Philadelphus lewisii	Wild Mock Orange
Photinia fraseri	Photinia
Pittosporum tobira	Mock Orange
Pittosporum tobira 'Variegata'	Variegated Tobira
Prunus caroliniana	
'Brite N Tite'	Carolina Cherry
Prunus laurocerasus	English Laurel
Raphiolepis indica	
'Majestic Beauty'	Majestic Beauty Raphiolepis
Rhamnus spp.	Coffeeferry
Viburnum opulus	
'Roseum'	European Cranberry Bush

Medium Shrubs: 3' - 4' Tall

BOTANICAL NAME	COMMON NAME
Atriplex spp.	Saltbush
Berberis thunbergii	
'Atropurpurea'	Red Leaf Japanese Barberry
Buxus japonica	Boxwood species
Dietes vegeta	Fortnight Lilly
Grevillea noellii	Grevillea
Hypericum moseranum	Gold Flower
Pinus mugo	Mugo Pine
Prunus laurocerasus	
'Otto Luyken'	Otto Luyken Laurel
Raphiolepis indica	
'Jack Evans'	Jack Evans Raphiolepis
Rhus integrifolia	Lemonade Berry
Rosa spp.	Various Rose species
Umbellularia californica	California Bay Laurel
Nandina Domestica	Heavenly Bamboo

Appendix B—Plant Palette

Small Shrubs: 1' - 3' Tall

BOTANICAL NAME	COMMON NAME
Artemisia 'Powis Castle'	Artemisia
Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Bush
Berberis thunbergii 'Crimson Pygmy'	Crimson Pygmy Barberry
Calycanthus occidentalis	Spice Bush
Carpenteria californica	Bush Anemone
Chaenomeles 'Stanford Red'	Flowering Quince
Cotoneaster dammeri 'Lowfast'	Lowfast Bearberry Cotoneaster
Hemerocallis hybrid	Daylily
Heuchera S. 'Santa Ana Cardinal'	Coral Bells
Iris germanica	Bearded Iris
Juniperus conferta	Shore Juniper
Juniperus horizontalis 'Youngstown'	Youngstown Juniper
Mahonia aquifolium 'Compacta'	Dwarf Oregon Grape
Penstemon gloxiniioides 'Firebird'	Border Penstemon
Pittosporum tobira 'Wheeler's Dwarf'	Dwarf Tobira
Raphiolepis ballerina	Dwarf Raphiolepis
Rhus ovata	Sugar Bush
Rosemarinus ingramii	Collingwood Ingram Rosemary
Spiraea bumalda 'Anthony Waterer'	Anthony Waterer Spiraea

Groundcover

BOTANICAL NAME	COMMON NAME
Arctostaphylos 'Emerald Carpet'	Dwarf Manzanita
Baccharis pilularis 'Twin Peaks'	Coyote Bush
Coprosma pumila 'Verde Vista'	Coprosma
Hypericum calycinum	St. Johnswort
Juniperus conferta	Shore Juniper
Rosmarinus officinalis	Prostrate Rosemary
Trachelospermum asiaticum	Asian Jasmine
Trachelospermum jasminoides	Star Jasmine

Vines

BOTANICAL NAME	COMMON NAME
Campsis radicans	Trumpet Vine
Clematis spp.	Clematis
Lonicera japonica	Honeysuckle
Parthenocissus tricuspidata	Boston Ivy

Appendix C—Color Palette

Permitted Colors

When considering future development, one has only to look around for inspiration. Paradise is located on a beautiful ridgetop in the Sierra Nevada foothills with breathtaking canyon views and heavenly blue skylines. A large portion of the Town is tucked away among the trees and the natural wooded forest. Fresh water lakes, rivers and waterways sustain the native habitat. The natural vegetation is awakened each Spring with vibrant color, while the Fall, not to be outdone, defies the winter frost with striking a splendor of crimson and gold. These are the colors of Paradise.

Since structural elements such as buildings and signs are designed to be part of the landscape for a long period of time, it is important to respect the existing viewshed and follow desired design standards. Choosing a color palette from the natural environment ensures aesthetic harmony.

The common understanding of earth tones include a color scheme that draws from a palette of browns, tans, grays, greens, oranges, whites, blues and some reds. The colors in an earth tone scheme are muted and flat in an emulation of the neutral colors found in soil, moss, trees and rocks. Many earth tones originate from clay earth pigments, such as umber, ochre and sienna. (See Chart C-1 for a sample of permitted colors.)

Prohibited Colors

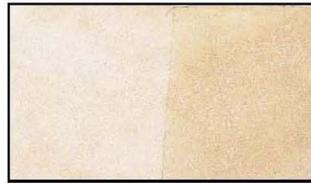
The right color palette enhances the attractiveness of a structure or sign face. Using compatible color families, hues, values and tones will ensure that colors blend well and fit in with the surrounding elements.

Some advertisers use bright colors to attract attention, which is acceptable for television and print media. However when designing permanent structures and permanent signs, colors should blend, enhance, and promote the natural beauty of the surrounding area. Therefore bright, intensively-toned colors are typically not viewed as a visually pleasing color choice for certain design elements.

Fluorescent colors are intense and brilliant with a strong, vivid color saturation. Therefore, fluorescent and other brightly toned colors which are mainly used to “stand out” and distract will not be eligible color choices for permanent structures.

When using digital processing for sign design, colors above 60% on the CYMK color chart will be questioned or prohibited. In other words, adding shades or diminishing tones of certain colors will be necessary to obtain design review approval for color palettes. (See Chart C-2 for a sample of prohibited colors.)

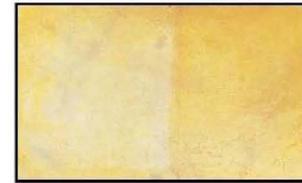
*Chart C-1
Permitted
Colors*



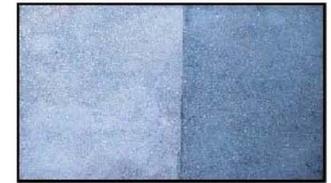
Mocha Cream



Feather Grey



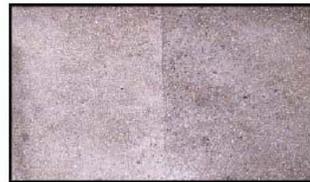
Harvest Gold



Newport Blue



Desert Sand



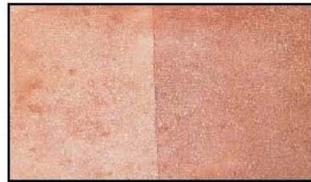
Rocky Grey



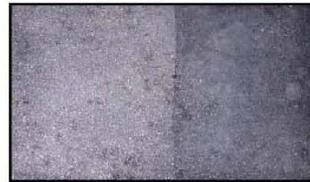
Woodland Olive



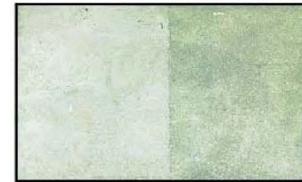
Midnight Blue



Cordova Tan



Charcoal Grey



Leaf Green



Chocolate Brown



Walnut Brown



Rich Earth



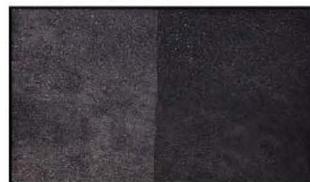
Slate Green



Rustic Brown



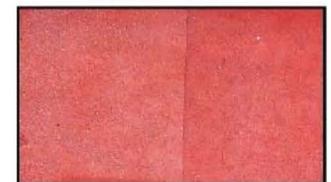
Canyon Brown



Dark Grey

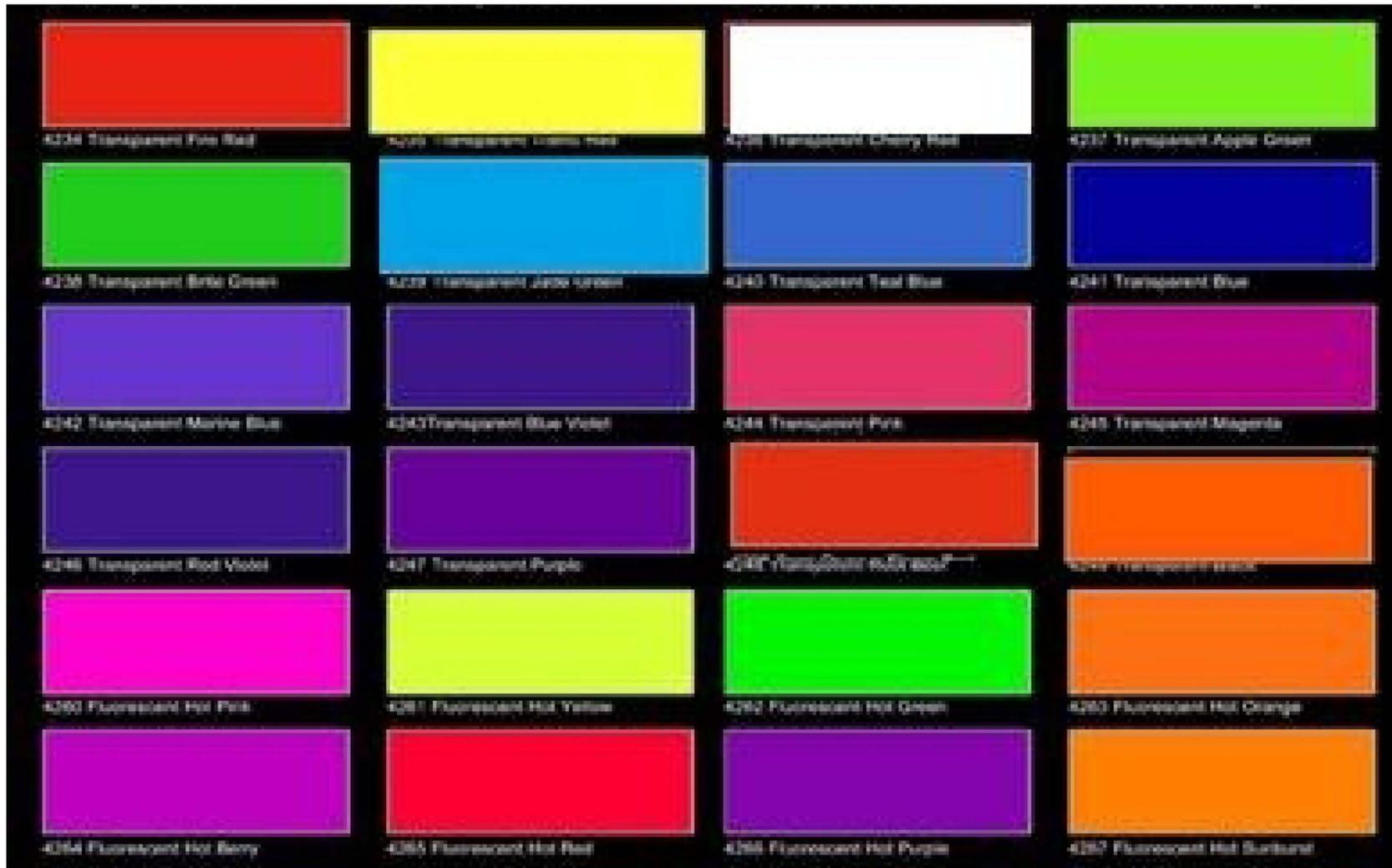


Forest Green



Barn Red

Chart C-2
Prohibited Colors



The Greater Redevelopment Project Area and Upper Skyway

Boundary follows the existing RDA Project Area boundaries and includes all properties abutting Skyway excluding single-family land uses.

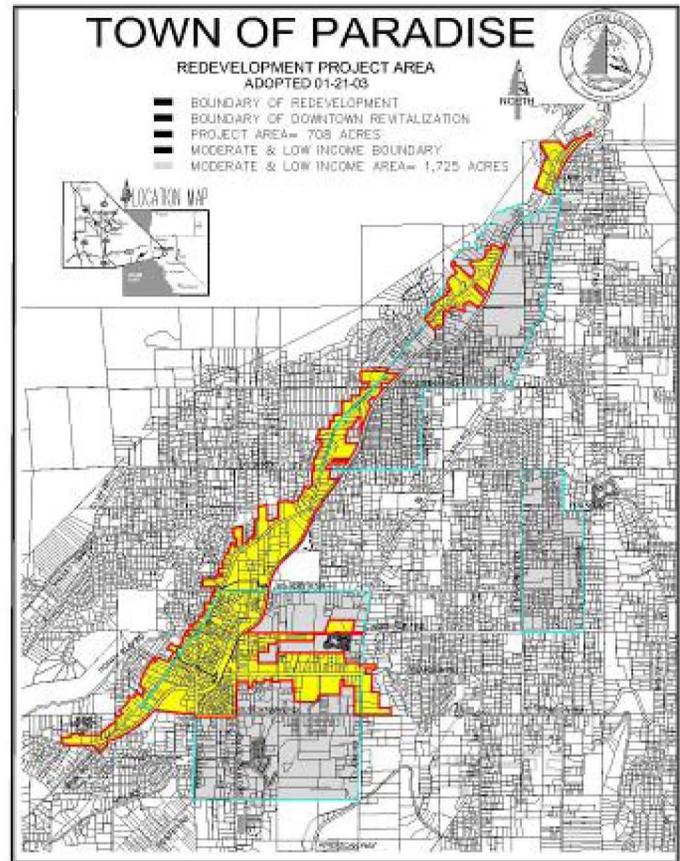


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Purpose:

These Design Standards represent the community's desire for good design by encouraging creativity, interest and variety, and by building upon local character to create efficient, sustainable and livable places. The Standards are intended to promote a desired level of future development in Paradise that:

1. Preserves the sense of a small-town community in a natural mountain environment;
2. Contributes to a positive physical image and identity, while preserving the surrounding environment;
3. Provides design assistance to the development community, architects/designers and property owners;
4. Promotes high-quality development that stimulates investment in the economic vitality of Paradise;
5. Facilitates the development of projects that establish a sense of place while complementing the character of traditional design established within the existing neighborhoods of the Town;
6. Implements the goals, objectives, and policies of the Town of Paradise General Plan;
7. Maintains and enhances property values and pride of ownership.

These Standards are meant for use by property owners, developers, business owners, and architects in achieving a superior quality design of new construction and additions to existing buildings. The purpose of the Standards is to promote quality designs that have been carefully considered and that have well integrated building features and architectural elements. These Standards complement existing development procedures, policies and laws.

Applicability:

The standards contained in this document are focused on design. This document is not intended to provide a listing of all Town standards or requirements. Applicants should also refer to the Paradise General Plan, the Paradise Zoning Code, the Paradise Municipal Code, the Subdivision Ordinance, and engineering design standards and related documents. Where any conflict arises, the Town codes and standards listed above will supersede these design standards.

In cases where a property is located in an overlapping geographical design area, the following hierarchical order will be applied to the property when making decisions for Design Review: (1) Downtown (2) Gateway/Scenic Highway Corridor (3) RDA Project Area (4) Clark Road Commercial/Development Areas (5) Industrial/Business Cluster.

In this document the terms "should" or "encouraged" means that the Town strongly prefers that the applicant apply the criteria to his or her project, but the applicant may use an alternative design feature to the one expressed by the criteria, if they can demonstrate that an alternative design feature may be used to achieve the design concept or desired aesthetic. The term "prohibited" is intended to illustrate those aspects of design which do not achieve the Town's design review objective or meet the design review criteria and are therefore not permitted. Final determination rests with the design review approval process.

Goals:

- Strengthen/expand the commercial-retail base.
- Improve the physical and aesthetic quality and appearance. Redesign and redevelop areas that are stagnant or improperly utilized.
- Provide adequate land for parks and open space in the Project Area.
- Establish performance criteria to assure high site design standards, property maintenance and environmental quality and other design elements that provide unity and integrity.
- Expand and improve the quality of the community's existing housing stock for low and moderate-income persons.
- Improve infrastructure.
- Provide adequate public parking facilities.
- Create and enhance recreational, cultural and social opportunities.
- Enhance community facilities.
- Reduce and minimize incompatible land uses and encourage conversion of obsolete or underutilized land uses.
- Eliminate blight.



Building Design

Site Design

Sign

Streetscape

SCALE/HEIGHT/MASSING

Scale, Height & Massing

1. Refer to the Paradise Zoning Ordinance for specific height and setback requirements in addition to those discussed herein.
2. Vary massing to provide visual interest and to create relief and shadow lines.
3. Ensure compatibility with surrounding developments.
4. Use building height and massing to emphasize building corners, points of entry and visible skyline.
5. Achieve high quality building, site design and signage.
6. Vary spacing between buildings to provide opportunities for pedestrian plazas, courtyards, and other outdoor gathering areas.
7. Site features such as trees, creeks, and views of surrounding landscapes should be considered as prime design determinates in planning new commercial centers and multi-family residential developments.

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings



Building Design

Site Design

Sign

Streetscape

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/ Windows

Canopies and Awnings

ARCHITECTURAL FEATURES

Building facades should be interesting, varied and create an attractive and vibrant streetscape. New buildings should continue the pattern of the lines from neighboring buildings to unify facades on a street block.

- **Design Theme:** It is important to relate the proposed building design to the overall site development. A corporate image, as in the case of many national franchised stores, shall be secondary in the design of projects. As branded buildings are difficult to reuse if vacated by primary business. Projects shall be consistent with the applicable Town adopted design criteria and standards.
- **Articulation:** Building articulation embodies a group of design devices that overlap scale, height, massing, and level of detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, color changes, material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.
- **Details:** Provide details that create shadows, line surfaces, and volumes at a different and more human scale.
- **Equal Details:** All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color. Parapets should be extended to all exposed building walls to ensure a continuous design of the building.
- **Roof Treatments:** Variations in roof lines should be used to add interest to, and reduce the massing of buildings.
- **Security:** Permanent security bars/grilles on the storefront windows facing the street (defined as those clearly visible and fixed to windows or the facade) are prohibited. Electronic security systems are preferred.
- **Screening Mechanical Equipment:** Mechanical equipment attached to the top of building facades must be concealed. Concealment of mechanical equipment can be accomplished by placement under an awning, behind a parapet wall or enclosed by a housing that is appropriate to the building's architecture and color. When screened behind a building rooftop, continuous building design must be achieved.



Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/ Windows

Canopies and Awnings

ARCHITECTURAL FEATURES

- **Bulkheads:** The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt and impact resistant (e.g. ceramic tile, finished stone, brick). Bulkheads in multiple storefront buildings should be consistent in height and material. Signage in the bulkhead area shall not be allowed.
- **Decorative Security Lighting:** shall match architectural theme of the building and use historic fixtures when appropriate.
- **Importance of Entrances:** Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
- **Secondary Entrances:** Secondary entrances (such as small retail shops on the ground floor of a larger office building) should be architecturally treated as subordinate to the primary entrance. Doors that are not regularly used, should be down played by continuing the design surrounding them.
- **Multiple Tenant Spaces:** Individual tenant spaces should be indicated by the horizontal articulation of the building. This can be done by:
 - Placing a column, pier or pilaster between buildings bays.
 - Apply vertical slots or recess between building bays.
 - Provide variation in plane along building wall.
 - Vary the building wall by recessing the storefront entrance, creating a niche for landscaping, or a pedestrian area.



MATERIALS AND TEXTURES

Scale, Height & Massing

- **Materials:** In general, variations in colors and materials are encouraged. Care should be taken, however, not to use too many materials that may result in visual clutter. If only one material is used, then volume and articulation of the facade becomes even more important.
- **New construction/and façade renovations:** Projects shall use exterior finish materials that are compatible in quality, color, texture, finish and dimension to surrounding properties.
- **Authenticity:** If imitation materials are used, the detailing and coloring should be consistent with the material they are imitating.
- **Durability/Maintenance:** Materials should be selected, detailed and finished for durability in Paradise’s climate. In particular, painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints applied in multiple coats.

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings



Allowed Materials:

- Wood
- Brick
- Stone/Slate
- Tile
- Stucco
- Prefinished ceramic
- Metal Panels

Prohibited Finish Materials:

- Cement
- Exposed Concrete block
- Steel siding
- Snap-on metal grills
- Metal sheeting
- Vinyl siding

Building Design

Site Design

Sign

Streetscape

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings

BUILDING COLORS

The positive use of color on a building or building facade can make a profound difference to the overall appearance and image of Redevelopment Project Area.

- **Color Choice:** The colors of a structure should be appropriate for the chosen materials and the architectural style of the building and be compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, colors should help to visually relate facades and building elements to each other.
- **Corporate image** shall be secondary in the design of projects, as branded buildings are difficult to reuse if vacated by primary business.
- **Base color:** The proportion of the building determines the appropriate colors to be used for the building. The larger and plainer the building, the more subtle the base color should be. Lighter-colored finishes on a building's exterior can reflect heat in the summer months.
- **Major Trim Color:** When the wall facade is painted, the major trim color should complement the base color. Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together.
- **Minor Trim Color:** If minor trim is used as a third color, it should be used to strengthen the color scheme already established by the base and major trim colors.

See Appendix C—Color Palette

Allowable Colors:

Natural, earth tone colors such as:

Brown
Beige
Green
Cream

Muted reds, toned down blues & pale yellows

Prohibited Colors:

Bright white, including excessively bright reds, yellows, greens, & blues

No florescent colors



VISIBILITY/WINDOWS

Scale, Height &
Massing

Architectural
Features

Materials, Textures
& Colors

Visibility/
Windows

Canopies and
Awnings

- The use of windows is an important architectural element because they create a visual rhythm of building openings and provide natural light.
- The primary function of glass should be to encourage visibility to interior display areas or building interiors.
- The windows of retail stores should vary in size and shape, depending on the nature of the business, as well as the architectural style. Projects shall consider maximum visibility between building occupants and the site.

Specific Criteria

- **Length in windows:** The first floor of a commercial building fronting or siding on a street shall have a minimum of 30% of its length in windows. There should be no lengths of walls in excess of 40 feet without windows.
- **Window Sills:** Storefront windows should be as large as possible, but no closer than 18" to the ground. Maximum bulkhead heights for new construction should be 36". By limiting the bulkhead height, the visibility of the storefront display and retail interior is maximized.
- **Security Devices:** Permanent, fixed security grates or grilles over windows are not allowed.
- **Covered Up Windows:** Filled-in or covered over display windows shall be opened and reglazed.
- **Air Conditioning:** Air conditioning units placed in front of windows are not permitted.
- **Materials:** Replacing window and door features with incompatible materials such as anodized aluminum, and tinted or reflective glass is not permitted.



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CANOPIES AND AWNINGS

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings

- **Color:** The colors of the awnings or canopies should complement the color or colors of the building.
- **Materials:** Awnings should be of woven fabric (not vinyl) and have a high Ultra Violet (UV) rating. Canopies and covered porches should be constructed of wood or metal. Metal canopies may be appropriate on some buildings if they are compatible in scale and overall design.
- **Design:** Awnings should be designed to project over individual window and door openings and not be a continuous feature extending over masonry piers or arches. Where the design lends itself, canopies should be continuous.
- **Shape:** Awning shape should relate to window/door openings. Barrel-shaped awnings should be used to complement arched windows, while square awnings should be used on rectangular windows.
- **Location:** Canopies and awnings should be mounted in locations that respect the design of a building, including the arrangement of bays and openings and should not obscure transom windows, grillwork, piers, pilasters, ornamental features, and/or adjacent buildings.
- **Height:** Minimum height of awnings/canopies should be 8 feet (measured from bottom of the awning/canopy to the sidewalk). Canopies or covered porches should not extend outwardly from the building for more than 6 feet and 8 feet for a canopy.
- **Individual Businesses:** When there are several businesses in one building utilizing awnings, the awnings should be coordinated in terms of color, trim, and form. Simple signs on the valance may vary in type style and to differentiate the individual businesses.
- **Maintenance:** Awnings should be well maintained, washed regularly, and replaced when faded or torn.



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Site Lighting

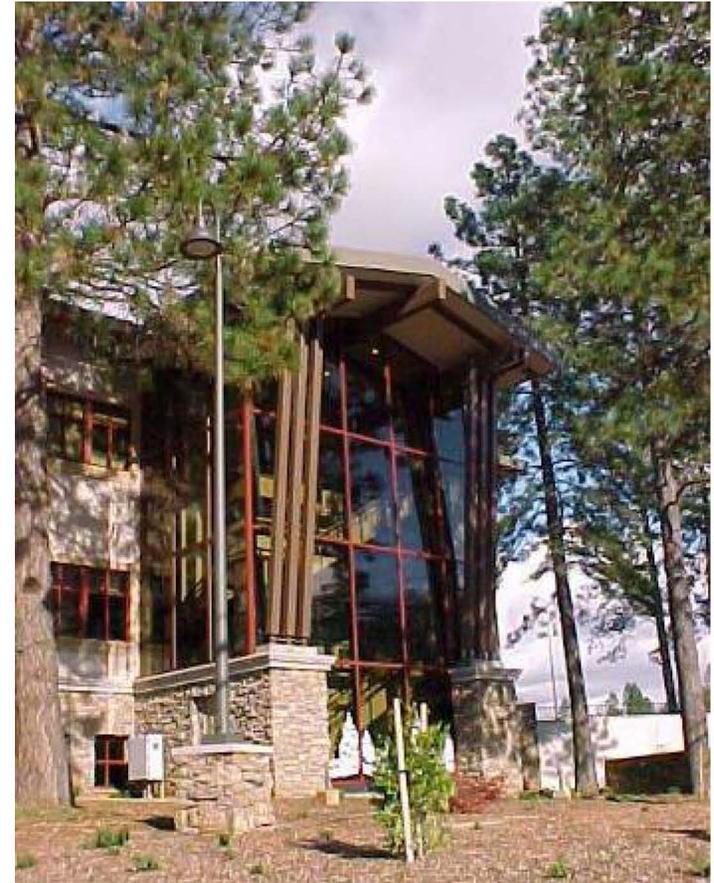
Service/Utility/
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Energy Efficiency

INGRESS AND EGRESS

Vehicle Access and On-Site Circulation

- Major access points to developments should have coordinated access points whenever possible. Separated ingress and egress points with landscaped islands should be provided. Ingress or egress points should be coordinated with openings in the center median and existing or planned access points on the opposite side of the roadway.
- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. Structures, fences, walls, plant materials and etc. located in site triangles may have height and location restrictions. Refer to the Town Engineer for additional requirements.
- On-site vehicle circulation should be designed to discourage speeding throughout parking areas to minimize the potential conflict with pedestrians and parked vehicles. Radii for turns shall be designed to facilitate emergency vehicles to the satisfaction of the Fire Department.
- Shared access drives between adjacent parcels of similar use should be utilized to minimize the number of curb cuts to the street. Reciprocal access and parking agreements, between compatible adjacent land uses, for pedestrians and vehicles are strongly encouraged.



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PARKING / CIRCULATION: Locations of parking lots should be carefully evaluated in terms of visual prominence as well as functional requirements.

- Refer to Paradise Municipal Code for specific parking lot requirements.
- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. The sight triangle should measure 20 feet along the curb line in each direction from the driveway, and 20 feet along the edges of the driveway itself. In this area, structures, fences, walls and plant material, with the exception of street trees, should not exceed 2.5 feet in height above the street grade.
- **Access:** Vehicle access should be carefully considered for a clear and uniform traffic pattern through the lot. Parking lots should include clear pedestrian paths to enhance pedestrian access and safety.
- **Combining Parking:** Where parking lots are located adjacent to alleys on abutting properties they should, to the extent feasible, be designed as a single lot to increase security and efficiency. If this joint use is infeasible and fencing is required, fences between properties should be as low as possible to allow for surveillance between properties.
- **Landscaping:** Parking lot perimeters that have street frontage should provide an aesthetically pleasing visual buffer and follow the same general guidelines as proposed for the rest of the redevelopment project area.
 - Plants should be chosen that are easily maintained, resilient to excess pedestrian traffic, and tolerant of excessive heat gain from asphalt parking areas. Consideration should be given to native planting.
 - Parking lot landscaping shall not prevent a clear view for emergency services such as the fire and police department.
 - Plant heights within parking lot islands and perimeter buffers should not exceed 30 inches in height, and shall be evergreen in nature.
 - Accent color is encouraged. Deciduous trees shall be selected to provide a minimum of 50% shade coverage of total parking area, not including drive aisles, at maturity. Planter islands in parking lots shall be a minimum of 6' x 6'.



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CONNECTING TO THE PEDESTRIAN

Where structures adjoin public areas, and along internal circulation paths of the corridor, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

- **Pedestrian Shelter:** Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.
- **Aesthetic quality:** The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.
- **Semi-Private Spaces on the Street:** Porches, patios, balconies, and courtyards that allow residents of mixed use projects or other users to actually and symbolically claim the space; should be placed along pedestrian paths wherever possible. This will provide clarity about who has the right to control a space, and thus a greater sense of security for the user and an increased potential for social connections.
- Pavement and treated walkways add visual interest and allow pedestrians to visit multiple buildings located at one site.
- **Observe All Outdoor Spaces:** The ability to observe all outdoor spaces from windows in shops, offices, or upper level residences and from porches and other private and semi-private outdoor spaces should be provided.



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CREATING PLACES

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

- **Place Transitions:** Fences, bushes, elevation changes, portals, porches, and doors which face the street should be used to provide transition between varying levels of public accessibility and privacy. They should delineate the use and ownership of public, semi-public, and private spaces, but should not be visual barriers.
- **Common Facilities:** The inclusion of common facilities that respond to the anticipated needs of the users is encouraged. Under most circumstances, these common facilities should be located to provide a bridge between the downtown, the greater redevelopment project area, and the community defined by the project, e.g., a public seating area at major entrances to the project.



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PAVING / HARDSCAPE

- **Pavement Treatments:** Support the project design concept with paving and hardscape materials selected to best complement materials, textures, and color of proposed structures, and to enhance the proposed landscaping.
- **Quality of Design:** Interesting paving patterns are encouraged. The uniqueness of a well-designed hard surface can enhance the overall project design. Front entries to businesses and residential developments can represent the individuality of the spaces with differing hardscape treatments.
- **Materials:** High quality building materials are recommended. The use of complementary paving materials to create banding and/or borders can greatly enhance the richness of a paving surface without adding extraordinary project costs.
- **Safety:** All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check with Town building officials for current codes concerning this issue.



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LOCATION OF STRUCTURES

Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face.

- Building placement should consider site circulation, should not impede traffic flow or accessibility from adjacent roadways, and should blend with the setback and pattern of development on adjacent sites. Clustered building arrangements are preferred for commercial, mixed-use and multi-family developments.
- Planned Developments and multi-building complexes should have an integrated design with respect to building placement, proportion, color, rooflines, and other architectural details.
- Pedestrian open spaces such as covered walkways, courtyards and plazas are encouraged, as well as the development of open and attractive passages between buildings and blocks.
- Minimize the visual impact of large scale commercial/industrial uses such as large expanses of parking area, large utilitarian buildings, signage and lighting.
- Rear-Entry Parking Spaces: Ensure that proper landscaping enhances the space and created as welcoming back entry.
- Wastewater Treatment equipment should always be located in the back portion of the property, or the portion of the property least affected by public view (including residential areas). In those instances where high ground water or other site restricting elements does not permit the wastewater equipment to be totally obscured from sight, than a decorative, secured privacy wall with landscaping will be required.



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LANDSCAPING

- **Plant Selection:** The landscape design should balance the needs of the natural environment and its human inhabitants. Each site should be analyzed to determine the specific functional and spatial requirements.
- **Plant/Tree Selection:** Select plants and trees appropriate to the Paradise area that blend with and complement the surrounding neighborhoods, and that are sized appropriately for maximum healthy growth within the planting area. A recommended plant palette can be found in Appendix C.
- Incorporate appropriate landscaping that includes a variety of trees, shrubs and other planting.
- On-center spacing should not follow a specified formula but should provide for a visually uniform canopy that creates minimum conflict with signage, street lighting, or building entries.
- Colorful ground plantings at intersections shall be encouraged, as well as shrub massing at building foundations using a limited palette of plants per building.
- Ground cover planting, with the exception of turf, shall be encouraged within parkway strips and commercial frontages.
- **Parking Lot Landscaping:** Large expanses of parking should be broken up with landscaping and pedestrian walkways with pedestrian scale lighting. Adequate directional mechanisms such as curbing and parking lines should be provided.
- **Dividers:** Planted areas in parking lots and driveway entrances should be large enough to function as a physical divider, provide an aesthetic landscape area, and be easily maintained.



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IRRIGATION

- **Mechanical Irrigation Versus Hand Watering:** Plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption. A recommended plant palette can be found in Appendix B.



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FENCES / WALLS

- **Detailing and Materials:** Detailing and materials of walls and fences shall reflect the style and character of the building and its site. Walls should be painted to match or complement the surrounding architecture. Brick and natural stone should not be painted. Chain-link fences, plywood, barbed wire, and concertina (razor) wire fences are discouraged.
- **Screening:** Where large expanses of fencing are unavoidably exposed, they should be screened with up-right shrubs or trellised vines. Fencing should screen views of the following:
 - Parking lots
 - Trash disposal areas
 - Service and loading/unloading areas
 - Equipment on the roof, side of building, or ground
 - Wastewater treatment equipment



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Site Furnishings:

Design and utilize site and street furniture with materials and colors that best complement the proposed structure and landscaping concept.

- **Design:** The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.
- **Scale:** Due to the small scale of public and private open spaces, great care should be taken to select furniture that will not overpower the area that it is intended to occupy. Furniture with simple designs may be most appropriate.
- **Drinking Fountains:** The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.

Bicycle parking/storage:

- **Rack Design:** Simpler designs are generally more desirable than elaborate ones that have moving parts. Examples of appropriate types include the inverted U, the ribbon type rack, or the corkscrew. Bike racks that are designed to hold a bicycle vertically by the wheel are discouraged.
- **Short Term Parking:** Short-term bicycle parking should be located at building entrances with adequate surveillance from building occupants and visitors. Placement in view of doors with windows is preferred.
- **Long Term Facilities:** These facilities should be located inside buildings when possible. If it is necessary to locate bicycle lockers outside, they shall be securely fastened and designed in a manner that is integral to the building design.
- **Clear View:** To minimize theft, bike racks should not be placed in a screened enclosure.



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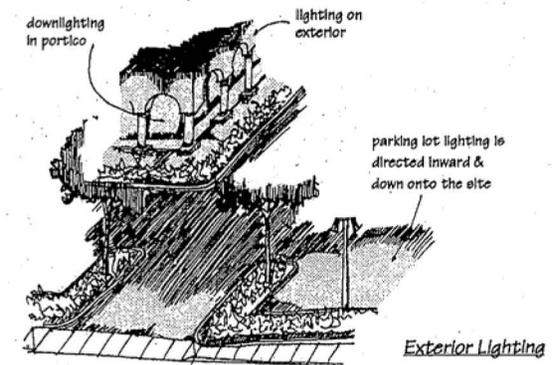
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SITE LIGHTING

Site lighting shall have a scale, design, and color that best complements the character and design of the surrounding structures.

- **Storefront:** Storefront lighting should be designed to illuminate the sidewalk in front of the store in the evening. Shop windows shall be well lit. Fixed overhead spotlights, recessed incandescent ceiling fixtures, track lights or other concealed fixtures are recommended. Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.
- **Under Canopy and Entry Lighting:** Under canopy and entry lighting shall be placed to illuminate the pedestrian walkway which may be shaded from streetlights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.
- **Location and Design:** Lighting should be accomplished in a manner that does not create glare for pedestrians, drivers, or adjacent properties. If light fixtures are visible, they should have a low enough intensity or have adequate diffusing lenses to minimize their brightness. The emphasis should be on lighting landscape or building surface. Lighting style shall be compatible with the street theme. Refer to Planning Director for parking lot height and *location requirements*.
- **Parking Lots:** Parking lots must provide adequate lighting for safety. Lighting shall complement the building lighting fixtures.
- **Paths:** Paths through covered or open courtyards should be illuminated.
- **Night Lighting:** Night lighting, visible from the exterior of a building and the project's boundaries shall be limited to that necessary for security, safety, and identification. Night lighting shall also be screened from adjacent areas and not be directed in an upward manner or beyond the boundaries of the parcel on which the building is located.



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Service/Utility/Wastewater Treatment Areas

- **Trash and Recycling Enclosure Design:** Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials and detailing; for example, if the building is brick, then the enclosure shall be brick to match. In addition, landscape screening is desirable.
- **Service Area Enclosures:** Shall be constructed of substantial, durable materials that are compatible with the building finishes, as noted below, and shall be screened with landscaping in a planter which shall be along the entire trash enclosure wall perimeter.
 - Masonry is the most appropriate material for trash enclosures because of its extreme durability. The exterior shall be designed to be compatible with the building design.
 - If the exterior of the building is primarily wood siding a wood enclosure may be approved provided the following guidelines are met.
 - The walls are constructed of 2x4's at 16" on center
 - The walls shall sit on 6" high concrete curb which shall extend into the interior of the enclosure, serving as a wheel stop to prevent the trash bin from coming in contact with the walls.
 - The exterior shall be sided with the same material as the building.
 - The interior shall be sheathed in 3/4" plywood and painted to provide a washable surface.
 - Wood fencing, chain link fencing and chain link with redwood slats are not acceptable trash enclosure materials. Exposed concrete block may not be acceptable unless adequately detailed and screened.



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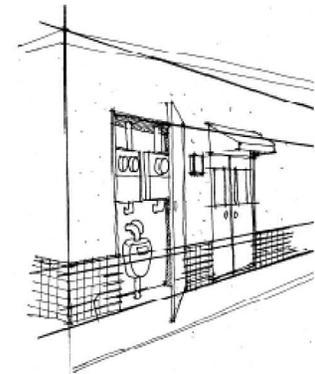
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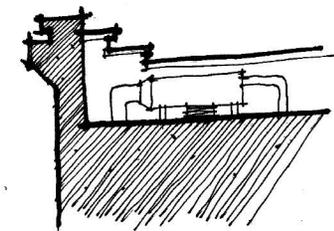
Service/Utility Wastewater Treatment Areas (Continued)

- Mechanical, Electrical Services and Site Equipment:** New surface mounted exposed conduit or electrical lines are not acceptable. Electrical switch gear, meters, etc., which are visible to the public must be screened or housed in an enclosure that is compatible in design to the structure. Site equipment such as transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers, etc., must be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures.

 - Site equipment such as vapor recovery units, transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers, etc., must be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures.
- Roof Mounted Equipment:** Roof mounted equipment must be thoughtfully located. Air conditioners, fans, vents, antennae, and other roof top equipment must be set back from the roof edge sufficiently to be out of the line of sight of a pedestrian on the opposite side of the street, or this equipment must be screened from view. Screening materials should be substantial, durable materials, compatible with the design and materials of the building. Wooden lattice, fence-like coverings may also be acceptable.
- Wastewater Treatment Facilities:** Engineered septic systems and above ground facilities should be located to the rear of the project whenever possible. Visible systems or treatment equipment must be secured behind an approved fence system and obscured from sight by landscaping. Facilities that are located within the public view will have more site-obscuring landscaping required.



Screen electrical and gas services



Screen roof top utilities behind parapet

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ENERGY EFFICIENCY RECOMMENDATIONS

Incorporate practical energy efficient strategies in the project design. Refer to the proposed California Green Building Code located online at, http://www.documents.dgs.ca.gov/bsc/prpsd_stds/2007/2007_cgbsc_9-23-08.pdf. The proposed code will become effective January 2011, please keep these in mind when you design the project. Contact the Town's Building Official for specific code requirements.

Energy Efficiency: The following list of the most practical energy efficiency strategies for building design apply to both residential and commercial uses, unless stated otherwise. Strategies should be integrated into the design of the building and not "tacked on."

- **Site Design Elements:** Deciduous trees should be a part of the landscape improvements, that are positioned to shade windows, the building mass, air conditioning units, and paved areas, including the street during the summer. South and west facing sides of the building should be shaded with deciduous trees to save the most energy.
- **Building Design Elements:** Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize south and west facing windows. Properly proportion overhangs on south windows to provide sun screening. Accommodate daylighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.
- **Equipment Elements:** Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, electric vehicle charging stations in new parking lots, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.
- **Utility Consultation:** Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.
- **Site Lighting** should be design to include cut-offs to minimize the negative effects of lighting of the sky.
- **Solar Access - Adjacent Property:** To protect solar options on adjacent properties, projects should be designed to respect solar access on adjacent properties.
- **Solar Access - Roof Area:** To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

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SIGNS

Sign Design
Consideration

Signs are essential to any business. They are not only the most affordable means of advertising for many businesses, but also the first impression that the public gleans about your business. Well-designed and optimally visible signs are invaluable to a business, whereas ill-designed and incompatible signs detract from a business and can result in a loss of potential revenue.

Sign Size, Color
& Font

Signs are one of the most noticeable elements along Paradise’s commercial streets and play a major role in creating a visual image for the Town. Well-designed signs add to the Town’s attractiveness whereas signage that is poorly designed, constructed from low quality materials, or does not match the scale or style of the adjacent buildings reflects negatively on the streetscape and may negatively impact viewers’ perceptions of local businesses and the broader community. Because of these factors, the Town encourages well designed signage using high quality materials and a clearly communicated message.

Quality and
Materials

It is in the interest of the Town, its residents, and local businesses that clear standards for sign design, materials, and placement are established to contribute to the expression of local character and the development of a distinctive Town image. The intent of the Town-wide Design Standards includes the following:

- Assist property owners and business owners in understanding Town expectations
- Enhance the physical appearance of the Town
- Reduce the time and fees for processing sign approvals, when required
- Assist Staff reviewing sign permit applications by establishing criteria with which to judge the appropriateness of a sign's design.

RDA Project Area Criteria:

- RDA area signs should primarily be oriented to vehicular traffic. The vehicle-oriented sign is usually read from a distance of 200 ft.
- Signs within the RDA Project area shall be compatible with the existing architecture and lawful conforming signage in the vicinity (\pm 300 feet) of the signs. The size and shape of a sign shall be proportionate with the scale and the architecture of the building and/or structure.
- Signs shall contribute to the general appearance of the street and the character of the neighborhood in which they are located.
- Wall signs shall be placed to establish facade design continuity, scale and proportion.
- As an alternative to an attached sign, lettering may be painted directly on the building facade.

Location on
Building

Architectural
Compatibility &
Corporate Identity



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Refer to Paradise Municipal Code, Chapter 17.37 regarding current sign regulations.

Sign Design Considerations

PREFERRED SIGNS

- Flush-mounted/wall signs with back lighting
- Matte or non-glossy backgrounds as glare and shine can contribute to illegibility
- Prefer ivory or off-white backgrounds. Bright, stark white backgrounds contribute to illegible signs.
- Awning signs (restricted to the valance or end flap); can be internally illuminated or backlit
- Ground-mounted monument signs with landscaping

Sign Size, Color & Font

PERMITTED SIGNS

- Flush-mounted wall signs at the upper portion of the first story
- Blade, or hanging signs that are pedestrian-oriented
- Illuminated signs where the panel is dark and the light is illuminated behind the letters
- Neon tube lighting on painted wall signs, on window signs.
- Marquee signs for movie and theater and/or “community service” uses
- Building signs at customer accessible rear building entrances
- Exterior signage for special sales promotions, etc.
- Portable signs professionally designed and temporary that comply with ADA accessibility and placed to not obstruct pedestrian movement
- Monument signs are allowed if there is appropriate distance set back from the street or parking areas. The monument sign must be on a pedestrian-oriented scale and shall not exceed 6 feet above grade.
- Appurtenances must be compatible with building design and compliment surrounding businesses and area. Natural coloring and landscaping is preferred. Appurtenances must go through the design review process in order to be approved.



Quality and Materials

PROHIBITED SIGNS

- “Temporary” banners for business identification for more than 60 days unless extended by the Planning Director per Paradise Municipal Code 17.37)
- Projecting, emitting, rotating, moving, or flashing signs; exposed raceways behind channel letters
- Pole signs; free-standing or otherwise
- Roof mounted signs upon buildings at or above street level, or any signs above the first story (Refer to the Paradise Municipal Code, Chapter 17.41 for exceptions).
- Balloon signs, paper-, cloth-, or plastic-streamers and bunting (except holiday decorations)
- Traffic sign replicas, Signs constituting a safety hazard
- Signs with obscene, indecent or immoral content
- Handmade portable signs that are not professionally designed, that violate ADA accessibility requirements, or that obstruct pedestrian movement
- Plastic or vinyl material stretched over a structure as a temporary sign except as allowed in the sign zoning code.

Location on Building

Architectural Compatibility & Corporate Identity

Building Design

Site Design

Sign

Streetscape

Sign Design
Considerations

Sign Size, Color
& Font

Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity

SIGN SIZE

- Refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations. All signs shall relate proportionately in size and placement to other building elements.
- Lettering should be proportionate to the size of the sign
- **Window Signs:** refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations regarding window signs.
- **Monument signs:** are permitted if sight distance and engineering Right of Way specifications allow. New monument signs and monuments signs proposed in new developments are required to be landscaped. The landscape plan for the newly proposed monument sign must be approved by the same process as the Design Review process for signs. The applicant may appeal staff's decision to the Design Review Board by paying the appropriate fee, as adopted in the Town's Master Fee Schedule. The appeal must be filed within 10 days of the decision with the Town Manger's Office. The matter shall be scheduled for deliberation before the Design Review Board within 15 days after the date of filing.

SIGN COLOR

Sign color is just as important as the textual content. To be effective, the color should contribute to the legibility and design integrity of the affected property and should complement the colors of the building. Due to our geographical setting, natural, earth-tone colors are the preferred color palette for buildings and signs in the RDA Project Area. Neon florescent or bright colors are discouraged in the RDA Project Area.

SIGN FONT

A sign which contains too many fonts can be difficult to read, confusing and may appear disorganized. Some fonts can be very difficult to read at any reasonable distance.



Preferred Colors:
*Natural, earth tone
colors such as:*

Brown
Beige
Green
Cream

Muted reds, toned
down blues & pale
yellows

**Discouraged
Colors:**

Bright white, including
excessively bright
reds, yellows, greens,
& blues.

No florescent colors or
glossy white back-
grounds.

Building Design

Site Design

Sign

Streetscape

QUALITY AND MATERIALS

Sign Design Considerations

All signs shall be constructed of high quality and weatherproofing materials. Appropriate materials shall be used for all elements of signs including all letters, exposed edges, and surfaces.

Except for decorative wrought iron, any exposed hardware such as conduit, tubing (except neon tubing), raceways, conductors, transformers, mounting hardware and other equipment shall be concealed.

Sign Size, Color & Font

A project proposed with inappropriate materials may apply for special considerations only if the Town sign permit administrator determines that one of the following is applicable:

- The proposed material, in the particular application, will blend well with the existing or new materials;
- Other materials would not achieve the same desired theme of the proposed use; or
- The overall architectural design and detailing is of such quality as to justify its use.

Quality and Materials

Preferred Sign Materials

- Metal
- Wood
- Print on canvas awnings
- Painted graphics on building surfaces

Location on Building

Allowable Sign Materials

- Plexiglas, lexan or plastic
- Neon
- Vinyl Lettering
- Other durable products deemed suitable for outdoor signs

Architectural Compatibility & Corporate Identity

Prohibited Sign Material

- Unfinished Plywood or particleboard
- Paper



LOCATION ON BUILDING

Sign Design
Consideration

Flush mounted Signs:

- Sign placement should be symmetrically located within space that is defined by the building's architectural features such as its massing and its trim.

Awning Signs:

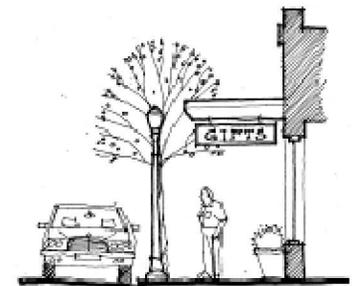
- An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message that is painted, printed, sewn, or stained onto the awning or awning flap.
- The sign on awnings shall be placed on the awning flap. The flap shall be at least eight (8) inches in height and with enough contrast so that the letters and symbols can be easily read.
- The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.



Sign Size, Color
& Font

Hanging/Shingle Signs:

- A hanging sign is generally located below awning level and is intended to be read by pedestrians along a sidewalk or arcade and by motorists in slow-moving vehicles.
- The size of a hanging sign shall be proportional to the building façade to which it is attached and typically should not exceed ten (10) square feet.
- A hanging sign shall be hung perpendicular to and shall not project more than five (5) feet from the face of the building.
- Hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.
- The placement of a hanging sign shall not impede the safe movement of people or vehicles within a public right-of-way and shall be properly secured to a building in a structurally sound manner.



Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity

Temporary/Promotional Banner Signs:

- Refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations referencing promotional banner signs.

Building Design

Site Design

Sign

Streetscape

Sign Design
Consideration

Sign Size, Color
& Font

Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity

ARCHITECTURAL COMPATABILITY

Complement Building: Signage shall be modestly scaled and shall be incorporated into an architectural element that complements the overall character of the building. All signs shall relate proportionately in placement and size to other building elements, and sign style and color should complement the building façade.



CORPORATE IDENTITY

Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.

- **Signs:** Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.
- **Corporate Design:** The design character should incorporate dominant materials and characteristics that are unique to Paradise.



Building Design

Site Design

Sign

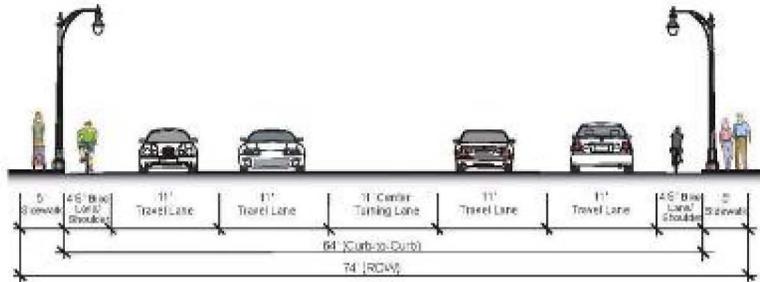
Streetscape

SKYWAY CORRIDOR STUDY

Refer to the Skyway Corridor Study to see the streetscape plans for specific site development. Skyway Corridor Study was created by W-Trans for the Butte County Association of Governments and the Town of Paradise on February 12, 2009.

Skyway Corridor Study

Segment A - Neal Road to Pearson Road

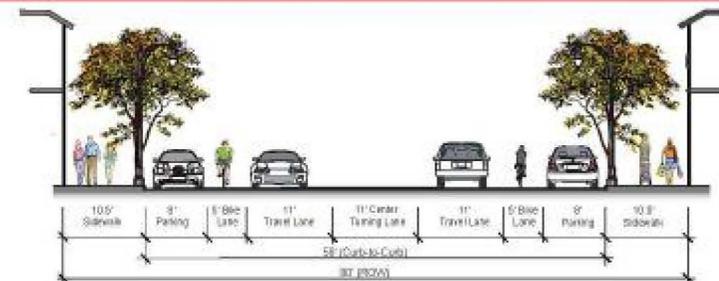


Segment A (Neal-Schmale Lane to Pearson Road)

- Maintain existing 5-foot sidewalks
- Add up to 4.5-foot shoulders for bike use if road width allows
- Narrow the first travel lanes to 11-foot
- Add a center two-way left-turn lane where currently existing
- Eliminate existing on-street parking
- Add a traffic signal at the black olive drive intersection

Landscape Design/
Irrigation

Segment B - Pearson Road to Elliott Road



Segment B (Pearson Road to Elliott Road, in downtown)

- Widen the sidewalks from 5-foot to a minimum of 10.5-foot
- Sidewalk width may be narrower due to a number of design factors
- Maintain 3-foot on-street parallel parking
- Add 5-foot bike lanes
- Reduce through lanes from four to two 11-foot through lanes
- Add an 11-foot, center two-way left-turn lane
- Add a traffic signal at the 6th street intersection
- Implement coordinated signal timing between olive road and black olive drive
- Maintain full access at 6th road, but eliminate right-turn channelization
- Plan for additional parking on the triangular parcel adjacent to the skyway/olive road intersection
- Plan for an all public gathering space at the southwest corner of skyway/olive road
- Use decorative pavement in the center lane area through downtown
- Accommodate two northbound lanes in view of emergency evacuation

Preservation of
Trees

Building Design

Site Design

Sign

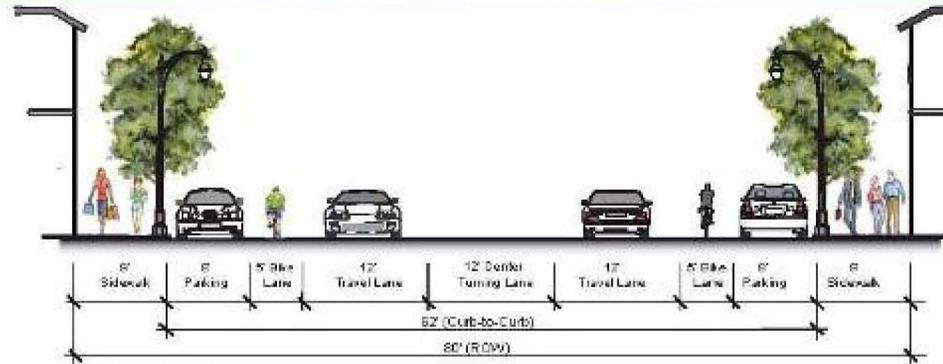
Streetscape

Skyway Corridor Study

Landscape Design/ Irrigation

Preservation of Trees

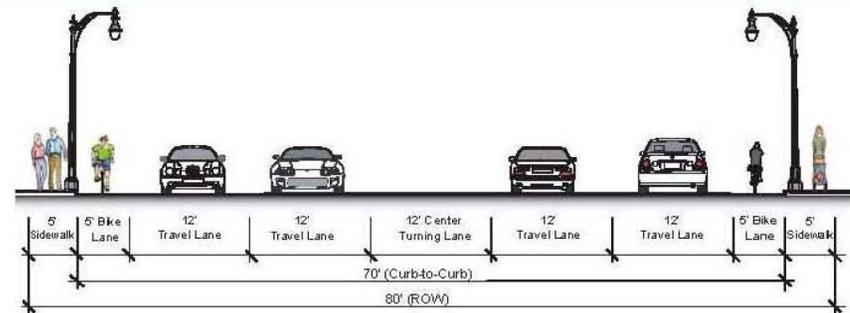
Section C1 - Elliott Road to Oliver Road



Section C1 (Elliott Road to Oliver Road)

- Adds 5-foot bike lanes
- Reduces the lanes to three 12-foot lanes
- Widens the sidewalks to a maximum of 9-feet
- (Sidewalk width may be narrower due to a number of design factors)
- Provides for 8 feet of parallel parking

Section C2 - Oliver Road to Bille Road



Section C2 (Oliver Road to Bille Road)

- Maintains 5-foot sidewalks
- Adds 5-foot bike lanes
- Narrows the five travel lanes from 14-feet to 12-feet
- Adds a center two-way left-turn lane where currently missing
- Eliminates existing on-street parking

Building Design

Site Design

Sign

Streetscape

LANDSCAPE DESIGN

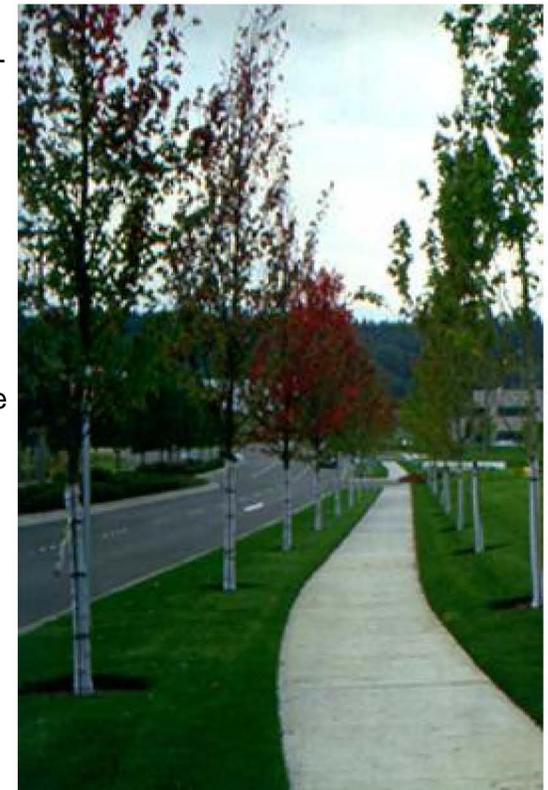
Attention should be paid to the selection of plants with natural water conserving tendencies that also promote aesthetic and functionality of the landscape. Plants in public places should be hardy, easy to maintain, and promote a safe environment for the visitor.

Skyway Corridor
Study

- **Forms:** Use landscape forms, such as hedges, trellises, fountains, and arbors to create public and private places that support the role of the project on the corridor.
- **Safety:** Visibility is critical in creating a safe environment and landscape should be designed with safety in mind. Using trees with tall canopies and low shrub materials (less than 36" in height) will facilitate visibility throughout the property.
- Refer to the Town Engineering requirements concerning streets, sidewalks, curbs, gutters and etc. before designing the site landscaping.
- **Street Trees:** Balance long-term viability of trees with the need for greater or lesser setbacks where conflicts with existing street trees exist.
- **Foundation Planting:** Foundation planting should be installed where there are building setbacks. The intent is to soften the transition between the architectural element and the ground plane. The plant material should be selected to maintain its natural form throughout the year. These plants may or may not flower, but generally shall be evergreen and less than 30 inches in height when mature, relative to the height of the finish floor.

Landscape Design/
Irrigation

Preservation of
Trees



Building Design

Site Design

Sign

Streetscape

IRRIGATION

Skyway Corridor
Study

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption. A recommended plant palette can be found in Appendix C.

Landscape Design/
IrrigationPreservation of
Trees

Building Design

Site Design

Sign

Streetscape

PRESERVATION OF TREES

Street trees can be one of the most valuable assets to providing a city aesthetic character. Whenever possible, retain existing street trees and trees on sites that have

- **Arborist:** Consult with a professional arborist for advice on the health and maintenance of existing trees and sections of street trees prior to design.
- **Healthy Trees:** New development shall minimize loss of healthy existing trees.
- **Street Trees:** Preserve existing street trees. When replacing or building new sidewalks near existing historic trees, sidewalks should provide additional spaces and bend around widened tree trunks to lessen concrete-root conflicts. Provide appropriate new street trees that fit within the existing planting patterns.

Skyway Corridor
Study

Landscape Design/
Irrigation

Preservation of
Trees



Glossary

ADDITION: New construction added to an existing building or structure.

ACCESSORY (OR ANCILLARY) STRUCTURES: A structure detached from a principal building located on the same lot and customarily incidental and subordinate to the principal building or use.

ALTERATION: Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building.

ANIMATED: Describes the use of building elements, areas, and colors that create variety and a sense of activity in and around a building.

APPURTENANCE: An appendage that is attached to a structure such as a roof top mechanical system, enclosed storage area, etc..

ARTICULATION: The dividing or segmenting of building elements into smaller components to create a sense of finer detailing. The variations in the exterior of the building or massing of buildings in a development. Elements of articulation may be described in terms of roughness of surface material, numbers of openings, patterns within the material or of different materials, massing, etc. Articulation can reduce the scale of larger buildings by the use of small detailed patterns.

BALUSTER: A turned or rectangular upright member supporting a stair rail.

BALUSTRADE: An entire railing system with top rail and balusters.

BARGEBOARD: A board which hangs from the projecting end of a gable roof covering the end rafters, and often sawn into a decorative pattern.

BAY WINDOW: A window in a wall that projects at an angle to another wall.

BOARD AND BATTEN: Siding fashioned of boards set vertically and covered where their edges join by narrow strips called battens.

BOLLARD: A vertical element designed to prevent the movement of vehicles across a roadway or into a pedestrian area.

BRACKET: An ornamental or structural member or both set under a projecting element, such as the eaves of a house.

CAPITAL: The head of a column or pilaster.

COLUMN: A vertical support, usually supporting a member above.

CORBEL: In masonry, a projection, or one of a series of projections, each stepped progressively farther forward with height and articulating a cornice or supporting an overhanging member.

Glossary

CORNICE: The uppermost projecting part of an entablature, or a feature resembling it. Any projecting ornamental molding along the top of a wall, building, etc.

CRESTING: Decoration applied along roof ridges generally consisting of ornamental metal.

DENTILS: A row of small tooth-like blocks in a classical cornice.

DESIGN CONTINUITY: A unifying or connecting theme or physical feature for a particular setting or place, provided by one or more elements of the natural or created environment. Consistency in scale, quality, or character between new and existing development so as to avoid abrupt and/or severe differences.

DESIGN RHYTHM OR PATTERN: The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

DORMER WINDOW: A window that projects from a roof.

DOUBLE HUNG WINDOW: A window with two sashes, one sliding vertically over the other.

EAVES: The edge of a roof that projects beyond the face of a wall.

ELEVATION: The external faces of the building.

ELL: The rear wing of a house, generally one room wide and running perpendicular to the principal building.

ENGAGED COLUMN: A round column attached to the wall.

ENTABLATURE: The band of moldings near the top of a facade, divided into cornice, frieze, and architrave.

FACADE: The exterior walls of a building exposed to public view, or that wall viewed by persons not within the building.

FENESTRATION: The arrangement of windows on a building.

FINIAL: A pointed ornament at a gable peak

FLUTING: Shallow, concave grooves running vertically on the shaft of a column, pilaster, or other surface.

FRETWORK: Ornamental woodwork, cut into a pattern, often elaborate.

Glossary

FRIEZE BOARD: A flat board at the top of a wall directly beneath the cornice.

GABLE: The triangular section of a wall to carry a pitched roof.

GABLE ROOF: A roof with a central ridge and one slope at each side.,

HARDSCAPE VS. SOFTSCAPE: Hardscape street improvements that include paving elements, such as roads sidewalks, and medians. Softscape improvements include landscaping elements, such as trees, bushes and other plant material.

HIPPED ROOF: A roof with uniform slopes on all four sides.

HOOD MOLD: A projecting molding above an arch, doorway or window.

IRRIGATION: Method of artificial watering, usually through automatic sprinkler systems.

LATTICE: An openwork grill of interlacing wood strips used as screening.

LINTEL: A horizontal beam or stone bridging an opening.

MANSARD ROOF: A roof with two slopes on all four sides, with the lower slope almost vertical and the upper almost horizontal.

MASSING: The distribution of building volumes in regard to a) the building's relative location on the site; and b) the height, width, depth of the elements of a building relative to each other. An example of the second aspect could be "the bell tower of a church in relation to the assembly building of a church" are separate masses.

MEDIAN: A barrier placed between lanes of traffic flowing in opposite directions, usually wide enough to be landscaped and have trees planted in it.

METAL STANDING SEAM ROOF: A roof composed of overlapping sections of metal such as copper-bearing steel or iron coated with a thin alloy of lead and tin. These roofs were attached or crimped together in various raised seams for which the roofs are named.

MODILLION: A horizontal bracket, often in the form of a plain block, ornamenting, or sometimes supporting, the underside of a cornice.

MONOCHROMATIC: The use of one color.

MULLION: A vertical strip dividing the panes of a window.

MUNTIN: A secondary framing member to hold panes within a window or glazed door.

Glossary

OPAQUE: A material that does not transmit light.

ORIENTATION: The direction that various sides of a building face.

PALLADIAN WINDOW: A window with three openings, the central one arched and wider than the flanking ones.

PARAPET: The extension of the main wall of a building above the roof level.

PAVING: Common terminology for surface materials. These can be asphalt paving, integral paving, stones, brick or concrete (See Hardscape).

PEDESTRIAN SCALE: A design relating to the scale of an average person.

PEDIMENT: A triangular space in a gable closed on all three sides.

PERSPECTIVE: The presentation of a building elevation from a three-dimensional orientation.

PILASTER: A square pillar attached, but projecting from a wall, resembling a classical column.

PORTE-COCHERE: A porch large enough to enclose wheeled vehicles.

PORTICO: A roofed space, open or partly enclosed, forming the entrance and centerpiece of the facade of a building, often with columns and a pediment.

PUBLIC IMPROVEMENTS: Publicly directed enhancements, often to streetscapes and other public amenities.

PUNCHED WINDOWS: Individual window elements as opposed to a continuous horizontal band of windows. Punched windows can be either in the same plane with the exterior surface or more appropriately recede behind the plane.

PYRAMIDAL ROOF: A roof with four identical sides rising to a central peak.

QUOINS: Stone blocks or bricks ornamenting the outside walls of a building.

REHABILITATION: To restore to a good condition while preserving significant features.

REMODEL: To reconstruct or alter.

RENDERING: The detailed colored presentation of a building elevation, perspective, or plan.

Glossary

RESTORATION: To bring back to a documented former condition or appearance.

RIGHT OF WAY: (R.O.W.) Land publicly controlled, including streets, sidewalks and alleys.

SASH: The movable framework containing the glass in a window.

SCALE: Describes the relationship of objects size to another. A building's scale might be described in relation to its neighboring context, to the components of the building itself, or to a human being. For the purpose of this text, "Human Scale" refers to buildings and streetscapes that comfortably relate to the human figure (pedestrians).

SCORING PATTERNS: Lines scribed into concrete, usually in sidewalks.

SCREENING: To visually separate, or mask for aesthetic purposes or privacy issues.

SETBACK: The distance between the building and any lot line.

SHADOW CASTING: The shade cast by a structure or building on the surrounding areas during the day and over various seasons.

SILL: A horizontal member at the bottom of a window or door opening.

SIDING: The exterior wall covering or sheathing of a structure.

SPALLING: Flaking of the outer face of masonry, often caused by expanding moisture in freezing conditions.

STREETSCAPE: A setting or expanse describing visible signage, fixtures, paving, landscaping, and buildings along a street way.

TERRA COTTA: Cast and fired clay units, used as ornamentation.

TRANSOM: Horizontal window like element above the door.

VERGEBOARD: The vertical face board following and set under the roof edge of a gable, sometimes decorated by carving.

WEATHERBOARD: Wood siding consisting of overlapping boards usually thicker at one edge than the other.

ZONING ORDINANCE: The Zoning Ordinance of the Town of Paradise.

Appendix A—Design Review Process

Design Review Board

The Design Review Board was originally established by the Paradise Town Council on September 25, 2001. The five member board meets on an as needed basis and is governed by procedures set forth in the Paradise Municipal Code, Chapter 17.41.

Design Review Process

The design review process is set by Council and is enumerated in Chapter 17.41 of the Paradise Municipal Code. The specific steps are noted in detail in the application packet. The application packet is posted on the Town's website.

Applicants may submit for design review in concurrence with certain land use applications, however, building permits will not be issued without design review approval or conditional approval.

An applicant may appeal any decision made by the Design Review Board as set forth by the procedures in Chapter 17.41 of the Paradise Municipal Code.

Appendix B—Plant Palette

Street Trees

BOTANICAL NAME	COMMON NAME
<i>Acer rubrum</i>	'Red Maple'
<i>Calocedrus decurrens</i>	Incense Cedar
<i>Liriodendron tulipifera</i> "Arnold"	Tulip Tree
<i>Platanus acerifolia</i> 'Bloodgood'	London Plane Tree
<i>Platanus racemosa</i>	California Sycamore
<i>Quercus douglasii</i>	Blue Oak
<i>Quercus ilex</i>	Holly Oak
<i>Quercus lobata</i>	Valley Oak
<i>Quercus rubra</i>	Red Oak
<i>Quercus wislizenii</i>	Interior Live Oak

Secondary Street Trees

BOTANICAL NAME	COMMON NAME
<i>Cedrus deodara</i>	Deodar Cedar
<i>Prunus cerasifera</i> 'Krauter Vesuvius'	Purple Leaf Plum
<i>Pyrus calleryana</i> 'Aristocrat'	Aristocrat Pear
<i>Tilia americana</i>	American Linden

Small Accent Trees

BOTANICAL NAME	COMMON NAME
<i>Arbutus marina</i>	Strawberry Tree
<i>Cercis occidentalis</i>	Western Redbud
<i>Cornus nuttallii</i>	Pacific Dogwood
<i>Heteromeles arbutifolia</i>	Toyon
<i>Magnolia Stellata</i>	Star Magnolia (multi-trunk)
<i>Prunus caroliniana</i>	Carolina Laurel Cherry

Large Shrubs: 5' - 6' Tall

BOTANICAL NAME	COMMON NAME
<i>Arbutus unedo</i>	
'Compacta'	Dwarf Strawberry Tree
<i>Cotoneaster parneyi</i>	Parney Cotoneaster
<i>Ilex cornuta</i>	Chinese Holly

Large Shrubs continued:

BOTANICAL NAME	COMMON NAME
<i>Ligustrum japonicum</i>	
'Texanum'	Texas Privet
<i>Philadelphus lewisii</i>	Wild Mock Orange
<i>Photinia fraseri</i>	Photinia
<i>Pittosporum tobira</i>	Mock Orange
<i>Pittosporum tobira</i> 'Variegata'	Variegated Tobira
<i>Prunus caroliniana</i>	
'Brite N Tite'	Carolina Cherry
<i>Prunus laurocerasus</i>	English Laurel
<i>Raphiolepis indica</i>	
'Majestic Beauty'	Majestic Beauty Raphiolepis
<i>Rhamnus</i> spp.	Coffeeberry
<i>Viburnum opulus</i>	
'Roseum'	European Cranberry Bush

Medium Shrubs: 3' - 4' Tall

BOTANICAL NAME	COMMON NAME
<i>Atriplex</i> spp.	Saltbush
<i>Berberis thunbergii</i>	
'Atropurpurea'	Red Leaf Japanese Barberry
<i>Buxus japonica</i>	Boxwood species
<i>Dietes vegeta</i>	Fortnight Lilly
<i>Grevillea noellii</i>	Grevillea
<i>Hypericum moseranum</i>	Gold Flower
<i>Pinus mugo</i>	Mugo Pine
<i>Prunus laurocerasus</i>	
'Otto Luyken'	Otto Luyken Laurel
<i>Raphiolepis indica</i>	
'Jack Evans'	Jack Evans Raphiolepis
<i>Rhus integrifolia</i>	Lemonade Berry
<i>Rosa</i> spp.	Various Rose species
<i>Umbellularia californica</i>	California Bay Laurel
<i>Nandina Domestica</i>	Heavenly Bamboo

Appendix B—Plant Palette

Small Shrubs: 1' - 3' Tall

BOTANICAL NAME	COMMON NAME
Artemisia 'Powis Castle'	Artemisia
Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Bush
Berberis thunbergii 'Crimson Pygmy'	Crimson Pygmy Barberry
Calycanthus occidentalis	Spice Bush
Carpenteria californica	Bush Anemone
Chaenomeles 'Stanford Red'	Flowering Quince
Cotoneaster dammeri 'Lowfast'	Lowfast Bearberry Cotone- aster
Hemerocallis hybrid	Daylily
Heuchera S. 'Santa Ana Cardinal'	Coral Bells
Iris germanica	Bearded Iris
Juniperus conferta	Shore Juniper
Juniperus horizontalis 'Youngstown'	Youngstown Juniper
Mahonia aquifolium 'Compacta'	Dwarf Oregon Grape
Penstemon gloxinioides 'Firebird'	Border Penstemon
Pittosporum tobira 'Wheelers Dwarf'	Dwarf Tobira
Raphiolepis ballerina	Dwarf Raphiolepis
Rhus ovata	Sugar Bush
Rosemarinus ingramii	Collingwood Ingram Rose- mary
Spiraea bumalda 'Anthony Waterer'	Anthony Waterer Spiraea

Groundcover

BOTANICAL NAME	COMMON NAME
Arctostaphylos 'Emerald Carpet'	Dwarf Manzanita
Baccharis pilularis 'Twin Peaks'	Coyote Bush
Coprosma pumila 'Verde Vista'	Coprosma
Hypericum calycinum	St. Johnswort
Juniperus conferta	Shore Juniper
Rosmarinus officinalis	Prostrate Rosemary
Trachelospermum asiaticum	Asian Jasmine
Trachelospermum jasminoides	Star Jasmine

Vines

BOTANICAL NAME	COMMON NAME
Campsis radicans	Trumpet Vine
Clematis spp.	Clematis
Lonicera japonica	Honeysuckle
Parthenocissus tricuspidata	Boston Ivy

Appendix C – Color Palette

Permitted Colors

When considering future development, one has only to look around for inspiration. Paradise is located on a beautiful ridgetop in the Sierra Nevada foothills with breathtaking canyon views and heavenly blue skylines. A large portion of the Town is tucked away among the trees and the natural wooded forest. Fresh water lakes, rivers and waterways sustain the native habitat. The natural vegetation is awakened each Spring with vibrant color, while the Fall, not to be outdone, defies the winter frost with striking a splendor of crimson and gold. These are the colors of Paradise.

Since structural elements such as buildings and signs are designed to be part of the landscape for a long period of time, it is important to respect the existing viewshed and follow desired design standards. Choosing a color palette from the natural environment ensures aesthetic harmony.

The common understanding of earth tones include a color scheme that draws from a palette of browns, tans, grays, greens, oranges, whites, blues and some reds. The colors in an earth tone scheme are muted and flat in an emulation of the neutral colors found in soil, moss, trees and rocks. Many earth tones originate from clay earth pigments, such as umber, ochre and sienna. (See Chart C-1 for a sample of permitted colors.)

Prohibited Colors

The right color palette enhances the attractiveness of a structure or sign face. Using compatible color families, hues, values and tones will ensure that colors blend well and fit in with the surrounding elements.

Some advertisers use bright colors to attract attention, which is acceptable for television and print media. However when designing permanent structures and permanent signs, colors should blend, enhance, and promote the natural beauty of the surrounding area. Therefore bright, intensively-toned colors are typically not viewed as a visually pleasing color choice for certain design elements.

Fluorescent colors are intense and brilliant with a strong, vivid color saturation. Therefore, fluorescent and other brightly toned colors which are mainly used to “stand out” and distract will not be eligible color choices for permanent structures.

When using digital processing for sign design, colors above 60% on the CYMK color chart will be questioned or prohibited. In other words, adding shades or diminishing tones of certain colors will be necessary to obtain design review approval for color palettes. (See Chart C-2 for a sample of prohibited colors.)

*Chart C-1
Permitted
Colors*

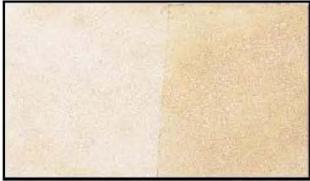
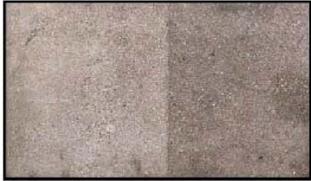
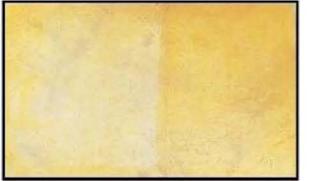
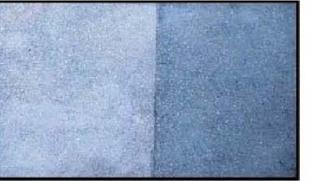
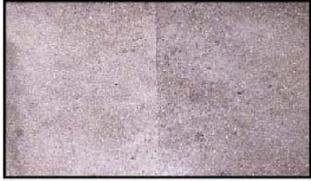
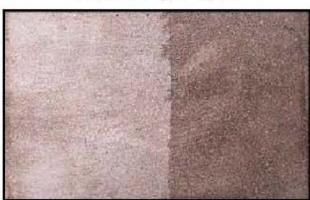
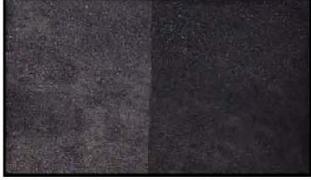
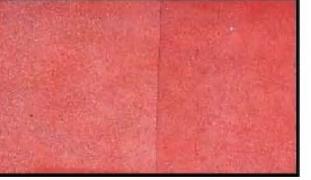
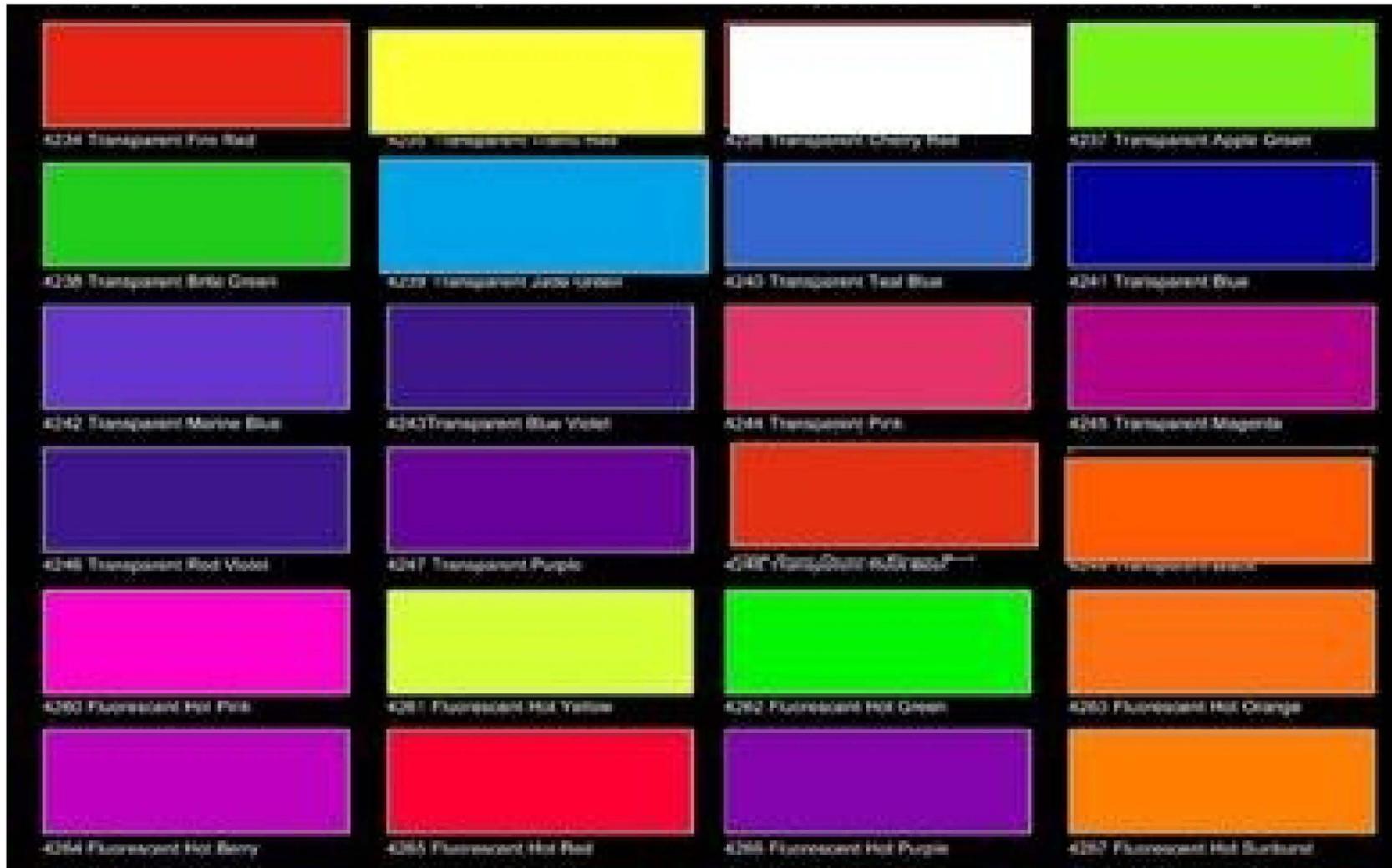
 Mocha Cream	 Feather Grey	 Harvest Gold	 Newport Blue
 Desert Sand	 Rocky Grey	 Woodland Olive	 Midnight Blue
 Cordova Tan	 Charcoal Grey	 Leaf Green	 Chocolate Brown
 Walnut Brown	 Rich Earth	 Slate Green	 Rustic Brown
 Canyon Brown	 Dark Grey	 Forest Green	 Barn Red

Chart C-2
Prohibited Colors



Gateways & Scenic Highway Corridors

All properties except single-family residential land use properties included in any of the following defined Gateway or Scenic Highway Corridor Areas.

Gateway Areas:

- Skyway (Sphere of Influence boundary to Neal/Skyway intersection including all properties where any portion of which is 300 feet of this intersection).
- Pentz Road (Sphere of Influence boundary to Stearns/Pentz Road intersection and all properties where any portion of which is 300 feet of this intersection).
- Neal Road (Sphere of Influence boundary to Roe/Neal Road intersection and all properties where any portion of which is 300 feet of this intersection).
- Pentz Road/Skyway intersection and all properties where any portion of which is 300 feet of this intersection.
- Clark Road (Sphere of Influence boundary to the Town limits intersection and all properties where any portion of which is 300 feet of this intersection).

Scenic Highway Corridors (for further description, reference Paradise General Plan Policy Document, 1994):

- Skyway between the western sphere line and Neal Road
- Pentz Road between the current southern sphere line and at the northern town limits
- Lower Clark Road between southern town limits and the sphere of influence
- Lower Honey Run Road and Lower Neal Road from the sphere of influence to the town limits



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Purpose:

These Design Standards represent the community's desire for good design by encouraging creativity, interest and variety, and by building upon local character to create efficient, sustainable and livable places. The Standards are intended to promote a desired level of future development in Paradise that:

1. Preserves the sense of a small-town community in a natural mountain environment;
2. Contributes to a positive physical image and identity, while preserving the surrounding environment;
3. Provides design assistance to the development community, architects/designers and property owners;
4. Promotes high-quality development that stimulates investment in the economic vitality of Paradise;
5. Facilitates the development of projects that establish a sense of place while complementing the character of traditional design established within the existing neighborhoods of the Town;
6. Implements the goals, objectives, and policies of the Town of Paradise General Plan;
7. Maintains and enhances property values and pride of ownership.

These Standards are meant for use by property owners, developers, business owners, and architects in achieving a superior quality design of new construction and additions to existing buildings. The purpose of the Standards is to promote quality designs that have been carefully considered and that have well integrated building features and architectural elements. These Standards complement existing development procedures, policies and laws.

Applicability:

The standards contained in this document are focused on design. This document is not intended to provide a listing of all Town standards or requirements. Applicants should also refer to the Paradise General Plan, the Paradise Zoning Code, the Paradise Municipal Code, the Subdivision Ordinance, and engineering design standards and related documents. Where any conflict arises, the Town codes and standards listed above will supersede these design standards.

In cases where a property is located in an overlapping geographical design area, the following hierarchical order will be applied to the property when making decisions for Design Review: (1) Downtown (2) Gateway/Scenic Highway Corridor (3) RDA Project Area (4) Clark Road Commercial/Development Areas (5) Industrial/Business Cluster.

In this document the terms "should" or "encouraged" means that the Town strongly prefers that the applicant apply the criteria to his or her project, but the applicant may use an alternative design feature to the one expressed by the criteria, if they can demonstrate that an alternative design feature may be used to achieve the design concept or desired aesthetic. The term "prohibited" is intended to illustrate those aspects of design which do not achieve the Town's design review objective or meet the design review criteria and are therefore not permitted. Final determination rests with the design review approval process.

Goals:

Gateways indicate a transition. In the case of Paradise, whether its a visitor entering Town, or a resident returning home, they should feel the transition into a friendly, peaceful place. The surrounding natural beauty and charm should signal that they are now among friends—they have entered Paradise.

The architectural focus of the gateway should bring to mind Images like: serene, beautiful, safe, home, special, Paradise, beautiful, trees, green, blue sky, clean air. These and other sentiments should enter the mind as people enter our Town.

Although some of the gateways are minor, all of these areas are a statement and should be protected with a more advanced level of design control. For instance more emphasis on landscaping, more attention paid to the use of signs and color palettes. Goals for the Gateways:

- Preservation of Open Space.
- Enhanced Landscaping.
- Businesses and residences should be linked by active and visual connections.
- New commercial development shall complement existing residential scale and the natural architectural design.
- Subdued color palettes should predominate.
- More careful and subdued use of signs.
- Larger rights-of-ways.
- "First Impression" Approach to Design Review.
- Pavement changes in street designs.
- Hometown pride



Building Design

Site Design

Sign

Streetscape

Scale/Height/
Massing

Architectural
Features

Materials, Textures &
Colors

Canopies and
Awnings

Visibility/Windows

Building Entries

SCALE/HEIGHT/MASSING

1. Refer to the Paradise Zoning Ordinance for specific height and setback requirements in addition to those discussed herein.
2. Vary massing to provide visual interest, and to create relief and shadow lines.
3. Ensure compatibility with surrounding developments.
4. Use building height and massing to emphasize building corners, points of entry and visible skyline.
5. Achieve high quality building, site design and signage.
6. Vary spacing between buildings to provide opportunities for pedestrian plazas, courtyards, and other outdoor gathering areas.
7. Site features such as trees, creeks, and views of surrounding landscapes should be considered as prime design determinates in planning new development.
8. Locate new structures on the property to maintain access to light and air circulation, and ensure the privacy of existing private open spaces on adjoining properties.
9. Provide transitions such as; open space, sidewalks, pathways and landscaping to developments to accommodate privacy and transition of areas.
10. Minimize impact of commercial development to adjacent residential properties.



Building Design

Site Design

Sign

Streetscape

Scale/Height/
Massing

Architectural
Features

Materials, Textures &
Colors

Canopies and
Awnings

Visibility/Windows

Building Entries

ARCHITECTURAL FEATURES

Building facades should be interesting, varied and create an attractive and vibrant streetscape. New buildings should continue the pattern of the lines from neighboring buildings to unify facades on a street block.

- **Articulation:** Building articulation embodies a group of design devices that overlap scale, height, massing, and level of detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, color changes, material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.
- **Details:** Provide details that create shadows, line surfaces, and volumes at a different and more human scale.
- **Equal Details:** All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color. Parapets should be extended to all exposed building walls to ensure a continuous design of the building.
- **Roof Treatments:** Variations in roof lines should be used to add interest to, and reduce the massing of buildings.
- **Security:** Permanent security bars/grilles on the storefront windows facing the street (defined as those clearly visible and fixed to windows or the facade) are prohibited. Electronic security systems are preferred.
- **Screening Mechanical Equipment:** Mechanical equipment attached to the top of building facades must be concealed. Concealment of mechanical equipment can be accomplished by placement under an awning, behind a parapet wall or enclosed by a housing that is appropriate to the building's architecture and color. When screened behind a building rooftop, continuous building design must be achieved.



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Colors

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Awnings

Visibility/Windows

Building Entries

ARCHTECTURAL FEATURES

- **Design Theme:** It is important to relate the proposed building design to the overall site development. A corporate image, as in the case of many national franchised stores, shall be secondary in the design of projects, as branded buildings are difficult to re-use if vacated by primary business. Projects shall be consistent with the applicable Town adopted design criteria and standards.
- **Bulkheads:** The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt and impact resistant (e.g. ceramic tile, finished stone, brick). Bulkheads in multiple storefront buildings should be consistent in height and material. Signage in the bulkhead area shall not be allowed.
- **Decorative Security Lighting:** Shall match architectural theme of the building and use historic fixtures when appropriate.
- **Importance of Entrances:** Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
- **Windows:** Visible window-mounted air conditioning units are not appropriate. Where transom windows exist, every effort should be made to retain this storefront feature. Air conditioning units should not be placed in windows. Visible satellite dishes or satellite dish accessories are not appropriate.



Building Design

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Streetscape

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Colors

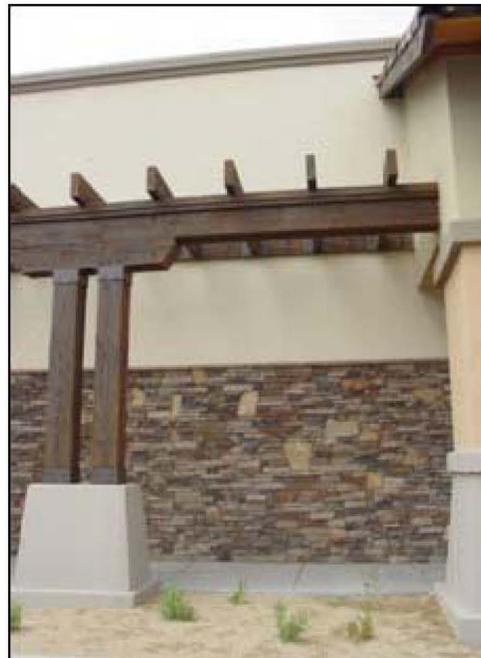
Canopies and
Awnings

Visibility/Windows

Building Entries

MATERIALS AND TEXTURES

- **Materials:** In general, variations in colors and materials are encouraged. Care should be taken, however, not to use too many materials that may result in visual clutter. If only one material is used, then volume and articulation of the facade becomes even more important.
- **New construction/and façade renovations:** Projects shall use exterior finish materials that are compatible in quality, color, texture, finish and dimension to surrounding properties.
- **Authenticity:** If imitation materials are used, the detailing and coloring should be consistent with the material they are imitating.
- **Durability/Maintenance:** Materials should be selected, detailed and finished for durability in Paradise’s climate. In particular, painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints applied in multiple coats.



Allowed Materials:

- Wood
- Brick
- Stone/Slate
- Tile
- Stucco
- Prefinished ceramic
- Metal Panels

Prohibited Finish Materials:

- Cement
- Exposed Concrete block
- Steel siding
- Snap-on metal grills
- Metal sheeting
- Vinyl siding

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Building Entries

BUILDING COLORS

The positive use of color on a commercial building, residence, or building facade can make a profound difference to the overall appearance and image of the Gateway.

- **Color Choice:** The colors of a structure should be appropriate for the chosen materials and the architectural style of the building, and be compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, colors should help to visually relate facades and building elements to each other.
- **Corporate image** shall be secondary in the design of projects, as branded buildings are difficult to reuse if vacated by the primary businesses.
- **Base color:** The proportion of the building determines the appropriate colors to be used for the building. The larger and plainer the building, the more subtle the base color should be. Lighter-colored finishes on a building's exterior can help to reflect heat in the summer months.
- **Major Trim Color:** When the wall facade is painted, the major trim color should complement the base color. Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together.
- **Minor Trim Color.** If minor trim is used as a third color, it should be used to strengthen the color scheme already established by the base and major trim colors.

See Appendix C— Color Palette

Allowable

Colors:

Natural, earth tone
colors such as:

Brown
Beige
Green
Cream

Muted reds, toned down blues &
pale yellows

Prohibited

Colors:

Bright white, including
excessively bright reds,
yellows, greens, & blues.
No florescent colors



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CANOPIES AND AWNINGS

- **Color:** The colors of the awnings or canopies should complement the color or colors of the building.
- **Maintenance:** Awnings should be well maintained, washed regularly, and replaced when faded or torn.
- **Materials:** Awnings should be of woven fabric (and not vinyl) and have a high Ultra Violet (UV) rating. Canopies and covered porches should be constructed of wood or metal. The roofing material on canopies should be composition shingles. Metal canopies may be appropriate on some buildings if they are compatible in scale and overall design.
- **Simplicity:** Canopies should be simple in design and not obscure architectural features.
- **Location:** Canopies and awnings should be mounted in locations that respect the design of a building, including the arrangement of bays and openings and on all floors. The awning design should respond to the scale, proportion, and rhythm created by these elements.
- **Height:** Minimum height of awnings/canopies should be 8 feet (measured from bottom of the awning/canopy to the sidewalk). Canopies or covered porches should not extend outwardly from the building for more than 6 feet and 8 feet for a canopy. The highest point of a first-floor awning should not exceed the midpoint of space created between the second story windowsill or parapet for a single story building) and the top of the first floor storefront window.
- **Individual Businesses:** When there are several businesses in one building utilizing awnings, the awnings should be coordinated in terms of color, trim, and form.
- **Simplicity:** Awnings with no end panels are more transparent and allow better views into openings. Canopies can be hung, cantilevered or supported on wooden posts. Awning shape should relate to window/door openings.



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VISIBILITY/WINDOWS

- The use of windows as an architectural element is of critical importance to facade design. Windows create a visual rhythm of building openings, as well as provide views into the retail interior. Display windows add ‘warmth’ to the street and enliven the pedestrian experience.
- Design projects to build in safety with maximum visibility between building occupants and the street.
- The windows of retail stores should vary in size and shape, depending on the nature of the business, as well as the architectural style.

Specific Criteria

- **Length in windows:** The first floor of a commercial building in the gateway area that is fronting or siding on a street shall have a minimum of 30% of its length in windows. There should be no lengths of walls in excess of 40 feet without windows.
- **Activity:** Every building entry, including entries to individual shops, should be lighted. Lighted entries increase safety for walking, makes traveling easier and decreases possibilities of crime. Entry lights should be controlled by a photocell switch. Window displays of merchandise, night time lighting of display windows, or animated window displays are strongly encouraged to attract pedestrians and increase security. Merchandise behind display windows should face the sidewalk.
- **Corner Buildings:** In corner buildings, adding new display windows in blank walls over 20 feet long is highly encouraged.
- **Privacy:** If there are taverns, bars or private offices in storefronts located within the Gateway area, blinds, cafe curtains or glass block can be used for privacy if consistent with the building design .
- **Security Devices:** Permanent, fixed security grates or grilles over windows are not allowed.
- **Covered Up Windows:** Filled-in or covered over display windows shall be opened and reglazed.
- **Air Conditioning:** Air conditioning units placed in front of windows are not permitted.
- **Materials:** Replacing window and door features with incompatible materials such as anodized aluminum, and tinted or reflective glass is not permitted

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BUILDING ENTRIES

Provide clearly defined sites and building entries in commercial, mixed-use and residential developments that are scaled appropriately to the area and that relate directly to the street frontage (s).

- **Importance of Entrances:** Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
- **Main Entrance:** The customer should be invited in to the store by a pleasant entry.
 - On an historic or “period” building, reuse the historic door where applicable. If not, consider replacing it with a new door of exactly the same design.
 - If the original design is not known, use a simple wood and glass door of traditional design. If an aluminum and glass door is used, it should be very simple in design with a dark anodized finish to match the trim of the building.
 - Make the door special with simple details such as a handsome brass door pull, brass kickplate, or an attractively painted logo.
 - Avoid inappropriately decorated doors or highly decorated contemporary doors, which tend to look out of place in the traditional storefront.
 - Historically, there has been one doorway per building. Entrances to each individual building (even when one business has expanded to include several buildings) should be retained. The rhythm of entrances is important to the visual character of the individual facade and redevelopment project area as a whole.
 - Doors to retail/commercial shops should have large glass openings. Full lite doors are encouraged because they extend the openness and transparency of the storefront.
 - Recessed doors or areas are preferred because they allow the door to open without infringing on the sidewalk space; it also creates more window display area. Entrances are to be recessed from the public sidewalk at least the width of the door.
 - “Roll-up” style security doors are not permitted for building facades that face a public street.
- **Secondary Entrances:** Secondary entrances (such as small retail shops on the ground floor of a larger office building) should be architecturally treated as subordinate to the primary entrance (such as the entrance to all the residential or office uses on the upper floors). Doors that are not regularly used, such as utility access doors, should be down played through incorporation into the design surrounding them.

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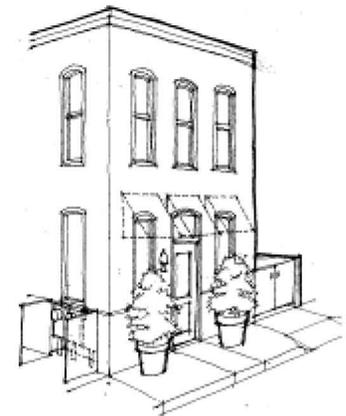
Canopies and
Awnings

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Building Entries

REAR ENTRIES

- **Rear Entrances:** In order to improve pedestrian access to downtown businesses, the Town encourages the establishment of rear entrances wherever possible. The rear entrance must respond to the same needs as the storefront, only at a reduced scale. These include identification signage, display, and a safe and pleasant entry. In addition, it must meet the functional service needs of the business.
- **Design:** The design of a rear entrance should be appropriate to its surroundings. The visual character of rear facades, alleys, and parking lots is a relatively casual and utilitarian one, especially when compared to formal facades. The design should be pleasantly inviting, incorporating architectural elements from the front facade, but simple in detail.
 - Signs should be modestly scaled to fit the casual visual character of the rear parking area.
 - An awning or canopy can soften rear facades and provide a pleasant protected entrance space.
 - The rear entry door should be wood and glass or similar to the front door. Security hardware on the inside of the door is acceptable.
 - Special lighting should be modest and focus on the entry door.
 - Refuse containers should be screened from public view or integrated within the building's architecture (consult with trash removal company prior to finalizing actual location).
 - Service equipment, utilities, and mechanical equipment should be screened from view and integrated into the building's architecture to the greatest extent possible.
 - Rear public entries are to be well marked and lit for the safety of shoppers.
- **Separate Entrances:** Second level residential units should have separate entrances from the street than the commercial use, and should be combined wherever possible with private outdoor space (porches) facing onto the street.
- **Weather Protection:** Entries should have an area in front of them covered by a recess, canopy, overhang, or marquee to provide protection from the rain.



Rear entry treatments should reflect the front façade treatment. Add pedestrian scale amenities such as display windows, awnings,

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Site Furnishings

Site Lighting

Service/Utility/
Wastewater
Treatment Areas

Energy Efficiency

INGRESS AND EGRESS

Vehicle Access and On-Site Circulation

- Major access points to developments should be coordinated whenever possible. Separated ingress and egress points with landscaped islands should be provided. Ingress or egress points should be coordinated with openings in the center median and existing or planned access points on the opposite side of the roadway.
- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. Structures, fences, walls, plant materials and etc. located in site triangles may have height and location restrictions. Refer to the Town Engineer for additional requirements.
- On-site vehicle circulation should be designed to discourage speeding throughout parking areas to minimize the potential conflict with pedestrians and parked vehicles. Radii for turns shall be designed to facilitate emergency vehicles to the satisfaction of the Fire Department.
- Shared access drives between adjacent parcels of similar use should be utilized to minimize the number of curb cuts to the street. Reciprocal access and parking agreements, between compatible adjacent land uses, for pedestrians and vehicles are strongly encouraged.
- Avoid use of bumpers in the parking areas to facilitate lot cleaning and snow removal.



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PARKING AND CIRCULATION

Locations of parking lots, services and utilities should be carefully evaluated in terms of visual prominence as well as functional requirements.

- **Access:** Vehicle access should be carefully considered for a clear and uniform traffic pattern through the lot. Parking lots should include clear pedestrian paths to enhance pedestrian access and safety.
- **Combining Parking:** Where parking lots are located adjacent to alleys on abutting properties they should, to the extent feasible, be designed as a single lot to increase security and efficiency. If this joint use is infeasible and fencing is required, fences between properties should be as low as possible to allow for surveillance between properties.
- **Landscaping:** Parking lot perimeters that have street frontage should provide an aesthetically pleasing visual buffer and follow the same general guidelines as proposed for the rest of the redevelopment project area.
 - Plants should be chosen that are easily maintained, resilient to excess pedestrian traffic, and tolerant of excessive heat gain from asphalt parking areas. Consideration should be given to native plants.
 - Parking lot landscaping shall not prevent a clear view for emergency services such as the fire and police department.
 - Plant heights within parking lot islands and perimeter buffers should not exceed 30 inches in height, and shall be evergreen in nature.
 - Accent color is encouraged. Deciduous trees shall be selected to provide a minimum of 50% shade coverage of total parking area, not including drive aisles, at maturity. Planter islands in parking lots shall be a minimum of 6' x 6'.
- **Locations:** Side-yard parking lots should not be located within 40 feet of the corner streets and should not take up more than 50% of the lot's street frontage. Parking that does front on streets shall be screened with an attractive wall, fence or bushes that are a minimum of 30 inches high and a maximum of 48 inches high, and in a planter with a minimum width of 5 feet.

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CONNECTING TO THE PEDESTRIAN

Where structures adjoin public areas, and along internal circulation paths of the Gateway, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

- **Pedestrian Shelter:** Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.
- **Aesthetic quality:** The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.
- **Semi-Private Spaces on the Street:** Porches, patios, balconies, and courtyards that allow residents of mixed use projects or other users to actually and symbolically claim the space; should be placed along pedestrian paths wherever possible. This will provide clarity about who has the right to control a space, and thus a greater sense of security for the user and an increased potential for social connections.



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Site Design

Sign

Streetscape

Ingress/Egress

Parking &
Pedestrian
Circulation

Creating Places

Paving/Hardscape

Location of
Structures

Landscaping/
Irrigation

Fences/Walls

Site Furnishings

Site Lighting

Service/utility/
Wastewater
Treatment Areas

Energy Efficiency

CREATING PLACES

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

Public and Semipublic Open Space:

- Design common open spaces to support the ability to create special places in the project. (Examples: Parks, plazas, and other shared open spaces.)
- **Visible Open Space:** Courtyards and other common open space, internal to buildings or groups of buildings, should be as visible as possible to and from the street, and provide a “transition” between the street and private areas near the building or courtyard.



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PAVING / HARDSCAPE

- **Fitting into the Town's Gateways:** Hardscape design should reflect the inherent character of the Gateway with formal patterns and layout.
- **Pavement Treatments:** Support the project design concept with paving and hardscape materials selected to best complement materials, textures, and color of proposed structures, and to enhance the proposed landscaping.
- **Quality of Design:** Interesting paving patterns are encouraged. The uniqueness of a well-designed hard surface can enhance the overall project design.
- **Materials:** High quality building materials are recommended. The use of complementary paving materials to create banding and/or borders can greatly enhance the richness of a paving surface without adding extraordinary project costs.
- **Safety:** All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check with Town building officials for current codes concerning this issue.



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Site Lighting

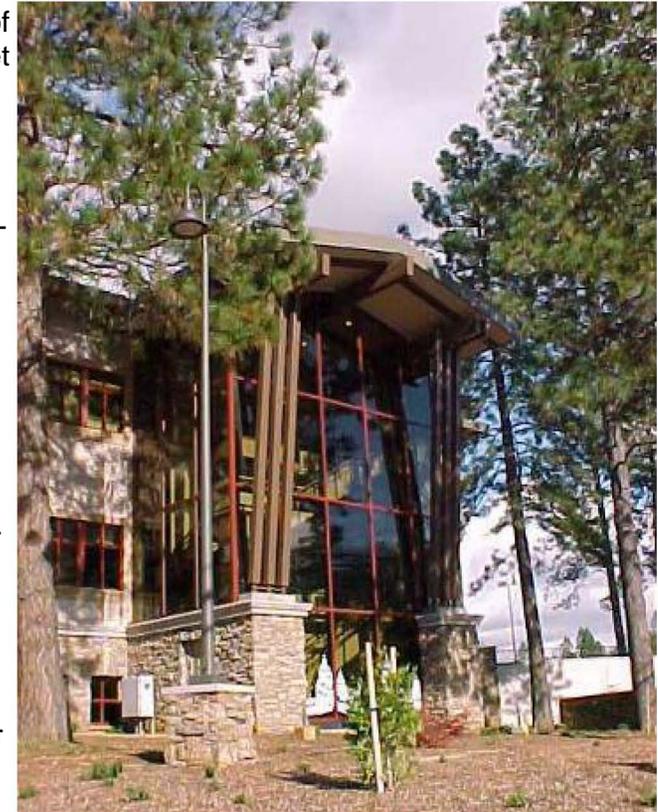
Service/utility/
Wastewater
Treatment Areas

Energy Efficiency

LOCATION OF STRUCTURES

Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face.

- Place Transitions:** Fences, bushes, elevation changes, portals, porches, and doors which face the street should be used to provide transition between varying levels of public accessibility and privacy. They should delineate the use and ownership of public, semi-public, and private spaces, but should not be visual barriers.
- Common Facilities:** The inclusion of common facilities that respond to the anticipated needs of the users is encouraged. Under most circumstances, these common facilities should be located to provide a bridge between the location, and the community defined by the project, e.g., a public seating area at major entrances to the project.
- Rear-Entry Parking Spaces:** Ensure that proper landscaping enhances the space and creates a welcoming back entry.
- Visibility To and From Circulation Areas:** Elevators, elevator lobbies, interior corridors, and stairways should be visible from the street or interior courtyards. Stairways should be designed to encourage frequent use by way of aesthetic finishes, visibility, convenient location, and location adjacent to common facilities.
- Wastewater Treatment equipment should always be located in the back portion of the property, or the portion of the property least affected by public view (including residential areas). In those instances where high ground water or other site restricting elements does not permit the wastewater equipment to be totally obscured from sight, than a decorative, secured privacy wall with landscaping will be required.



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LANDSCAPING

- **Plant Selection:** The landscape design should balance the needs of the natural environment and its human inhabitants. Each site should be analyzed to determine the specific functional and spatial requirements.
- **Plant/Tree Selection:** Select plants and trees appropriate to the Paradise area that blend with and complement the surrounding neighborhoods, and that are sized appropriately for maximum healthy growth within the planting area. A recommended plant palette can be found in Appendix B.
 - Incorporate appropriate landscaping that includes a variety of trees, shrubs and other planting.
 - On-center spacing shall not follow a specified formula but should provide for a visually uniform canopy that creates minimum conflict with signage, street lighting, or building entries.
 - Colorful ground plantings at intersections shall be encouraged, as well as shrub massing at building foundations using a limited palette of plants per building.
 - Ground cover planting, with the exception of turf, shall be encouraged within parkway strips and commercial frontages.
- **Street Tree Canopies:** Street trees shall be selected from a mixed palette and shall consist of both deciduous and evergreen tree species with large broad canopies, including indigenous conifers. Provide adequate planter areas, irrigation source and maintenance.
- **Dividers:** Planted areas in parking lots and driveway entrances should be large enough to function as a physical divider, provide an aesthetic landscape area, and be easily maintained.



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IRRIGATION

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption.



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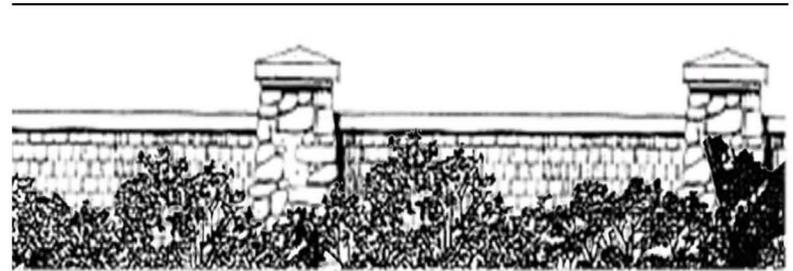
Site Lighting

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Energy Efficiency

FENCES / WALLS

- **Detailing and Materials:** Detailing and materials of walls and fences shall reflect the style and character of the building and its site. Walls should be painted to match or complement the surrounding architecture. Brick and natural stone should not be painted. Chain-link fences, plywood, barbed wire, and concertina (razor) wire fences are discouraged.
- **Screening:** Where large expanses of fencing are unavoidably exposed, they should be screened with up-right shrubs or trellised vines. Fencing should screen views of the following:
 - Parking lots
 - Trash disposal areas
 - Service and loading/unloading areas
 - Equipment on the roof, side of building, or ground
 - Wastewater treatment equipment



Landscaping is encouraged for all fences and dividers along the Gateway streetscapes and parking lots.

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SITE FURNISHINGS

Utilize site and street furniture of a design, material, and color that best complements the proposed structure and landscaping concept.

- **Design:** The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.
- **Drinking Fountains:** The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.



BICYCLE PARKING/STORAGE

Provide and locate bicycle parking and storage that is convenient for the bicyclist and has surveillance from the users of the building.

- **Rack Design:** By their shape and construction, bike racks should allow the bicyclist to secure the bike frame to the device. The best devices incorporate in their design a closed loop so that either cable lock or a high security shackle lock may be used. A second desirable feature is two points of contact, which help prevent the bicycle's steering from turning and causing it to fall. Simpler designs are generally more desirable than elaborate ones that have moving parts. Examples of appropriate types include the inverted U, the ribbon type rack, or the corkscrew. Bike racks that are designed to hold a bicycle vertically by the wheel are discouraged.
- **Short Term Parking:** Short-term bicycle parking should be located at building entrances with adequate surveillance from building occupants and visitors. Placement in view of doors with windows is preferred. Avoid unlighted locations.
- **Long Term Facilities:** These facilities should be located inside buildings when possible. If it is necessary to locate bicycle lockers outside, they shall be securely fastened and designed in a manner that is integral to the building design.
- **Clear View:** To minimize theft, bike racks should not be placed in a screened enclosure.

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SITE LIGHTING

Site lighting shall have a scale, design, and color that best complements the character and design of the adjacent structure.

- **Storefront:** Storefront lighting should be designed to illuminate the sidewalk in front of the store in the evening. Shop windows shall be well lit. Fixed overhead spotlights, recessed incandescent ceiling fixtures, track lights or other concealed fixtures are recommended. Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.
- **Under Canopy and Entry Lighting:** Under canopy and entry lighting shall be placed to illuminate the pedestrian walkway which may be shaded from streetlights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.
- **Location and Design:** Lighting should be accomplished in a manner that does not create glare for pedestrians, drivers, or adjacent properties. If light fixtures are visible, they should have a low enough intensity or have adequate diffusing lenses to minimize their brightness. The emphasis should be on lighting landscape or building surface. Lighting style shall be compatible with the street theme. Refer to Planning Director for parking lot height and location requirements.
- **Parking Lots:** Parking lots must provide adequate lighting for safety. Lighting shall complement the building lighting fixtures.
- **Paths:** Paths through covered or open courtyards should be illuminated.
- **Night Lighting:** Night lighting, visible from the exterior of a building and the project's boundaries shall be limited to that necessary for security, safety, and identification. Night lighting shall also be screened from adjacent areas and not be directed in an upward manner or beyond the boundaries of the parcel on which the building is located.



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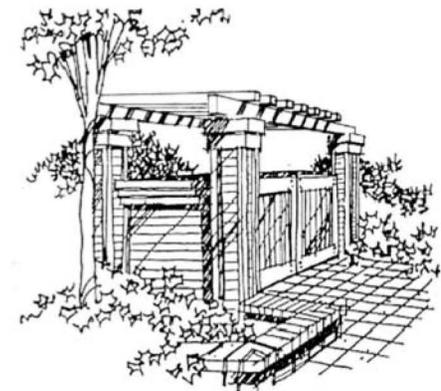
Energy Efficiency

SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

Trash and Recycling Enclosure Design: Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials and detailing; for example, if the building is brick, then the enclosure shall be brick to match. In addition, landscape screening is desirable.

Service Area Enclosures: Enclosure shall be constructed of substantial, durable materials that are compatible with the building finishes, as noted below, and shall be screened with landscaping in a planter which shall be along the entire trash enclosure wall perimeter.

- Masonry is the most appropriate material for trash enclosures because of its extreme durability. The exterior shall be designed to be compatible with the building design.
- If the exterior of the building is primarily wood siding a wood enclosure may be approved provided the following guidelines are met.
- The walls are constructed of 2x4's at 16" on center
- The walls shall sit on 6" high concrete curb which shall extend into the interior of the enclosure, serving as a wheel stop to prevent the trash bin from coming in contact with the walls.
- The exterior shall be sided with the same material as the building.
- The interior shall be sheathed in 3/4" plywood and painted to provide a washable surface.
- Wood fencing, chain link fencing and chain link with redwood slats are not acceptable trash enclosure materials. Exposed concrete block may not be acceptable unless adequately detailed and screened.



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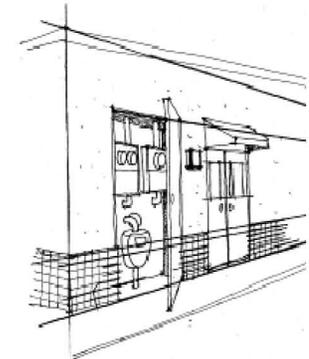
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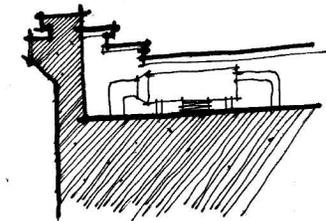
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SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

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- **Mechanical, Electrical Services and Site Equipment:** New surface mounted exposed conduit or electrical lines are not acceptable. Electrical switch gear, meters, etc., which are visible to the public must be screened or housed in an enclosure that is compatible in design to the structure.
 - Site equipment such as vapor recovery units, transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers, etc., must be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures.
- **Roof Mounted Equipment:** Roof mounted equipment must be thoughtfully located. Air conditioners, fans, vents, antennae, and other roof top equipment must be set back from the roof edge sufficiently to be out of the line of sight of a pedestrian on the opposite side of the street, or this equipment must be screened from view. Screening materials should be substantial, durable materials, compatible with the design and materials of the building. Wooden lattice, fence-like coverings may also be acceptable.
- **Wastewater Treatment Facilities:** Wastewater treatment equipment must be secured behind an approved fence system and obscured from site by landscaping. Facilities that are located within the public view will have more site-obscuring landscaping required.



Screen electrical and gas services



Screen roof top utilities behind parapet

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ENERGY EFFICIENCY RECOMENDATIONS

Incorporate practical energy efficient strategies in the project design. Refer to the proposed California Green Building Code located online at, http://www.documents.dgs.ca.gov/bsc/prpsd_stds/2007/2007_cgbsc_9-23-08.pdf. The proposed code will become effective January 2011, please keep these in mind when you design the project. Contact the Town's Building Official for specific code requirements.

Energy Efficiency Criteria: The following list of the most practical energy efficiency strategies for building design apply to both residential and commercial uses, unless stated otherwise. Strategies should be integrated into the design of the building and not "tacked on."

- **Site Design Elements:** Deciduous trees should be a part of the landscape improvements, that are positioned to shade windows, the building mass, air conditioning units, and paved areas, including the street during the summer. South and west facing sides of the building should be shaded with deciduous trees to save the most energy.
- **Building Design Elements:** Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize south and west facing windows. Properly proportion overhangs on south and west facing windows to provide sun screening. Accommodate daylighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.
- **Equipment Elements:** Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, electric vehicle charging stations in new parking lots, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.
- **Utility Consultation:** Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.
- **Site Lighting** should be design to include cut-offs to minimize the negative effects of lighting of the sky.
- **Solar Access - Adjacent Property:** To protect solar options on adjacent properties, projects should be designed to respect solar access on adjacent properties.
- **Solar Access - Roof Area:** To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

Building Design

Site Design

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SIGNS

Compatible/
Incompatible Signs

Signs are essential to any business. They are not only the most affordable means of advertising for many businesses, but also the first impression that the public gleans about your business. Well-designed and optimally visible signs are invaluable to a business, whereas ill-designed and incompatible signs detract from a business and can result in a loss of potential revenue.

Sign Size & Color

Signs are one of the most noticeable elements along Paradise's commercial streets and play a major role in creating a visual image for the Town. Well-designed signs add to the Town's attractiveness whereas signage that is poorly designed, constructed from low quality materials, or does not match the scale or style of the adjacent buildings reflects negatively on the streetscape and may negatively impact viewers' perceptions of local businesses and the broader community. Because of these factors, the Town encourages well designed signage using high quality materials and a clearly communicated message.

Quality and
Materials

It is in the interest of the Town, its residents, and local businesses that clear standards for sign design, materials, and placement are established to contribute to the expression of local character and the development of a distinctive Town image. The intent of the Town Design standards include the following:

- Assist property owners and business owners in understanding Town expectations
- Enhance the physical appearance of the Town
- Reduce the time and fees for processing sign approvals
- Assist Staff reviewing sign permit applications by establishing criteria with which to judge the appropriateness of a sign's design.

Location on
Building

Gateway Criteria:

- Gateway signs should primarily be oriented to vehicular traffic. The vehicle-oriented sign is usually read from a distance of 200 feet.
- Signs within the Gateway area shall be compatible with the existing architecture and landscaped, when appropriate. The size and shape of a sign shall be proportionate with the scale and the architecture of the building and/or structure.
- Signs shall contribute to the general appearance of the street and the character of the neighborhood in which they are located.
- Wall signs shall be placed to establish facade design continuity, scale and proportion.
- As an alternative to an attached sign, lettering may be painted directly on the building facade.

Architectural
Compatibility &
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Building Design

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Refer to Paradise Municipal Code, Chapter 17.37 regarding current sign regulations.

Compatible/
Incompatible Signs

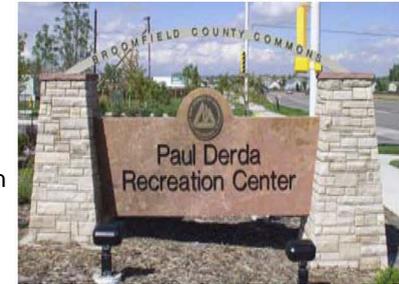
PREFEREED SIGNS

- Flush-mounted/wall signs with backlighting at the upper portion of the first story
- Monument signs are allowed if there is appropriate distance set back from the street or parking areas.
- Matte or non-glossy backgrounds as glare and shine can contribute to illegibility
- Prefer ivory or off-white backgrounds. Bright, stark white backgrounds contribute to illegible signs.

Sign Size & Color

PERMITTED SIGNS

- Awning signs (restricted to the valance or end flap); can be internally illuminated or backlit
- Blade, or hanging signs that are pedestrian-oriented
- Illuminated signs where the panel is dark and the light is illuminated behind the letters
- Neon tube lighting on painted wall signs, on window signs around architectural features and on signs.
- Marquee signs for movie and theater and/or “community service” uses
- Building signs at customer accessible rear building entrances
- Exterior signage for special sales promotions, etc.
- Portable signs professionally designed and temporary that comply with ADA accessibility and placed to not obstruct pedestrian movement
- Appurtenances must be compatible with building design and compliment surrounding businesses and area. Natural coloring and landscaping is preferred.



Quality and
Materials

PROHIBITED SIGNS

- “Temporary” banners for business identification for more than 60 days unless extended by the Planning Director per Paradise Municipal Code 17.37).
- Projecting, emitting, rotating, moving, or flashing signs; exposed raceways behind channel letters
- Pole signs; free-standing or otherwise Roof mounted signs upon buildings at or above street level (Refer to Paradise Municipal Code, Chapter 17.37 for exceptions)
- Any signs above the first story (except window signs or in some cases, wall mounted signs upon any facade or parapet at the upper portion of a single story building)
- Balloon signs, paper-, cloth-, or plastic-streamers and bunting (except holiday decorations)
- Traffic sign replicas
- Signs with obscene, indecent or immoral content
- Signs constituting a safety hazard
- Handmade portable signs that are not professionally designed, that violate ADA accessibility requirements, or that obstruct pedestrian movement
- Monument signs are not allowed if business is on the zero lot line.

Location on
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Sign Size & Color

Quality and
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SIGN SIZE

- Refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations. All signs shall relate proportionately in size and placement to other building elements.
- Lettering should be in proportion to the size of the sign or wall it is affixed on and should be legible to passersby.
- **Window Signs:** refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations regarding window signs.
- **Monument signs:** are permitted if sight distance and engineering Right of Way specifications allow. New monument signs and monuments signs proposed in new developments are required to be landscaped. The landscape plan for the newly proposed monument sign must be approved by the same process as the Design Review process for signs. The applicant may appeal staff's decision to the Design Review Board by paying the appropriate fee, as adopted in the Town's Master Fee Schedule. The appeal must be filed within 10 days of the decision with the Town Manger's Office. The matter shall be scheduled for deliberation before the Design Review Board within 15 days after the date of filing.

SIGN COLOR

Sign color is just as important as the textual content. To be effective, the color should contribute to the legibility and design integrity of the affected property and should complement the colors of the building. Due to our geographical setting, natural, earth-tone colors are the preferred color palette for buildings and signs in the Gateway. Neon florescent or bright colors are discouraged in the Gateway.

SIGN FONT

A sign which contains too many fonts can be difficult to read, confusing and may appear disorganized. Some fonts can be very difficult to read at any reasonable distance.



(For examples of preferred colors, see Appendix C)

Natural, earth tone colors such as:

- Brown
- Beige
- Green
- Cream

Muted reds, toned down blues & pale yellows

Discouraged Colors:

Bright white, including excessively bright reds, yellows, greens, & blues.

No florescent colors or glossy white back-

Building Design

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QUALITY AND MATERIALS

Compatible/
Incompatible Signs

All signs shall be constructed of high quality and weatherproof materials. Appropriate materials shall be used for all elements of signs including all letters, exposed edges, and surfaces.

Except for decorative wrought iron, any exposed hardware such as conduit, tubing, raceways, conductors, transformers, mounting hardware and other equipment shall be concealed.

Sign Size & Color

A project proposed with inappropriate materials may apply for special considerations only if the Town sign permit administrator determines that one of the following is applicable:

- The proposed material, in the particular application, will blend well with the existing or new materials;
- Other materials would not achieve the same desired theme of the proposed use; or
- The overall architectural design and detailing is of such quality as to justify its use.

Quality and
Materials

Preferred Sign Materials
Metal
Wood
Print on canvas awnings
Painted graphics on building surfaces



Location on
Building

Allowable Sign Materials
Plexiglas, lexan or plastic
Neon
Vinyl Lettering
Other durable products deemed suitable for outdoor signs



Architectural
Compatibility &
Corporate Identity

Prohibited Sign Material
Unfinished Plywood or particleboard
Paper

Building Design

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Compatible/
Incompatible Signs

LOCATION ON BUILDING

Flush Mounted Signs:

- Sign placement should be symmetrically located within space that is defined by the building's architectural features such as its massing and its trim.

Awning Signs:

- An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message that is painted, printed, sewn, or stained onto the awning or awning flap.
- The sign on awnings shall be placed on the awning flap. The flap shall be at least eight (8) inches in height and with enough contrast so that the letters and symbols can be easily read.
- The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

Sign Size & Color

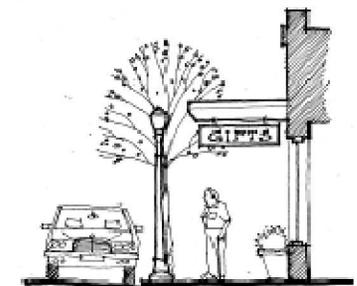
Hanging/Shingle Signs:

- A hanging sign is generally located below awning level and is intended to be read by pedestrians along a sidewalk or arcade and by motorists in slow-moving vehicles.
- The size of a hanging sign shall be proportional to the building façade to which it is attached and typically should not exceed ten (10) square feet.
- A hanging sign shall be hung perpendicular to and shall not project more than five (5) feet from the face of the building.
- Hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.
- The placement of a hanging sign shall not impede the safe movement of people or vehicles within a public right-of-way and shall be properly secured to a building in a structurally sound manner.

Quality and
Materials

Location on
Building

Architectural
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Building Design

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Incompatible Signs

ARCHITECTURAL COMPATABILITY

Complement Building: Signage shall be modestly scaled and shall be incorporated into an architectural element that complements the overall character of the building. All signs shall relate proportionately in placement and size to other building elements, and sign style and color should complement the building façade.



Sign Size & Color

Quality and
Materials

CORPORATE IDENTITY

Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.

- **Signs:** Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.
- **Corporate Design:** The design character shall incorporate dominant materials and characteristics that are unique to Paradise.



Architectural
Compatibility &

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Streetscape

GATEWAY STREETScape

The conceptual design plan for Paradise emphasizes a uniform framework for the provision of consistent streetscape improvements with the overriding idea being to promote economic viability and growth within an easily identified planning area.

- **Skyway Corridor Study:** Please refer to the Town of Paradise Skyway Corridor Study. Study was produced by Butte County Association of Governments (BCAG) and W-Trans.
- Refer to the Scenic Highway Corridor Study for specific design and building standards.
- **Major Gateway:** Located at the both the western and eastern entrances of the Town, the Major Gateway provides an opportunity to announce the limits of the Town of Paradise. Amenities proposed should include directional signage, civil improvements to sidewalk, curb and gutter, enhanced paving at crosswalks and pedestrian waiting spaces, enhanced landscape planting and site furnishings, informational kiosks, coordinated and consolidated newspaper racks and iconographic monumentation.
- **Minor Gateway:** Functioning as secondary entries to the Town of Paradise, the Minor Gateways should include directional signage, civil improvements to curb, gutter and sidewalk, decorative banner on light poles, enhanced paving at intersections and pedestrian waiting spaces, enhanced landscape planting and the provision of site furnishings such as benches, newspaper racks and planted pots.

Gateway Streetscape

Landscape Design

Irrigation

Preservation of Trees



Building Design

Site Design

Sign

Streetscape

LANDSCAPE DESIGNGateway
Streetscape

- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. The sight triangle should measure 20 feet along the curb line in each direction from the driveway, and 20 feet along the edges of the driveway itself. In this area, structures, fences, walls and plant material, with the exception of street trees, should not exceed 2.5 feet in height above the street grade.

Landscape
Design

- **Foundation Planting:** Foundation planting should be installed where there are building setbacks. The intent is to soften the transition between the architectural element and the ground plane. The plant material should be selected to maintain its natural form throughout the year. These plants may or may not flower, but generally shall be evergreen and less than 30 inches in height when mature, relative to the height of the finish floor.

Irrigation

Preservation of
Trees

Building Design

Site Design

Sign

Streetscape

IRRIGATIONGateway
Streetscape

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is recommended to promote and/or protect the landscape investment that is installed with new projects.

Landscape
Design

- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.

- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.

Irrigation

- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption. A recommended plant palette can be found in Appendix B.

Preservation of
Trees

Building Design

Site Design

Sign

Streetscape

PRESERVATION OF TREES

Gateway
Streetscape

- Street trees can be one of the most valuable assets to providing a city aesthetic character. Whenever possible, retain existing street trees and trees on sites that have been determined to be of significant value in contributing to the final landscape design.

- **Arborist:** Consult with a professional arborist for advice on the health and maintenance of existing trees and sections of street trees prior to design.

Landscape
Design

- **Healthy Trees:** New development shall minimize loss of healthy existing trees.

- **Street Trees:** Preserve existing street trees. When replacing or building new sidewalks near existing historic trees, sidewalks should provide additional spaces and bend around widened tree trunks to lessen concrete-root conflicts. Provide appropriate new street trees that fit within the existing planting patterns.

Irrigation

Preservation of
Trees



Glossary

ADDITION: New construction added to an existing building or structure.

ACCESSORY (OR ANCILLARY) STRUCTURES: A structure detached from a principal building located on the same lot and customarily incidental and subordinate to the principal building or use.

ALTERATION: Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building.

ANIMATED: Describes the use of building elements, areas, and colors that create variety and a sense of activity in and around a building.

APPURTENANCE: An appendage that is attached to a structure such as a roof top mechanical system, enclosed storage area, etc..

ARTICULATION: The dividing or segmenting of building elements into smaller components to create a sense of finer detailing. The variations in the exterior of the building or massing of buildings in a development. Elements of articulation may be described in terms of roughness of surface material, numbers of openings, patterns within the material or of different materials, massing, etc. Articulation can reduce the scale of larger buildings by the use of small detailed patterns.

BALUSTER: A turned or rectangular upright member supporting a stair rail.

BALUSTRADE: An entire railing system with top rail and balusters.

BARGEBOARD: A board which hangs from the projecting end of a gable roof covering the end rafters, and often sawn into a decorative pattern.

BAY WINDOW: A window in a wall that projects at an angle to another wall.

BOARD AND BATTEN: Siding fashioned of boards set vertically and covered where their edges join by narrow strips called battens.

BOLLARD: A vertical element designed to prevent the movement of vehicles across a roadway or into a pedestrian area.

BRACKET: An ornamental or structural member or both set under a projecting element, such as the eaves of a house.

CAPITAL: The head of a column or pilaster.

COLUMN: A vertical support, usually supporting a member above.

CORBEL: In masonry, a projection, or one of a series of projections, each stepped progressively farther forward with height and articulating a cornice or supporting an overhanging member.

Glossary

CORNICE: The uppermost projecting part of an entablature, or a feature resembling it. Any projecting ornamental molding along the top of a wall, building, etc.

CRESTING: Decoration applied along roof ridges generally consisting of ornamental metal.

DENTILS: A row of small tooth-like blocks in a classical cornice.

DESIGN CONTINUITY: A unifying or connecting theme or physical feature for a particular setting or place, provided by one or more elements of the natural or created environment. Consistency in scale, quality, or character between new and existing development so as to avoid abrupt and/or severe differences.

DESIGN RHYTHM OR PATTERN: The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

DORMER WINDOW: A window that projects from a roof.

DOUBLE HUNG WINDOW: A window with two sashes, one sliding vertically over the other.

EAVES: The edge of a roof that projects beyond the face of a wall.

ELEVATION: The external faces of the building.

ELL: The rear wing of a house, generally one room wide and running perpendicular to the principal building.

ENGAGED COLUMN: A round column attached to the wall.

ENTABLATURE: The band of moldings near the top of a facade, divided into cornice, frieze, and architrave.

FACADE: The exterior walls of a building exposed to public view, or that wall viewed by persons not within the building.

FENESTRATION: The arrangement of windows on a building.

FINIAL: A pointed ornament at a gable peak

FLUTING: Shallow, concave grooves running vertically on the shaft of a column, pilaster, or other surface.

FRETWORK: Ornamental woodwork, cut into a pattern, often elaborate.

Glossary

FRIEZE BOARD: A flat board at the top of a wall directly beneath the cornice.

GABLE: The triangular section of a wall to carry a pitched roof.

GABLE ROOF: A roof with a central ridge and one slope at each side.,

HARDSCAPE VS. SOFTSCAPE: Hardscape street improvements that include paving elements, such as roads sidewalks, and medians. Softscape improvements include landscaping elements, such as trees, bushes and other plant material.

HIPPED ROOF: A roof with uniform slopes on all four sides.

HOOD MOLD: A projecting molding above an arch, doorway or window.

IRRIGATION: Method of artificial watering, usually through automatic sprinkler systems.

LATTICE: An openwork grill of interlacing wood strips used as screening.

LINTEL: A horizontal beam or stone bridging an opening.

MANSARD ROOF: A roof with two slopes on all four sides, with the lower slope almost vertical and the upper almost horizontal.

MASSING: The distribution of building volumes in regard to a) the building's relative location on the site; and b) the height, width, depth of the elements of a building relative to each other. An example of the second aspect could be "the bell tower of a church in relation to the assembly building of a church" are separate masses.

MEDIAN: A barrier placed between lanes of traffic flowing in opposite directions, usually wide enough to be landscaped and have trees planted in it.

METAL STANDING SEAM ROOF: A roof composed of overlapping sections of metal such as copper-bearing steel or iron coated with a thin alloy of lead and tin. These roofs were attached or crimped together in various raised seams for which the roofs are named.

MODILLION: A horizontal bracket, often in the form of a plain block, ornamenting, or sometimes supporting, the underside of a cornice.

MONOCHROMATIC: The use of one color.

MULLION: A vertical strip dividing the panes of a window.

MUNTIN: A secondary framing member to hold panes within a window or glazed door.

Glossary

OPAQUE: A material that does not transmit light.

ORIENTATION: The direction that various sides of a building face.

PALLADIAN WINDOW: A window with three openings, the central one arched and wider than the flanking ones.

PARAPET: The extension of the main wall of a building above the roof level.

PAVING: Common terminology for surface materials. These can be asphalt paving, integral paving, stones, brick or concrete (See Hardscape).

PEDESTRIAN SCALE: A design relating to the scale of an average person.

PEDIMENT: A triangular space in a gable closed on all three sides.

PERSPECTIVE: The presentation of a building elevation from a three-dimensional orientation.

PILASTER: A square pillar attached, but projecting from a wall, resembling a classical column.

PORTE-COCHERE: A porch large enough to enclose wheeled vehicles.

PORTICO: A roofed space, open or partly enclosed, forming the entrance and centerpiece of the facade of a building, often with columns and a pediment.

PUBLIC IMPROVEMENTS: Publicly directed enhancements, often to streetscapes and other public amenities.

PUNCHED WINDOWS: Individual window elements as opposed to a continuous horizontal band of windows. Punched windows can be either in the same plane with the exterior surface or more appropriately recede behind the plane.

PYRAMIDAL ROOF: A roof with four identical sides rising to a central peak.

QUOINS: Stone blocks or bricks ornamenting the outside walls of a building.

REHABILITATION: To restore to a good condition while preserving significant features.

REMODEL: To reconstruct or alter.

RENDERING: The detailed colored presentation of a building elevation, perspective, or plan.

Glossary

RESTORATION: To bring back to a documented former condition or appearance.

RIGHT OF WAY: (R.O.W.) Land publicly controlled, including streets, sidewalks and alleys.

SASH: The movable framework containing the glass in a window.

SCALE: Describes the relationship of objects size to another. A building's scale might be described in relation to its neighboring context, to the components of the building itself, or to a human being. For the purpose of this text, "Human Scale" refers to buildings and streetscapes that comfortably relate to the human figure (pedestrians).

SCORING PATTERNS: Lines scribed into concrete, usually in sidewalks.

SCREENING: To visually separate, or mask for aesthetic purposes or privacy issues.

SETBACK: The distance between the building and any lot line.

SHADOW CASTING: The shade cast by a structure or building on the surrounding areas during the day and over various seasons.

SILL: A horizontal member at the bottom of a window or door opening.

SIDING: The exterior wall covering or sheathing of a structure.

SPALLING: Flaking of the outer face of masonry, often caused by expanding moisture in freezing conditions.

STREETSCAPE: A setting or expanse describing visible signage, fixtures, paving, landscaping, and buildings along a street way.

TERRA COTTA: Cast and fired clay units, used as ornamentation.

TRANSOM: Horizontal window like element above the door.

VERGEBOARD: The vertical face board following and set under the roof edge of a gable, sometimes decorated by carving.

WEATHERBOARD: Wood siding consisting of overlapping boards usually thicker at one edge than the other.

ZONING ORDINANCE: The Zoning Ordinance of the Town of Paradise.

Appendix A—Design Review Process

Design Review Board

The Design Review Board was originally established by the Paradise Town Council on September 25, 2001. The five member board meets on an as needed basis and is governed by procedures set forth in the Paradise Municipal Code, Chapter 17.41.

Design Review Process

The design review process is set by Council and is enumerated in Chapter 17.41 of the Paradise Municipal Code. The specific steps are noted in detail in the application packet. The application packet is posted on the Town's website.

Applicants may submit for design review in concurrence with certain land use applications, however, building permits will not be issued without design review approval or conditional approval.

An applicant may appeal any decision made by the Design Review Board as set forth by the procedures in Chapter 17.41 of the Paradise Municipal Code.

Appendix B—Plant Palette

Street Trees

BOTANICAL NAME	COMMON NAME
Acer rubrum	'Red Maple'
Calocedrus decurrens	Incense Cedar
Liriodendron tulipifera "Arnold"	Tulip Tree
Platanus acerifolia 'Bloodgood'	London Plane Tree
Platanus racemosa	California Sycamore
Quercus douglasii	Blue Oak
Quercus ilex	Holly Oak
Quercus lobata	Valley Oak
Quercus rubra	Red Oak
Quercus wislizenii	Interior Live Oak

Secondary Street Trees

BOTANICAL NAME	COMMON NAME
Cedrus deodara	Deodar Cedar
Prunus cerasifera 'Krauter Vesuvius'	Purple Leaf Plum
Pyrus calleryana 'Aristocrat'	Aristocrat Pear
Tilia americana	American Linden

Small Accent Trees

BOTANICAL NAME	COMMON NAME
Arbutus marina	Strawberry Tree
Cercis occidentalis	Western Redbud
Cornus nuttallii	Pacific Dogwood
Heteromeles arbutifolia	Toyon
Magnolia Stellata	Star Magnolia (multi-trunk)
Prunus caroliniana	Carolina Laurel Cherry

Large Shrubs: 5' - 6' Tall

BOTANICAL NAME	COMMON NAME
Arbutus unedo	
'Compacta'	Dwarf Strawberry Tree
Cotoneaster parneyi	Parney Cotoneaster
Ilex cornuta	Chinese Holly

Large Shrubs continued:

BOTANICAL NAME	COMMON NAME
Ligustrum japonicum	
'Texanum'	Texas Privet
Philadelphus lewisii	Wild Mock Orange
Photinia fraseri	Photinia
Pittosporum tobira	Mock Orange
Pittosporum tobira 'Variegata'	Variegated Tobira
Prunus caroliniana	
'Brite N Tite'	Carolina Cherry
Prunus laurocerasus	English Laurel
Raphiolepis indica	
'Majestic Beauty'	Majestic Beauty Raphiolepis
Rhamnus spp.	Coffeeberry
Viburnum opulus	
'Roseum'	European Cranberry Bush

Medium Shrubs: 3' - 4' Tall

BOTANICAL NAME	COMMON NAME
Atriplex spp.	Saltbush
Berberis thunbergii	
'Atropurpurea'	Red Leaf Japanese Barberry
Buxus japonica	Boxwood species
Dietes vegeta	Fortnight Lilly
Grevillea noellii	Grevillea
Hypericum moseranum	Gold Flower
Pinus mugo	Mugo Pine
Prunus laurocerasus	
'Otto Luyken'	Otto Luyken Laurel
Raphiolepis indica	
'Jack Evans'	Jack Evans Raphiolepis
Rhus integrifolia	Lemonade Berry
Rosa spp.	Various Rose species
Umbellularia californica	California Bay Laurel
Nandina Domestica	Heavenly Bamboo

Appendix B—Plant Palette

Small Shrubs: 1' - 3' Tall

BOTANICAL NAME	COMMON NAME
Artemisia 'Powis Castle'	Artemisia
Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Bush
Berberis thunbergii 'Crimson Pygmy'	Crimson Pygmy Barberry
Calycanthus occidentalis	Spice Bush
Carpenteria californica	Bush Anemone
Chaenomeles 'Stanford Red'	Flowering Quince
Cotoneaster dammeri 'Lowfast'	Lowfast Bearberry Cotone- aster
Hemerocallis hybrid	Daylily
Heuchera S. 'Santa Ana Cardinal'	Coral Bells
Iris germanica	Bearded Iris
Juniperus conferta	Shore Juniper
Juniperus horizontalis 'Youngstown'	Youngstown Juniper
Mahonia aquifolium 'Compacta'	Dwarf Oregon Grape
Penstemon gloxinioides 'Firebird'	Border Penstemon
Pittosporum tobira 'Wheelers Dwarf'	Dwarf Tobira
Raphiolepis ballerina	Dwarf Raphiolepis
Rhus ovata	Sugar Bush
Rosemarinus ingramii	Collingwood Ingram Rose- mary
Spiraea bumalda 'Anthony Waterer'	Anthony Waterer Spiraea

Groundcover

BOTANICAL NAME	COMMON NAME
Arctostaphylos 'Emerald Carpet'	Dwarf Manzanita
Baccharis pilularis 'Twin Peaks'	Coyote Bush
Coprosma pumila 'Verde Vista'	Coprosma
Hypericum calycinum	St. Johnswort
Juniperus conferta	Shore Juniper
Rosmarinus officinalis	Prostrate Rosemary
Trachelospermum asiaticum	Asian Jasmine
Trachelospermum jasminoides	Star Jasmine

Vines

BOTANICAL NAME	COMMON NAME
Campsis radicans	Trumpet Vine
Clematis spp.	Clematis
Lonicera japonica	Honeysuckle
Parthenocissus tricuspidata	Boston Ivy

Appendix C – Color Palette

Permitted Colors

When considering future development, one has only to look around for inspiration. Paradise is located on a beautiful ridgetop in the Sierra Nevada foothills with breathtaking canyon views and heavenly blue skylines. A large portion of the Town is tucked away among the trees and the natural wooded forest. Fresh water lakes, rivers and waterways sustain the native habitat. The natural vegetation is awakened each Spring with vibrant color, while the Fall, not to be outdone, defies the winter frost with striking a splendor of crimson and gold. These are the colors of Paradise.

Since structural elements such as buildings and signs are designed to be part of the landscape for a long period of time, it is important to respect the existing viewshed and follow desired design standards. Choosing a color palette from the natural environment ensures aesthetic harmony.

The common understanding of earth tones include a color scheme that draws from a palette of browns, tans, grays, greens, oranges, whites, blues and some reds. The colors in an earth tone scheme are muted and flat in an emulation of the neutral colors found in soil, moss, trees and rocks. Many earth tones originate from clay earth pigments, such as umber, ochre and sienna. (See Chart C-1 for a sample of permitted colors.)

Prohibited Colors

The right color palette enhances the attractiveness of a structure or sign face. Using compatible color families, hues, values and tones will ensure that colors blend well and fit in with the surrounding elements.

Some advertisers use bright colors to attract attention, which is acceptable for television and print media. However when designing permanent structures and permanent signs, colors should blend, enhance, and promote the natural beauty of the surrounding area. Therefore bright, intensively-toned colors are typically not viewed as a visually pleasing color choice for certain design elements.

Fluorescent colors are intense and brilliant with a strong, vivid color saturation. Therefore, fluorescent and other brightly toned colors which are mainly used to “stand out” and distract will not be eligible color choices for permanent structures.

When using digital processing for sign design, colors above 60% on the CYMK color chart will be questioned or prohibited. In other words, adding shades or diminishing tones of certain colors will be necessary to obtain design review approval for color palettes. (See Chart C-2 for a sample of prohibited colors.)

*Chart C-1
Permitted
Colors*

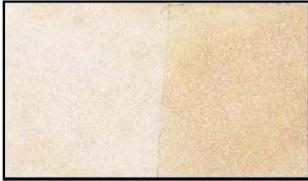
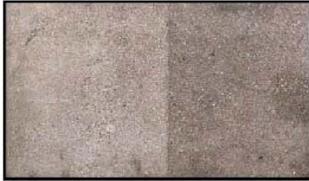
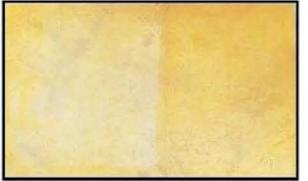
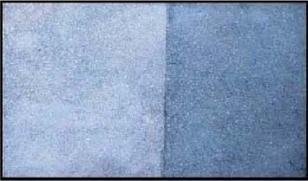
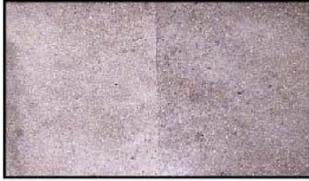
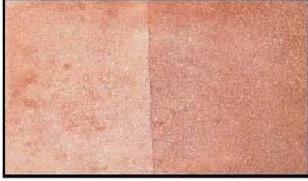
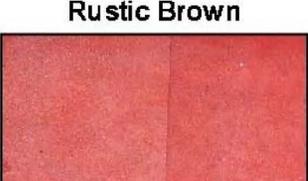
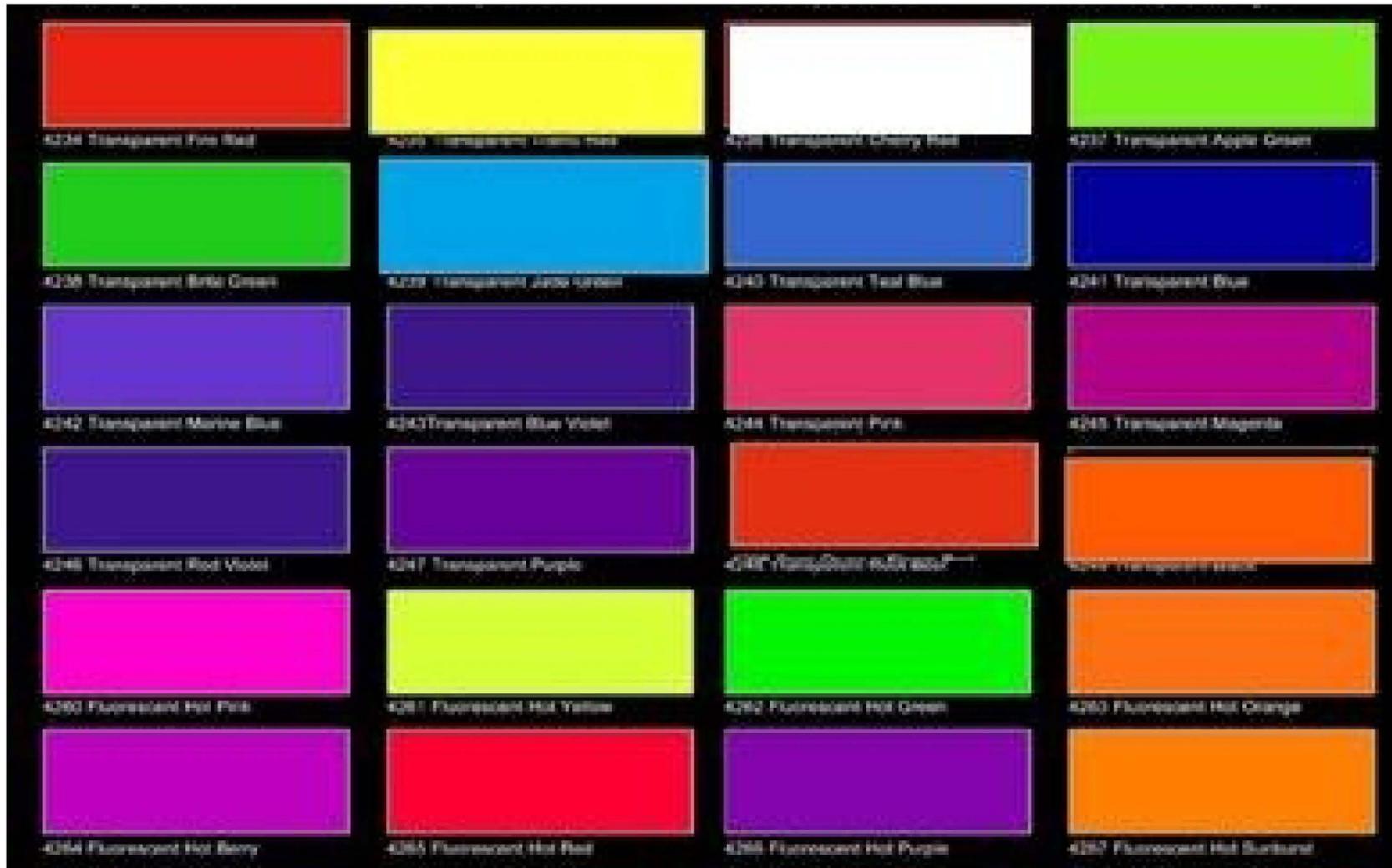
			
Mocha Cream	Feather Grey	Harvest Gold	Newport Blue
			
Desert Sand	Rocky Grey	Woodland Olive	Midnight Blue
			
Cordova Tan	Charcoal Grey	Leaf Green	Chocolate Brown
			
Walnut Brown	Rich Earth	Slate Green	Rustic Brown
			
Canyon Brown	Dark Grey	Forest Green	Barn Red

Chart C-2
Prohibited Colors



Clark Road Corridor & Community-Commercial Development Areas

The Clark Road Corridor and Community Development Areas include all properties in Town, except single-family residential land uses and properties that are already included in an established geographical design area.



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Purpose:

These Design Standards represent the community's desire for good design by encouraging creativity, interest and variety, and by building upon local character to create efficient, sustainable and livable places. The Standards are intended to promote a desired level of future development in Paradise that:

1. Preserves the sense of a small-town community in a natural mountain environment;
2. Contributes to a positive physical image and identity, while preserving the surrounding environment;
3. Provides design assistance to the development community, architects/designers and property owners;
4. Promotes high-quality development that stimulates investment in the economic vitality of Paradise;
5. Facilitates the development of projects that establish a sense of place while complementing the character of traditional design established within the existing neighborhoods of the Town;
6. Implements the goals, objectives, and policies of the Town of Paradise General Plan;
7. Maintains and enhances property values and pride of ownership.

These Standards are meant for use by property owners, developers, business owners, and architects in achieving a superior quality design of new construction and additions to existing buildings. The purpose of the Standards is to promote quality designs that have been carefully considered and that have well integrated building features and architectural elements. These Standards complement existing development procedures, policies and laws.

Applicability:

The standards contained in this document are focused on design. This document is not intended to provide a listing of all Town standards or requirements. Applicants should also refer to the Paradise General Plan, the Paradise Zoning Code, the Paradise Municipal Code, the Subdivision Ordinance, and engineering design standards and related documents. Where any conflict arises, the Town codes and standards listed above will supersede these design standards.

In cases where a property is located in an overlapping geographical design area, the following hierarchical order will be applied to the property when making decisions for Design Review: (1) Downtown (2) Gateway/Scenic Highway Corridor (3) RDA Project Area (4) Clark Road Commercial/Development Areas (5) Industrial/Business Cluster.

In this document the terms "should" or "encouraged" means that the Town strongly prefers that the applicant apply the criteria to his or her project, but the applicant may use an alternative design feature to the one expressed by the criteria, if they can demonstrate that an alternative design feature may be used to achieve the design concept or desired aesthetic. The term "prohibited" is intended to illustrate those aspects of design which do not achieve the Town's design review objective or meet the design review criteria and are therefore not permitted. Final determination rests with the design review approval process.

Goals:

The Clark Road Corridor and Community—Commercial Development Areas provides a key opportunity for vital economic growth for businesses, and contributes to the livability of surrounding neighborhoods.

The following goals provide the foundation for achieving a vibrant, successful, and enduring commercial corridor:



- Promote quality commercial development in the Town's commercial corridor that is sustainable, functional and attractive.
- Site features such as trees, creeks, and views of surrounding landscapes should be considered as prime design determinates in planning new commercial centers.
- Integrate existing natural features and landscaping into the overall design and layout of the development that provide physical separators and buffers from adjacent uses, landscaped parking areas, and an attractive design from the street.
- Develop the site to include walkability to, from, and within the development, especially to and from public transportation.
- Encourage appropriate uses and intensity of uses for the commercial corridor.
- Promote the reuse and revitalization of existing commercial buildings.

Building Design

Site Design

Sign

Streetscape

SCALE, HEIGHT & MASSING

Scale, Height & Massing

1. Refer to the Paradise Zoning Ordinance for specific height and setback requirements in addition to those discussed herein.
2. Vary massing to provide visual interest, and to create relief and shadow lines.
3. Ensure compatibility with surrounding developments.
4. Use building height and massing to emphasize building corners, points of entry and visible skyline.
5. Achieve high quality building, site design and signage.
6. Vary spacing between buildings to provide opportunities for pedestrian plazas, courtyards, and other outdoor gathering areas.
7. Locate new structures on the property to maintain access to light and air circulation, and ensure the privacy of existing private open spaces on adjoining properties. Provide transitions such as; open space, sidewalks, pathways and landscaping to developments to accommodate privacy and transition of areas.

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings



ARCHITECTURAL FEATURES

Building facades should be interesting, varied and create an attractive and vibrant streetscape. New buildings, including both commercial, mixed-use and multi-family developments, should continue the pattern of the lines from neighboring buildings to unify facades on a street block.

- **Design Theme:** It is important to relate the proposed building design to the overall site development. A corporate image, as in the case of many national franchised stores, shall be secondary in the design of projects. As branded buildings are difficult to reuse if vacated by the primary business. Projects shall be consistent with the applicable Town adopted design criteria and standards.
- **Articulation:** Building articulation embodies a group of design devices that overlap scale, height, massing, and level of detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, color changes, material changes, variable transparency, and the creation of shadow textures with trellises and overhangs.
- **Details:** Provide details that create shadows, line surfaces, and volumes at a different and more human scale.
- **Equal Details:** All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color. Parapets should be extended to all exposed building walls to ensure a continuous design of the building.
- **Roof Treatments:** Variations in roof lines should be used to add interest to, and reduce the massing of buildings.
- **Security:** Permanent security bars/grilles on the storefront windows facing the street (defined as those clearly visible and fixed to windows or the facade) are prohibited. Electronic security systems are preferred.
- **Screening Mechanical Equipment:** Mechanical equipment attached to the top of building facades must be concealed. Concealment of mechanical equipment can be accomplished by placement under an awning, behind a parapet wall or enclosed by a housing that is appropriate to the building’s architecture and color. When screened behind a building rooftop, continuous building design must be achieved.

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings

Building Design

Site Design

Sign

Streetscape

ARCHITECTURAL FEATURES

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings

- **Bulkheads:** The bulkhead protects the display window by raising the glass area to a safer and more easily viewed height. Due to this protective function, bulkhead materials are water, dirt and impact resistant (e.g. ceramic tile, finished stone, brick). Bulkheads in multiple storefront buildings should be complementary in height and material. Signage in the bulkhead area shall not be allowed.
- **Decorative Security Lighting:** Shall match architectural theme of the building and use historic fixtures when appropriate.
- **Importance of Entrances:** Entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
- **Multiple Tenant Spaces:** Individual tenant spaces should be indicated by the horizontal articulation of the building. This can be done by:
 - Placing a column, pier or pilaster between buildings bays.
 - Apply vertical slots or recess between building bays.
 - Provide variation in plane along building wall.
 - Vary the building wall by recessing the storefront entrance, creating a niche for landscaping, or a pedestrian area.



No Bulkheads is discouraged



Stone bulkhead material is encouraged

Building Design

Site Design

Sign

Streetscape

MATERIALS AND TEXTURES

Scale, Height & Massing

- **Materials:** In general, variations in colors and materials are encouraged. Care should be taken, however, not to use too many materials that may result in visual clutter. If only one material is used, then volume and articulation of the facade becomes even more important.
- **New construction/and façade renovations:** Projects shall use exterior finish materials that are compatible in quality, color, texture, finish and dimension to surrounding properties.
- **Authenticity:** If imitation materials are used, the detailing and coloring should be consistent with the material they are imitating.
- **Durability/Maintenance:** Materials should be selected, detailed and finished for durability in Paradise's climate. In particular, painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints applied in multiple coats.

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings



Allowable Materials:

- Wood
- Brick
- Stone/Slate
- Tile
- Stucco
- Prefinished ceramic
- Metal Panels

Prohibited Finish Materials:

- Cement
- Exposed Concrete block
- Steel siding
- Snap-on metal grills
- Metal sheeting
- Vinyl siding

BUILDING COLORS

See Appendix C— Color Palette

Scale, Height & Massing

The positive use of color on a building or building facade can make a profound difference to the overall appearance and image of the Clark Road Corridor and Community Commercial Development Areas.

Allowable Colors:

Natural, earth tone colors such as:

- Brown
- Beige
- Green
- Cream

Muted reds, toned down blues & pale yellows

Prohibited Colors:

Bright white, including excessively bright reds, yellows, greens, & blues.
No florescent colors

Architectural Features

- **Color Choice:** The colors of a structure should be appropriate for the chosen materials and the architectural style of the building, and be compatible with the colors of adjacent buildings. In evaluating the relationship of color to architectural style, colors should help to visually relate facades and building elements to each other.
- **Corporate image** shall be secondary in the design of projects, as branded buildings are difficult to reuse if vacated by the primary business.
- **Base color:** The proportion of the building determines the appropriate colors to be used for the building. The larger and plainer the building, the more subtle the base color should be. Lighter-colored finishes on a building's exterior can help reflect heat in summer months.
- **Major Trim Color:** When the wall facade is painted, the major trim color should complement the base color. Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together.
- **Minor Trim Color.** If minor trim is used as a third color, it should be used to strengthen the color scheme already established by the base and major trim colors.

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings



Building Design

Site Design

Sign

Streetscape

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings

VISIBILITY/WINDOWS

- The use of windows is an important architectural element because they create a visual rhythm of building openings, and provide views into the retail interior.
- The primary function of glass should be to encourage visibility to interior display areas or building interiors.
- The windows of retail stores should vary in size and shape, depending on the nature of the business, as well as the architectural style. Projects shall consider maximum visibility between building occupants and the site.

Specific Criteria

- **Length in windows:** The first floor of a commercial building shall have a minimum of 30% of its length in windows. There should be no lengths of walls in excess of 40 feet without windows.
- **Window Sills:** Storefront windows should be as large as possible, but no closer than 18" to the ground. Maximum bulkhead heights for new construction should be 36". By limiting the bulkhead height, the visibility of the storefront display and retail interior is maximized.
- **Security Devices:** Permanent, fixed security grates or grilles over windows are not allowed.
- **Covered Up Windows:** Filled-in or covered over display windows shall be opened and reglazed.
- **Air Conditioning:** Air conditioning units placed in front of windows are not permitted.
- **Materials:** Replacing window and door features with incompatible materials such as anodized aluminum, and tinted or reflective glass is not permitted.



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CANOPIES AND AWNINGS

Scale, Height & Massing

Architectural Features

Materials, Textures & Colors

Visibility/Windows

Canopies and Awnings

- **Color:** The colors of the awnings or canopies should complement the color or colors of the building.
- **Materials:** Awnings should be of woven fabric (not vinyl) and have a high Ultra Violet (UV) rating. Canopies should be constructed of wood or metal. Metal canopies may be appropriate on some buildings if they are compatible in scale and overall design.
- **Design:** Awnings should be designed to project over individual window and door openings and not be a continuous feature extending over masonry piers or arches. Where the design lends itself, canopies should be continuous.
- **Shape:** Awning shape should relate to window/door openings. Barrel-shaped awnings should be used to complement arched windows, while square awnings should be used on rectangular windows.
- **Location:** Canopies and awnings should be mounted in locations that respect the design of a building, including the arrangement of bays and openings and should not obscure transom windows, grillwork, piers, pilasters, ornamental features, and/or adjacent buildings.
- **Height:** Minimum height of awnings/canopies should be 8 feet (measured from bottom of the awning/canopy to the sidewalk). Awnings should not extend outwardly from the building for more than 6 feet and 8 feet for a canopy.
- **Individual Businesses:** When there are several businesses in one building utilizing awnings, the awnings should be coordinated in terms of color, trim, and form. Simple signs on the valance may vary in type style and to differentiate the individual businesses.
- **Maintenance:** Awnings should be well maintained, washed regularly, and replaced when faded or torn.



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Parking &
Pedestrian
Circulation

Creating Places

Paving/Hardscape

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Structures

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Irrigation

Fences/Walls

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Site Lighting

Service/Utility/
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Treatment Areas

Energy Efficiency

INGRESS AND EGRESS

Vehicle Access and On-Site Circulation

- Major access points to developments should have coordinated access points whenever possible. Separated ingress and egress points with landscaped islands should be provided. Ingress or egress points should be coordinated with openings in the center median and existing or planned access points on the opposite side of the roadway.
- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. Structures, fences, walls, plant materials and etc. located in site triangles may have height and location restrictions. Refer to the Town Engineer for additional requirements.
- On-site vehicle circulation should be designed to discourage speeding throughout parking areas to minimize the potential conflict with pedestrians and parked vehicles. Radii for turns shall be designed to facilitate emergency vehicles to the satisfaction of the Fire Department.
- Shared access drives between adjacent parcels of similar use should be utilized to minimize the number of curb cuts to the street. Reciprocal access and parking agreements, between compatible adjacent land uses, for pedestrians and vehicles are strongly encouraged.
- Avoid use of bumpers in the parking areas to facilitate lot cleaning and snow removal.



Building Design

Site Design

Sign

Streetscape

Ingress/Egress

PARKING / CIRCULATION

Parking &
Pedestrian
Circulation

Refer to Paradise Municipal Code for specific parking lot requirements.

Creating Places

- **Access:** Vehicle access should be carefully considered for a clear and uniform traffic pattern through the lot. Parking lots should include clear pedestrian paths to enhance pedestrian access and safety.

Paving/Hardscape

- **Locations:** Locations of parking lots should be carefully evaluated in terms of visual prominence as well as functional requirements. Parking lots should not be located within 40 feet of the corner streets and should not take up more than 50% of the lot's street frontage. Parking that does front on streets shall be screened with an attractive wall, fence or bushes that are a minimum of 30 inches high and a maximum of 48 inches high, and in a planter with a minimum width of 3 feet.

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Site Lighting

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CONNECTING TO THE PEDESTRIAN

Where structures adjoin public areas, and along internal circulation paths of the corridor, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

- **Walkways:** Pavement and treated walkways add visual interest and allow pedestrians to visit multiple buildings located at one site.
- **Pedestrian Shelter:** Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.
- **Aesthetic quality:** The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.
- **Semi-Private Spaces on the Street:** Porches, patios, balconies, and courtyards that allow residents of mixed use projects or other users to actually and symbolically claim the space; should be placed along pedestrian paths wherever possible. This will provide clarity about who has the right to control a space, and thus a greater sense of security for the user and an increased potential for social connections.
- **Observe All Outdoor Spaces:** The ability to observe all outdoor spaces from windows in shops, offices, or upper level residences and from porches and other private and semi-private outdoor spaces should be provided.



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CREATING PLACES

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

Public and Semipublic Open Space:

- Design common open spaces to support the ability to create special places in the project. (Examples: Parks, plazas, and other shared open spaces.)
- **Visible Open Space:** Courtyards and other common open space, internal to buildings or groups of buildings, should be as visible as possible to and from the street, and provide a “transition” between the street and private areas near the building or courtyard.



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PAVING / HARDSCAPE

- **Pavement Treatments:** Support the project design concept with paving and hardscape materials selected to best complement materials, textures, and color of proposed structures, and to enhance the proposed landscaping.
- **Quality of Design:** Interesting paving patterns are encouraged. The uniqueness of a well-designed hard surface can enhance the overall project design. Front entries to businesses can represent the individuality of the occupants with differing hardscape treatments.
- **Materials:** High quality building materials are recommended. The use of complementary paving materials to create banding and/or borders can greatly enhance the richness of a paving surface without adding extraordinary project costs.
- **Safety:** All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check with Town building officials for current codes concerning this issue.



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LOCATION OF STRUCTURES

Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face.

- **Site features such as trees, creeks, and views of surrounding landscapes should be considered as prime design determinates in planning new commercial centers.**
- Building placement should consider site circulation, should not impede traffic flow or accessibility from adjacent roadways, and should blend with the setback and pattern of development on adjacent sites. Clustered building arrangements are preferred.
- Planned Developments and multi-building complexes should have an integrated design with respect to building placement, proportion, color, rooflines, and other architectural details.
- Pedestrian open spaces such as covered walkways, courtyards and plazas are encouraged, as well as the development of open and attractive passages between buildings and blocks.
- Minimize the visual impact of large scale commercial/industrial uses such as large expanses of parking area, large utilitarian buildings, signage and lighting.
- Wastewater Treatment equipment should always be located in the back portion of the property, or the portion of the property least affected by public view (including residential areas). In those instances where high ground water or other site restricting elements does not permit the wastewater equipment to be totally obscured from sight, than a decorative, secured privacy wall with landscaping will be required.



This building is set-back from road with landscaped parking and walkways.

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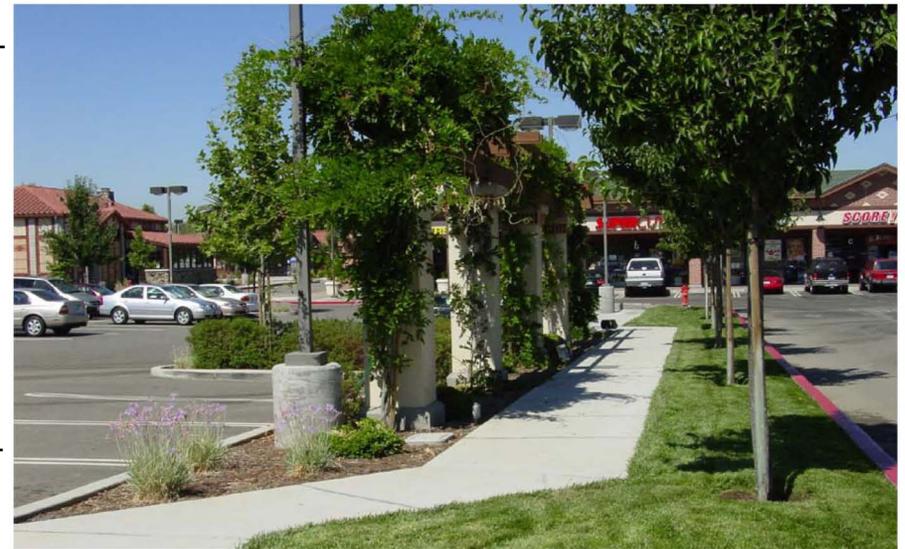
Site Lighting

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Energy Efficiency

LANDSCAPING

- **Plant Selection:** The landscape design should balance the needs of the natural environment and its human inhabitants. Each site should be analyzed to determine the specific functional and spatial requirements.
- **Plant/Tree Selection:** Select plants and trees appropriate to the Paradise area that blend with and complement the surrounding neighborhoods, and that are sized appropriately for maximum healthy growth within the planting area. A recommended plant palette can be found in Appendix B.
 - Incorporate appropriate landscaping that includes a variety of trees, shrubs and other planting.
 - On-center spacing shall not follow a specified formula but should provide for a visually uniform canopy that creates minimum conflict with signage, street lighting, or building entries.
 - Colorful ground plantings at intersections shall be encouraged, as well as shrub massing at building foundations using a limited palette of plants per building.
 - Ground cover planting, with the exception of turf, shall be encouraged within parkway strips and commercial frontages.
- **Parking Lot Landscaping:** Large expanses of parking should be broken up with landscaping and pedestrian walkways with pedestrian scale lighting. Adequate directional mechanisms such as curbing and parking lines should be provided. Crosswalks across vehicular lanes should be clearly delineated to promote pedestrian flow between parking areas and building entrances.
- **Dividers:** Planted areas in parking lots and driveway entrances should be large enough to function as a physical divider, provide an aesthetic landscape area, and be easily maintained.



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IRRIGATION

- **Mechanical Irrigation Versus Hand Watering:** Plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption. A recommended plant palette can be found in Appendix B.



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FENCES / WALLS

- **Detailing and Materials:** Detailing and materials of walls and fences shall reflect the style and character of the building and its site. Walls should be painted to match or complement the surrounding architecture. Brick and natural stone should not be painted. Chain-link fences, plywood, barbed wire, and concertina (razor) wire fences are discouraged.
- **Screening:** Where large expanses of fencing are unavoidably exposed, they should be screened with up-right shrubs or trellised vines. Fencing should screen views of the following:
 - Parking lots
 - Trash disposal areas
 - Service and loading/unloading areas
 - Equipment on the roof, side of building, or ground
 - Wastewater treatment equipment



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SITE FURNISHINGS

Utilize site and street furniture of a design, material, and color that best complements the proposed structure and landscaping concept.

- **Design:** The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.
- **Drinking Fountains:** The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.



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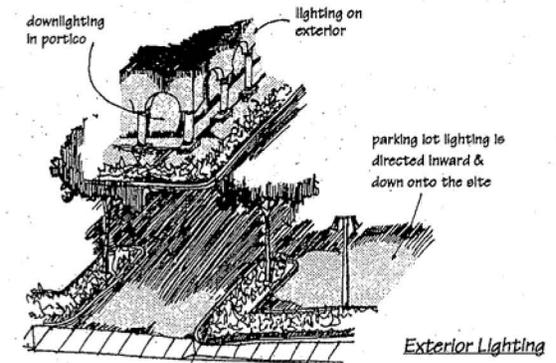
Service/Utility/
Wastewater
Treatment Areas

Energy Efficiency

SITE LIGHTING

Site lighting shall have a scale, design, and color that best complements the character and design of the adjacent structure.

- **Storefront:** Storefront lighting should be designed to illuminate the sidewalk in front of the store in the evening. Shop windows shall be well lit. Fixed overhead spotlights, recessed incandescent ceiling fixtures, track lights or other concealed fixtures are recommended. Building entrances should be accentuated by brighter lighting. The building street number should be illuminated by the entry lighting.
- **Under Canopy and Entry Lighting:** Under canopy and entry lighting shall be placed to illuminate the pedestrian walkway which may be shaded from streetlights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.
- **Location and Design:** Lighting should be accomplished in a manner that does not create glare for pedestrians, drivers, or adjacent properties. If light fixtures are visible, they should have a low enough intensity or have adequate diffusing lenses to minimize their brightness. The emphasis should be on lighting landscape or building surface. Lighting style shall be compatible with the street theme. Refer to Planning Director for parking lot height and location requirements.
- **Parking Lots:** Parking lots must provide adequate lighting for safety. Lighting shall complement the building lighting fixtures.
- **Paths:** Paths through covered or open courtyards should be illuminated.
- **Night Lighting:** Night lighting, visible from the exterior of a building and the project's boundaries shall be limited to that necessary for security, safety, and identification. Night lighting shall also be screened from adjacent areas and not be directed in an upward manner or beyond the boundaries of the parcel on which the building is located.



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SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

- Trash and Recycling Enclosure Design:** Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials and detailing; for example, if the building is brick, then the enclosure shall be brick to match. In addition, landscape screening is desirable.
- Service Area Enclosures:** They may also stand apart from the building. In these cases the enclosure shall be constructed of substantial, durable materials that are compatible with the building finishes, as noted below, and shall be screened with landscaping in a planter which shall be along the entire trash enclosure wall perimeter.

 - Masonry is the most appropriate material for trash enclosures because of its extreme durability. The exterior shall be designed to be compatible with the building design.
 - If the exterior of the building is primarily wood siding a wood enclosure may be approved provided the following guidelines are met.
 - The walls are constructed of 2x4's at 16" on center
 - The walls shall sit on 6" high concrete curb which shall extend into the interior of the enclosure, serving as a wheel stop to prevent the trash bin from coming in contact with the walls.
 - The exterior shall be sided with the same material as the building.
 - The interior shall be sheathed in 3/4" plywood and painted to provide a washable surface.
 - Wood fencing, chain link fencing and chain link with redwood slats are not acceptable trash enclosure materials. Exposed concrete block may not be acceptable unless adequately detailed and screened.



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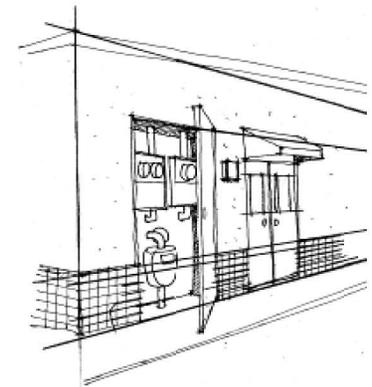
Service/utility/
Wastewater
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Energy Efficiency

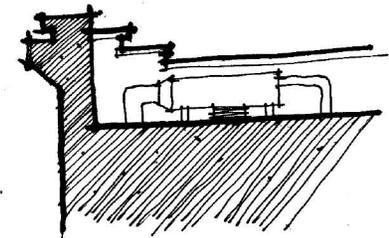
SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

- Mechanical, Electrical Services and Site Equipment:** New surface mounted exposed conduit or electrical lines are not acceptable. Electrical switch gear, meters, etc., which are visible to the public must be screened or housed in an enclosure that is compatible in design to the structure.

Site equipment such as vapor recovery units, transformers, gas and electric meters, irrigation controls, fire department connections, sprinkler risers, etc., must be screened from view at both the front and rear of buildings by landscaping and/or approved enclosures.
- Roof Mounted Equipment:** Roof mounted equipment must be thoughtfully located. Air conditioners, fans, vents, antennae, and other roof top equipment must be set back from the roof edge sufficiently to be out of the line of sight of a pedestrian on the opposite side of the street, or this equipment must be screened from view. Screening materials should be substantial, durable materials, compatible with the design and materials of the building. Wooden lattice, fence-like coverings may also be acceptable.
- Wastewater Treatment Facilities:** Wastewater treatment systems shall be located to the rear of the property out of public sight whenever possible. If high ground water or other issues preclude proper placement, all wastewater treatment equipment must be secured behind an approved fence system and obscured from site by landscaping. Facilities that are located within the public view will have more site-obscuring landscaping required.



Screen electrical and gas services



Screen roof top utilities behind parapet

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ENERGY EFFICIENCY RECOMENDATIONS

Incorporate practical energy efficient strategies in the project design. Refer to the proposed California Green Building Code located online at, http://www.documents.dgs.ca.gov/bsc/prpsd_stds/2007/2007_cgbsc_9-23-08.pdf. The proposed code will become effective January 2011, please keep these in mind when you design the project. Contact the Town's Building Official for specific code requirements.

Energy Efficiency: The following list of the most practical energy efficiency strategies for building design apply to both residential and commercial uses, unless stated otherwise. Strategies should be integrated into the design of the building and not "tacked on."

- **Site Design Elements:** Deciduous trees should be a part of the landscape improvements, that are positioned to shade windows, the building mass, air conditioning units, and paved areas, including the street during the summer. South and west facing sides of the building should be shaded with deciduous trees to save the most energy.
- **Building Design Elements:** Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize south and west facing windows. Properly proportion overhangs on south windows and west windows to provide sun screening. Accommodate daylighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.
- **Equipment Elements:** Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, electric vehicle charging stations in new parking lots, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.
- **Utility Consultation:** Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.
- **Site Lighting** should be design to include cut-offs to minimize the negative effects of lighting of the sky.
- **Solar Access - Adjacent Property:** To protect solar options on adjacent properties, projects should be designed to respect solar access on adjacent properties.
- **Solar Access - Roof Area:** To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

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SIGNS

Sign Design
Considerations

Signs are essential to any business. They are not only the most affordable means of advertising for many businesses, but also the first impression that the public gleans about your business. Well-designed and optimally visible signs are invaluable to a business, whereas ill-designed and incompatible signs detract from a business and can result in a loss of potential revenue.

Sign Size & Color

Signs are one of the most noticeable elements along Paradise's commercial streets and play a major role in creating a visual image for the Town. Well-designed signs add to the Town's attractiveness whereas signage that is poorly designed, constructed from low quality materials, or does not match the scale or style of the adjacent buildings reflects negatively on the streetscape and may negatively impact viewers' perceptions of local businesses and the broader community. Because of these factors, the Town encourages well designed signage using high quality materials and a clearly communicated message.

Quality and
Materials

It is in the interest of the Town, its residents, and local businesses that clear standards for sign design, materials, and placement are established to contribute to the expression of local character and the development of a distinctive Town image. The intent of the Town-wide Design standards and criteria includes the following:

- Assist property owners and business owners in understanding Town expectations
- Enhance the physical appearance of the Town
- Reduce the time and fees for processing sign approvals, when required
- Assist Staff reviewing sign permit applications by establishing criteria with which to judge the appropriateness of a sign's design.

Clark Road Corridor & Community-Commercial Development Area Criteria:

Location on
Building

- Clark Road Corridor signs should primarily be oriented toward vehicular traffic. The vehicle-oriented sign is usually read from a distance of 200 feet.
- Signs within the Clark Road area shall be compatible with the existing architecture. The size and shape of a sign shall be proportionate with the scale and the architecture of the building and/or structure.
- Signs shall contribute to the general appearance of the street and the character of the neighborhood in which they are located.
- Monument signs shall be placed to establish design continuity, scale and proportion.
- As an alternative to an attached sign, individually mounted lettering is encouraged.

Architectural
Compatibility &
Corporate Identity



Building Design

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Refer to Paradise Municipal Code, Chapter 17.37 regarding current sign regulations.

Sign Design Considerations

PREFERRED SIGNS

- Flush-mounted/wall signs with back lighting
- Matte or non-glossy backgrounds as glare and shine can contribute to illegibility
- Prefer ivory or off-white backgrounds. Bright, stark white backgrounds contribute to illegible signs.
- Awning signs (restricted to the valance or end flap); can be internally illuminated or backlit
- Ground-mounted monument signs with landscaping

Sign Size & Color

PERMITTED SIGNS

- Projecting, blade or hanging signs
- Roof mounted signs not above roof line (Refer to Paradise Municipal Code, Chapter 17.37 for exceptions)
- Illuminated signs where the panel is dark and the light is illuminated behind the letters
- Neon tube lighting on painted wall signs, on window signs
- Marquee signs for movie and theater and/or "community service" uses
- Building signs at customer accessible rear building entrances
- Banners for special sales promotions, etc.
- Portable signs professionally designed and temporary that comply with ADA accessibility and placed to not obstruct pedestrian movement
- Appurtenances must be compatible with building design and compliment surrounding businesses and area. Natural coloring and landscaping is preferred. Appurtenances must go through the design review process in order to be approved.



Quality and Materials

PROHIBITED SIGNS

- "Temporary" banners for business identification for more than 60 days unless extended by the Planning Director per Paradise Municipal Code 17.37).
- Animated, emitting, rotating, moving, or flashing signs; exposed raceways behind channel letters
- Abandoned signs
- Balloon signs, paper-, cloth-, or plastic-streamers and bunting (except holiday decorations)
- Traffic sign replicas
- Handmade portable signs that are not professionally designed, that violate ADA accessibility requirements, or that obstruct pedestrian movement
- Signs with obscene, indecent or immoral content
- Signs constituting a safety hazard
- Plastic or vinyl material stretched over a structure as a temporary sign except as allowed sign zoning code.

Location on Building



Architectural Compatibility & Corporate Identity

Building Design

Site Design

Sign

Streetscape

Sign Design Considerations

Sign Size, Color & Font

Quality and Materials

Location on Building

Architectural Compatibility & Corporate Identity

SIGN SIZE

- Refer to the Paradise Municipal Code; Chapter 17.37 regarding current sign regulations. All signs shall relate proportionately in size and placement to other building elements.
- Lettering should be proportionate to the size of the sign.
- **Window Signs:** refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations regarding window signs.
- **Monument signs:** are permitted if sight distance and engineering Right of Way specifications allow. New monument signs and monuments signs proposed in new developments are required to be landscaped. The landscape plan for the newly proposed monument sign must be approved by the same process as the Design Review process for signs. The applicant may appeal staff's decision to the Design Review Board by paying the appropriate fee, as adopted in the Town's Master Fee Schedule. The appeal must be filed within 10 days of the decision with the Town Manger's Office. The matter shall be scheduled for deliberation before the Design Review Board within 15 days after the date of filing.

SIGN COLOR

Sign color is just as important as the textual content. To be effective, the color should contribute to the legibility and design integrity of the affected property and should complement the colors of the building. Due to our geographical setting, natural, earth-tone colors are the preferred color palette for buildings and signs in the project area. Neon florescent or bright colors are discouraged.

SIGN FONT

A sign that contains too many fonts can be difficult to read, confusing and may appear disorganized. Some fonts can be very difficult to read at any reasonable distance.



Preferred Colors:
Natural, earth tone colors such as:

Brown
Beige
Green
Cream

Muted reds, toned down blues & pale yellows

Discouraged Colors:

Bright white, including excessively bright reds, yellows, greens, & blues.

No florescent colors or glossy white backgrounds.

Building Design

Site Design

Sign

Streetscape

Sign Design Considerations

QUALITY AND MATERIALS

All signs shall be constructed of high quality and weatherproof materials. Appropriate materials shall be used for all elements of signs including all letters, exposed edges, and surfaces.

Except for decorative wrought iron, any exposed hardware such as conduit, tubing (except neon tubing), raceways, conductors, transformers, mounting hardware and other equipment shall be concealed.



Sign Size, Color & Font

A project proposed with inappropriate materials may apply for special considerations only if the Town sign permit administrator determines that one of the following is applicable:

- The proposed material, in the particular application, will blend well with the existing or new materials;
- Other materials would not achieve the same desired theme of the proposed use; or
- The overall architectural design and detailing is of such quality as to justify its use.



Quality and Materials

Preferred Sign Materials

- Metal
- Wood
- Print on canvas awnings
- Painted graphics on building surfaces

Location on Building

Allowable Sign Materials

- Plexiglas, lexan or plastic
- Neon
- Vinyl Lettering
- Other durable products deemed suitable for outdoor signs

Architectural Compatibility & Corporate Identity

Prohibited Sign Material

- Unfinished Plywood or particleboard
- Paper



Building Design

Site Design

Sign

Streetscape

LOCATION ON BUILDING

Sign Design Considerations

Flush Mounted Signs:

- Sign placement should be symmetrically located within space that is defined by the building's architectural features such as its massing and its trim.

Awning Signs:

- An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message that is painted, printed, sewn, or stained onto the awning or awning flap.
- The sign on awnings shall be placed on the awning flap. The flap shall be at least eight (8) inches in height and with enough contrast so that the letters and symbols can be easily read.
- The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

Sign Size, Color & Font

Hanging/Shingle Signs:

- A hanging sign is generally located within a complex or plaza to be read by pedestrians along a sidewalk or arcade and by motorists in slow-moving vehicles.
- The size of a hanging sign shall be proportional to the building façade to which it is attached and typically should not exceed ten (10) square feet.
- A hanging sign can be hung perpendicular to but shall not project more than five (5) feet from the face of the building.
- Hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.
- The placement of a hanging sign shall not impede the safe movement of people or vehicles within a public right-of-way and shall be properly secured to a building in a structurally sound manner.

Quality and Materials

Location on Building

Architectural Compatibility & Corporate Identity

Temporary/Promotional Banner Signs:

- Refer to the Paradise Municipal Code; Chapter 17.37 regarding current sign regulations referencing promotional banner signs.



Building Design

Site Design

Sign

Streetscape

Sign Design
Considerations

Sign Size, Color
& Font

Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity

ARCHITECTURAL COMPATABILITY

Complement Building: Signage shall be modestly scaled and shall be incorporated into an architectural element that complements the overall character of the building. All signs shall relate proportionately in placement and size to other building elements, and sign style and color should complement the building façade.

CORPORATE IDENTITY

Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.

- **Signs:** Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.
- **Corporate Design:** The design character shall incorporate dominant materials and characteristics that are unique to Paradise.



Building Design

Site Design

Signs

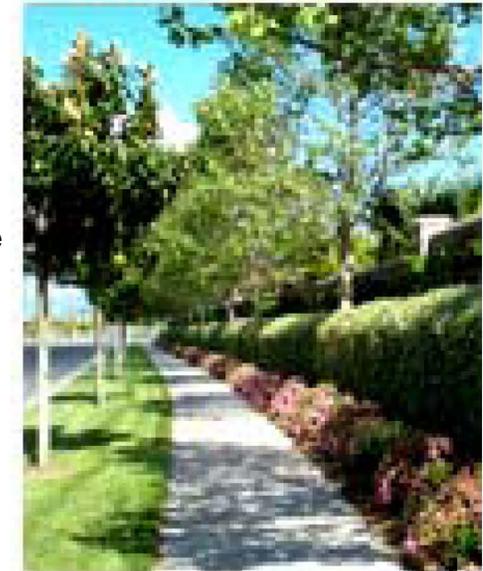
Streetscape

LANDSCAPE DESIGN

Attention should be paid to the selection of plants with natural water conserving tendencies that also promote aesthetic and functionality of the landscape.

Plants in public places should be hardy, easy to maintain, and promote a safe environment for the visitor. Refer to the Town Engineering requirements concerning streets, sidewalks, curbs, gutters and etc. before designing the site landscaping.

- **Forms:** Use landscape forms, such as hedges, trellises, fountains, and arbors to create public and private places. Accent color is encouraged. Deciduous trees shall be selected to provide a minimum of 50% shade coverage of total parking area, not including drive aisles. Minimum planter islands in parking fields shall be 6' x 6'.
- **Safety:** Visibility is critical in creating a safe environment and landscape should be designed with safety in mind. Using trees with tall canopies and low shrub materials (less than 36" in height) will facilitate visibility throughout the property. Parking lot landscaping shall not prevent a clear view for emergency services such as the fire and police department.
- **Street Trees:** Balance long-term viability of trees with the need for greater or lesser setbacks where conflicts with existing street trees exist. Street trees shall be selected from a mixed palette and shall consist of both deciduous and evergreen tree species with large broad canopies, including indigenous conifers. Provide adequate planter areas, irrigation source and maintenance.
- **Foundation Planting:** Plant heights within parking lot islands and perimeter buffers shall not exceed 30 inches in height, and shall be evergreen in nature.



Landscape Design

Irrigation

Preservation of
Trees

Building Design

Site Design

Signs

Streetscape

IRRIGATION

Landscape Design

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material, but it requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.
- **Water Conservation:** Select trees and plants that reflect the climate of Paradise and minimize water consumption. A recommended plant palette can be found in Appendix B.

Irrigation

Preservation of
Trees

Building Design

Site Design

Signs

Streetscape

PRESERVATION OF TREES

Street trees can be one of the most valuable assets to providing a city aesthetic character.

- **Arborist:** Consult with a professional arborist for advice on the health and maintenance of existing trees and sections of street trees prior to design.
- **Healthy Trees:** New development shall minimize loss of healthy existing trees.
- **Street Trees:** Preserve existing street trees. When replacing or building new sidewalks near existing historic trees, sidewalks should provide additional spaces and bend around widened tree trunks to lessen concrete-root conflicts. Provide appropriate new street trees that fit within the existing planting patterns.

Landscape Design

Irrigation

Preservation of
Trees



Glossary

ADDITION: New construction added to an existing building or structure.

ACCESSORY (OR ANCILLARY) STRUCTURES: A structure detached from a principal building located on the same lot and customarily incidental and subordinate to the principal building or use.

ALTERATION: Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building.

ANIMATED: Describes the use of building elements, areas, and colors that create variety and a sense of activity in and around a building.

APPURTENANCE: An appendage that is attached to a structure such as a roof top mechanical system, enclosed storage area, etc..

ARTICULATION: The dividing or segmenting of building elements into smaller components to create a sense of finer detailing. The variations in the exterior of the building or massing of buildings in a development. Elements of articulation may be described in terms of roughness of surface material, numbers of openings, patterns within the material or of different materials, massing, etc. Articulation can reduce the scale of larger buildings by the use of small detailed patterns.

BALUSTER: A turned or rectangular upright member supporting a stair rail.

BALUSTRADE: An entire railing system with top rail and balusters.

BARGEBOARD: A board which hangs from the projecting end of a gable roof covering the end rafters, and often sawn into a decorative pattern.

BAY WINDOW: A window in a wall that projects at an angle to another wall.

BOARD AND BATTEN: Siding fashioned of boards set vertically and covered where their edges join by narrow strips called battens.

BOLLARD: A vertical element designed to prevent the movement of vehicles across a roadway or into a pedestrian area.

BRACKET: An ornamental or structural member or both set under a projecting element, such as the eaves of a house.

CAPITAL: The head of a column or pilaster.

COLUMN: A vertical support, usually supporting a member above.

CORBEL: In masonry, a projection, or one of a series of projections, each stepped progressively farther forward with height and articulating a cornice or supporting an overhanging member.

Glossary

CORNICE: The uppermost projecting part of an entablature, or a feature resembling it. Any projecting ornamental molding along the top of a wall, building, etc.

CRESTING: Decoration applied along roof ridges generally consisting of ornamental metal.

DENTILS: A row of small tooth-like blocks in a classical cornice.

DESIGN CONTINUITY: A unifying or connecting theme or physical feature for a particular setting or place, provided by one or more elements of the natural or created environment. Consistency in scale, quality, or character between new and existing development so as to avoid abrupt and/or severe differences.

DESIGN RHYTHM OR PATTERN: The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

DORMER WINDOW: A window that projects from a roof.

DOUBLE HUNG WINDOW: A window with two sashes, one sliding vertically over the other.

EAVES: The edge of a roof that projects beyond the face of a wall.

ELEVATION: The external faces of the building.

ELL: The rear wing of a house, generally one room wide and running perpendicular to the principal building.

ENGAGED COLUMN: A round column attached to the wall.

ENTABLATURE: The band of moldings near the top of a facade, divided into cornice, frieze, and architrave.

FACADE: The exterior walls of a building exposed to public view, or that wall viewed by persons not within the building.

FENESTRATION: The arrangement of windows on a building.

FINIAL: A pointed ornament at a gable peak

FLUTING: Shallow, concave grooves running vertically on the shaft of a column, pilaster, or other surface.

FRETWORK: Ornamental woodwork, cut into a pattern, often elaborate.

Glossary

FRIEZE BOARD: A flat board at the top of a wall directly beneath the cornice.

GABLE: The triangular section of a wall to carry a pitched roof.

GABLE ROOF: A roof with a central ridge and one slope at each side.,

HARDSCAPE VS. SOFTSCAPE: Hardscape street improvements that include paving elements, such as roads sidewalks, and medians. Softscape improvements include landscaping elements, such as trees, bushes and other plant material.

HIPPED ROOF: A roof with uniform slopes on all four sides.

HOOD MOLD: A projecting molding above an arch, doorway or window.

IRRIGATION: Method of artificial watering, usually through automatic sprinkler systems.

LATTICE: An openwork grill of interlacing wood strips used as screening.

LINTEL: A horizontal beam or stone bridging an opening.

MANSARD ROOF: A roof with two slopes on all four sides, with the lower slope almost vertical and the upper almost horizontal.

MASSING: The distribution of building volumes in regard to a) the building's relative location on the site; and b) the height, width, depth of the elements of a building relative to each other. An example of the second aspect could be "the bell tower of a church in relation to the assembly building of a church" are separate masses.

MEDIAN: A barrier placed between lanes of traffic flowing in opposite directions, usually wide enough to be landscaped and have trees planted in it.

METAL STANDING SEAM ROOF: A roof composed of overlapping sections of metal such as copper-bearing steel or iron coated with a thin alloy of lead and tin. These roofs were attached or crimped together in various raised seams for which the roofs are named.

MODILLION: A horizontal bracket, often in the form of a plain block, ornamenting, or sometimes supporting, the underside of a cornice.

MONOCHROMATIC: The use of one color.

MULLION: A vertical strip dividing the panes of a window.

Glossary

OPAQUE: A material that does not transmit light.

ORIENTATION: The direction that various sides of a building face.

PALLADIAN WINDOW: A window with three openings, the central one arched and wider than the flanking ones.

PARAPET: The extension of the main wall of a building above the roof level.

PAVING: Common terminology for surface materials. These can be asphalt paving, integral paving, stones, brick or concrete (See Hardscape).

PEDESTRIAN SCALE: A design relating to the scale of an average person.

PEDIMENT: A triangular space in a gable closed on all three sides.

PERSPECTIVE: The presentation of a building elevation from a three-dimensional orientation.

PILASTER: A square pillar attached, but projecting from a wall, resembling a classical column.

PORTE-COCHERE: A porch large enough to enclose wheeled vehicles.

PORTICO: A roofed space, open or partly enclosed, forming the entrance and centerpiece of the facade of a building, often with columns and a pediment.

PUBLIC IMPROVEMENTS: Publicly directed enhancements, often to streetscapes and other public amenities.

PUNCHED WINDOWS: Individual window elements as opposed to a continuous horizontal band of windows. Punched windows can be either in the same plane with the exterior surface or more appropriately recede behind the plane.

PYRAMIDAL ROOF: A roof with four identical sides rising to a central peak.

QUOINS: Stone blocks or bricks ornamenting the outside walls of a building.

REHABILITATION: To restore to a good condition while preserving significant features.

REMODEL: To reconstruct or alter.

RENDERING: The detailed colored presentation of a building elevation, perspective, or plan.

Glossary

RESTORATION: To bring back to a documented former condition or appearance.

RIGHT OF WAY: (R.O.W.) Land publicly controlled, including streets, sidewalks and alleys.

SASH: The movable framework containing the glass in a window.

SCALE: Describes the relationship of objects size to another. A building's scale might be described in relation to its neighboring context, to the components of the building itself, or to a human being. For the purpose of this text, "Human Scale" refers to buildings and streetscapes that comfortably relate to the human figure (pedestrians).

SCORING PATTERNS: Lines scribed into concrete, usually in sidewalks.

SCREENING: To visually separate, or mask for aesthetic purposes or privacy issues.

SETBACK: The distance between the building and any lot line.

SHADOW CASTING: The shade cast by a structure or building on the surrounding areas during the day and over various seasons.

SILL: A horizontal member at the bottom of a window or door opening.

SIDING: The exterior wall covering or sheathing of a structure.

SPALLING: Flaking of the outer face of masonry, often caused by expanding moisture in freezing conditions.

STREETSCAPE: A setting or expanse describing visible signage, fixtures, paving, landscaping, and buildings along a street way.

TERRA COTTA: Cast and fired clay units, used as ornamentation.

TRANSOM: Horizontal window like element above the door.

VERGEBOARD: The vertical face board following and set under the roof edge of a gable, sometimes decorated by carving.

WEATHERBOARD: Wood siding consisting of overlapping boards usually thicker at one edge than the other.

ZONING ORDINANCE: The Zoning Ordinance of the Town of Paradise.

Appendix A - Design Review Process

Design Review Board

The Design Review Board was originally established by the Paradise Town Council on September 25, 2001. The five member board meets on an as needed basis and is governed by procedures set forth in the Paradise Municipal Code, Chapter 17.41.

Design Review Process

The design review process is set by Council and is enumerated in Chapter 17.41 of the Paradise Municipal Code. The specific steps are noted in detail in the application packet. The application packet is posted on the Town's website.

Applicants may submit for design review in concurrence with certain land use applications, however, building permits will not be issued without design review approval or conditional approval.

An applicant may appeal any decision made by the Design Review Board as set forth by the procedures in Chapter 17.41 of the Paradise Municipal Code.

Appendix B—Plant Palette

Street Trees

BOTANICAL NAME	COMMON NAME
Acer rubrum	'Red Maple'
Calocedrus decurrens	Incense Cedar
Liriodendron tulipifera "Arnold"	Tulip Tree
Platanus acerifolia 'Bloodgood'	London Plane Tree
Platanus racemosa	California Sycamore
Quercus douglasii	Blue Oak
Quercus ilex	Holly Oak
Quercus lobata	Valley Oak
Quercus rubra	Red Oak
Quercus wislizenii	Interior Live Oak

Secondary Street Trees

BOTANICAL NAME	COMMON NAME
Cedrus deodara	Deodar Cedar
Prunus cerasifera 'Krauter Vesuvius'	Purple Leaf Plum
Pyrus calleryana 'Aristocrat'	Aristocrat Pear
Tilia americana	American Linden

Small Accent Trees

BOTANICAL NAME	COMMON NAME
Arbutus marina	Strawberry Tree
Cercis occidentalis	Western Redbud
Cornus nuttallii	Pacific Dogwood
Heteromeles arbutifolia	Toyon
Magnolia Stellata	Star Magnolia (multi-trunk)
Prunus caroliniana	Carolina Laurel Cherry

Large Shrubs: 5' - 6' Tall

BOTANICAL NAME	COMMON NAME
Arbutus unedo	
'Compacta'	Dwarf Strawberry Tree
Cotoneaster parneyi	Parney Cotoneaster
Ilex cornuta	Chinese Holly

Large Shrubs continued:

BOTANICAL NAME	COMMON NAME
Ligustrum japonicum	
'Texanum'	Texas Privet
Philadelphus lewisii	Wild Mock Orange
Photinia fraseri	Photinia
Pittosporum tobira	Mock Orange
Pittosporum tobira 'Variegata'	Variegated Tobira
Prunus caroliniana	
'Brite N Tite'	Carolina Cherry
Prunus laurocerasus	English Laurel
Raphiolepis indica	
'Majestic Beauty'	Majestic Beauty Raphiolepis
Rhamnus spp.	Coffeeferry
Viburnum opulus	
'Roseum'	European Cranberry Bush

Medium Shrubs: 3' - 4' Tall

BOTANICAL NAME	COMMON NAME
Atriplex spp.	Saltbush
Berberis thunbergii	
'Atropurpurea'	Red Leaf Japanese Barberry
Buxus japonica	Boxwood species
Dietes vegeta	Fortnight Lilly
Grevillea noellii	Grevillea
Hypericum moseranum	Gold Flower
Pinus mugo	Mugo Pine
Prunus laurocerasus	
'Otto Luyken'	Otto Luyken Laurel
Raphiolepis indica	
'Jack Evans'	Jack Evans Raphiolepis
Rhus integrifolia	Lemonade Berry
Rosa spp.	Various Rose species
Umbellularia californica	California Bay Laurel
Nandina Domestica	Heavenly Bamboo

Appendix B—Plant Palette

Small Shrubs: 1' - 3' Tall

BOTANICAL NAME	COMMON NAME
Artemisia 'Powis Castle'	Artemisia
Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Bush
Berberis thunbergii 'Crimson Pygmy'	Crimson Pygmy Barberry
Calycanthus occidentalis	Spice Bush
Carpenteria californica	Bush Anemone
Chaenomeles 'Stanford Red'	Flowering Quince
Cotoneaster dammeri 'Lowfast'	Lowfast Bearberry Cotoneaster
Hemerocallis hybrid	Daylily
Heuchera S. 'Santa Ana Cardinal'	Coral Bells
Iris germanica	Bearded Iris
Juniperus conferta	Shore Juniper
Juniperus horizontalis 'Youngstown'	Youngstown Juniper
Mahonia aquifolium 'Compacta'	Dwarf Oregon Grape
Penstemon gloxiniioides 'Firebird'	Border Penstemon
Pittosporum tobira 'Wheeler's Dwarf'	Dwarf Tobira
Raphiolepis ballerina	Dwarf Raphiolepis
Rhus ovata	Sugar Bush
Rosemarinus ingramii	Collingwood Ingram Rosemary
Spiraea bumalda 'Anthony Waterer'	Anthony Waterer Spiraea

Groundcover

BOTANICAL NAME	COMMON NAME
Arctostaphylos 'Emerald Carpet'	Dwarf Manzanita
Baccharis pilularis 'Twin Peaks'	Coyote Bush
Coprosma pumila 'Verde Vista'	Coprosma
Hypericum calycinum	St. Johnswort
Juniperus conferta	Shore Juniper
Rosmarinus officinalis	Prostrate Rosemary
Trachelospermum asiaticum	Asian Jasmine
Trachelospermum jasminoides	Star Jasmine

Vines

BOTANICAL NAME	COMMON NAME
Campsis radicans	Trumpet Vine
Clematis spp.	Clematis
Lonicera japonica	Honeysuckle
Parthenocissus tricuspidata	Boston Ivy

Appendix C—Color Palette

Permitted Colors

When considering future development, one has only to look around for inspiration. Paradise is located on a beautiful ridgetop in the Sierra Nevada foothills with breathtaking canyon views and heavenly blue skylines. A large portion of the Town is tucked away among the trees and the natural wooded forest. Fresh water lakes, rivers and waterways sustain the native habitat. The natural vegetation is awakened each Spring with vibrant color, while the Fall, not to be outdone, defies the winter frost with striking a splendor of crimson and gold. These are the colors of Paradise.

Since structural elements such as buildings and signs are designed to be part of the landscape for a long period of time, it is important to respect the existing viewshed and follow desired design standards. Choosing a color palette from the natural environment ensures aesthetic harmony.

The common understanding of earth tones include a color scheme that draws from a palette of browns, tans, grays, greens, oranges, whites, blues and some reds. The colors in an earth tone scheme are muted and flat in an emulation of the neutral colors found in soil, moss, trees and rocks. Many earth tones originate from clay earth pigments, such as umber, ochre and sienna. (See Chart C-1 for a sample of permitted colors.)

Prohibited Colors

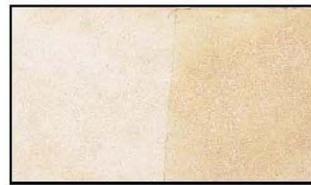
The right color palette enhances the attractiveness of a structure or sign face. Using compatible color families, hues, values and tones will ensure that colors blend well and fit in with the surrounding elements.

Some advertisers use bright colors to attract attention, which is acceptable for television and print media. However when designing permanent structures and permanent signs, colors should blend, enhance, and promote the natural beauty of the surrounding area. Therefore bright, intensively-toned colors are typically not viewed as a visually pleasing color choice for certain design elements.

Fluorescent colors are intense and brilliant with a strong, vivid color saturation. Therefore, fluorescent and other brightly toned colors which are mainly used to “stand out” and distract will not be eligible color choices for permanent structures.

When using digital processing for sign design, colors above 60% on the CYMK color chart will be questioned or prohibited. In other words, adding shades or diminishing tones of certain colors will be necessary to obtain design review approval for color palettes. (See Chart C-2 for a sample of prohibited colors.)

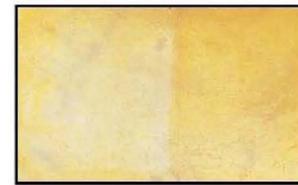
*Chart C-1
Permitted
Colors*



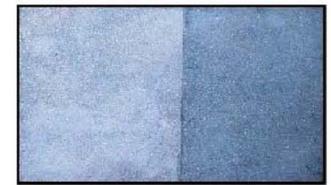
Mocha Cream



Feather Grey



Harvest Gold



Newport Blue



Desert Sand



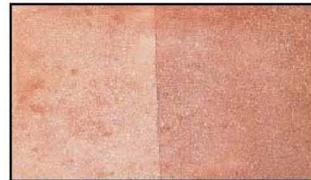
Rocky Grey



Woodland Olive



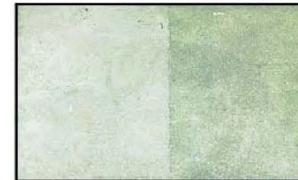
Midnight Blue



Cordova Tan



Charcoal Grey



Leaf Green



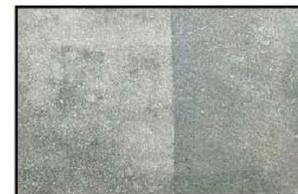
Chocolate Brown



Walnut Brown



Rich Earth



Slate Green



Rustic Brown



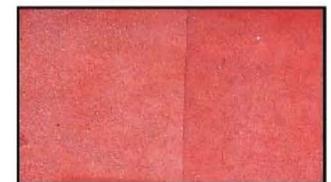
Canyon Brown



Dark Grey

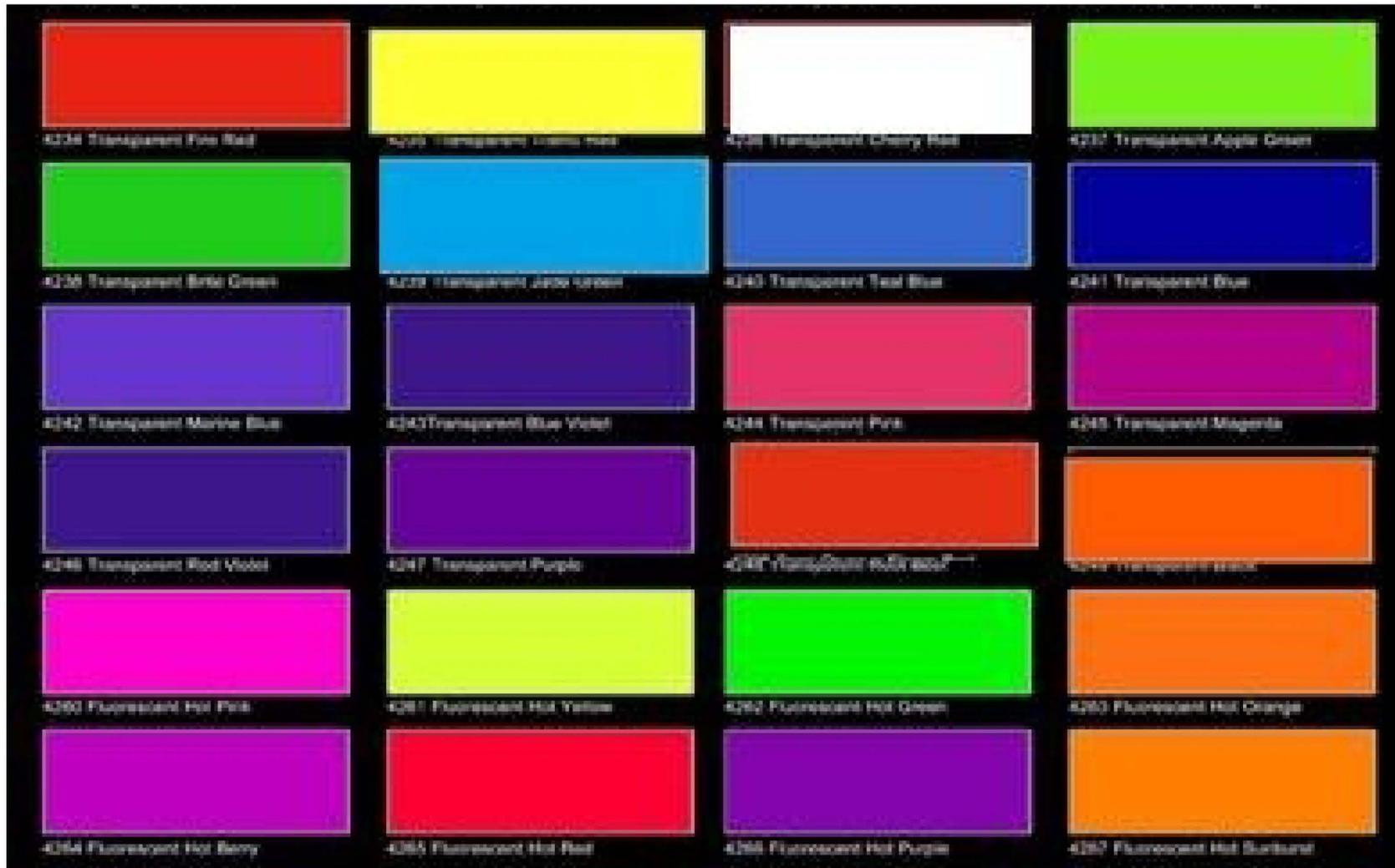


Forest Green



Barn Red

Chart C-2
Prohibited Colors



Tech Village Business Park, Industrial Clusters

The Business/ Industrial Cluster boundaries include all current industrial zoned properties located in the area of lower Clark Road.



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Appendix A—Design Review Process

Appendix B—Plant Palette

Appendix C—Color Palette

Purpose:

These Design Standards represent the community's desire for good design by encouraging creativity, interest and variety, and by building upon local character to create efficient, sustainable and livable places. The Standards are intended to promote a desired level of future development in Paradise that:

1. Preserves the sense of a small-town community in a natural mountain environment;
2. Contributes to a positive physical image and identity, while preserving the surrounding environment;
3. Provides design assistance to the development community, architects/designers and property owners;
4. Promotes high-quality development that stimulates investment in the economic vitality of Paradise;
5. Facilitates the development of projects that establish a sense of place while complementing the character of traditional design established within the existing neighborhoods of the Town;
6. Implements the goals, objectives, and policies of the Town of Paradise General Plan;
7. Maintains and enhances property values and pride of ownership.

These Standards are meant for use by property owners, developers, business owners, and architects in achieving a superior quality design of new construction and additions to existing buildings. The purpose of the Standards is to promote quality designs that have been carefully considered and that have well integrated building features and architectural elements. These Standards complement existing development procedures, policies and laws.

Applicability:

The standards contained in this document are focused on design. This document is not intended to provide a listing of all Town standards or requirements. Applicants should also refer to the Paradise General Plan, the Paradise Zoning Code, the Paradise Municipal Code, the Subdivision Ordinance, and engineering design standards and related documents. Where any conflict arises, the Town codes and standards listed above will supersede these design standards.

In cases where a property is located in an overlapping geographical design area, the following hierarchical order will be applied to the property when making decisions for Design Review: (1) Downtown (2) Gateway/Scenic Highway Corridor (3) RDA Project Area (4) Clark Road Commercial/Development Areas (5) Industrial/Business Cluster.

In this document the terms "should" or "encouraged" means that the Town strongly prefers that the applicant apply the criteria to his or her project, but the applicant may use an alternative design feature to the one expressed by the criteria, if they can demonstrate that an alternative design feature may be used to achieve the design concept or desired aesthetic. The term "prohibited" is intended to illustrate those aspects of design which do not achieve the Town's design review objective or meet the design review criteria and are therefore not permitted. Final determination rests with the design review approval process.

Goals:

Cogs or industrial-type business clusters would allow for sharing of development costs. (i.e. instead of paying for 100% of development costs, developers pay a pro-rata share for fire protection, roads, etc. The following are goals the Town would like to see in the Industrial Cluster Area:

- Establish an attractive and viable industrial /business park capable of attracting new and innovative approaches to industry and technology.
- Encourage developments that are harmonious with the surrounding developments and natural environment.
- Use green development standards to provide sustainable industry.
- Promote designs that improve the function of the area and protects the surrounding community from objectionable impacts.
- Promote the Industrial Park as a highly desirable, high-tech area that invites innovative, light manufacturing, especially the production of green technology and entrepreneurial enterprises.
- Encourage small industry incubators and cottage industry clusters.
- Encourage industry that serves existing industry and businesses with within the Town.
- Encourage site design that incorporates orientation and setting for climate and energy conservation.
- To protect important public viewsheds that are of value to the Community of Paradise.



Building Design

Site Design

Sign

Streetscape

SCALE/HEIGHT/MASSING

Scale/Height/
Massing

Architectural
Detailing

Materials & Finishes

Site Planning &
Building Placement

Visibility/Windows

- Building design shall utilize materials, colors and forms to reduce the large scale of industrial buildings, and reflect the attention to detail that enhances Paradise’s character and charm.
- Multi-story building elements shall be placed to create interest and identity on large buildings.
- Buildings at or near interior side or rear property lines shall be designed to “step” or tier away from the property line with each successive story for a horizontal distance equal to the vertical height of the story below.
- Building elevations visible from Clark Road and adjacent properties should be designed so as not to present the appearance of a rear elevation with loading doors, large blank walls and, absence of architectural features. Angled walls, varied setbacks and rooflines, architectural wall treatments, and extensive landscaping and screening techniques should be used to minimize visual impacts.
- Vertical and horizontal wall articulation, such as variety in the height and wall depth of structures, architectural patterns, and use of colors and materials should be used to visually divide large industrial building elevations into smaller sections.
- All buildings shall have a definable base, mid body and cap element.



Building Design

Site Design

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Scale/Height/
MassingArchitectural
Detailing

Materials & Finishes

Site Planning &
Building Placement

Visibility/Windows

ARCHITECTURAL FEATURES

To promote high quality industrial building design reflective of the great character and mountainous setting of Paradise.

- **Articulation:** Building articulation embodies a group of design devices that overlap scale, height, massing, and level of detail. Building articulation can be accomplished with the placement of windows and entries, planar changes, volume changes, significant color changes, material changes, variable transparency, and the creation of shadow textures with trellises and overhangs. Industrial buildings generally require less articulation and details than buildings used for other purposes and located in other zones
- **Details:** Provide details that create shadows, line surfaces, and volumes at a different and more human scale, where applicable.
- **Equal Details:** All visible building sides should be designed with a complementary level of detail, quality of materials, and continuity of color.
- **Roof Treatments:** Variations in roof lines should be used to add interest to, and reduce the massing of buildings.

BUILDING DESIGN

- Building design shall preserve and enhance the existing community character of Paradise through diverse approaches of design.
- Building design shall recognize and protect the major view corridors of the site and adjacent neighborhood to and from the natural and built environment.
- Building design shall be completed by a licensed Architect or building design professional to state law.
- Building design should incorporate design for climate and energy conservation.
- Metal (or glass) canopies may be appropriate on some buildings if they are compatible in scale and overall design. Canopies should be simple in design and not obscure architectural features.
- The use of windows such as an architectural element is of critical importance to façade design.



Building Design

Site Design

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Streetscape

ARCHITECTURAL DETAILING

Scale/Height/
Massing

Roof Designs: Roof designs must be an integral part of the building design and shall complement and enhance the building form and architecture.

- Design shall be varied and articulated to reduce building mass and add visual interest on large warehouse type buildings. Articulation of wall height and alignment, and wall cornice detailing shall be used.
- Roof materials and colors shall be consistent with the quality and style of other building materials used in the vicinity. Appropriate roofing material considerations for use in the Paradise area include, but are not limited to: slate, Concrete tile (flat with smooth or raked finish), copper, standing seam or batten metal roof (factory applied enamel finishes only), corrugated metal, fire retardant treated wood shakes or shingles and architectural grade composition shingles.
- When applicable, roof overhangs on south and west facing walls of buildings shall be used to provide effective protection of window areas from the summer sun, while allowing in the lower winter sun rays.
- Mechanical equipment attached to the top of building facades must be concealed.

Architectural
Detailing

Metal building designs: Shall be consistent with the character of Paradise with careful attention to architectural detail.

- Detail shall be emphasized through the use of trim bands, parapets, fascias, entry recess design elements, reveals, covered entries, decorative windows and other design features which result in appearances similar to conventionally constructed buildings.

Materials & Finishes

Site Planning &
Building Placement

Visibility/Windows



Building Design

Site Design

Sign

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Scale/Height/
Massing

Architectural
Detailing

Materials & Finishes

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Visibility/Windows

MATERIALS AND FINISHES

- Construction materials that will replicate a sense of Paradise's foothill views and features shall be utilized in new construction. These include but are not limited to metal roofing and siding, wood siding, split faced block, stone and slate.
- Texture and color shall be used to emphasize detail and create the architectural interest and quality characteristic of Paradise. Refer to Appendix C— Color Palette for acceptable building colors.
- Any metal exposed on buildings shall be of architectural quality, color and texture and should be harmonious with the surrounding neighborhood buildings. It should be composed of low glare materials, which will not result in off-site light glare or have an unfavorable appearance when viewed from public streets or from other surrounding areas.



See Appendix C—Color Palette

Allowed Materials:

Stacked Stone
Slate
Brick
Block
Wood
Tile
Plaster
Stucco
Horizontal siding
Prefinished ceramic
Metal Panels

Discouraged Finish Materials:

Cement
Exposed Concrete block
Steel siding
Snap-on metal grills
Metal sheeting
Vinyl siding

Building Design

Site Design

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Scale/Height/
Massing

VISIBILITY/WINDOWS

Industrial buildings tend to use windows in a different manner than retail stores, that use windows to display merchandise. Windows on industrial buildings can be attractive and promote harmony between the project and the natural surroundings. The example to the right is an attractive industrial-type building that uses windows, colors and landscaping to “dress up” the square building.



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INGRESS AND EGRESS

Vehicle Access and On-Site Circulation:

- Major access points to industrial centers or adjacent developments should have coordinated access points whenever possible. Separated ingress and egress points with landscaped islands should be provided. Ingress or egress points should be coordinated with openings in the center median and existing or planned access points on the opposite side of the roadway.
- **Line of Sight:** Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to allow a passing motorist to view a car exiting a driveway. Structures, fences, walls, plant materials and etc. located in site triangles may have height and location restrictions. Refer to the Town Engineer for additional requirements.
- On-site vehicle circulation should be designed to discourage speeding throughout parking areas to minimize the potential conflict with pedestrians and parked vehicles. Radii for turns shall be designed to facilitate emergency vehicles to the satisfaction of the Fire Department.
- Shared access drives between adjacent parcels of similar use should be utilized to minimize the number of curb cuts to the street. Reciprocal access and parking agreements, between compatible adjacent land uses, for pedestrians and vehicles are strongly encouraged.
- Avoid use of bumpers in the parking areas to facilitate lot cleaning and snow removal.



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PARKING & PEDESTRIAN CIRCULATION

Refer to Town of Paradise Engineering Standards for specific parking lot requirements.

- Parking lot designs shall provide clearly identifiable and easily accessible entrances to project sites, integrate and separate the needs of pedestrians and vehicles, provide aisle circulation patterns with avoidance of dead-end aisles, and provide or address the potential of interconnection between adjacent similar uses.
- Industrial projects in Paradise should be designed to accommodate other modes of transportation by providing facilities and links needed for pedestrians and bicyclists.
- Efficient and safe ingress and egress, and on-site circulation shall be provided in all industrial projects.
- Vehicle access should be carefully considered for a clear and uniform traffic pattern through the lot. Parking lots should include pedestrian bulb-outs between stalls, sidewalks, and clear pedestrian paths to enhance pedestrian access and safety.
- Each site shall provide the minimum number of parking spaces and the minimum space size and aisle dimensions as required by the Paradise Zoning Ordinance. Compact parking spaces, when provided, shall be dispersed evenly throughout parking area.
- Parking areas located adjacent or beside the street should be buffered from public view by a combination of berming and/or screen walls with appropriate screen planting.
- Sidewalk corridors in parking lots should have landscaping on the walkway or alternating from one side to the other to provide shading for pedestrians.



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CREATING PLACES

Create spaces that are clearly defined to satisfy gathering and privacy needs of people at various scales. Each scale should be appropriate to the role of the space in the community.

- Design common open spaces to support the ability to create special places in the project. (Examples: Parks, plazas, and other shared open spaces.)
- **Visible Open Space:** Courtyards and other common open space, internal to buildings or groups of buildings, should be as visible as possible to and from the street, and provide a “transition” between the street and private areas near the building or courtyard.



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PAVING / HARDSCAPE

- **Pavement Treatments:** Support the project design concept with paving and hardscape materials selected to best complement materials, textures, and color of proposed structures, and to enhance the proposed landscaping.
- **Quality of Design:** Interesting paving patterns are encouraged. The uniqueness of a well-designed hard surface can enhance the overall project design. Front entries to businesses can represent the individuality of the occupants with differing hardscape treatments.
- **Materials:** High quality building materials are recommended. The use of complementary paving materials to create banding and/or borders can greatly enhance the richness of a paving surface without adding extraordinary project costs.
- **Safety:** All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check with Town building officials for current codes concerning this issue.



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LOCATION OF STRUCTURES

Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures.

- **Village Form:** Create a transit oriented mixed-use employment center that offers a variety of compact, attached housing options and neighborhood oriented retail services, and provides for the needs to today's workforce.
- Promote the retention of stands of trees, natural vegetation, wetlands, stream corridors, and environmentally sensitive areas whenever possible to separate light industrial/business park developments from residential land uses.
- Where possible, use existing topography to naturally separate light industrial/business park and residential areas.
- Wastewater Treatment equipment should always be located in the back portion of the property, or the portion of the property least affected by public view (including residential areas). In those instances where high ground water or other site restricting elements does not permit the wastewater equipment to be totally obscured from sight, than a decorative, secured privacy wall with landscaping will be required.



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BUILDING PLACEMENT

- Actual building coverage achieved may be less than the maximum allowed due to site constraints including, but not limited to wastewater treatment, tree preservation requirements, topography, wetlands, easements or other natural or physical constraints.
- Landscape or other open space areas, as may be required by the Town of Paradise Zoning Ordinance and as dictated by site features, shall constitute a portion of the parcel area for calculation purposes of the maximum coverage or floor area ratio.
- All new design proposals shall consider the influence on neighboring properties and should integrate the relationships between the old and new developments to create a pleasing transition. Adjacent properties zoned differently shall minimize impacts on the property zoned for lower density. This can be achieved through orientation, setbacks, building heights, buffering, fencing, landscaping, or design details.
- Buildings shall be designed to take advantage of sunlight, existing circulation, natural landscaping, open space and attractive views such as prominent landmarks, historic buildings and the natural environment.
- Buildings within industrial centers shall avoid “Linear Placement”. This can be accomplished through varied setbacks, multi-building developments and vertical and horizontal facade articulation.



BUILDING SETBACKS

- The setbacks for individual projects shall comply with the minimum requirements set forth in the Town of Paradise zoning ordinance, and industrial building developments should be setback from the street to minimize unsightly views from the public.
- Projects with more than one story should have increasingly larger setbacks per number of floors from adjacent commercial, office or open space zones. When abutting commercial, office or open space zones, side and rear setbacks shall allow for a sufficient landscape area adjacent to the property lines to buffer impacts of the industrial development and screen potentially undesirable views from the commercial or office use into the industrial property.
- Building setbacks from public streets in infill developments must consider the surrounding building setbacks.

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LANDSCAPING

- Street trees shall be planted at intervals to create a full canopy of shade along sidewalks when the trees mature. Trees should be protected with tree grates and tree fences when appropriate to allow for growth and maturing of the tree.
- Primary street trees should provide shade for the pedestrians, define the public way and soften the street. Secondary street trees should complement and support the primary trees and be used to create a “natural forested” character in streetscapes.
- Accent trees should be used to define entrances, add variety in form and color or highlight other focal points of the streets.
- Low growing shrubs should be used to frame the sidewalk and screen parked cars in parking areas abutting the street. Ground treatments, ground cover and seasonal plants for color variation should be incorporated into the streetscape landscaping.
- Trees and shrubs planted at all intersections and driveways shall be selected and located to maintain a safe sight line distance for vehicles and pedestrians, defined as a right angle triangular shape whose base and side is measured a distance of twenty five feet parallel and perpendicular to the intersection or driveway. The entire area of this triangle shall be kept at a maximum height of thirty inches above finished grade.
- Landscaping shall be drought tolerant, and of native species. Plant materials for streetscapes should be selected and located to avoid future conflicts with underground and overhead utility lines, easements, services and equipment.

Parking Lot Landscaping: Parking lot perimeters that have street frontage should provide an aesthetically pleasing visual buffer and follow the same general guidelines as proposed for the rest of the redevelopment project area.

- Plants should be chosen that are easily maintained, resilient to excess pedestrian traffic, and tolerant of excessive heat gain from asphalt parking areas.
- Plant heights within parking lot islands and perimeter buffers shall not exceed 30 inches in height, and shall be evergreen in nature.



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IRRIGATION

- **Mechanical Irrigation Versus Hand Watering:** The plant material lives a healthier life cycle with consistent supplemental watering. An automatic, underground, irrigation system is required to promote and/or protect the landscape investment that is installed with new projects.
- **Drip Irrigation:** Drip irrigation is the most efficient means to deliver supplemental water to plant material; it can also be the easiest to install. Nonetheless, a drip irrigation system requires more attention and maintenance than a conventional spray system. Drip irrigation is recommended for water conservation and reduction of water runoff, but if proper maintenance can not be provided, a conventional spray system is preferable.
- **General Notes:** All sprinkler heads adjacent to walks, curbs, or any pedestrian way should be pop-up varieties. Adjust all heads to provide even coverage and to avoid overthrow onto walks, walls, and windows. Install anti-drain valves to prevent line drainage and soil erosion. Irrigation heads within turf grass areas should provide head-to-head coverage. Turf grass planting should be irrigated separately from shrub/ground cover areas. Trees should be deep irrigated with bubblers.



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FENCES / WALLS

- **Height:** Industrial sites that abut commercial or office-zoned properties shall provide a solid wall or fence with minimum height of six feet continuously along the back of the property except at pedestrian/vehicle access points.
- **Location:** Walls and solid fences on public streets are discouraged.
- **Materials:** Walls and fences shall be made of native stone, Split faced block, masonry with cement plaster finish, natural brick, wood, detailed wrought iron.
- Screen materials and colors shall complement the buildings architectural style utilizing the prevalent materials and design for the structure and the neighborhood. Materials and finishes shall be durable including resistance to graffiti and water staining, able to withstand local climatic conditions and easily maintained.
- A combination of fencing and landscaping shall screen public views of the following:
 - Parking lots
 - Trash disposal areas
 - Service and loading/unloading areas
 - Equipment on the roof, side of building, or ground
 - Wastewater treatment equipment



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SITE FURNISHINGS

Utilize site and street furniture of a design, material, and color that best complements the proposed structure and landscaping concept.

- The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.
- The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.
- Promote the use of existing land features, vegetation such as stands of trees and hedgerows, and stream corridors as natural buffers.
- Provide outdoor seating areas and publicly accessible plazas and open spaces. These areas should be landscaped with high-quality pavers, such as stone, concrete, tile or brick.



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SITE LIGHTING

- Exterior lighting should be used to enhance architectural, landscaping and other project features with the exception of roof lights or lighted roof panels. Fixtures, standards and all exposed accessories should be harmonious with building design and reflective of Paradise's attention to detail.
- Main building entries shall have the highest amount of illumination followed by the pedestrian walkways.
- Lighting levels shall be limited to the minimum levels necessary to provide public safety. Lighting fixtures shall be thoughtfully placed to avoid light spillage and glare on adjacent properties. All fixtures shall incorporate "down shine" features for light control.
- Lighting fixtures should complement the architecture of the project and should be of durable and vandal resistant materials and construction. Energy efficient lighting is required.
- Lighting "spill over" shall not exceed 0.5 foot candles at any point on residential premises, churches and other sensitive uses.
- A photometric lighting plan of site illumination including all site and building mounted exterior lighting indicating the level of illumination proposed throughout the entire site should be provided to Town staff before project approval.
- Refer to Planning Director for parking lot height and location requirements.



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SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

- Trash and Recycling Enclosure Design:** Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials and detailing; for example, if the building is brick, then the enclosure shall be brick to match. In addition, landscape screening is desirable.
 - All refuse and recycling containers shall be placed within screened storage areas or enclosures.
 - Enclosures must be sized to accommodate the anticipated volume of trash and located in low visibility areas that are readily accessible to multiple users.
 - Enclosure finishes should match the building in color and texture and should include stonework, landscaping, berms, wood and other natural elements common to Paradise.
 - Recycling drop-off areas should be located away from the public view corridor and avoid pedestrian or vehicular circulation but be conveniently located to encourage their use.
- Service Area Enclosures:** They may also stand apart from the building. In these cases the enclosure shall be constructed of substantial, durable materials that are compatible with the building finishes, as noted below, and shall be screened with landscaping in a planter which shall be along the entire trash enclosure wall perimeter.
 - Masonry is the most appropriate material for trash enclosures because of its extreme durability. The exterior shall be designed to be compatible with the building design.
 - If the exterior of the building is primarily wood siding a wood enclosure may be approved provided the following guidelines are met.
 - The walls are constructed of 2x4's at 16" on center
 - The walls shall sit on 6" high concrete curb which shall extend into the interior of the enclosure, serving as a wheel stop to prevent the trash bin from coming in contact with the walls.
 - The exterior shall be sided with the same material as the building.
 - The interior shall be sheathed in 3/4" plywood and painted to provide a washable surface.
 - Wood fencing, chain link fencing and chain link with redwood slats are not acceptable trash enclosure materials. Exposed concrete block may not be acceptable unless adequately detailed and screened.



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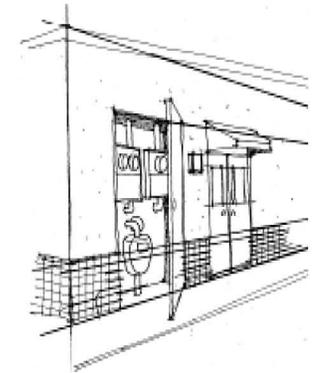
Site Lighting

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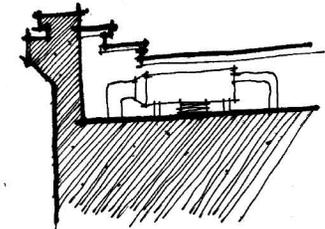
Energy Efficiency

SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

- Screening of building equipment shall be integrated into the building design to prevent undesirable views from public roadways, adjacent properties and other areas from which observation by the public may occur.
- Outdoor storage in industrial projects shall be screened from the public view through a combination of location on property, building design and landscaping with berming and fencing.
- New public utilities and infrastructure shall be placed underground if feasible.
- Ground mounted utility infrastructure, including vapor recovery units, HVAC units, electrical switch gear or panels, telephone or cable boxes, gas meters, fire sprinkler risers, irrigation controllers and lighting timers shall be oriented away from public view corridors and appropriately screened with architectural enclosures (integrated into the building design) or landscape screen treatment (evergreen shrubbery) to the maximum extent permitted by the utility/agency.
- Roof mounted equipment shall be screened from view of adjacent properties, roads and pedestrian areas. Special attention should be given to changes in elevations where views of roofs are possible. In this case equipment should be screened by parapet walls of sufficient height or enclosed in a screen shelter.
- Solar panels are encouraged and should be integrated into the design of the roofs. If solar components are of such a nature that they cannot be made visually pleasing, they should be hidden from view with screening.
- Building equipment and storage on the ground should be screened from public view with durable materials that complement the building and the environment.
- **Wastewater Treatment Facilities:** Wastewater treatment equipment must be secured behind an approved fence system and obscured from site by landscaping. Facilities that are located within the public view will have more site-obscuring landscaping required.



Screen electrical and gas services



Screen roof top utilities behind parapet

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ENERGY EFFICIENCY RECOMMENDATIONS

Incorporate practical energy efficient strategies in the project design. Refer to the proposed California Green Building Code located online at, http://www.documents.dgs.ca.gov/bsc/prpsd_stds/2007/2007_cgbsc_9-23-08.pdf. The proposed code will become effective January 2011, please keep these in mind when you design the project. Contact the Town's Building Official for specific code requirements.

Energy Efficiency Criteria: The following list of the most practical energy efficiency strategies for building design apply to both residential and commercial uses, unless stated otherwise. Strategies should be integrated into the design of the building and not "tacked on."

- **Site Design Elements:** Deciduous trees should be a part of the landscape improvements, that are positioned to shade windows, the building mass, air conditioning units, and paved areas, including the street during the summer. South and west facing sides of the building should be shaded with deciduous trees to save the most energy.
- **Building Design Elements:** Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize south and west facing windows. Properly proportion overhangs on south windows to provide sun screening. Accommodate day lighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.
- **Equipment Elements:** Include well insulated envelopes that minimize conductive and convective heat transfer through walls, ceilings, elevated floors and window systems. Consider night ventilation, economizer cycles, direct and indirect evaporative cooling, and other efficient heating and cooling strategies. Consider passively cooled thermal mass in residential construction, solar water heaters integrated with the forms of buildings, efficient electric lighting systems, electric vehicle charging stations in new parking lots, elements that reduce water consumption (low flow fixtures, recycled grey water, etc.), and appropriate solar design including allowance for future distributed generation systems such as photovoltaics and fuel cells.
- **Utility Consultation:** Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.
- **Site Lighting** should be design to include cut-offs to minimize the negative effects of lighting of the sky.
- **Solar Access - Adjacent Property:** To protect solar options on adjacent properties, projects should be designed to respect solar access on adjacent properties.
- **Solar Access - Roof Area:** To allow for future solar options, projects should be designed to provide a south-facing roof area equivalent to 20% of the building floor area with unobstructed solar access.

Building Design

Site Design

Sign

Streetscape

SIGNS

Compatible/
Incompatible Signs

Signs are essential to any business. They are not only the most affordable means of advertising for many businesses, but also the first impression that the public gleans about your business. Well-designed and optimally visible signs are invaluable to a business, whereas ill-designed and incompatible signs detract from a business and can result in a loss of potential revenue.

Sign Size & Color

Signs are one of the most noticeable elements along Paradise’s commercial streets and play a major role in creating a visual image for the Town. Well-designed signs add to the Town’s attractiveness whereas signage that is poorly designed, constructed from low quality materials, or does not match the scale or style of the adjacent buildings reflects negatively on the streetscape and may negatively impact viewers’ perceptions of local businesses and the broader community. Because of these factors, the Town encourages well designed signage using high quality materials and a clearly communicated message.

Quality and
Materials

It is in the interest of the Town, its residents, and local businesses that clear standards for sign design, materials, and placement are established to contribute to the expression of local character and the development of a distinctive Town image. The intent of the Town-wide Design standards and criteria includes the following:

- Assist property owners and business owners in understanding Town expectations
- Enhance the physical appearance of the Town
- Reduce the time and fees for processing sign approvals
- Assist Staff reviewing sign permit applications by establishing criteria with which to judge the appropriateness of a sign’s

Location on
Building

Business/Industrial Park Criteria:

- Business/Industrial park signs should primarily be oriented toward low-speed vehicular traffic. The vehicle-oriented sign is usually read from a distance of 50 feet.
- Signs within planned developments or multi-building projects should have an integrated and unified design. The size and shape of a sign shall be proportionate with the scale and the architecture of the building and/or structure.
- Signs shall contribute to the general appearance of the street and the character of the neighborhood in which they are located.
- Monument signs shall be placed to establish design continuity, scale and proportion.
- As an alternative to an attached sign, individually mounted lettering is encouraged.



Architectural
Compatibility &
Corporate Identity

Building Design

Site Design

Sign

Streetscape

Compatible/
Incompatible Signs

Refer to Paradise Municipal Code, Chapter 17.37 regarding current sign regulations.

PREFERRED

- Ground-mounted monument signs with landscaping
- Matte or non-glossy backgrounds as glare and shine can contribute to illegibility
- Prefer ivory or off-white backgrounds. Bright, stark white backgrounds contribute to illegible signs

PERMITTED SIGNS

- Flush-mounted/ wall signs with back lighting
- Awning signs (restricted to the valance or end flap); can be internally illuminated or backlit
- Projecting, blade or hanging signs
- Illuminated signs where the panel is dark and the light is illuminated behind the letters
- Neon tube lighting on painted wall signs, on window signs around architectural features and on signs
- Marquee signs for movie and theater and/or “community service” uses
- Building signs at customer accessible rear building entrances
- Portable signs professionally designed and that comply with ADA accessibility and placed to not obstruct pedestrian movement
- Appurtenances must be compatible with building design and compliment surrounding businesses and area. Natural coloring and landscaping is preferred.

Sign Size & Color

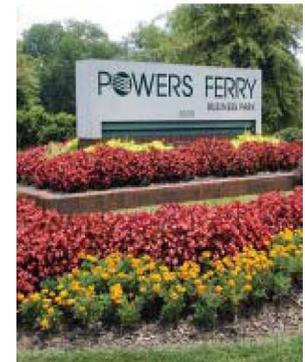
Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity

PROHIBITED SIGNS

- “Temporary” banners for business identification for no more than 60 days unless extended by the Planning Director per Paradise Municipal Code 17.37)
- Animated, emitting, rotating, moving, or flashing signs; exposed raceways behind channel letters
- Abandoned signs
- Balloon signs, paper-, cloth-, or plastic-streamers and bunting (except holiday decorations)
- Traffic sign replicas
- Handmade portable signs that are not professionally designed, that violate ADA accessibility requirements, or that obstruct pedestrian movement
- Signs with obscene, indecent or immoral content
- Signs constituting a safety hazard
- Plastic or vinyl material stretched over a structure as a temporary sign except as allowed in the zoning code.



Building Design

Site Design

Sign

Streetscape

Compatible/
Incompatible Signs

Sign Size & Color

Quality and
Materials

Location on
Building

Architectural
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Corporate Identity

SIGN SIZE

- Refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations. All signs shall relate proportionately in size and placement to other building elements.
- Lettering should be in proportion to the size of the sign and lettering should be legible to passersby.
- **Window Signs:** refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations regarding window signs.,
- **Monument signs:** are permitted if sight distance and engineering Right of Way specifications allow. New monument signs and monuments signs proposed in new developments are required to be landscaped. The landscape plan for the newly proposed monument sign must be approved by the same process as the Design Review process for signs. The applicant may appeal staff's decision to the Design Review Board by paying the appropriate fee, as adopted in the Town's Master Fee Schedule. The appeal must be filed within 10 days of the decision with the Town Manger's Office. The matter shall be scheduled for deliberation before the Design Review Board within 15 days after the date of filing.

SIGN COLOR

Sign color is just as important as the textual content. To be effective, the color should contribute to the legibility and design integrity of the affected property and should complement the colors of the building. Due to our geographical setting, natural, earth-tone colors are the preferred color palette for buildings and signs in the Business/Industrial Cluster Area. Neon florescent or bright colors are discouraged in the Business/Industrial Cluster Area.

SIGN FONT

A sign which contains too many fonts can be difficult to read, confusing and may appear disorganized. Some font styles can be difficult to read at a distance.



For an example of permitted colors: (See Appendix C)

Natural, earth tone colors such as:
Brown
Beige
Green
Cream
Muted reds, toned down blues & pale yellows

Discouraged Colors:

Bright white, including excessively bright reds, yellows, greens, & blues.
No florescent colors or glossy white back-

Building Design

Site Design

Sign

Streetscape

QUALITY AND MATERIALS

Compatible/
Incompatible Signs

All signs shall be constructed of high quality and weatherproof materials. Appropriate materials shall be used for all elements of signs including all letters, exposed edges, and surfaces.

Except for decorative wrought iron, any exposed hardware such as conduit, tubing, raceways, conductors, transformers, mounting hardware and other equipment shall be concealed.

Sign Size & Color

A project proposed with inappropriate materials may apply for special considerations only if the Town sign permit administrator determines that one of the following is applicable:

- The proposed material, in the particular application, will blend well with the existing or new materials;
- Other materials would not achieve the same desired theme of the proposed use; or
- The overall architectural design and detailing is of such quality as to justify its use.

Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity



Preferred Sign Materials

- Metal
- Wood
- Print on canvas awnings
- Painted graphics on building surfaces

Allowable Sign Materials

- Plexiglas, lexan or plastic
- Neon
- Vinyl Lettering
- Other durable products deemed suitable for outdoor signs

Prohibited Sign Materials

- Unfinished Plywood or particleboard
- Paper

Building Design

Site Design

Sign

Streetscape

Compatible/
Incompatible Signs

Sign Size & Color

Quality and
Materials

Location on
Building

Architectural
Compatibility &
Corporate Identity

LOCATION ON BUILDING

Flush mounted Signs:

- Sign placement should be symmetrically located within space that is defined by the building's architectural features such as its massing and its trim.

Awning Signs:

- An awning is permanently attached to a building or can be raised or retracted to a position against the building when not in use. An awning sign is a message that is painted, printed, sewn, or stained onto the awning or awning flap.
- The sign on awnings shall be placed on the awning flap. The flap shall be at least eight (8) inches in height and with enough contrast so that the letters and symbols can be easily read.
- The color of an awning sign should be compatible with and complementary to the color and material of the building to which it is attached.

Hanging/Shingle Signs:

- A hanging sign is generally located within a complex or plaza to be read by pedestrians along a sidewalk or arcade and by motorists in slow-moving vehicles.
- The size of a hanging sign shall be proportional to the building façade to which it is attached and typically should not exceed ten (10) square feet.
- A hanging sign can be hung perpendicular to but shall not project more than five (5) feet from the face of the building.
- Hanging signs shall not be located within close proximity to other hanging signs or projecting signs, preferably maintaining a separation of at least twenty-five (25) feet from each other.
- The placement of a hanging sign shall not impede the safe movement of people or vehicles within a public right-of-way and shall be properly secured to a building in a structurally sound manner.

Promotional Banner Signs:

- Refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations referencing promotional banner signs.



Building Design

Site Design

Sign

Streetscape

Compatible/
Incompatible Signs

ARCHITECTURAL COMPATABILITY

Complement Building: Signage shall be modestly scaled and shall be incorporated into an architectural element that complements the overall character of the building. All signs shall relate proportionately in placement and size to other building elements, and sign style and color should complement the building façade.

Sign Size & Color

CORPORATE IDENTITY

Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.

- **Signs:** Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.
- **Corporate Design:** The design character shall incorporate dominant materials and characteristics that are unique to Paradise.

Quality and
Materials

Location on
Building



Architectural
Compatibility &
Corporate Identity

STREETSCAPE DESIGN

Streetscape design shall create an area adjacent to the street, or within the project area, where pedestrian amenities and landscaping combine to create the public open space thereby linking development along the public corridors that, although diverse, maintains the small town character of Paradise.

General Design Considerations:

- Buildings, parking and paved areas shall be set back from the front property line along a public way to allow for a sidewalk and sufficient width of landscaped area along the length of the frontage to establish a street edge.
- Landscaping shall be used to enhance the street edge design of industrial areas within Paradise by providing street trees which frame the street and provide shade, and understory plantings which soften hardscape areas.
- Street edge plantings shall incorporate a mixture of native tree species (i.e. evergreen and deciduous), both vertical and canopy forms, planted in groupings to reflect a “natural forest” character.
- An automatic, underground, irrigation system is recommended to promote and/or protect the landscape investment that is installed with new projects.

Walkways and Sidewalks

- Sidewalks should include features to improve pedestrian safety including separation from curb with a planting strip, bulb-outs at intersections, rumble strip crosswalks and mid-block crossings.
- The use of alternative paving materials such as brick, interlocking pavers, cobbles, tile, accent paving, stamped concrete and granite pavers on sidewalks, walkways and pedestrian crossings is encouraged precisely at locations where pedestrian and vehicular traffic converge.

Streetscape Design



Glossary

ADDITION: New construction added to an existing building or structure.

ACCESSORY (OR ANCILLARY) STRUCTURES: A structure detached from a principal building located on the same lot and customarily incidental and subordinate to the principal building or use.

ALTERATION: Work which impacts any exterior architectural feature including construction, reconstruction, or removal of any building or building.

ANIMATED: Describes the use of building elements, areas, and colors that create variety and a sense of activity in and around a building.

APPURTENANCE: An appendage that is attached to a structure such as a roof top mechanical system, enclosed storage area, etc..

ARTICULATION: The dividing or segmenting of building elements into smaller components to create a sense of finer detailing. The variations in the exterior of the building or massing of buildings in a development. Elements of articulation may be described in terms of roughness of surface material, numbers of openings, patterns within the material or of different materials, massing, etc. Articulation can reduce the scale of larger buildings by the use of small detailed patterns.

BALUSTER: A turned or rectangular upright member supporting a stair rail.

BALUSTRADE: An entire railing system with top rail and balusters.

BARGEBOARD: A board which hangs from the projecting end of a gable roof covering the end rafters, and often sawn into a decorative pattern.

BAY WINDOW: A window in a wall that projects at an angle to another wall.

BOARD AND BATTEN: Siding fashioned of boards set vertically and covered where their edges join by narrow strips called battens.

BOLLARD: A vertical element designed to prevent the movement of vehicles across a roadway or into a pedestrian area.

BRACKET: An ornamental or structural member or both set under a projecting element, such as the eaves of a house.

CAPITAL: The head of a column or pilaster.

COLUMN: A vertical support, usually supporting a member above.

CORBEL: In masonry, a projection, or one of a series of projections, each stepped progressively farther forward with height and articulating a cornice or supporting an overhanging member.

Glossary

CORNICE: The uppermost projecting part of an entablature, or a feature resembling it. Any projecting ornamental molding along the top of a wall, building, etc.

CRESTING: Decoration applied along roof ridges generally consisting of ornamental metal.

DENTILS: A row of small tooth-like blocks in a classical cornice.

DESIGN CONTINUITY: A unifying or connecting theme or physical feature for a particular setting or place, provided by one or more elements of the natural or created environment. Consistency in scale, quality, or character between new and existing development so as to avoid abrupt and/or severe differences.

DESIGN RHYTHM OR PATTERN: The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

DORMER WINDOW: A window that projects from a roof.

DOUBLE HUNG WINDOW: A window with two sashes, one sliding vertically over the other.

EAVES: The edge of a roof that projects beyond the face of a wall.

ELEVATION: The external faces of the building.

ELL: The rear wing of a house, generally one room wide and running perpendicular to the principal building.

ENGAGED COLUMN: A round column attached to the wall.

ENTABLATURE: The band of moldings near the top of a facade, divided into cornice, frieze, and architrave.

FACADE: The exterior walls of a building exposed to public view, or that wall viewed by persons not within the building.

FENESTRATION: The arrangement of windows on a building.

FINIAL: A pointed ornament at a gable peak

FLUTING: Shallow, concave grooves running vertically on the shaft of a column, pilaster, or other surface.

FRETWORK: Ornamental woodwork, cut into a pattern, often elaborate.

Glossary

FRIEZE BOARD: A flat board at the top of a wall directly beneath the cornice.

GABLE: The triangular section of a wall to carry a pitched roof.

GABLE ROOF: A roof with a central ridge and one slope at each side.,

HARDSCAPE VS. SOFTSCAPE: Hardscape street improvements that include paving elements, such as roads sidewalks, and medians. Softscape improvements include landscaping elements, such as trees, bushes and other plant material.

HIPPED ROOF: A roof with uniform slopes on all four sides.

HOOD MOLD: A projecting molding above an arch, doorway or window.

IRRIGATION: Method of artificial watering, usually through automatic sprinkler systems.

LATTICE: An openwork grill of interlacing wood strips used as screening.

LINTEL: A horizontal beam or stone bridging an opening.

MANSARD ROOF: A roof with two slopes on all four sides, with the lower slope almost vertical and the upper almost horizontal.

MASSING: The distribution of building volumes in regard to a) the building's relative location on the site; and b) the height, width, depth of the elements of a building relative to each other. An example of the second aspect could be "the bell tower of a church in relation to the assembly building of a church" are separate masses.

MEDIAN: A barrier placed between lanes of traffic flowing in opposite directions, usually wide enough to be landscaped and have trees planted in it.

METAL STANDING SEAM ROOF: A roof composed of overlapping sections of metal such as copper-bearing steel or iron coated with a thin alloy of lead and tin. These roofs were attached or crimped together in various raised seams for which the roofs are named.

MODILLION: A horizontal bracket, often in the form of a plain block, ornamenting, or sometimes supporting, the underside of a cornice.

MONOCHROMATIC: The use of one color.

MULLION: A vertical strip dividing the panes of a window.

MUNTIN: A secondary framing member to hold panes within a window or glazed door.

Glossary

OPAQUE: A material that does not transmit light.

ORIENTATION: The direction that various sides of a building face.

PALLADIAN WINDOW: A window with three openings, the central one arched and wider than the flanking ones.

PARAPET: The extension of the main wall of a building above the roof level.

PAVING: Common terminology for surface materials. These can be asphalt paving, integral paving, stones, brick or concrete (See Hardscape).

PEDESTRIAN SCALE: A design relating to the scale of an average person.

PEDIMENT: A triangular space in a gable closed on all three sides.

PERSPECTIVE: The presentation of a building elevation from a three-dimensional orientation.

PILASTER: A square pillar attached, but projecting from a wall, resembling a classical column.

PORTE-COCHERE: A porch large enough to enclose wheeled vehicles.

PORTICO: A roofed space, open or partly enclosed, forming the entrance and centerpiece of the facade of a building, often with columns and a pediment.

PUBLIC IMPROVEMENTS: Publicly directed enhancements, often to streetscapes and other public amenities.

PUNCHED WINDOWS: Individual window elements as opposed to a continuous horizontal band of windows. Punched windows can be either in the same plane with the exterior surface or more appropriately recede behind the plane.

PYRAMIDAL ROOF: A roof with four identical sides rising to a central peak.

QUOINS: Stone blocks or bricks ornamenting the outside walls of a building.

REHABILITATION: To restore to a good condition while preserving significant features.

REMODEL: To reconstruct or alter.

RENDERING: The detailed colored presentation of a building elevation, perspective, or plan.

Glossary

RESTORATION: To bring back to a documented former condition or appearance.

RIGHT OF WAY: (R.O.W.) Land publicly controlled, including streets, sidewalks and alleys.

SASH: The movable framework containing the glass in a window.

SCALE: Describes the relationship of objects size to another. A building's scale might be described in relation to its neighboring context, to the components of the building itself, or to a human being. For the purpose of this text, "Human Scale" refers to buildings and streetscapes that comfortably relate to the human figure (pedestrians).

SCORING PATTERNS: Lines scribed into concrete, usually in sidewalks.

SCREENING: To visually separate, or mask for aesthetic purposes or privacy issues.

SETBACK: The distance between the building and any lot line.

SHADOW CASTING: The shade cast by a structure or building on the surrounding areas during the day and over various seasons.

SILL: A horizontal member at the bottom of a window or door opening.

SIDING: The exterior wall covering or sheathing of a structure.

SPALLING: Flaking of the outer face of masonry, often caused by expanding moisture in freezing conditions.

STREETSCAPE: A setting or expanse describing visible signage, fixtures, paving, landscaping, and buildings along a street way.

TERRA COTTA: Cast and fired clay units, used as ornamentation.

TRANSOM: Horizontal window like element above the door.

VERGEBOARD: The vertical face board following and set under the roof edge of a gable, sometimes decorated by carving.

WEATHERBOARD: Wood siding consisting of overlapping boards usually thicker at one edge than the other.

ZONING ORDINANCE: The Zoning Ordinance of the Town of Paradise.

Appendix A—Design Review Process

Design Review Board

The Design Review Board was originally established by the Paradise Town Council on September 25, 2001. The five member board meets on an as needed basis and is governed by procedures set forth in the Paradise Municipal Code, Chapter 17.41.

Design Review Process

The design review process is set by Council and is enumerated in Chapter 17.41 of the Paradise Municipal Code. The specific steps are noted in detail in the application packet. The application packet is posted on the Town's website.

Applicants may submit for design review in concurrence with certain land use applications, however, building permits will not be issued without design review approval or conditional approval.

An applicant may appeal any decision made by the Design Review Board as set forth by the procedures in Chapter 17.41 of the Paradise Municipal Code.

Appendix B—Plant Palette

Street Trees

BOTANICAL NAME	COMMON NAME
Acer rubrum	'Red Maple'
Calocedrus decurrens	Incense Cedar
Liriodendron tulipifera "Arnold"	Tulip Tree
Platanus acerifolia 'Bloodgood'	London Plane Tree
Platanus racemosa	California Sycamore
Quercus douglasii	Blue Oak
Quercus ilex	Holly Oak
Quercus lobata	Valley Oak
Quercus rubra	Red Oak
Quercus wislizenii	Interior Live Oak

Secondary Street Trees

BOTANICAL NAME	COMMON NAME
Cedrus deodara	Deodar Cedar
Prunus cerasifera 'Krauter Vesuvius'	Purple Leaf Plum
Pyrus calleryana 'Aristocrat'	Aristocrat Pear
Tilia americana	American Linden

Small Accent Trees

BOTANICAL NAME	COMMON NAME
Arbutus marina	Strawberry Tree
Cercis occidentalis	Western Redbud
Cornus nuttallii	Pacific Dogwood
Heteromeles arbutifolia	Toyon
Magnolia Stellata	Star Magnolia (multi-trunk)
Prunus caroliniana	Carolina Laurel Cherry

Large Shrubs: 5' - 6' Tall

BOTANICAL NAME	COMMON NAME
Arbutus unedo	
'Compacta'	Dwarf Strawberry Tree
Cotoneaster parneyi	Parney Cotoneaster
Ilex cornuta	Chinese Holly

Large Shrubs continued:

BOTANICAL NAME	COMMON NAME
Ligustrum japonicum	
'Texanum'	Texas Privet
Philadelphus lewisii	Wild Mock Orange
Photinia fraseri	Photinia
Pittosporum tobira	Mock Orange
Pittosporum tobira 'Variegata'	Variegated Tobira
Prunus caroliniana	
'Brite N Tite'	Carolina Cherry
Prunus laurocerasus	English Laurel
Raphiolepis indica	
'Majestic Beauty'	Majestic Beauty Raphiolepis
Rhamnus spp.	Coffeeberry
Viburnum opulus	
'Roseum'	European Cranberry Bush

Medium Shrubs: 3' - 4' Tall

BOTANICAL NAME	COMMON NAME
Atriplex spp.	Saltbush
Berberis thunbergii	
'Atropurpurea'	Red Leaf Japanese Barberry
Buxus japonica	Boxwood species
Dietes vegeta	Fortnight Lilly
Grevillea noellii	Grevillea
Hypericum moseranum	Gold Flower
Pinus mugo	Mugo Pine
Prunus laurocerasus	
'Otto Luyken'	Otto Luyken Laurel
Raphiolepis indica	
'Jack Evans'	Jack Evans Raphiolepis
Rhus integrifolia	Lemonade Berry
Rosa spp.	Various Rose species
Umbellularia californica	California Bay Laurel
Nandina Domestica	Heavenly Bamboo

Appendix B—Plant Palette

Small Shrubs: 1' - 3' Tall

BOTANICAL NAME	COMMON NAME
Artemisia 'Powis Castle'	Artemisia
Baccharis pilularis 'Pigeon Point'	Dwarf Coyote Bush
Berberis thunbergii 'Crimson Pygmy'	Crimson Pygmy Barberry
Calycanthus occidentalis	Spice Bush
Carpenteria californica	Bush Anemone
Chaenomeles 'Stanford Red'	Flowering Quince
Cotoneaster dammeri 'Lowfast'	Lowfast Bearberry Cotoneaster
Hemerocallis hybrid	Daylily
Heuchera S. 'Santa Ana Cardinal'	Coral Bells
Iris germanica	Bearded Iris
Juniperus conferta	Shore Juniper
Juniperus horizontalis 'Youngstown'	Youngstown Juniper
Mahonia aquifolium 'Compacta'	Dwarf Oregon Grape
Penstemon gloxiniioides 'Firebird'	Border Penstemon
Pittosporum tobira 'Wheeler's Dwarf'	Dwarf Tobira
Raphiolepis ballerina	Dwarf Raphiolepis
Rhus ovata	Sugar Bush
Rosemarinus ingramii	Collingwood Ingram Rosemary
Spiraea bumalda 'Anthony Waterer'	Anthony Waterer Spiraea

Groundcover

BOTANICAL NAME	COMMON NAME
Arctostaphylos 'Emerald Carpet'	Dwarf Manzanita
Baccharis pilularis 'Twin Peaks'	Coyote Bush
Coprosma pumila 'Verde Vista'	Coprosma
Hypericum calycinum	St. Johnswort
Juniperus conferta	Shore Juniper
Rosmarinus officinalis	Prostrate Rosemary
Trachelospermum asiaticum	Asian Jasmine
Trachelospermum jasminoides	Star Jasmine

Vines

BOTANICAL NAME	COMMON NAME
Campsis radicans	Trumpet Vine
Clematis spp.	Clematis
Lonicera japonica	Honeysuckle
Parthenocissus tricuspidata	Boston Ivy

Appendix C—Color Palette

Permitted Colors

When considering future development, one has only to look around for inspiration. Paradise is located on a beautiful ridgetop in the Sierra Nevada foothills with breathtaking canyon views and heavenly blue sky-lines. A large portion of the Town is tucked away among the trees and the natural wooded forest. Fresh water lakes, rivers and waterways sustain the native habitat. The natural vegetation is awakened each Spring with vibrant color, while the Fall, not to be outdone, defies the winter frost with striking a splendor of crimson and gold. These are the colors of Paradise.

Since structural elements such as buildings and signs are designed to be part of the landscape for a long period of time, it is important to respect the existing viewshed and follow desired design standards. Choosing a color palette from the natural environment ensures aesthetic harmony.

The common understanding of earth tones include a color scheme that draws from a palette of browns, tans, grays, greens, oranges, whites, blues and some reds. The colors in an earth tone scheme are muted and flat in an emulation of the neutral colors found in soil, moss, trees and rocks. Many earth tones originate from clay earth pigments, such as umber, ochre and sienna. (See Chart C-1 for a sample of permitted colors.)

Prohibited Colors

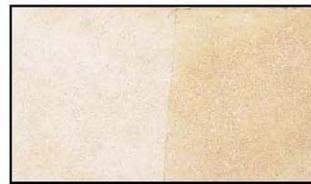
The right color palette enhances the attractiveness of a structure or sign face. Using compatible color families, hues, values and tones will ensure that colors blend well and fit in with the surrounding elements.

Some advertisers use bright colors to attract attention, which is acceptable for television and print media. However when designing permanent structures and permanent signs, colors should blend, enhance, and promote the natural beauty of the surrounding area. Therefore bright, intensively-toned colors are typically not viewed as a visually pleasing color choice for certain design elements.

Fluorescent colors are intense and brilliant with a strong, vivid color saturation. Therefore, fluorescent and other brightly toned colors which are mainly used to “stand out” and distract will not be eligible color choices for permanent structures.

When using digital processing for sign design, colors above 60% on the CYMK color chart will be questioned or prohibited. In other words, adding shades or diminishing tones of certain colors will be necessary to obtain design review approval for color palettes. (See Chart C-2 for a sample of prohibited colors.)

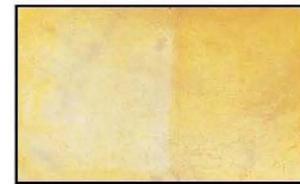
*Chart C-1
Permitted
Colors*



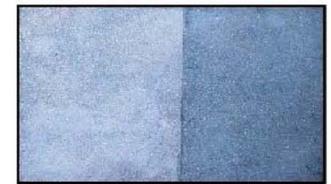
Mocha Cream



Feather Grey



Harvest Gold



Newport Blue



Desert Sand



Rocky Grey



Woodland Olive



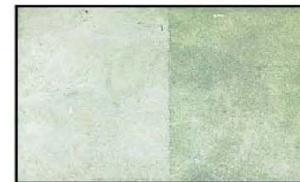
Midnight Blue



Cordova Tan



Charcoal Grey



Leaf Green



Chocolate Brown



Walnut Brown



Rich Earth



Slate Green



Rustic Brown



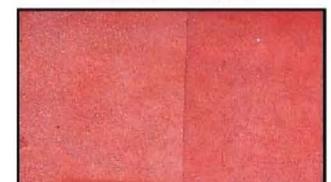
Canyon Brown



Dark Grey



Forest Green



Barn Red

Chart C-2
Prohibited Colors

