

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
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Scale/Height/ Massing	<p>SCALE/HEIGHT/MASSING</p> <ol style="list-style-type: none"> 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.
Architectural Features	
Materials, Textures & Colors	
Canopies and Awnings	
Visibility/Windows	
Building Entries	




	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<p>ARCHITECTURAL FEATURES</p> <p>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.</p> <ul style="list-style-type: none"> • 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. 			
Architectural Features				
Materials, Textures & Colors				
Canopies and Awnings				
Visibility/Windows				
Building Entries				



	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<h2>ARCHTECTURAL FEATURES</h2> <ul style="list-style-type: none"> • 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. 			
Architectural Features				
Materials, Textures & Colors				
Canopies and Awnings				
Visibility/Windows				
Building Entries				



	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<h2>MATERIALS AND TEXTURES</h2> <ul style="list-style-type: none"> • 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				
Canopies and Awnings				
visibility/Windows				
Building Entries				
				
			<p><u>Allowed Materials:</u></p> <ul style="list-style-type: none"> Wood Brick Stone/Slate Tile Stucco Prefinished ceramic Metal Panels <p><u>Prohibited Finish Materials:</u></p> <ul style="list-style-type: none"> Cement Exposed Concrete block Steel siding Snap-on metal grills Metal sheeting Vinyl siding 	

	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<p>BUILDING COLORS</p> <p>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.</p> <ul style="list-style-type: none"> • 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. 			
Architectural Features				
Materials, Textures & Colors				
Canopies and Awnings				
Visibility/Windows				
Building Entries				

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

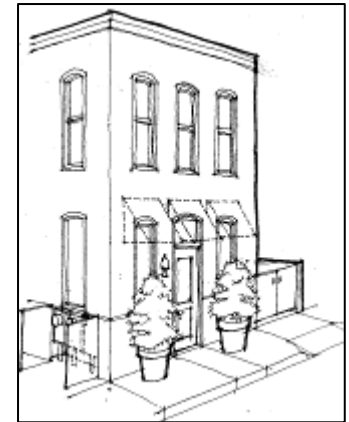


	Building Design	Site Design	Sign	Streetscape	
Scale/Height/ Massing	<h2>CANOPIES AND AWNINGS</h2> <ul style="list-style-type: none"> • Color: The colors of the awnings or canopies should complement the color or colors of the building. • Maintenance: Awnings should be well maintained, washed regularly, 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. 				
Architectural Features					
Materials, Textures & Colors					
Canopies and Awnings					
Visibility/ Windows					
Building Entries					

	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<p>VISIBILITY/WINDOWS</p> <ul style="list-style-type: none"> 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. <p>Specific Criteria</p> <ul style="list-style-type: none"> 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 . <div style="border: 1px solid black; padding: 10px; margin-top: 10px;"> <ul style="list-style-type: none"> 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 </div>			
Architectural Features				
Materials, Textures & Colors				
Canopies and Awnings				
Visibility/ Windows				
Building Entries				

	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<p>BUILDING ENTRIES</p> <p>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).</p> <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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. 			
Architectural Features				
Materials, Textures & Colors				
Canopies and Awnings				
Visibility/ Windows				
Building Entries				

	Building Design	Site Design	Sign	Streetscape
Scale/Height/ Massing	<p>REAR ENTRIES</p> <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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. 			
Architectural Features				
Materials, Textures & Colors				
Canopies and Awnings				
Visibility/ Windows				
Building Entries				



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

	Building Design	Site Design	Sign	Streetscape
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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 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.



	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<p>PARKING AND CIRCULATION</p> <p>Locations of parking lots, services and utilities should be carefully evaluated in terms of visual prominence as well as functional requirements.</p> <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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. 			
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				

	Building Design	Site Design	Sign	Streetscape
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Ingress/Egress
Parking & Pedestrian Circulation
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Energy Efficiency

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.



	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<p>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.</p> <p>Public and Semipublic Open Space:</p> <ul style="list-style-type: none"> • 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. 			
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				



	Building Design	Site Design	Sign	Streetscape
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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

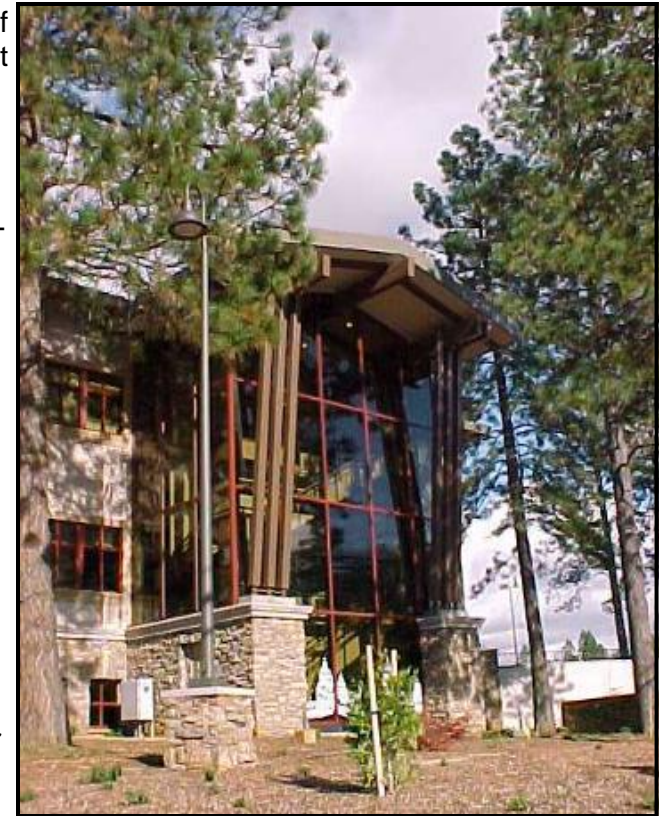
Energy Efficiency

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.



	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<p>LOCATION OF STRUCTURES</p> <p>Locate structures to create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face.</p> <ul style="list-style-type: none"> • 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. 			
Parking & Pedestrian Circulation				
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Site Lighting				
Service/Utility/Wastewater Treatment Areas				
Energy Efficiency				



	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<h2>LANDSCAPING</h2> <ul style="list-style-type: none"> • 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. <ul style="list-style-type: none"> • 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. 			
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				



	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<h2>IRRIGATION</h2> <ul style="list-style-type: none"> • 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. 			
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				



	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<h2>FENCES / WALLS</h2> <ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> Parking lots Trash disposal areas Service and loading/unloading areas Equipment on the roof, side of building, or ground Wastewater treatment equipment 			
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				



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

	Building Design	Site Design	Sign	Streetscape
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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

SITE FURNISHINGS

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

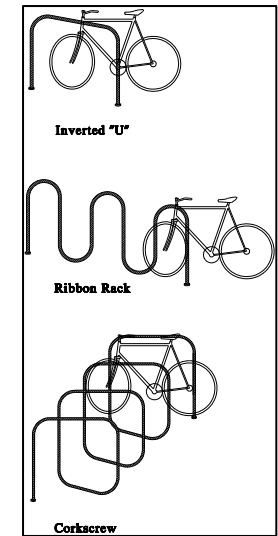
- **Design:** The proposed furnishing should be of a quality consistent with the surrounding neighborhood. Furniture, such as benches, chairs, tables, and drinking fountains, should be simple in character and compatible with the style, color, and scale of adjacent buildings and outdoor spaces.
- **Drinking 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.



	Building Design	Site Design	Sign	Streetscape
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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

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.



	Building Design	Site Design	Sign	Streetscape
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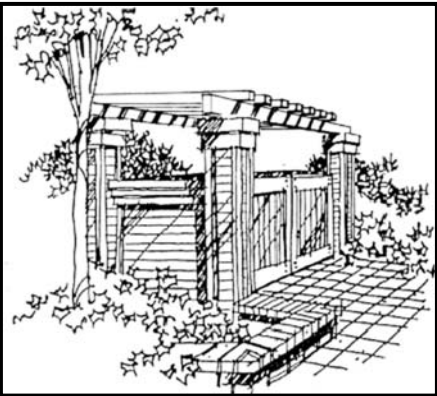
Ingress/Egress
Parking & Pedestrian Circulation
Creating Places
Paving/Hardscape
Location of Structures
Landscaping/Irrigation
Fences/Walls
Site Furnishings
Site Lighting
Service/Utility/Wastewater Treatment Areas
Energy Efficiency

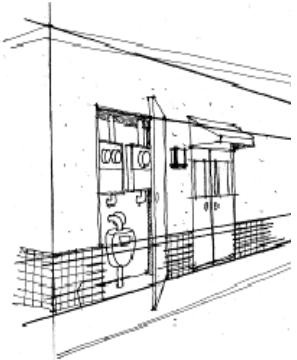
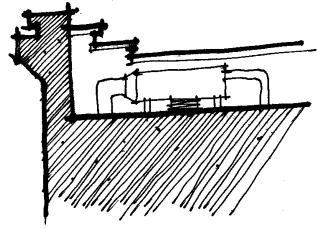
SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

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.



	Building Design	Site Design	Sign	Streetscape	
Ingress/Egress	<h2>SERVICE/UTILITY/WASTEWATER TREATMENT AREAS</h2> <ul style="list-style-type: none"> 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. 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. 				 <p><i>Screen electrical and gas services</i></p>
Parking & Pedestrian Circulation					
Creating Places					
Paving/Hardscape					
Location of Structures					
Landscaping/Irrigation					
Fences/Walls					
Site Furnishings					
Site Lighting					
Service/Utility/Wastewater Treatment Areas					 <p><i>Screen roof top utilities behind parapet</i></p>
Energy Efficiency					


	Building Design	Site Design	Sign	Streetscape
Ingress/Egress	<p>ENERGY EFFICIENCY RECOMENDATIONS</p> <p>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.</p> <p>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.”</p> <ul style="list-style-type: none"> • 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. 			
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				

	Building Design	Site Design	Sign	Streetscape
Compatible/ Incompatible Signs	<p>SIGNS</p> <p>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.</p> <p>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.</p> <p>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:</p> <ul style="list-style-type: none"> • 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. <p>Gateway Criteria:</p> <ul style="list-style-type: none"> • 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. 			
Sign Size & Color				
Quality and Materials				
Location on Building				
Architectural Compatibility & Corporate Identity				



	Building Design	Site Design	Sign	Streetscape
Compatible/ Incompatible Signs	<div style="border: 1px solid black; padding: 5px; display: inline-block;"> Refer to Paradise Municipal Code, Chapter 17.37 regarding current sign regulations. </div>			
Sign Size & Color	<p>PREFEREED SIGNS</p> <ul style="list-style-type: none"> • 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. <p>PERMITTED SIGNS</p> <ul style="list-style-type: none"> • 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	<p>PROHIBITED SIGNS</p> <ul style="list-style-type: none"> • “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 Building				
Architectural Compatibility & Corporate Identity				



	Building Design	Site Design	Sign	Streetscape
Compatible/ Incompatible Signs	<p>SIGN SIZE</p> <ul style="list-style-type: none"> 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. <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 Gateway. Neon florescent or bright colors are discouraged in the Gateway.</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>			
Sign Size & Color				
Quality and Materials				
Location on Building				
Architectural Compatibility & Corporate Identity				

(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	Site Design	Sign	Streetscape
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Compatible/ Incompatible Signs	<p>QUALITY AND MATERIALS</p> <p>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.</p> <p><i>Except for decorative wrought iron, any exposed hardware such as conduit, tubing, raceways, conductors, transformers, mounting hardware and other equipment shall be concealed.</i></p> <p>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:</p> <ul style="list-style-type: none"> • 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.
Sign Size & Color	
Quality and Materials	
Location on Building	
Architectural Compatibility & Corporate Identity	

<p><u>Preferred Sign Materials</u> Metal Wood Print on canvas awnings Painted graphics on building surfaces</p> <p><u>Allowable Sign Materials</u> Plexiglas, lexan or plastic Neon Vinyl Lettering Other durable products deemed suitable for outdoor signs</p> <p><u>Prohibited Sign Material</u> Unfinished Plywood or particleboard Paper</p>
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	Building Design	Site Design	Sign	Streetscape
Compatible/ Incompatible Signs	<p>LOCATION ON BUILDING</p> <p>Flush Mounted Signs:</p> <ul style="list-style-type: none"> Sign placement should be symmetrically located within space that is defined by the building's architectural features such as its massing and its trim. <p>Awning Signs:</p> <ul style="list-style-type: none"> 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. <p>Hanging/Shingle Signs:</p> <ul style="list-style-type: none"> 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. <p>Promotional Banner Signs:</p> <ul style="list-style-type: none"> Refer to the Paradise Municipal Code, Chapter 17.37 regarding current sign regulations referencing promotional banner signs. 			
Sign Size & Color				
Quality and Materials				
Location on Building				
Architectural Compatibility & Corporate Identity				

	Building Design	Site Design	Sign	Streetscape
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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

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.



Location on
Building

Architectural
Compatibility &
Corporate Identity

	Building Design	Site Design	Sign	Streetscape
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Gateway Streetscape	<p>GATEWAY STREETScape</p> <p>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.</p> <ul style="list-style-type: none"> • 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. 			
Landscape Design				
Irrigation				
Preservation of Trees				



	Building Design	Site Design	Sign	Streetscape
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Gateway Streetscape

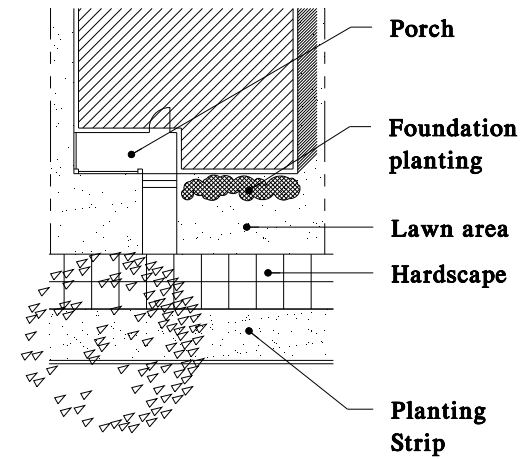
Landscape Design

Irrigation

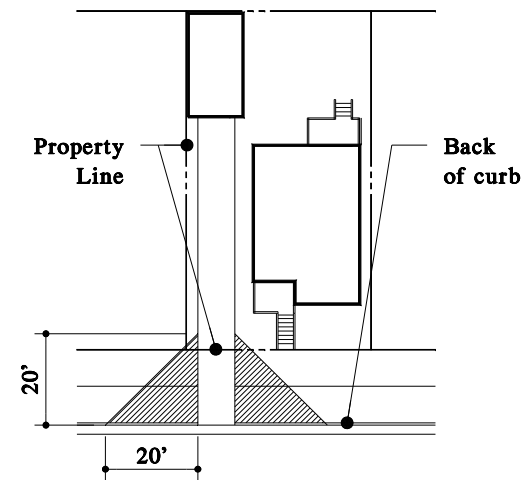
Preservation of Trees

LANDSCAPE DESIGN

- 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.



FRONT YARDS



Clear-vision Triangles

	Building Design	Site Design	Sign	Streetscape
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Gateway Streetscape

Landscape Design

Irrigation

Preservation of Trees

IRRIGATION

- **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.
- **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.



	Building Design	Site Design	Sign	Streetscape
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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 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.

Gateway Streetscape

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 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

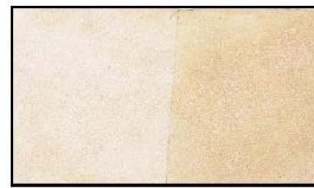
The right color palette enhances the attractiveness of a structure or sign face. Using compatible color families, hues, values and tones will ensure that colors blend well and fit in with the surrounding elements.

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.)

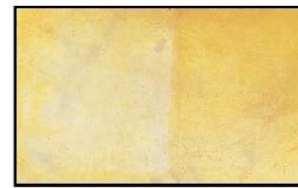
*Chart C-1
Permitted
Colors*



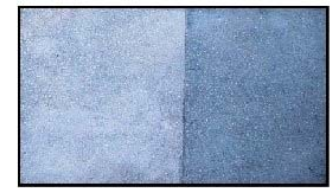
Mocha Cream



Feather Grey



Harvest Gold



Newport Blue



Desert Sand



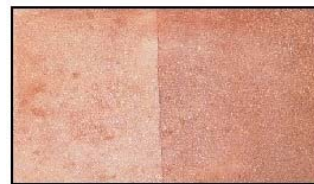
Rocky Grey



Woodland Olive



Midnight Blue



Cordova Tan



Charcoal Grey



Leaf Green



Chocolate Brown



Walnut Brown



Rich Earth



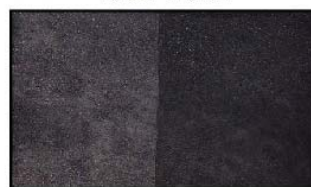
Slate Green



Rustic Brown



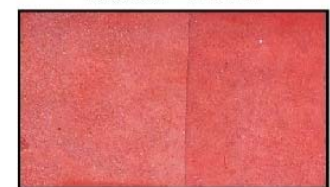
Canyon Brown



Dark Grey



Forest Green



Barn Red

Chart C-2
Prohibited Colors

