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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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.

SCALE/HEIGHT/MASSING

- 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.

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.

ARCHITECTURAL DETAILING

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.

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 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

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.

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.

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.

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:*** Courtyard**s** 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.

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.

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.

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.

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.

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.

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

SITE FURNISHINGS

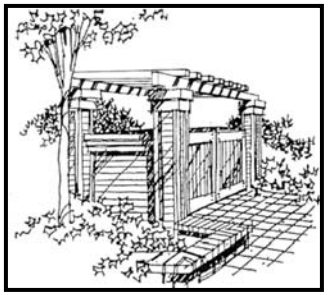
Utilize site and street furniture of a design, material, and color that best complements the proposed structure and landscaping concept.

- 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.

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.

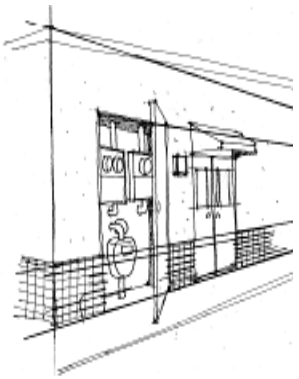
SERVICE/UTILITY/WASTEWATER TREATMENT AREAS



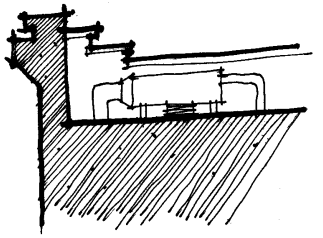
- ***Trash and Recycling Enclosure Design:*** Prior to the design of a trash enclosure it is recommended that the applicant consult with the trash hauler company providing refuse collection services to the property. The enclosure shall be integrated with the building through the use of compatible materials 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.

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

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.

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.

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 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

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.

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

PREFERRED

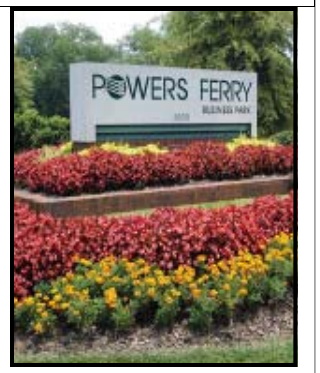
- Ground-mounted monument signs with landscaping
- Matte or non-glossy backgrounds as glare and shine can contribute to illegibility
- Prefer ivory or off-white backgrounds. Bright, stark white backgrounds contribute to illegible signs

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.

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.



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 ligible 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-

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, 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.

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

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.

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.

Streetscape Design

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.

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
Philadelphius 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 integifolia	Lemonade Berry
Rosa spp.	Various Rose species
Umbelluaria 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 gloxinioides 'Firebird'	Border Penstemon
Pittosporum tobira 'Wheelers 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
Lonnicera 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

Chart C-2
Prohibited Colors