



DOWNTOWN DESIGN STANDARDS TOWN OF PARADISE



ADOPTED BY THE TOWN COUNCIL
April 12, 2022 Resolution No. 2022-22

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GENERAL:

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 guide 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.

APPLICATION:

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) Clark Road and the Community Commercial Development Areas (4) 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 “discouraged” 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.



FIGURE 1-1 The Design Guide Applies to the Highlighted Area.

GOALS:

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

The current theme consists predominately of parapets, covered walkways, awnings, and architectural features consistent with the Mountain Craftsman style. Representative of the surrounding environment in which Paradise is located, the Mountain Craftsman style makes use of natural materials including stone and timber. Columns, beams, rafters, and other elements are exposed and displayed as important architectural components. Warm earth tones and natural colors are reflective of the rich natural beauty that Paradise is known for. These design standards encourage and promote the further development of this style in Paradise.

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

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HOW TO USE THIS GUIDE:

LOCATION OF DESIGN ELEMENT:

The following graphic shows some potential design elements for Downtown Paradise. The various design elements have been included in this guide. Click on the image for more information regarding the design element.



NAVIGATION OF EACH SHEET:

*Example Reference: "Refer to Section 2-C.1..."

Navigation Bar

Main Category

Sub Category

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A INGRESS/EGRESS

B PARKING CIRCULATION

C PEDESTRIAN CIRCULATION

D CREATING PLACES

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K SERVICE/UTILITY/WASTEWATER TREATMENT AREAS

L ENERGY EFFICIENCY

2-C: PEDESTRIAN CIRCULATION


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

PEDESTRIAN SHELTER:

- Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.


AESTHETIC QUALITY:

- The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.




Sonoran Shelter, Marana, Arizona

- + Provides adequate shade
- + Allows for circulations paths, enhances safety and comfort
- ✗ Shelter design does not complement the aesthetic of the Town



Phoenix, Arizona

- + Walkable space
- + Natural tree shading
- ✗ Too dense of tree planting, can cause a fire hazard



Seaside, California

- + Shelter design complements the aesthetic of the Town
- + Provides seating for users
- ✗ Does not provide adequate shade

✗ Discouraged Design

1

WWW.TOWNOFPARADISE.COM

Town Website/Title of Document

Image Example

Location/Source

+ Encouraged/Preferred Design

BUILDING DESIGN:

FORM, MASS, AND SCALE

ARCHITECTURAL FEATURES

CANOPIES & AWNINGS

VISIBILITY/WINDOWS

BUILDING ENTRANCES

MATERIALS AND COLORS

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A FORM, MASS, AND SCALE

1-A: FORM, MASS, AND SCALE

Refer to the *Paradise Zoning Ordinance* for specific height and setback requirements in addition to those discussed herein.

B ARCHITECTURAL FEATURES

C CANOPIES AND AWNINGS

D VISIBILITY/WINDOWS

E BUILDING ENTRANCES

F MATERIALS AND COLORS

1. In large buildings, vary massing to provide visual interest and ease the visual appearance of a single large mass.
2. Compose building forms, roofs, and facades to provide variation, visual interest, and appropriate scales.
3. Design the ground floor of buildings to include architectural features such as columns, ribs, pilasters, changes in plane, changes in texture or material or an equivalent element that subdivides the wall into more “human-scale” proportions.
4. Integrate elements of buildings used to give scale and proportion so they are integral with building form and construction.
5. Ensure compatibility with surrounding developments, and respect the character of the neighborhood.
6. Use building height and massing to emphasize building corners, points of entry and preserve visible skyline.
7. Minimize impact of commercial development to adjacent residential properties.
8. Locate new structures on property to maintain access to light and air circulation, and privacy of existing private open spaces on adjoining properties.



Sheridan, Wyoming

- + Form of building fits into broader landscape
- + Variation in roof heights with consistent form
- + Roof forms emphasize point of entry, create variation, and provide visual interest
- + Roof steps down at ends and edges of building



Ranchoester, Wyoming

- + Roof forms accentuate building entrances
- + Window rhythm and roof corbels reinforce pedestrian scale.
- ✗ Long, unarticulated roof lacks visual interest
- ✗ Exposed roof pitch of less than 3 : 12

A FORM, MASS, AND SCALE

B ARCHITECTURAL FEATURES

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F MATERIALS AND COLORS

1-A: FORM, MASS AND SCALE (CONT.)

9. Roofs with dominant forms and additional architectural features such as changes in height, towers, roof dormers, or clerestories.
10. Deep eaves and overhangs with architectural detail and exposed rafter tails.
11. Long, uninterrupted roof forms and ridge lines should be avoided.
12. Unarticulated walls on publicly visible portions of the building should be avoided. Refer to *Building Facades in Section 1-B*.



- + Detailed soffits and corbels add visual interest to overhangs
- + Articulated roof design with dormers and changes in level break up overall roof form
- + Storefront windows and wainscot stone enforce relationship to pedestrian access

A FORM, MASS, AND SCALE

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1-B: ARCHITECTURAL FEATURES

BUILDING BASES

The building base is the lowest portion of the building where it touches the ground.

1. Elements or materials that are visually heavier, including stone or masonry, should be incorporated at the base of buildings.
2. Building bases should be of adequate size and scale to ensure buildings appear visually grounded

BUILDING FACADES

A facade is typically the front of a building, but is also considered any side or exterior wall of the building that faces a public way or space.

3. Building facades should be interesting, varied, and create an attractive and vibrant streetscape.
4. Incorporate horizontal and/or vertical articulations in wall planes of no less than 1 inch, such as ledges, trim, joint lines, canopies, or changes in material, to provide variation in facades.
5. In the Downtown area where buildings are directly adjacent to each other, buildings should continue the pattern of the lines from neighboring buildings to unify facades on a street block.
6. A corporate image, as in the case of many national franchised stores, should be secondary in the design of projects. Branded buildings are discouraged as they are difficult to reuse if vacated by the primary business.



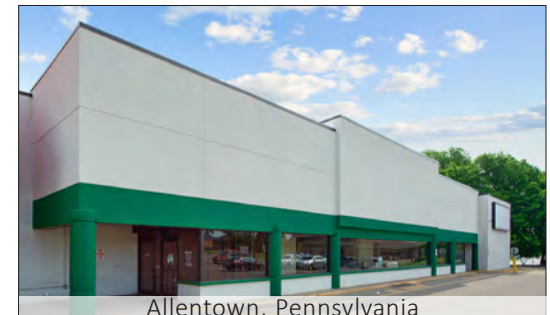
Rite Aid, Paradise, California

- + Stone, heavier materials, and darker colors help to visually anchor the building while conveying permanence and durability



Feather River Health Center, Paradise, California

- + Scale of the building base matches the pedestrian space adjacent to it
- + Site walls make use of stone veneer, matching building for consistency



Allentown, Pennsylvania

- × Building lacks a well-defined base, and instead features flat walls with large expanses of the same color

A FORM, MASS, AND SCALE

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1-B: ARCHITECTURAL FEATURES (CONT.)

7. Projects with multiple buildings should incorporate a design theme throughout to ensure consistency between neighboring buildings.
8. Building entries should be clearly delineated through the use of recesses, additional detailing, overhangs, lighting and change of volume and form. The greater the functional use of the entrance, the more it should be distinguished from the balance of the building.
9. Bulkheads below the base of a storefront window or adjacent to a storefront door should be used to provide protection to the storefront by raising the glass area to a safer and more easily viewed height. To achieve this protective function, bulkhead materials should be resistant to water, dirt, and impact (e.g. ceramic tile, finished stone, brick). Bulkheads in multiple storefront buildings should be complementary in height and material.

CORPORATE IDENTITY:

10. The design character shall not be a standard franchise prototype and shall incorporate dominant characteristics that are unique to Paradise.

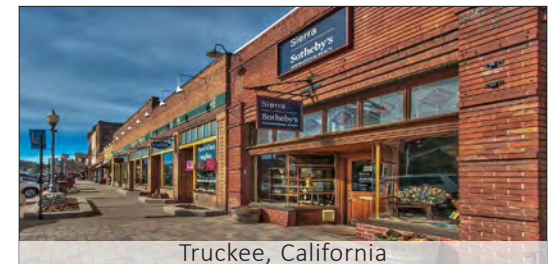
DETAILS

11. Facades at the ground level of buildings should use details to reinforce pedestrian scale elements. Examples include, but are not limited to, architectural canopies over entrances, decorative lintels above windows, and stone or masonry caps or banding.
12. Vary wall surfaces to create relief and shadow lines.



Jackson, Wyoming

- + Varied facades create an interesting and vibrant streetscape
- ✗ Some facades lack sufficient detail
- ✗ Lack of continuity between buildings creates non-cohesive aesthetic



Truckee, California

- + Line of neighboring buildings continue for a unified facade on the street block
- + Building articulation and details create shadows, line surfaces, and visual interest



Longmont, Colorado

- ✗ Stone base not extended on all visible sides of building

A FORM, MASS, AND SCALE

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1-B: ARCHITECTURAL FEATURES (CONT.)

13. All visible sides of buildings should be designed with a complementary level of detail, quality of materials, and continuity of color. Building designs should not incorporate blank wall segments when visible from public spaces. Parapets on commercial buildings should be extended to all visible walls to ensure continuity.
14. Permanent security bars or grilles on publicly visible windows should not be used.
15. All rooftop mechanical equipment shall be screened as viewed from the farthest edge of the adjoining right of way. Equipment shall be located behind parapet walls and/or additional rooftop screens.
16. All ground-level mechanical equipment shall be screened to the height of the unit as viewed from the property line. Walls, opaque fences, and landscape material which relate to the overall building design are appropriate methods for screening ground-level mechanical equipment.
17. Visible satellite dishes or satellite dish accessories should be placed out of public view.

LIGHTING

18. In addition to site lighting, architectural lighting integrated with the building should be used to promote safety, security, and to enhance the architectural character of the building.
19. Light fixtures should be consistent with the architectural style of the building, and should compliment other building elements in color, material, or style to help unify the building design. Historic fixtures should be used when appropriate.



- + Decorative light fixtures compliment architectural style of building. Black metal finish consistent with other materials including black metal structural hardware above.

A FORM, MASS, AND SCALE

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1-B: ARCHITECTURAL FEATURES (CONT.)

LIGHTING (CONT.)

20. Lighting should comply with the requirements of the *California Energy Code* for backlight, uplight, glare, and other code requirements.
21. 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.

ENERGY EFFICIENCY:

22. Lighter-colored finishes should be used on the exterior of buildings to help reflect heat in the summer months. Minimize west and south-westerly facing windows due to intense afternoon sun conditions. Properly proportion overhangs on south windows, and sun screening on south and west windows. Accommodate daylighting of multistory office buildings by making one plan dimension (preferably the east or west dimensions) of the building small enough to maximize the number of people working near windows.

SIGNAGE:

23. Refer to *Sign Design, Section 3.D* for sign locations on a building.

A FORM, MASS, AND SCALE

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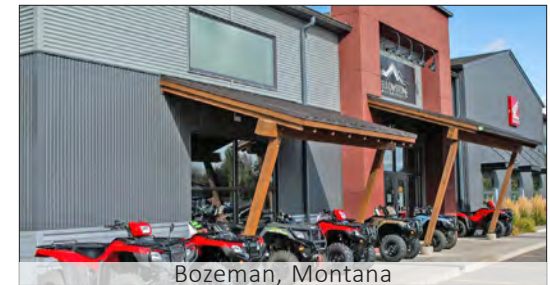
F MATERIALS AND COLORS

1-C: CANOPIES AND AWNINGS

1. Provide building overhangs, canopies, or awnings which articulate the building facade and provide protection from inclement weather.
2. Architectural canopies and awnings should support the building design. Colors and materials of the canopies or awning should complement the material and colors of the building.
3. Awnings should be well maintained, washed regularly, and replaced when faded or torn.
4. Fabric awnings should make use of woven fabric (not vinyl), suitable for use in exterior applications, and resistant to fading or tearing.
5. Canopies made of metal or other materials may be appropriate on some buildings if they are compatible with building codes and are also compatible in scale and overall design.
6. Canopies and awnings should be mounted in locations that respect the design of a building, including the arrangement of bays and openings on all floors. The design of canopies/awnings should respond to the scale, proportion, and rhythm created by these elements, and should reinforce pedestrian scale details. They should also emphasize building entrances where applicable.



- + Awnings provide visual contrast and help integrate windows into building facade
- + Building base stone helps visually ground building, and signifies entrance
- ✗ Vertical pilasters lack detail and articulation



- + Canopies are integrated into building, and provide protective cover for entrance and outdoor product display
- + Taller canopy identifies building entrance

A FORM, MASS, AND SCALE

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1-C: CANOPIES AND AWNINGS (CONT.)

7. The minimum height of canopies/awnings should be 8 feet (measured from bottom of the awning/canopy to the sidewalk).
8. Covered porches should not extend outwardly from the building more than 8 feet. Canopies should not extend outwardly from the building more than 6 feet.
9. 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.
10. When several businesses occupy one building utilizing canopies/awnings, the canopies/awnings should make use of consistent color, material, and form.



+ Canopies, changes in material, and variation of facade depth provide shadow lines and definition to an otherwise boxy building

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1-D: VISIBILITY / WINDOWS

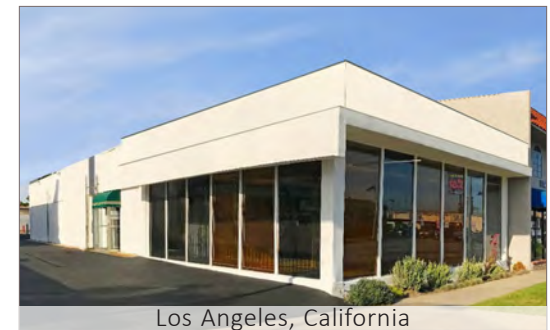
WINDOWS

1. Windows are an important architectural element of facade design because they create a visual rhythm of building openings, as well as provide views into the interior. Display windows add 'warmth' to the street and enliven the pedestrian experience.
2. Windows and doors should be designed in an orderly arrangement to provide articulation and scale to facades of buildings. Incorporate windows into all applicable facades and coordinate their placement and design with other architectural elements.
3. Integrate windows and doors into building walls by using detailing such as trim, lintels, ledges, canopies, or other details integrated into the building design.
4. Where transom windows exist, every effort should be made to retain this storefront feature.
5. The first floor of a commercial building in the downtown area that is fronting or siding on a street shall have a minimum of 30% of its length in windows. There should be no lengths of facade walls in excess of 40 feet without windows.
6. Corner buildings shall incorporate display windows in blank walls over 20 feet long.
7. Display windows in existing buildings that have been covered-up should be converted back into windows where feasible.



Coachella, California

- + Windows can be integrated into a building facade using a variety of techniques including trim, lintels, ledges, canopies, or other detail work



Los Angeles, California

- + Large windows provide visibility into and out of the business
- ✗ Lack of detail around perimeter of window, and absence of building base element presents windows as punched openings

A FORM, MASS, AND SCALE

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**D VISIBILITY/
WINDOWS**

E BUILDING ENTRANCES

F MATERIALS AND COLORS

1-D: VISIBILITY/WINDOWS (CONT.)

8. Every building entry, including entries to individual shops, shall be lighted. Lighted entries increase safety for walking, 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.
9. Taverns, bars, or private offices in storefronts located within the Downtown area may use blinds or cafe curtains for privacy if consistent with the building's design.
10. Permanent, fixed security grates or grilles over windows should not be used.
11. Air conditioning units placed in windows are not permitted in publicly visible portions of the building.
12. Replacing existing windows and doors with incompatible materials such as anodized aluminum, and tinted or reflective glass is not permitted.

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1-E: BUILDING ENTRANCES

1. Provide clearly defined site and building entrances that are scaled appropriately to the area and that relate directly to the street frontage(s).
2. Entrances 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.
3. 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 not be accentuated, and should be integrated into the design surrounding them.
4. Entrances should include protected areas covered by a recess, canopy, overhang, or marquee to provide protection from the rain.
5. Entrances to commercial or retail buildings should have large glass storefronts where appropriate. Full lite doors are encouraged because they extend the openness and transparency of the storefront.



+ Signage, lighting, and building base materials can effectively identify building entrances



+ Appropriately scaled tower elements and architectural detailing can be used to identify building entrances

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1-E: BUILDING ENTRANCES (CONT.)

EXISTING BUILDINGS

- Existing doors in historical or existing buildings should be re-used where feasible. New doors provided in existing buildings should match or compliment the architectural style of the existing building

REAR ENTRANCES

- Rear entrances are encouraged where feasible for Downtown businesses to improve pedestrian access.
- Rear entrances must respond to the same needs as the primary entrances, only at a reduced scale. These include identification signage, windows, and lighting.
- 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.
- Rear entrances should incorporate architectural elements from the front facade for consistency.
- Signs should be appropriately scaled to match the size and scale of rear entrances.
- 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.



Paradise, California

- + Secondary and primary entrances should share consistent detailing and materials, with forms scaled appropriately to indicate their primary and secondary nature

A FORM, MASS, AND SCALE

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1-F: MATERIALS AND COLORS

1. Complimentary materials should be used that result in a cohesive building design. 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 articulation and detail should be used.
2. Integrate at least one material change, color variation, or horizontal reveal for every 12 vertical feet of building facade. Vertical spacing may be averaged over the height of the facade.
3. Integrate at least one material change, color variation, or vertical reveal every 50 horizontal feet of building facade. Horizontal spacing may be averaged over the length of the facade.
4. Use materials and finishes that are compatible in quality, color, texture, finish, and dimension to surrounding properties.
5. If imitation materials are used, the detailing, coloring, and visual appearance should be consistent with the material they are imitating.
6. Non-durable materials and finishes that are susceptible to weathering, wear and tear, and sun-damage or fading should be avoided. Materials should be selected, detailed, and finished for durability in Paradise's climate. Painted wood surfaces facing south should be properly prepared for painting and have opaque high quality paints or sealants applied in multiple coats.
7. Buildings with multiple public-visible facades should use consistent material combinations, detailing, and material quality throughout all facades visible to the public.
8. Provide detailing at material transitions or terminations to reinforce the natural appearance of the material. For example, stone or masonry should be wrapped around visible corners to provide the appearance of mass instead of a thin veneer.
9. Materials or finishes with subtle, neutral, or natural tones should be integrated with accent materials or details.
10. Materials or finishes that are intensely saturated or fluorescent are not permitted to be used as a primary materials, although they may be appropriate as accent materials.
11. Materials or finishes that are highly reflective, such as certain metals or reflective glazing, should not be used where they present a public nuisance or safety hazard.
12. Corporate image should be secondary in the design of projects, as branded buildings are difficult to reuse if vacated by the primary business.
13. Refer to the *Appendix*.

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SITE DESIGN:

INGRESS/EGRESS

PARKING CIRCULATION

PEDESTRIAN CIRCULATION

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SERVICE, UTILITY, AND WASTEWATER TREATMENT AREAS

ENERGY EFFICIENCY

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2-A: INGRESS/EGRESS

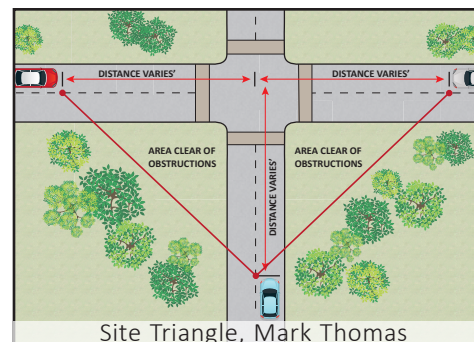
VEHICLE ACCESS:

1. Major access points to sites should be coordinated whenever possible. Separated ingress and egress points with landscaped islands should be provided.
2. 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.
3. 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. In this area, structures, fences, walls signs, plant materials and etc. with the exception of street trees should not exceed 2.5 feet in height above the street grade. Clear sight triangles will vary based on roadway speeds and other criteria. *Refer to AASHTO (American Association of State Highway and Transportation Officials): A Policy on Geometric Design of Highways and Streets, Current Edition and the Town Engineer for additional requirements.*
4. Signs should not be placed in areas that constitutes a safety hazard to vehicle access especially to emergency vehicular access.
5. Design must conform with *Paradise Municipal Code: Chapter 8.58 (Defensible Space and Hazardous Fuel Management)*.



Old Town Temecula, California

- + Coordination of major access points, alerts vehicles upon entry point
- ✗ Entry monument creates a possible site triangle conflict for users



Site Triangle, Mark Thomas

- + Graphic provides an example of site triangles and it does not cause obstructions to view for users



Edmond, Oklahoma

- + Egress and ingress point is divided by landscape island
- + Landscape materials help prevent glare/reflection from opposing vehicles

A INGRESS/EGRESS

B PARKING
CIRCULATIONC PEDESTRIAN
CIRCULATION

D CREATING PLACES

E PAVING/
HARDSCAPEF LOCATION OF
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H FENCES/WALLS

I SITE FURNISHINGS

J SITE LIGHTING

K SERVICE/UTILITY/
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TREATMENT
AREASL ENERGY
EFFICIENCY**2-B: PARKING CIRCULATION**

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

- Refer to Paradise Municipal Code Chapter 17.38 (Off-Street Parking and Loading Regulations) for specific parking lot requirements. Design must conform with Paradise Municipal Code: Chapter 8.58 (Defensible Space and Hazardous Fuel Management)

ACCESS:

1. Vehicle access should be carefully considered for a clear and uniform traffic pattern through the lot.
2. Parking lots should include clear pedestrian paths to enhance pedestrian access and safety.
3. Crosswalks across vehicular lanes should be clearly delineated to promote pedestrian flow between parking areas and building entrances

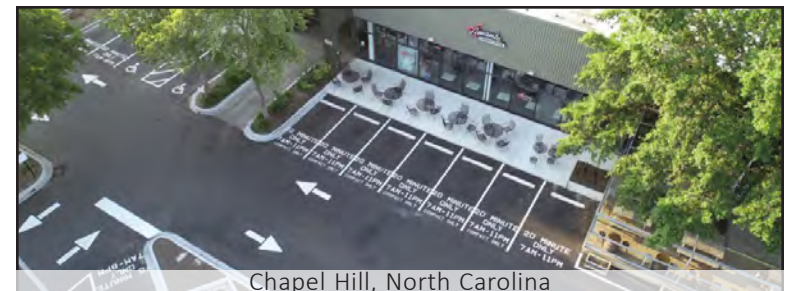
COMBINING PARKING:

4. 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.
5. 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.



The Transcript Avenue Lot, Lexington, Kentucky

- + Considers a clear and uniform traffic pattern through the lot
- + Considers parking for multiple businesses within the Downtown area
- ✗ Does not provide adequate tree shading



Chapel Hill, North Carolina

- + Considers clear pedestrian paths
- + Adjacent to property, enhances the security and efficiency for user
- + Provides adequate tree shading

A INGRESS/EGRESS

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CIRCULATION

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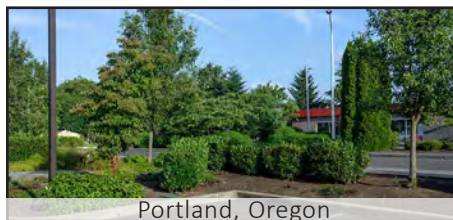
2-B: PARKING CIRCULATION (CONT.)

LANDSCAPING:

6. Parking lot perimeters that have street frontage should provide an aesthetically pleasing visual buffer and follow the same general guidelines as proposed for the rest of the downtown area.
7. 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.
8. Parking lot landscaping shall not prevent a clear view for emergency services such as the fire and police department.
9. Plant heights within parking lot islands and perimeter buffers should not exceed 30 inches in height, and should be evergreen in nature.
10. Accent color is encouraged. Deciduous trees should 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'. Refer to the *Planting Palette*.

LOCATIONS:

11. Refer to *Paradise Municipal Code Chapter 17.38 (Off-Street Parking and Loading Regulations)* for parking lot location. Parking that does front on streets should 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.



Portland, Oregon

- + Provides a pleasing visual buffer
- + Plant palette considers easy maintenance landscaping



Little Bay Park, Whitestone, New York

- + Considers drought tolerant plants
- + Clear view of emergency vehicles
- ✗ Does not provide adequate tree shading



Duluth, Minnesota

- + Does not take up the lot's street frontage
- + Planter space to provide screening
- ✗ Planting palette does not provide adequate screening

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2-C: PEDESTRIAN CIRCULATION

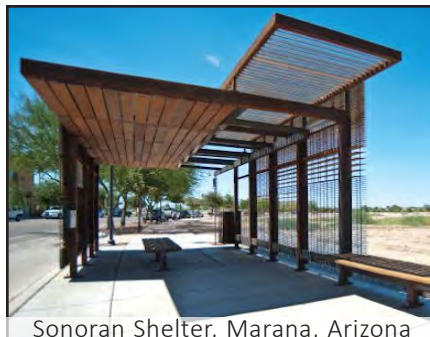
Where commercial and residential structures adjoin public areas, and along internal circulation paths of the downtown area, provide pedestrians with the greatest possible sense of safety, comfort, aesthetic pleasure, and connection to building activities at edges.

PEDESTRIAN SHELTER:

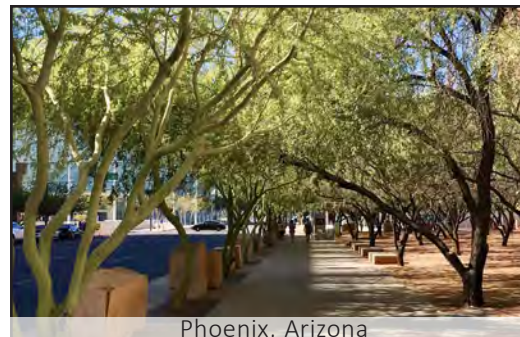
1. Provide shade from the summer sun (and protection from the rain, when possible) with street trees, trellises, awnings and other devices along street frontages and paths internal to the project, especially on the south side of buildings.

AESTHETIC QUALITY:

2. The highest detail and material quality for projects should be placed where pedestrians have the greatest and closest contact with the project.



- + Provides adequate shade
- + Allows for circulations paths, enhances safety and comfort
- Shelter design does not complement the aesthetic of the Town



- + Walkable space
- + Natural tree shading
- Too dense of tree planting, can cause a fire hazard



- + Shelter design complements the aesthetic of the Town
- + Provides seating for users
- Does not provide adequate shade

A INGRESS/EGRESS

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2-C: PEDESTRIAN CIRCULATION (CONT.)

SEMI-PRIVATE SPACES ON STREET:

3. 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.

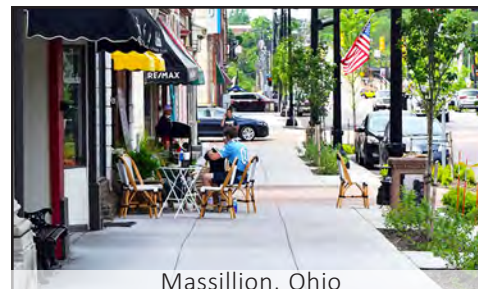
OUTDOOR DINING SPACES ON STREET:

4. Existing porches, patios, balconies, courtyards, etc. shall be use to provide spaces for outdoor dining on the street.
5. If necessary and acceptable by the Town, parking spaces may be use to accommodate outdoor dining.
6. Outdoor dining spaces shall not encroach into the public right of way.
7. Outdoor dining spaces shall not be place in areas where it can create a safety hazard to vehicular and pedestrian access, especially to emergency services like the fire and police department.
8. Design must conform with *Paradise Municipal Code: Chapter 8.58 (Defensible Space and Hazardous Fuel Management)*.



Sacramento, California

- + Clear pedestrian path
- ✗ Outdoor dining spaces shall not encroach into the public right of way



Massillon, Ohio

- + Existing spaces used to provide spaces for outdoor dining
- + Encourages social connections
- ✗ Does not provide a clarity who has the right to control the space



Penetanguishene, Ontario, Canada

- + Provides a clarity who has the right to control the space
- + Usage of landscaping as a screening

A INGRESS/EGRESS

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2-D:CREATING PLACES

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

PUBLIC AND SEMIPUBLIC OPEN SPACE :

1. Design common open spaces to support the ability to create special places in the project. (Examples: Parks, plazas, and other shared open spaces.)
2. Designers should not design isolated spaces that may encourage homeless encampments.

VISIBLE OPEN SPACE:

3. 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.



Brooklyn, New York

- + Courtyard common space
- + Provides a transition
- ✗ Design might encourage transients



Greenwood, Indiana

- + Common open space
- + Ability to create special places in project
- + Visible open space

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2-E: PAVING/HARDSCAPE

FITTING INTO THE DOWNTOWN:

1. Hardscape design should reflect the inherent character of the Downtown area with formal patterns and layout.

PAVEMENT TREATMENTS:

2. 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.

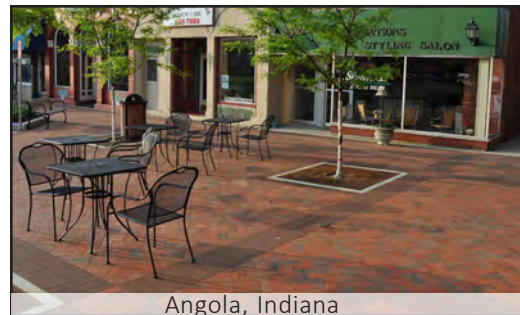
QUALITY OF DESIGN:

3. 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.



Ardmore, Pennsylvania

- + Slip resistance surface
- + High quality material



Angola, Indiana

- + Complements the Town's aesthetic
- + Creates banding that enhances the space



Kennedy St., Washington D.C.

- + Encourages interesting paving patterns, provides individuality

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2-E: PAVING/HARDSCAPE (CONT.)

MATERIALS:

4. 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:

5. All paving and hardscape surfaces shall provide the proper slip resistance to prevent potential injuries. Property owners and designers should check the *Paradise Municipal Code* and with Town building officials for current codes concerning this issue.

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2-F: LOCATION OF STRUCTURES

Structures can create usable outdoor places and continuity of desirable characteristics of adjoining structures along the street face. Locate buildings on the site to complement the natural topography.

- *Refer to Paradise Municipal Code, Design must conform with Paradise Municipal Code: Title 8 (Health and Safety)*

PLACE OF TRANSITIONS:

1. Fences, bushes, 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, semipublic, and private spaces, but should not be visual barriers.

COMMON FACILITIES:

2. The inclusion of common facilities that respond to the anticipated needs of the users is encouraged. Under most circumstances, these common facilities should be located to provide a bridge between the downtown, the greater redevelopment project area, and the community defined by the project, e.g., a public seating area at major entrances to the project.



Old Sacramento, California

- + Provides a transitional space
- + Encourages public access

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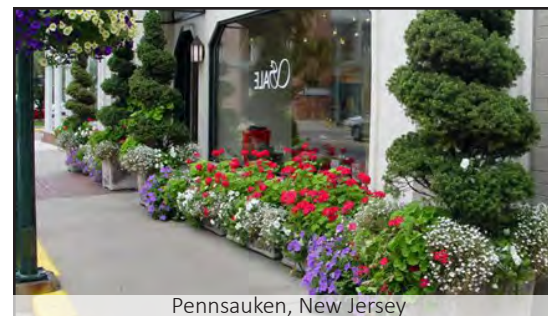
2-G: LANDSCAPING/IRRIGATION

PLANT SELECTION:

1. 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.
2. 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.
3. Incorporate appropriate landscaping that includes a variety of trees, shrubs and other plantings.
4. On-center spacing should not follow a specified formula but should provide for a visually uniform canopy that creates minimum obstruction of signage, street lighting, and building entries.
5. Colorful ground plantings at intersections are encouraged.
6. Ground cover planting, with the exception of turf, are encouraged within parkway strips and commercial frontages.
7. Refer to *Paradise Municipal Code Chapter 8.58.060 (Defensible Space/Hazardous Fuel Management Requirements)* for five (5) feet non-combustible perimeter.



- + Landscape design enhances a balanced environment
- + Incorporates variety of planting



- + Encourages colorful planting
- + Design focuses on specific users, storefronts



- + Encourages vine planting, add a beauty component while screening the wall

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2-G: LANDSCAPING/IRRIGATION (CONT.)

DIVIDERS:

8. 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.
9. Plants should not intrude ingress/egress areas and vehicular access.

MECHANICAL IRRIGATION VS HAND WATERING:

10. 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:

11. 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.
12. Irrigation design shall meet *MWELo (Model Water Efficient Landscape Ordinance) Requirements*.



Drip Irrigation System, Netafim

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2-G: LANDSCAPING/IRRIGATION (CONT.)

SPRINKLER:

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

14. When installing overhead sprays near impervious paving, irrigation shall have a 24" minimum setback.

WATER CONSERVATION:

15. Select trees and plants that reflect the climate of Paradise and minimize water consumption. Refer to the *Planting Palette*.



Sprinkler System, Rainbird

A INGRESS/EGRESS

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2-H: FENCES/WALLS

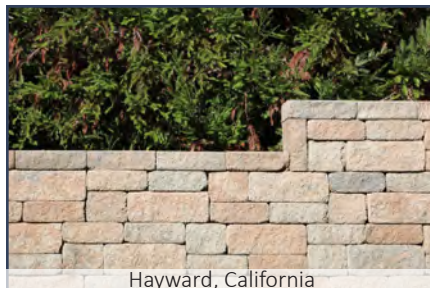
DETAILING AND MATERIALS:

1. 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.
2. Chain-link fences, plywood, barbed wire, and concertina (razor) wire fences are not permitted in public views in the *Downtown Revitalization Master Plan Area*.
3. For fencing material within five (5) feet from any structure, see *Paradise Municipal Code Chapter 8.58 (Defensible Space and Hazardous Fuel Management)*.

SCREENING:

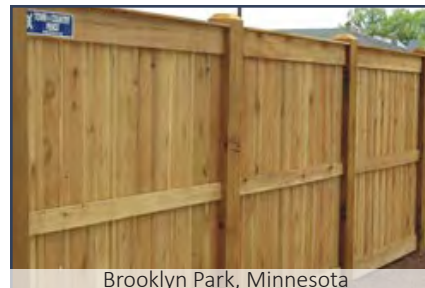
4. Fences/Walls should be screened with upright shrubs or trellised vines as needed. Aesthetic complementary shall be considered. The design shall comply with *Paradise Municipal Code Chapter 8.58 (Defensible Space and Hazardous Fuel Management)*. A combination of fencing and landscaping shall screen 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



Hayward, California

- + Wall style complements the Town's aesthetic



Brooklyn Park, Minnesota

- + Encourages property boundary
- + Provides privacy and security
- + Aesthetically appealing
- ✗ Wood material "Flammable"



Marshfield, Massachusetts

- + Provides adequate screening
- + Combination of fencing and landscaping

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2-I: SITE FURNISHINGS

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

DESIGN:

1. 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:

2. The inclusion of drinking fountains within outdoor spaces, adjacent to businesses, transit stops and multi-family residential buildings, is encouraged.

BENCHES:

3. Benches should be placed in an area where it is easily accessible and made of all-weather materials. Metals should have a non-corrosive finish. The style should work with the architecture of the business and maintained by the same business.



Outdoor Fountain, Elkay

+ ADA accessible and dog-friendly



Commercial Park Bench, BYO Recreation

+ All weather and non-combustion is tied in with the Architecture

✗ Inaccessible for all users



Contemporary Table, Victor Stanley (Maryland)

+ Neutral Colors, See Appendix for color suggestions

✗ ADA Accessible

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2-I: SITE FURNISHINGS (CONT.)

TABLES:

- Benches should be placed in an area where it is easily accessible and made of all-weather materials. Metals shall have a non-corrosive finish. A shade canopy is highly recommended for seasonal weather.

TRASH RECEPTACLES:

- Trash receptacles should be placed in an area where it is easily accessible and made of all-weather materials. Metals should have a non-corrosive finish. The style should work with the architecture of the business and maintained by the same business.

PLANTERS:

- Raised planters are acceptable and should be fabricated with durable all-weather materials. Pots should not drain onto sidewalks and are encourage to have plant materials suggested in the *Appendix*.



Trash Receptacle, Victor Stanley (Maryland)

- + Maintained and provided for outdoor seating areas



Bike Racks, Reliance Foundry

- + Meets Town code
- + Aesthetically appealing
- + Accessible



San Francisco, California

- + Well maintained and accessible
- ✗ Impeding pedestrian movement

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2-I: SITE FURNISHINGS (CONT.)

BIKE RACKS:

7. Bike racks should be placed in an area where it is easily accessible and made of all-weather materials. Metals shall have a non-corrosive finish. Bike racks should meet *CalGreen (California Green Building Standards Code 2019) Standards* and not be located in area to hinder pedestrian movement.

BIKE STORAGE:

8. Bike storage should be placed in an area where it is easily accessible and made of all-weather materials. Metals shall have a non-corrosive finish. Bike storage should meet *CalGreen (California Green Building Standards Code 2019) Standards* and not be located in area to hinder pedestrian movement.

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2-J: SITE LIGHTING

Site lighting shall have a scale, design, and color that best complements the character and design of the adjacent structure. Lighting should be visible from the exterior of a building and the project's boundaries should be limited to that necessary for security, safety, and identification. It should 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.

PATH:

1. Paths through covered or open courtyards should be illuminated.

LOCATION AND DESIGN:

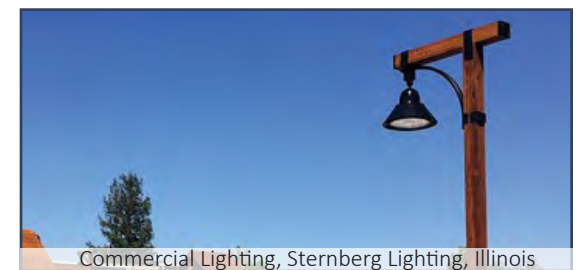
2. Lighting should be accomplished in a manner that does not create glare for pedestrians, drivers, or adjacent properties. If light fixtures are visible, they should have a low enough intensity or have adequate diffusing lenses to minimize their brightness. The emphasis should be on lighting landscape, pedestrian spaces, or building surface. Lighting style shall be compatible with the street theme. Refer to the *Paradise Municipal Code* for parking lot height and location requirements.



- + Light fixture complements the Town's aesthetic, providing a "traditional" look
- + Type of lighting does not cause glare for users



- + Light fixture complements the Town's aesthetic
- + Illuminates paths for user



- + Light fixture encourages individuality of design

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2-J: SITE LIGHTING (CONT.)

UNDER CANOPY AND ENTRY LIGHTING:

- Under canopy and entry lighting shall be placed to illuminate the pedestrian walkway which may be shaded from streetlights. These fixtures may be recessed down lights or pendant fixtures set in the soffit or other wall mounted shaded fixtures.

PARKING LOTS:

- Parking lots must provide adequate lighting for safety. Lighting should complement the building lighting fixtures. Refer to *Building Design, Section 1.B.* for lighting on building facades.



- + Provides adequate entry lighting on the exterior of the building
- ✗ Lighting does not extend beyond awning to provide lighting under canopy



- + Light fixture complements the Town's aesthetic
- + Illuminates paths for user

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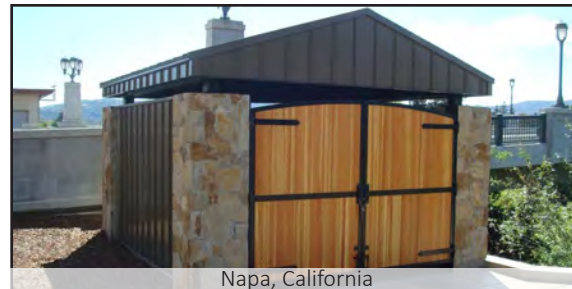
K SERVICE/UTILITY/
WASTEWATER
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2-K: SERVICE, UTILITY, AND WASTEWATER TREATMENT AREAS

TRASH AND RECYCLING ENCLOSURE DESIGN:

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

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



Napa, California

- + Enclosure is aesthetically pleasing
- + Compatible materials



Escondido, California

- + Landscape screening

A INGRESS/EGRESS

B PARKING
CIRCULATIONC PEDESTRIAN
CIRCULATION

D CREATING PLACES

E PAVING/
HARDSCAPEF LOCATION OF
STRUCTURESG LANDSCAPING/
IRRIGATION

H FENCES/WALLS

I SITE FURNISHINGS

J SITE LIGHTING

K SERVICE/UTILITY/
WASTEWATER
TREATMENT
AREASL ENERGY
EFFICIENCY

2-K: SERVICE, UTILITY, AND WASTEWATER TREATMENT (CONT.)

SERVICE AREA ENCLOSURE:

2. 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.

MECHANICAL, ELECTRICAL SERVICES AND SITE EQUIPMENT:

3. 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 while still providing service and maintenance access.

ROOF MOUNTED EQUIPMENT:

4. 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. Refer to *Building Design* for specifications.

WASTEWATER TREATMENT FACILITIES:

5. 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.

A INGRESS/EGRESS

B PARKING
CIRCULATIONC PEDESTRIAN
CIRCULATION

D CREATING PLACES

E PAVING/
HARDSCAPEF LOCATION OF
STRUCTURESG LANDSCAPING/
IRRIGATION

H FENCES/WALLS

I SITE FURNISHINGS

J SITE LIGHTING

K SERVICE/UTILITY/
WASTEWATER
TREATMENT
AREASL ENERGY
EFFICIENCY

2-L: ENERGY EFFICIENCY

Incorporate practical energy efficient strategies in the project design. Refer to the current *California Green Building Code* located online at, <https://codes.iccsafe.org/content/CAGBSC2019/cover>. 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:

1. Deciduous trees should be a part of the landscape improvements, especially those that are positioned to shade windows, the building, air conditioning units, and paved areas, including the street. South and west facing sides of the building that are shaded with deciduous trees will save the most energy.

EQUIPMENT ELEMENTS:

2. 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:

3. Early consultation with utilities on energy efficiency for medium and large-sized projects is strongly encouraged.

A INGRESS/EGRESS

B PARKING
CIRCULATIONC PEDESTRIAN
CIRCULATION

D CREATING PLACES

E PAVING/
HARDSCAPEF LOCATION OF
STRUCTURESG LANDSCAPING/
IRRIGATION

H FENCES/WALLS

I SITE FURNISHINGS

J SITE LIGHTING

K SERVICE/UTILITY/
WASTEWATER
TREATMENT
AREASL ENERGY
EFFICIENCY

2-L: ENERGY EFFICIENCY (CONT.)

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. Refer to *Building Design* for specifications.

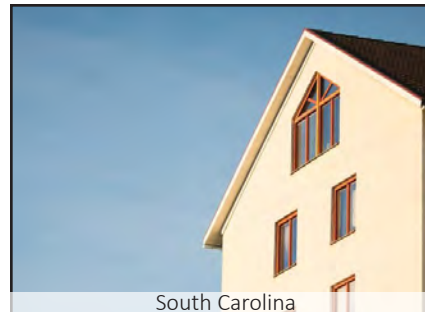
SOLAR ACCESS - ROOF AREA:

- 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. Refer to *Building Design* for specifications.



Renton, Washington

- + Promotes energy efficiency, car charging station



South Carolina

- + Light-colored finishes to help keep the building cool



Solar Panel, Carolina Solar

- + Promotes energy efficiency

SIGNS:

DESIGN CONSIDERATION

SIZE, COLOR, AND FONT

QUALITY AND MATERIALS

LOCATION ON BUILDING

ARCHITECTURE COMPATIBILITY & CORPORATE IDENTITY

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A SIGN DESIGN
CONSIDERATIONB SIGN SIZE, COLOR,
AND FONTC QUALITY AND
MATERIALSD LOCATION ON
BUILDINGE ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY**3-A: SIGN DESIGN CONSIDERATION**

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

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

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

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

DOWNTOWN SIGNS:

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

A SIGN DESIGN
CONSIDERATIONB SIGN SIZE, COLOR,
AND FONTC QUALITY AND
MATERIALSD LOCATION ON
BUILDINGE ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY

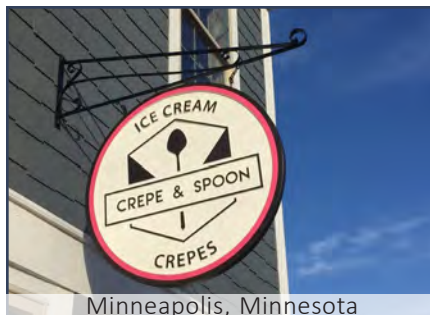
3-A: SIGN DESIGN CONSIDERATION (CONT.)

ENCOURAGED SIGNS:

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

ACCEPTABLE SIGNS:

12. Awning signs (restricted to the valance or end flap); can be internally illuminated or backlit.
13. Neon tube lighting on painted wall signs, on window signs, around architectural features and on signs.
14. Marquee signs for movie and theater and/or "community service" uses.
15. Exterior signage for special sales promotions, etc.



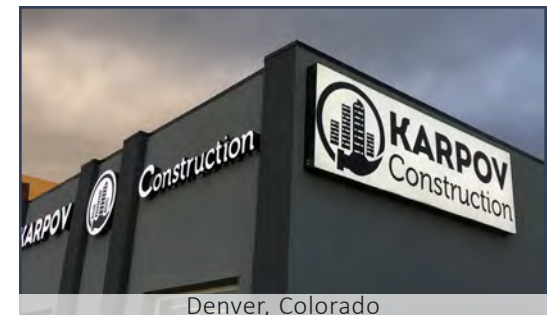
Minneapolis, Minnesota

- + Oriented towards pedestrian
- + Clearly legible hanging sign at storefront



Midlothian, Virginia

- + Monument signage within property line, highly visible.
- ✗ Blocking sightlines for vehicles



Denver, Colorado

- + Flush mounted wall signs with backlighting
- + Good visibility for multiple users
- + Location of sign on the wall

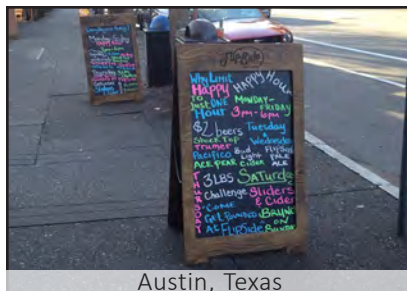
A SIGN DESIGN
CONSIDERATIONB SIGN SIZE, COLOR,
AND FONTC QUALITY AND
MATERIALSD LOCATION ON
BUILDINGE ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY

3-A: SIGN DESIGN CONSIDERATION (CONT.)

16. Portable signs professionally designed and temporary that comply with ADA accessibility and placed to not obstruct pedestrian movement.
17. Monument signs are allowed if there is appropriate distance set back from the street or parking areas.
18. Attachments must be compatible with building design and compliment surrounding businesses and area. Natural coloring and landscaping is preferred.

DISCOURAGED SIGNS:

19. "Temporary" banners for business identification for more than 60 days unless extended by the Planning Director per *Paradise Municipal Code 17.37*.
20. Projecting, emitting, rotating, moving, or flashing signs; exposed raceways behind channel letters.
21. Pole signs; free-standing or otherwise.
22. Roof mounted signs upon buildings at or above street level (see exception *Paradise Municipal Code Chapter 17.37*).
23. 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).
24. Balloon signs, paper-, cloth-, or plastic-streamers and bunting (except holiday decorations).



Austin, Texas

- + Temporary signs for daily business use.
- ✗ Obstruction to pedestrian movement



Eugene, Oregon

- ✗ Mounted signs are not approved by town unless there's no physical location for a sign. Flush mounted parapet signs are allowed.
- ✗ Poorly constructed, unstable roof mounting



Milwaukee, Wisconsin

- ✗ Pole signs; free-standing
- ✗ Located in the public's right of way

A SIGN DESIGN
CONSIDERATION**3-A: SIGN DESIGN CONSIDERATION (CONT.)**B SIGN SIZE, COLOR,
AND FONTC QUALITY AND
MATERIALSD LOCATION ON
BUILDINGE ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY**DISCOURAGED SIGNS (CONT.):**

- 25. Traffic sign replicas.
- 26. Handmade portable signs that are not professionally designed, that violate ADA accessibility requirements, or that obstruct pedestrian movement.
- 27. Signs with obscene, indecent or immoral content.
- 28. Signs constituting a safety hazard.
- 29. Monument signs are not allowed in the Downtown if the business is located on a zero lot line. Refer to *Paradise Municipal Code Chapter 17.37.700 (Business signs - Regulations in All Zoning Districts)*.
- 30. Plastic or vinyl material stretched over a structure as a temporary sign except as allowed in the zoning code.

A SIGN DESIGN
CONSIDERATIONB SIGN SIZE, COLOR,
AND FONTC QUALITY AND
MATERIALSD LOCATION ON
BUILDINGE ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY

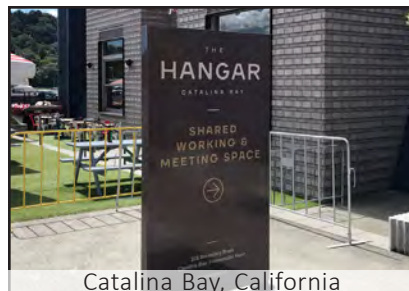
3-B: SIGN SIZE, COLOR, AND FONT

SIGN SIZE:

1. Refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations. All signs shall relate proportionately in size and placement to other building elements.
2. Window Signs: Refer to Paradise Municipal Code; Chapter 17.37 regarding current sign regulations of window signs.
3. 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 reviewed as part of the Design Review process for the new sign.

SIGN COLOR:

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



Catalina Bay, California

- + Size is at pedestrian scale
- ✗ Blocking access to site amenities or entries



Norcross, Georgia

- + Simple contrasting color scheme, See colors in Appendix Section



York, United Kingdom

- + Size appropriate to entrance and building
- ✗ Extending into Public Right of Way

A SIGN DESIGN CONSIDERATION

B SIGN SIZE, COLOR, AND FONT

C QUALITY AND MATERIALS

D LOCATION ON BUILDING

E ARCHITECTURAL COMPATIBILITY & CORPORATE IDENTITY

SIGN FONT:

5. Sign fonts should be uniform, limited of change, appropriately scaled, and easily legible. A sign containing too many fonts can be difficult to read, confusing, and appear disorganized. Some fonts can be very difficult to read at any reasonable distance. In addition, the environment of the sign placement should be taken into account.

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

- ✗ Difficult to read
- ✗ Confusing

A b C d e

- + Large bold lettering
- ✗ Thin font with minimal background contrasting

A SIGN DESIGN
CONSIDERATION

B SIGN SIZE, COLOR,
AND FONT

C QUALITY AND
MATERIALS

D LOCATION ON
BUILDING

E ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY

3-C: QUALITY AND MATERIALS

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

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:

1. Metal, wood, print on canvas awnings, painted graphics on building surfaces

ALLOWABLE SIGN MATERIALS:

2. Plexiglas, lexan or plastic, neon, vinyl lettering, other durable products deemed suitable for outdoor signs

PROHIBITED SIGN MATERIALS:

3. Unfinished plywood, particle board or paper.



Paradise, California

+ All weather materials



Fair Oaks, California

+ Enhanced lighting and durable materials

✗ Painted directly on building

A SIGN DESIGN
CONSIDERATION

B SIGN SIZE, COLOR,
AND FONT

C QUALITY AND
MATERIALS

D LOCATION ON
BUILDING

E ARCHITECTURAL
COMPATIBILITY &
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3-D: LOCATION ON BUILDING

FLUSH MOUNTED SIGN:

1. 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:

2. 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.
3. 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.
4. The color of an awning sign shall be compatible with and complementary to the color and material of the building to which it is attached.



Dallas, Texas

- + Flush mounting.
- + Emphasizes main entrance
- × Non contrasting colors



Nashville, Tennessee

- + Meets construction methods and standards
- × Contrasting the building character

A SIGN DESIGN
CONSIDERATION

B SIGN SIZE, COLOR,
AND FONT

C QUALITY AND
MATERIALS

D LOCATION ON
BUILDING

E ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY

3-D: LOCATION ON BUILDING (CONT.)

PEDESTRIAN-ORIENTED HANGING/SHINGLE SIGNS:

5. 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.
6. A hanging sign shall be hung perpendicular to and shall not project more than five (5) feet from the face of the building.
7. 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.
8. 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:

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

A SIGN DESIGN
CONSIDERATION

B SIGN SIZE, COLOR,
AND FONT

C QUALITY AND
MATERIALS

D LOCATION ON
BUILDING

E ARCHITECTURAL
COMPATIBILITY &
CORPORATE
IDENTITY

3-E: ARCHITECTURAL COMPATIBILITY & CORPORATE IDENTITY

ARCHITECTURAL COMPATIBILITY - COMPLEMENT BUILDING:

1. 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:

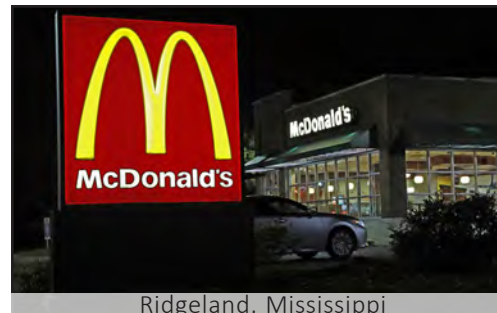
2. Corporate identity shall be secondary in the design of projects, and projects shall be consistent with the architecture of the surrounding community.

- **Signs:** Corporate signage for renovations shall be modest in scale and located to be compatible with the existing building.



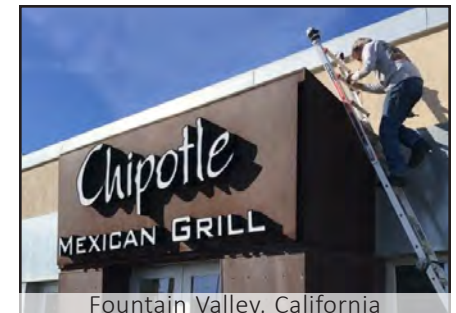
Paradise, California

- + Not out of scale with building
- × Oversized corporate stamping



Ridgeland, Mississippi

- + Standard corporate identity within private development lot
- × Non-standard placement or appearance



Fountain Valley, California

- + Placement complements business entrance and identity
- × Within scale

STREETSCAPE:

LANDSCAPE DESIGN

PRESERVATION OF TREES

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A LANDSCAPE DESIGN

B PRESERVATION OF TREES

4-A:LANDSCAPE DESIGN

LINE OF SIGHT:

1. Sight distance for driveways should be protected with the use of visibility triangles on each side of the driveway to ensure adequate visibility. 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. Clear sight triangles will vary based on roadway speeds and other criteria. Refer to *AASHTO (American Association of State Highway and Transportation Officials): A Policy on Geometric Design of Highways and Streets, Current Edition and Paradise Development Regulations* for additional requirements.

STREET TREE CANOPIES:

2. 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.



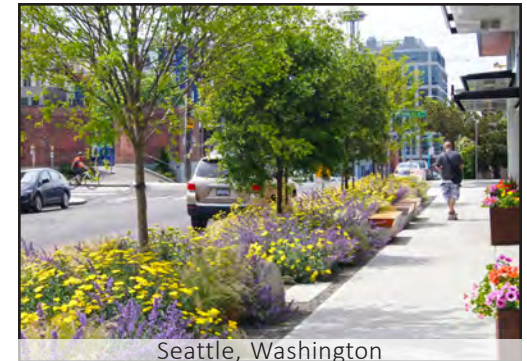
Fair Oaks, California

- + Provide adequate planter area
- + Deciduous tree
- ✗ Encroaches the public right of way



Camden, Pennsylvania

- + Allows good pedestrian visibility
- ✗ Blocking pedestrian line of sight



Seattle, Washington

- + Seasonal color/low water use plant types, See Appendix
- ✗ Non-maintained plants

**A LANDSCAPE
DESIGN****B PRESERVATION OF
TREES****4-A:LANDSCAPE DESIGN (CONT.)****FOUNDATION PLANTING:**

3. 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. Only low-growing vegetation with high-moisture content, such as flowers and ground covers and green lawns, free of dead vegetative debris, shall be allowed within five (5) feet of any structure. *Refer to the Defensible Space Ordinance.*

WATER CONSERVATION:

4. Select trees and plants that reflect the climate of Paradise and minimize water consumption.

PAVING/HARDSCAPE

5. Refer to *Site Design, Section 2.E* for specific requirements. Pavement materials, colors, and finishes shall be developed in coordination with Town Staff.

LANDSCAPE IRRIGATION

6. Refer to *Site Design, Section 2.G* for specific requirements.

LANDSCAPE SITE FURNISHINGS

7. Refer to *Site Design, Section 2.I* for specific requirements.

A LANDSCAPE DESIGN

B PRESERVATION OF TREES

4-B: 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:

1. Consult with a professional arborist for advice on the health and maintenance of existing trees and sections of street trees prior to design.
2. 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.

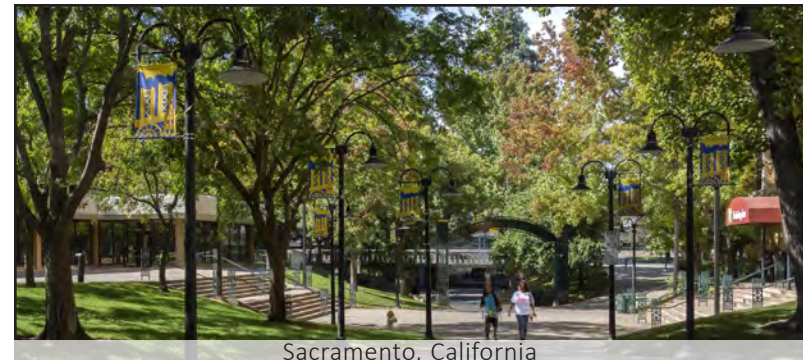
HEALTHY TREES:

- New development shall minimize loss of healthy existing trees.



Northfield, Minnesota

+ Appropriate tree staking



Sacramento, California

+ Maintained tree canopy

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APPENDIX:

GLOSSARY

DESIGN REVIEW COMMITTEE & PROCESS

PLANT PALETTE

COLOR PALETTE

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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.

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.

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.

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.

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.

DESIGN REVIEW PROCESS:

DESIGN REVIEW PROCESS:

The design review process is set by Council and is enumerated in *Paradise Municipal Code Chapter 17.41*. 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 Committee to the Town Council as set forth by the procedures in *Paradise Municipal Code Chapter 17.41*.

APPEALS TO THE DESIGN REVIEW DECISION:

The applicant may appeal staff's decision to the Town Council 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 Clerk's Office.

ENCOURAGED PLANT PALETTE:

STREET TREES:

BOTANICAL NAME:

Acer Rubrum	Red Maple
Calocedrus Decurrens	Incense Cedar
Liriodendron Tulipifera "Arnold"	Tulip Tree
Platanus Acerifolia 'Bloodgood'	London Plane Tree
Platanus Racemosa	Californica 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:

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:

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:

Arbutus unedo 'Compacta'	Dwarf Strawberry Tree
Cotoneaster Parneyi	Parney Cotoneaster
Ilex cornuta	Chinese Holly
Ligustrum japonicum 'Texanum'	Texas Privet
Philadelphus Lewisii	Wild Mock Orange
Photinia Fraseri	Photinia
Pittosporum Tobira	Mock Orange
Pittosporum Tobira 'Variegata'	Variegated Tobira
Prunus Caroliniana 'Brite N Tite'	Carolina Cherry
Prunus Laurocerasus	English Laurel
Raphiolepis Indica 'Majestic Beauty'	Majestic Beauty Raphiolepis
Rhamnus spp.	Coffeeberry
Umbellularia californica	California Bay Laurel
Viburnum Opulus 'Roseum'	European Cranberry Bush

MEDIUM SHRUBS (3'-4' TALL):

BOTANICAL NAME:

Atriplex spp.	Saltbush
Berberis thunbergii 'Atropurpurea'	Red Leaf Japanese Barberry
Buxus Japonica	Boxwood species
Dietes Vegeta	Fortnight Lily
Grevillea Noellii	Grevillea
Hypericum Moserianum	Gold Flower
Nandina Domestica	Heavenly Bamboo
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

ENCOURAGED PLANT PALETTE (CONT.):

SMALL SHRUBS (1'-3' TALL):

BOTANICAL 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 'Wheeler's Dwarf'	Dwarf Tobira
Raphiolepis Ballerina	Dwarf Raphiolepis
Rhus Ovata	Sugar Bush
Rosemarinus Ingramii	Collingwood Ingram Rosemary
Spiraea bumalda 'Anthony Waterer'	Anthony Waterer Spiraea

GROUND COVER:

BOTANICAL 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:

Campsis Radicans	Trumpet Vine
Clematis spp.	Clematis
Lonicera Japonica	Honeysuckle
Parthenocissus Tricuspidata	Boston Ivy

COLOR PALETTE:

ENCOURAGED 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.

DISCOURAGED 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.