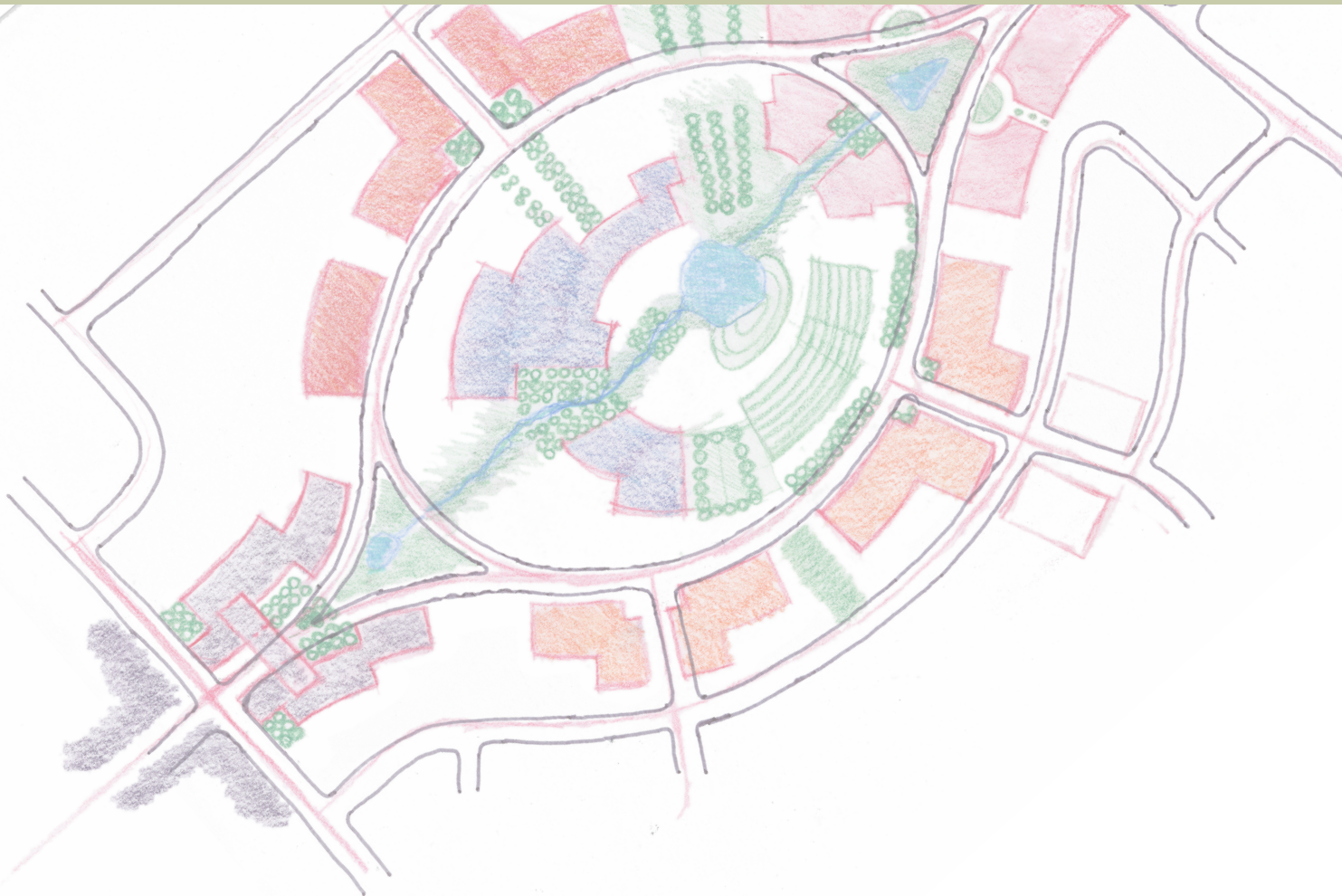


TOWN CENTER DESIGN GUIDELINES

**Nye County
Pahrump Regional Planning District**

APRIL 18, 2007



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Town Center Design Guidelines

Town Center Design Guidelines

Table of Contents

SECTION 1 INTRODUCTION	
Purpose	1-1
Location	1-1
Aerial Map	1-2
Vicinity Map	1-3
SECTION 2 CONCEPTUAL FRAMEWORK	
Conceptual Plan	2-1
SECTION 3 GOALS AND POLICIES	
Applicability	3-1
Goals	3-1
Policies	3-1
SECTION 4 DESIGN CRITERIA	
Building Orientation	4-1
Building Massing	4-1
Building Elements	4-2
Building Articulation	4-4
Building Design	4-7
Building Materials and Color	4-7
SECTION 5 PUBLIC AMENITIES	
Pedestrian Realm and Public Space	5-1
Streetscape	5-1
SECTION 6 GENERAL DEVELOPMENT CRITERIA	
Landscaping	6-1
Parking	6-1
Lighting	6-2
Signage	6-2
Awnings	6-2
SECTION 7 RESIDENTIAL DESIGN	
Residential Development	7-1

Town Center Design Guidelines



Introduction

1

1



Town Center Design Guidelines

Town Center Design Guidelines

PURPOSE

The Town Center Design Guidelines are intended to encourage and guide both public and private developments within the TC - Town Center Zoning District. The guidelines were developed in order to create a distinctive and recognizable town center area for Pahrump; to ensure that future development occurs in a cohesive manner; and to promote the development of a pedestrian-oriented activity center where residents and visitors converge to shop, eat, converse, work, and play.

The Design Guidelines establish the goals and policies for the development of the Town Center. These guidelines supplement the Town Center zoning regulations of the Pahrump Regional Planning District Zoning Ordinance and provide the framework for the design review process in approving new projects. A major emphasis of the guidelines is on the architectural form, massing, and detail of buildings, as well as landscaping. Each project within the Town Center must be consistent with these Design Guidelines.

It is also important to take the local climate of Pahrump into consideration in the development of the Town Center. The summer heat presents a number of challenges to provide for a year-round Town Center experience; therefore, new development must provide a significant amount of shading to encourage pedestrian activity, and landscaping must be carefully selected that is both heat-resistant and drought-tolerant.

LOCATION

The Town Center Zone consists of approximately 106 acres located close to the geographic center of the Pahrump Regional Planning District of Nye County. The boundaries of the Town Center include Jumping Fox Street to the north, Highway 160 to the east, Ambush Street to the south, and Dandelion Street to the west.

The area comprising the Town Center is primarily undeveloped, with large parcels and sections of land remaining vacant. Existing development consists of a County-maintained park and duck pond, medical and professional offices, and miscellaneous buildings.

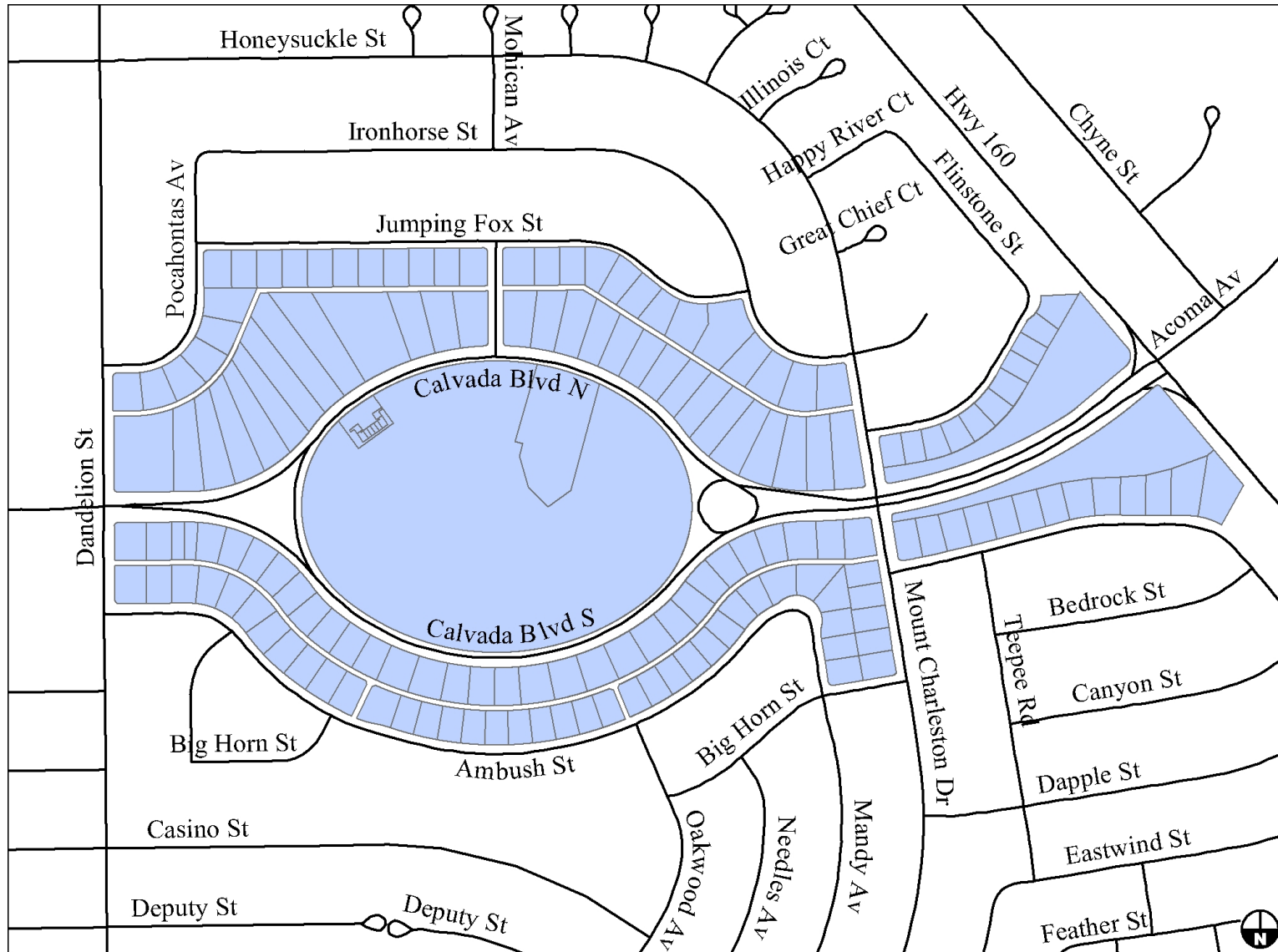
AERIAL MAP



Aerial Map

Town Center Design Guidelines

VICINITY MAP



Town Center Zone depicted in blue or shaded

Section 1:
Introduction

Page 1-3

1

Section 1:
Introduction

Page 1-4



Town Center Design Guidelines



Conceptual Plan

2

2



Town Center Design Guidelines

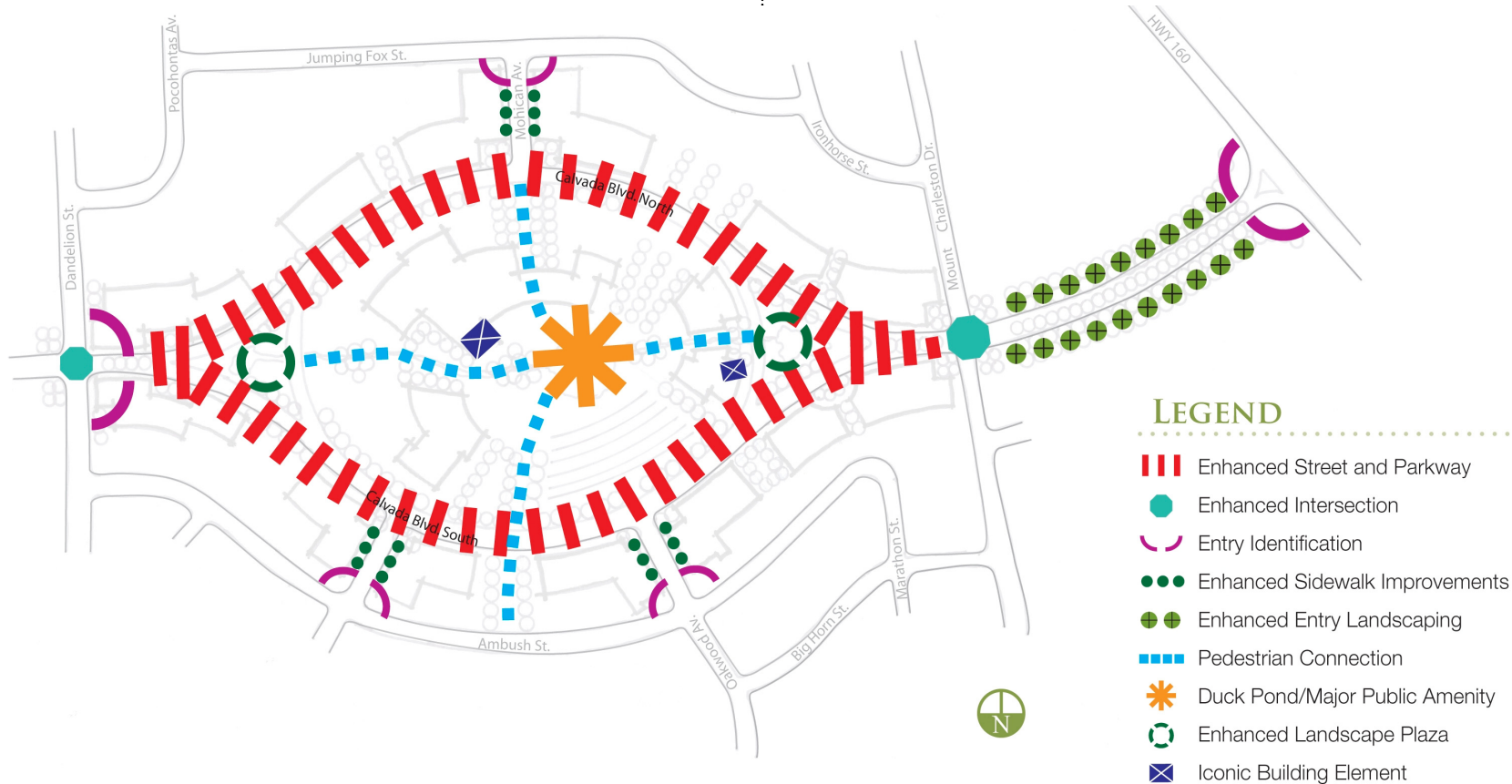
Town Center Design Guidelines

CONCEPTUAL PLAN

The conceptual plan map is included in this document as a general representation of the type of development encouraged in the Town Center under the goals and policies of the Design Guidelines. Retail and office uses are expected to be concentrated along Calvada Boulevard, with residential development located to the north and south of the “Calvada Eye.”

The Calvada Eye will likely remain in open space, containing public parks and paseos, with the possibility of civic uses and public activities and functions. Walkability and connectivity throughout the Town Center are also important aspects of the land use design concept.

Projects should contain ample architectural enhancements, building articulation, and exhibit high-quality site design in order to create a sense of entry and a sense of place throughout the Town Center.



Conceptual plan map



Town Center Design Guidelines



Goals and Policies

3

3



Town Center Design Guidelines

Town Center Design Guidelines

APPLICABILITY

These Design Guidelines pertain primarily to commercial and institutional development. Residential developments and mixed use projects containing a residential component should follow the Residential Development Guidelines located at the end of the Town Center Design Guidelines. The Town Center Design Guidelines apply to the following types of development:

- All new buildings, and building additions involving over 500 square feet;
- The exterior remodel of existing buildings with a building permit value of \$5,000 or greater; and
- New signs and changes to existing signs that require a sign permit from Nye County.

Decision-makers, County staff, developers, design consultants, and the community should follow the intent and vision of these guidelines in order to meet County standards and expectations for Pahrump's Town Center. All land use and development applications shall be reviewed for conformance with the goals, policies, and guidelines outlined herein. These development standards and site design requirements pertain both to development on private property and to improvements in the public right-of-way.

The graphics depicted throughout the document are intended as representations and examples of future development within the Town Center. They do not imply or suggest that development should mimic the designs or styles of the sketches.

GOALS

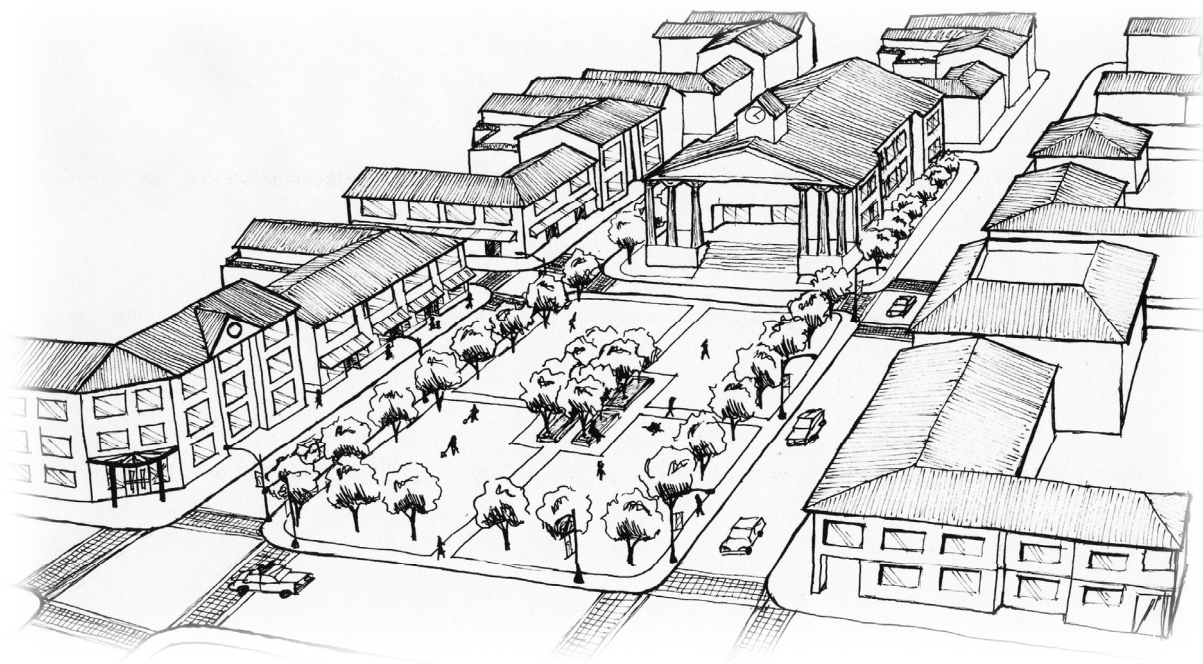
The following statements are goals that define the overall purpose of the guidelines, and serve to direct future development of Pahrump's Town Center:

- (A) Guide development of the Town Center into a small, traditional downtown village with a special identity that is attractive, distinctive and pedestrian friendly.
- (B) Promote a diverse mix of uses and activities throughout the Town Center and within individual developments, including commercial and civic uses, and higher density housing.
- (C) Develop parks, plazas, paseos, and open spaces that provide shelter from the heat and serve as focal points for community events and informal public gathering spaces.
- (D) Create an economically viable and lively Town Center that is utilized by residents and visitors both by day and by night.

POLICIES

The following policies shall serve as guidelines for decision-making and indicate direction, priorities, and a vision for the future. In order to achieve the goals of the Town Center, these policies set forth the framework for the evaluation of development plans, public and private improvements, and the implementation of the Town Center Zoning District.

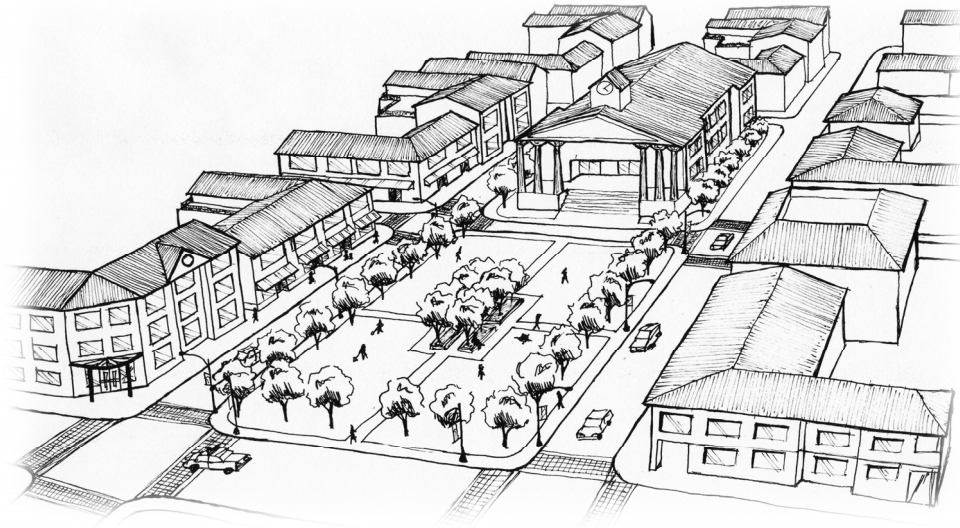
- (A) Require full site plans depicting building layout, floor plan, elevations, building colors and materials, landscaping, parking, circulation, and signage as part of the design review process.
- (B) Evaluate new development in the context of the entire Town Center, rather than as a stand-alone structure.
- (C) Ensure that all commercial, retail, and institutional development is respectful of neighboring land uses, especially residential, through design that is both visually and functionally compatible with the surrounding environment.
- (D) Ensure that new development is designed toward a pedestrian scale by controlling building height, mass and bulk, and through the use of design details such as entryways, street orientation, and window size and placement.
- (E) Encourage architectural diversity throughout the Town Center rather than a particular theme or style.
- (F) Promote development that respects views of the surrounding mountains.
- (G) Provide special landscape improvements in prominent locations in the Town Center, including entryways, in order to create an attractive streetscape.
- (H) Establish a prominent Town Center gateway at the intersection of Highway 160 and Calvada Boulevard through intensified development and entry monumentation.
- (I) Promote mixed use developments with pedestrian-oriented uses on the street level and less intensive office or residential uses on the second floor.
- (J) Encourage housing, particularly affordable and senior housing, as well as mixed use and live/work developments.
- (K) Provide a safe and attractive environment for walking, sitting, gathering, and shopping that is sheltered from the heat by using varied methods of shade control through building orientation and design, shade structures, and plantings.
- (L) Encourage cultural and civic activities and functions.
- (M) Promote economic vitality in the Town Center by encouraging commercial development on Calvada Boulevard that is continuous and pedestrian-scaled, and that offers various shopping and entertainment opportunities.
- (N) Require adequate public facilities and services for new development, including the placement of utility wires underground whenever economically and physically feasible.
- (O) Promote the funding of streetscape improvements through the formation of a business improvement district, if feasible, or allocation of capital improvement monies by the County, or other joint public/private efforts.



Design Criteria

4

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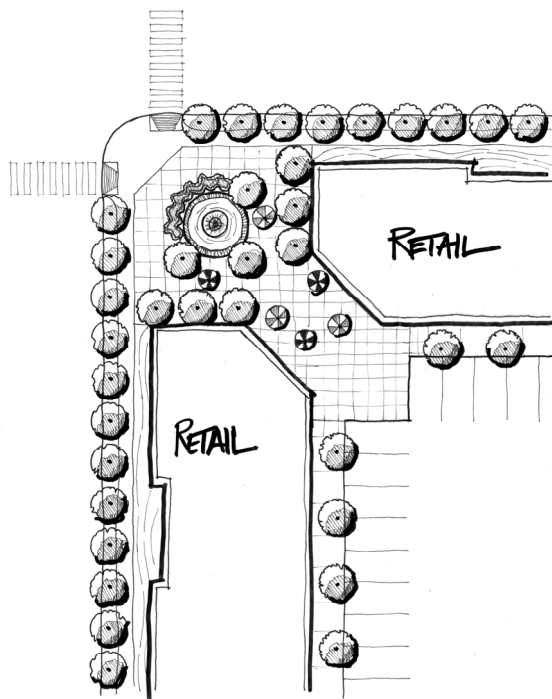


Town Center Design Guidelines

Town Center Design Guidelines

BUILDING ORIENTATION

- (A) Buildings should address solar orientation and incorporate landscaping and architectural elements to provide shade control for pedestrians.
- (B) Site design should incorporate consideration for energy conservation and access to, and protection from, sunlight.
- (C) Buildings located on corners should strive to create public squares and plazas. At least two faces of the building should front this space and help enclose it.

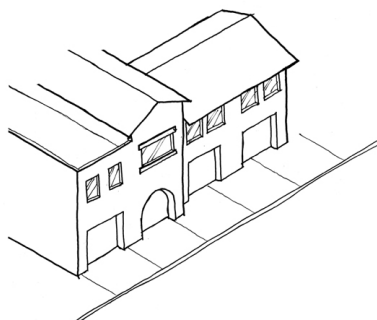


Corner plaza

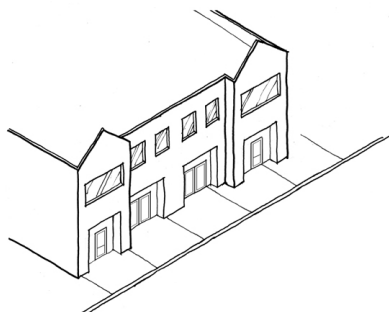
- (D) Retail and service-oriented activities should be provided on at least half of all street-level facades.
- (E) Drive-thru facilities such as fast food restaurants, pharmacies, and banks should receive special attention with respect to site design:
 - ➔ Orientation of the drive-thru window away from the street frontage
 - ➔ Avoid large, featureless walls, especially toward the street frontage
 - ➔ Provide landscaping and screening sufficient to soften the visual impact of vehicle stacking areas for the drive-thru windows
 - ➔ Locate curb cuts so as not to interfere with pedestrian movement

BUILDING MASSING

- (F) The use of arcades, loggias, and colonnades is encouraged to distinguish the entrance to commercial buildings. Building entrances and public spaces should be easily identifiable and visible from public streets, while remaining consistent with the overall architectural style of the building.
- (G) Highly prominent architectural features should be provided at key visible locations within the Town Center.
- (H) Changes and variation in roof plane and wall articulation should be incorporated to add visual interest to the buildings.



Changes in roof eave line



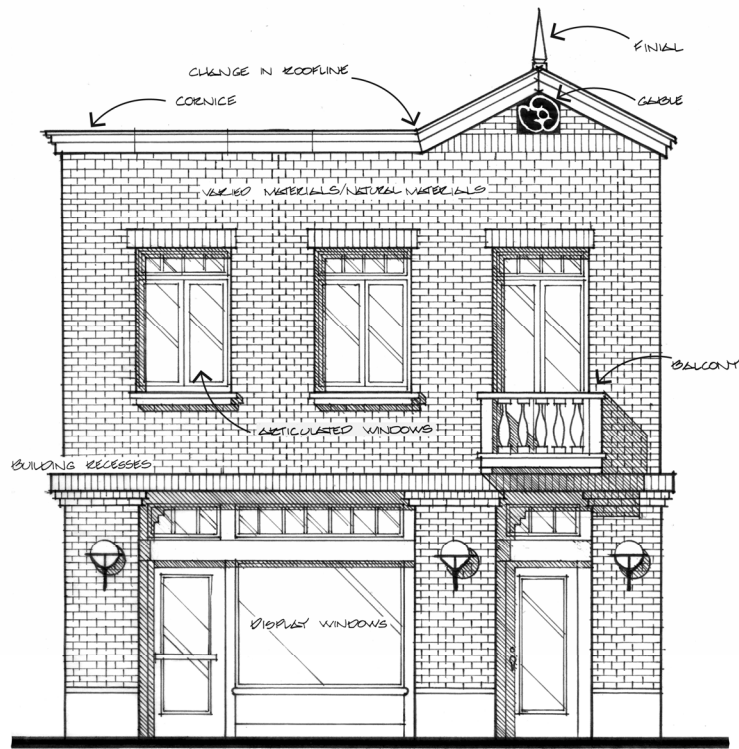
Changes in wall plane

BUILDING ELEMENTS

The following is a list of design elements and qualities that are considered most desirable for commercial development:

- ➔ Architectural styles should be compatible with the desert environs and incorporate elements such as plaster, tile, curvilinear forms, deep recesses, wrought iron, stone, pottery, ceramic accents, patios, balconies, archways, and courtyards
- ➔ Buildings at street corners should provide significant architectural corner treatment
- ➔ Fountains and water features
- ➔ Significant wall articulation (insets, popouts, enhanced window sills/trim, projecting eaves, awnings, canopies, trellises, etc.)
- ➔ Recessed windows
- ➔ Display windows at street level to allow shoppers to see inside the store
- ➔ Roof overhangs and arcades
- ➔ A comprehensive sign program that complements the style and character of the building

Town Center Design Guidelines



Gables, bay windows, balconies, finials, etc. are encouraged where deemed appropriate to the building design

The following is a list of elements and features to avoid:

- Large, blank, unarticulated walls
- Highly reflective surfaces of buildings
- Square, box-like structures
- Metal structures
- A mixture of unrelated styles
- Large, flashy signs that are out of scale with the building and character of the Town Center
- Highly visible outdoor storage, loading and equipment areas
- Disjointed parking areas and confusing circulation patterns

Section 4:
Design Criteria

Page 4-3

BUILDING ARTICULATION

- (A) Buildings that occupy more than 50 feet of continuous street frontage should be designed to appear as several smaller buildings, or as several small but related parts of the larger structure, typically between 25 to 50 feet in length.
- (B) Large structures of 100 feet in length or greater should be broken up by creating horizontal emphasis through the use of trim or other elements, such as adding awnings, eaves, cantilevers, cornices, moldings, using various materials, window variations, overhanging building elements, setting back the second floor, or other ornamentation by using a combination of complementary colors, and through the use of landscaping. Vertical design elements such as columns, pilasters, or colonnades are also encouraged. A minimum of 60% of the total façade should be enhanced and distributed throughout the building plane.

- (C) Architectural features, such as gables, bay windows, balconies, finials, breezeways, etc., are encouraged where appropriate to the character of the building design.
- (D) Walls without openings or visual relief which are visible to the public from the street or public spaces are strongly discouraged. Design elements such as mosaics, decorative masonry patterns, sculpture, and landscaping are encouraged to minimize any blank walls.

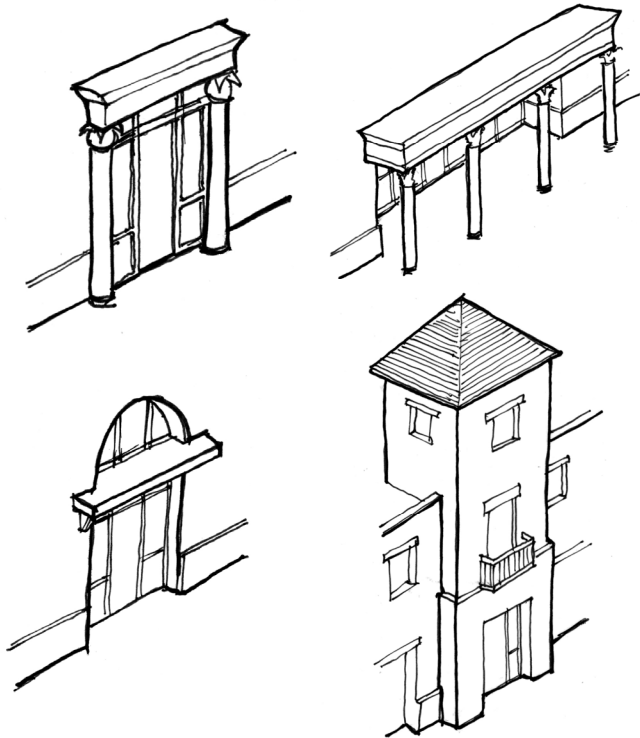


Building articulation

Town Center Design Guidelines

- Ⓔ Main entries to street-level shops should be emphasized in one or more of the following ways:

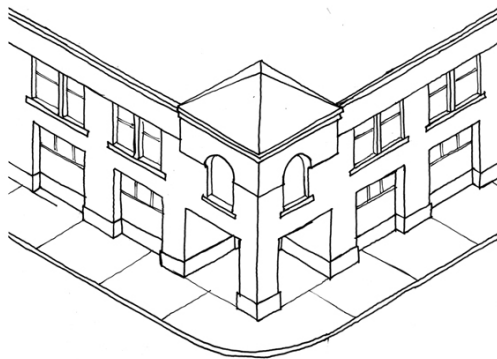
- ➔ Flanked by columns, decorative fixtures, or other wall articulations
- ➔ Recessed within a larger arched or cased decorative opening
- ➔ Covered by means of a portico, canopy, overhang, or arcade
- ➔ Distinguished by means of a change in roof line, a tower, turret, cupola, or break in the surface of the wall



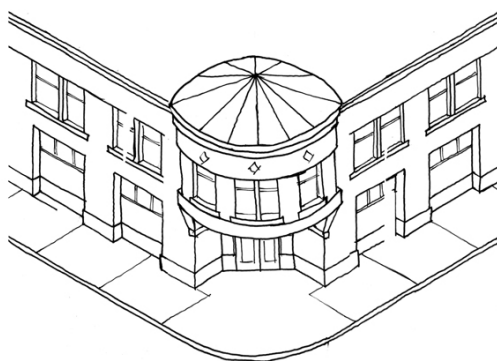
Enhanced entryways

- Ⓕ Building architecture should be consistent along all sides of the structure, especially where the building will be visible to the public, including streets, alleys, and parking areas. Details may be simplified along portions of the building that do not front a public street or alley, however, the overall character of the building should remain uniform.

- G** Buildings facing two public right-of-ways should provide enhanced corner treatments.



Corner pass-through



Corner turret



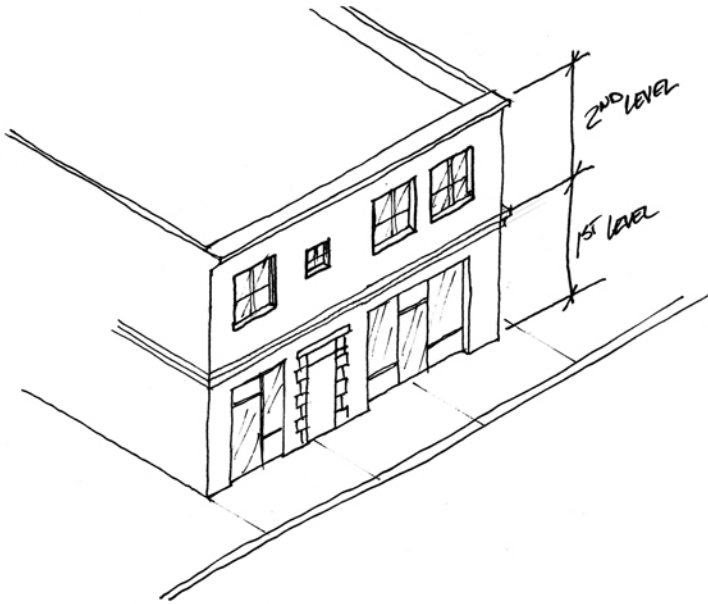
Corner cut

- H** Secondary entries should provide a basic level of trim, detailing, and finish that is consistent with the main entry.
- I** Storefront design should provide for a generous amount of display windows. To promote visual interest, office and professional buildings should provide detailed architecture and articulated windows that are recessed. Where sun protection is a concern, awnings or other shading devices should be utilized.
- J** Clear or lightly-tinted glass may be used, however highly reflective glass is discouraged.
- K** Signage and awnings should be coordinated with, and integrated into, the building façade.

Town Center Design Guidelines

BUILDING DESIGN

- (A) Building design should be respectful of the desert climate. Minimizing heat gain through building orientation and architectural shading devices such as pronounced eaves and covered walkways is encouraged. Long continuous expanses of glass are highly discouraged.
- (B) Buildings should be designed to exhibit a human scale through the use of distinctive sections/layers of the building.



Distinctive sections between first and second levels of a building

- (C) Mechanical equipment, trash, loading, and storage areas should be screened from public view with landscaping, fencing, berms, art features or other devices which are integrated into the overall site and building design.
- (D) Telecommunications facilities and equipment should be fully integrated into the existing structure and architectural design.

BUILDING MATERIALS AND COLOR

- (A) A complementary mix of high-quality materials, textures, patterns, colors, and details at the street level are encouraged to promote pedestrian interest and enhance the pedestrian “eye level” experience.
- (B) The following are elements that should be incorporated into the building fabric:
 - ➔ A prominent building base, to include a change in surface texture, a projection or break in the wall plane, or a change in material or color.
 - ➔ Building base materials should be resistant to damage, defacing, and general wear and tear. Pre-cast decorative concrete, stone masonry, brick and commercial grade ceramic tile are examples of desired base materials.
- (C) Industrial materials, such as smooth-face concrete block, tilt-up concrete panels, and pre-fabricated steel panels should be avoided.
- (D) Buildings within the same development should use similar or compatible colors, materials, textures, patterns, and rhythms.

- Ⓔ Structures within the Town Center should utilize similar and harmonious building materials, colors, and styles that are in context with neighboring properties to achieve a feeling of inter-relatedness.
- Ⓕ Natural materials, such as stone, brick, tile, and wood, or substitute material, are appropriate. Aggregate panels, metal or bonded metal panels, and similar materials are discouraged.
- Ⓖ A limited number of colors should be utilized for each building. Bright, intense colors should be reserved for accents, trim or highlighting architectural features. Fluorescent colors should be used carefully and sparingly.



Public Amenities

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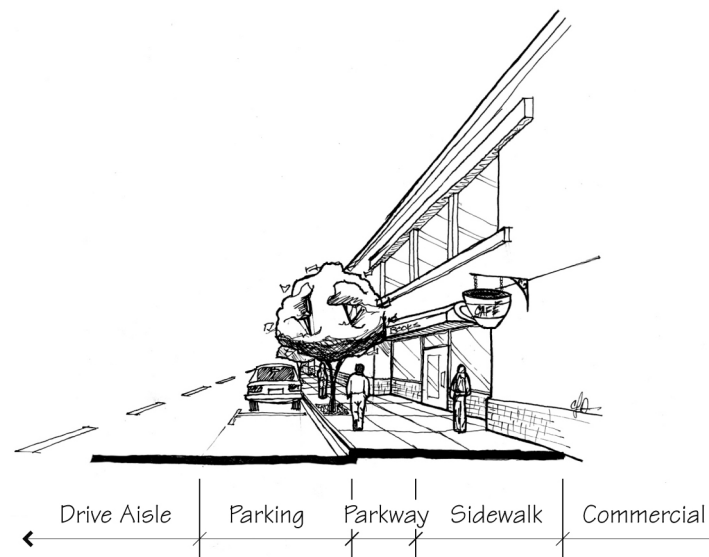


Town Center Design Guidelines

Town Center Design Guidelines

PEDESTRIAN REALM AND PUBLIC SPACE

- (A) Outdoor spaces should be integrated into the site design of new developments to include paseos, walk-throughs, plazas, parks, open spaces, balconies, porches, courtyards, and outdoor seating areas that provide ample shading and landscaping, in addition to providing open areas suitable for public gathering and other outdoor activities.
- (B) Public amenities which cater to pedestrians are encouraged, including drinking fountains, ornamental water features, trash cans, post boxes, benches, planters with native and ornamental plants, landscaped medians, shade and rest areas, kiosks, awnings, and covered porticos.
- (C) Building facades which incorporate seating opportunities (e.g. low walls or wide ledges) are encouraged.
- (D) Expansive public sidewalks are encouraged, with a minimum distance of twelve feet from storefront to curb; twelve to fourteen feet is desirable. A planting strip or parkway of approximately four feet should be provided in order to provide protection to pedestrians from automobile traffic.



Sidewalk section

- (E) Where possible, public art should be incorporated into the site design.
- (F) Civic and cultural events and opportunities should be encouraged and promoted to enhance the Town Center's sense of identity as a place for activities, celebrations, and community events, to include public art, farmers and crafts markets, plazas for music venues and public concerts, museums, and town festivals.

STREETSCAPE

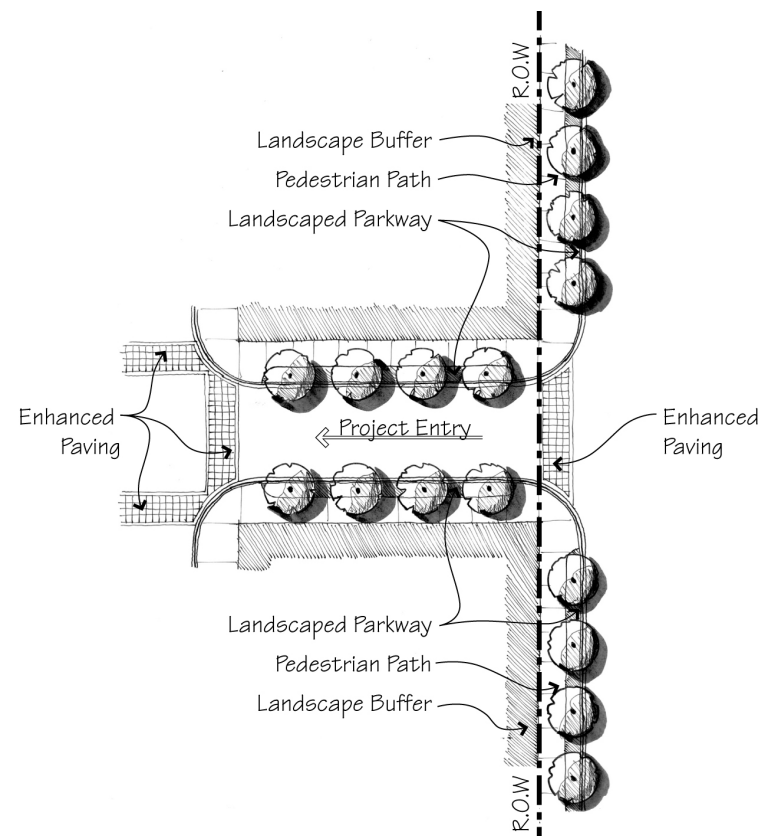
A main objective of guiding development within the Town Center is to foster a high-quality experience for pedestrians, with special attention paid to storefront design, quality of materials, landscaping, and attractive signage.

- (A) The entrance to the Town Center should create a welcoming and intriguing sense of place, inviting people traveling by foot, bike, bus, or car to stop and visit, shop or do business.
- (B) Buildings should be sited in order to create and enhance view corridors of the mountains both to the east and west.



View corridor of the mountains

- (C) Curbs cuts should be minimized and shared driveways are encouraged.
- (D) Ingress and egress points should be distinguished by means of accented paving, texture, and colors to signify the entrance into a development, and differentiate between vehicular and pedestrian movement.



Accented entrance into development

- (E) Textured paving at crosswalks and intersections should help define the entry into the Town Center and create a safe pedestrian environment at both intersections of Highway 160 and Calvada Boulevard, and Dandelion Street and Calvada Boulevard.



General Development Criteria

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Town Center Design Guidelines

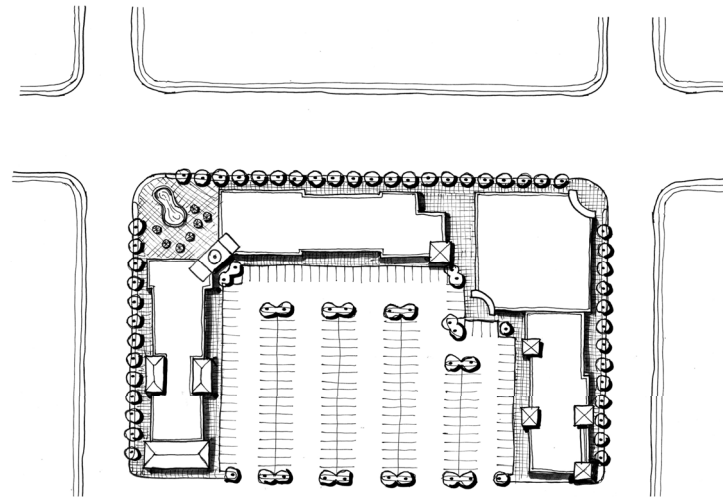
Town Center Design Guidelines

LANDSCAPING

- (A) Landscaping should define, unify and complement buildings and open spaces, while enhancing the overall Town Center.
- (B) Native and drought-tolerant vegetation should be used wherever possible.
- (C) Where setbacks are provided for new development, landscaping should be required around the entire base of the building to soften the edge between the parking lot or street and the building. Landscaping should be accented at building entrances to provide focus.
- (D) Vines and climbing plants integrated with the building structure through the use of trellises, pergolas, and perimeter garden walls are strongly encouraged.
- (E) Root control barriers should be required where trees are planted within five feet of any walls, curbs, walks, buildings, or other paved surfaces.

PARKING

- (A) Onsite parking should be located to the rear of the building.



Parking located at the rear of the commercial center

- (B) New projects should develop a comprehensive vehicular circulation plan that takes parking, loading, and pedestrian movement into consideration. Design should promote shared loading areas, enclosed trash receptacles, and landscaping.
- (C) Parking areas should be decorated and defined with the presence of landscape buffers, perimeter plantings, compatible lighting fixtures, and textured paving to accent and define entries, exits, and walkways.

- ④ Trees, shrubs and ground cover should be used to break up large expanses of paving, provide shade, and reduce glare.
- ⑤ Alternatives to asphalt/concrete paving, such as decorative paving, are encouraged.
- ⑥ Bicycle and motorcycle parking areas should be incorporated into the site design.
- ⑦ Where onstreet parking is provided, angled parking is encouraged, with pockets for landscape enhancements.

LIGHTING

- ① Design of exterior lighting fixtures should complement the architecture of the building, while enhancing the character of the Town Center.
- ② The design of lighting should create a unique, safe, and exciting night-time ambiance, while protecting the night sky.

SIGNAGE

- ① Signage should enhance and complement the architectural character of the specific building, while enriching the visual attractiveness and pedestrian scale of the street. Signs should not be excessive, cluttered, or out of proportion with the building's architecture.
- ② Freestanding signs should not exceed a height of six feet.
- ③ The following materials are recommended for use in signs:

- ➔ Wood-carved, sandblasted, etched and properly sealed, primed and painted or stained, and built to current industry standards
- ➔ Metal-formed, etched, cast, engraved and properly primed and painted or factory coated to protect against corrosion
- ➔ Unique materials and designs that are not identified here, but which are compatible with the goals and policies of the Design Guidelines, may be considered subject to review and approval

AWNINGS

Awnings should serve a functional purpose by protecting shop windows and pedestrians alike from intense direct sunlight.

- ① Awnings which will enhance the architectural quality of buildings are strongly encouraged.
- ② Awnings should be constructed of a durable, commercial-grade fabric, canvas or similar material having a matte finish. Awning frames and supports should be of a painted or coated metal or other non-corroding material.
- ③ Awning brackets and supports should be decorative, preferably of wrought iron, and designed to visually complement the architecture of the building.



Residential Design

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Town Center Design Guidelines

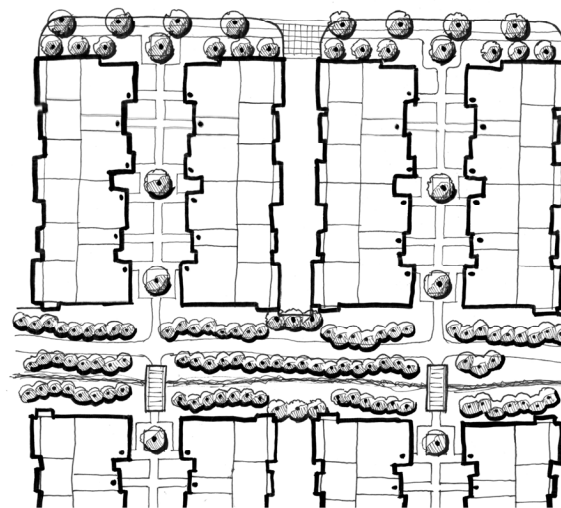
Town Center Design Guidelines

RESIDENTIAL DEVELOPMENT

Due to the importance of the site design and appearance of the Town Center, and the proximity to commercial and institutional uses, residential development should adhere to a high standard. Following is a list of encouraged residential design standards:

- ➔ Building articulation, to include eaves, porches, recesses and projections, second-story step-backs, and decorative elements
 - ➔ The use of quality materials and harmonious colors
 - ➔ Fully landscaped and maintained front, side, and rear yards
-
- (A) Each individual dwelling should be clearly expressed as a single identifiable unit through the use of pronounced roof forms, changes in building mass, defined entryways, and feature windows such as bay or large divided picture windows.
 - (B) Multi-family developments should create an identifiable and pronounced entrance into the project, to include landscaped entry statements, residential monumentation, and enhanced paving, as well as building articulation at the corners.
 - (C) Multi-family residential developments which abut a commercial or municipal use should be adequately buffered from potential incompatibilities, and should, at a minimum, include a 20-foot landscaped setback.

- (D) Pedestrian connectivity should be incorporated into the site design layout to allow for easy access to adjacent land uses within the Town Center and between residential neighborhoods.
- (E) Canopy trees should be provided along the connecting trails or paseos to provide shading and pedestrian interest.
- (F) Dwellings should provide for enhanced architectural articulation along all sides fronting a public road.
- (G) Buildings should be oriented such that they form a system of open space courtyard areas where there is a prominent pedestrian entry to the site and walkway connecting to a sidewalk.



Courtyard areas

- Ⓜ Courtyards should incorporate some focal point element, whether a clubhouse, fountain, shade structure, or tot lot.
- Ⓛ Live/work units should be constructed as a single unit, with the living space to the rear or on the upper story of the unit. Businesses within the live/work unit are restricted to those permitted uses within the TC Zone, and should be compatible with surrounding residential uses and the overall intent of the Town Center.
- Ⓜ Trash enclosures should be fully screened with landscaping or decorative walls, and distributed throughout the development.

