

# LANDSCAPING

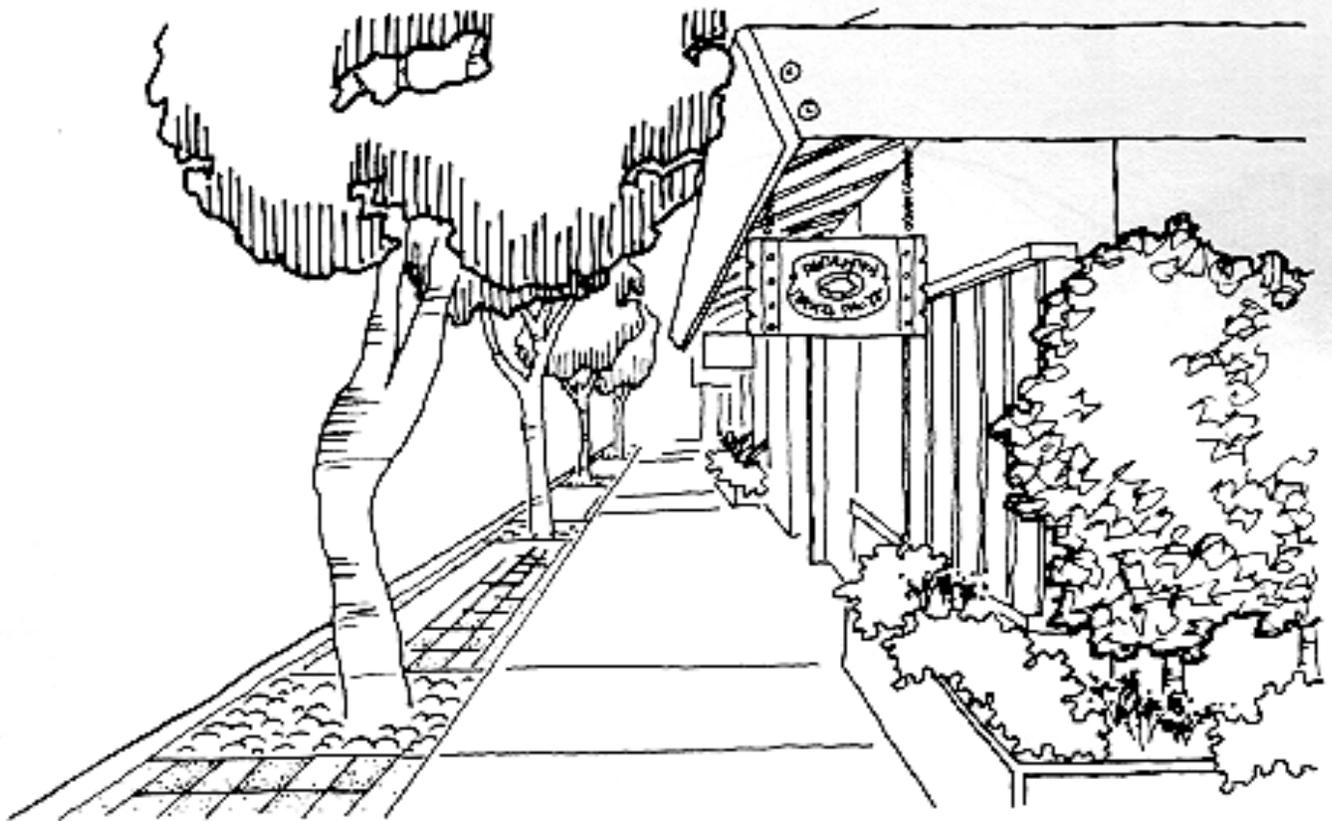
The landscaping plan for the Village consists primarily of the City's street tree program and the installation and maintenance of landscaping and flower boxes by private property owners. Landscaping in Village parking districts behind the buildings fronting on Big Basin Way is maintained on an ongoing basis by the City.

# Street Tree Program

The Big Basin Way street tree program was adopted as part of the Village Plan in May, 1988. This program called for the removal of approximately 50 trees and shrubs, which were either diseased, inappropriate species, or causing sidewalk maintenance problems, and the planting of approximately 60 new replacement trees. The intent of the tree program is not to create a rigid, formal look with repetition of the same tree, but rather a casual appearance with a spontaneous mixture of a variety of trees appropriate to the small scale and architectural eclecticism of the Village. The trees have been planted between 25-40 feet apart, depending on the species and the spread.

The tree removal and replanting program occurred in summer/fall of 1989. Each tree is equipped with individual underground irrigation and electrical service and a decorative surface of natural rounded creek stones. The electrical service enables each tree to be illuminated by the City on special occasions.

Maintenance of the Village street trees is the sole responsibility of the City. Merchants and property owners should not prune, water, post signs on or otherwise tamper with the street trees in any way.

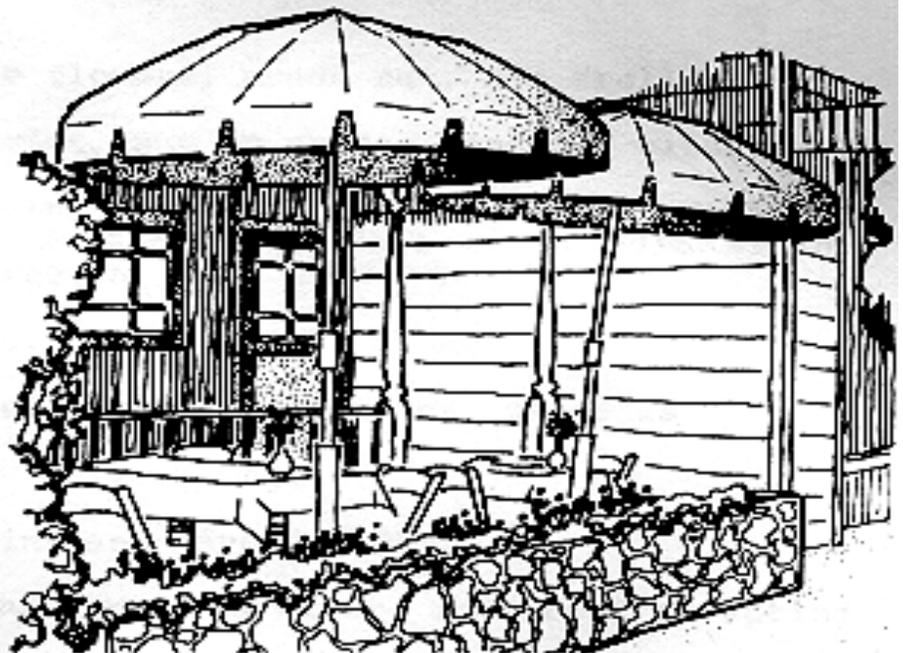
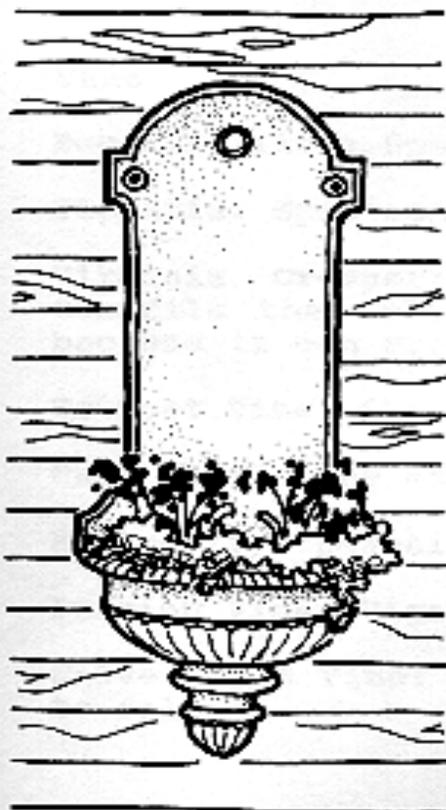


# Flower Boxes

Freshly-planted flowers in bright colors give the sense that the Village is a special place, one that is alive and cared for. Just as there is an eclectic mix of architecture in the Village, so there exists a variety of flower boxes in front of many commercial buildings. This variety is encouraged and supported by the Village Plan. The only type of planter that is discouraged is one made of concrete, cement or block. These typically have a heavy, industrial appearance that is not appropriate to the Village ambience.

Planter boxes should be incorporated into the front and rear entrances of businesses wherever possible, and property owners should make a concerted effort to keep the planters filled with flowering plants year round. Property owners also have a duty to keep their planter boxes themselves in good repair. In addition to flower boxes, property owners may wish to install shrubs, small trees and vines. These types of plants should also be of the flowering variety, to add color and interest to the Village streetscape.

To assist the City and property owners in selecting appropriate landscaping, the Village Design Guidelines provide a list of acceptable flowers, shrubs, trees and vines. This list is found on the following pages.



## Flowers for Hanging Baskets

Ivy geranium  
Trailing begonias  
Trailing campanula

Lobelia  
Asparagus fern  
Lotus berthelotii

## Shrubs

**Australian Brush Cherry:** Sun or part shade, grows to 30 feet, new growth has reddish tinge, average water but drought tolerant once established.

**Daylily:** Lily plant that is bushy to 2'-3', sun or part shade, hardy perennial, yellow or orange flowers summer to fall.

## Small Trees

**Japanese maple:** Needs part shade, frequent watering, grows to 20 feet, good fall foliage, deciduous.

**Crape Myrtle:** Takes sun, drought resistant, grows to 30 feet, deciduous, blossoms in spring, fall foliage.

**Flowering Japanese Crabapple (Malus):** Grows to 30 feet, blossoms in spring, fall foliage.

**Japanese Flowering Cherry:** Grows to 25 feet, blossoms in spring.

**Flowering Plum:** Grows to 20'-30', deciduous, blossoms in spring, buy fruitless kind.

## Vines

**Bougainvillea:** Spectacular flowers, needs sun, use trellis

**Clematis:** Spectacular flowers, sun or shade, tendrils cling

**Virginia Creeper:** Deciduous with spectacular fall foliage, tendrils that cling, not suitable for wood or shingle siding because it can creep underneath

**Trumpet Vine:** Sun or shade, tendrils that cling

**Cats Claw:** Once established needs little water, tendrils

**Boston Ivy:** Beautiful red fall foliage

**Passion Vine:** Vigorous, pink and lavender flowers

**Silver Lace Vine:** Needs sun, average water, flowers from spring to fall.

# SIGNAGE

Signs can go a long way toward enhancing or detracting from the attractiveness of the Village area. It is the intent of the sign guidelines to encourage signage that functions clearly to inform pedestrians and motorists of business names and services, but that does not detract from the architectural quality of individual buildings or from the streetscape as a whole.

The Saratoga City Code already has sign regulations (Article 15-30) which outline the allowable size, type and location of signs in commercial districts. Those regulations shall be followed for the Village area as well, except as noted in these guidelines. The guidelines address visual and design concerns that are not found in the ordinance, and encourage the use of pedestrian-oriented signs.

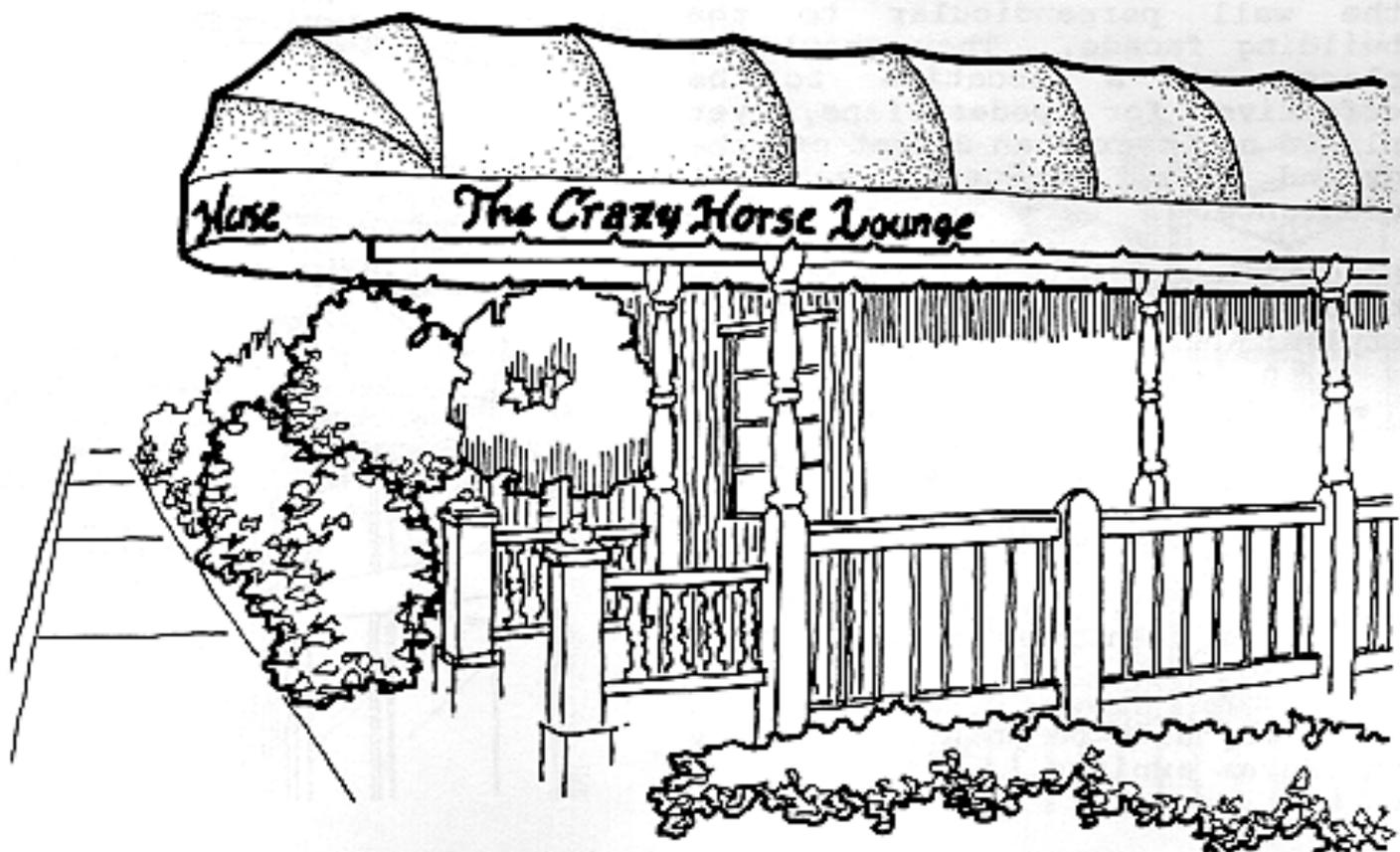
# Sign Location and Area

The location of signs on any building should clearly bear a relationship to the architecture of the building itself. Signs should not obscure other building elements such as windows, cornices or decorative details.

Signs should be located directly above the entrance to the store, or directly to the sides of the entrance at eye level, so that they are visible below the foliage of street trees for the amenity and convenience of the pedestrian. Roof signs are not permitted, nor are signs allowed to extend above the eave line or above the top of a parapet wall.

The total allowable square footage for commercial signs in the Village is determined by Section 15-30.100 of the Sign Ordinance, with a maximum allowable area of 40 sq. ft.

An additional amount of sign area will be allowed for establishments which provide pedestrian access to their sales and service areas through the rear entrances of their buildings. The same guidelines which apply to the fronts of buildings apply to the rear facades.



# Type of Signs

## WALL OR FLUSH-MOUNTED SIGNS

Wall signs should have a basic rectangular shape and should be applied horizontally directly above or to the side of the entry. Variations which respect the basic rectangular shape are acceptable.

When a building contains two or more signs, the wall signs should complement one another in color and shape, and should be located in the same position over the storefront.

Wall signs can be painted directly onto the facade of a building or can be made of various materials and applied with screws or other devices.



## HANGING AND PROJECTING SIGNS

Hanging and projecting signs typically are hung from coverings over sidewalks or are mounted on the wall perpendicular to the building facade. They should be placed at a location to be effective for pedestrians, yet placed no lower than 8 feet off the ground for adequate vertical clearance.

Hanging and projecting signs may have different lettering and image styles:

- icon or symbolic object, which depicts the goods or services being sold in the building
- corporate logo
- words only, or combination of words with icon or words with logo

Signs may also be painted directly on canvas awnings.



## WINDOW SIGNS

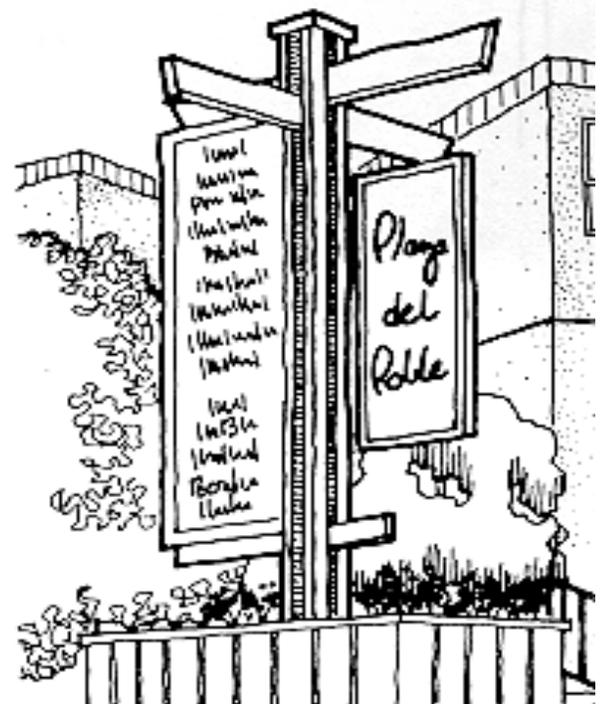
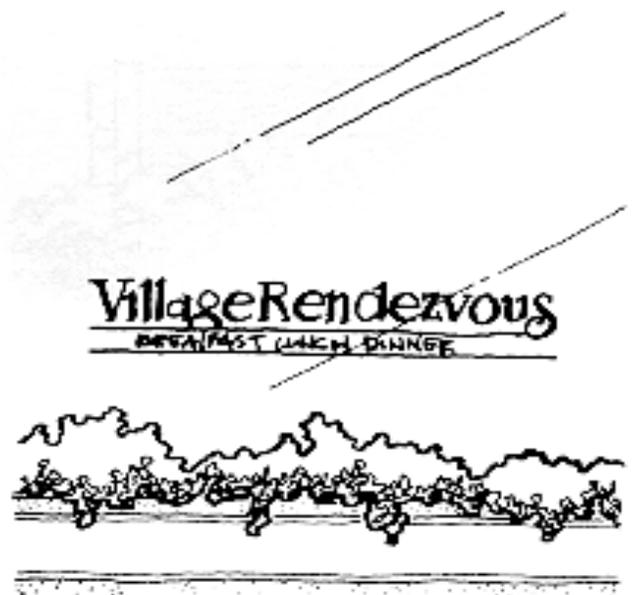
Window signs are limited to not more than 25% of the window area and shall be placed near the building entrance so that they do not obscure visibility into the shop. Every effort should be made to integrate window signs with store window displays.

Sign lettering and graphics can be applied directly onto the glass, or applied to a clear acrylic panel behind the window. A simple, legible lettering style should be used, and the colors should be limited to white, black or gold leaf, which is very effective and reflects light back onto the streetscape, giving an elegant effect.

Temporary signs, such as hand painted "sale" signs on paper or cardboard and plastered in windows are highly inappropriate for the village.

## FREE STANDING MONUMENT OR POLE SIGNS

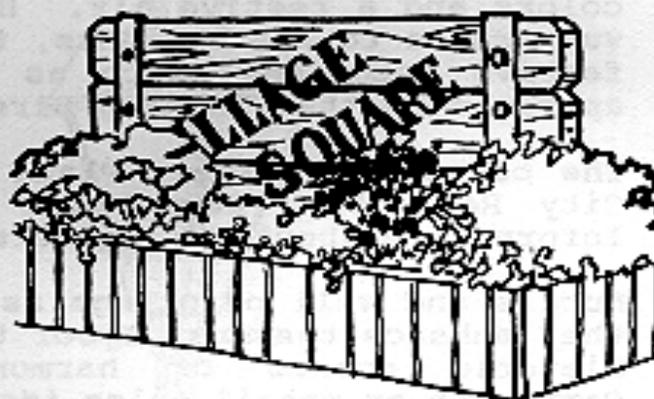
The monument sign is the preferred type of sign only where there is a building complex with a number of businesses within, that are not visible from the street. The sign should be located at the entrance to the complex so that it is visible to pedestrians and motorists alike. The sign may be designed to feature individual shingle signs for each of the businesses.



# Materials, Colors and Illumination

## MATERIALS

The desirable materials for signs are wood, glass, brick, metals with a matte finish, and paint applied directly to the building facade. Wooden signs can be painted or stained, or feature raised metal letters and numbers.

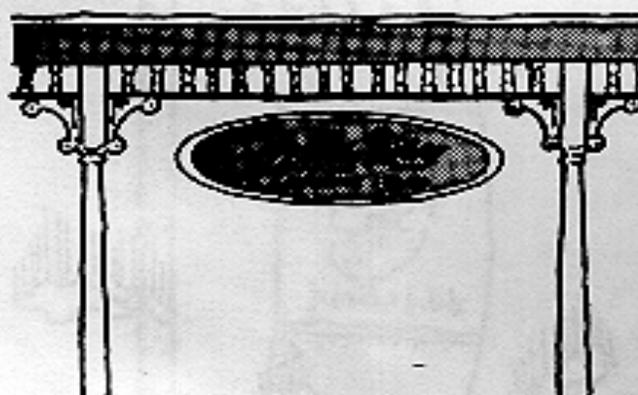


Inappropriate sign materials are plastic, metal and plastic can signs, chrome, and channel lettering.

## COLORS

Sign colors should relate to and complement the material or paint scheme of the buildings, including accenting highlights and trim colors.

The numbers of colors on any sign should be limited to three: a dark hue, a medium hue, and a light accent color. These three combine to produce a highly legible and visible sign. Fluorescent colors are not recommended.



## ILLUMINATION

Internally illuminated plastic signs are not permitted, nor are neon signs, flashing signs and sign with moving graphics.

Signs should have the capability of being lit for evening visibility, through the use of soffit lighting or screened floodlights of a low wattage.



# Banners and Murals

Banners and cloth signs can be an effective means of adding bright colors and a festive air. However, because these materials are vulnerable to the elements, they are permitted only for special, festive occasions, such as the Blossom Festival, and must be approved by the Planning Director.

The banners at Blaney Plaza are regulated and installed by the City Recreation Department and the Saratoga Fire Department. Information about the banners is available from those agencies.

Murals and wall paintings as art work are appropriate only when they enhance the quality of the Village by depicting appropriate historic scenes or harmonize with existing architecture. Corporate or retail sales identities in murals are not permitted.

Murals should not be used to embellish stark walls where materials such as landscaping or trellises with climbing vines are more appropriate to achieve this result. All murals are subject to special review by the Planning Commission.

