

# PARAGON STAR VILLAGE DESIGN GUIDELINES



HOERR SCHAUDT



GBA

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# 1 VISION

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**DEVELOPMENT PRECEDENTS**  
**LA CANTERA MIXED-USE DEVELOPMENT**  
SAN ANTONIO, TX



**REVEL MIXED-USE DEVELOPMENT**  
ATLANTA, GA



**AVALON MIXED-USE DEVELOPMENT**  
ALPHARETTA, GA

VISION  
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The Paragon Star development has been designed as a “model of excellence” and it features the five elements of lodging, housing, recreation, office, and dining & entertainment, much like the five-pointed star utilized in its logo. The Paragon Star Village includes luxury apartments, lodging and office space, as well as various retail, restaurant and event venues, all surrounding a large multi-functional plaza to encourage casual encounters and accommodate various outdoor events.

In addition, the Paragon Star development provides a state-of-the-art experience for youth athletics like none other in the metropolitan area. The sports complex includes multi-sport fields with synthetic turf playing surfaces and cutting-edge concession buildings. A new trail head to serve the Little Blue Trace and Rock Island Trails for walking and biking will also begin at Paragon Star, as well as various other attractions and activities.

The goal of the Paragon Star development is to achieve a gold standard for how people interact with each other and the surrounding physical environment within this dynamic, social backdrop. The following guidelines were established to help set the expectations for excellence and ensure an unparalleled experience for each resident and visitor.



# 2 DESIGN REVIEW COMMITTEE

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1. SOUTH ELEVATION @ NW PARAGON PARKWAY RESIDENTIAL / RETAIL



2. NORTH ELEVATION RESIDENTIAL



3. NORTH ELEVATION @ NW PARAGON PARKWAY RETAIL / OFFICE



4. WEST GATEWAY



5. EAST GATEWAY



6. EAST ELEVATION RETAIL / RESTAURANT

EXAMPLE ELEVATION SUBMITTAL

All site or vertical improvements proposed within the Paragon Star Development (including but not limited to any Streetscape, Landscape, Hardscape, Building, Signage or any other Ancillary Structure or other Improvements of any kind) shall be submitted to the Design Review Committee (DRC) for review and approval. The DRC shall be comprised of up to (6) members at any given time. The DRC will use its best judgement to determine the applicant's conformity to the Design Guidelines and/or the Paragon Star Vision. Any proposed modifications that deviate from the Paragon Parkway Vision will be reviewed by the DRC on a case-by-case basis. The DRC shall have the sole authority to approve or deny any request. The DRC will endeavor to review all applications promptly, however each applicant should allow up to two weeks for review by the DRC.

# 3 MATERIALITY

A palette of building materials has been selected to reinforce a timeless, exciting and progressive village environment, while being mindful of long-term performance and energy efficiency. The material palette has been composed to provide a variety of texture, color and form to be applied in various combinations to achieve a cohesive, modern development. See 'Exhibit A' for allowable building materials, colors, and finishes.

## EXHIBIT A.

### OPAQUE WALL / SOFFIT MATERIALS

MANUFACTURED STONE / BRICK MASONRY VENEER



TEXTURED METAL PANELS



FAUX WOOD CLADDING & SOFFITS



FIBER CEMENT BOARD CLADDING



STUCCO / EIFS COATING



### TRANSPARENT / TRANSLUCENT MATERIALS

STOREFRONT GLAZING



PERFORATED METAL / FAUX WOOD SUN-SHADING



# 4 TRANSPARENCY

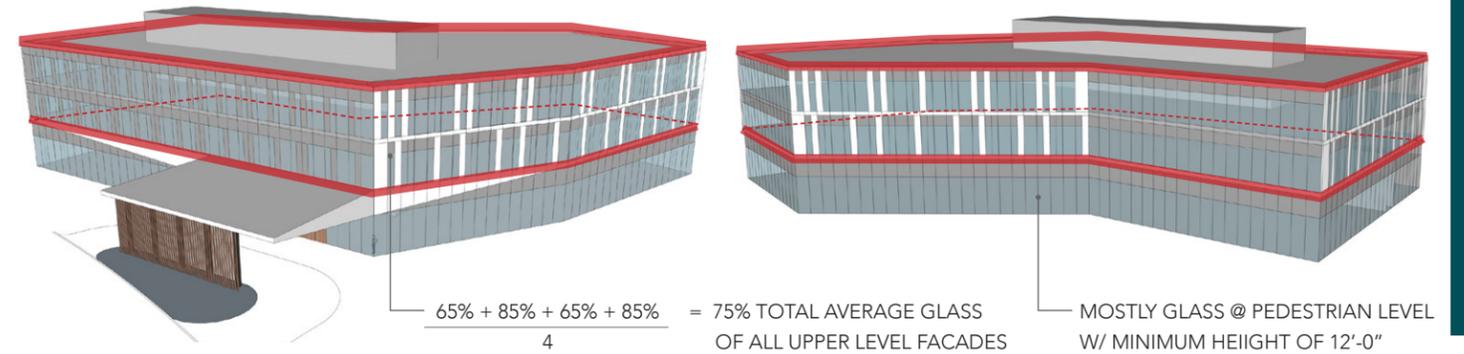
## EXAMPLE

### GLAZING CALCULATION DIAGRAMS

If the south and east elevations are 65% glass, the target for north and west elevations would be at least 85% glass to achieve an average of 75% overall.

AXON1 : VIEW OF SOUTH AND WEST FACADES

AXON2 : VIEW OF NORTH AND EAST FACADES



The primary objective of the Paragon Village is to create a cohesive and engaging 'sense of place'. Although there is a common building language established throughout the Village, variety is important, while still adhering to certain design parameters. One important parameter is transparency. Full height glass (minimum 12'h) shall be the primary condition at the pedestrian level for all structures within the development, except:

- Event Venue
- Residential, not immediately adjacent to NW Paragon Parkway
- Concessions
- Clubhouse
- Ancillary | Support structures

In addition to the requirement for glass at the pedestrian level, all office facades shall have a minimum target of 75% glass at all levels above the pedestrian level. This can be an **average** of 75% glass of all upper level facades.

A standard interior roller-type shade shall be provided at all glass locations requiring interior shading devices (with the exception of any residential glass or door fenestration above the pedestrian level along NW Paragon Parkway). Shade specification to be provided by Paragon Star.



**EXHIBIT B.**  
FACADE DIAGRAMS

EXAMPLES OF BUILDING  
ARTICULATION METHODS MAY  
INCLUDE BUT ARE NOT LIMITED TO:  
RECESSES, COURTYARDS, BUMP-  
OUTS, ARCADES, AND VARIOUS  
CANOPIES.

**01 COURTYARD**

LARGE SETBACKS USED TO  
PROVIDE RELIEF ON A LONG  
FACADE.

**02 BUMP-OUT**

PROTRUDING ELEMENTS ON  
THE FACE OF A BUILDING TO  
PROVIDE ADDITIONAL RELIEF.

**03 CANOPY**

VARIETY OF CANOPY STYLES  
TO BREAK UP REPETITION.

**04 RECESS**

SMALLER SETBACKS TO  
DESIGNATE MATERIAL CHANGES  
AND TO HELP PROVIDE RELIEF ON  
A LONG FACADE.

Although a common design 'language' is essential to maintain a cohesive look and feel within the Village, each building may be articulated in different ways, based on their use. Each building will be evaluated by the DRC to help ensure adequate horizontal and vertical relief, fenestration patterns, material selections, and relationships to the surrounding buildings and grounds are consistent with the Paragon Star Vision.

Architectural canopies may project into the ROW a maximum of five feet. Canopies and trellises with support columns can land in the ROW sidewalk streetscape and will be reviewed on a case-by-case basis by the DRC. Occupiable space (i.e. balconies, roof decks, overhangs, etc) may project into the ROW on a case-by-case basis and is also subject to approval by the DRC.



# 6 SITE DESIGN

Given the scale of the Paragon Star development, a site design strategy is critical to tying all of the unique uses and experiences together into a cohesive whole. The following pages describe the major components that work together to define the Paragon Star experience.

These components are:

**STREETSCAPE:** Streets unite the project and provide vital pedestrian, bicycle and vehicular connections across the development. They set the tone for the development aesthetically and enhance the programs and uses they serve.

**AMENITY SPACES:** A variety of active open spaces work together with the streets to create a network of green spaces across the development. These open spaces range from highly programmed spaces such as Paragon Plaza, to more passive trails and park spaces.

**CONNECTIVITY:** Connectivity is about the streets and trails that tie the development together, but also about the design strategies for wayfinding, signage, and common elements that help create a cohesive experience. These elements also include planting palettes, site furniture, and lighting.

**LANDSCAPE:** Paragon Star is surrounded by and draws inspiration from the surrounding Missouri woodlands and the Little Blue River valley. Landscape strategies range from more formal plantings in high traffic areas of the village to more naturalistic plantings in parking lots and passive areas. The plant palettes utilize native and adaptive species.



# 6 SITE DESIGN: STREETSCAPE



**STREETSCAPE PRECEDENTS**  
RIVER OAKS DISTRICT  
HOUSTON, TX



**BUCKHEAD**  
ATLANTA, GA



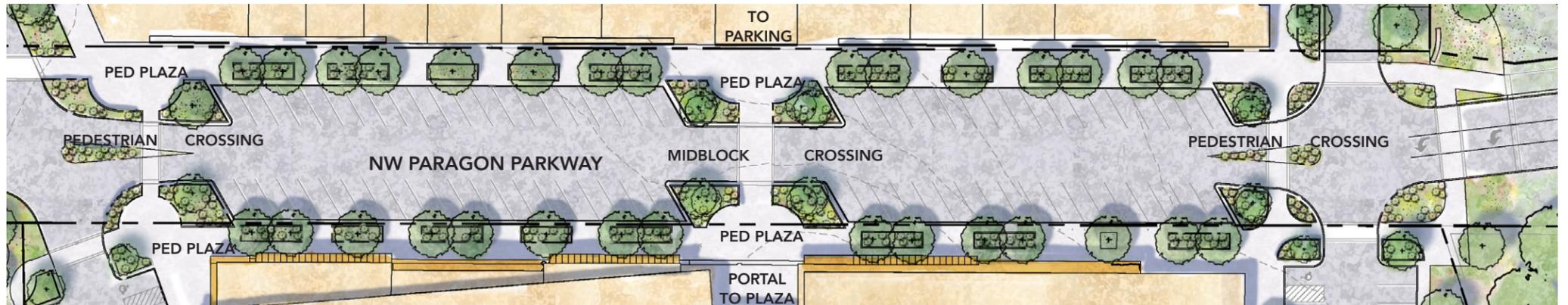
**RIVER OAKS DISTRICT**  
HOUSTON, TX

Streetscape design is a vital part of the Paragon Star development. NW Paragon Parkway, NW View High Parkway, and the loop roads in the village all contribute to the identify and character of the development. They provide the first impression to vehicular traffic entering the site, create a sense of place to ground the architecture, and are a major component of the pedestrian experience.

The Paragon streetscapes are designed around several key principles: wide walkways providing ample pedestrian zones, as well as flexible areas for outdoor dining and other tenant-based opportunities to create variety and vitality. These walkways are protected by large planting zones, which provide a buffer to vehicular zones, bring greenspace into the development, and provide the necessary dimension for successful street tree canopies.

Crossings in the middle and ends of blocks are accentuated with large pedestrian zones, and raised crosswalks delineated with pavement markings to slow traffic and promote a pedestrian-first environment.

Pedestrian streetscape improvements are designed in coordination with the architecture and outdoor amenity spaces to create porosity and continuity at the ground level.



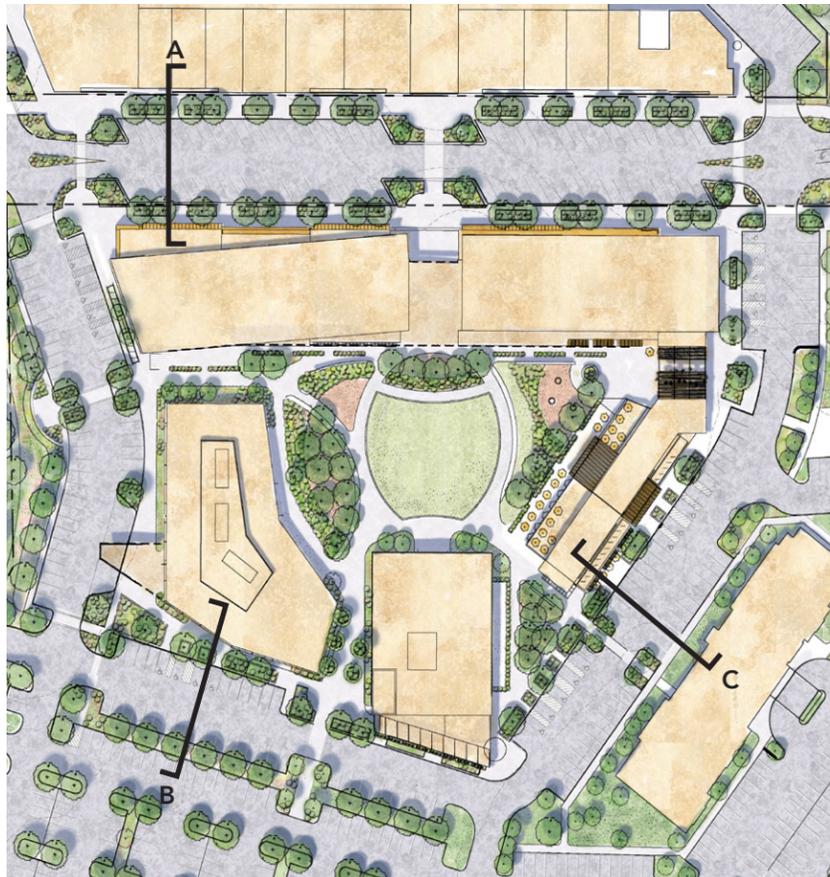
Example of pedestrian and planting strategies at street intersections



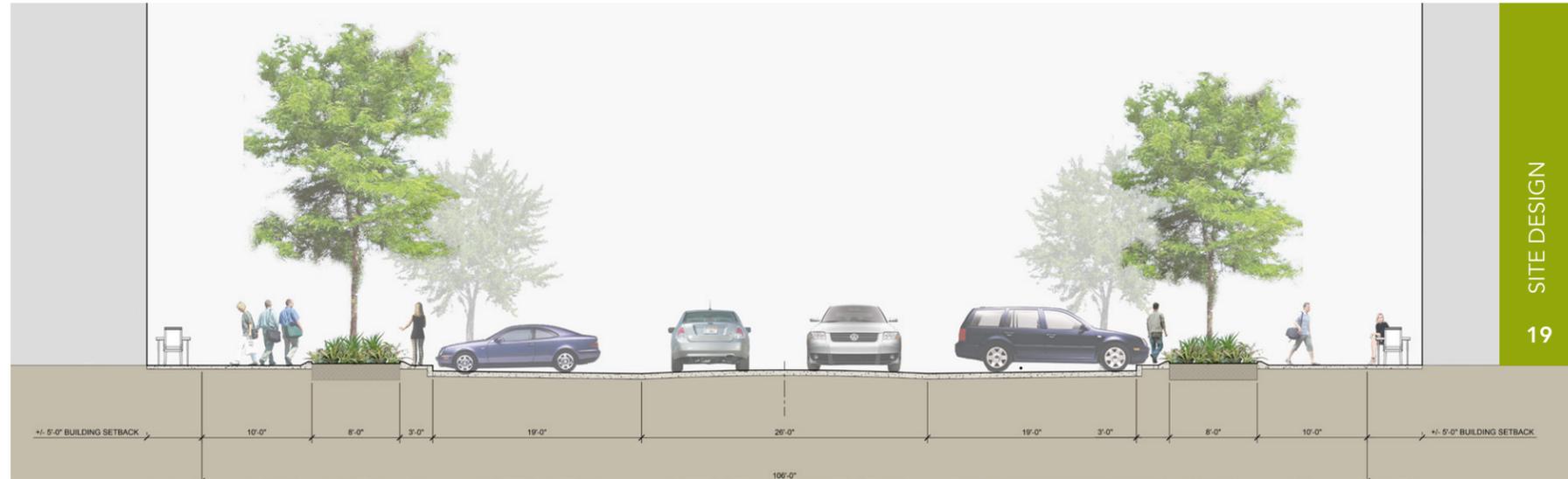
Entering the Village on NW Paragon Parkway

# 6 SITE DESIGN: STREETSCAPE

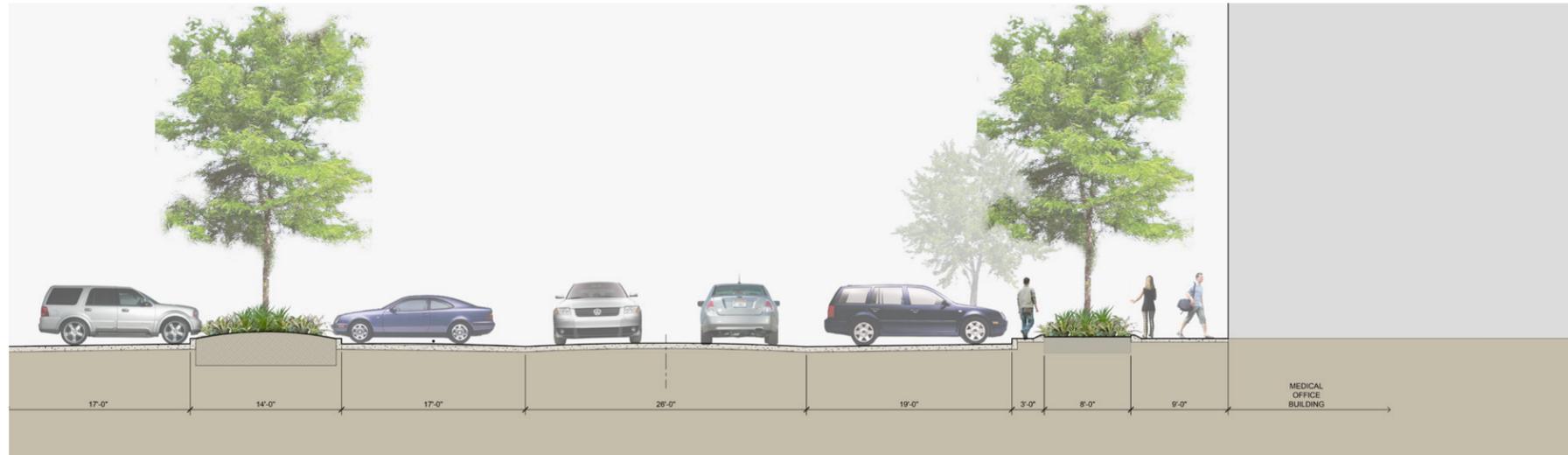
Street sections have been designed in coordination with building setbacks to create a consistent street frontage with flexibility for outdoor amenity spaces such as dining. Where building frontage does not occur, entry plazas landscape islands are utilized to maintain the feeling of a continuous street frontage.



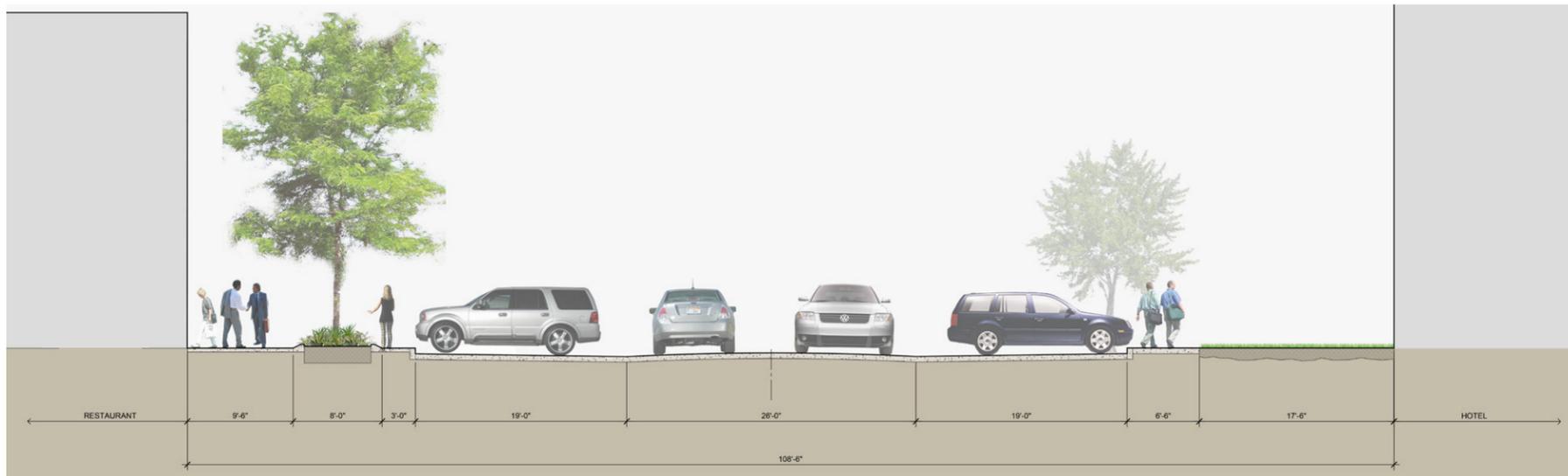
**A. NW PARAGON PARKWAY**



**B. VILLAGE STREET**



**C. VILLAGE STREET**





AMENITY SPACE PRECEDENTS  
CITY CENTRE  
HOUSTON, TX



LA CANTERA  
SAN ANTONIO, TX

Paragon Star Plaza is the heart of the Village. A large amenity space where visitors can view a concert, attend a festival, sit on a balcony overlooking the central lawn, or hang out in the shade of the trees after a day at the Sports Complex. The Plaza has been designed to provide flexibility for a range of events. Double frontage architecture surrounding the Plaza allows retailers and restaurants to spill out into the Plaza. Retail and restaurant spaces are designed to have dedicated outdoor space at the ground level which can be delineated with bollards or planters. Upper levels of some buildings have balcony space or roofdeck space that overlooks the Plaza. The design of the outdoor tenant spaces, including furniture and fixtures, should be complementary of the overall design aesthetic of the Plaza and surrounding architecture.



Entering Paragon Plaza from the north pedestrian portal



Looking West into Paragon Plaza



# 6 SITE DESIGN: CONNECTIVITY

Paragon Star utilizes a variety of strategies to unify the different uses and development typologies within the project. Multi-modal streetscapes play an important role in creating this cohesive character (shown on the previous pages and on the diagram at right) as do landscape strategies and site design elements.



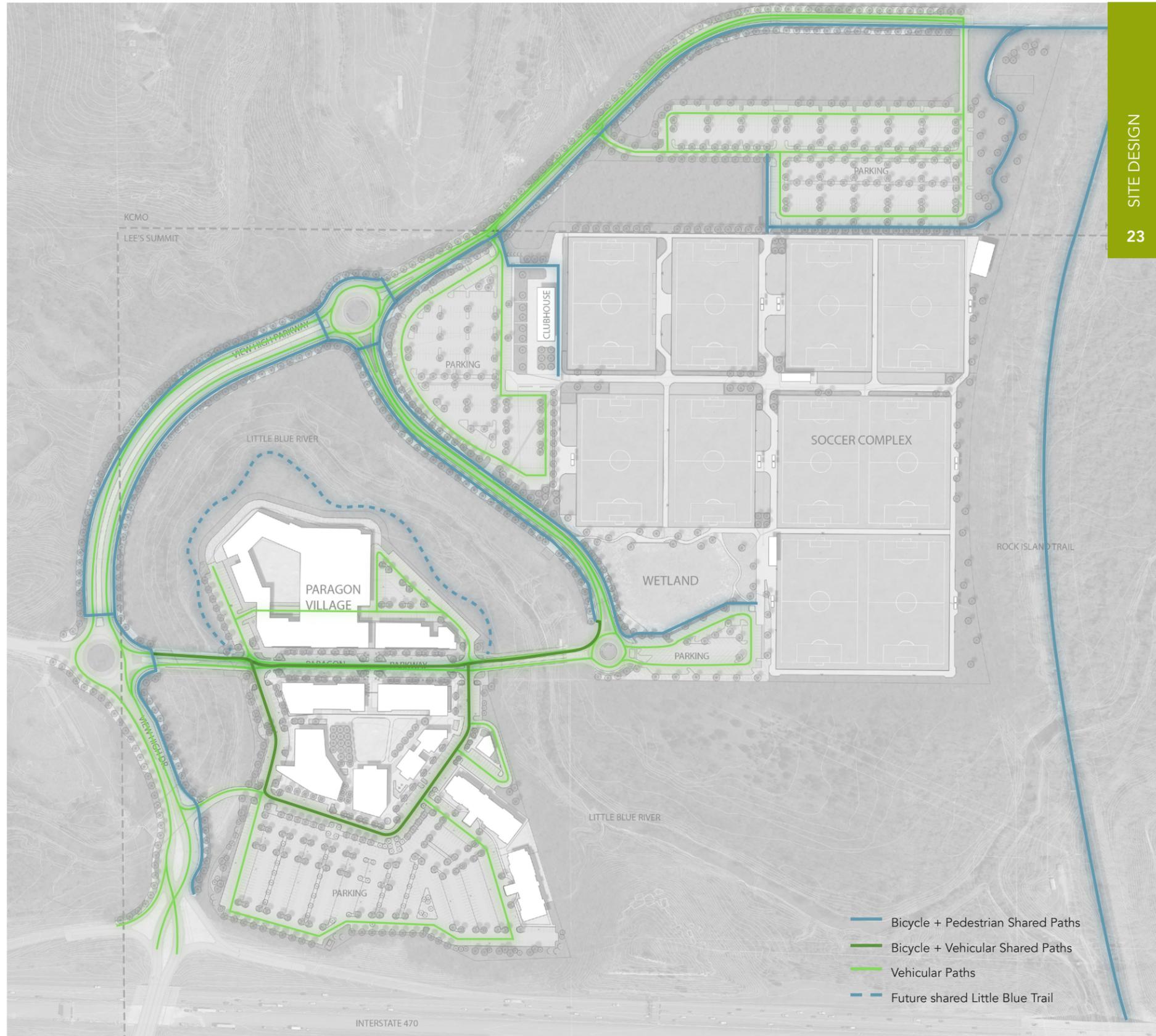
Light fixtures at the pedestrian and vehicular scales will be coordinated across the project to maintain consistency and continuity.



Site furnishing elements like bike racks will be coordinated across the project to maintain consistency and continuity.



Paragon Star will have a comprehensive signage and wayfinding strategy that encompasses the entire development.



- Bicycle + Pedestrian Shared Paths
- Bicycle + Vehicular Shared Paths
- Vehicular Paths
- - - Future shared Little Blue Trail

# 6 SITE DESIGN: LANDSCAPE



Grasses, wildflower zones, and native perennials are utilized in more naturalistic areas and in parking lots to provide continuity with the surrounding natural landscapes.



The landscape plan will screen strategic areas and frame important views using a combination of existing and new tree, shrub, and grass massings.



In pedestrian areas of the Village, raised planters with hardy deciduous and evergreen shrubs can provide opportunities for more green in heavily paved areas without damage from foot traffic.

Landscape plays an important functional and aesthetic role in the Paragon Star development. The planting design utilizes a base palette of robust native and adaptive species throughout the site, and tweaks plant combinations to best serve specific functions and uses.



A combination of raised planters and in-ground planters with protective rails are effective strategies in streetscape areas. The in-ground planters provide the volume of soil required for successful street trees.



In addition to permanent plantings, the site plan is designed to allow for seasonal planters that can also serve as effective buffers for outdoor dining spaces and other amenity zones that require a degree



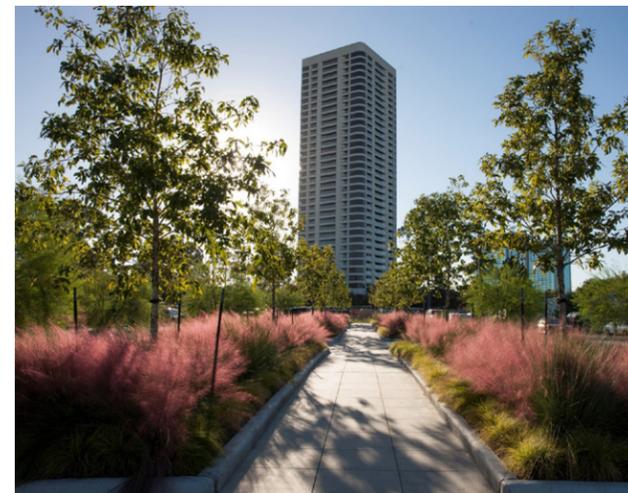
In flexible open areas such as Paragon Plaza, a combination of medium size canopy trees and decomposed granite surfaces will provide a good combination of green, shade, and durability.



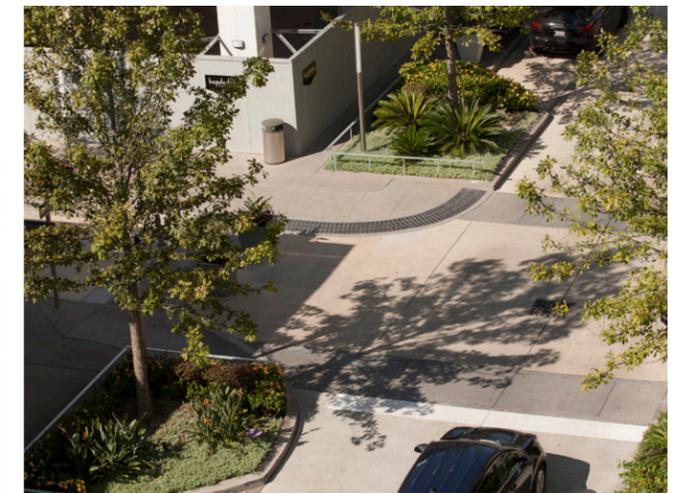
Utilizing natural materials such as limestone in the landscape will create continuity between the architecture and the surrounding natural context of the site.



In high-traffic pedestrian zones where wide extents of pavement are required, above-grade planters and trees in grates can be used to provide greenery and shade. These features also provide the opportunity for seasonal lighting and plantings.



With strategic planting design, the parking lot can become part of the site experience. Utilizing grasses and other native plants can greatly enhance the aesthetics of parking areas and reinforce pedestrian



"Left-over" areas created by street layouts, such as the bumpout zones shown above, can be planted in order to buffer pedestrians from vehicular uses and eliminate under-utilized paved surfaces.

# 7 SIGNAGE

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## EXAMPLE SIGNAGE



An environmental graphics package is forthcoming, outlining requirements for all wayfinding and placemaking signage requirements, as well as building and tenant signage requirements. Example signage aesthetics are shown on the right.



SIGNAGE  
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In addition to the Paragon Star Design Guidelines, each applicant shall be responsible for conformance to the requirements of jurisdictions having authority over the Paragon Star Development, including but not limited to Municipal, County, State and Federal jurisdictions, as well as the Paragon Star Covenants and Restrictions.



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