Bibliography

• “Vista Santa Rosa Community Plan & Research Report”
• “Can City and Farm Coexist?”
• “Vista Santa Rosa Planned Development Overlay Zone”
• Information, Thoughts and Photographs from members of The Vista Santa Rosa Association and Others in the Community
PHOTOGRAPHIC TOUR
WIND = Dust Storms
Agricultural Uses
Oleander - Grows too Large
Ever-present Date Palms
DATE PALMS

VISTA SANTA ROSA
DATE PALMS

VISTA SANTA ROSA
Fences
Fences
Fences

VISTA SANTA ROSA
Pressure Regulator Pipes
Pressure Regulator Pipes
Pressure Regulator Pipes

VISTA SANTA ROSA
EASTERN COACHELLA VALLEY AREA PLAN CIRCULATION

<table>
<thead>
<tr>
<th>Symbol</th>
<th>R.O.W.</th>
<th>Road Type</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>220 ft</td>
<td>EXPRESSWAY</td>
</tr>
<tr>
<td></td>
<td>152 ft</td>
<td>URBAN ARTERIAL</td>
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<tr>
<td></td>
<td>128 ft</td>
<td>ARTERIAL</td>
</tr>
<tr>
<td></td>
<td>118 ft</td>
<td>MAJOR HIGHWAY</td>
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<td>100 ft</td>
<td>SECONDARY HIGHWAY</td>
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</tbody>
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VISTA SANTA ROSA DESIGN GUIDELINES
Existing Conditions Plan

VISTA SANTA ROSA
Expanded R.O.W. Plan

VISTA SANTA ROSA
GOAL

CREATE AN IMAGE THAT REFLECTS

VISTA SANTA ROSA
VSR Character

- Rural
- Agricultural
- Equestrian
- Unpretentious
- Unadorned
- Simple Elegance
- Clean Style
- Open
- Mt. Vistas
- Windblown
- Utilitarian
- Desert Lifestyle
- Hot & Dry
- Natural
STEP ONE

CREATE A

VISTA SANTA ROSA

LOGO
Neighbors Logo Concepts

VISTA SANTA ROSA

Howdy
HOLA
WELCOME
HASTA LA VISTA

COME AGAIN
ADIOS
Logo-Type as a Brand

VISTA SANTA ROSA
Refined Logo-Type

VISTA SANTA ROSA
The Parts of the Logo

VISTA SANTA ROSA
Ornamental Iron To Connect Parts
The Parts Connected
VISTA SANTA ROSA
STEP TWO

Determine some identity steps that can be implemented immediately & inexpensively.
Pipes Painted with Vinyl “Wraps”
Appear 3-Dimensional thru Shadows
Intersection with Existing Pipes
Existing Street Sign

VISTA SANTA ROSA
New Custom Street Sign and Post
KEY DESIGN FEATURES

Design Elements that are permanent

Elements that become ICONS, instantly recognizable as part of VISTA SANTA ROSA

Elements that read so strong they carry the theme on their own, allowing flexibility in the use of other lesser elements
Design Icon Two

PAINTED AND WRAPPED PRESSURE REGULATOR PIPE

VISTA SANTA ROSA
Design Icon Three

CUSTOM STREET SIGNS
Design Icon Four

SIMPLE, AGRARIAN-STYLE STREET LIGHTS
Design Icon Five

DATE PALMS
Design Icon Seven

WHITE

AGRICULTURAL FENCING

VISTA SANTA ROSA
Ultimate Main Intersection Treatment
Ultimate Main Intersection Treatment  VISTA SANTA ROSA
TRAIL SYSTEM

Symbol | Trail Type
--- | ---
--- | MAIN EQUESTRIAN TRAILS
These are the same as the Multi-Purpose trails, but have first priority
--- | MULTI-PURPOSE TRAILS
On Both Sides of Streets as part of Street Landscaping

VISTA SANTA ROSA DESIGN GUIDELINES
Ultimate Main Intersection Treatment