

VISTA SANTA ROSA

Design Guidelines

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



4-WAY

VISTA SANTA ROSA



VISTA SANTA ROSA



VISTA SANTA ROSA



VISTA SANTA ROSA



WIND = Dust Storms

VISTA SANTA ROSA



Large Estate Lots

VISTA SANTA ROSA



Estate lots

VISTA SANTA ROSA



Agricultural Uses

VISTA SANTA ROSA



Agricultural Uses

VISTA SANTA ROSA



Equestrian Uses

VISTA SANTA ROSA



Equestrian Uses

VISTA SANTA ROSA



Equestrian Uses

VISTA SANTA ROSA



Street Trees and Windrows

VISTA SANTA ROSA



Oleander - Grows too Large

VISTA SANTA ROSA



Ever-present Date Palms

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



DATE PALMS

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Fences

VISTA SANTA ROSA



Reservoirs & Basins

VISTA SANTA ROSA



Pressure Regulator Pipes

VISTA SANTA ROSA



Pressure Regulator Pipes

VISTA SANTA ROSA



Pressure Regulator Pipes

VISTA SANTA ROSA



Pressure Regulator Pipes

VISTA SANTA ROSA



Pressure Regulator Pipes

VISTA SANTA ROSA

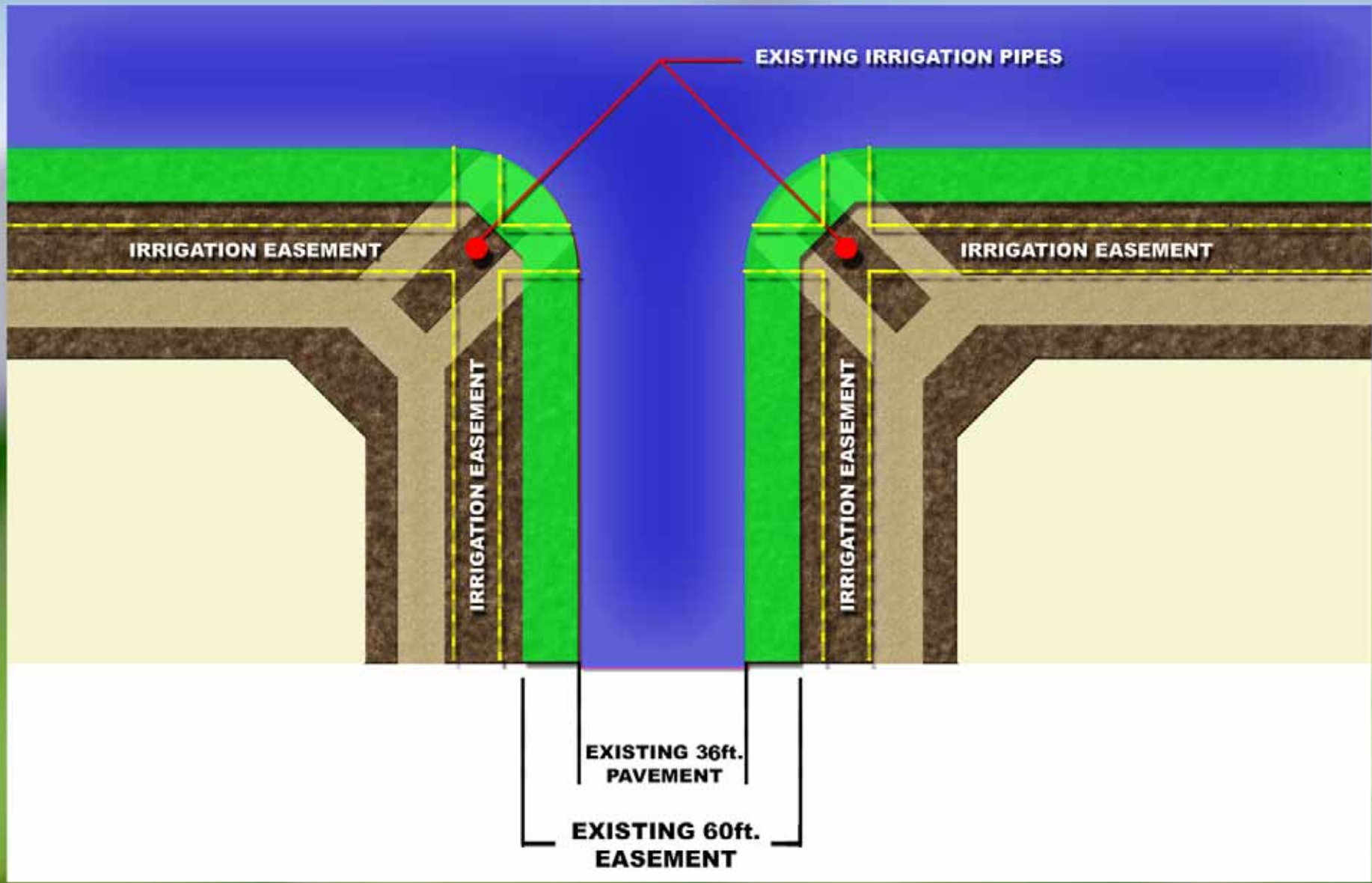


EASTERN COACHELLA VALLEY AREA PLAN CIRCULATION

Symbol	R.O.W.	Road Type
	220 ft	EXPRESSWAY
	152 ft	URBAN ARTERIAL
	128 ft	ARTERIAL
	118 ft	MAJOR HIGHWAY
	100 ft	SECONDARY HIGHWAY

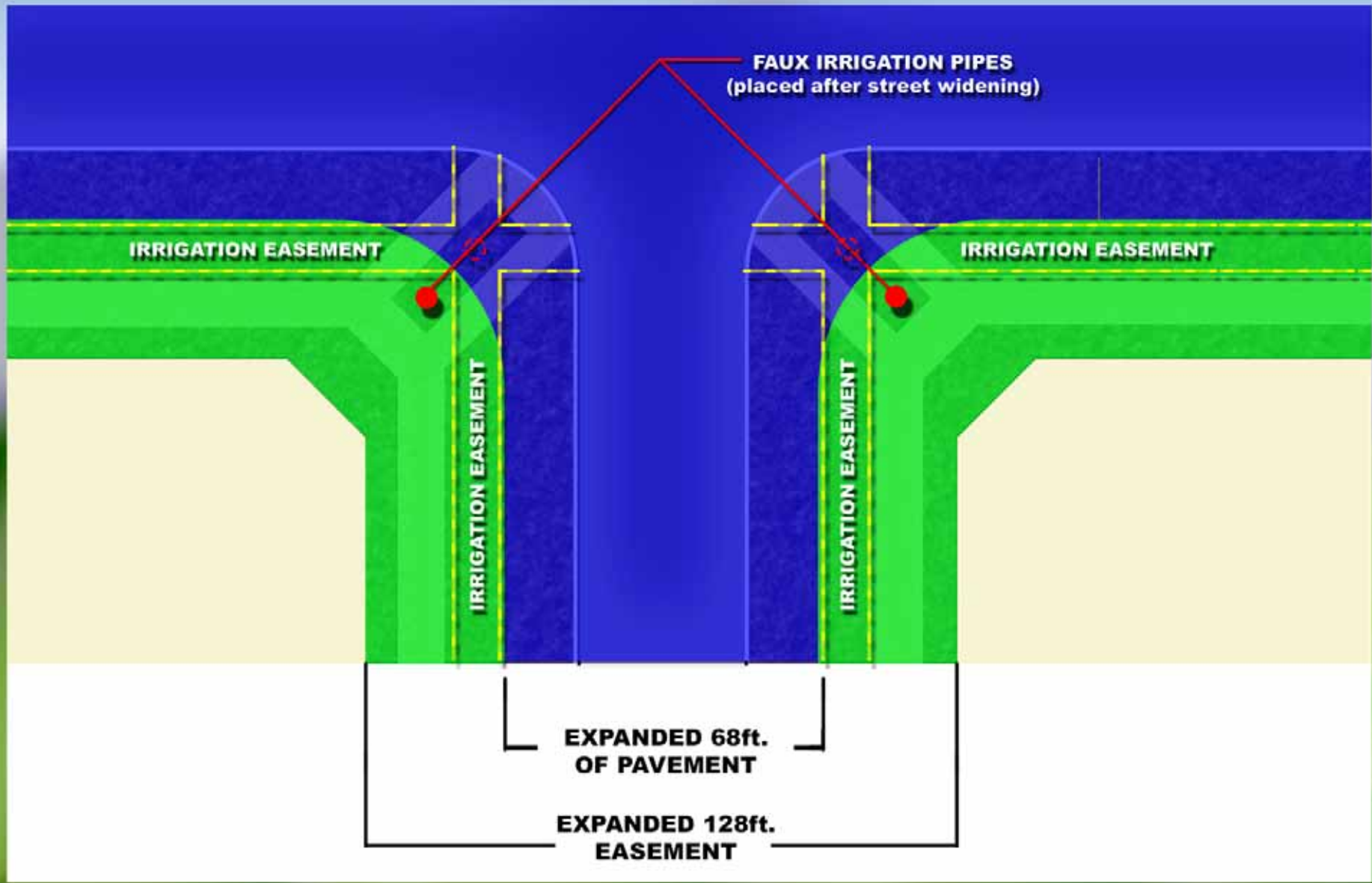
VISTA SANTA ROSA DESIGN GUIDELINES

VISTA SANTA ROSA



Existing Conditions Plan

VISTA SANTA ROSA



Expanded R.O.W. Plan

VISTA SANTA ROSA

GOAL

CREATE AN IMAGE
THAT REFLECTS
VISTA SANTA ROSA

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

VISTA SANTA ROSA



VISTA SANTA ROSA



VISTA SANTA ROSA
Come again

SVR



VISTA SANTA ROSA
Howdy



VISTA SANTA ROSA

HOWDY

HOLA

WELCOME

COME AGAIN

ADIOS

HASTA LA VISTA

Neighbors Logo Concepts

VISTA SANTA ROSA



Logo Concepts

VISTA SANTA ROSA



Logo-Type as a Brand

VISTA SANTA ROSA



Logo Concepts

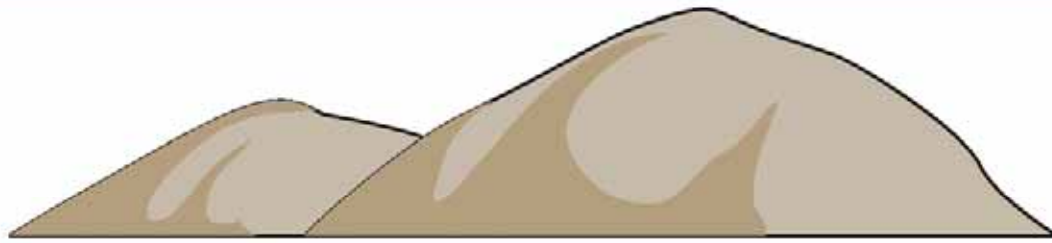
VISTA SANTA ROSA



VISTA SANTA ROSA

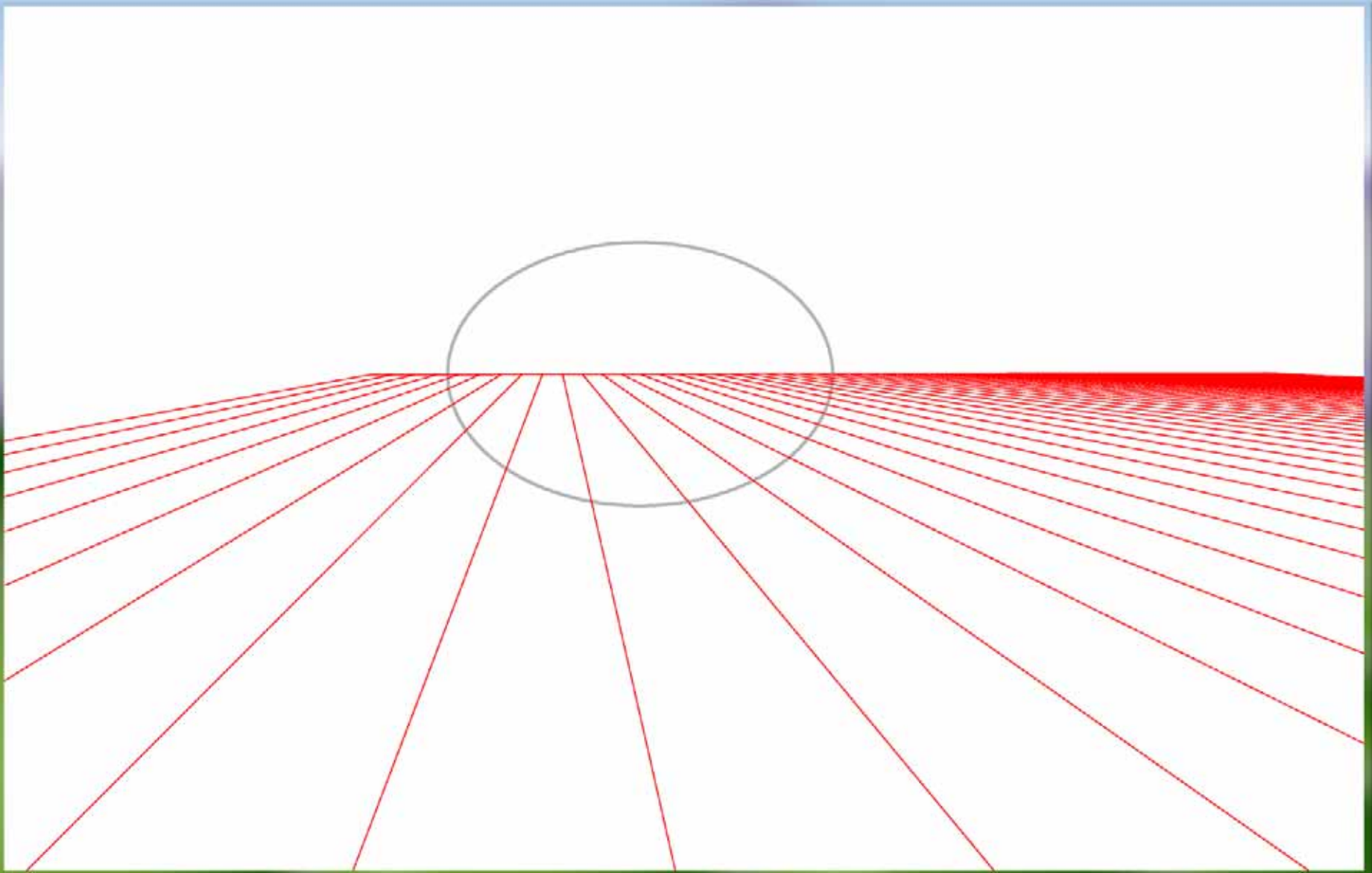
Refined Logo-Type

VISTA SANTA ROSA

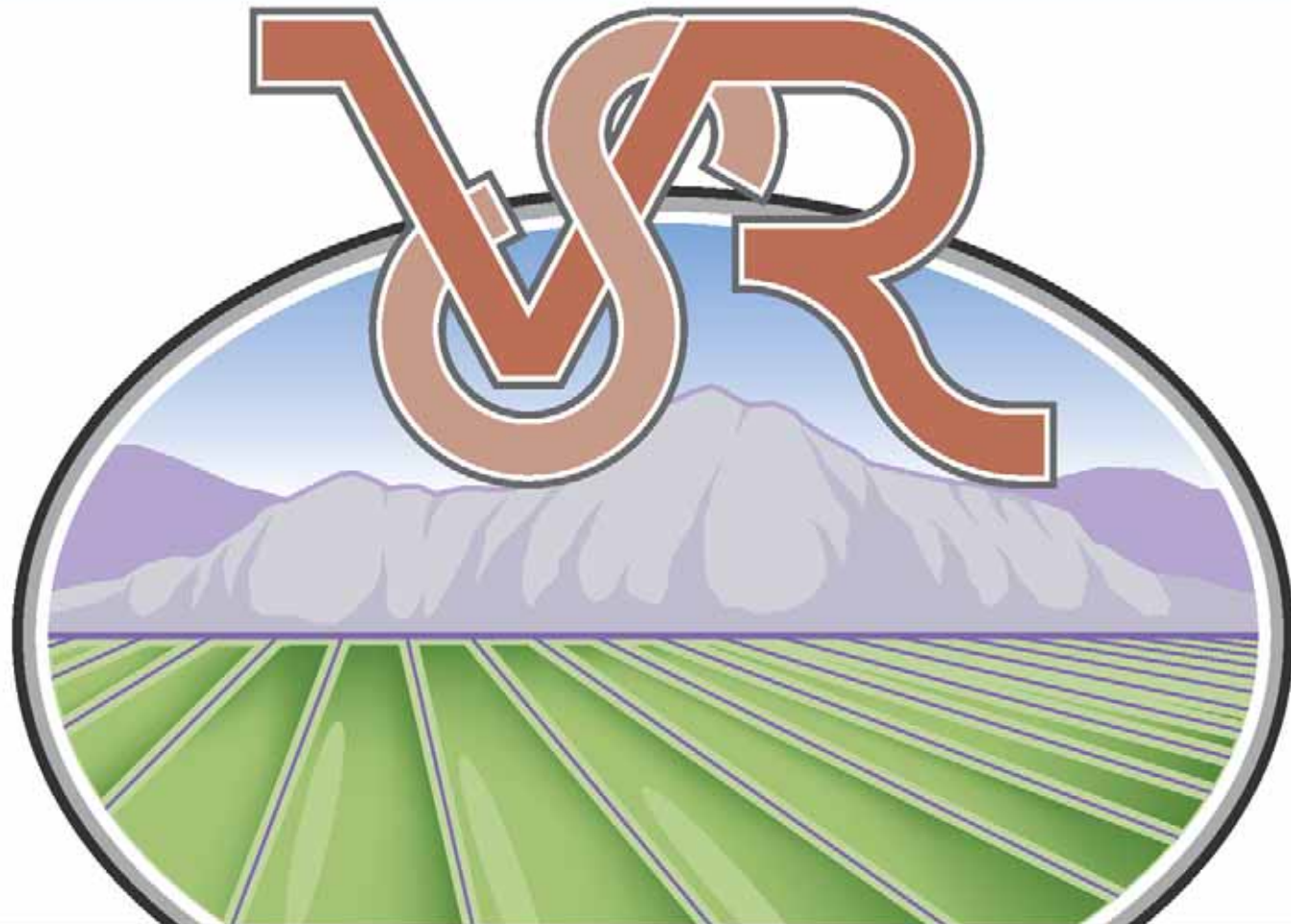


Icon: Mountain View - "Vista"

VISTA SANTA ROSA



Icon: Flat, Even Rows "Agriculture" VISTA SANTA ROSA



VISTA SANTA ROSA

The Parts of the Logo

VISTA SANTA ROSA



Ornamental Iron To Connect Parts **VISTA SANTA ROSA**



The Parts Connected

VISTA SANTA ROSA



Final Logo - In Stylized Rusted Metal

VISTA SANTA ROSA

STEP TWO

DETERMINE SOME
IDENTITY STEPS THAT
CAN BE IMPLEMENTED
IMMEDIATELY &
INEXPENSIVELY



Pressure Regulator Pipe

VISTA SANTA ROSA



Pipes Painted with Vinyl "Wraps"

VISTA SANTA ROSA



VISTA SANTA ROSA



Appear 3-Dimensional thru Shadows

VISTA SANTA ROSA



Intersection with Existing Pipes

VISTA SANTA ROSA



Pipes with Logo Wraps

VISTA SANTA ROSA



Custom Street Sign with VSR Logo

VISTA SANTA ROSA



Existing Street Sign

VISTA SANTA ROSA



New Custom Street Sign and Post

VISTA SANTA ROSA

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

VISTA SANTA ROSA

Design Icon One



VSR LOGO

Design Icon Two



**PAINTED AND
WRAPPED
PRESSURE
REGULATOR PIPE**

VISTA SANTA ROSA

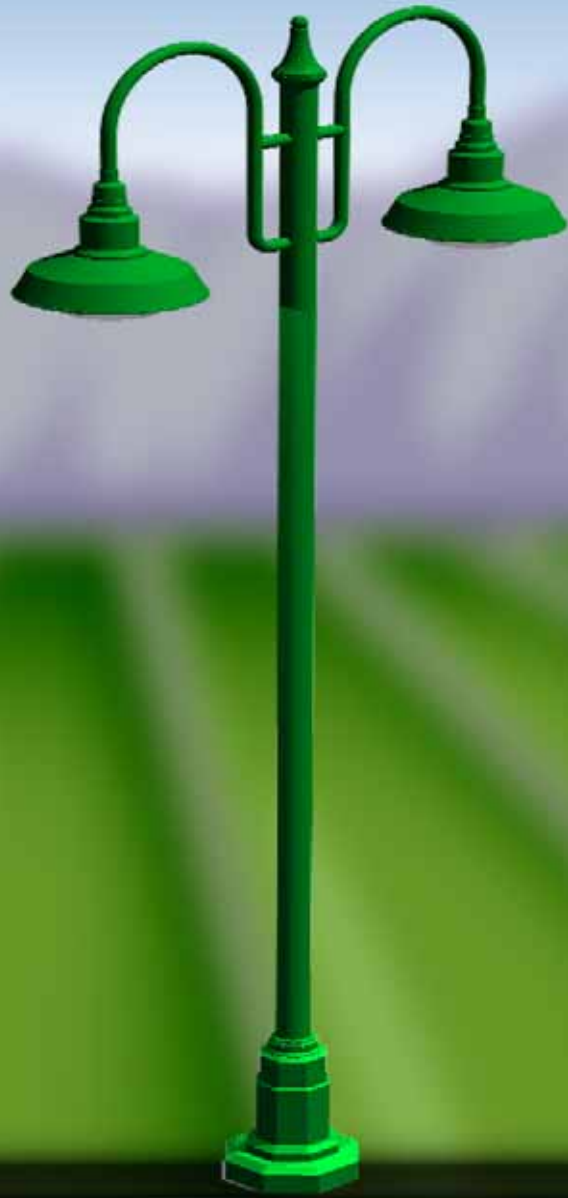


VAN BUREN ST.

Design Icon Three

CUSTOM
STREET
SIGNS

VISTA SANTA ROSA



Design Icon Four

**SIMPLE,
AGRARIAN-
STYLE
STREET
LIGHTS**

VISTA SANTA ROSA



Design Icon Five

DATE PALMS

VISTA SANTA ROSA

A white rail equestrian fence stretches across a green field. In the background, a large, light-colored barn is visible under a blue sky. The fence is made of white posts and three horizontal rails. The text "Design Icon Six" is written in a dark red, serif font in the upper right. The text "WHITE RAIL EQUESTRIAN FENCING" is written in a bright cyan, sans-serif font in the middle right. The text "VISTA SANTA ROSA" is written in a yellow, sans-serif font at the bottom right.

Design Icon Six

WHITE RAIL
EQUESTRIAN
FENCING

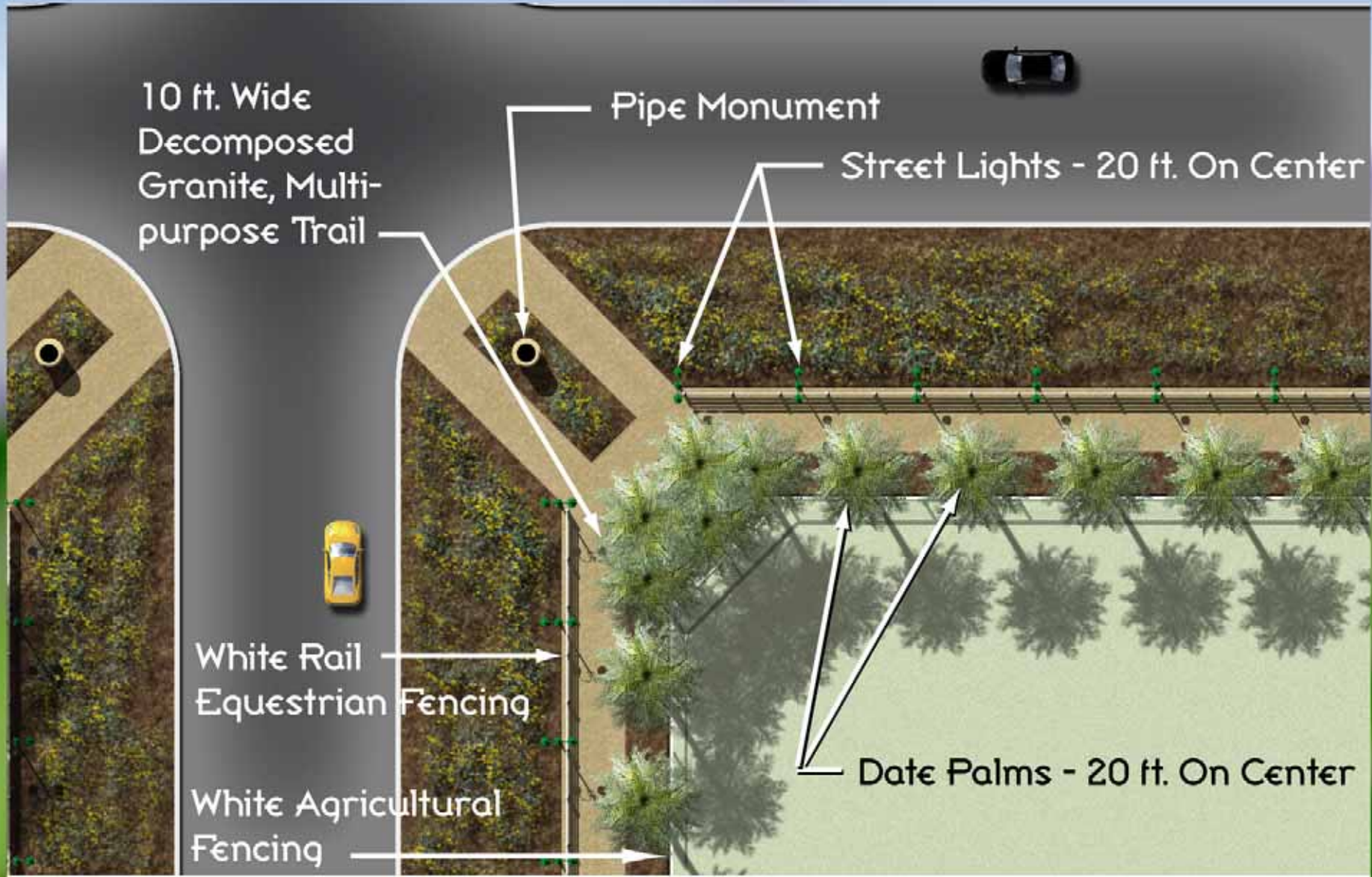
VISTA SANTA ROSA

Design Icon Seven

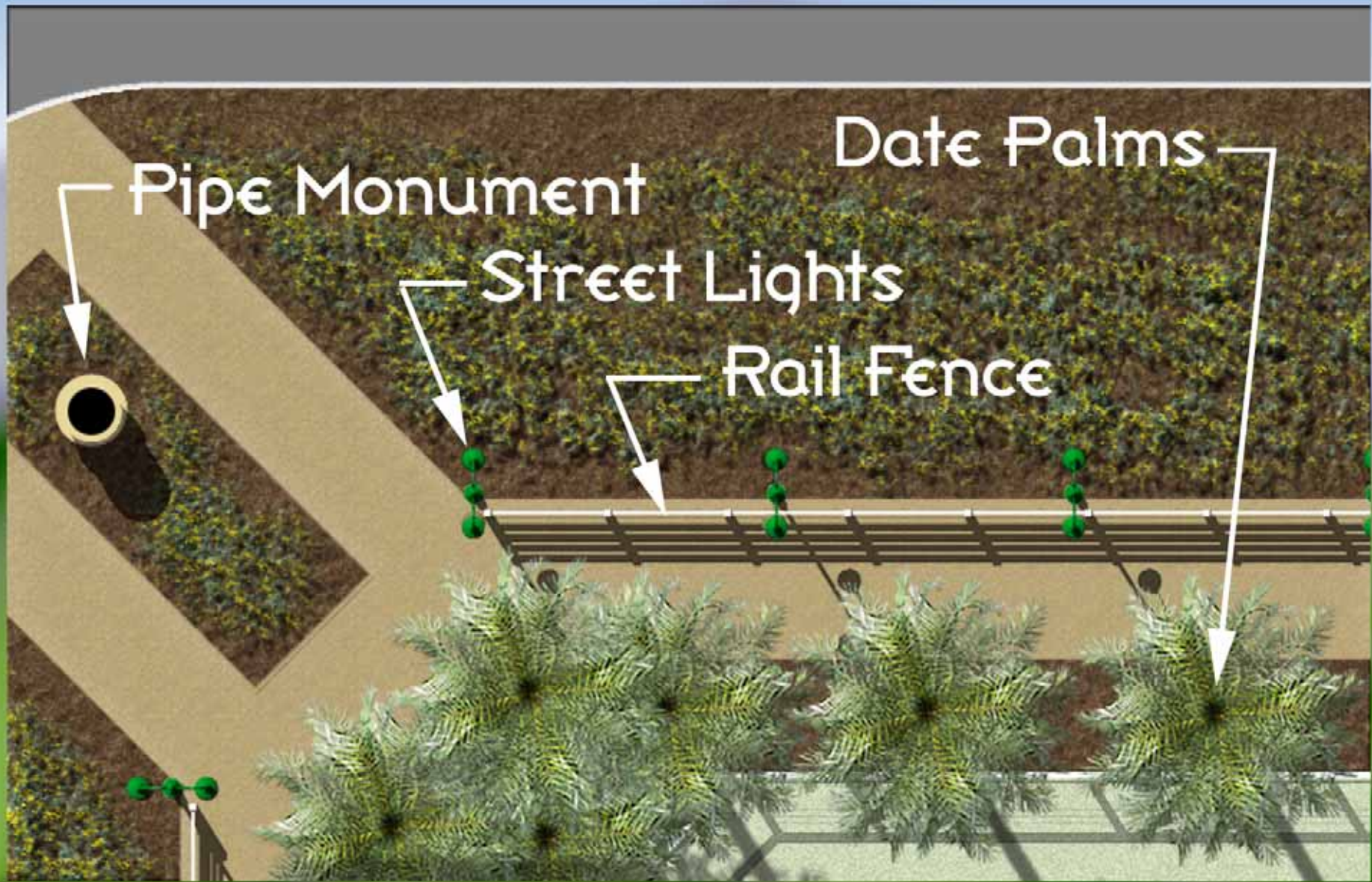
WHITE AGRICULTURAL FENCING



VISTA SANTA ROSA



ILLUSTRATIVE PLAN OF INTERSECTION VISTA SANTA ROSA



Pipe Monument

Date Palms

Street Lights

Rail Fence

ILLUSTRATIVE PLAN OF INTERSECTION VISTA SANTA ROSA



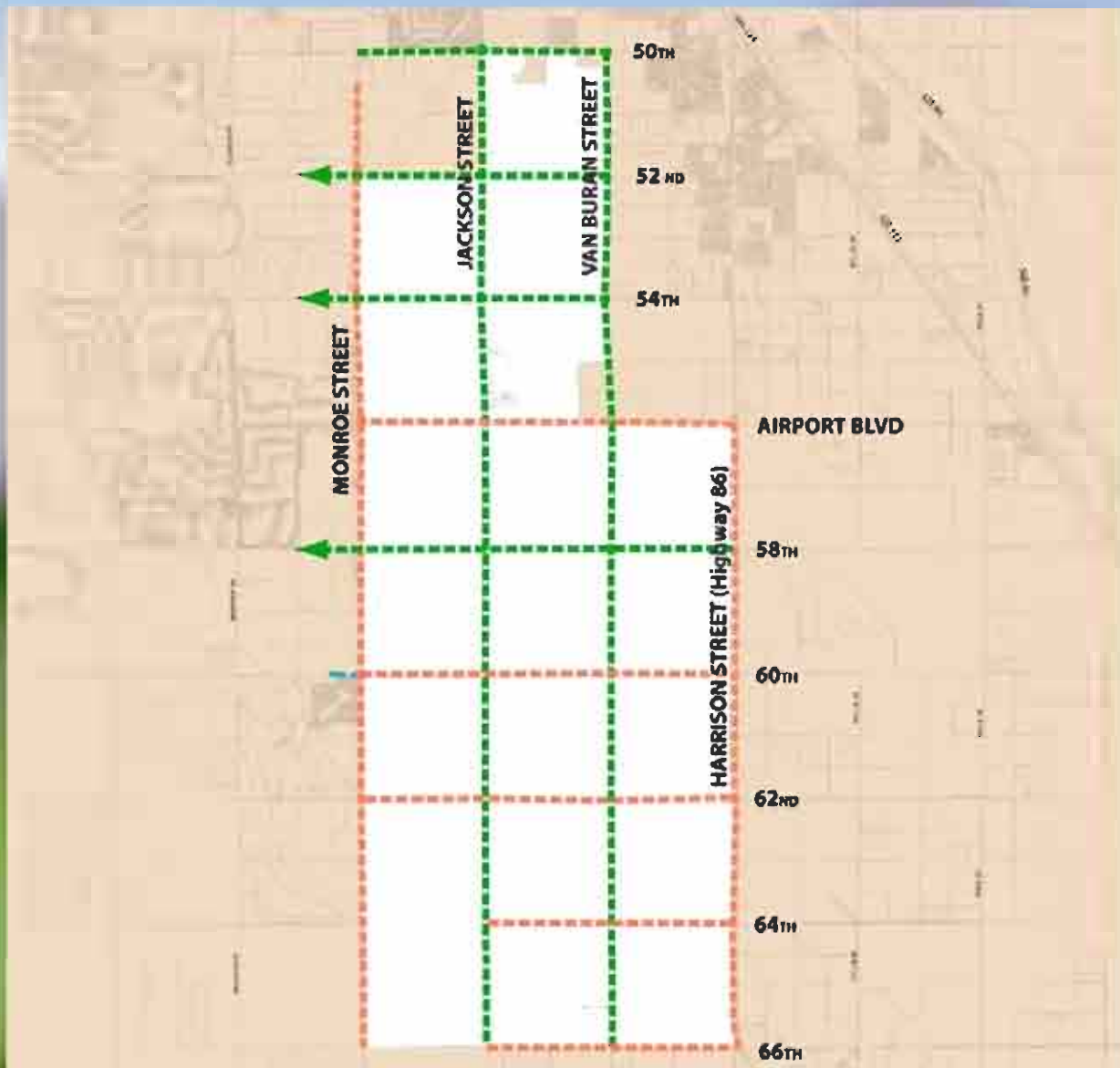
Ultimate Main Intersection Treatment

VISTA SANTA ROSA





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

STREET AND INTERSECTION IMPROVEMENTS

Symbol	Improvement
	Roads covered by these Design Guidelines
	Intersection Improvements to all Four corners of Intersection
	Intersection Improvements to Three corners of Intersection
	Intersection Improvements to Two corners of Intersection
	Intersection Improvements to One corner of Intersection



VISTA SANTA ROSA DESIGN GUIDELINES



Ultimate Main Intersection Treatment

VISTA SANTA ROSA



• VISTA SANTA ROSA •