

PARAGON STAR VILLAGE DESIGN GUIDELINES



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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 to reflect the model of excellence represented in the five elements of the paragon, similar to that of an unflawed diamond. 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 lawn to encourage casual encounters and accommodate various outdoor events.

In addition, the Paragon Star development provides a professional sports experience for youth athletics like none other in the metropolitan area. The sports complex includes (10?) multi-sport fields with synthetic turf playing surfaces and clubhouse. 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.



EXAMPLE
ELEVATION SUBMITTAL

3 MATERIALITY

BUILDING

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.

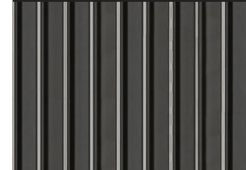
MANUFACTURED STONE /
BRICK MASONRY VENEER



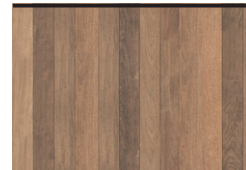
OPAQUE WALL / SOFFIT MATERIALS



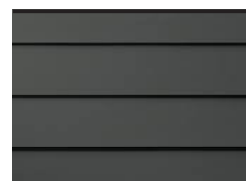
TEXTURED METAL PANELS



FAUX WOOD
CLADDING & SOFFITS



FIBER CEMENT BOARD
CLADDING

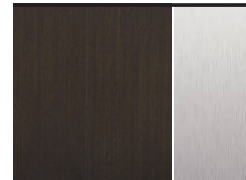


STUCCO / EIFS
COATING

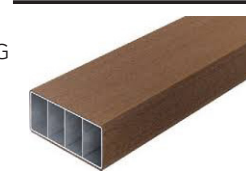


TRANSPARENT / TRANSLUCENT MATERIALS

STOREFRONT GLAZING



PERFORATED METAL /
FAUX WOOD SUN-SHADING



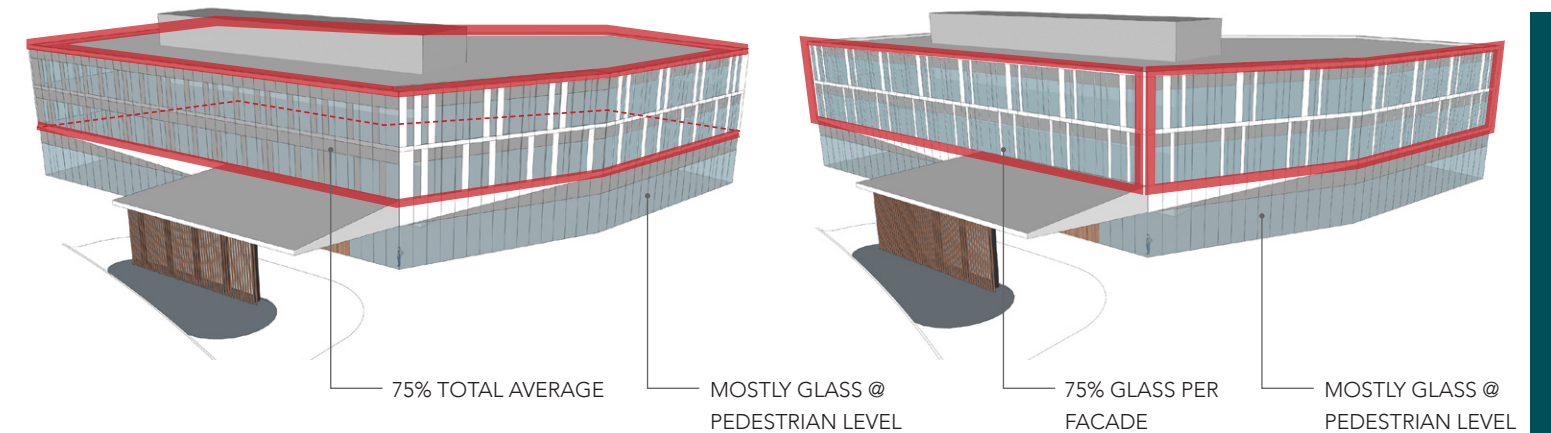
4 TRANSPARENCY

10

EXHIBIT B. GLAZING CALCULATION DIAGRAMS

METHOD 1: 75% AVERAGE OF ALL UPPER LEVEL FACADES.

METHOD 2: 75% GLASS ON EACH UPPER LEVEL FACADE.



TRANSPARENCY

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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 at the pedestrian level shall be the primary building material for all structures within the development, except:

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

In addition to the requirement for glass at the pedestrian level, all office facades shall have a target minimum of 75% glass at all levels above the pedestrian level. This can be an **average** of 75% glass of all upper level facades (i.e. if the south and west elevations are 65% glass, the north and east elevations need to be at least 85% glass to average 75% overall).

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 Paragon Parkway, or at ground level at secondary façade locations). Shade specification to be provided by Paragon Star.



BUILDING ARTICULATION

EXHIBIT C. FACADE DIAGRAMS

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

01 COURTYARD



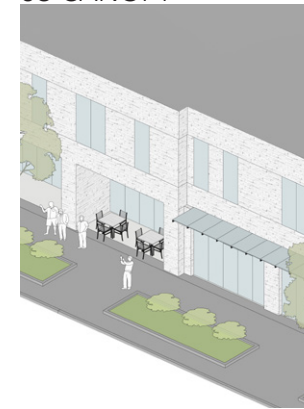
LARGE SETBACKS USED TO
PROVIDE RELIEF ON A LONG
FACADE.

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 (better term-reference?) are consistent with the Paragon Star vision.

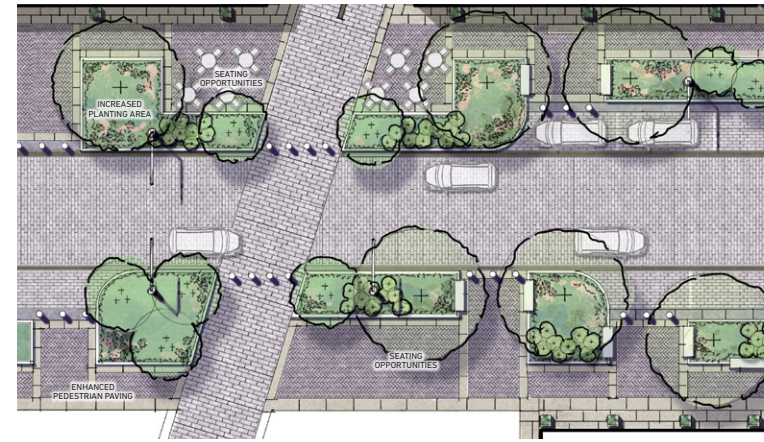


6 CONNECTIVITY

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PEDESTRIAN ACCESS



MID-BLOCK CROSSING



PEDESTRIAN ALLEY

CONNECTIVITY

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The success of the Village is dependent on the user experience. There is no greater opportunity to impact this experience, than by creating a strong visual and physical connection to the various elements within the Village at the pedestrian level. Therefore, the following elements will be required, at a minimum to help ensure ground-level relationships are maintained:

- Min of 12' ceilings
- Full-height glass (See 'Transparency' for exceptions)
- Other key landscape, hardscape and ancillary design elements



7 SIGNAGE

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EXAMPLE SIGNAGE



ILLUMINATED



WAYFINDING



WALL-MOUNTED



SUSPENDED



PIN-MOUNTED



WALL GRAPHIC

SIGNAGE

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

LARGE SCULPTURAL SIGNAGE



In addition to the Design Guidelines, each applicant shall be responsible for conformance to the requirements of all 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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