



To: Honorable City Council

From: John Moreno, City Manager

By: John Carver, Planning Director
Ivan Reyes, Associate Planner,

Date: July 9, 2024

SUBJECT: COMMERCIAL DESIGN GUIDELINES

The City's commercial design guidelines have not been updated since the 1980s. On December 12, 2023, the City Council approved a professional services agreement with Gruen Associates to develop a Commercial Design Guidelines Update. The Commercial Design Guidelines Update project is intended to modernize the guidelines for commercial-zoned properties, including Downtown Paramount and the Central Business District. The Guidelines will set ground rules for new private development and remodels, and they will continue Paramount's tradition of a vibrant, attractive environment and positive sense of place.

At the December meeting, the City Council directed staff to seek Council input before a complete draft is developed. In this presentation to the City Council, Orlando Gonzalez, Senior Associate at Gruen Associates, will review Commercial Design Guidelines concepts. Feedback from this Council will be incorporated into the design standards prior to a more formal review.