

NORTHGATE NEIGHBORHOOD REVITALIZATION

DESIGN GUIDELINES FOR STOREFRONT IMPROVEMENTS

The revitalization of Northgate Boulevard will foster a sense of pride among residents and reignite the spirit of the community, making it a place where everyone feels proud to live, work, and visit.

Through this document, we hope to help guide business owners to invest in their properties in meaningful ways that refurbish and enliven worn facades and street frontages.

We hope to see Northgate Corridor become a vibrant and thriving hub, attracting more visitors, by creating a lively atmosphere that reflects the heart and soul of South Natomas.



On the following pages you will see examples and notes about various improvements that may help your business's curb appeal and attract more customers.



STREET IMPROVEMENT STRATEGIES



COLORS

- Color selection -No more than 3 colors
- Avoid gloss paint. Use eggshell finish or other low sheen option.
- Provide visual variation by breaking up long facades with multiple complimentary colors
- Neutral colors can be paired with a saturated bright color to add visual interest. You can use colors in the same family such as light yellow and bright dark yellow.



SIGNAGE

- Pair a bold, sans serif font with a more ornate festive font or script
- Signs for shopping plazas should be grouped as a single monument sign by main street
- Text can be arranged to fit existing building curves or angles.

REFURBISH WORN MATERIALS

- Siding, stone veneer, light fixtures, etc can become worn or dated over time. Small updates can make a huge impact!
- Repair failing materials. A coat of paint or lime wash paint can refresh a worn material!



LANDSCAPING

- Provide irrigation for planters or use drought tolerant plants that require little water after they are established.
- Screen trash areas.



OUTDOOR FURNITURE

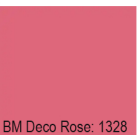
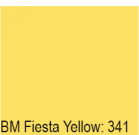
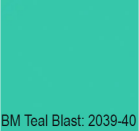
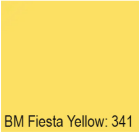
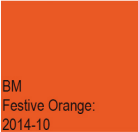
- Where appropriate, colorful outdoor furniture and potted plants can add vibrant playfulness to a street scape and encourage community gathering.

MURALS

- Murals create photo opportunities.
- Themes and colors should be consistent with the neighborhood.



EXTERIOR PAINT EXAMPLES



NEUTRAL BASE WITH BRIGHT ACCENT EXAMPLE | 2850 NORTGATE BLVD



NEUTRAL BASE WITH BRIGHT ACCENT EXAMPLE



EXAMPLE | 2351 NORTHGATE BLVD



NEUTRAL BASE WITH BRIGHT ACCENT EXAMPLE



EXAMPLE | 2201 NORTHGATE BLVD

The Northgate Corridor is home to a vibrant community, and we already have some wonderful examples from our neighbors that can inspire more revitalization of this wonderful community! Please reach out to KLewandowski@cityofsacramento.org if you would like further guidance.