



A COLOR PALETTE FOR DOWNTOWN IMPROVEMENT



Paint on a Fresh New Look

The Torrance Redevelopment Agency provides this paint brochure to help you create a fresh new look for Downtown Torrance. It contains the color palette developed especially for use in Downtown and is designed to help you choose paint colors for facades, architectural details and awnings. This guide portrays three groups of colors:

Base Colors

The base colors in this guide have been selected from natural earth tones. They resist fading and are always in style. *Base colors are to be used as the dominant color for exterior facades, covering at least 90% of the building's exterior surface.*

Accent Colors

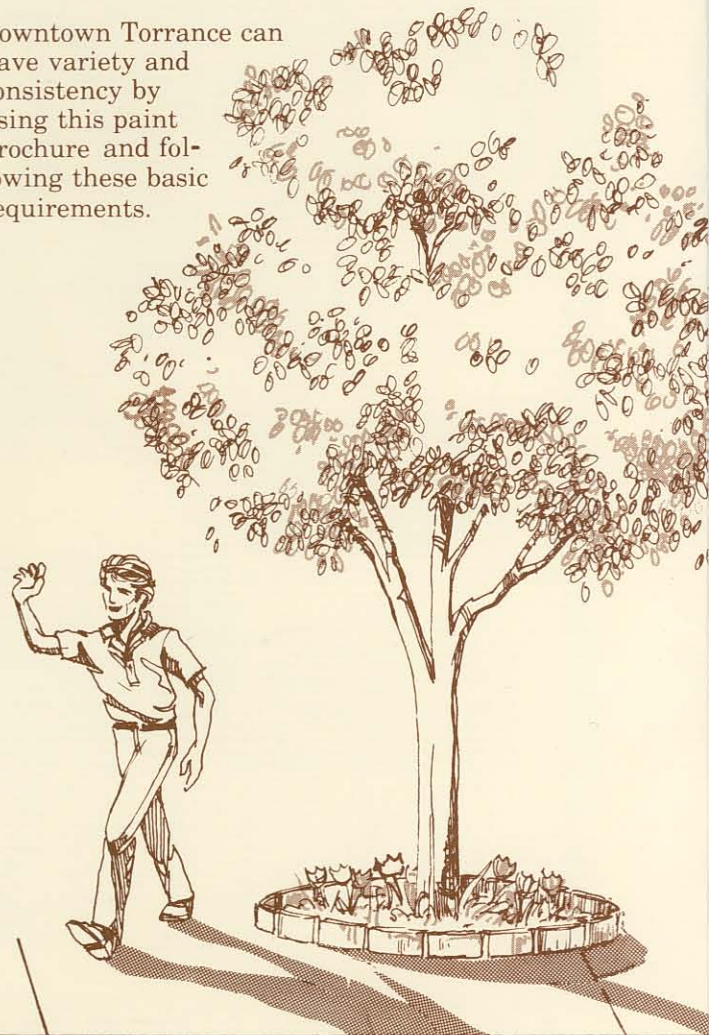
Accent colors may be used on up to 10% of the building facade for cornices, window and door trim, and signage. Signs may consist of up to three base and/or accent colors. The colors are also earth tones which contrast gently with base colors and add an interesting touch to the building facade.

Awning Colors

The awning colors come in more vibrant, deeper tones. They contrast with base and accent colors, while blending with both. These colors can add taste and visual excitement to your overall color scheme.

Remember, fresh paint is the least expensive way to give your building a bright new look, and it's an improvement that lasts for years.

Downtown Torrance can have variety and consistency by using this paint brochure and following these basic requirements.



• 9730 296A
accent

• 6-63U 293A
accent

• 5-61U 292A
accent

• 6-35D 281A
accent

• 4-52T 293E
base

• 6-32T 294E
base

• 4-51P 293G
base

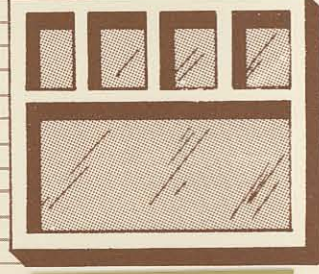
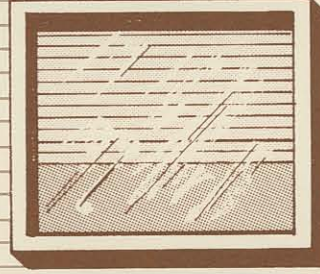
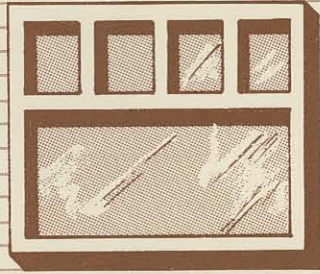
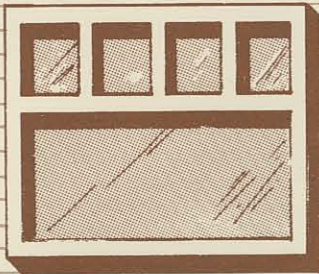
• 6-31P 294G
base

• 2-55D 286A
accent

• 3-63U 288A
accent

• 4-67U 289A
accent

• 4-66U 282A
accent



• 7-62U 296A
base



• 6-62U 274A
base



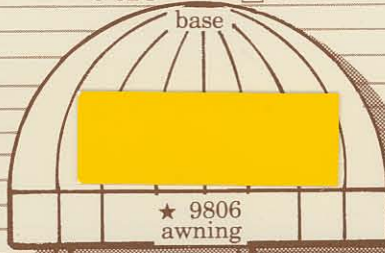
• 6-60D 295A
base



• 6-59D 274C
base



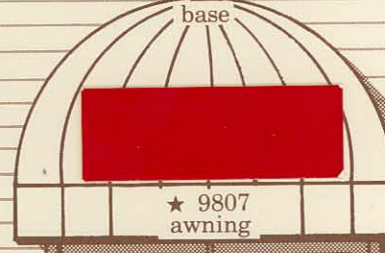
• 5-61U 293A
base



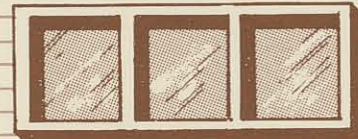
★ 9806
awning



• 5-60D 288C
base



★ 9807
awning



• 7-39D 296C
base



• 7-38T 296E
base

Basic Requirements

Base colors for use on up to 90% of facade. Accent colors for use on up to 10% of facade, specifically, architectural details, cornices, window and door trim, signage, etc.



• 6-55D 294A
accent



• 7-66U 269A
accent



• 6-62U 274A
accent



• 7-62U 295B
accent



• 7-11P 295G
base



• 5-16P 296G
base



• 4-17T 288G
base



• 5-38T 288E
base



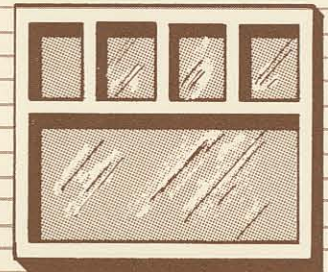
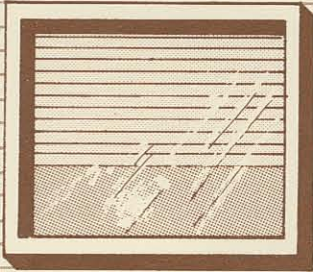
• 5-63U 277B
accent



• 14-10D 260B
accent



• 13-62U 260A
accent



• 6-54D 295C
base



• 6-33T 294C
base



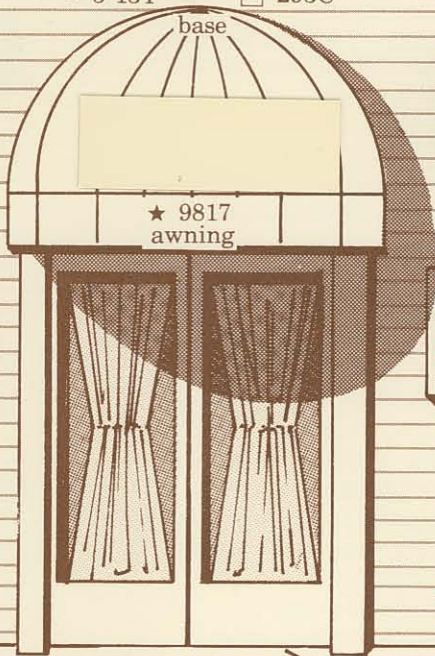
• 5-13T 293C
base



• 6-53T 295E
base



• 6-63U 294A
base



• 9730 288A
base



• 6-58T 274E
base



• 6-57P 274G
base

• Standard Brands Color Code System

Ameritone Color Code System

★ Astrup Awning Company

The numbers under each color chip identify the color with the Standard Brands and Ameritone color code systems. However, these colors can be matched by other paint manufacturers and distributors.



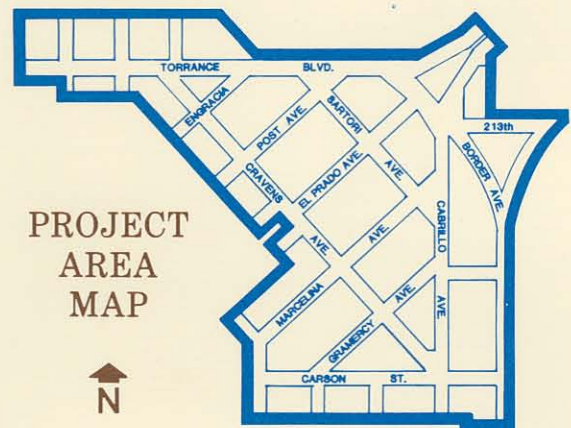
. . . The Key To A New Downtown

Most of the buildings in Downtown are good, sound, substantial structures with decades of life left in them. Many need little more than a fresh coat of paint and new signs to bring them alive. The Torrance Redevelopment Agency recognized the importance of this very early in the redevelopment process, and commissioned the architectural firm of Neil Stanton Palmer, Inc. to create a **Design Manual for Downtown Improvement**. The Design Manual focuses strongly on the use of color and signage to unify the Downtown streetscape and rejuvenate it as a shopping area. *Dollar for dollar, fresh paint and new signage is the most effective, most economical way to revitalize an old building and help create a new image in Downtown.*

The color palette approved for use in Downtown is designed to ensure a *brighter, coherent* appearance for area storefronts. Color coordination is an ideal way to unify building facades, signage, graphics, lighting and landscaping for a safer, more desirable shopping atmosphere. This is not simply a *"cosmetic"* approach, but a proven pedestrian-oriented marketing program. It is a sound business investment strategy intended to strengthen the Downtown economic base by increasing retail sales, upgrading property values and broadening employment opportunities.

Redevelopment of Downtown depends upon *you* as a property owner or business person to paint-up, fix-up and recondition your building facade. The benefits that you derive from improving your location will extend to your neighbors and the entire Downtown business community in the process.

Before you plan to upgrade your property, don't forget to give City Redevelopment staff a call. They will be happy to advise you on color and signs and other building improvements. They may also be able to help with financing, choosing architectural services and the application of other design standards. Call **618-5990**.



If your property is located within these boundaries, then the **Design Manual and Development Standards** apply. Before you begin improvement of your property, please contact the Redevelopment Division of the Planning Department at 3031 Torrance Boulevard, Torrance, California 90503, or call (213) **618-5990**.

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Torrance Redevelopment Agency greatly acknowledges Standard Brands Paint Company for their assistance in preparing this brochure.
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