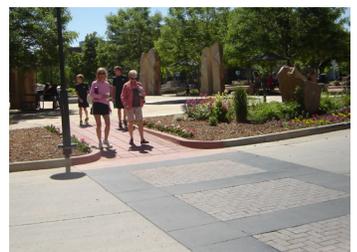
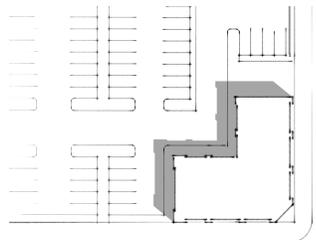

City of Wheat Ridge Architectural and Site Design Manual

Adopted July 16, 2012

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City of Wheat Ridge Architectural and Site Design Manual

Originally Adopted June 2007 - Acknowledgements

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The Architectural and Site Design Manual is formally amended by the Community Development Department by the authority granted in Section 26-224 of the Wheat Ridge Code of Laws.

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CHAPTER 1 - INTRODUCTION

The *Architectural and Site Design Manual (ASDM)* for the City of Wheat Ridge establishes a clear blueprint for site development and architectural standards for commercial, industrial, mixed-use and multifamily structures. The Manual contains principles, standards, and guidelines which will provide consistent yet flexible design guidelines for the City of Wheat Ridge.

1.1 Historical Context

Wheat Ridge had its origins in the silver and gold rush days of Colorado in the late 1800's. Miners traveled back and forth between Golden, Black Hawk and Central City through what is now the City of Wheat Ridge to Denver. Eventually, farmers settled Wheat Ridge and the routes between Denver and points west became established as the main thoroughfares we know today. Wheat Ridge became an incorporated City in 1969.

Wheat Ridge, like many satellite suburban communities, does not have an historical main street or town center. Residential development radiated out from Denver and the commercial activity developed along the main thoroughfares. Today these thoroughfares remain as Wheat Ridge's main commercial corridors: W. 38th Avenue, W. 44th Avenue, Sheridan Boulevard, Wadsworth Boulevard, Kipling Street and Youngfield Street.

The City's suburban development pattern has created a diverse and eclectic character in the community. On the east side of Wheat Ridge development followed the traditional Denver urban grid pattern. The development pattern east of Wadsworth Boulevard is more dense and compact and the structures are older. As development moved west of Wadsworth, the pattern became more suburban with curved streets, cul-de-sacs and lower-density development. Farther to the west, agricultural uses and a rural setting and density remain.

Historically, many of the commercial corridors were pleasant, tree-lined country lanes with smaller scale neighborhood-oriented retail shops. The proliferation of automobile travel as the main mode of transportation was at odds with creating pedestrian-friendly and pedestrian oriented developments. The suburban development pattern moved buildings from the street edge and placed large parking lots between the building and street. What were once small-scale buildings with intimate settings are now disorganized streetscapes dominated by parking lots, over-scaled signs and under-utilized or non-existent sidewalks.

Wheat Ridge's commercial corridors provide many benefits to the



The Wheat Ridge float in a 1914 parade along an early Denver streetscape.



Wheat Ridge's first post office, now preserved in the Wheat Ridge Historical Park.



The Architectural and Site Design Manual (ASDM) is intended to promote quality new development, especially along major commercial corridors such as 38th Avenue, shown above.

City and surrounding neighborhoods. These corridors serve as gateways into the City and establish the image of the City. They provide service, shopping, dining, cultural and entertainment opportunities for residents of the adjacent neighborhood, the city and the region. Business activity along these corridors provides a significant tax base for the City. Through thoughtful design, the corridors can connect the residential neighborhoods and add to a sense of community pride.

1.2 Purposes of the ASDM

Much of the City's current zoning code is focused on "greenfield" development - development of open, undeveloped land. The size of properties and proximity of the commercial corridors to residential neighborhoods in Wheat Ridge, a City that has little undeveloped land left, is not conducive to greenfield development. Today, the major development opportunities in Wheat Ridge's commercial areas are *redevelopment*-oriented, making many aspects of the current zoning regulations difficult to apply.

The purpose of the *Architectural and Site Design Manual (ASDM)* is to provide effective design and planning guidance for the design and physical appearance of Wheat Ridge's commercial, industrial, mixed-use, and multi-family residential buildings and sites. If this purpose is fulfilled, Wheat Ridge's commercial corridors will become more attractive and successful and Wheat Ridge will become a more desirable, livable city for residents, businesses and visitors. Quality design and planning will provide a positive image, vibrant environment, and increased revenue to the City.

The manual is intended to:

- Bring about greater consistency and predictability in the City's design review process
- Build upon the rules and regulations of Chapter 26 Zoning and Development of the Wheat Ridge Code of Laws
- Implement the directions outlined in the City's Neighborhood Revitalization Strategy and Comprehensive Plan, Envision Wheat Ridge.

The ASDM is not intended to preclude an individual planner or architect's creativity. This manual presents important, but general, design concepts. It is intended to address site and architectural design; two aspects of development which are largely ignored in the City's traditional zone districts.

The City has adopted several subarea plans which address future development for a particular area of the City. These subareas are unique in character, and present different development and redevelopment opportunities. Subarea plans may suggest or

recommend specific design themes or inclusion of an area into one of the overlay districts shown on Figure 2-1. The requirements of this manual may be modified in specific areas of the City through additional overlay zones.

1.3 Goals of the ASDM

This manual is intended to encourage:

1. Creative site and building design that creates unique and sustainable places.
2. Site and building design that balances traffic needs with those of pedestrians and adjacent land uses.
3. Buildings and landscaping that contribute to the physical definition of streets and sidewalks as civic places.
4. Building design that acknowledges that uses within buildings may change over time, while the form of the building and its relationship to the street is more enduring. Therefore the placement, form and design of buildings are integral and important aspects of regulating community development.
5. New buildings that relate to any positive established character of adjacent existing buildings and streetscape design elements.
6. Building and site design that creates a consistent edge to the street and sidewalk, thereby encouraging pedestrian activity.
7. Pedestrian-friendly site and building design and convenient pedestrian access from the public right-of-way to each business.
8. Buildings with visual interest and human scale through the use of architectural elements such as mass, bulk, height, entry features, articulation and fenestration of facades, materials, texture, detail, and color.

1.4 ASDM Contents

In addition to this introductory chapter, the ASDM includes the following:

- *Chapter 2 - Overlay Areas.* Some design standards apply to certain areas of City based on inclusion in a design overlay. Chapter 2 establishes three design overlay districts.
- *Chapter 3 - Site Design.* Site design includes consideration of building orientation, parking layout, open space design, and screening. Many of the site design requirements in Chapter 3 are determined by the property's overlay district.
- *Chapter 4 - Building Design.* Building design includes materials, facade design, transparency, and screening. Chapter 4 provides guidance on building design based on the building's type, or use.
- *Chapter 5 - Sign Design.* Sign regulations are established in the zoning code but Chapter 5 provides supplementary guidance for freestanding signs, walls signs, and sign lighting.
- *Chapter 6 - Definitions.* Terms that are used throughout the ASDM are defined in Chapter 6.



The Architectural and Site Design Manual (ASDM) encourages quality architecture and site design that creates a pedestrian-friendly environment.

Design Principles: establish design goals that the standards and guidelines are created to achieve.

Design Standards: give specific direction for fulfilling a design principle. Compliance is required.

Design Guidelines: suggest additional measures for fulfilling the design principle. Compliance is encouraged.

Chapters 3 through 5 contain three levels of guidance:

Design Principles: the principles establish design goals that the standards and guidelines are created to achieve. Compliance with design principles must be achieved to gain approval of the site and building design.

Design Standards: typically indicated by “shall,” design standards give specific direction for fulfilling a design principle and they require compliance.

Design Guidelines: typically indicated by “may,” design guidelines suggest additional measures for fulfilling the design principle. The guidelines are not required but are highly recommended.

This manual contains photographs and illustrations which should provide direction and clarity. Where the text in the manual and graphics conflict, the text shall control.

1.5 Applicability

This design manual applies to building and site design on private property throughout the City. Specifically, there are three factors that determine the applicability of the ASDM: project type, building use or type, and design overlay district.

Project Type

The ASDM applies to the following three types of projects:

- New buildings
- Major additions
- Facade improvements

A major addition is defined as development or redevelopment that increases existing building square footage by 50% or more. In the case of major additions, the manual shall apply where practical. For example, it may not be feasible to meet the build-to requirements if the existing building is setback from the front property line.

For facade improvements and additions to an existing building, the manual shall apply where practical. For example, it may not be possible to meet all requirements for facade articulation or ground floor transparency given the existing facade design.

Overlay District

Some of the site design requirements in Chapter 3 apply based on the location of property within one of three design overlay areas:

- Traditional
- Contemporary
- Suburban

The overlay areas recognize that the character of the built environment varies throughout the City. Descriptions of the three overlays are provided in Chapter 2.

Building Type

Building design requirements in Chapter 4 apply based on the use or type of the building. For simplicity, this manual organizes architectural requirements into three categories of building type:

- Commercial/Retail and Mixed Use
- Heavy Commercial/Light Industrial
- Multifamily Residential

Definitions of Building Types:

Commercial/Retail: buildings that house commercial or retail uses such as office, restaurants, or any type of retail.

Mixed-Use: buildings that combine commercial/retail and residential uses.

Heavy Commercial/Light Industrial: buildings that house uses such as car or truck repair, warehousing, mini-storage, or flex/office space.

Multifamily Residential: buildings with three or more residential units.

Cases Where the Manual Does Not Apply

The manual specifically does *not* apply to the following:

- Single- and two-family homes,
- Property in a mixed use zone district,
- Property in an agricultural zone district, and
- Property in a planned development zone district for which the planned development contains standards which explicitly supersede this manual.

Relationship to Zoning

The manual is intended to work in concert with a property's underlying zoning. *Where there is conflict between the zoning regulations and this manual, this manual shall take precedence.* For example, if the property is in an overlay that requires a build-to zone close to the front property line but the underlying zoning requires a large front setback, the build-to in this manual shall apply.

Streetscape Improvements

The ASDM only applies to building and site design on private property. For streetscape improvements that may be required in the right-of-way adjacent to your property, please see the Wheat Ridge *Streetscape Design Manual*, available on the City's website and in hard copy at the Community Development Department.

ASDM Applicability

This manual applies to the following project types:

- ✓ New buildings
- ✓ Major additions
- ✓ Facade improvements

This manual does *not* apply to the following:

- ✗ Single - and two-family homes,
- ✗ Property in a mixed use zone district,
- ✗ Property in an agricultural zone district, and
- ✗ Property in a planned development zone district for which the planned development contains standards which explicitly supersede this manual.

How To Use This Manual

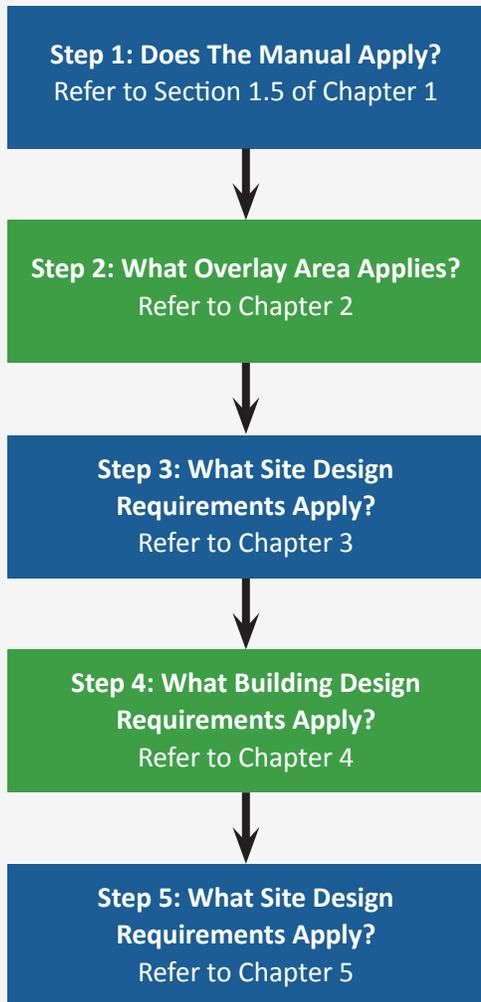


Figure 1.1- How to Use the Architectural and Site Design Manual (ASDM).

1.6 How to Use this Manual

To use this manual, you will need to:

1. Determine Applicability - Does this Manual Apply?

The manual applies to the following project types:

- New buildings
- Major additions
- Facade improvements

Please refer to Section 1.5 above for the list of cases in which the manual does not apply (such as single- and two-family homes and properties with agricultural or mixed-use zoning).

2. Determine the Overlay Area - What is my Overlay Area?

Refer to Chapter 2 and the Overlay Map (Figure 2.1) to determine which overlay area applies:

- Traditional
- Contemporary
- Suburban

3. Determine Applicable Site Design Requirements

Chapter 3, Site Design, applies to new buildings and major additions. It does not apply to facade improvements. Most requirements in the site design chapter will depend on your project's overlay area.

4. Determine Applicable Building Design Requirements

Chapter 4, Building Design, applies to each of the three project types - new buildings, major additions, and facade improvements. Requirements will depend on the building type:

- Commercial/Retail and Mixed-Use
- Heavy Commercial/Light Industrial
- Multifamily Residential

5. Determine Applicable Sign Design Requirements

Chapter 5, Signage, applies to new signs that are part of any project type - new buildings, major additions, or facade improvements - for all building types except multifamily.

1.7 Review Procedure

In order to ensure compliance with this manual, all applications will follow the below review procedure.

A. Pre-Application Meeting

A pre-application meeting with the City's development review staff will be required for all proposed development other than single- or two-family residential homes. At the pre-application meeting, staff will provide assistance to the applicant and clarify the principles, goals, standards, and guidelines from the ASDM that are relevant to their project. If staff determines that major adjustments to the

concept design are needed, a follow-up pre-application meeting may be required.

Staff will provide a written record of the pre-application meeting and provide it to the applicant(s) or agent of the applicant(s). The meeting and written record will include guidance as to which subsequent submittals, such as Site Plan Review, Land Use Applications, and Building Permit Applications are required.

The following items must be submitted to City staff prior to the pre-application meeting:

1. General Information:
 - Project title and location;
 - Written request and description of project;
 - Date of submittal;
 - Contact information for applicant(s) and consultants.
2. Site plan:
 - To-scale drawing of existing and proposed conditions;
 - Location of required setbacks for buildings and parking;
 - Location of all driveways, parking areas, and pedestrian walkways;
 - Location (footprint) for all proposed structure(s) with entrances identified;
 - Location and type of outdoor storage and/or trash disposal facilities;
 - Location and dimensions of all signs including setback dimensions;
 - Location, size, and number of parking spaces to be provided, including handicapped spaces.
3. Concept architectural elevations:
 - Preliminary elevations of any proposed structure(s) or additions to existing structure(s) with notations as to the types of materials and colors;
 - Preliminary elevations of any accessory structures including trash enclosures.
4. Concept landscape plan:
 - General location of trees, shrubs, groundcover, screen walls, fences, retaining walls or other site landscape features.
5. Any other information as determined at the pre-application meeting.

B. Application Review

At the pre-application meeting, staff will inform the applicant what application(s) will be required for the proposed development in order to ensure compliance with this manual. Most projects with new construction or major additions will be required to complete the Site Plan Review Process, which is outlined in Section 26-111

Review Procedure

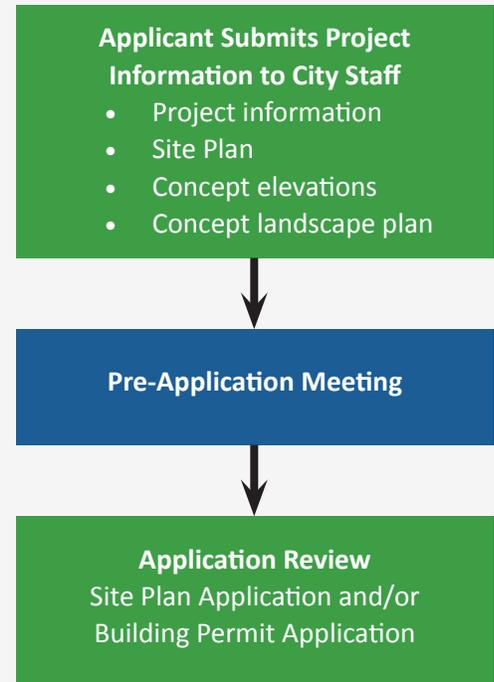


Figure 1.2 - Review Procedure. This diagram shows the Steps in the review procedure to ensure compliance with the Architectural and Site Design Manual (ASDM). Depending on the project, additional steps and/or land-use applications, such as a subdivision or rezoning, may also be required.

of the Wheat Ridge Zoning Code. The Site Plan Review will ensure compliance with the ASDM and zoning prior to Building Permit application.

Most facade improvements and some additions will only be required to submit a Building Permit application and will not have to complete the Site Plan Review process. For either a site plan or building permit application, the applicant will be required to include a written narrative explaining, in general terms, how the proposed project complies with the ASDM design principles and standards.

1.8 Varying from the Requirements

The requirements listed in this manual shall not be completely waived. The requirements are structured in a manner to provide some latitude for site and building design. Only a few requirements are exact, such as the build-to requirements in the traditional and contemporary overlays. For these 'exact' regulations, and only these 'exact' regulations, the variance process in Section 26-115 of the Wheat Ridge Code of Laws applies. A variance cannot be processed for anything specifically prohibited in this manual. For instance, a requirement exists which prohibits parking between the building façade and front property line in the traditional areas. This is not eligible for a variance.

CHAPTER 2 - OVERLAY AREAS

The City contains three overlay areas: traditional, contemporary, and suburban. Many of the design standards and guidelines in this manual will vary depending on the overlay. **Please refer to the Overlay Map, Figure 2.1, to find the overlay area that applies to your property.**

2.1 Traditional Overlay

The traditional overlay applies to those portions of the City where a vibrant, walkable environment is most important. Traditional areas are envisioned to have an attractive, pedestrian-friendly environment. This overlay has the strictest build-to requirements to encourage a consistent street edge where buildings line the sidewalk and parking areas are located behind or beside the building.

2.2 Contemporary Overlay

The contemporary overlay applies on commercial corridors where a walkable environment is desired but where greater flexibility for the placement of buildings and parking lots is sensible. It promotes site design that makes buildings visible from the street but utilizes a greater build-to range than the traditional overlay.

2.3 Suburban Overlay

The suburban overlay applies everywhere that the traditional and contemporary overlays do not. In these areas, buildings must meet the required front setback pursuant to the property's zoning in the Wheat Ridge Code of Laws. If redevelopment of a commercial, industrial, mixed-use, or multi-family property occurs within the suburban overlay, the owner may request to be included within either the traditional or contemporary overlay and comply with the build-to requirement for that overlay. If the property does not meet the requirements for inclusion into one of the overlay areas and the front setback required by the zoning cannot be met, the applicant may request a variance pursuant to Section 26-115 of the Code of Laws.

2.4 Inclusion in an Overlay Area

Properties are shown in a particular overlay area (traditional, contemporary or suburban) in Figure 2.1. Where a property owner wishes to apply the standards of a different overlay, a written request must be submitted to the Director of Community Development. Additionally, the Director can, at his or her sole discretion, include a property in an overlay area. A property can be included into an overlay area based upon adjacency to other areas, recent development trends or recommendations in an adopted subarea plan. The Director also has the ability to interpret the overlay area



Traditional Overlay Example. This image shows the pedestrian-friendly streetscape, with buildings placed close to the street, that is encouraged within the Traditional Overlay.



Contemporary Overlay Example. This image shows an example of a large-scale retailer where the building is placed close to the street with parking to the side, which is encouraged in the Contemporary Overlay.

map (Figure 2.1) which identifies the separate overlay areas.

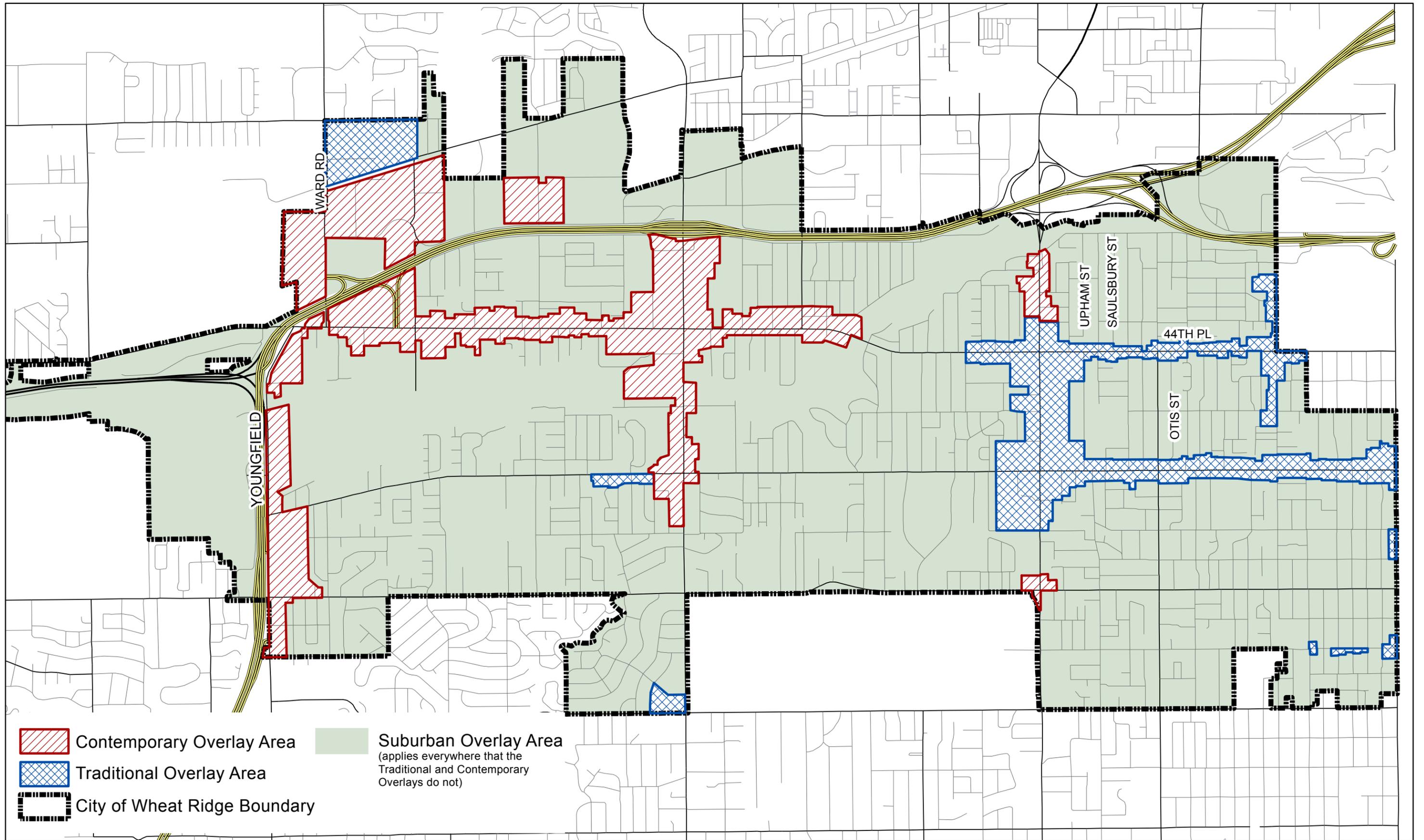


Figure 2.1 - Overlay Map

CHAPTER 3 - SITE DESIGN

This Chapter contains design principles, standards, and guidelines that pertain to site design. Standards or guidelines that apply to a particular overlay will note that overlay in bold (e.g. **Traditional Overlay**). All other design standards and guidelines shall apply in all overlay areas. Please refer to the Overlay Map, Figure 2.1, for the overlay that applies to your property.

3.1 Pedestrian Connectivity

Sites should be designed to accommodate a safe and convenient system of travel for pedestrians. This includes connections within the site as well as to adjacent streets. For requirements related to sidewalks, streetscaping, and bicycle facilities on public streets please refer to the *Wheat Ridge Streetscape Design Manual* and the *Wheat Ridge Bicycle and Pedestrian Master Plan*.

Design Principle: A connected, continuous pedestrian sidewalk system makes pedestrian activity more convenient and safe. Pedestrian travel should be incorporated into the design of each site with a network of walkways into, across, and through the site.

Design Standards:

1. The streets, bikeways, paths and trails of adjacent neighborhoods shall be extended into the proposed development.
2. Continuous, wide pedestrian sidewalks shall connect to the main entries of all buildings to promote a safe, pleasant walking environment. Walkways shall connect the main entrance of each building to sidewalks on the street.
3. Pedestrian walkways shall be continued across driveways and drive aisles in parking lots. All pedestrian walkways shall be clearly defined and separated from parking areas.
4. Pedestrian walkways shall be constructed to minimum industry standards.

Design Guidelines:

5. Pedestrian walkways internal to the site are encouraged to be at least five feet in width.
6. Detailed accents such as brick, flagstone, scored or colored concrete are encouraged at main entrances of buildings to delineate and accentuate the pedestrian travel way into the building.
7. Where pedestrian walkways cross parking lots or drive aisles, enhanced paving, such as patterned concrete, is encouraged to provide for pedestrian safety.

Chapter 3 Applicability

Project Type

- ✓ New buildings
- ✓ Major additions
- ✗ Facade improvements

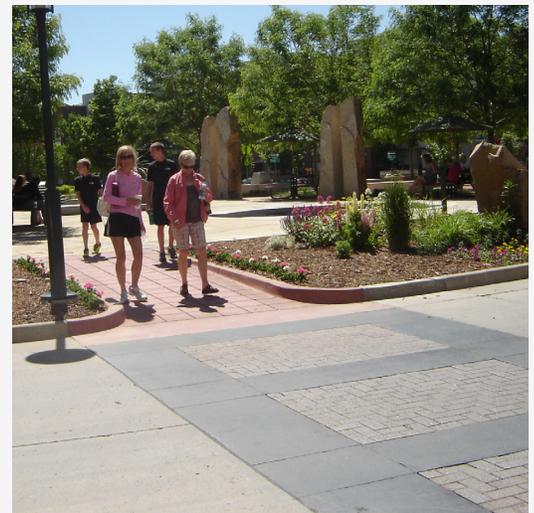
Overlay

- ✓ Traditional
- ✓ Contemporary
- ✓ Suburban

Building Type

- ✓ Commercial/Retail/Mixed-Use
- ✓ Heavy Commercial/Industrial
- ✓ Multifamily

✗ = Chapter 3 does not apply



Pedestrian Connectivity. Pedestrian walkways are required to continue across drive aisles and driveways.



Building Entry Placement. Building entrances oriented to the street create a pedestrian-friendly environment.

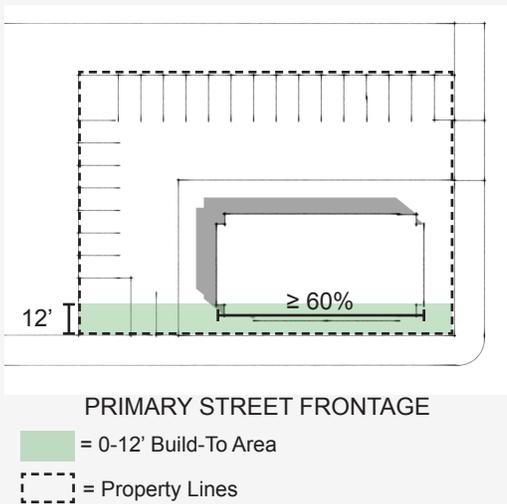


Figure 3.1 - Build-To For Traditional Overlay. At least 60% of the property's frontage on the primary street must contain a building within the required 0-12 foot build-to area.

3.2 Building Entrance Placement

Design Principle: Building entrances should be oriented toward the street to create convenient pedestrian access and encourage an active, attractive streetscape.

Design Standards:

- 1. Traditional Overlay:** each building shall have at least one main public entrance that faces an adjacent street or public open space. For corner lots with more than one frontage, the entry may be oriented toward the corner.

Design Guidelines:

- 2. Contemporary and Suburban Overlay:** each building is encouraged to have at least one public entrance that faces an adjacent street or public open space.

3.3 Building Placement: Build-To Areas

Design Principle: Buildings should be placed close to the street to promote an interesting and pedestrian-friendly street environment. Build-to areas establish a zone close to the front property line within which a building should be located. The build-to requirements shall not preclude the ability to access parking to the side or rear of buildings.

Design Standards:

- 1. Traditional Overlay:** a 0-12 foot build-to area shall apply to 60% of the primary street frontage. This means that at least 60% of the property's frontage along the primary street must be occupied by buildings within the 0-12 foot build-to area (see Table 3.1 and Figure 3.1).
 - For sites with more than one building, the build-to requirement may be fulfilled by one building or multiple buildings. Not every building is required to be in the build-to area as long as at least one structure meets the build-to requirements.
 - For corner lots with more than one street frontage, the primary street frontage may be reduced to 50% if at least 25% the secondary street frontage is occupied by buildings within the 0-12 feet build-to zone (see Figure 3.2).
 - Within the 60% primary street frontage where the build-to applies, any area between the building facade and the property line shall be reserved for pedestrian activity, outdoor seating, plazas, and/or landscaping.
- 2. Contemporary Overlay:** a 0-20 foot build-to area shall apply to 40% of the primary street frontage. This means that at least 40% of the property's frontage along the primary street must be occupied by buildings within the 0-20 foot build-to area

(see Table 3.1 and Figure 3.3).

- For sites with more than one building the build-to requirement may be fulfilled by one building or multiple buildings. Not every building is required to be in the build-to area as long as at least one structure meets the build-to requirements.

3. Suburban Overlay: there are no build-to requirements and buildings shall be placed according to the setbacks for the property’s underlying zoning.

The following table depicts build-to requirements depending on (a) the scope of the project and (b) the applicable overlay.

Table 3.1 - Build-To Requirements			
	New Building	Major Addition	Facade Improvement
Traditional Overlay	Does Build-to Apply? Yes	Does Build-to Apply? Yes	Does Build-to Apply? No
	Requirement: 0-12 feet for 60% of the primary street frontage (see Figure 3.1).	Requirement: 0-12 feet for 60% of the primary street (see Figure 3.1), where practical.	Requirement: N/A
Contemporary Overlay	Does Build-to Apply? Yes	Does Build-to Apply? Yes	Does Build-to Apply? No
	0-20 feet for 40% of the primary street frontage (see Figure 3.3).	0-20 feet for 40% of the primary street (see Figure 3.3), where practical.	Requirement: N/A
Suburban Overlay	Does Build-to Apply? No, refer to zoning for required setbacks.	Does Build-to Apply? No, refer to zoning for required setbacks.	Does Build-to Apply? No, refer to zoning for required setbacks.



■ = 0-12' Build-To Area
 - - - = Property Lines

Figure 3.2 - Build-To for Corner Lot in Traditional Overlay. For a corner lot, the primary street frontage within the build-to area may be reduced to 50% if at least 25% of the secondary street frontage contains a building within the 0-12 foot build-to area.



■ = 0-20' Build-To Area
 - - - = Property Lines

Figure 3.3 - Build-To For Contemporary Overlay. At least 40% of the property’s frontage on the primary street must contain a building within the required 0-20 foot build-to area.

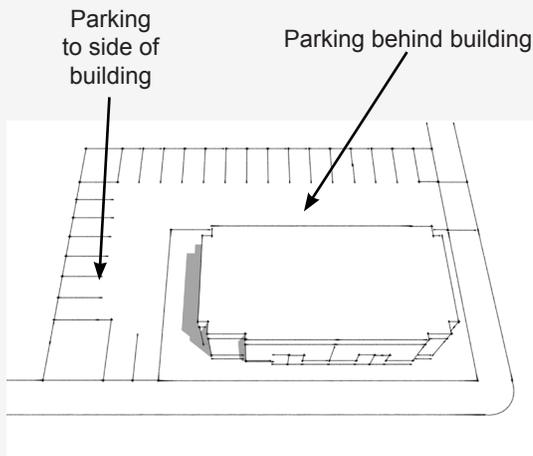


Figure 3.4 - Parking Lot Placement. Parking areas should be placed to the side or back of the building.

3.4 Parking Placement

Design Principle: Parking lots detract from the pedestrian environment and should be placed to minimize their view from the street.

Design Standards:

1. **Traditional Overlay:** parking lots shall be placed to the side or rear of buildings. Within the minimum 60% build-to area along the primary street frontage, no parking area or drive aisle is permitted. The remaining 40% of the primary street frontage may have parking areas or drive aisles, subject to the screening requirements in Section 3.7.
2. **Contemporary Overlay:** parking areas and drive aisles are allowed within the 40% build-to area, between the building and the property line, subject to the screening requirements below in Section 3.7 (see Figure 3.5).

Design Guidelines:

3. Parking lots should be arranged to maximize the connectivity and continuity of pedestrian walkways and minimize the distances pedestrians must travel between buildings.
4. Wherever possible, parking lots, drive aisles, and drive-thru lanes should be placed behind buildings where they are not visible from the street

3.5 Shared and On-Street Parking

Design Principle: Shared parking and on-street parking should be utilized to minimize the size and presence of on-site parking lots.

Design Standards:

1. On-street parking on adjacent streets may count toward minimum required parking. On-street parking must be approved by Public Works.

Design Guidelines:

2. Shared parking is encouraged, especially within the traditional overlay. Please refer to the shared parking regulations in Section 26-501.C of the Code of Laws for shared parking allowances. When adjacent to a City-owned parking lot, required parking may be accommodated in that lot.

3.6 Parking Lot Design

Design Principle: Parking areas should allow for safe, convenient pedestrian travel for clients, residents, and/or guests.

Design Standards:

1. Parking lots shall contain clearly defined pedestrian walkways, differentiated by change in material and/or landscaping, to

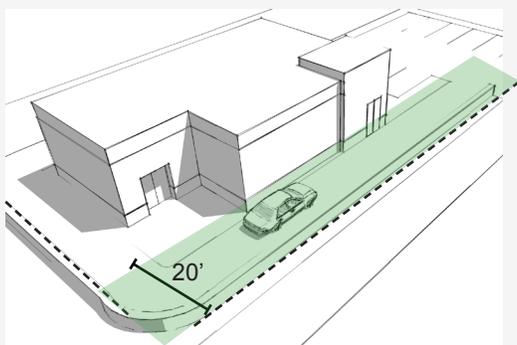


Figure 3.5- Contemporary Overlay Parking and Drive Aisle Location. Within the Contemporary Overlay, vehicular areas are allowed between the building and the primary street within the 0-20 foot build-to area as long as all screening requirements are met.

provide a safe means of travel by foot through the parking area to the building(s) on site.

2. Parking access drives shall be consolidated to minimize curb cuts along the street.
3. Within the same development, parking lots shall be interconnected to allow users to circulate without re-entering the street.

Design Guidelines:

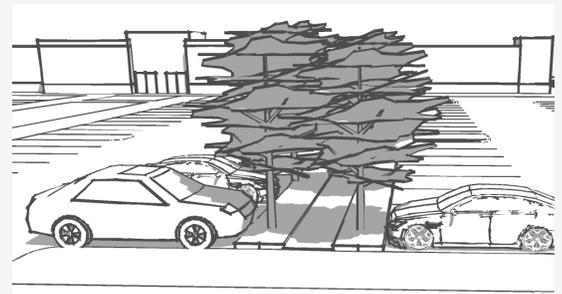
4. Parking areas should be well lit to provide security.
5. For residential uses, parking areas should be in safe, convenient locations for residents and guests. Carports and garages are encouraged for resident parking spaces.
6. Large parking lots should be divided into smaller segments and generously planted with shade trees. Landscaped islands should be used to delineate circulation for cars and pedestrians.

3.7 Screening, Buffers, and Transitions

Design Principle: New development or redevelopment should minimize impact to surrounding properties. Parking lots and drive-thrus should be de-emphasized and screened from view.

Design Standards:

1. Any parking lot, drive aisle, or drive-thru lane adjacent to a public street shall be screened with one or more of the following:
 - A minimum 5-foot wide landscape buffer with grass or other acceptable groundcover and regularly-spaced trees and/or shrubs to soften the parking edge.
 - A vertical screening device, 30 to 42 inches in height (and in compliance with the sight triangle requirements in Chapter 26 of the Code of Laws). The screening device may be a continuous masonry wall constructed of stone, brick, or split-face concrete block, a combination pier and decorative iron railing, or any other decorative and durable screening device that is consistent with the materials of the main building.
2. Where a parking lot abuts a property with a residential use, a minimum 10-foot wide landscape buffer is required between the parking lot and the adjacent property line. This width may be reduced to 5 feet if an opaque 6-foot fence or decorative wall is placed at the property line. In either case, the landscape buffer shall contain grass or other acceptable groundcover and trees and/or shrubs at a regular spacing.



Parking Lot Design. Parking lots must incorporate clearly defined pedestrian walkways, which should be differentiated by landscaping and/or change in material.



Parking Lot and Drive Aisle Screening. A low screen wall, in combination with a landscape buffer, demonstrates appropriate screening of vehicular areas such as parking lots and drive-thru lanes.



Open Space Design. High-quality materials and amenities create attractive and well-used plazas and parks.



Open Space Design. Seating areas should be incorporated into site design.

Design Guidelines:

3. The edges of commercial development should provide a safe, quiet, and visually pleasant transition to adjacent residential neighborhoods. Large buildings should be located adjacent to commercial corridors and transition to smaller buildings closer to residential, low-density neighborhoods. Landscape buffers and screen walls may help ease the transition between commercial and residential properties.
4. Buildings should be placed so as not to impact the supply of light to adjacent properties. Building height and scale should relate to neighboring properties.

3.8 Open Space Design

Please refer to Section 26-502 of the zoning code for minimum landscape requirements. The standards and guidelines listed below shall serve as additional requirements, beyond the minimum zoning requirements, to ensure quality design.

Design Principle: Open space should feature high-quality amenities and encourage pedestrian activity.

Design Standards:

1. **Traditional Overlay:** at least two of the following design elements shall be incorporated.
2. **Contemporary Overlay:** at least one of the following design elements shall be incorporated.
Open space design elements:
 - *Areas of Congregation:* Plazas or courtyards that contain open eating areas, landscaping, and/or fountains. Where possible, buildings should be placed to enclose these spaces on three sides. These areas shall count toward the minimum required landscaped area established in Chapter 26 of the Code of Laws.
 - *Pedestrian Amenities:* pedestrian amenities such as seating areas, arcades, bike racks, benches and seat walls should be placed on site, close to building entrances.
 - *Exterior Art:* exterior art may be in the form of sculptures, statues or fountains. Art should be located where it is visible from the public right-of-way. Only approved art objects may be placed in the public right-of-way.
3. For multi-family residential properties, open space shall incorporate amenities for play or congregation. Acceptable amenities include play structures, picnic tables, benches, or sporting area/fields.
4. Subject to approval of Community Development and Public Works staff, detention areas may be used as open space

provided that they are designed to be usable and do not allow standing water.

Design Guidelines:

5. All open spaces should be designed with quality hardscape and planting materials. Ornamental trees and other plantings that provide seasonal interest are encouraged.
6. Open spaces should be oriented to take advantage of views and sunlight and, where possible, should visually and physically connect to the adjacent sidewalk.



Open Space Design. Art such as sculptures and fountains help to create quality open space.

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CHAPTER 4 - BUILDING DESIGN

This Chapter contains design principles, standards, and guidelines that pertain to buildings design. The applicable design standards vary by the type of building. The following table outlines how to identify which standards apply to your project:

Table 4.1 - Building Design Categories <i>Use the type of building to locate the applicable building design requirements</i>	
Building Type	Applicable Building Design Requirements
Commercial/Retail and Mixed-Use	Section 4.1
Heavy Commercial/Light Industrial	Section 4.2
Multifamily Residential	Section 4.3

Definitions of Building Types:

1. Commercial/Retail: buildings that house commercial or retail uses such as office, restaurants, any type of retail, or multi-story indoor access mini-storage facilities.
2. Mixed-Use: buildings that combine commercial/retail and residential uses.
3. Heavy Commercial/Light Industrial: buildings that house uses such as car or truck repair, warehousing, exterior access mini-storage, or flex/office space.
4. Multifamily Residential: buildings with three or more residential units.

4.1 Commercial/Retail and Mixed-Use

A. Facade Design

Design Principle: Building design should contain significant interest, level of detail, and human scale. Where these elements are already present on adjacent buildings, architecture should be consistent with surrounding buildings.

Design Standards:

1. *Facade detail:* All building facades visible from a street or public space shall provide a level of finished architectural quality and be designed to the human scale. Each facade that is visible from a street or public space shall incorporate at least three of the following elements:
 - Reveals
 - Belt courses

Chapter 4 Applicability

Project Type

- ✓ New buildings
- ✓ Major additions
- ✓ Facade improvements

Overlay

- ✓ Traditional
- ✓ Contemporary
- ✓ Suburban

Building Type

- ✓ Commercial/Retail/Mixed-Use
- ✓ Heavy Commercial/Industrial
- ✓ Multifamily



Commercial and Mixed-Use Facade Design. Example of a facade on a mixed-use building that utilizes articulation, changes in texture, and other details to create a quality, human-scaled design.



Facade articulation. Offsets in the plane of building facade create visual interest.



Facade variation. A large architectural feature (cupola) creates variation in the facade and emphasizes the primary entrance.

- Cornices
 - Deep overhangs a minimum of 3 feet in depth
 - Expression of a structural or architectural repeating element of least one foot in depth
 - Recessed windows and/or storefronts
 - Color and/or texture differences
 - Articulation of windows and doorways, which may include sills, mullions, or pilasters that create a three-dimensional expression
2. **Facade articulation:** Each facade that faces a street or public space shall have at least one variation in plane depth, a minimum of one foot for every 50 linear feet of the length of the facade. Non-permanent features such as canopies or awnings will not qualify as variation. Plane depth variation may be accomplished through elements such as:
 - Upper level setbacks
 - Dormers
 - Recessed entries
 - Porticos
 - Recessed windows and/or storefronts
 - Offsets in the general plane of the facade including columns, pilasters, protruding bays, reveals, fins, ribs, balconies, cornices or eaves.
 3. **Primary entrance:** The primary entry of each building shall be emphasized through at least two of the following:
 - Changes in wall plane or building massing
 - Differentiation in material and/or color
 - Higher level of detail
 - Enhanced lighting
 - Greater amount of transparency
 4. **Facade variation:** For facades longer than 200 feet, at least one major identifying feature shall be incorporated into the building design. This feature shall be one of the following or a similar architectural feature that creates visual interest:
 - Cupola
 - Rotunda
 - Spire
 - Dome
 - Clock
 5. **Roof form:** Roof forms and parapet heights should be varied, and where appropriate, should emphasize the facade articulation and variation of building materials. Roof forms over 50 linear feet shall incorporate at least two of the following:
 - Changes in roof or parapet height
 - Decorative cornice or eave treatment
 - Differentiation in material and/or color
 - Changes in roof type, such as hipped or gabled

rooflines and modulated flat roof lines

Design Guidelines:

6. For buildings taller than one story or setback 20 feet or more from the street, changes in plane depth to achieve facade articulation should be greater than one foot.
7. The character of the facade and overall building design should relate to positive examples from the surrounding neighborhood, including existing facades and rooflines.
8. The form and character of an addition should relate to the form and character of the existing building.
9. Buildings that express a standardized corporate identity are discouraged.

B. Materials

Design Principle: Buildings should utilize high-quality, durable materials that create visual interest and give buildings a human scale.

Design Standards:

1. *Primary materials:* buildings shall be constructed of durable materials. Approved materials include, but are not limited to:
 - Brick
 - Stone
 - Integral colored textured concrete block
 - Hard coat stucco
 - Synthetic brick and masonry materials
 - Terra-cotta
2. *Secondary materials:* the following materials are allowed in limited amounts:
 - Architectural metal panels may not exceed 40% of any facade.
 - Smooth-faced concrete masonry units (CMU) may not constitute more than 25% of any facade.
 - Exterior insulating finishing system (EIFS) may be used as an accent material, not to exceed 25% of the facade, subject to the following restrictions:
 - EIFS must have a textured finish.
 - EIFS may not be utilized below the height of 8 feet on any building facade visible from a street or public space.
 - The allowable amount of EIFS may be consolidated on a facade(s) that does not face a street or public space provided that the total amount of EIFS, calculated cumulatively for the entire building, does not exceed 25%.
3. *Prohibited materials:* The following materials are not allowed:
 - Plywood paneling
 - Vinyl and aluminum siding



Materials. Durable materials such as stone or masonry should be utilized at the base of the building with secondary materials such as EIFS above.



Materials. This commercial facade demonstrates the use of architectural metal as a secondary material.



Material variation. Changes in material and masonry patterns create a quality building facade.

- Un-articulated large format concrete panels
 - Exposed raw concrete
 - Solid metal roll-up doors
4. **Material variation:** All building facades visible from a street or public space shall have at least one change in material for each 12 feet (and portion thereof) of wall height. A change in material must be at least one foot in height. Masonry patterns, such as headers or rowlocks, can count as a change of material. Windows, canopies, and doorways will not count as a change in material.
 5. **Building additions:** The materials used in an addition shall relate to the materials of the existing building.

Design Guidelines:

6. Building materials should relate to positive examples from adjacent buildings.
7. Materials with the greatest durability, such as brick or stone, should be used on ground floor facades that face public streets and public spaces.

C. Transparency

Design Principle: Facades at the ground level should incorporate windows to create visual interest and enhance the pedestrian environment.

Design Standards:

1. **Retail or restaurant uses:** Where a retail or restaurant use occupies the ground floor, the facade facing the primary street shall be at least 60% transparent. All other facades facing a street or public space shall be at least 30 percent transparent.
2. **All other non-residential uses (excluding retail/restaurant):** The facade facing the primary street shall be at least 40% transparent. All other facades facing a street or public space shall be at least 25% transparent.
3. **Residential uses:** Where a residential use occupies the ground floor, windows shall be provided where appropriate to create visual interest, while also balancing the need for residents' privacy.
4. **Transparency calculation for all uses:** transparency shall be calculated as the percentage of clear, non-reflective glass within the area between 3 feet and 8 feet above the first floor finished elevation.
 - Transparent doors and window mullions shall count as transparent area.
 - Structural elements and opaque or reflective glass shall not be counted as transparent area.
 - Glass display cases may count toward transparent area if they give the appearance of windows and are



Transparency. Windows at the ground level create a pedestrian-friendly environment.

maintained with items of interest, including window display graphics that do not include advertisements.

- For retail or restaurant uses on corner lots, the minimum transparency required for the primary street facade may be transferred to the secondary street facade provided that the primary street transparency is not less than 30%.

Design Guidelines:

5. Large areas of glass should be subdivided by mullions, joints, or similar scaling elements to provide a reasonable level of scale and detail.

D. Screening - Loading, Service Areas, and Utilities

Design Principle: Service, loading, and utility areas should be screened from view and minimize impact to surrounding properties.

Design Standards:

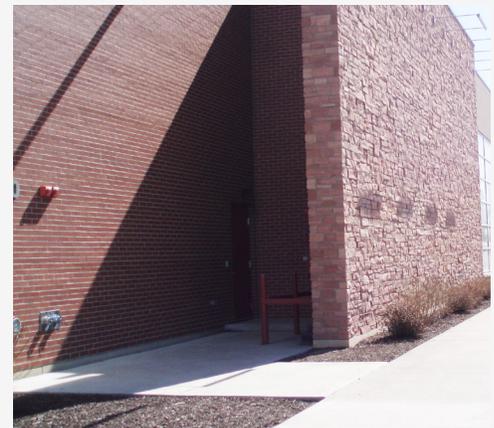
1. All loading equipment and service areas shall be adequately screened and located towards the rear of the building.
2. Rooftop equipment shall be screened with a parapet wall or similar device that is at least as tall as the item being screened. The screening element may be shorter than the equipment only if the equipment is set back so that it is not visible from the street or adjacent residential properties (to be demonstrated by drawings by the applicant).
3. Trash enclosures shall be incorporated into the building design and be fully screened with full wall enclosures or wing walls that are consistent with the building's materials. Trash enclosures shall not be located between the building facade and right-of-way.
4. Screening elements and/or enclosures shall be composed of forms, materials, and colors that are consistent with the primary building.
5. All screening elements shall be at least as tall as the object (e.g. trash enclosure, loading dock, or utility structure) being screened.

Design Guidelines:

6. Where possible, exterior utility boxes and above-ground utility installations shall be located to the side or rear of buildings, and not visible from the street.



Transparency. An example of how a large-format retailer can utilize windows and glass display areas to create an interesting facade along the street.



Screen wall. An example of a wing wall used to screen a utility area on a commercial building.



Heavy commercial/light industrial facade design. This building, home to a truck repair shop, demonstrates how quality materials, changes in plane depth, and street-facing windows can create an attractive facade.



Facade articulation. This mini-storage facility uses setbacks in the building facade and changes in texture and material to create quality design.

4.2 Heavy Commercial/Light Industrial

A. Facade Design

The following requirements shall apply only to building facades that meet one of the following conditions:

1. The facade faces a public street.
2. The facade is visible to adjacent residential properties.
3. The facade is visible within 0 to 100 feet of a public street.

All other facades are encouraged to follow as many of the below standards and guidelines as possible.

Design Principle: Buildings serving heavy commercial and light industrial uses should include variation and human-scaled components to prevent monotonous and two-dimensional design and to contribute to the character of the community.

Design Standards:

1. **Facade detail:** Each facade shall incorporate at least two of the following elements:
 - Reveals
 - Belt courses
 - Cornices
 - Deep overhangs a minimum of 3 feet in depth
 - Expression of a structural or architectural repeating element of least one foot in depth
 - Recessed windows and/or storefronts
 - Color and/or texture differences
 - Articulation of windows and doorways, which may include sills, mullions, or pilasters that create a three-dimensional expression
2. **Facade articulation:** Each facade shall have at least one variation in plane depth, a minimum of one foot in depth for every 100 linear feet of the length of the facade. Non-permanent features such as canopies or awnings will not qualify as variation. Plane depth variation may be accomplished through elements such as:
 - Upper level setbacks
 - Recessed entries
 - Recessed windows and/or storefronts
 - Offsets in the general plane of the facade including columns, pilasters, protruding bays, reveals, fins, ribs, balconies, cornices or eaves.
3. **Primary entrance:** The primary entry shall be emphasized through at least two of the following:
 - Changes in wall plane or building massing
 - Differentiation in material and/or color

- Higher level of detail
 - Enhanced lighting
4. **Roof form:** Roof forms and parapet heights should be varied, and where appropriate, should emphasize the facade articulation and variation of building materials. Roof forms over 100 linear feet shall incorporate at least two of the following:
- Changes in roof or parapet height
 - Decorative cornice or eave treatment
 - Differentiation in material and/or color
 - Changes in roof type, such as hipped or gabled roof lines and modulated flat roof lines.

Design Guidelines:

5. Overhead roll-up doors should be placed on facades that are not visible from the public street or visible from an adjacent residential property. If roll-up doors are visible from the street, architectural enhancement shall be provided, such as canopies, recessed entries, or variation in the surrounding building materials.

B. Materials

The following requirements shall apply only to building facades that meet one of the following conditions:

1. The facade faces a public street.
2. The facade is visible to adjacent residential properties.
3. The facade is visible within 0 to 100 feet of a public street.

All other facades are encouraged to follow as many of the below standards and guidelines as possible.

Design Principle: Buildings should utilize high-quality, durable materials that provide variation and visual interest.

Design Standards:

1. **Primary materials:** each facade shall contain at least 40% of one or more of the following materials:
 - Brick
 - Stone
 - Integral colored textured concrete block
 - Hard coat stucco
 - Synthetic brick and masonry materials
 - Terra-cotta
2. **Secondary materials:** the following materials are allowed but may not exceed 60% of any facade:
 - Smooth-faced concrete masonry units (CMU)
 - Exterior insulating finishing system (EIFS)
 - Metal panels
 - Articulated concrete panels



Materials. Light industrial buildings may use metal panels, up to 60% of the facade area, in combination with higher-quality materials such as masonry.



Materials. Quality masonry creates an attractive facade for this office-warehouse building.



Transparency. An example of windows that create transparency in the facade of a flex office-warehouse building.



Screening. An example of a trash enclosure with materials that are consistent with the primary structure.

3. **Prohibited materials:** The following materials are not allowed:
 - Plywood paneling
 - Vinyl and aluminum siding
 - Un-articulated large format concrete panels
 - Exposed raw concrete
4. **Material variation:** Each facade shall include at least three different materials. A change in color or texture may count as one material variation. Windows, canopies, and doorways will not count as a change in material.

Design Guidelines:

5. Building materials should relate to positive examples from adjacent buildings.

C. Transparency

The following requirements shall apply only to building facades that meet one of the following conditions:

1. The facade faces a public street.
 2. The facade is visible to adjacent residential properties.
 3. The facade is visible within 0 to 100 feet of a public street.
- All other facades are encouraged to follow as many of the below standards and guidelines as possible.

Design Principle: Facades at the ground level should incorporate windows to create visual interest.

Design Standards:

1. Each facade shall be at least 15 percent transparent.
2. **Transparency calculation:** transparency shall be calculated as the percentage of clear, non-reflective glass within the ground floor facade.
 - Transparent doors and window mullions shall count as transparent area.
 - Structural elements and opaque or reflective glass shall not be counted as transparent area.

D. Screening - Loading, Service Areas, and Utilities

Design Principle: Service, loading, and utility areas should be screened from view and minimize impact to surrounding properties.

Design Standards:

1. All loading equipment and service areas shall be adequately screened and located towards the rear of the building.
2. Rooftop equipment shall be screened with a parapet wall or similar device that is at least as tall as the item being screened. The screening element may be shorter than the equipment only if the equipment is set back so that it is not visible from the street or adjacent residential properties (to be

demonstrated by drawings by the applicant).

3. Trash enclosures shall be incorporated into the building design and be fully screened with full wall enclosures or wing walls that are consistent with the building's materials. Trash enclosures shall not be located between the building facade and right-of-way.
4. Screening elements and/or enclosures shall be composed of forms, materials, and colors that are consistent with the primary building.
5. All screening elements shall be at least as tall as the object (e.g. trash enclosure, loading dock, or utility structure) being screened.

Design Guidelines:

6. Where possible, exterior utility boxes and above-ground utility installations shall be located to the side or rear of buildings, and not visible from the street.

4.3 Multifamily Residential

A. Facade Design

Design Principle: Building design should contain significant interest, level of detail, and human scale. Where these elements are already present on adjacent buildings, architecture should be consistent with surrounding buildings.

Design Standards:

1. *Facade detail:* All building facades visible from a street or public space shall provide a level of finished architectural quality and be designed to the human scale. Each facade that is visible from a street or public space shall incorporate at least three of the following elements:
 - Reveals
 - Belt courses
 - Cornices
 - Expression of a structural or architectural bay
 - Color and/or texture differences
 - Articulation of windows, which may include sills, mullions, or pilasters that create a three-dimensional expression
2. *Facade articulation:* Each facade that faces a street or public space shall have at least one variation in plane depth, a minimum of one foot for every 50 linear feet of the length of the facade. Non-permanent features such as canopies or awnings will not qualify as variation. Plane depth variation may be accomplished through elements such as:
 - Upper level stepbacks
 - Dormers
 - Recessed entries



Multifamily facade design. Balconies, changes in material, and a cornice help to create a quality, human-scaled facade.



Facade articulation. Changes in plane of the facade, balconies, and details such as cornices prevent monotonous design.



Facade articulation and building entries. This building utilizes changes in height, changes in material, and recessed entries to highlight unit entries and to create a quality facade.



Materials. Quality materials such as masonry should be used for multifamily buildings.

- Porticos
 - Porches, patios or balconies
 - Offsets in the general plane of the facade including columns, pilasters, protruding bays, reveals, fins, ribs, balconies, cornices or eaves.
3. **Primary entrance:** The primary entry of each building shall be emphasized through at least two of the following:
 - Changes in wall plane or building massing
 - Differentiation in material and/or color
 - Higher level of detail
 - Enhanced lighting
 4. **Multiple unit entrances:** For buildings with multiple exterior entrances to multiple units, each unit's entrance shall be defined through at least one of the following variations:
 - Recessed entrance
 - Projecting entrance
 - Change in height
 - Change in material
 5. **Roof form:** Roof forms and parapet heights should be varied, and where appropriate, should emphasize the facade articulation and variation of building materials. Roof forms over 25 linear feet shall incorporate at least two of the following:
 - Changes in roof or parapet height
 - Decorative cornice or eave treatment
 - Differentiation in material and/or color
 - Changes in roof type, such as hipped or gabled roof lines and modulated flat roof lines.

Design Guidelines:

6. The character of the facade and overall building design should relate to positive examples from the surrounding neighborhood, including rooflines, architectural themes, and building character.
7. If the development contains more than one building, each structure should be unique in size, height, shape, and roofline to prevent standardized or formulaic design.
8. Wherever possible, garage doors should be placed so that they are not visible from the street.

B. Materials

Design Principle: Buildings should utilize high-quality, durable materials that create visual interest and give buildings a human scale.

Design Standards:

1. **Primary materials:** buildings shall be constructed of durable

materials. Approved materials include, but are not limited to:

- Brick
- Stone
- Integral colored textured concrete block
- Hard coat stucco
- Synthetic brick and masonry materials
- Terra-cotta

2. *Secondary materials:* the following materials are allowed as accent materials. Cumulatively, one or more of the following materials may not exceed 30% of any facade:

- Smooth-faced concrete masonry units (CMU)
- Cement board siding
- Architectural metal panels

3. *Prohibited materials:* The following materials are not allowed:

- Plywood paneling
- Vinyl and aluminum siding
- Un-articulated large format concrete panels
- Exposed raw concrete
- Exterior Insulation and Finishing System (EIFS)

4. *Material variation:* All building facades visible from a street or public space shall have at least one change in materials for each 12 feet (and portion thereof) of wall height. A change in material must be at least one foot in height. Masonry patterns, such as headers or rowlocks, can count as a change of material. Windows, canopies, and doorways will not count as a change in material.

5. For any facade visible from a public street, at least 25% of the facade shall contain stone, hard coat stucco, brick or a similar mortar building material.

C. Fenestration

Design Principle: Windows and openings in the facade provide visual entrance and interesting facade design.

Design Standards:

1. At least 25% of each facade shall contain openings such as doors, windows, or balconies.

Design Guidelines:

2. Large windows should be divided with mullions to provide visual interest.

D. Accessory Structures

Design Principle: Accessory structures such as carports, garages, and storage units should be designed to be consistent with the primary building(s) and to avoid monotonous facades.

Design Standards:



Materials. Windows create a visually-pleasing facade.



Garages. Garages and accessory structures such as carports should be oriented to face an alley or rear drive where possible.



Screening. Utilities serving the building should be fully screened from view.

1. Accessory structures shall be made of materials similar to the primary structure(s).
2. Accessory structures shall not be located in the build-to area in the Contemporary or Traditional Overlays and shall not be located in the front setback area in the Suburban Overlay.
3. When multiple garages or carports are attached as one structure, there shall be a clear delineation between parking stalls or garages.

Design Guidelines:

4. Where possible, accessory structures should be placed so that they are not visible from the street and so that access is gained from an alley or rear drive.

E. Screening - Loading, Service Areas, and Utilities

Design Principle: Service, loading, and utility areas should be screened from view and minimize impact to surrounding properties.

Design Standards:

1. All loading equipment and service areas shall be adequately screened and located towards the rear of the building.
2. All rooftop equipment shall be screened with elements, such as a parapet wall, that are at least as tall as the item being screened.
3. Trash enclosures shall be incorporated into the building design and be fully screened with full wall enclosures or wing walls that are consistent with the building's materials. Trash enclosures shall not be located between the building facade and right-of-way.
4. Screening elements and/or enclosures shall be composed of forms, materials, and colors that are consistent with the primary building.
5. All screening elements shall be at least as tall as the object (e.g. trash enclosure, loading dock, or utility structure) being screened.

Design Guidelines:

6. Where possible, exterior utility boxes and above-ground utility installations shall be located to the side or rear of buildings, and not visible from the street.

CHAPTER 5 - SIGNAGE

This Chapter contains design principles, standards, and guidelines regarding the design of signs for retail, commercial, light industrial, or mixed-use properties. Please refer to the sign regulations for your zone district in Chapter 26 of the Code of Laws for all signage requirements, including allowable size and location.

5.1 Wall Signs

Design Principle: Signs attached to a structure should be human-scaled and well-designed to contribute to the character of a street.

Design Standards:

1. Building wall signs shall complement the building's architecture and fit within the architectural features of the facade so that they do not overlap windows or columns.

Design Guidelines:

2. Innovative and unique sign graphics are encouraged.
3. *Projecting signs:* Projecting signs are encouraged in the Traditional Overlay areas. Wall signs and projecting signs are allowed on the same wall within the traditional overlay.
 - Projecting signs that encroach into the right-of-way must be approved by the Public Works Department.
 - Projecting signs should not be located closer than twenty-five (25) feet apart unless the signs work together to make a unified and compatible design or the sign group is integral to the building architecture, reinforcing a significant building feature such as a primary entry.
 - The structural support of projecting signs should be integrated into the design of the sign, either by being simple and inconspicuous, or by being creative in the use of structural elements, lighting, color and materials.

5.2 Freestanding and Monument Signs

Design Principle: Signage should be scaled to the pedestrian and minimize the impact of advertising.

Design Standards:

1. The materials of new freestanding signs shall be similar or closely related to the materials of the primary structure(s).
2. For new development or total redevelopment, freestanding signs shall be located in landscaped areas.

Design Guidelines:

3. Monument signs, rather than pole signs, are strongly

Chapter 5 Applicability

Sign Type

- ✓ New sign
- ✗ Face change to existing sign

Project Type

- ✓ New buildings
- ✓ Major additions
- ✓ Facade improvements

Overlay

- ✓ Traditional
- ✓ Contemporary
- ✓ Suburban

Building Type

- ✓ Commercial/Retail/Mixed-Use
- ✓ Heavy Commercial/Industrial
- ✗ Multifamily



Wall signs. Pedestrian-scaled wall signs and projecting signs are encouraged.



Monument sign. Monument signs, rather than pole signs, are encouraged to create a more pedestrian-friendly environment.



Sign typography. For internally lit signs, the typography should be lighter than the sign background.

encouraged for all new development.

4. Pole signs are strongly discouraged with new development, unless the development is located within ¼ mile of the interstate and a highway-oriented sign is proposed.
5. Consolidated monument signage is encouraged in multiple use developments.

5.3 Sign Lighting

Design Principle: The lighting of signage should be well-designed, minimize glare, and prevent light pollution.

Design Standards:

1. Flashing or pulsing lights are not allowed. Changeable message signs shall only be allowed where permitted by the property's zoning, per Article VII of the zoning code.

Design Guidelines:

2. Internally illuminated, translucent signs should have the typography lighter than the sign background. Opaque sign faces with internally-illuminated translucent typography or internally-illuminated individual channel letters with translucent faces are acceptable.
3. Sign lighting should be consistent with the lighting of building elements and storefront lighting.
4. It is encouraged that sign faces be of a darker hue with light colored text to prevent light glare emitted at night.
5. Signs adjacent to residential neighborhoods should be turned off after business hours.

CHAPTER 6 - DEFINITIONS

The following chapter defines terms used throughout the ASDM. In the event of conflicts between these definitions and those of the Wheat Ridge Code, those of the ASDM shall take precedence for projects with the jurisdiction of the ASDM.

Amenity Zone

An area along the street curb, between the roadway and the sidewalk, where trees, planters, furnishings and lighting are arranged.

Architectural Bay

The area between two vertical elements, usually structural supports, which are usually spaced in repetition.

Articulation

A juncture in the face of a building that generally provides relief in an otherwise flat surface.

Belt Course

Usually referred to in masonry construction as a continuous row of a pattern of masonry around the façade of a building.

Build-to Area

An area established adjacent to the primary street frontage where a building (or portion thereof) must be located.

Character

A viewer's impression of the elements which make up a particular composition of the landscape, trees, buildings, space, furniture, materials and colors.

Corner Lot

A lot which fronts at least two public streets.

Curb Cut

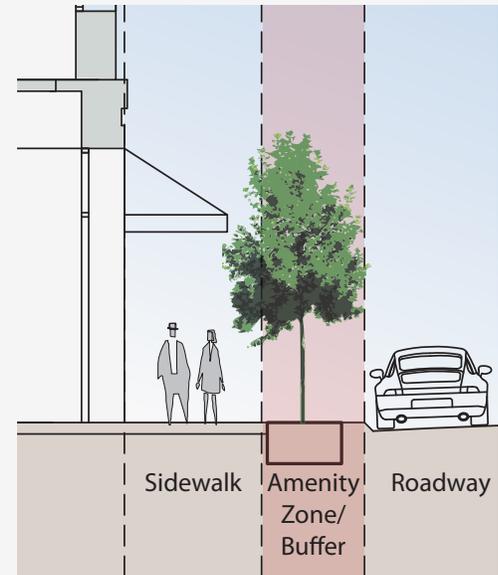
Any break in the street curb for a driveway which provides vehicular access from the street.

EIFS

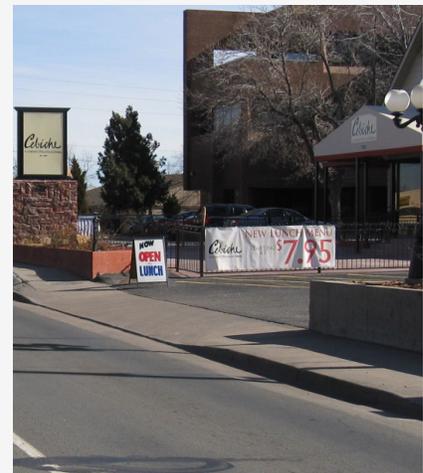
Exterior Insulating Finish System or a synthetic stucco building material.

Elevation

The exterior face of a building. The north elevation is the north side of the building.



Amenity Zone. The area along the street curb located between the sidewalk and roadway.



Curb cut. A break in the street curb for a driveway to provide vehicular access.



Groundcovers. Low-growing plant material typically used in place of turf.



Hardscape. Exterior ground surface areas paved with an impervious material.

Façade

The exterior of a building that faces a street or public space.

Fenestration

The openings (doors and windows) in a building.

Form

The three dimensional shape and structure of a building.

Groundcovers

Low growing plant materials which are typically used in place of turf in tree lawns and as foreground plants in landscape shrub beds. Ground covers usually do not exceed 6” in height.

Hardscape

Exterior ground surface areas which are paved with an impervious material such as concrete or pavers.

Human Scale

Proportions of elements that relate to the size of a human body.

Large Format Retailer

A retail store in excess of 50,000 square feet, also known as a ‘big box’ store. These retailers often construct large, rectangular structures which have a standardized design, high ceilings, and generally little architectural interest.

Luminaires

The light source of a light fixture. Typically located on poles or are wall mounted.

Mass

The exterior form and shape of a building.

Major Additions

Development or redevelopment which increases existing building square footage by 50% or more.

Median

A raised island of paving or planting located in the center of the street dividing the two ways of travel along a street.

Mixed-Use

A development that has a mixture of different uses within its boundaries. Mixed use developments typically contain commercial on the ground floor and residential above, or if a one story building, commercial in front with residential behind.

Mullion

An upright dividing bar in a window.

Open Space

An outdoor, unenclosed area designed and accessible for recreation, pedestrian access, or passive leisure. May be hardscaped or landscaped.

Pedestrian Lighting

Human scale lighting that provides special effects in pedestrian areas along the street. Typically, lighting fixtures are pole mounted luminaries, lighted bollards or other low level light fixtures.

Pre-Application Meeting

A meeting between a potential developer, landowner or representatives or combination thereof and City staff members to discuss development or redevelopment. The meeting occurs prior to the submittal of a land use application or building permit application.

Primary Street

The street toward which a building is oriented. The primary street for each site shall be approved by the Community Development Director.

Primary Street Frontage

The property line of a parcel which is directly adjacent to and parallel to the primary street.

Public Space

A physical place accessible to the public including sidewalks, rights-of-way, parks, plazas, and other publicly-accessible open areas.

Public Street

A street that is owned by the City.

Reflective Glass

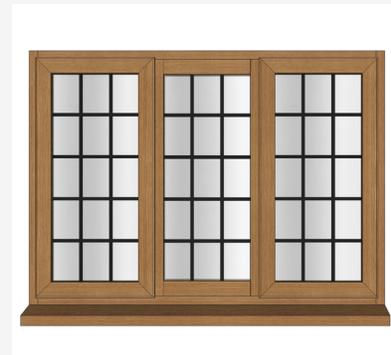
Glass that has a percentage of outdoor visible light reflectivity greater than 19%.

Reveal

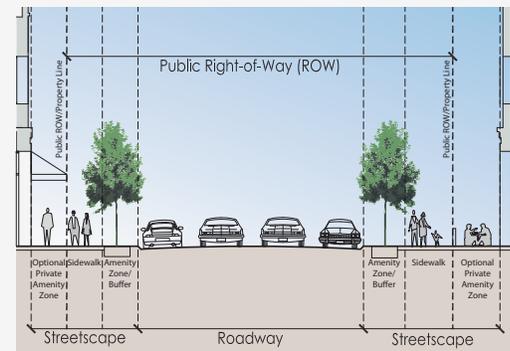
A space or an indentation in the surface of a building that separates materials or is used as an accent in the field of the same material.

Right-of-way

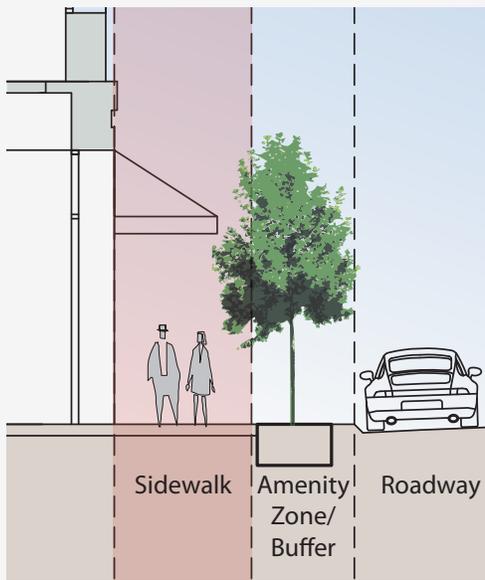
The area of the street that is in public ownership.



Mullion. An upright dividing bar in a window



Right-of-way. The area of the street under public ownership.



Sidewalk. A paved surface intended for pedestrian use.

Scale

The proportions of elements that relate to the street in relation to a human or automobile. Scale affects the arrangement of streetscape elements to form spaces that are comfortable for pedestrians and drivers alike.

Secondary Street Frontage

The property line perpendicular to the primary street frontage. The secondary street frontage is only applicable for lots with multiple street frontages.

Sidewalk

A paved surface expressly intended for pedestrian use.

Street

A publicly or privately owned street.

Street Trees

Trees that line the street in a regularly spaced row. They are typically located within the tree lawn.

