

COMMUNITY DESIGN



PERSPECTIVE

- Original design for layout of Greeley was inspired by eastern communities in Ohio and Massachusetts
- Many of first homes were built of adobe bricks due to cost, but Greeley climate was too rainy and bricks eroded
- The neo-classical buildings and numerous educational, intellectual, and cultural activities caused Greeley to be known as “The Athens of the West”

VISION: Well designed, distinctive, and appealing community development

GOAL: Promote a well-designed community that attracts and retains progressive development which is dynamic, interesting, and visually pleasing, thereby increasing property values and improving the community reputation, livability, and appeal

QUICK FACTS



Greeley adopted new architectural design standards in 2002



Greeley has an Architectural Design Committee which troubleshoots design issues in development



The Entryway Master Plan was completed in 2002 and was a part of the 2A Quality of Life funds



Greeley has had an awards program for architectural excellence since 2004

PROGRESS

- *New architectural design standards were adopted by Greeley in 2002*
- *City formed an Architectural Review Advisory Committee to troubleshoot design issues in development*
- *Greeley instituted the Excellence in Community Design awards to recognize outstanding local buildings of unique and distinct value to raise community design*
- *Specific corridors within the City's Entryway Master Plan were funded and approved*
- *The City's Development Code was amended to add standards to improve building design, reduce street widths, and design of detention ponds*

KEY CONCEPTS

- ✚ Appearance matters
- ✚ Thoughtful design doesn't need to be expensive
- ✚ Connectivity an important design ingredient
- ✚ Community Entryways reflect Greeley's image to visitors and to itself
- ✚ Excellence in Community Design Awards promotes Greeley's best development
- ✚ Corridor Plans should be developed along key roadways
- ✚ Art in Public Places program makes Greeley a more vibrant and distinctive place

CHAPTER HIGHLIGHTS

CD1 COMMUNITY IMAGE AND DESIGN

- Reflect community's distinct attributes through attractive design, public art, landscaping, and related features
- Honor prevalent and historic architecture
- Foster creativity in design excellence
- Use land efficiently and in a way that enhances the natural environment

CD2 APPEARANCE STANDARDS

- Use building appearance standards that promote quality community form and design
- Promote design standards and practices that improve design connectivity and enhance neighborhoods

CD3 INFRASTRUCTURE DESIGN

- Promote connectivity of the City's street system and corridors that also meet environmental, safety, and transportation objectives of adopted aesthetic themes
- Incorporate attractive design, maintenance, and multi-functionality of drainage and detention areas, open space, and natural areas
- Provide distinctive design of public buildings and structures which represent the City's leadership and commitment to design excellence