

# 2060 Comprehensive Plan Community Design

*Nowhere are a community's self concept, values, quality of life, and culture more clearly evidenced than in its design. The perception of a community is formed by the way buildings are situated and arranged, their design and compatibility with adjacent land use, the use of landscaping, signage, public art and neighborhood and community focal points. Most often, the image of a community is initially formed by the traveling public along its major roadways which also typically comprise the single largest uses of land in a city.*

*Upon exiting her relocated farmhouse in Oz, an astonished Dorothy tells her dog, Toto, that "something tells me we're not in Kansas anymore." In recent years, more communities are searching to identify and strengthen their individual "sense of place"; the features which distinguish them from all others. While acceptable from a purely market viewpoint, franchise architecture competes heavily in areas where community identity elements and standards are weak, helping to create commercial strips often referred to as "**Generica.**"*

*A strong development foundation formed by attractive and functional design standards of local importance will raise a setting from generic design to a memorable city with unique style, values, and priorities which conveys the feeling that "There's no place like home."*

In the city, time  
becomes invisible.  
– Lewis Mumford



**GENERICA** – a reference to the tendency for communities to look alike, primarily as a result of corporate architecture used on national restaurant and retail chains.

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**Thoughtful design ECLECTIC**  
**GREEN/SUSTAINABLE**

## Introduction & Perspective

### Past

The original design for the layout of Greeley was inspired by Painesville, Ohio and Northampton, Massachusetts. These communities were laid out around the traditional central village green. In the case of Greeley, the village green was Lincoln Park, which was surrounded by a street network and commercial and residential buildings. Nathan Meeker encouraged use of adobe in building construction in the absence of milled lumber and due to the high price of importing it. A number of the first residential structures were built of adobe bricks, which were less expensive building materials than lumber. Unfortunately, the “desert-like” climate was rainier than the original settlers expected and resulted in erosion of the adobe bricks. The Meeker House was the only adobe brick structure to survive, as the rest had to be rebuilt with either brick or wood. By 1882, Benjamin Harrison Eaton, Colorado’s 4<sup>th</sup> Governor, became the first resident in Greeley to install gas lights at his home. The community became even more modernized when the downtown was “electrified” in 1886 and telephones were installed in 1893.

Greeley’s first female architect, Bessie Smith, designed two known commercial buildings, including the Coronado Building, and many residential dwellings in the first decade of the 1900s. Between 100 and 200 homes were built each year during this time. In the second decade, there were five Neo-Classical buildings constructed in Greeley: the 1910-1911 Sterling Hotel and Theater, 1911 Elks Lodge, 1912 High School, 1914 Post Office, and 1917 Weld County Courthouse. During this same time span, two schools and six buildings at the University were also built and numerous clubs and cultural activities were available for residents. As a result of these new buildings, as well as the educational, intellectual, and cultural activities in the community, Greeley became known as “The Athens of the West.”

As the community grew westward, changes in development and building design occurred over time; nowhere is this more apparent than in the 10<sup>th</sup> Street corridor. The area along 9<sup>th</sup> and 10<sup>th</sup> Streets, between 11<sup>th</sup> and 14<sup>th</sup> Avenues, was part of the original Union Colony. Commercial and residential development followed a grid street pattern in this area, west to 23<sup>rd</sup> Avenue. Development in this corridor west of 14<sup>th</sup> Avenue began during the 1940s and 1950s and development west of 23<sup>rd</sup> Avenue occurred in the 1960s. Residential street patterns began to change to curvilinear streets and cul-de-sacs became common in the 1960s and 1970s. The Glenmere area was the first planned subdivision to use a curvilinear street system in Greeley. It was designed by a landscape architect

“It’s expensive to be mediocre,” says the man who wanted a better life for all.

– J. Irwin Miller



from Boulder. In the 1970s, detached sidewalks and tree lined streets were eliminated for the more efficient rollover curb and sidewalk, which was less expensive to construct and maintain.

## **Present**

### ***Community Image***

As Greeley has grown, design has become an even more important factor in how the community is viewed by its residents and visitors. Those who reside in the community often don't notice its design because they see it every day. Visitors see its appearance as representing what the community values and thinks of itself. Large parking areas without landscaping, vacant store fronts, and garish signs, and building colors convey a very different image than do well-landscaped streets and parking lots, and designs compatible with existing neighborhoods.

One area where design (or lack of) is very apparent is along major transportation corridors, which are key entryways into the community. Where these corridors are adjacent to residential areas, the backs of lots and houses are oriented along the corridor where, typically, a six foot high fence has been installed. There is often limited landscaping between the fence and the sidewalk and, if there is, maintenance of these areas are inconsistent. The use of detached sidewalks and tree lawns between the curb and sidewalk, particularly along arterial and collector streets, results in a more aesthetically pleasing streetscape; however, maintenance of these areas is critical so that the effect of the streetscape is not diminished.

### ***Community Sense of Place***

Design is critical to a community so that it can develop its own unique "sense of place" and identity and does not become "Generica" – looking just like every other city its size. The trend of corporate architecture began in the 1960s with every fast food restaurant of a particular chain looking alike, no matter what city they were in. While a strong product marketing tool, the dominance of "franchise architecture" resulted in a sense that every suburban community in the country was mass-produced, revealing few features of local distinction. As communities resisted this sameness of features, it became apparent that there really were other designs available; if communities insisted, local standards and materials and a higher level of design could be accommodated. This phenomenon has become apparent with **big box** retail development, where large retail centers have generally evolved with design better tailored to a community's specific standards.

The Community Separators Study, completed in 1998, recommended that some physical separation between the Northern Colorado communities be maintained so that individual community identity could be better retained. This study was never formally

**BIG BOX** – a retail or commercial use or combination of retail or commercial uses in a structure that exceeds forty thousand (40,000) square feet of gross floor area.

RESILIENT Clean Air  
Diverse but unified

adopted and, with the extensive annexation by communities in Northern Colorado over the past five years, there are few areas remaining that can provide a significant physical and visual separation. The desired community separation or distinction can still occur through open space and the use of special design provisions that regulate the location, nature and density or intensity of future development in these key areas. The bluffs, located between US Hwy 34 and the Cache la Poudre River, east of State Hwy 257 is one such opportunity.

### **Development Design Standards**

Since the adoption of the 2020 Comprehensive Plan, design standards have been added to the Development Code for residential and non-residential land uses. There are areas in the community where the full effect of these standards is very visible. One such area is in the residential developments located east of US Hwy 85. The first developments built in this area in the late 1990s were pre-design standards and look very different from those that were built using the residential design standards several years later. The differences between the areas are subtle in many instances, yet the visual appearance of perception and quality is distinct and the improved level of design does not typically increase costs.

With an interest in encouraging densities that are high enough to support efficient transit services, design will become even more important for residential and mixed-use developments. Design is the key to ensuring that buildings and sites are compatible or blend in with their surroundings. The City's infill standards require that new or existing structures with additions be designed to be compatible with the existing area where a prevailing and preferred design standard exists. In newly developing areas, there may not be a character or design already established, so the new development may set the stage for future character and design of other developments in the area. In addition, structures built over the next several years have the potential to become "historic" by the year 2060 – the planning horizon for this Comprehensive Plan – since one threshold for determining whether a structure is historic is based on a 50-year minimum age.

### **Smart Growth**

A new approach to designing neighborhoods and developments is known as "**smart growth.**" This approach focuses on such things as mixed-use development, "green" and **sustainable design** creating **walkable** neighborhoods, compact development and creating a sense of place. Another key component is using connectivity to create a system for pedestrians and vehicular traffic as a way of reducing transportation costs and improving community design. While some of these elements already exist in the City's Development Code, other elements have not been required. As other new design ideas emerge, they may offer useful design solutions to use in Greeley.

**SMART GROWTH** – an urban planning and transportation approach that concentrates growth in the center of a city to reduce urban sprawl and advocates compact development that is transit-oriented, walkable, and bicycle-friendly with a mix of land uses and a wide range of housing choices.

### **SUSTAINABLE DESIGN**

– the art of designing and producing places, products, and services in a way that reduces the use of non-renewable resources, also known as "green design", "eco-design" or "design for the environment".

**WALKABLE** – the ability of a community to be accessible by walking, often measured by such things as land use mix, street connectivity, residential density, and orientation and proximity of homes and buildings to "watch over" the street.

### **Design Recognition**

There are many outstanding examples of attractive architecture and site design throughout Greeley. Since 2004, to acknowledge and celebrate such contributions to Greeley's community design and appearance, the City has given *Excellence in Community Design Awards* in an annual competition of development projects. These awards have been given for the best designed buildings in commercial, institutional (governmental and institutional), and non-governmental categories. A community panel selects the winners and honorable mention winners. Design professionals in the area consider it a high honor to have a building of their design win one of these awards and Greeley is one of very few Colorado communities to offer this form of recognition. Programs such as Art in Public Places, Sculpture on Loan, and One Percent for Art have also been very successful, providing opportunities and access throughout the community for art appreciation. In addition to novel ways to share artwork with community residents, these programs also offer an outlet for local artists to showcase their varied work. These programs also convey the community support for the arts and its interest in improving community design and are a well recognized aspect of showcasing Greeley's unique elements and appeal to economic development interests.

### **Special Districts**

The City's Development Code also provides for the creation of Character Overlay Districts. A district can be identified and created on the basis of the design characteristics of a particular area that either exist or are proposed. For example, specific styles of signage, landscape materials, paint colors or materials, or other design elements could be used to create or emphasize the cohesiveness of a character overlay district. The City of Greeley established voluntary design guidelines known as the *Mercado District Design Guidelines* in late 2000 to aid in revitalizing the area between the railroad tracks and the Cache la Poudre River, and between North 8<sup>th</sup> Avenue and North 11<sup>th</sup> Avenue. These guidelines were intended to encourage the establishment of restaurants, retailers and other businesses in a cohesive and distinctly identifiable environment. While they were not established as a Character Overlay District, the guidelines were intended to accomplish a similar outcome for this North Greeley area.

## Patterns

The following key trends that relate to Community Design have been identified:

- Increased attention is being paid to the appearance and design of structures and development, including a greater emphasis on “green” and sustainable design and construction
- Flexibility in design standards is important to encourage creativity and variation in design
- There is increased interest in creating a more aesthetically pleasing streetscape, using detached sidewalks and tree lawns and cohesive travel corridor design
- Using development techniques such as connectivity of pedestrian and street systems, building design standards, and mixed-use development can help create an improved design and appearance of the community

## Progress

Since the adoption of the 2020 Comprehensive Master Plan in 2000, many of the **action steps** from that Plan have been accomplished, or are in process. The following “report card” summarizes some of the key accomplishments. The full Community Design Report Card can be found in the Appendix of this document.

- ✓ New architectural design standards were adopted by Greeley in 2002
- ✓ The City formed an Architectural Review Advisory Committee to troubleshoot design issues with development
- ✓ Greeley has had an awards program for architectural excellence since 2004
- ✓ Specific corridors within the City’s Entryway Master Plan were funded with improvements made to areas on 8<sup>th</sup> Avenue, 11<sup>th</sup> Avenue, 16<sup>th</sup> Street and US Hwy 34. These improvements have reinforced Greeley’s unique “sense of place”
- ✓ Modifications to the Development Code have been made to include such things as building design standards, reduced street widths, and the design of detention ponds
- ✓ The “Development Guidebook for Mixed-Use & Non-Residential Development” was created to provide users a quick reference to address Development Code design standards

And the first lesson we have to learn is that a city exists, not for the constant passage of motor cars, but for the care and culture of men.

– Lewis Mumford



**ACTION STEP/  
STRATEGY** – specific activities or strategies intended to accomplish the goals of the Comprehensive Plan.

## Potential

The following Community Design themes were identified to create a vision of a 2060 Greeley as:

- A most attractive city
- Eclectic
- Green/Sustainable
- Diverse but unified
- Recapture Reputation as “Athens of the West”
- Clean Air
- Culturally rich
- Blended community – people, customs, buildings, old/new
- Sensibility of Place
- “Complete Community” – balance of jobs/housing/amenities
- Exactly where you want to live
- Progressive
- Eco-based
- Resilient
- Adaptable
- Unique, distinguished
- Thoughtful design
- Amazing
- Think tank
- Quality
- Creative – Independent & Free thinking
- Urban yet homey
- Self-confident

## Promise

Well-designed, distinctive, and appealing community development

The automobile needs accommodation.

But so do people’s other needs. At present the form of the city reflects only one, and excludes the other.

– Serge Chermayeff & Christopher Alexander



## II.

### COMMUNITY DESIGN CHAPTER

#### GOALS, POLICIES, OBJECTIVES & ACTIONS

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## ◆ COMMUNITY DESIGN ◆

**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**

### OBJECTIVES

#### CD1 COMMUNITY IMAGE AND DESIGN

##### A Reflect the community's distinctive context in the built environment through deliberate and attractive design, public art, landscaping, and related features

- 1 Identify and promote the city's unique assets to reinforce Greeley's individual **sense of place** in northern Colorado
  - a Review the City's building and site design standards to assure that they reflect contemporary, progressive and **sustainable** building design trends consistent with the goals of this 2060 **Comprehensive Plan**
- 2 Identify areas in Greeley's planned growth area that could function as "**community separators**" to distinguish **development** in Greeley from surrounding jurisdictions and contribute to a distinct community identity for the city (see also EN7C, EN7C1b, LU7B1 and PR2B2d)
  - a Develop standards that establish an open space or transitional land use buffer between Greeley and adjacent communities to distinguish the communities from one another. Work with adjacent communities to identify and develop such transitional areas to mutual benefit
- 3 Promote and expand the City's One Percent for Art and Sculpture on Loan programs to enhance the appearance and function of the City's **infrastructure** and public places through thoughtful and imaginative design, making the built **environment** more interesting, enjoyable, special, and distinctive (see also CU4B5)
  - a Work with business, development and neighborhoods to partner in the installation of artwork in a variety of locations for enjoyment by the public
- 4 Encourage and sponsor programs that promote the beautification and preservation of distinctive neighborhoods and the city

**COMMUNITY SEPARATOR** – an area that serves as a physical and/or visual separation between communities.

**COMPREHENSIVE PLAN** – a long-range plan intended to guide the growth and development of a community or region.

**DEVELOPMENT** – any construction or activity which changes the basic character or use of land on which construction or activity occurs, including but not limited to any non-natural change to improved or unimproved real estate, substantial improvements to buildings or other structures, mining, dredging, filling, grading, paving, extraction, or drilling operations.

**ENVIRONMENT** – all external conditions and influences affecting the life, development and survival of an organism.

**GOAL** – a broad statement of the community's desired future.

**INFRASTRUCTURE** – facilities and services needed to sustain residential, commercial, industrial and all other land use activities including utility lines, streets and roadways, communication systems and public facilities such as fire stations, parks, schools and police stations.

**SENSE OF PLACE** – the characteristics of a location that make it readily recognizable as being unique and different from its surroundings.

**SUSTAINABLE** – meeting the needs of the present without sacrificing the ability for future generations to meet their own needs.

- a Review policies to support more cooperative ventures which improve the appearance and function of public and common areas, such as with improvement and maintenance districts, expansion of the **“Shared Concrete”** and **“Share the Shade”** programs, Neighborhood Improvement Grants, memorial plantings and donations, and similar mechanisms (see also EN6C2, LU7B1 and RE3A2)
  - b Establish programs to support beautification and building rehabilitation, especially in designated Redevelopment Districts and established areas of the community
  
- 5 Retain and update the City’s standards that require new development to offer unique physical elements of area character and identity such as distinct site elements or architecture; historic or cultural resources; amenities such as view, open space, water courses, or varied topography; an area focal point for residents within the neighborhood or project area which offers a distinctive feature or gathering place for that area. Examples of such features may include, among many things, park and open space, public art, neighborhood school recreational feature, unique natural form, or plaza areas (see also CU1B2 and RE1B1)
  - a At least every three years, inventory these features that have been incorporated into projects since adoption of the standard. Develop and update guides to such community amenities as part of the **Neighborhood Building Blocks** program and as a guide for new and redeveloping areas
  
- 6 Support and strengthen new and **redevelopment** residential neighborhoods through appropriate building scale and compatible character, mixed uses, and public facilities, including sensitive design and sizing of rights-of-way (see also RE1A2)
  
- 7 Update the City’s Sign Code to reflect contemporary design elements and construction options and promote the attractive appearance of commercial corridors through functional and appealing property and business identification that is well- integrated into other site improvements

**NEIGHBORHOOD BUILDING BLOCKS (NB2)** – a specialized team of City representatives responsible for providing a strategic and coordinated response to a variety of community issues, particularly geared to improving neighborhood conditions.

**REDEVELOPMENT** – development activities intended to enhance the existing social, economic, physical and environmental nature of a community and which may include restoration or re-use of existing buildings and structures, as well as construction of new buildings and structures in developed areas.

**SHARED CONCRETE PROGRAM** – a program of the City of Greeley where property owners pay one-half of the costs to repair adjacent sidewalk, curb and gutter in the public right-of-way.

**SHARE THE SHADE PROGRAM** – a program of the City of Greeley where property owners pay one-half of the costs to purchase and install street trees in front of residents’ homes and residents are responsible for maintenance of the trees.

## **B Honor prevalent and historic architecture**

- 1 Reinforce the value and importance of historic aspects of the community's development by promoting the preservation of historic structures (see also CU1A3a, CU1C5, LU2A9, RE2A1 and RE3D1)
- 2 Make reasonable efforts to protect existing trees and groups of trees which carry historical, environmental, horticultural, and/or **aesthetic** value (see also EN4A7)
  - a Catalogue the trees and plantings which carry such significance and share such information with land owners and the public to enhance the protection and appreciation of such natural elements
- 3 Promote the character and quality of established residential neighborhoods through sensitive design of adjacent commercial uses and incorporation of mixed uses

## **C Foster creativity in design excellence**

- 1 Encourage, recognize and reward outstanding building design by continuing and/or expanding the **Excellence in Community Design Awards** program (see also LU2A14c)
- 2 Foster awareness and use of desired community design standards
  - a Sponsor educational clinics to provide technical assistance and support in the application of design standards
  - b Assure that community design expectations and outcomes are understood and effectively incorporated into a wide variety of projects through community education and guides
- 3 Promote commercial and industrial areas that are functional, well-defined and designed, which complement adjacent residential neighborhoods and provide a positive visual image of the community
- 4 The City should lead by example in meeting or exceeding Development Code design standards in the construction of all public facilities including parking lots, public buildings, landscaped areas and parks, buffer yards, and related projects. The accomplishment of this standard may be realized through planned, phased construction

**AESTHETIC** – the perception of artistic elements or elements in the natural or built environment that are pleasing to the eye.

**EXCELLENCE IN COMMUNITY DESIGN AWARDS** – annual award program which recognizes outstanding building design and construction achievement in a variety of building categories.

**Exactly where you  
want to live**

- a Encourage other public entities to reach community design excellence through compliance with City development standards (see also ED1A7)

**D Achieve an urban form that uses land efficiently and enhances the natural environment**

- 1 Promote overall moderate-density development as a means to create **mixed-use** areas with complementary design for strategic preservation of open space and natural areas
  - a Review Development Code **amendments** that would support the development of complementary mixed-uses as a means to increase **density**, reach transportation and environmental objectives of this 2060 Comprehensive Plan, to achieve a vibrant and attractive community design (see also LU5B2)
- 2 Reinforce the community’s image as a “**Tree City**” by promoting the establishment and maintenance of tree-lined travel corridors throughout the community, taking into consideration water use, **conservation** strategies, and the natural environment (see also EN4A2)
  - a Provide support for the effective maintenance of the community’s **urban forest** through proper tree care and planting
  - b Continue tree planting and replacement **incentive** programs accompanied by educational materials to support a successful establishment of the new installations
  - c When reviewing landscape plans, consider the entire context of the surrounding area to ensure it is appropriate and well-integrated into and a complement to any prevailing themes or patterns
  - d **Alternative Compliance** should be encouraged to achieve the intent of attractive and interesting streetscapes and cohesive travel corridors where appropriate
- 3 Encourage the “**infill**” and redevelopment of the community to achieve a compact, efficient, pedestrian friendly and attractive community form (see also GR3A1bv, PS1A4a, RE2B2, RE2C3, TR1A3 and TR1B2)
  - a Develop standards that discourage non-contiguous, scattered, or leapfrog development except where a compelling community objective of this 2060 Comprehensive Plan is achieved

**ALTERNATIVE COMPLIANCE** – a method of using equivalent design solutions for building or zoning code compliance, when it is otherwise impractical or impossible to meet standards, or where maximum achievement can only be obtained through the use of alternatives.

**AMENDMENT** – a change to the adopted Comprehensive Plan, which must be approved by the City Council and be processed in the same manner as the original adoption of the plan.

**CONSERVATION** – management of a natural resource to prevent exploitation or destruction.

**DENSITY** – the number of dwelling units per acre of land area.

**INCENTIVE** – a way to encourage a particular action that is considered desirable or beneficial.

**INFILL** - a lot or grouping of lots or tracts of land with the majority of their perimeter boundary adjacent to existing development.

**MIXED-USE** – a building or structure that contains two (2) or more different uses.

**TREE CITY** – a program sponsored by the Arbor Day Foundation, USDA Forest Service and the National Association of State Foresters, to provide direction, technical assistance, public attention, and national recognition for communities with forestry programs.

**URBAN FOREST** – the trees growing within an urbanized community.

- 4 Design land uses to encourage self-contained neighborhoods which project a distinctive sense of place, and which have a focal point as a sense of identification of the area, but which also are interconnected with the overall community design and well-integrated into the transportation system
- 5 Require the design of public trail, open space, and wetland areas to respect the environmentally sensitive nature of the area (see also CD1D5, EN1A2, LU8A7 and PR2B13)
  - a Continue support for the full development and enhancement of the Poudre River Trail, and recreational areas as defined in City-adopted plans
- 6 Develop standards that promote well-designed open space areas in neighborhoods which provide opportunities for informal gathering and/or points of interest (see also CU4A2 and PS2A8)

## **CD2 APPEARANCE STANDARDS**

### **A Establish and maintain building appearance standards that promote quality community form and design**

- 1 Maintain the role of the citizen **Architectural Review Advisory Committee** which acts as a technical and community resource to City staff and applicants, in evaluating and trouble- shooting specific project design issues, as requested
- 2 Aggressively enforce property maintenance codes to convey community pride, preserve and promote stable property values through the maintenance of a quality **urban** environment and **streetscape** free from unsightly materials such as trash and refuse; inoperable vehicles; display or storage of material and/or vehicles in parkways, landscaped areas or front yards; weeds; temporary signage or uses inappropriate for the area (see also HS5B3, LU2A11, LU2A5cii, PS4B2 and RE1C3)
- 3 Encourage revitalization and redevelopment of areas showing signs of decline or disinvestment (see also EC4B2, RE3C1a)
- 4 Identify and protect significant public view corridors and sites
  - a Inventory and designate areas which carry important views and establish special design treatments to protect and complement these areas

### **ARCHITECTURAL REVIEW ADVISORY COMMITTEE**

– a citizen design review committee responsible for resolving architecture and design issues on development proposals.

**STREETScape** – the overall character and appearance of a street that is formed by elements and features that frame the street, such as building façades, street trees and plants, lighting, furniture, or paving.

**URBAN** – a highly developed area that includes a central city or place and contains a variety of residential, commercial, industrial, recreational and cultural uses.

- 5 Promote the development of the city as a pedestrian friendly community through neighborhood and commercial design with easy and safe access to **neighborhood centers**, community facilities, transit stops, shared public spaces, and amenities (see also PS2A11, PS2A12, TR1A3 and TR1B2)
- 6 Promote the development of subdivisions which offer a variety of external building facades and which avoid repetitious building design without an off-setting common feature or **amenity**. Discourage the design of subdivisions which are tedious in pattern and offer little imagination or variation in lot layout

**B Promote design standards and practices that improve design *connectivity* and enhance neighborhood characteristics**

- 1 Review and update as appropriate the requirement for perimeter landscape treatment plans for new subdivisions
  - a Incorporate neighborhood perimeter treatment plans into adopted entryway corridor design plans
  - b Develop an accepted range of strategies that can be used to link neighborhoods via complementary perimeter treatment schemes
- 2 Preserve, protect, and improve the appearance of existing low-income neighborhoods, especially in established areas of the community (see also HS5A5)
- 3 Periodically review and revise the City’s codes as appropriate to enable the use of site design standards to assure **compatibility** between land uses of different intensity rather than relying solely on the graduation of land use types to achieve compatibility

**C Blend form and function to achieve an attractive and sustainable built environment**

- 1 Review the Subdivision Regulations and Development Code to assure aesthetics are well-integrated in public places, roadways, adjacent uses, and natural land forms is well integrated
- 2 Incorporate and promote the use of environmentally sensitive, sustainable, and efficient design through the flexible application of code standards (see also EN3D1 and EN5B1e, TR2D7)

**AMENITY** – a natural or built feature that enhances the aesthetic quality, visual appeal, or makes more attractive or satisfying a particular property, place, or area.

**COMPATIBILITY** – having harmony in design, appearance, use and/or function of the characteristics of a building or structure, a neighborhood, or an area.

**CONNECTIVITY OR INTERCONNECTIVITY** – the ability to be linked, such as through transportation systems, between areas.

**NEIGHBORHOOD CENTER** – a grocery-based commercial area of 5-20 acres in size, located at the intersection of arterial/arterial roads or major collector/arterial roads and which has a typical trade area of 1.5 – 3 miles.

- 3 Take reasonable steps to ensure that new construction and redevelopment is designed and constructed in a manner which is sensitive to social and physical needs such as accessibility; facilities are available for multi-modal transportation users; sites provide functional landscaping and open space; and that development scale and massing of building relate to the context of a neighborhood

### CD3 INFRASTRUCTURE DESIGN

#### A Promote connectivity of the City’s street system and corridors that also meet environmental, safety, and transportation objectives of adopted community aesthetic themes (see also TR4D3)

- 1 Improve the appearance and function of the city’s major corridors and entryways
  - a Update the City’s **Entryway Master Plan**, which establishes guidelines and design standards for the treatment of major roadway entrances to the city, to improve the major arrival zone of the city with attractive, interesting and distinctive features (see also EC4A5a, EN7C, PR2B8- and TR4A2)
  - b Develop specific corridor design plans to provide complementary and cohesive design characteristics along key arterial roadways, prioritized as follows:
    - I – Immediate priority
      - 11<sup>th</sup> Avenue from US Hwy 34 to “O” Street
      - 8<sup>th</sup> Avenue from 22<sup>nd</sup> Street to the US 85 Bypass
      - US 85 Bypass from the City of Evans to “O” Street
      - US 34 Bypass from 8<sup>th</sup> Avenue to WCR 17
    - II – Mid-range priority
      - 10<sup>th</sup> Street from 11<sup>th</sup> Avenue to 101<sup>st</sup> Avenue
      - 8<sup>th</sup> Street from 8<sup>th</sup> Avenue to the Greeley/Weld County Airport
      - 83<sup>rd</sup> Avenue (**Two Rivers Parkway**) from “O” Street to 37<sup>th</sup> Street
    - III – Long-range priority
      - “O” Street from 8<sup>th</sup> Avenue to 83<sup>rd</sup> Avenue
      - SH 257 from the Town of Windsor to WCR 54
      - SH 392 between WCR 23 and 8<sup>th</sup> Avenue
  - c Cooperate with adjacent jurisdictions, CDOT, and other governmental entities to create a favorable and complementary travel corridor along key Greeley entryways

**ENTRYWAY MASTER PLAN** – see Greeley Entryway Master Plan.

**TWO RIVERS PARKWAY** – a planned arterial road along the 83<sup>rd</sup> Avenue alignment in Greeley, to connect U.S. Highway 85 between Gilcrest and Platteville with Windsor.

- d Develop a specific strategy to address pedestrian, bicycle, and mass transit design elements that enhance the safety, appeal, and use of these travel corridors. Incorporate specific elements into the City’s Subdivision and Development Code standards
- 2 Evaluate and update the City’s Street Design Standards related to roadway width, pedestrian amenities, landscaping, public art, and related elements to assure that the design of these significant improvements maintain safety and efficiency while being designed to be a positive visual asset to the community and adjacent properties (see also PS2A12 and TR4D5)
    - a Reconsider current street design standards relative to the ultimate use of the site, including street widths, utility placement, drainage, and access points
  - 3 Promote the delivery of emergency services through effective project design (see also PS1C1)
  - 4 Develop a design plan for roadway overpass and underpass areas which is consistent with the City’s Entryway Plan to improve the attractiveness of these properties to the traveling public (see also TR4A2)
  - 5 Incorporate traffic-calming techniques into street and subdivision design with initial construction and in redevelopment projects that is attractive, effective and complementary to adjacent land uses (see also PS2A11 and TR4E1)
  - 6 Develop a comprehensive **way-finding** signage plan to direct travelers to key community destinations which is attractive, distinctive and reinforces the City’s entryway and community design themes
- B Incorporate deliberate and attractive design, maintenance, and multi-functionality into drainage and detention areas, open space, natural areas, pedestrian and other travel corridors**
- 1 Complete a basin-wide study to set out a plan for drainage infrastructure to be accommodated through larger shared facilities that facilitate more effective efficient and aesthetic development (see also EN2B7, GR2A2, LU6B1and PR2B1a)

**WAY-FINDING** – the way in which people orient themselves in physical space and navigate from place to place, including signage.

Culturally rich  
 AMAZING  
 Blended community

- a Review the Parks and Recreation Master Plan to coordinate key locations for new area drainage facilities that also offer complementary uses for parks and open space facilities
- b Consider alternatives to on-site drainage within the Redevelopment District in order to promote infill projects, such as a means to pay a cash-in-lieu fee to address area-wide drainage needs (see also RE1B1)

**C Provide distinctive design of public buildings and structures which represent the City’s leadership and commitment to design excellence**

- 1 Establish and implement standards for public improvements and street furniture, such as: traffic mast arms, bus benches and shelters and related infrastructure which is attractive and contributes to the overall community design elements (see also PS2A12 and TR4D3)
  - a Adapt the thematic schemes of the established city-wide standards into the design elements of individual corridor plans to provide complementary linkages between areas of the travel corridor
- 2 Continue the City standard to require all utility service lines to be placed underground with new construction and major redevelopment in accordance with City and utility policies
  - a Renew and utilize funds from the designated electric franchise agreement and budget to relocate existing lines along key community roadways to underground locations (see also EN7B1a)
  - b Develop a Utility Master Plan which prioritizes the use of designated franchise fees to place underground electric utility lines, with a priority of use within the Redevelopment District
  - c Consider the merits of “**utilidors**” which encompass multiple utility needs; evaluate the benefits and constraints in moving utility placement to the back of lots in certain applications, such as where alleys or other access corridors are available to allow more flexible use and design of the public rights-of-way
- 3 Work with utility companies to locate service boxes in locations and in a manner in which their appearance has minimal impact on the surrounding properties, outside of clear vision areas, and in consideration of utility safety operations (see also EN7A1 and PS2A15)

**UTILIDOR** – a corridor above or underground, for utility and communication lines.