



## BOOMERANG MASTER PLAN AMENDED DESIGN GUIDELINES

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**Where provisions of these design guidelines are unclear or standards are not covered, the City of Greeley Development Code shall be considered the standard.**

## ARCHITECTURE STANDARDS

### A 1.0 Design Principles

The goal of these design guidelines is to provide design standards that provide a consistent architectural and landscape character through the design of an integrated development. The goal is to provide flexibility for architectural design and optimize site and building functions.

The following guidelines are intended to outline the basic standards for design intent that will create the sustained development. The following design aspects will be addressed with these guidelines:

- Building Entrances
- Façade Treatment
- Base Treatment
- Roof and Top Treatment
- Building Materials and Colors
- Supplementary Standards

### A 2.0 Building Entrances

#### A 2.10 Policy

Primary building entrances shall be clearly defined and provide shelter from the summer sun and winter weather. Building materials shall be selected to provide greater visual and textural interest at building entries.

#### A 2.20 Criteria

Primary entrances shall be easily identifiable to both the vehicular visitor as well as the pedestrian.

Building address (es) shall be clearly visible from the public right-of-way as well as at the entrance of each door.

Architectural articulation shall be evident at primary entrances. Textural and massing changes are required for visual interest as well as promoting the “human scale”

Primary entrances shall be protected from elements of weather.

Each principal building on a site shall have clearly defined, highly visible customer entrances featuring the following:

A. Customer entrances for “in-line retail” (or attached retail) shall feature no less than two of the items listed below:

B. Customer entrances for buildings of less than 25,000 gross square feet (excluding “in-line retail”) shall include no less than three (3) of the items listed below:

C. Customer entrances for buildings having 25,000 gross square feet, or more, shall include no less than five (5) of the items listed below:

D. Where additional stores will be located in the principal building, each store shall have at least one (1) exterior customer entrance, which shall feature no less than two (2) of the items in the following list:

1. Canopies, overhangs, or porte cocheres.
2. Recesses/projections
3. Arcades, porticos
4. Raised cornice parapets over the door
5. Peaked roof forms at entryway
6. Arches
7. Color change
8. Texture change
9. Material change
10. Door(s) which provide a focal element at the entrance
11. Functional outdoor patios
12. Architectural details such as tile work, moldings, exposed trusses, columns and other similar details, which provide interest and are integrated into the building structure and design

**A 3.0 Façade Treatment**

These standards are designed to provide architectural interest and variety, and avoid the effect of a flat, long, or massive wall with no relation to human size.

**A 3.10 Variation in Massing**

A single, large, dominant building mass shall be avoided. Buildings with 100 foot or longer front facades shall comply with the standards listed below:

Horizontal masses shall not exceed a height/width ratio of 1 vertical to 3 horizontal without substantial variation in massing that includes a change in height and projecting or recessed elements.

No façade that faces a public street or public open space shall have a blank featureless wall without at least two (2) of the following:

- A. Change in plane
- B. Change in color
- C. Change in texture, scoring, jointing, reveals or masonry pattern
- D. Windows
- E. Trellises, colonnades
- F. Porticos, awnings, or canopies

Use of inferior or lesser quality materials for side or rear facades shall be prohibited except where facades are not visible from the public right of way or common open space

Service entrances shall be planned to be visually unobtrusive to site entries, building entrances, public right-of-ways, and common open space.

**A 3.20 Awnings**

Awnings shall be broken down to relate to individual structural building bays or window openings.

**A 4.0 Base Treatment**

Facades shall have a recognizable “base” consisting of three (3) or more of the following:

- A. Thicker walls, ledges, or sills
- B. Integrally textured materials such as stone, masonry, or aggregate concrete.
- C. Integrally colored and patterned materials such as smooth finish stone or block.
- D. Lighter or darker colored materials, mullions, or panels as compared to the upper façade.
- E. Scoring/reveals.
- F. Belly band.
- G. Modular store front on first floor.
- H. Change in window pattern on first floor as compared to upper floor(s).
- I. Berming against base of building. 30” minimum height.

## A 5.0 Roof and top Treatment

### A 5.10 Purpose

Crown the building with a distinctive cap designed to terminate the top of the building.

Continuous flat parapets are prohibited, unless it can be demonstrated that façade massing breaks and other treatments create visual interest at the top of a building.

Rooftop mechanical units, dishes, and other miscellaneous equipment shall be screened or be an integral part of the building design. Screen material shall be of the same or compatible material texture and color to the building architecture.

### A 5.20 Top Treatments

Parapets shall conceal flat roofs and rooftop equipment such as HVAC units in accordance with City of Greeley Development Code.

Non-residential buildings with a flat roof shall have a recognizable "top" consisting of two (2) of the following:

- A. Cornice treatment other than just colored "stripes" or "bands" with integrally textured materials, such as stone or other masonry or differently colored material.
- B. Sloping Roof form
- C. Stepped cornice treatment (min of 2 steps)
- D. An equivalent element that provides a recognizable top as approved by the DRC and administratively by the City
- E. A recognizable top treatment may not be required for buildings with a contemporary architectural style. Specific DRC and City approval is required in these instances.

## A 6.0 Building Materials and Colors

### A 6.10 Preferred Materials

- A. Brick
- B. Textured and/or ground face concrete block with integral color
- C. Textured architectural precast panels, painted and/or cast-in textures
- D. Site-cast or precast concrete panels, painted and/or cast-in textures
- E. Wood
- F. Natural stone and synthetic stone products
- G. Architecturally integrated metal wall panels, for accent materials.
- H. Synthetic Stucco
- I. Glazing- less than 65% reflectivity
- J. Smooth face concrete block, used in combination with other textured materials
- K. Other similar high quality materials

Materials must be consistent within the development to present an overall design.

### A 6.20 Preferred Colors

Color palette should consider rich hues and a cohesive, unified theme throughout each planned development.

Monochromatic color schemes are discouraged.

The following colors families are encouraged to be used:

- 1. Grays- warm and cool
- 2. Greens/blues
- 3. Reds/browns
- 4. Other similar color families

**A 6.30 Prohibited Colors**

Color palettes consisting of high contrast and a dysfunctional theme as the predominant building color are prohibited.

The following are colors prohibited as the dominant theme:

1. Pastels
2. Metallic Colors
3. Other similar high contrast colors

**A 6.40 Accent Colors**

Accent colors are intended to compliment the primary building colors. They can be incorporated into shutters, window mullions, building trim, signs, light fixtures, awnings, etc. Bright/vivid colors shall be used sparingly. If used, accent colors shall be limited to 10-20% of the building façade.

**A 7.0 Supplementary Standards**

Individual types of commercial/retail projects have additional Design Guidelines associated with their use that are more specific in nature, as follows:

**A 7.10 In-line Retail Stores**

In-line, or attached retail stores, shall incorporate primary building elements that denote a place of entrance to the connecting pedestrian circulation patterns. These forms should be larger in scale than the entrances to the in-line retail components it addresses.

In-line retail uses shall incorporate building components, such as columns, arcades, covered walkways and trellises emphasis its connecting pedestrian circulation patterns.

In-line retail uses shall incorporate seating and pockets of outdoor living areas that provide resting areas.

**A 7.20 Building Pad Sites**

Retail/Commercial pad buildings shall be smaller in size than the retail anchor buildings to which they are adjacent.

Retail pad sites shall be separated from large parking lots by drive lanes and landscaping to delineate parking areas.

Utilitarian service areas shall not be placed adjacent to pedestrian pathways that lead to entrance areas. Utilitarian areas shall be fully screened with building components that are similar to or compatible with the building's wall materials and/ or colors.

**A 7.30 Convenience/Gas Stations**

Convenience stores and gas stations shall comply with the Greeley Municipal Code.

Canopies shall not exceed a 24 foot height. Canopies shall be architecturally integrated with the convenience store building and other accessory structures on the site through the use of the same or complementary materials, design motif, and colors.

**A 7.40 Architecture for Commercial Buildings**

Drive-up or drive-through facilities, whether attached or freestanding, shall be tied to the primary building with architectural forms, colors, and materials.

Ancillary structures, whether attached or freestanding, shall be of a design compatible with the primary building in materials/colors. Such structures shall be constructed of similar materials and designed for durability and easy maintenance.

Service areas and utilities shall be fully screened with walls, fences, landscaping or other forms which are to be compatible with the building in materials/ color. Such structures shall be constructed of similar materials and be designed for durability and easy maintenance.

## SITE DEVELOPMENT STANDARDS

### S 1.0 Design Principles

The goal of this section of the Design Guidelines is to provide additional design and landscaping standards for the development of the Boomerang Master Plan. The intent is to create a united site and landscape plan that will work with the existing structures on site while creating a compatible identity for each section of new development.

Standards not covered within these Design Guidelines shall be governed by the City of Greeley Development Code

### S 2.0 Setbacks

The building and parking setbacks within Boomerang Village shall be determined, along with available performance options, by the City of Greeley Development Code for the appropriate zone district under consideration.

“Setbacks” refer to the required unoccupied open space between the furthestmost projection of a structure/parking lot and the property line of the lot on which the structure/parking lot is located.

See figure S 2.1 as an example of landscape screening within the required setback. On the west side of 69th Avenue and the east side of 70th Avenue, an attached sidewalk shall be permitted with a double row of shrubs for parking screening.

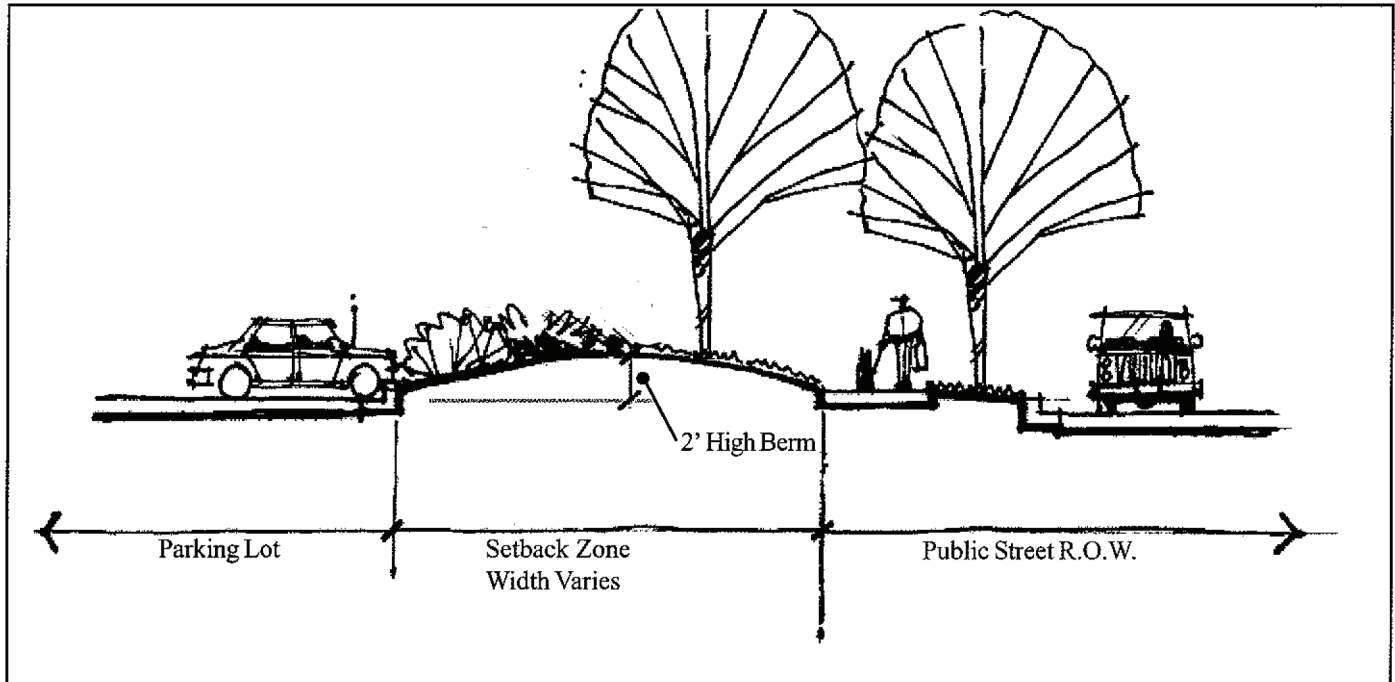


Figure S 2.1 - Landscape Setback Character Sketch

### S 3.0 Open Space requirements

A minimum of 85% of the area defined as open space shall be vegetated landscaped areas. The intent is to create spaces which can be seen, used, and enjoyed by people, whether on foot, or in a vehicle.

Open space requirements for individual commercial lots can be reduced, if approved by the City of Greeley Planning Department, provided that the total percentage of open space within the commercial lots meets or exceeds the requirements of the Design Guidelines.

**Open Space Table**

LAND USE	Open Space % Required
Commercial/Retail	20 %
Industrial/Office	10 %
Residential	30 %-R-M 30 %-R-H

### S 4.0 Parking Lot Screening

#### S 4.10 Policy

Parking lots shall be screened from surrounding public streets, public sidewalks and trails, public parks and other properties that are used by the public.

#### S 4.20 Criteria

- A. Whenever there are six (6) or more parking spaces on the property, the parking lot shall be screened where it abuts a public street.
- B. Berms, walls, fences, plants, planters or similar means shall be used to create the parking lot screen. Where structures such as walls or fences are used to create a screen, plants shall be located on the side of the structure which can be seen from surrounding streets, walks, parks, trails, and other properties which are used by the public.
- C. The screen around the parking shall be at least two (2) feet higher than the surface of the parking lot. Where plants are used to create a screen, the plants should create the screen within three years from the time planted.
- D. Parking lot setbacks are provided to mitigate the visual impacts of parking areas from adjacent parcels and public rights of way (refer to Section S2.0 for setbacks). In addition, a berm, landscape or wall may be used for lots adjacent to 10th Street. The screen along 10th Street shall reach a minimum height of 3' in order to maintain the existing character and feel of 10th Street. Height of screen will be measured from the north edge of 10th Street.



## S 5.0 Landscaping

### S 5.10 Purpose

Landscaping is intended to unify the building and its site along with adjacent development areas.

The development shall be landscaped with regionally appropriate materials. Perimeter streetscapes shall have a mix of formal and informal groupings of trees with large groupings of shrubs for seasonal interest.

Where appropriate, turf will be low water requiring varieties with areas of longer, native species.

Perennial and annual flowers will provide accent color. Landscaping and/or earth shaping shall be used to screen surface parking, to soften structures such as soft wall and to buffer sound adjacent to heavily traveled areas. Shrubs are encouraged to be used for low level buffers, enclosure, identity, and reinforcement of pathways, and to provide visual interest and display.

### S 5.20 Plant Materials

Landscape design shall incorporate some or all of the following Xeriscape principle, including:

- A. Grouping plants with similar water requirements together ;
- B. Limiting high-irrigation and plantings to high-use and/or high visibility areas;
- C. Use of low water demanding plants and turf where practical;
- D. Use of indigenous plant materials, where appropriate and practical,
- E. Use of efficient irrigation systems, including the potential use of non-potable irrigation water.
- F. Use of mulches and soil improvements; and
- G. Provision of programs for regular and attentive maintenance.
- H. Trees and shrubs sizes, at the time of planting, shall comply with the following minimum sizes:  
Deciduous Trees -2" caliper  
Ornamental Trees -1 ½ "caliper  
Evergreen Trees -6'height  
Shrubs- 5 gallon

## **S 6.0 Commercial High Intensity (C-H) Zoning Uses**

### **S 6.10 Permitted Uses**

Farming  
 Churches  
 Libraries, Museums, etc.  
 Long-term care, Assisted Living  
 Police, Fire, and Ambulance Dispatch Stations  
 Schools (business, trade)  
 Art, Dance, Photo Studios, Galleries  
 Auto Uses- Under 1 acre  
 Auto Uses- Car & Truck wash (<1 acre & <3 bays)  
 Banks, Savings & Loans, Financial Institution (with-out drive- up windows)  
 Bars, Taverns, Lounges  
 Brew Pubs  
 Cleaning & Janitorial Services  
 Dry Cleaning (no on site cleaning)  
 Emissions Testing Center (<1 acre)  
 Golf Uses- Golf Course, range w/o lights  
 Golf Uses- Golf Course, range w/ lights  
 Golf Uses- Miniature Golf  
 Hospitals  
 Lodging- Hotels & Motels  
 Medical & Dental Offices & Clinics, Supplies  
 Mortuaries, Funeral Homes  
 Nurseries, Greenhouses, Garden Shops  
 Offices  
 Parking Lots & Structures  
 Personal Service Shops (beauty, barber, etc.)  
 Printing, Copying, Mail center  
 Radio & TV stations  
 Recreation Uses- Community Rec. Bldg.  
 Recreation Uses- Indoor, outdoor extensive  
 Recreation Uses- Membership/Health Clubs  
 Recreation Uses- Open Space  
 Recreation Uses-Parks (pocket, neighborhood, regional)  
 Rental Service (equipment, small tools, supplies, etc.) Not including vehicle rental or outdoor storage of rental equipment.  
 Restaurants - Cafes & Other eating establishments (includes outdoor seating areas)

Retail Repair Shops  
 Retail Sale- Up to 20,000 SF GFA  
 Theaters- Indoor, movie  
 Train, Shuttle, Bus Depots  
 Newspaper & Publishing Plants, Binderies  
 Research & Testing Labs  
 Utility Service Facilities-< 300 SF  
 Wireless Telecomm.- Co-location on existing tower

### **S 6.20 Design Review Uses**

Animal Uses, Pet stores, Pet Grooming  
 Animal uses- Vet Clinic (no outdoor run)  
 Banks, Savings & Loans, Financial Institution (with drive- up windows)  
 Mixed Use (must include residential)  
 Secondary Dwelling  
 Child Care / Daycare Centers, Preschools  
 Convenience Store w/ Gas (1 acre or less)  
 Food & Beverage Processing Facility (minor)  
 Gas Stations (1 acre or less)  
 Group Homes with 8 or fewer residents  
 Lodging- Bed & Breakfast  
 Restaurants- Drive-in/ drive-thru  
 Restaurants- Drive-up Window  
 Retail Sales- Over 20,000 SF GFA  
 Warehousing- Self-serve under 5 acre in size  
 Telecommunications Uses- satellite antennas over 3' diameter  
 Utility, Comm. Tower & Cabinet>Bldg. Height  
 Wireless Telecomm.- Stealth design  
 Wireless Telecomm.- Roof-top mounted

### **S 6.30 Special Review Uses**

Single-Family Dwelling  
 Two- Family Dwelling  
 Multi-Family Dwelling  
 Town House Dwellings  
 Boarding/Rooming Houses  
 Dormitories, Sororities, Fraternities  
 Group Homes with 8 or more residents  
 Schools (other than business & trade schools)  
 Universities, College

**S 6.30 Special Review Uses (con't)**

Gas Stations with Convenience (over 1 acre)  
Auto Uses- Over 1 acre  
Auto Uses – Auto Repair, Auto Sales (over 1 acre)  
Auto Uses – Car & Truck wash over 3 bays  
Retail Sales- Over 100,000 SF GFA  
Warehousing- Self -serve over 5 acre in size  
Oil & Gas Operations  
Utility Service Facilities->300 SF  
Utility Lines over 33 KVA  
Wireless Telecomm.- Freestanding (non-stealth)

**S 6.40 Excluded Uses**

Emergency Shelters, Missions  
Animal Uses- Kennels  
Animal Uses- Vet Clinic w/ outdoor run  
Auto Uses- Auto Rental  
Auto Uses- Commercial Truck Wash  
Auto Uses- Towing Service  
Bingo Halls & Parlors  
Builder/Contractor Supply Office & Yards  
Drive-In Theaters  
Exterminating Shops  
Laundromats  
Pawn Shops  
RV & Travel Trailer Parks  
Theaters- Outdoor (sports arenas, stadiums)  
Theme or Amusement Parks, Zoos, Aquariums  
Upholstery Shops  
Recycling Centers- Small and Large

### ***COMPATIBILITY WITH COMPREHENSIVE PLAN***

The Development Concept Master Plan Amendment is not proposing to alter any of the zoned uses on the property, and as such, this amendment remains compatible with the existing zoning. It is also consistent with the goals of the 2060 Comprehensive Plan, providing a mix of uses within a development, and encouraging walkability and promoting a healthy lifestyle.

This amendment is simply depicting the current plans for the commercial development along 10th Street, along with updating the Eastern portion of the 10th Street frontage to include the proposed Banner Health Site. The plan maintains the approved mix of uses with proposed residential and commercial uses, and the character and intensity of development remains reflective of the Comprehensive Plan principles and guidelines.

### ***PROPERTY SETTING***

The Boomerang Master Plan is located at the northeast corner of the intersection of 10th Street and 71st Avenue. The northern border of the property is 4th Street and the East boundary of the property runs along Sheep Draw. The property is approximately 156 acres of rolling terrain and large mature trees with the former Hewlett Packard building located in the central portion of the property.

The adjacent zoning along the north edge is R-H with a small portion at the west end zoned C-H. The adjacent zoning along the east edge of the property is C-D. The south edge of the property has adjacent zoning of C-H and R-H. The west side of the property is a mix of R-L and R-H zones along with the Boomerang Golf Course.

The zoning on the property has not changed and remains a mix of zoning throughout the property. The southern portion of the property is C-H zoning and the northern portion is a mix of R-M, R-H, C-H and I-L zoning. We feel that the zoning designations for the property remain compatible with the existing uses in the surrounding area.

### ***PEDSTRIAN CIRCULATION***

The challenge with pedestrian circulation for this property is creating easy access between large areas that will be easily identifiable and accessible for pedestrians. For the majority of the property the proposed streets with sidewalks and parkways will serve as the primary connection for pedestrians between parcels. The residential portion of the property on the north end is planned to have an open space connection through the developed areas that will lead to the Sheep Draw corridor. We feel the connection for pedestrians to the Sheep Draw corridor, and onto the existing trail is the most important connection for the site.

The commercial pad sites along 10th Street will provide safe and convenient pedestrian access for their clientele. At the same time, east-west pedestrian connections will be provided along both the front and rear of the pad sites, ensuring connectivity between the commercial uses and to the greater community. These connecting walks will ultimately lead to Sheep Draw via multiple connections north to 8th Street which facilitates this connection.