

MEADOWS MIXED USE/COMMERCIAL DISTRICTS AND DESIGN STANDARDS

Mesa County,

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acknowledgements

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roduction

neral Intent:

The general intent of these Design Standards and Guidelines is to provide direction for future development that ensures the fruition of an area of high quality and cohesive development. These guidelines and standards were developed in accordance with the goals and policies of the Whitewater Community Plan and intend to inspire an area of distinct character. The prominent location of the Whitewater Planning Area, as a gateway into Mesa County and the City of Grand Junction, encourages special attention to form and function of future development. These standards intend to (1) further the goals of the Whitewater Community Plan, (2) further the principles and standards of the Mesa County Land Development Code, and (3) establish a framework to ensure the preferred look and feel of Whitewater as identified by community residents in the planning process of 2006.

These Design Guidelines and Standards intend to promote desired appearance, enhance the pedestrian environment, and improve general public health, safety, and welfare. These Design Guidelines and Standards are not intended to restrict imagination, innovation, or variety, but rather provide parameters which assist the development and aesthetic quality of the planning



Introduction

Applicability

Design Guidelines and Standards shall apply to the entire Whitewater Planning Area as delineated in the Whitewater Area Plan and the adjacent map. These guidelines and standards shall apply to the entire Whitewater Planning Area as amended by Mesa County. These standards and guidelines shall apply to all new development and major rehabilitation of existing structures within the planning area. The specific applicability of design guidelines and standards varies by chapter and is dependent on the use of the proposed or existing structure. These standards do not apply to existing structures or uses unless the structure or use undergoes major rehabilitation. For redevelopment or major rehabilitation of structures, the Mesa County Department of Planning and Economic Development shall determine the portion of the site to which guidelines and standards apply, based upon the percentage of the area proposed as identified in Chapter 10 of the MCLDC.

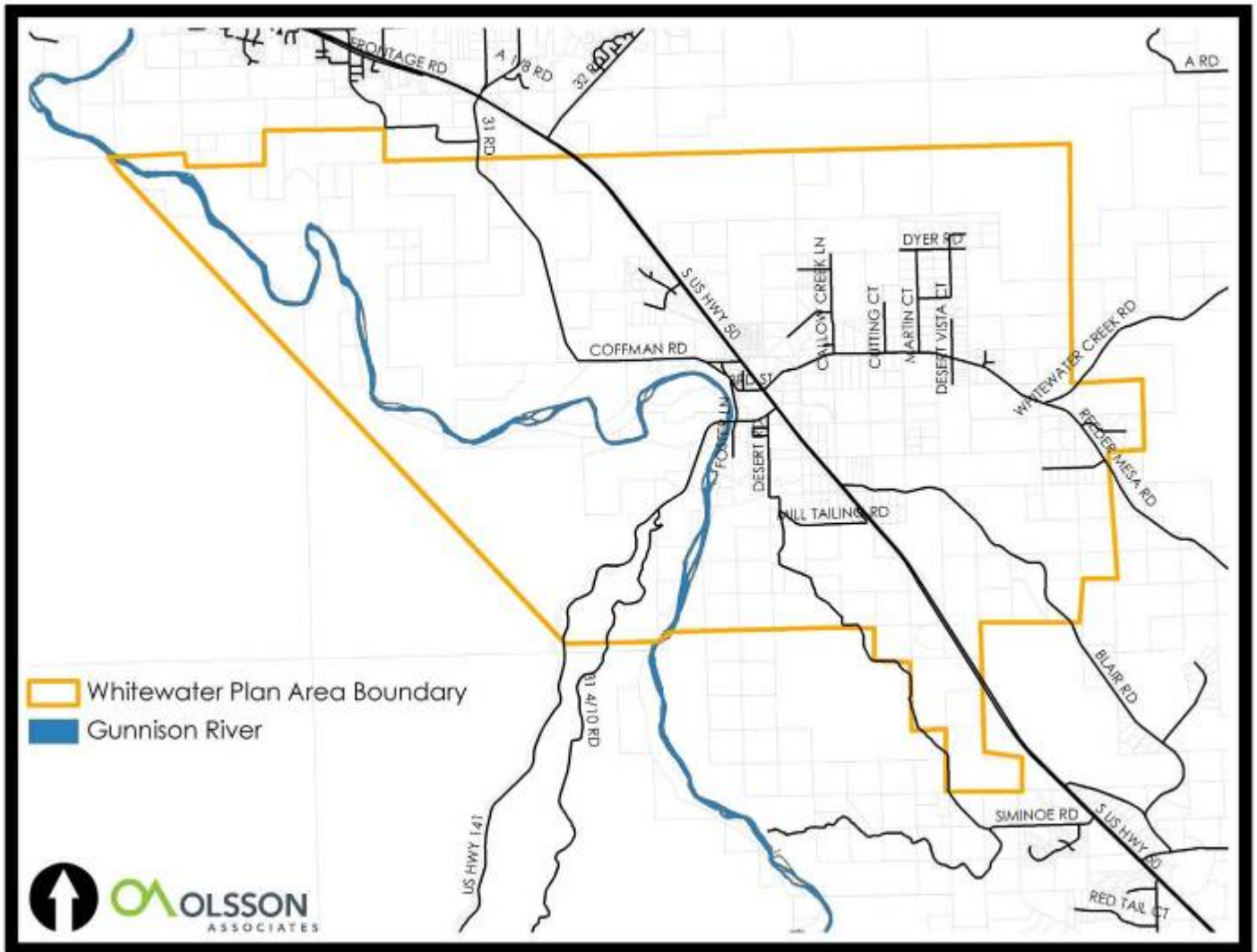
Review Process:

The Design Guidelines and Standards contained in the following chapters of this document shall be applied in the normal review process for Site Plan, Sketch Plan, and Final Plan processes as depicted in the Mesa County Land Development Code. Applications will be processed consistent with the Mesa County Land Development Code.

All new development or major rehabilitation (percent change as identified within the Mesa County Land Development Code triggers development process and application submittal) of existing development within the geographic boundaries specified shall comply with the design guidelines and standards set forth within this document, except as provided in MCLDC.

All new development and rehabilitation shall submit a site plan for review by Mesa County planning and economic development staff either (1) prior to application for building permit, or (2) at which point the final plan application is made. These design documents shall be reviewed by staff for compliance with these Design Guidelines and Standards and applicable sections of the Mesa County Development Code.

Whitewater Plan Area Boundary



Southwest Architectural Style

Southwest Architectural Style:

The term “southwest architectural style” is referenced throughout the Design Guidelines and Standards document and intends to provide general parameters for future development. The design create and planning process allowed the community to provide direction for the desired future growth of the Whitewater Planning Area. Members of the community frequently stated the desire to incorporate “southwestern architectural style” as an element of the Design Guidelines and Standards.

The term intends to encapsulate a variety of architectural styles associated with the southwestern United States. Each of these styles has unique characteristics which make it distinct. These styles include:

Pueblo Style Architecture:

A mix of Native American and Spanish Colonial architecture is commonly seen in the southwest. Characteristics include flat roofs, parapet walls, earth-red stucco, and adobe brick walls.

Spanish Colonial Architecture:

This style of architecture has remained popular since the 18th century in southwestern communities. Characteristics include plain adobe walls, curved archways and entryways, and enclosed patios or porches.

Spanish Eclectic Architecture:

This style of architecture originates from early Spanish missionaries and is commonly seen in the southwest. Characteristics include low-pitched tile roofs, white stucco walls, rounded windows and doors, and decorative tiles around doorways and windows.

Spanish Mission Architecture:

This style is a slight variation of Spanish colonial and was originally found in southwest religious compounds. Characteristics include stucco exteriors, orange and red tile roofs, quatrefoil windows, and roof parapets.

Other notable characteristics of southwest architectural style and design include:

- Asymmetrical •
- Low-pitched flat roofs •
- Tile roofs •
- Rounded arches, doorways, and windows •
- Stucco over adobe brick •
- Adobe-brick exterior walls •
- Ornate tile •
- Covered porches •

To the maximum extent attainable, these design standards and guidelines recommend the integration of characteristics and elements generally associated with styles common to geographic locations of the Whitewater Area. While building materials and colors are recommended within this document, the Mesa County Department of Planning Economic Development shall evaluate each site on a case-by-case basis.

Southwest Architectural Style



Process and Public Participation

Process and Public Participation:

formation of Whitewater Zoning Overlay and Design Standards has been a five month planning process involving numerous community residents and stakeholders. The consultant team has been involved throughout the process by the eighteen person steering committee, county staff, and the general public. Steering committee members have committed several hours to the development of a final product that ensures the future vitality of the Whitewater Planning Area.

Members of the general public were able to provide input at the Design Charrette held August 28, 2007 at the Mesa County Fairgrounds. Community involvement is a vital component of the planning process and allows the consultant team, municipal officials, steering committee, and general public to reach a consensus, develop solutions, and come to an agreement on the desired direction of the planning process. The final document was tailored to include input from all members of the community. The charrette produced several desired and consistent standards relating to each of the proposed land uses, including:

Mixed Use Multi-Family Residential:

- "Southwestern architectural style"
- Pedestrian trails
- "Water smart" landscaping
- Buffers and transitions between uses
- Creation of gateways and entryways

Commercial / Mixed Use Commercial:

- "Southwestern style"
- Vertical mix of uses (second story residential)
- Open space requirements
- Creation of a vibrant main street
- Variety of commercial / retail services

Industrial:

- Use of native landscaping as a buffer
- Cohesiveness in design and building materials with other uses
- Screening standards
- Sign standards
- Mitigation of visual and acoustic impacts

Mixed Use Multi-Family Residential Design Guidelines and Standards

General Provisions

Intent

The intent of the following design standards and guidelines is to promote desired multi-family residential development within the Whitewater Planning Area. Design standards and guidelines ensure that all multi-family development within the Whitewater Planning Area are well designed, sensitive to surrounding natural features, and positively contribute to the character and function of the entire planning area.

Applicability:

The standards and guidelines shall apply to all new mixed-use multi-family development and major rehabilitation of existing multi-family residential units within the Whitewater Planning Area. All standards shall apply immediately to areas within the planning boundaries post-adoption.



Mixed Use Multi-Family Residential Design Guidelines and Standards

Site Design and Development Pattern

Intent:

Design and development pattern guidelines promote appropriate multi-family residential development. The standards and guidelines encourage multi-family residential development that creates a distinct sense of place, visual interest, and a consistent development pattern. All multi-family residential development must positively contribute to surrounding development and the entire planning area.

Mandatory Standards:

Building Height:

MSD.1 The maximum height of all multi-family developments shall be 35 feet in multi-family residential areas and 38 feet in mixed use districts. Exception for hotels.

Public

MSD.2 All mixed use multi-family development shall demonstrate the existence of open space, plaza, courtyard or other public places. See section 7.5.2 of the MCLDC.

Infrastructure

MSD.3 All mixed use multi-family development shall be developed/constructed with adequate and concurrent urban infrastructure, utilities, and services.

General Guidelines:

Building Setback:

MSD.4 Mixed Use Residential zoning code identifies permitted setbacks.

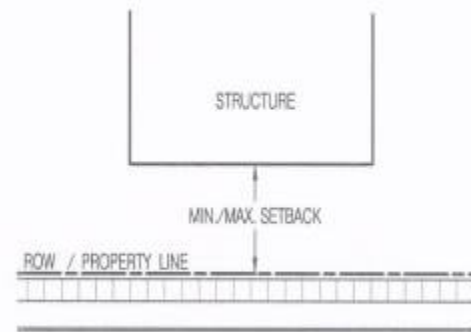
Building Orientation:

MSD.5 To maximum extent achievable, all central building entries shall face major access drives.

MSD.6 To maximum extent achievable, all multi-family residential units shall orient in a manner that is consistent with the neighborhood character.



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Mixed Use Multi-Family Residential Design Guidelines and Standards

Vehicular and Pedestrian Circulation and Access

Intent:

Promoting the health and well being of residents by encouraging physical activity, alternative transportation, and other opportunities for social interaction are priorities within the planning area. Sidewalks shall be constructed in a manner that encourages pedestrian activity and creates a distinct residential environment. Multi-family residential developments shall provide safe, efficient, and repeatable patterns of vehicle circulation and access.

Mandatory Standards:

- MVP.1 All internal street systems shall connect to perimeter street systems and promote direct connections to community parks, schools, and activity centers.
- MVP.2 All internal street systems must meet local fire and police access and safety regulations.
- MVP.3 Mixed use multi-family developments shall reserve space for public transit shelters and stops.
- MVP.4 All new multi-family development shall provide on-site pedestrian walkways that connect to perimeter sidewalks or any adjacent public trail system.
- MVP.5 The development and layout of sidewalks and street systems shall promote recreational activity, community health and safety, and pedestrian linkage and accessibility to community activity centers.
- MVP.6 All new multi-family developments shall provide a minimum 5 foot wide sidewalk from primary building entrance to public walkways and/or parking areas.



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Mixed Use Multi-Family Residential Design Guidelines and Standards

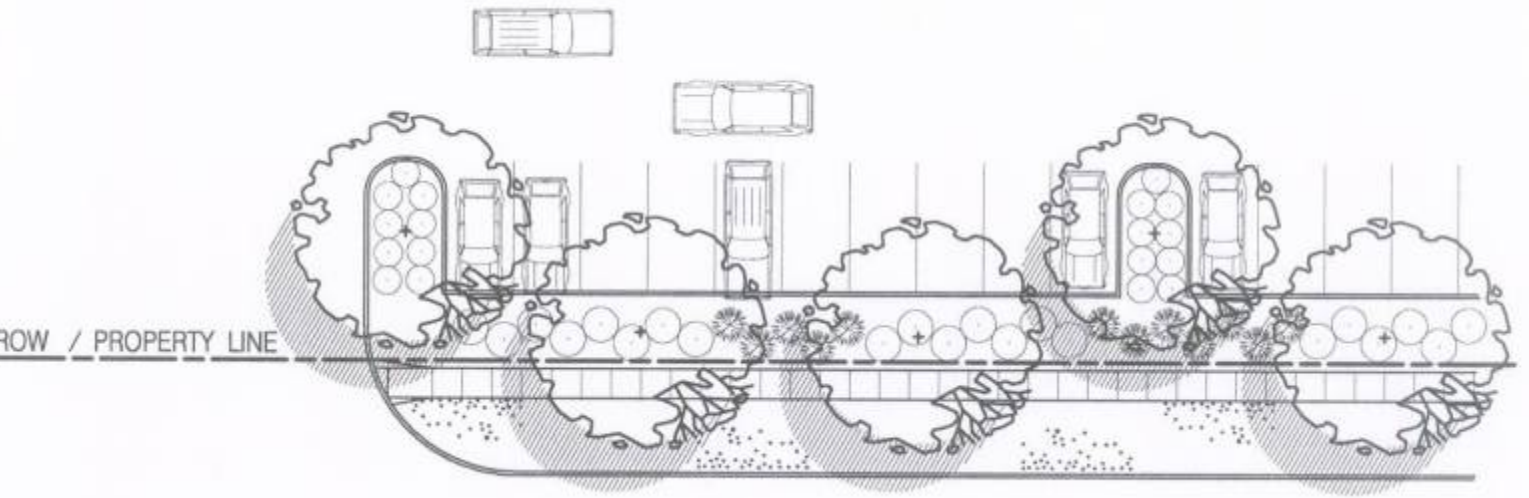
Parking

Intent:

Existing building and zoning codes within Chapter 7 of the MCLDC address parking requirements. Parking design guidelines are intended to address visual impacts associated with parking structures, parking surfaces, and parking areas. Paving materials that decrease runoff (i.e. permeable pavement) will be used to the maximum extent achievable.

General Guidelines:

MP.1 To maximum extent achievable, parking structures, surfaces, and areas shall be screened by recommended natural or built features.



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Mixed Use Multi-Family Residential Design Guidelines and Standards

Landscaping

Mesa County Department of Planning and Economic Development is currently drafting amendments to the landscape standards, Section 7.2, of the Mesa County Land Development Code. Landscaping standards specified in this amendment must be consistent with Section 7.2 of the Code.

Intent:

Landscape design is a key element in creating distinct and attractive multi-family residential developments. All new multi-family residential developments, to maximum extent achievable, shall protect existing natural features.

Mandatory Standards:

- MLA.1 Site landscaping shall include native landscape elements.
- MLA.2 Each landscaped area shall promote “water smart” landscaping through plant material, design, and construction.
- MLA.3 Planting patterns shall enhance pedestrian walkways or pedestrian oriented environments.
- MLA.4 All new multi-family development shall develop landscape design that positively contributes to the natural environment and surround uses.
- MLA.5 Landscape Area Treatment. Landscape areas shall include all areas on the site that are not covered by buildings, structures, paving or impervious surface. Landscape areas shall consist only of landscaping. The selection and location of turf, ground cover (including shrubs, grasses, perennials, flowerbeds and slope retention), and pedestrian paving and other landscaping elements shall be used to prevent erosion and meet the functional and visual purposes such as defining spaces, accommodating and directing circulation patterns, managing visibility, attracting attention to building entrances and other focal points, and visually integrating buildings with the landscape area and with each other.
- MLA.6 The property owner or occupant is responsible for installing and maintaining the landscape adjacent to the street starting at the back of the street curb.



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Mixed Use Multi-Family Residential Design Guidelines and Standards

Screening

Intent:

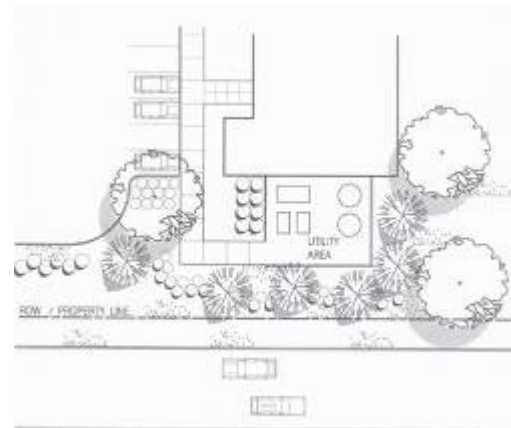
Multi-family developments typically contain service, loading, and dumpster areas. These accessory functions can detract from the aesthetics of the area if not properly screened. On-roof mechanical uses shall be included within these accessory uses. Chapter 7 of the Mesa County Land Development Code contains standards relating to screening.

Mandatory Standards:

- MSC.1 These areas shall be screened from public view with materials consistent with that of the multi-family residential development or approved vegetation.
- MSC.2 All mechanical equipment, on both roof and ground, shall be screened.

General Guidelines:

- MSC.3 All service areas, loading docks, or dumpster areas shall be, to maximum extent achievable, located in the rear of the lot or behind the principle structure.



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Mixed Use Multi-Family Residential Design Guidelines and Standards

Fencing, Walls, and Berms

Intent:

Fencing and walls are allowed as privacy measures and buffers to different uses, but can detract from the pedestrian environment and serve as social barriers in residential environments. Fencing and walls shall positively contribute to complement the multi-family development and surrounding uses.

Mandatory Standards:

- MFW.1 All fencing and walls shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and ornamental metal. Other materials shall be considered on a case-by-case basis by the Mesa County Department of Planning and Economic Development.
- MFW.2 All fencing and walls shall provide breaks to provide for pedestrian connections between internal walkways and perimeter walkways.
- MFW.3 Berms shall be prohibited in mixed use multi-family developments.
- MFW.4 Solid fencing on front of the lot or principal building structure shall be prohibited.
- MFW.5 Solid fencing on perimeter public walkways shall be prohibited.
- MFW.6 All fencing colors shall be compatible with primary built structures within the mixed use multi-family development.
- MFW.7 Solid fencing and walls shall not exceed 150 continuous feet.



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Mixed Use Multi-Family Residential Design Guidelines and Standards

Lighting

Importance:

Appropriate lighting is essential in creating safe pedestrian and vehicular environments. All lighting design shall minimize spillover impacts as required in Section 7 of the MCLDC.

Mandatory Standards:

- MLI.1 Lighting fixtures shall be of recognizable material and design. They shall be compatible with or positively contribute to the overall planning area.
- MLI.2 All pedestrian level lighting shall be glared-controlled, mounted on buildings or landscaped walls and oriented downward.
- MLI.3 All mixed use multi-family developments shall provide entry-way lighting features at the primary entrance of all built units.



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Commercial Design Guidelines and Standards

General Provisions

Intent:

The intent of the following design standards and guidelines is to promote desired commercial development within the Whitewater Planning Area. Design standards and guidelines require that all commercial development within the Whitewater Planning Area are well designed, sensitive to surrounding natural features, and positively contribute to the character and function of the entire planning area. All commercial uses will enhance the pedestrian environment through design, orientation, and aesthetic makeup.

Applicability:

The guidelines and standards shall apply to all new commercial development and major rehabilitation of existing commercial structures, (consistent with Chapter 10 of the Code of Ordinances (CO), within the Whitewater Planning Area.



Commercial Design Guidelines and Standards

Site Design and Development Pattern

ent:

Design and development pattern guidelines address commercial uses as an integral component of the pedestrian environment. These standards and guidelines promote site design that enhances street-level scenes, create attractive street-level environments, and support pedestrian mobility. Commercial site design and development pattern shall enrich the roadway, pedestrian environment, and overall planning area. Downtown Whitewater commercial uses shall meet additional site design and development pattern guidelines. Please refer to the map on page 18 for additional information.

Mandatory Standards:

Building Height:

CSD.1 Commercial structures adjacent to residential uses shall display appropriate transition between building heights. •

“Downtown Whitewater” commercial uses shall meet additional site design and development pattern guidelines:

CSD.2 All commercial uses shall have uniformity in building setback. •

CSD.3 All buildings shall sit at or along property line. •

CSD.4 Eaves, chimneys, bay windows, overhangs, cornices, awnings, canopies, porches, decks, balconies, and similar architectural features may encroach into the identified building setback per MCLDC Section 6.2.5. •

CSD.5 All ground floor windows and doorways shall promote two way visibility. •

CSD.6 Darkly tinted and mirrored windows are prohibited as ground floor windows or doorways. •

Infrastructure

: CSD.7 All commercial development shall be constructed with adequate and concurrent urban infrastructure, utilities, and services. •

General Guidelines:

Building Height:

CSD.8 Motel height shall be reviewed on a case-by-case basis. Hotel height may exceed the 38 foot maximum when it is demonstrated that the building, to the maximum extent achievable, maintains an appropriate scale and massing in relation to surrounding structures and the surrounding area. •

CSD.9 To maximum extent achievable, commercial building heights shall maintain existing scale of surrounding structures. •

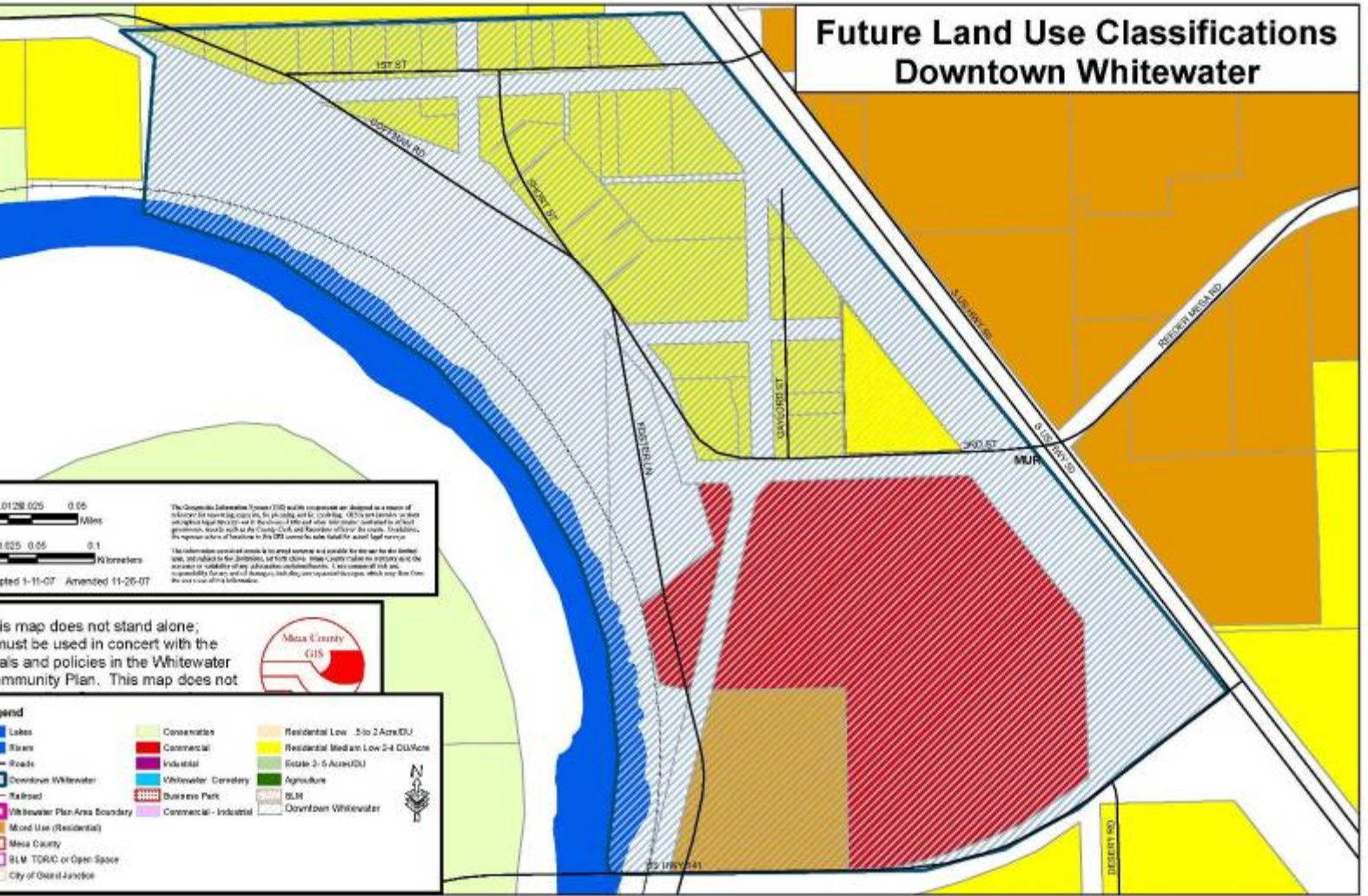
Building Orientation:

CSD.10 To maximum extent achievable, all central building entry facades shall orient towards the major access drive or street. •

CSD.11 To maximum extent achievable, all commercial units shall orient in a manner that is consistent with existing, proposed, or desired character. •

Commercial Design Guidelines and Standards

Downtown Whitewater map



Commercial Design Guidelines and Standards

Vehicular and Pedestrian Circulation and Access

Intent:

Promoting the health and well being of residents by encouraging physical activity, alternative transportation, and other opportunities for social interaction are priorities within the planning area. Sidewalks shall be constructed in a manner that encourages pedestrian activity and creates a distinct residential environment. Commercial development shall provide safe, efficient, and repeatable patterns of vehicle circulation and access.

Mandatory Standards:

- CVP.1 Circulation patterns shall be designed to minimize impacts of vehicular impact on adjacent residential uses.
- CVP.2 Circulation shall have an adequate length of stacking for drive-through facilities that do not interfere with the movement of traffic (on or off-site) and/or pedestrian areas (Section 7.1.8 of MCLDC).
- CVP.3 Vehicular and pedestrian circulation design shall be ADA compliant.
- CVP.4 All vehicular and pedestrian circulation shall be designed in a manner that prioritizes pedestrian mobility.
- CVP.5 The development and layout of sidewalks and street systems shall promote recreational activity, community health and safety, and pedestrian linkage and accessibility to community activity centers.
- CVP.6 All pedestrian walkways shall be designed to maximize access to commercial entryways, places of social interaction, urban parks, parking areas, and adjacent residential uses.



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Commercial Design Guidelines and Standards

Parking

Standards depicted in Chapter 7 of the MCLDC are applicable.

Intent:

Parking design guidelines are intended to address visual impacts associated with parking structures, parking spaces, and parking areas.

Mandatory Standards:

CP.1 All mixed use commercial development shall meet mixed use zoning district standards related to parking.

General Guidelines:

CP.2 To maximum extent achievable, parking structures, surfaces, and areas shall be screened by recommended natural or built features.



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Commercial Design Guidelines and Standards

Building Style and Design

Intent:

Building style and design has been identified as an essential component in the future development of the planning area. Building style and design which visually enhances the commercial area is highly encouraged. Commercial building style and design shall positively contribute to the greater planning area, respect the existing context, and provide contemporary interpretations of traditional cultural forms and concepts.

Mandatory Standards:

CBSD.1 Building style and design shall originate from and highlight "southwestern architecture" through the use of such materials as brick, stucco, wood, glass, and stone material native to the Western Slope Region of Colorado. All of these materials shall be high quality and durable as it relates to the climate of the region.

CBSD.2 Building style shall be consistent, distinct, and cohesive. Buildings design shall be highlighted through distinct architectural features, change in wall plane, or unique façade design.

CBSD.3 Architectural elements or features that enhance the pedestrian environment such as doors, windows, awnings, and porches are required to the maximum extent achievable.

CBSD.4 Highly visible commercial entryways are required to the maximum extent achievable to incorporate canopies, outdoor patios, arcades, display windows, and overhangs.

CBSD.5 New buildings shall be constructed with a base; middle; and top. Each component shall be articulated through horizontal and/or vertical articulation, which may consist of changes in the wall plane, use of openings and projections, material changes, and color variations.

CBSD.6 All buildings should be constructed with durable, economically sensible, geographically appropriate, and high quality material which maintains a positive appearance over time, as determined by the Mesa County Department of Planning and Economic Development.

CBSD.7 All metal buildings require a façade that consists of brick, stone, or other masonry material.

CBSD.8 All building colors shall reflect local character and style and must be low reflecting and subtle. Bright or fluorescent colors shall be prohibited.

CBSD.9 Noise from outdoor loudspeakers shall not leave the premises.

CBSD.10 A minimum of 75% of the primary building material utilized in the exterior façade all structures shall be material such as brick (clay), stucco, wood, glass, split faced concrete masonry units (CMU) with integrated color pigmentation and stone material native to the Western Slope Region of Colorado.

CBSD.11 "Downtown Whitewater" commercial uses shall be designed to allow for vertical mixed use and shall meet additional building style and design guidelines:

CBSD.11.1 All buildings shall have the facades set at the property line with parking and service areas located behind the structure and consistent with setbacks in MU Zone District.

CBSD.11.2 Building style and design must enhance interests in commercial uses at street level.

CBSD.11.3 All structures shall be designed with ground level transparent windows.

CBSD.11.4 Building style and design shall not detract from, interfere with, or adversely affect pedestrian walkways or environment.

General Guidelines:

CBSD.12 Drive-through windows, menu boards, equipment, and associated stacking lanes should be located to minimize impacts on adjacent residential areas and should be at least partially screened from public view and the view of adjacent sites.

Commercial Design Guidelines and Standards

Landscaping

Mesa County Department of Planning and Economic Development is currently drafting amendments to the landscape standards, Section 7.2, of the Mesa County Land Development Code. Landscaping standards specified in this amendment must be consistent with Section 7.2 of the Code.

Intent:

Landscape design is a key element in creating distinct and attractive commercial areas. All new commercial developments, to maximum extent achievable, shall protect existing natural features.

Mandatory Standards:

- CLA.1 Site landscaping shall include native landscape elements.
- CLA.2 Each landscaped area shall promote “water smart” landscaping through plant material and design.
- CLA.3 Planting patterns shall enhance pedestrian walkways or pedestrian oriented environments.
- CLA.4 All new commercial development shall develop landscape design that positively contributes to the natural environment and surrounding uses.
- CLA.5 “Downtown Whitewater” commercial uses shall meet additional building style and design guidelines:
 - CLA.5.1 Landscaping or “hardscaping” of property between the street curb and buildings promotes and enhances a comfortable pedestrian scale and orientation and encourages pedestrian use of the area.
 - CLA.5.2 Pedestrian-sensitive amenities shall be included in the design. Such amenities include, but are not limited to, benches, low walls with seating or planters atop, drinking fountains, courtyards, free-standing planters, street furniture, public art or other pedestrian space or design features integrated into the overall design of the building or portion of the site in order to enhance the pedestrian environment.
- CLA.6 Landscape Area Treatment. Landscape areas shall include all areas on the site that are not covered by buildings, structures, paving or impervious surface. Landscape areas shall consist only of landscaping. The selection and location of turf, ground cover (including shrubs, grasses, perennials, flowerbeds and slope retention), and pedestrian paving and other landscaping elements shall be used to prevent erosion and meet the functional and visual purposes such as defining spaces, accommodating and directing circulation patterns, managing visibility, attracting attention to building entrances and other focal points, and visually integrating buildings with the landscape area and with each other.
- CLA.7 The property owner or occupant is responsible for installing and maintaining the landscape adjacent to the street starting at the back of the street curb.



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Commercial Design Guidelines and Standards

Screening

Screening standards and guidelines are consistent with Chapter 7.4 of the MCLDC.

Intent:

Commercial development typically contains service, loading, dumpster areas, and mechanical equipment. These ancillary uses can detract from the aesthetics of the area if not properly screened. Screening measures shall also include noise mitigation in commercial areas adjacent to residential units, pedestrian environments, or public ways. All mechanical and utility equipment shall also be screened in the same manner.

Mandatory Standards:

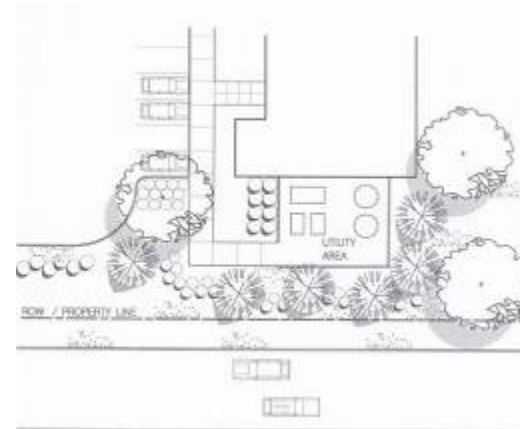
- CSC.1 New development of major commercial facilities (defined in the MU Zone District) shall incorporate visual and acoustic mitigation alternatives through the use of built or natural screening.
- CSC.2 These areas shall be screened from public view with materials consistent with that of the commercial development or approved natural vegetation.
- CSC.3 Telecommunication facilities shall be landscaped, screened, hidden, painted or colored, or disguised to be in harmony with the character of the structure or surroundings and surrounding area. All ancillary facilities shall be screened, hidden or disguised.

General Guidelines:

- CSC.4 All service areas, loading docks, dumpster areas, or mechanical equipment shall be, to maximum extent achievable, located in the rear of the lot or behind the principle structure.



Desirable



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Commercial Design Guidelines and Standards

Fencing, Walls, and Berms

Intent:

Fencing, walls, and berms are allowed as privacy measures and buffers to different uses, but can detract from the pedestrian environment and serve as social barriers in commercial environments. Fencing, walls, and berms shall actively contribute to and complement the commercial development and surrounding uses. Security fencing shall follow all design guidelines and standards set forth.

Mandatory Standards:

- CFW.1 All fencing and walls shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and ornamental metal. Other materials shall be considered on a case-by-case basis by the Mesa County Department of Planning and Economic Development.
- CFW.2 All fencing and walls shall provide breaks to provide for pedestrian connections between internal walkways and perimeter walkways.
- CFW.3 Fencing and walls in commercial areas that impede pedestrian interaction at street level are prohibited.
- CFW.4 Fencing shall not exceed 6 feet in height as depicted in Chapter 7 of the MCLDC.



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Commercial Design Guidelines and Standards

Lighting

Intent:

Appropriate lighting is essential in creating safe pedestrian and vehicular environments. All lighting design shall minimize spillover impacts as identified in Chapter 7 of the MCLDC.

Mandatory Standards:

- CLI.1 Lighting fixtures shall be of recognizable material and design. They shall be compatible with or positively contribute to the overall planning area.
- CLI.2 All pedestrian level lighting shall be glare-controlled, mounted on buildings or landscaped walls and oriented downward.



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Commercial Design Guidelines and Standards

Signage

Intent:

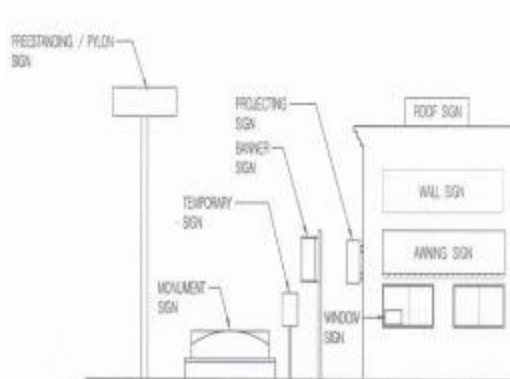
Commercial signage must be designed appropriately to appeal to pedestrians and vehicles alike. The intent is to allow commercial vendors the opportunity to promote products and services without retracting from the overall aesthetics of the planning area.

Mandatory Standards:

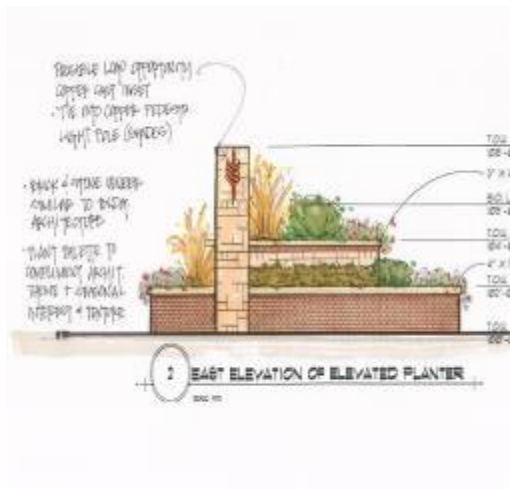
- CSI.1 No billboard signs are allowed in the Whitewater Community Planning area boundary.
- CSI.2 No pole signs are allowed in the Whitewater Community Planning area boundary.
- CSI.3 All ground or monument signs shall be of a material consistent with the primary building. If such signs are used as part of a large commercial development with multiple buildings, the sign shall be consistent with the majority of buildings in the development. The maximum sign height shall be 12 ft.
- CSI.4 No more than one portable sign may be displayed on a premise at any given time except when approved by Mesa County Department of Planning and Economic Development.
- CSI.5 No canopy sign shall be lower than eight (8) feet above walking grade.
- CSI.6 No canopy sign shall project vertically above the surface of the canopy or awning.
- CSI.7 No portable sign may exceed a height of four feet and a total area of twelve square feet.

General Guidelines:

- CSI.8 All signs must be approved as to design, colors, materials, placement, and method of illumination and must comply with Chapter 8 of the MCLDC.
- CSI.9 No sign or any part of a sign may move or rotate.
- CSI.10 Corporate logos and symbols may be incorporated into signage, but must otherwise conform to the criteria contained in the Mesa County Development Code.
- CSI.11 Any window signs and temporary on-site signs attached to or painted on a window may not cover more than 25 percent of the window surface area.



Desirable



Desirable

Industrial Design Guidelines and Standards

General Provisions

Intent:

The intent of the following design standards is to promote and encourage desired industrial development within the Whitewater Community Planning Area. Design standards are intended to ensure that all industrial development within the Whitewater Community Planning Area are well designed, sensitive to surrounding natural features, and positively contribute to the character and function of the entire planning area.

Applicability:

These standards shall apply to all new industrial, commercial / industrial, and business park development and major rehabilitation of existing industrial structures within the Whitewater Community Planning Area.



Industrial Design Guidelines and Standards

Site Design and Development Pattern

Intent:

Design and development pattern standards address industrial uses as an integral component vehicular circulation and mobility in the Whitewater Community Planning Area. These standards and guidelines promote site design that enhances street scenes and create attractive and safe street-level environments. Industrial site design and development pattern shall enrich the mobility in the planning area.

Mandatory Standards:

Infrastructure:

ISD.1 All industrial development shall be constructed with adequate and concurrent urban infrastructure, utilities, and services.

General Guidelines:

Building Orientation:

ISD.2 To maximum extent achievable, all central building entry facades shall orient towards the major access drive or street.

ISD.3 To maximum extent achievable, all industrial structures shall orient in a manner that is consistent with existing or proposed character.



Desirable



Undesirable

Industrial Design Guidelines and Standards

Vehicular and Pedestrian Circulation and Access

Intent:

Promoting the health and well being of residents by encouraging physical activity, alternative transportation, and other opportunities for social interaction are priorities within the planning area. Sidewalks shall be constructed in a manner that encourages pedestrian activity. Industrial development shall provide safe, efficient, and repeatable patterns of vehicle circulation and access.

Mandatory Standards:

- IVP.1 Circulation patterns shall be designed to minimize vehicular impact on adjacent residential uses.
- IVP.2 Circulation shall have an adequate length of stacking for industrial facilities, e.g. loading docks, terminals, etc. that do not interfere with the movement of traffic (on or off-site) and/or pedestrian areas (Section 7.1.8 of MCLDC).
- IVP.3 The development and layout of sidewalks and street systems shall promote community health and safety and accessibility to community centers.



Desirable



Desirable

Industrial Design Guidelines and Standards

Parking

Standards depicted in Chapter 7 of the MCLDC are applicable.

Intent:

Design guidelines are intended to address visual impacts associated with parking structures, parking spaces, and parking areas.

Mandatory Standards:

IP.1 All parking lots located within the front half of the parcel or front of the principal structure shall only be used for customer parking.

General Guidelines:

IP.2 To maximum extent achievable, parking structures, surfaces, and areas shall be screened by recommended natural or built features.



Desirable



Desirable

Industrial Design Guidelines and Standards

Building Style and Design

Intent:

Building style and design has been identified as an essential component in the future development of the planning area. Building style and design which visually enhances industrial areas is strongly encouraged. Industrial building style and design shall positively contribute to the greater planning area. These standards and guidelines apply only to building facades facing public rights-of-way. Building form, perimeter site only, shall incorporate projected and recessed elements to provide architectural variety, such as entryways, special functional areas, rooflines, and other features.

Mandatory Standards:

- IBSD.1 Blank, windowless walls are discouraged. Where the construction of a blank wall is necessary, the wall shall be articulated. Circulation shall have an adequate length of stacking for drive-through facilities that do not interfere with the movement of traffic (on or off-site) and/or pedestrian areas.
- IBSD.2 Large monolithic expanses of uninterrupted facades (greater than 50 ft.) are not allowed.
- IBSD.3 Buildings with flat roofs shall provide a parapet with an articulated cornice.
- IBSD.4 Facade style and design shall originate from and highlight "southwestern architecture" including but not limited to the use of such materials as brick, stucco, wood, glass, and stone material native to the Western Slope Region of Colorado. All of these materials shall be high quality and durable as it relates to the climate of the region.
- IBSD.5 Building style shall be consistent, distinct, and cohesive. Buildings design shall be highlighted through distinct architectural features, change in wall plane, or unique facade design.
- IBSD.6 All metal buildings require a facade that consists of brick, stone, or other masonry material.
- IBSD.7 All building colors shall reflect local character and style and must be low reflecting and subtle. Fluorescent colors shall be prohibited.

General Guidelines:

- IBSD.8 All buildings should be constructed with durable, economically sensible, geographically appropriate, and high quality material which maintains a positive appearance over time.
- IBSD.9 To maximum extent achievable, building design shall mitigate noise associated with industrial development.



Undesirable

Industrial Design Guidelines and Standards

Landscaping

Mesa County Department of Planning and Economic Development is currently drafting amendments to the landscaping standards, Section 7.2, of the Mesa County Land Development Code. Landscaping standards specified in this amendment must be consistent with Section 7.2 of the Code.

Intent:

Landscape design is a key element in creating distinct and attractive industrial areas. All new industrial developments, to the maximum extent achievable, shall protect existing natural features.

Mandatory Standards:

- ILA.1 Site landscaping shall include native landscape elements.
- ILA.2 Each landscaped area shall promote “water smart” landscaping through plant material and design.
- ILA.3 Planting patterns shall enhance pedestrian walkways or pedestrian oriented environments.
- ILA.4 All new industrial development shall develop landscape designs that positively contribute to the natural environment and surround uses.
- ILA.5 All property frontages adjacent to residential uses shall provide at a minimum:
 - ILA.5.1 A 25 ft. wide landscaping strip the entire length of the frontage (excluding driveways).
 - ILA.5.2 A berm the entire length of the frontage with a minimum of 36 inches in height.
- ILA.6 Landscape Area Treatment. Landscape areas shall include all areas on the site that are not covered by buildings, structures, paving or impervious surface. Landscape areas shall consist only of landscaping. The selection and location of turf, ground cover (including shrubs, grasses, perennials, flowerbeds and slope retention), and pedestrian paving and other landscaping elements shall be used to prevent erosion and meet the functional and visual purposes such as defining spaces, accommodating and directing circulation patterns, managing visibility, attracting attention to building entrances and other focal points, and visually integrating buildings with the landscape area and with each other.
- ILA.7 The property owner or occupant is responsible for installing and maintaining the landscape adjacent to the street starting at the back of the street curb.



Desirable



Desirable

Industrial Design Guidelines and Standards

Screening

Screening standards and guidelines are consistent with Chapter 7.4 of the MCLDC.

Intent:

Industrial development typically contains service, loading, and dumpster areas. These accessory uses can detract from the aesthetics of the area if not properly screened. Screening measures shall also include noise mitigation in industrial areas adjacent to residential units, pedestrian environments, or public walkways. All mechanical and utility equipment shall also be screened in the same manner.

Mandatory Standards:

ISC.1 New development of industrial facilities shall incorporate visual and acoustic mitigation alternatives through the use of built or natural screening.

ISC.2 All service areas, loading docks, or dumpster areas shall be, to maximum extent achievable, located in the rear of the lot or behind the principle structure.

ISC.3 These areas shall be screened from public view with materials consistent with that of the industrial development or approved vegetation.



Desirable



Desirable

Industrial Design Guidelines and Standards

Fencing, Walls, and Berms

Intent:

Fencing, walls, and berms are allowed as privacy measures and buffers to different uses, but can detract from the pedestrian environment and serve as social barriers in industrial environments. Fencing, walls, and berms shall positively contribute to and complement the industrial development and surrounding uses. Security fencing shall meet all design guidelines and standards set forth.

Mandatory Standards:

IFW.1 All fencing and walls shall be constructed of high quality materials, such as decorative blocks, brick, stone, treated wood, and ornamental metal. Other materials shall be considered on a case-by-case basis by the Mesa County Department of Planning and Economic Development.

IFW.2 All fencing, walls, and berms shall provide breaks to provide for pedestrian connections between internal walkways and perimeter walkways.

IFW.3 Fencing shall not exceed 6 feet in height.

IFW.4 Fencing shall not be allowed within the 25 ft. landscape strip, with the exception of split rail fences with up to 3 rails and not more than 4 feet in height, adjacent to residential or other non-industrial uses.



Desirable



Desirable

Industrial Design Guidelines and Standards

Lighting

Intent:

Appropriate lighting is essential in creating safe pedestrian and vehicular environments. All lighting design shall minimize spillover impacts as identified in Chapter 7 of the MCLDC.

Mandatory Standards:

- ILI.1 Lighting fixtures shall be of recognizable material and design. They shall be compatible with or positively contribute to the overall planning area.
- ILI.2 All pedestrian level lighting shall be glare-controlled, mounted on buildings or landscaped walls and oriented downward.
- ILI.3 Signs shall not be internally illuminated. External illumination is allowed.



Desirable

Industrial Design Guidelines and Standards

Signage

Intent:

Signage must be designed appropriately to appeal to pedestrians and vehicles alike. The intent is to allow industrial facilities the opportunity to promote products and services without detracting from the overall aesthetics of the planning area.

Mandatory Standards:

- ISI.1 No billboard signs are allowed in the Whitewater Community Planning area boundary.
- ISI.2 No pole signs are allowed in the Whitewater Community Planning area boundary.
- ISI.3 All signs, including window signs, must be approved as to design, colors, materials, placement, and method of illumination and must comply with Chapter 8 of the Land Development Code, as amended.
- ISI.4 No sign or any part of a sign may move or rotate.
- ISI.5 Corporate logos and symbols may be incorporated into signage, but must otherwise conform to the criteria contained in the Mesa County Development Code.
- ISI.6 Any window signs and temporary on-site signs attached to or painted on a window may not cover more than 25 percent of the window surface area.
- ISI.7 Only monument style signs at a maximum of 12 ft. in height with a maximum total of 35 square feet per sign face shall be allowed.



Desirable

Definitions

Alterations

Construction or renovation to an existing structure other than minor repair, addition, or painting.

Appearance

Outward or visible aspect of a structure.

Architectural Composition

Scale, height, mass, proportion, color, form, detail, treatment, texture, construction material, and roof design of a structure.

Architectural Feature

Dominant or significant part or element of a building, structure, or site.

Architectural Style

Characteristic form and detail, such as of buildings of a particular historic period or a particular type of design.

Beams

Members within a structure and a regularly repeated structural element defined by beams or ribs and their supports.

Benches

Shaped form of earth typically used to provide seating or improve aesthetic character.

County

Mesa County

Code

Mesa County Land Development Code

Cohesive

Union of architectural composition between elements of a structure or entire development site.

Compatible

Consistency and harmony between design elements and / or functions.

Creative Signage

Signs that are non-traditional, historic in nature, or otherwise vary from currently utilized practices that relate to the design and placement of signs.

Emergency Repairs

Any and all repairs necessary to create a watertight building or structure due to a recently occurring natural disaster, including but not limited to a flood, tornado, lightning, or hail.

Façade

That portion of any exterior elevation on the building extending from grade to the parapet, wall, or eaves and the entire width of the building elevation.

Landscape

The relationship between natural physical elements, plants and topography, and the built environment.

Landscape Buffer

An area between uses that utilizes natural physical elements, plants and topography, to soften or mitigate built structures or offensive uses and / or functions.

Mass

The volume, bulk of a building or structure.

Mechanical Equipment

Equipment, devices, and accessories related to conditioning, ventilation, heating, disposal services or similar purposes.

Native Landscaping

Landscaping material and design that is natural and endemic to the Western Slope Region of Colorado.

Parking

Any public or private land area or structure designed and used for parking of motor vehicles.

Pedestrian Lighting

Lighting features, fixtures, and placement that maintains an appropriate proportional relationship to the average pedestrian. Dimensionally smaller than lighting intended to accommodate vehicular traffic.

Projections

Items which extend outward from a structure such as sills, eaves, cornices, porches, and chimneys.

Recesses

Openings of the building, both in the horizontal and vertical planes, that are setback from the building facade either for pedestrian articulation, to provide ventilation for windows and/or doors or to create special architectural detailing.

Rhythm

The recurrence at regular or uniform intervals of elements such as windows, masonry, textures, etc. on a building.

Security Fencing

Fencing that is designed to limit or prevent access to a building or area.

Texture

The quality of a surface, ranging from mirror finish, smooth, to coarse and unfinished.

Scale

The proportional relationship of the size of parts to one another and to the human figure.

Screening

A method of visually shielding one use from another by fencing, walls, berms, or other natural vegetation.

Setback

The distance by which a structure must be separated from the right-of-way or property line.

Sign

Any visible device intended to attract the attention of the public.

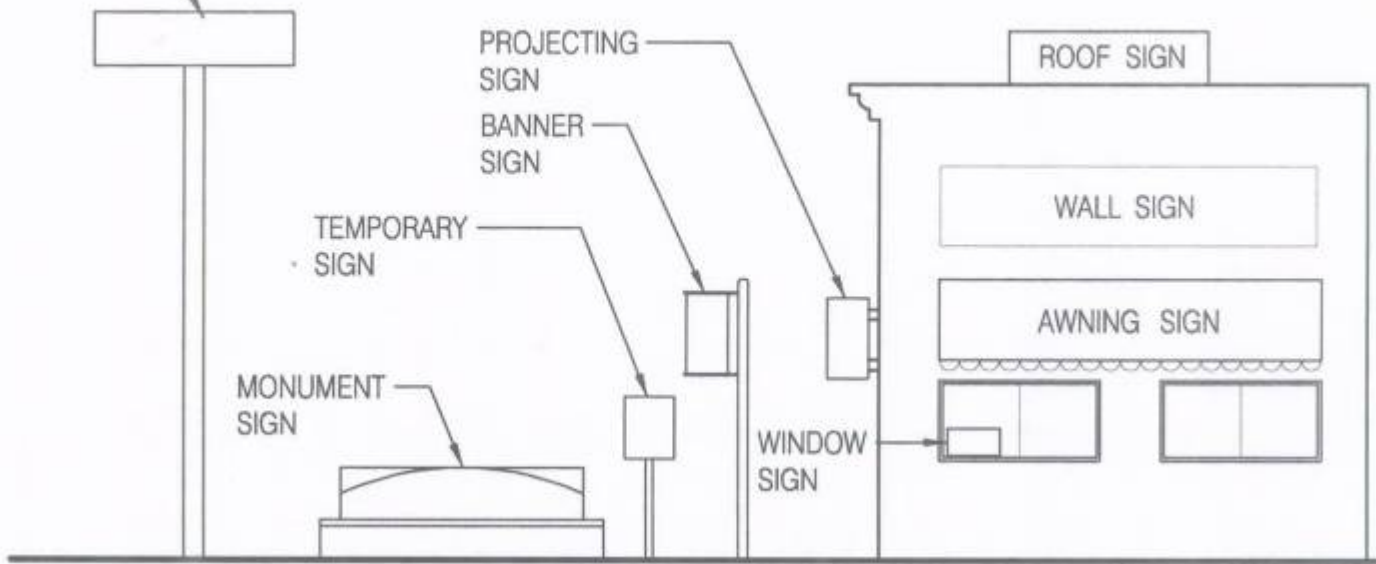
Utility Hardware

Devices that are used for water, gas, and electrical services.

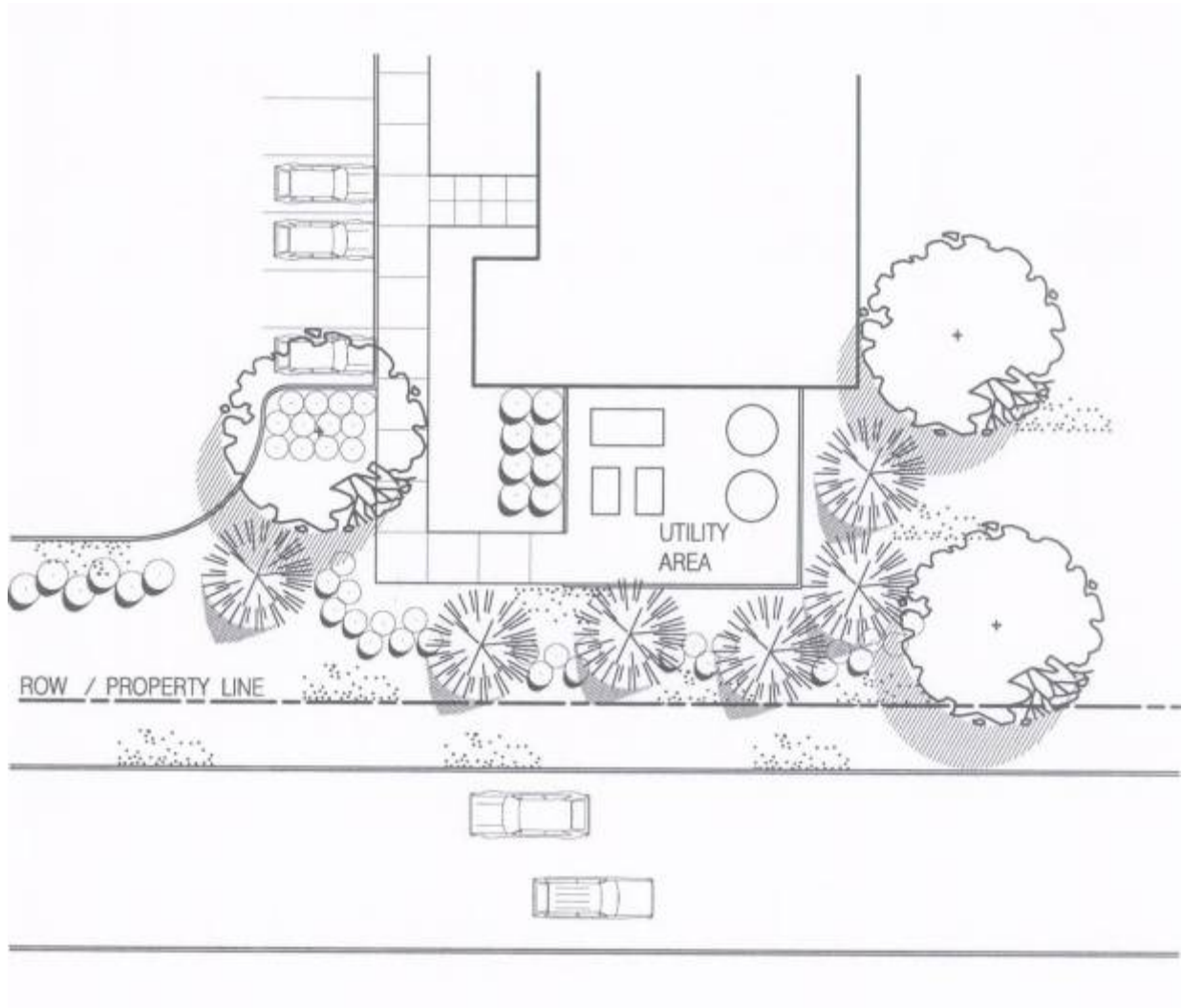
Definitions

Types of Signs

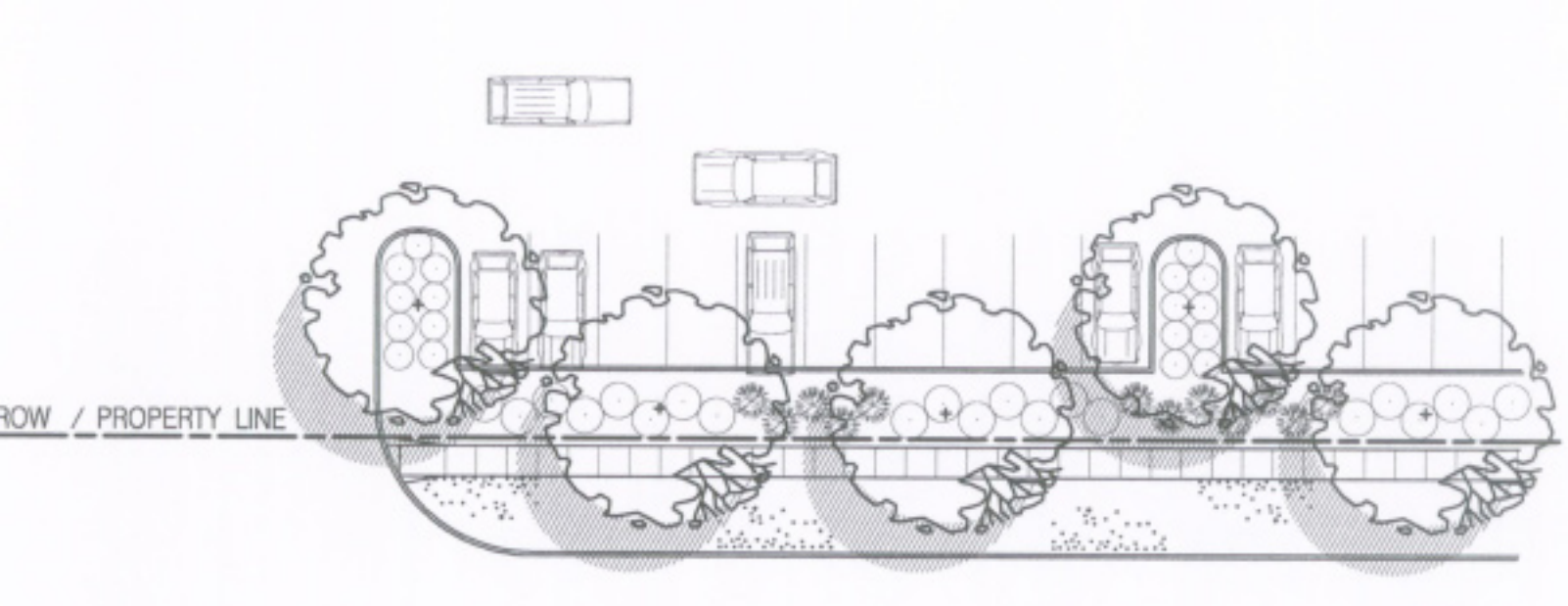
FREESTANDING / PYLON SIGN



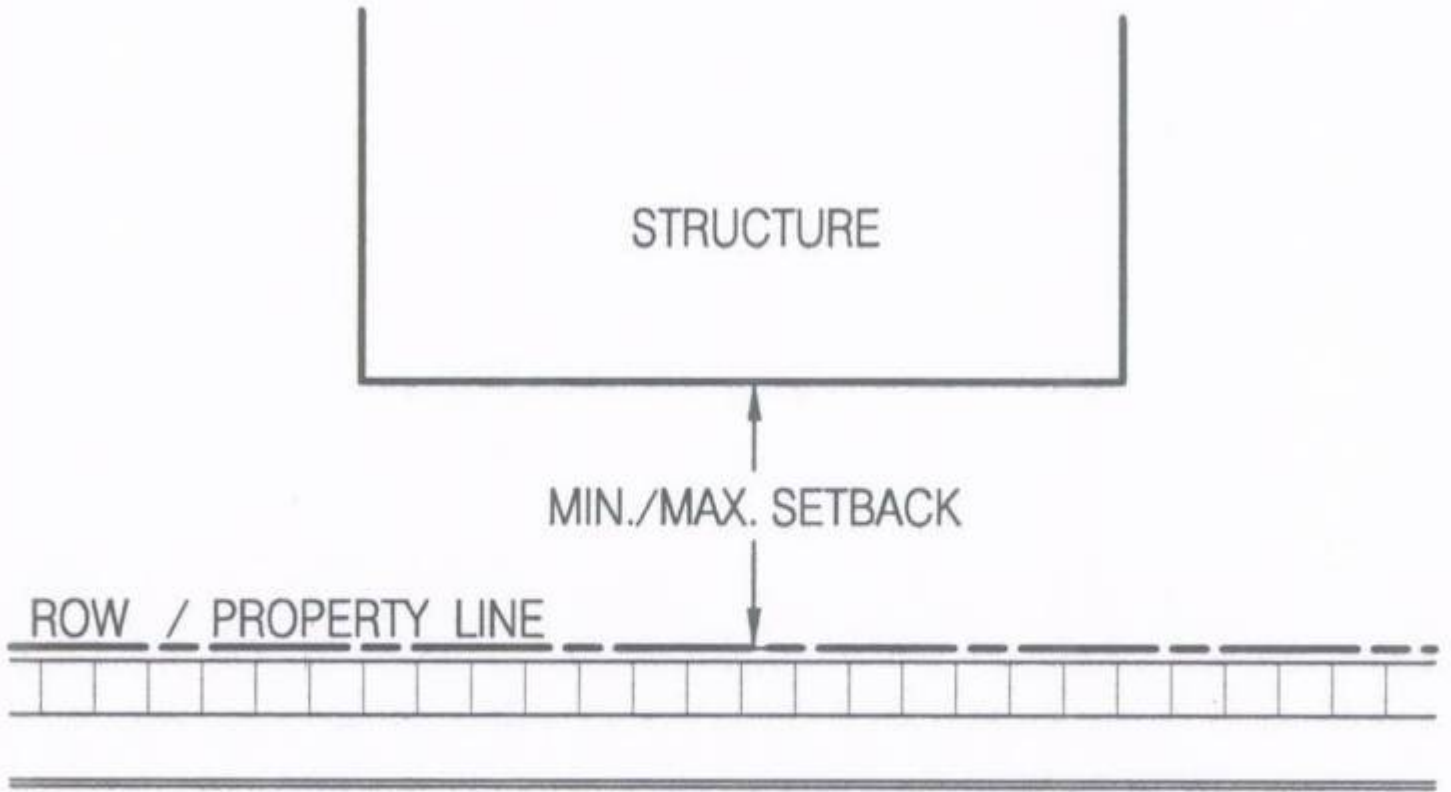
Utility Screen Example



Parking Lot Screen Example



Setback Example



Design Example

