



WESTMINSTER  
COLORADO

# **Retail Commercial Design Guidelines**

*Revised July 2015*

**RETAIL COMMERCIAL DESIGN GUIDELINES  
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## **I. PURPOSE AND INTENT**

The Retail Commercial Design Guidelines have been prepared to provide the minimum design criteria for retail commercial development within the City of Westminster. These guidelines are intended to result in the enhancement of Westminster's character and image, as well as further the establishment of sense of place by the following:

- Specifying the use of high quality building materials.
- Identification and consistent use of design elements which contribute to quality and good design in site planning, architecture, landscaping, and signage.
- Creating a consistent, cohesive character within a development that is also compatible to its surroundings.

High quality design solutions deviating from strict interpretation of guidelines noted herein may be considered and approved by the City only when the resulting design is one which is determined to be desirable by the City.

The Retail Commercial Design Guidelines include three general categories:

- Site Planning
- Architectural Design
- Landscape Design

## **II. APPLICABILITY**

These guidelines adopted by the Westminster City Council are intended to be used as a guideline for development of a retail commercial nature, and for development of office or industrial properties until such time that office or industrial standards are developed and adopted by the City.

Non-compliance to these guidelines may be grounds for denial of a project.

## **III. IMPLEMENTATION PROCEDURES**

### **A. Properties or Plans that Qualify**

1. All properties designated as the "Retail Commercial" land use category by the Westminster Comprehensive Land Use Plan (CLUP); or
2. Retail commercial development within the district center or business park land use category as designated by the Comprehensive Land Use Plan; or
3. All existing, future or redevelopment of a retail commercial nature within the Business, Commercial, Heavy Commercial, and Planned Unit Development zone districts.
4. All new Official Development Plans (ODP) and new Official Development Plan waivers, indicating retail commercial development are required to incorporate these guidelines - or provide an alternative acceptable to the City.

5. All amendments to ODPs and existing ODP waivers are required to incorporate these guidelines. The City of Westminster may vary these standards for existing development or properties within the urban renewal area or properties of a small size or unusual shape where it is deemed impractical or undesirable by the City to apply these guidelines.
6. Big Box retail development may require increased setbacks and other additional development criteria in addition to the development criteria herein, specific to each development as required by the City.
7. Mixed-use retail development that includes residential, office, light industrial or a main street theme as a significant component of the development may vary from the development criteria as approved by the City.

B. Other Reference Sources for Retail Development

1. Westminster Municipal Code – for zoning, site development standards, parking standards, sign regulations.
2. Preliminary Development Plan (PDP) – for zoning, site development standards.
3. Westminster Comprehensive Land Use Plan (CLUP) – for conformance with land use, development standards and general policies of the City.
4. Urban Renewal Plan – for conformance with land use standards and general policies for the City.
5. Plan Submittal Document Guidelines – for procedures for project review.
6. City of Westminster Landscape Regulations.
7. Standard & Specifications for the Design and Construction of Public Improvements.
8. Right-of-Way Standards.
9. Arterial Streets and Highways Buffering Standards.

C. Approval Process

The Westminster Municipal Code (Section 11-5-5) requires that an Official Development Plan (ODP) or ODP Waiver be approved prior to use, improvement or development of property. Section 11-5-5(C) of the Code indicates that the City shall have the option to require that the application shall be for the entire property ownership rather than just a portion of the property. An Amended ODP is required for changes to an existing ODP.

## IV. SITE PLANNING

Purpose and Intent: Site planning is the design process for development of land. Site planning takes into account external (off-site) and internal (on-site) compatibility and the relationship of how land is to be used. Numerous factors such as physical and natural features of the land; building placement; vehicular access, circulation and parking; pedestrian access, circulation and parking; preservation and buffering of views; surrounding development; community character; are many, but not all, of the factors that are evaluated and accommodated in good site planning.

### A. Site Orientation

1. Site planning must take into consideration the existing grade and slope of the site as well as existing grades and building elevations off-site. Grading of property must be sensitive and compatible with surrounding properties and public streets. Commercial properties adjacent to existing or future residential properties will be restricted in raising the elevation of the commercial site unless approved by the City. Site planning must consider the relationship of buildings and detention areas to natural grades and visibility from adjacent roads and properties. Final grades within landscape areas cannot exceed 25% (4:1), as required by the Landscape Regulations. The use of terraced parking lots, stepped building pads, retaining walls and larger setbacks may be necessary. The use of landscaped, sloped areas is preferable to retaining walls. Retaining wall heights are limited to a maximum height of 4-feet. (Landscape Regulations)
2. The City has an abundance of panoramic views. The Comprehensive Land Use Plan (CLUP) identifies view corridors that are intended to be preserved.
3. Natural site amenities such as mature trees, creeks, riparian corridors and other features unique to the site must be identified and considered for preservation. All wetlands shall be identified as determined by a qualified wetland consultant. The Corps of Engineers shall approve the delineation of wetlands. Any impact to a wetland shall be mitigated in accordance with the Corps of Engineers regulations. (Federal regulation)
4. Flood corridors are located within the 100-year floodplain. Flood corridor areas should remain undeveloped to prevent flood damage and to preserve the riparian habitat and wildlife associated with the area. The filling in of flood plains will generally be prohibited (CLUP, Page 50).
5. All endangered or threatened species of plants or animals should be identified and habitat of such species should be considered for preservation as determined by the United States Fish and Game Service or other appropriate agencies. This responsibility is that of the property owner/developer.

### B. General Project Layout and Design

Retail commercial development must be designed in a manner to create the impression of a unified project and overall sense of a unique or identifiable place.

1. Linear “strip” development is discouraged. This type of development is characterized by uses that are only one store deep and buildings are arranged in a

linear fashion rather than clustered. This type of design also does not promote interaction between people and places. If this approach is used, the development should incorporate design elements that significantly mitigate the linear effect.

2. A minimum of 50% of the overall property (acres or gross floor area, whichever is greater) should be within the initial first phase of construction. Pad sites should not be developed until at least 50% of the non-pad portion of the property has begun construction. Construction phasing must be indicated on the ODP. The timing of construction of pad sites or individual lots may be subject to further restrictions.
  3. The number of pad sites (freestanding, unconnected buildings) or the number of lots (for freestanding buildings) is limited to a maximum of one pad site or lot per 5 acres of the total development.
  4. Convenience grocery stores with gasoline sales or any other business with gasoline sales should meet the following locational standards, unless specifically approved by the City of the Official Development Plan:
    - a. Only one such business within a commercial development (must not exceed the requirement noted below \*); and
    - b. No more than two such businesses within a ¼ mile proximity to any 4-way intersection (measured from edge of right-of-way); and
    - c. Other locations (not within a 4-way intersection) are limited to a minimum ½ mile distance (measured along street frontage) from another such use.
- \* The number of restaurants with a drive through, car washes, automobile repair/service, or gasoline sales (combined or not combined with a car wash or restaurant), is limited in number to a total of one per 10 acres or portion thereof. (One business for an overall development of up to 10 acres; two for up to 20 acres; three for up to 30 acres, etc.)
5. A sense of entry or arrival must be created at primary entryways into the development. Building placement, landscaping, gates, entry monuments, specialty lighting and other design elements can be used to create this design effect.
  6. In projects over 10 acres, the development area immediately adjacent to the intersection of two arterial streets should be free from a building location in order to maintain public views into the development from the intersection. This area must be enhanced with landscaping, however some parking may be acceptable. This area is generally the size of a pad site and the length along each stretch of arterial street frontage should be about equal. The design approach to creating open space and maintaining views at the corner will be evaluated on a site by site basis.
  7. Pavement grades should not exceed 5% longitudinal slope within a parking area and 8% longitudinal slope in drive aisles that do not have parking stalls along the aisles. Site entry/exit aisles shall not exceed 3% longitudinal slope from the public street to 50-feet into the site. The 50-feet shall be measured from the property line. (Standard Specifications for Design and Construction of Public Improvements)

Sidewalk cross slopes shall not exceed 2%. Sidewalk longitudinal slopes shall comply with the American Disability Association requirements.

8. Westminster City Code requires that existing and new utility lines and services be placed underground both within and adjacent to the development, including adjacent right-of-way. (WMC 11-6-3)
9. An exterior lighting plan indicating site and building light fixtures and lighting levels should be prepared by a qualified consultant and submitted to the City for review and approval in conjunction with the ODP. Illumination levels should be designed to average 1-foot candle in parking lots and other similar areas (measured 4/5-feet above the ground surface). Parking lot lighting should be with metal halide or other type of white lighting. Off-site glare onto adjacent properties or right-of-way is not permitted. Over-lighting areas and high contrast between properties should be avoided. Concealment of the light source must be a design consideration. Parking lot lights should not exceed 30-feet in height.

#### C. Building Elements

1. Multiple buildings in single projects should be varied in size and mass. A transition from low buildings at the site perimeter to larger and taller structures on the interior of the site is generally encouraged.
2. Development of a project of greater than 5 acres must include a publicly accessible outdoor space such as a pedestrian plaza, park, pavilion or courtyard. A water feature, fountain, sculpture, or other art feature may be considered in lieu of a larger outdoor space. Amenities such as specialty paving, specialty lighting and street furniture are required throughout the development. The location of freestanding, thematic lighting should occur in the pedestrian area between buildings and parking areas and along primary access drives.
3. Outside display, storage, or sale of merchandise on a permanent, temporary, or seasonal basis is generally discouraged in retail commercial development. If any outside display, storage or sale of merchandise is proposed by the ODP, limitations must be indicated regarding time, type of merchandise, location and size of the area, signage, fencing and maintenance of minimum pedestrian walkway widths when located adjacent to a pedestrian walkway. Outside storage areas for shopping carts should also be indicated in a similar manner. Soda, water and other vending machines of a similar size should be placed within a building. Smaller vending machines, such as newspaper machines, are exempt from these criteria.

#### D. Minimum Building and Parking Lot Setbacks

1. Building and parking lot setbacks are measured from property lines after dedication of all required future right-of-way.
2. Building setbacks are based on a maximum building height of 25 feet (as defined by the Uniform Building Code). Buildings in excess of 25 feet may require additional setback.
3. Landscaping is required in parking lot setback areas.

4. Parking setbacks apply to all parking, access drives, loading and trash areas.
5. Where any of these setbacks conflict, the more stringent will generally apply.

**SETBACK CHART**

	<b>SETBACK</b>	<b>SETBACK</b>
Arterial and Collector Streets	Bldg.: 50-ft.	Parking: 25-ft.
or	Bldg.: 40-ft with 100% landscaping between property line and building (no parking or pavement in this area)	
Local Streets	Bldg.: 35-ft.	Parking: 25-ft.
Internal Access Drives (3)	Bldg.: 20-ft.	Parking: 20-ft.
Interior Property within the Commercial Development (1)	Bldg.: 20-ft.	Parking: 10-ft.
Other Property Line adjacent to Non-residential Property	Bldg.: 20-ft.	Parking: 10-ft.
Other Property Line Adjacent to Residential Property or Public Property (2, 4)	Bldg.: 50-ft.	Parking: 25-ft.

- a. These setbacks may vary depending on the overall site plan. Setbacks are measured from property lines.
- b. No wall of any drive-in business, liquor store, automobile wash facility, or automobile service station is permitted within 100-feet of any residential district boundary (11-4-6(G) of the City Code). If public streets occur between districts, measurement of district boundaries shall be from centerline of street.
- c. Internal access drives are primary, private, access drives that connect to the public street. Sidewalks may occur in these setbacks. Measurement is from the face of the nearest curb along the drive.
- d. At a minimum, a masonry wall of no less than 8-feet in height is required within the setback area adjacent to residential property or public property. This wall should be constructed in accordance with the Arterial Streets and Highways Buffering Standards. Additional buffering such as increased wall height, berming and intensive landscaping may be required. Berming, used in conjunction with intensive landscaping and increased setback may be considered in lieu of the masonry wall or reduce the height requirements of the masonry wall, as determined by the City. Plastic fencing may also be



considered in limited applications, in conjunction with berming, increased setback and intensive landscaping, as determined by the City.

- e. Drive through windows shall not face the street unless the view of the lower portion of the automobile (tires) are mitigated with grade (berm or slope downward), or landscaping as approved by the City.
- f. The solid wall of car wash facility should be sited parallel to any public street. The open side of car wash bays must be totally screened if visible from a public street.

E. Public Art (Resolution 68, 12/11/06)

For all non-residential and mixed-use developments of one (1) acre (gross) or more, outdoor public art shall be a design, planning and budget consideration for the subject site. The relevant information and timing of installations per this requirement shall be defined in the approved Official Development Plan for the subject site.

1. Public Art Definition

Public art or works of public art are defined as, but not limited to, the following kinds of original works:

- Sculptures
- Engravings
- Mobiles
- Mosaics
- Site-specific installations
- Carvings
- Murals
- Statues
- Frescos
- Bas-reliefs

- a. Public art shall not include catalog or commercially mass-produced pieces. The art piece shall include an original stamp, seal, signature, or similar identification by the artist. Numbered art pieces may be acceptable, at the City's discretion.
- b. Outdoor public art or outdoor public works of art also include the creative application of skill, interpretation and taste by artists to the architectural embellishment of a building or structure. Corporate logos and sales marks are not considered public art under this definition.

2. Owner Requirements – Installed Art and Improved Art Locations

Three scenarios for the provision of installed art and improved art locations exist as follows:

- a. Art Location Provided on ODP with Art Installed: – in cases where the property owner provides a fully improved art location and installed artwork on an approved ODP. Under this scenario the value of the public art piece shall, at

a minimum, equal \$1,000 per gross acre of the subject property. Required site improvements are outlined below.

- b. On-Site Improved Location Plus Cash-in-Lieu of Installed Art – in cases where the property owner provides a fully improved art location plus cash-in-lieu installed public art. Under this scenario, a cash-in-lieu payment equivalent at a minimum to \$1,000 per gross acre of the subject property shall be payable to the City of Westminster at the time of final plat, and be utilized for the purchase of the art piece, which would be installed on the improved location. If no plat is needed then cash-in-lieu shall be provided at the time of Official Development Plan recording.
- c. Cash-in-Lieu of Art and In-Lieu of an Improved Site – in cases where the City deems a site inappropriate or infeasible for the installation of public art, cash-in-lieu for both the art piece and an improved site shall be payable by the property owner to the City in the amount of \$2,000 per gross acre of the subject property at the time of final plat. If no plat is needed then cash-in-lieu shall be provided at the time of Official Development Plan recording.

3. Art Location Improvement Requirements

The property owner shall be responsible for the improvement of the art location. These improvements may include, but are not limited to, the base to support the public art, sidewalks, landscaping, hardscape, irrigation and lighting. Designs and locations for such improvements shall be determined by the City in consultation with the property owner as part of the Official Development Plan (ODP) or ODP amendment process.

- a. Irrigation sources, electrical supply connections and other site utility requirements shall also be identified during the ODP process. Such requirements may, at the discretion of the City, include separate water taps and electric service.
- b. Public Art locations shall have either direct public access or permanent access via a cross-access easement which shall be documented on the ODP and on the plat.

4. Art Location Ownership

Improved art locations shall be dedicated to the City of Westminster or such other entity designated by the City of Westminster, either through the filing of the final plat or a deed transfer satisfactory to the City, at no cost to the City.

5. Ownership of Public Art

Public art installed under the requirements described herein shall be owned by the City of Westminster. In locations where the type of art, such as a wall-mounted mural, precludes separate ownership, façade or other easements shall be granted to the City, at no cost to the City, for their protection. The easements shall be recorded by the property owner, at no cost to the City, prior to the issuance of a Certificate of Occupancy by the City of Westminster.

6. Maintenance

Perpetual maintenance responsibilities of installed public art and improved art locations shall remain with a developed lot so defined in the approved ODP. Installed public art and improved art locations shall be maintained in a condition

consistent with what exists at the time of installation. Said maintenance will be a requirement of ongoing site compliance with approved ODP's, and shall be subject to the same enforcement mechanisms associated therewith.

7. Removal and/or Relocation of Public Art

It is the intention of the City of Westminster to retain art at its original location. Where cause necessitates the relocation of public art, such as infrastructure expansion that could not reasonably accommodate the original location, then the City shall be free to remove or relocate any installed public art it deems necessary and appropriate. Costs of any such removal or relocation would be borne by the City of Westminster. The City shall also be responsible for any new easements, site work for the relocated art, and utility connections if necessary.

F. Automotive and Pedestrian Circulation

1. The internal vehicular and pedestrian circulation within a development involving multiple buildings or lots must interconnect in an obvious and consistent manner.
2. There must be a clear and carefully planned hierarchy in the vehicular circulation design. Access points along major driveway/access routes must be limited in number and location. Parking along major driveway/access routes should be prohibited or severely restricted. The design must incorporate a generous area for the stacking of cars along driveway routes where they intersect with public streets. Access points and driveways should line up across from other access points or driveways, and adequate separation between access points must be provided for safe and convenient internal circulation.
3. Access points and driveways must be planned and shared between properties, and access easements must be noted on the ODP and final plats.
4. Site planning must provide for the Fire Department/Emergency access. Access roads and drives must be a minimum of 20-feet in width and comply with current Fire Code standards. When parking control is necessary along required access, such access shall be labeled on the ODP as "Fire Lane", and fire lane signs stating "No Parking" must be installed at the time of development.
5. Cross access and parking easements must be noted on the ODP and final plat when applicable.
6. Major access drives in excess of 500-feet should incorporate elements in the design such as a change in the direction of travel (angle/offset), traffic circle, or other acceptable form of speed deterrant.
7. Compact parking spaces are not allowed. (WMC 11-7-4C)
8. Drive through uses must be designed for exclusive drive through lanes that allow for stacking of multiple vehicles in front of the order board, and between the order area and pick-up window(s). This drive through lane must not block access to parking stalls or pedestrian access to the building. Stacking of cars must be sufficient to prevent spill over into circulation aisles, parking or streets.

9. The use of parking bumpers is prohibited. Parking areas must be separated from pedestrian walkways and landscape areas by poured in place concrete curb and gutter.
10. Bicycle parking is required by City Code (WMC 11-7-4E) and must be shown on the ODP.
11. Handicap access is required per the Westminster Municipal Code Section 11-9-1, and Chapter 11 of the Uniform Building Code. The CABO-ANSI Standards for handicap accessibility shall be followed.
12. All existing and planned bus stops must be shown on the ODP. Additional bus benches and shelters, of a design approved by the City, may be required to be installed by the developer of the retail project and maintained by the developer/owner or owner's association. Sidewalk linkages from bus stops to the pedestrian circulation system will be required.
13. Site planning must provide for pedestrian circulation. Pedestrian circulation must be provided from the perimeter of the site to all buildings. Primary pedestrian or bicycle connections must be not less than 8-feet in width. Secondary interior sidewalks must be no less than 5-feet in width. Parking stall overhang into any sidewalk or landscape area will require an increase in the minimum sidewalk or landscape area by the depth of the overhang (2-foot for each overhang).
14. Sidewalk areas in front of buildings shall be designated to accommodate pedestrian activity. Sidewalks in front of or directly adjacent to singular, freestanding buildings less than 10,000 square feet should not be less than 7 feet in width (exclusive of auto overhang). Sidewalks in front of buildings in excess of 10,000 square feet should be no less than 15 feet in width and must average 25 feet in width. Landscaping must occur within or adjacent to these areas as approved by the City. Raised planters are encouraged. The use of specialty paving as an accent paving material in pedestrian areas may be required. This can consist of brick, pavers, or integral colored concrete.
15. To enhance pedestrian safety and attractiveness of the walkway, internal pedestrian walkways within a parking lot or drive area must be distinguished from the driving surface by use of pavers, bricks, integrally colored, scored concrete, or other acceptable methods as determined by the City.

G. Site Planning of Service and Trash Areas

1. Accessory buildings or structures, which are not compatible and consistent with the material and design of the main building, are not allowed.
2. The parking or storage of trucks, trailers, or containers is prohibited. Trucks or trailers should be in an active state of loading or unloading. Accessory outdoor storage cannot occur within trucks or trailers. (This note must be added to all retail commercial ODPs.) Accessory, temporary outdoor storage of retail goods in containers may be considered in limited applications, and only when the following items are addressed:
  - landscape setbacks are maintained

- parking is maintained
  - views are blocked with walls or other acceptable method to the City
  - noise and fire concerns are addressed
  - access is maintained
  - the type of container is acceptable to the City
3. Masonry screen walls are generally required to buffer views of loading, service and trash areas from other properties or public streets. Landscape berms and plantings are required to minimize views of these areas where service and trash areas occur.
  4. Service areas and docking facilities should be located away from public streets and main circulation and drives when possible. Continuous, linear, loading and rear service drives are discouraged.
  5. Trash enclosures should be clustered and where site planning permits, made to appear as an extension of the building. Trash areas within the building itself are encouraged.
  6. Outdoor trash compactors are generally prohibited, due to concerns of noise, smell, fire and access.

## V. ARCHITECTURAL DESIGN

Purpose and Intent: The architectural design of retail commercial buildings must consider and accommodate the overall desire of the City of Westminster to create and enhance community image. Westminster's identity and livability will be strengthened through thoughtful design and development. The identification and application of architectural design requirements will assist Westminster in achieving a strong community image.

### A. Building Design

1. Architectural design shall create or contribute to uniqueness or sense of a specific place.
2. Building elevations must consider the character of the surrounding architecture and neighborhood, and incorporate design elements to further enhance community character.
3. Linear "strip" development must incorporate variation in building height, building mass, roof forms and changes in wall planes in the architectural design to mitigate the linear effect of linear "strip" development. In some instances a physical separation of one building into two or more buildings may be required. Particular attention should be made to building design when the building is adjacent to residential property or within any public view.
4. Three hundred and sixty degree (360°) architecture is generally required. All sides of all buildings are to be treated with the same architectural style, use of materials, and details as the front elevation of the building, as determined by the City.

5. A single building or development or multiple buildings within a development must maintain a consistent style/architectural theme. Architectural design, building materials, colors, forms, roof style and detailing should all work together to express a harmonious and consistent design. This includes all “pads” within a retail development as well as gasoline pump canopies or other accessory structures.
6. Large buildings adjacent to small buildings should consider and incorporate architectural design elements and details such that the scale of the large building appears compatible with that of the smaller building.
7. Any building over 4,000 square feet should have variation in roof form, building height and wall planes.
8. The base of a building should be weightier in appearance than the rest of the building. This can be accomplished with use of heavier, larger, or darker building materials.
9. Entrances into buildings should be easily identified through the use of building design and detailing. Projected or recessed entryways, higher rooflines, changes in building material or color are some of the methods that can be used to create this effect.
10. Building elements must not function as signage. The appearance of “franchise architecture”, where the building functions as signage is discouraged. Incorporation of franchise or business design elements unique or symbolic of particular business must be inobtrusive and secondary to the overall architectural design.
11. The use of brick as a primary material is required unless determined otherwise by the City. Quality finish materials that can be used in conjunction with brick include stone, integrally tinted textured masonry block; pre-cast concrete, tilt-up concrete panels with brick or stone facing, stucco and external insulation finish system that simulates a stucco appearance. Wood siding may be considered for use in limited applications and not as a primary building material. Smooth faced concrete block, tilt-up concrete panels, or metal siding is prohibited as a predominant exterior building material. Precast concrete must have integral color, contain other materials embedded within, and be articulated with design detailing or have application of other building materials to create detailed design interest. The City will consider a variance from the requirement to use brick as the primary building material only when the design and use of an alternate acceptable building material is incorporated into a set of overall design guidelines that are determined by the City to be exemplary of outstanding design and desirable by the City.
12. The color and intensity of color of all building materials is subject to City approval. In general, subdued colors typical of the muted native grasses, wood, rocks, and soil of the high Colorado plains and Westminster’s natural setting are to be used as the primary color(s). The use of warm and darker tones with low reflectivity is recommended. Soft browns, ambers, muted greens and golds, buffs, terra cottas and taupes are examples of earth and rock colors that are indigenous to this general area. Accent and trim colors must complement and enhance the effect of the primary building color. Bold, brash, intense, bright, fluorescent, black or metallic

accent colors are prohibited unless approved by the City in very limited application. Darker colors are recommended for roofs, with the exception of flat roofs where lighter colors will reduce the effect of solar gain. The color of flat roofs must be visually harmonious and inobtrusive. The use of any strong or intense color is limited to signage.

13. The following items are prohibited or highly restricted: design elements that may function as signage, roof lights, exposed neon lighting, exposed neon signage, illuminated trim of buildings or building elements, translucent awnings or illumination of translucent awnings, or any other undesirable design element, as determined by the City.
14. The nighttime illumination of architectural features of a building or accent lighting with the use of decorative lights that are consistent with the architectural character is desirable. Colored lights are discouraged and subject to City approval.
15. Buildings should have a defined top. This can be accomplished with cornices, caps, parapets or roofs.
16. Three-dimensional rooftops are encouraged. Variation in roofline is suggested to reduce the scale of large buildings. Parapets must conceal flat roofs. Pedestrian entries into buildings should be further emphasized. Overhanging eaves, sloped roofs, and three or more roof planes may be required.
17. Flat canopies (such as those associated with convenience stores with gasoline sales) must be designed in such a manner to create a strong association with the building itself. A strong impression of three-dimensional roofs and supporting columns must be incorporated into the design. Columns must be primarily masonry to incorporate the primary building material and provide a visual appearance of substance.
18. Sloped roofs or canopies shall be covered with high quality roofing materials such as natural clay tiles, slate, concrete tiles (with natural texture and color), high quality standing seam metal roofing, wood shakes or shingles (with adequate fire protection), or high profile, three dimensional asphalt/fiberglass shingles, as determined by the City. Metal roofs shall have a low gloss finish to reduce glare.
19. The use of windows is required in areas where there is significant pedestrian activity or to assist in breaking up the appearance of blank walls, as determined by the City. Windows should be for display purposes or allow viewing both into and out of the interior of the building. Windows may be required to be recessed into the building wall to create shadow. Windows, windows with awnings, and covered pedestrian walkways should total at least 60% of the building frontage along public streets or parking lots. An exception to this requirement may be considered for individual tenants in excess of 20,000 square feet gross floor area or the rear elevation of a building that backs up to a public street.
20. Reflective glass or mirrored glass is prohibited, unless determined otherwise by the City. Clear glass shall be used for storefronts, windows and doors. Window painting or view blocking techniques are generally not permitted.

21. Site furniture is required. This includes bicycle racks, trash receptacles and benches in an amount to be determined by the City. The style of the site furniture must complement the overall design theme and be of high quality.
22. Accessory structures must incorporate matching design and materials of the primary building.
23. Trash enclosures visible over the 8 feet walls from residential areas or public streets should be roofed.

B. Screening

1. All mechanical equipment such as compressors, air conditioners, antennas, pumps, heating and ventilating equipment, emergency generators, chillers, elevator penthouses, water tanks, stand pipes, solar collectors, satellite dishes and communications equipment, and any other type of mechanical equipment for the building must be indicated on the ODP architectural drawings. All rooftop mechanical equipment must be screened on all sides to full height by building parapet walls or other building elements that appear as integral elements of the overall building design, unless approved otherwise by the City. Mechanical equipment should not be located on the roof of a structure unless the equipment can be screened. The mechanical equipment should be clustered as much as possible. All rooftop equipment must be painted to match the surrounding rooftop color, if anticipated to be visible from any existing or future surrounding building, property or street.
2. The details of the screening are to be reviewed at the time of the ODP and may include additional restrictions.
3. The location of building mounted equipment (mechanical, electrical, gutters, downspouts, etc.) must result in these elements being hidden or screened so they are unobtrusive. All building mounted elements must be painted to match the color of the surrounding building material unless approved otherwise by the City.
4. Ground level mechanical equipment shall be screened with landscaping, berms and architectural walls using materials compatible with the building. Fencing materials are not allowed.
5. Loading, service and trash areas must be screened with walls that match the building materials and colors. Screen walls must be a minimum of 8 feet above the highest adjacent grade, and above 8-feet in height as determined necessary by the City. Berming, used in conjunction with intensive landscaping and increased setback may be considered in lieu of the masonry wall, or reduce the height requirements of the masonry wall as determined by the City. Plastic fencing may be considered in limited applications, when used in conjunction with berming, increased setback and intensive landscaping, as approved by the City. Roofed enclosures may be required for screening on a case by case basis. Gates are required and must be opaque. Dumpsters and trash cannot be visible above the height of the surrounding enclosure. Unroofed enclosure walls shall be a minimum of 8 feet.



## VI. LANDSCAPING

**Purpose and Intent:** The City of Westminster recognizes that landscaping is an important component of quality development and that enhancing the appearance of the City with landscaping increases the desirability of living and working in Westminster. Landscaping serves multiple purposes both aesthetic and functional. Landscaping in retail commercial development is intended, but not limited to making the environment physically more comfortable to the user, buffering or enhancing views, reducing noise, creating seasonal interest, assisting in water quality efforts and storm management, enhancing the public street appearance and enhancing the commercial retail development. Refer to the City of Westminster Landscape Regulations regarding general landscape requirements.

### A. Landscape Plants/Placement

1. Unity of design should be achieved by repetition of certain plant varieties and other materials and by coordination with adjacent landscaping where appropriate (including existing right-of-way streetscape designs).
2. In general, formal, stand-alone trees are encouraged along major streets and in medians, with less formal, clustered tree type design at the intersections and entrances.
3. The choices, placement and scale of plants should relate to the architectural and site design of the project. Plantings should be used to screen, to accent focal points and entries, to contrast with or reinforce building design, to break up expanses of paving or wall, to define on-site circulation, to provide seasonal interest, and to provide shade.
4. Landscape berms and/or continuous rows of shrubs to screen parking from adjacent developments or public streets are required. Masonry walls are required as previously noted in the description of setback requirements.
5. Parking lot landscaping shall include landscape islands at the ends of each parking row, sized and landscaped according to the Landscape Regulations.
6. Landscaping that grows in excess of 30 inches in height is prohibited in sight triangles. (Landscape Regulations)
7. Landscaping must be incorporated in the design of pedestrian areas along the building fronts. The use of raised planters at least 12 inches in height for landscaping is strongly encouraged in retail centers where there are multiple tenants or large singular tenants.
8. Rock when used as a mulch or non-living ground cover should be unobtrusive and generally darker in tone. River rock is not encouraged as it is prone to roll out of place.
9. Retaining walls must be constructed of a high quality material such as stone, masonry block with an integral color and exterior texture, or concrete with stone, brick or stucco facing, which takes into account the character and materials of the

buildings as well as the landscape theme. The maximum height is 4-feet. A minimum landscape area of 7 feet in width must be provided between adjacent retaining walls. All walls in excess of 4 feet require a separate building permit. Treated timber walls are prohibited unless exemplary design is demonstrated, and are prohibited for walls over 3 feet in height. Railroad tie walls are prohibited. (Landscape Regulations)

10. Up-lighting and accent lighting are encouraged within the landscape areas but shall not be directed toward a public or private street or drive aisle.

#### B. Detention Ponds

1. Detention ponds should be contained within a lot or parcel that includes a building site. One detention area may be required to serve several lots versus individual detention ponds for each lot.
2. Detention ponds should be landscaped with a bluegrass blend sod. These ponds must be maintained by the owner or business association. (Landscape Regulations) Trees and shrubs should not occur below the five-year water surface. Trickle channels should be designed to look natural such as using cobble or boulders with an underdrain.

#### C. Reclaimed Water

The use of reclaimed water for landscape areas is encouraged, when available.

#### D. Installation and Maintenance

1. The first phase of construction should include perimeter landscaping, entry drives and detention ponds. Future phases must indicate interim landscaping. Irrigated sod may be required for pad sites that remain undeveloped for over twelve months after the first Certificate of Occupancy for the overall development.
2. Developers are responsible for the installation and maintenance of landscaping in the right-of-way of all streets. Automatic sprinkler systems are required. (Landscape Regulations) The continual maintenance of all right-of-way improvements adjacent to each lot identified on an ODP will be the responsibility of the respective lot owner. This includes, but is not limited to, the repair, replacement and maintenance of all landscaping and associated improvements, street furniture and sidewalks. Sidewalks will be cleared of snow, gravel and grit, and of sand as required by City Code. (WMC 9-3-3)

## VII. SIGNAGE

Purpose and Intent: Signage in retail commercial centers is generally intended to identify to the user the location of a specific business or retail center. All signage is not necessarily intended to be viewed from a public street; however if signs are visible from a public street, they must not compromise public safety by attracting undue attention, as determined by the City. Signage must be subservient to the overall design and impression of the architecture.

- A. All signage shall be coordinated throughout a retail commercial center to give the appearance of a unified, cohesive center, and to contribute to the overall design theme of the center. All signs should be similar in size, materials, etc. The details of an overall sign program shall be submitted at the time of ODP.
- B. Individually raised letters are generally required for wall signage. Cabinet (“Can”) signs are not allowed except for logos or other features which must be secondary to lettered signage. (WMC 11-11-7B3b)
- C. The maximum height of a letter or symbol should not exceed 4 feet, unless specifically approved by the City on an ODP, or further restriction by the Sign Code. This limitation does not preclude further height restriction.
- D. Tenant signage may be prohibited on the back/rear elevation of buildings that are visible from other non-retail commercial properties or public streets, with the exception of signage necessary for delivery or door identification that will not exceed 2 square feet and be non-illuminated. An exception to this may be considered for signage that is viewed from public right-of-way where speed limits are at or in excess of 55 miles per hour.
- E. Exposed neon signage is not permitted. Trimming of buildings with neon or other types of strip style lighting is not permitted. (WMC 11-11-5)
- F. If lettering on wall signage is included on a raceway, the raceway should match or be camouflaged by building colors.
- G. Illumination of awnings which are translucent is not permitted. Lettering (advertising) on awnings is generally prohibited. (WMC 11-11-5)
- H. Flag locations and limitations thereof must be in compliance with the Westminster Sign Code and indicated on the ODP. (WMC 11-11-7H)
- I. Monument signs shall not be placed within the sight triangle of any intersection or access drive with a public street. Monument signs must incorporate design and materials that match the architecture of the development.