

TOWN OF BERTHOUD **MOUNTAIN AVENUE**
CORRIDOR DESIGN & SIGNAGE PLAN DRAFT, AUGUST 16, 2019

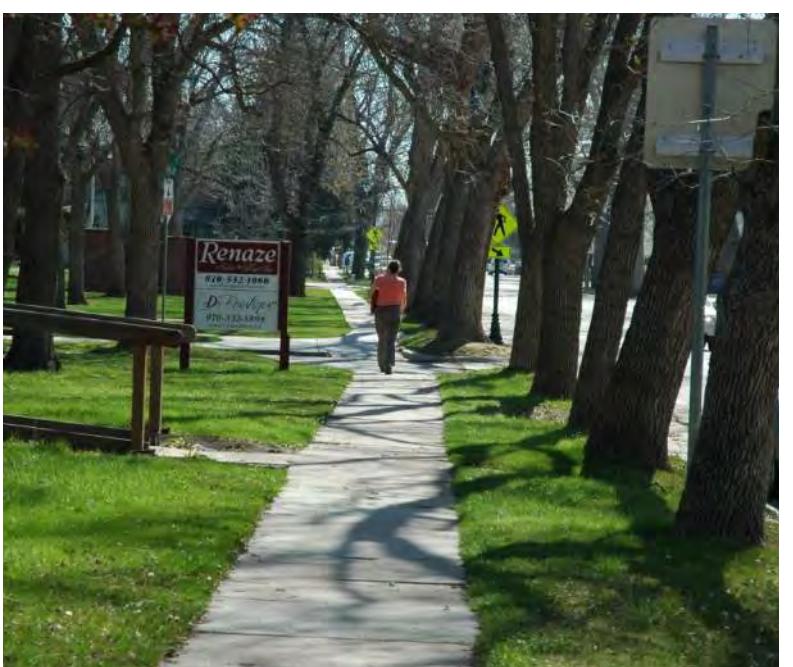
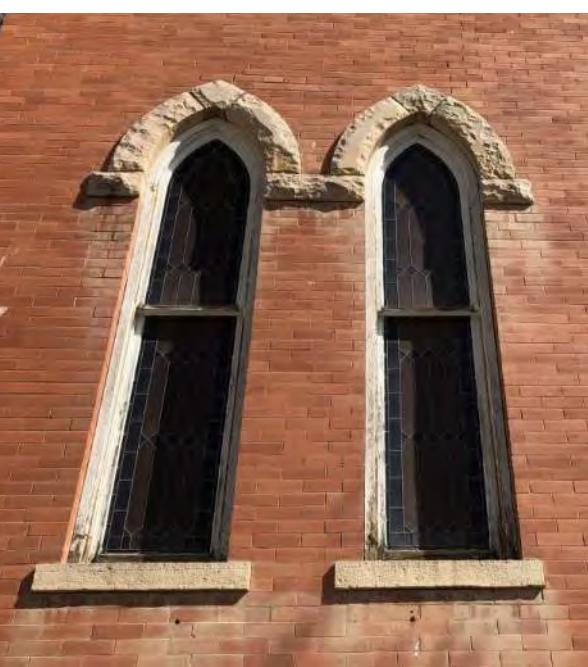
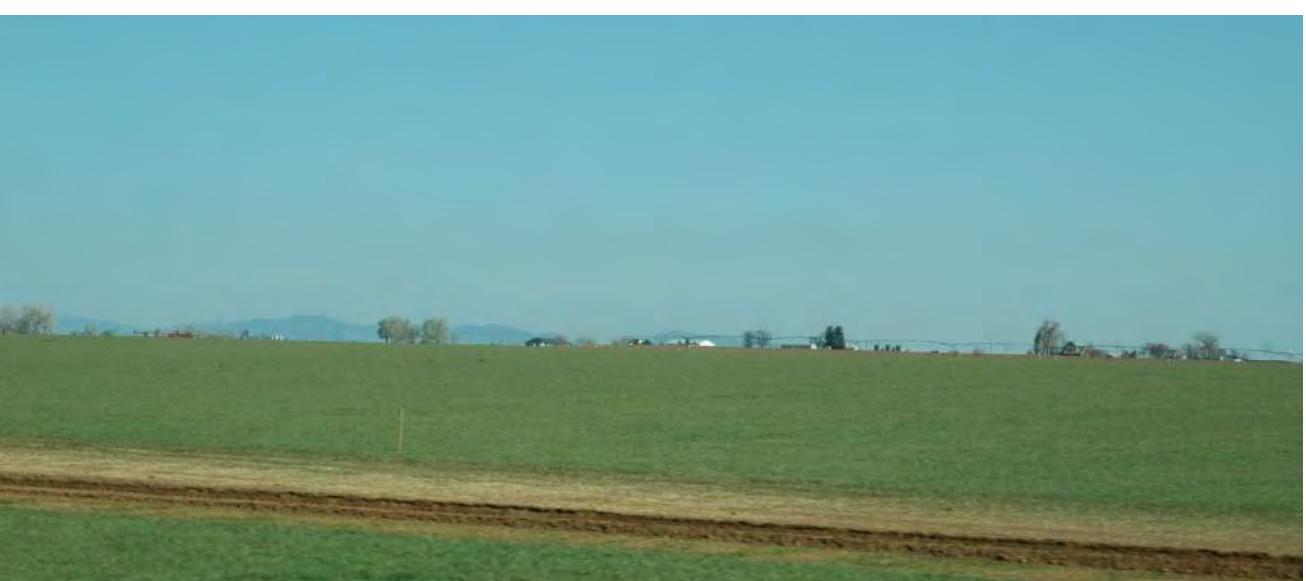
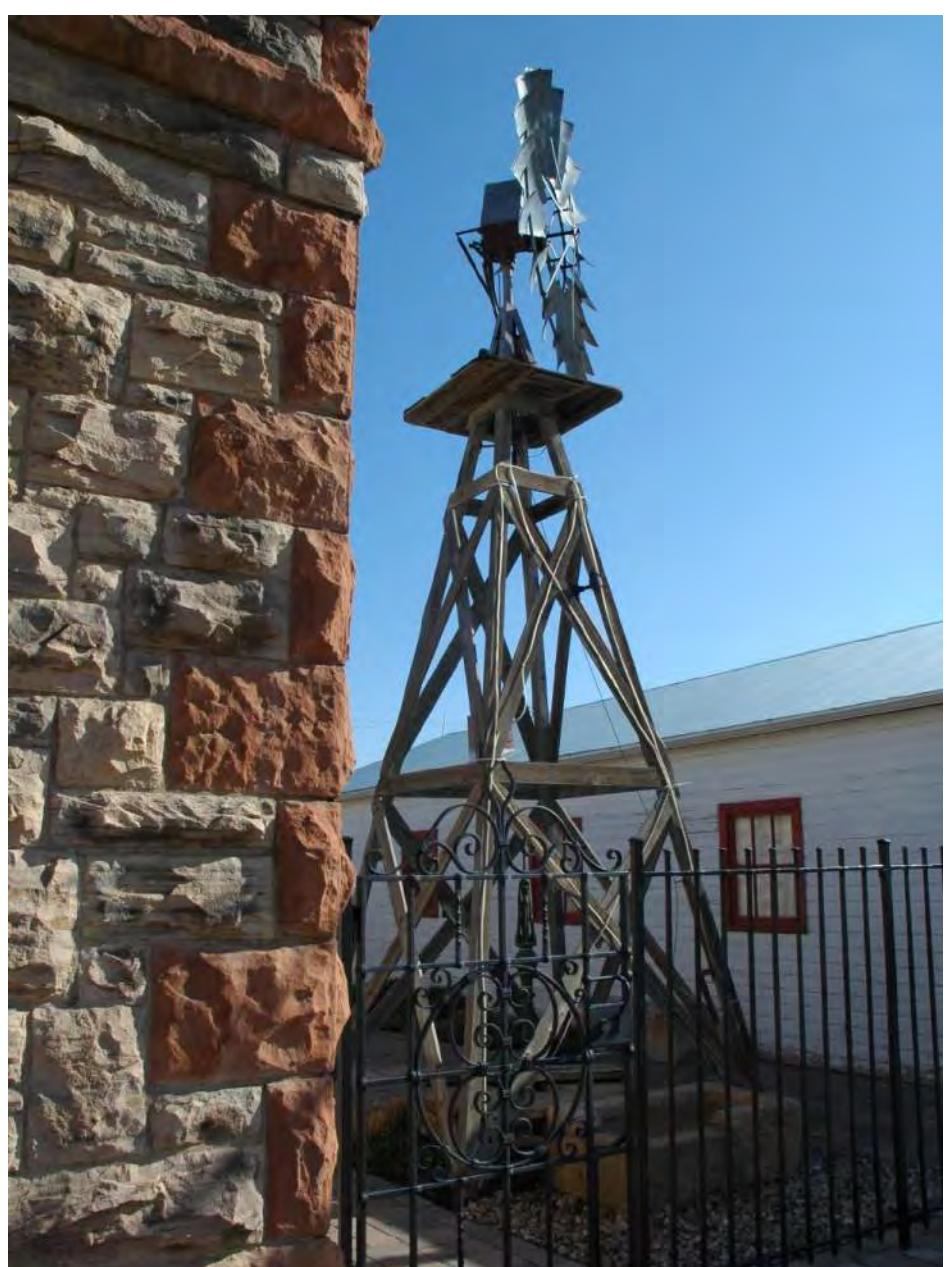


Table of Contents

Part 1 - Mountain Avenue Corridor Design

1.1	Executive Summary	1
1.2	Character Districts	9
	Commercial West	11
	Residential Conversion	25
	Downtown	41
	Commercial East	71
	Agriculture	83
	New Berthoud	91
1.3	Supplemental Information	99

Part 2 - Mountain Avenue Signage Plan

2.1	Signage Plan	107
	Gateways	108
	Wayfinding	113
	Park Signage	115
2.2	Private Signage	117

Appendices & Tables

Mountain Avenue Development Criteria by Character District
Areas influenced by this Corridor Plan

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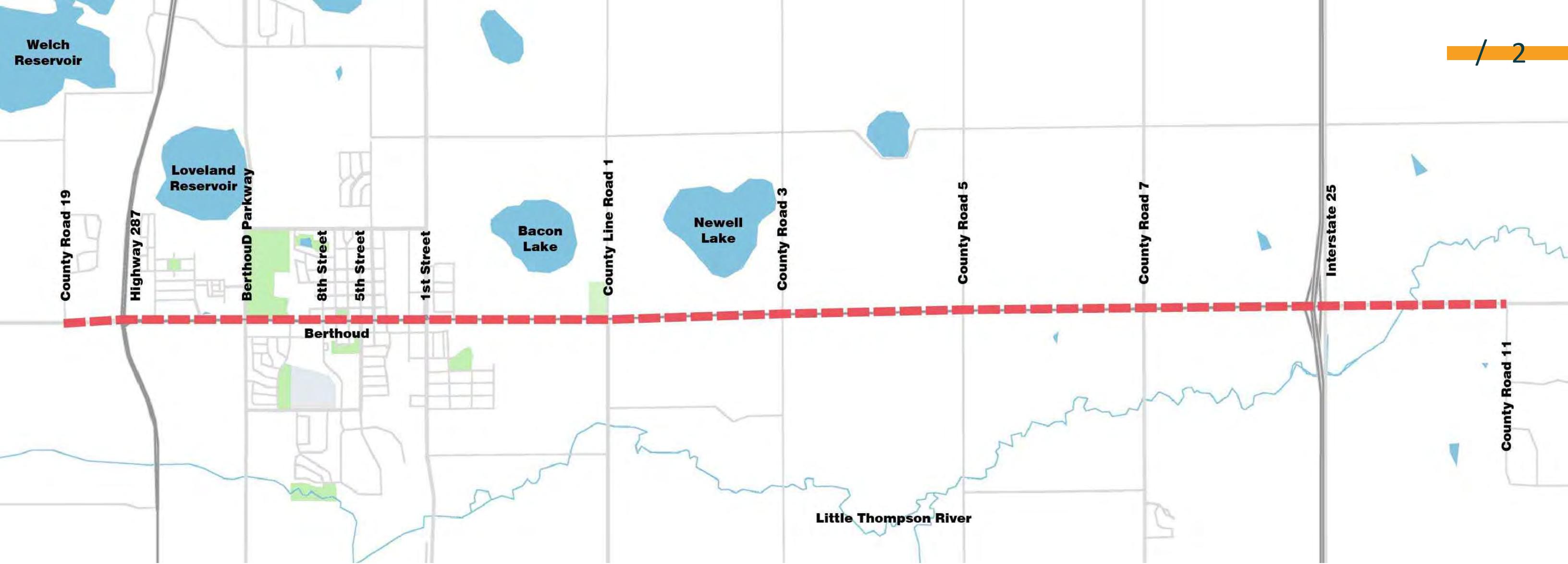


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1.1 Executive Summary



Overview

Each and every community member, building, business, park, sign, tree, mural, bird feeder, T-Rex, and flowerpots contributes to Berthoud's unique personality and character. Berthoud is a charming, creative and welcoming community and it's easy to understand why the Townspeople are so passionate about protecting it.

Mountain Avenue is "the face" of Berthoud and the experience along Mountain Avenue creates a lasting impression. People experience this street in different ways (in their car, on foot, on their bike, shopping/dining) and each way is equally important to consider in the design. This document explores opportunities for placemaking and other enhancements throughout the corridor. The scope and complexity of the opportunities varies greatly. In some locations, the addition of a few flowerpots is enough. In other locations, community members recognized bigger opportunities. Opportunities such as:

- Reinforcing the Town as "The Garden Spot"
- Enhancing Town Gateways
- Wayfinding for visitors
- Preservation of Mountain Views
- Improved Walkability
- Improved Bike-ability

- Town-wide Trail Connections
- Park Improvements
- Enhanced Public Event Spaces
- Downtown Enhancements
- Strengthened Downtown connection across railroad tracks
- Enhanced Streetscapes
- Appropriate development and redevelopment abutting Mountain Avenue/Hwy 56

The introduction of a comprehensive design vision is necessary to ensure that future development contributes to and enhances the Town and doesn't detract or damage its unique small-town character.

Project Extents

The study area extends roughly 8 miles starting just west of State Highway 287 and continuing east to County Road 11 (east of Interstate 25). The primary focus of the Corridor Design Plan is on properties that front Mountain Avenue within the existing Municipal Boundary. However, some recommendations are made for the agricultural properties between the County Line Road 1 and I-25.

[Above] Extents of the Mountain Avenue Corridor Design and Signage Plan

Purpose of the Plan

Growth and change are inevitable, and it can happen slowly or quickly. Either way, it's important to be proactive and take steps to formulate a clear vision for Mountain Avenue's future. The intent of this plan is not to encourage or discourage growth, but to work together with the community to envision the type of growth and change that makes sense along Mountain Avenue/Hwy 56.

The Mountain Avenue Corridor Design Plan focuses on protecting and enhancing the existing historical districts and directing the general character of new development along Mountain Avenue/Hwy 56. The plan defines and emphasizes unique character districts along the corridor and addresses topics related to architecture, site planning, parking, urban design and streetscapes.

This plan is intended to guide development along Mountain Avenue over the next 10 to 15 years. Beyond that it's difficult to predict what the Town's needs and wants may be.

Overall Project Goals

- Identify, protect and enhance Berthoud's unique identity as a small town
- Reflect and celebrate Berthoud's history and culture
- Protect and enhance Berthoud's existing and historic neighborhoods
- Envision distinct and memorable spaces and places that add to Berthoud's charm
- Improve the experience for pedestrians, bicyclists, transit users, and vehicles
- Create conditions where business and innovation can thrive



Plan Components

The Plan includes two separate but related components. The first component is the Corridor Design Plan which analyzes existing conditions, identifies opportunities and illustrates a planning and urban design vision within each character district. The second component is a Signage Plan which provides a vision for Town gateways, wayfinding signs and a conceptual sign location plan.

Public Participation

Town staff and the design team worked together to facilitate a public forum to collect community input. The public participation process was kicked-off with a series of meetings with Town staff, and a half-day tour of the Town with members of Planning Commission and the Board of Trustees. The next step was to gain a better understanding of the community's design preferences, so the design team collected a large number of images and created a series of visual preference boards which were displayed at the first public meeting (see Visual Preference section below for more info). Following the initial public meeting, the design team met with Town staff to discuss community comments and to receive direction. Based on this direction, the design team prepared preliminary design concepts which were shared with the community during the second public meeting. Community input was collected and discussed with Town staff. Preliminary concepts were then presented to the Board of Trustees during a work session to collect additional input. The final design concepts presented in the report are a reflection of the communities preferences and input.

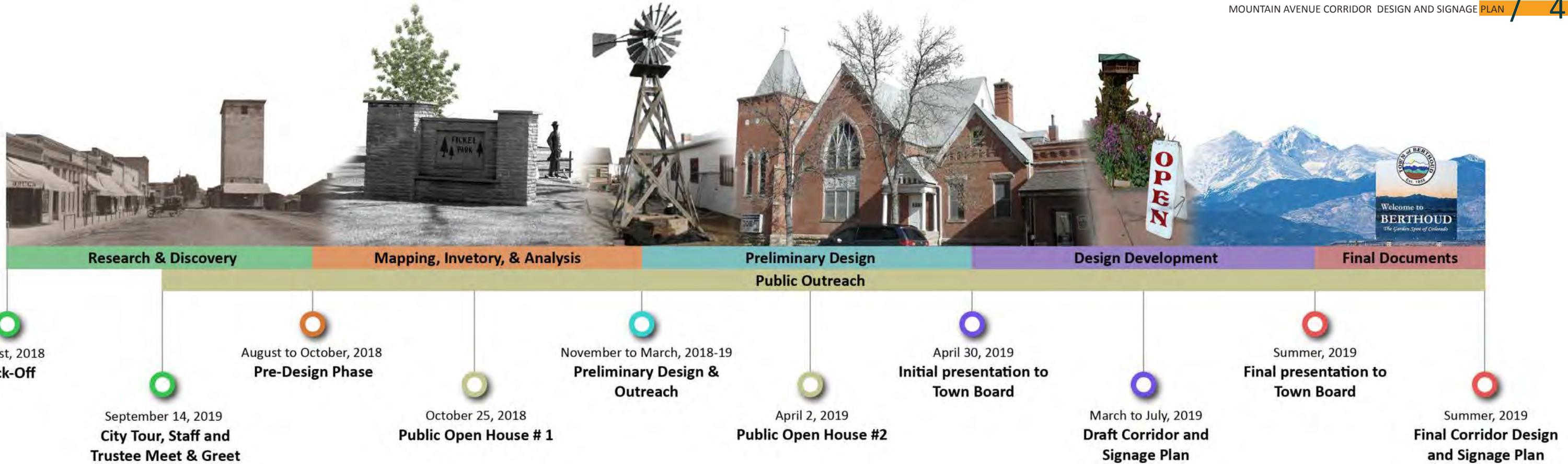
Visual Preference

During the 2 public open houses, the design team presented photographic examples and computer simulated images of urban design environments, architectural alternatives, and other potential design elements that could be implemented in the Corridor Design and Signage Plan. Members of the community expressed their preferences by placing green dots on the images.

[Far Left] Photo from the first Public Open House on October 25th, 2018 at the Berthoud Town Hall where the design team presented 'Visual Preference' boards to get a sense for what the community wanted from this project.

[Middle Left] Notes from the community, comments on what their concerns are about the future of Berthoud

[Left] An example of one of the 'visual preference' boards at the first open house where the public voted on the elements they liked the most.



Design Process and Project Timeline

This report was developed in six phases, including: Research & Discovery, Mapping, Inventory & Analysis, Public Outreach, Preliminary Design, Public Outreach, and Final Design.

In addition, the design team met with Town Staff every other week throughout design process to present ideas and to receive additional input and direction.

[Top] The Mountain Avenue Corridor Design and Signage Plan project timeline

garden spot
views
bicycle
artsy
small town
business
engagement
play
community
attractive
river
neighborhood
safety
transit
creative
presence
cars
trees
eclectic
berthoud
pedestrian
charming
history
potential

About Berthoud

Nestled at the foot of the Rocky Mountains, Berthoud has been called a hidden gem on the Front Range of Colorado. One hour from Denver International Airport, one hour from Rocky Mountain National Park, and forty-five minutes from Colorado University, Berthoud's central location marks a convenient and attractive place to live with a wide range of regional amenities.

While much about Berthoud has changed over the years, one thing has not: its charm. Its quirky small-town character is unique to towns on the Front Range today. So much of what makes Berthoud great is a product of its residents who also have a desire to protect its quality and celebrate its colorful history.

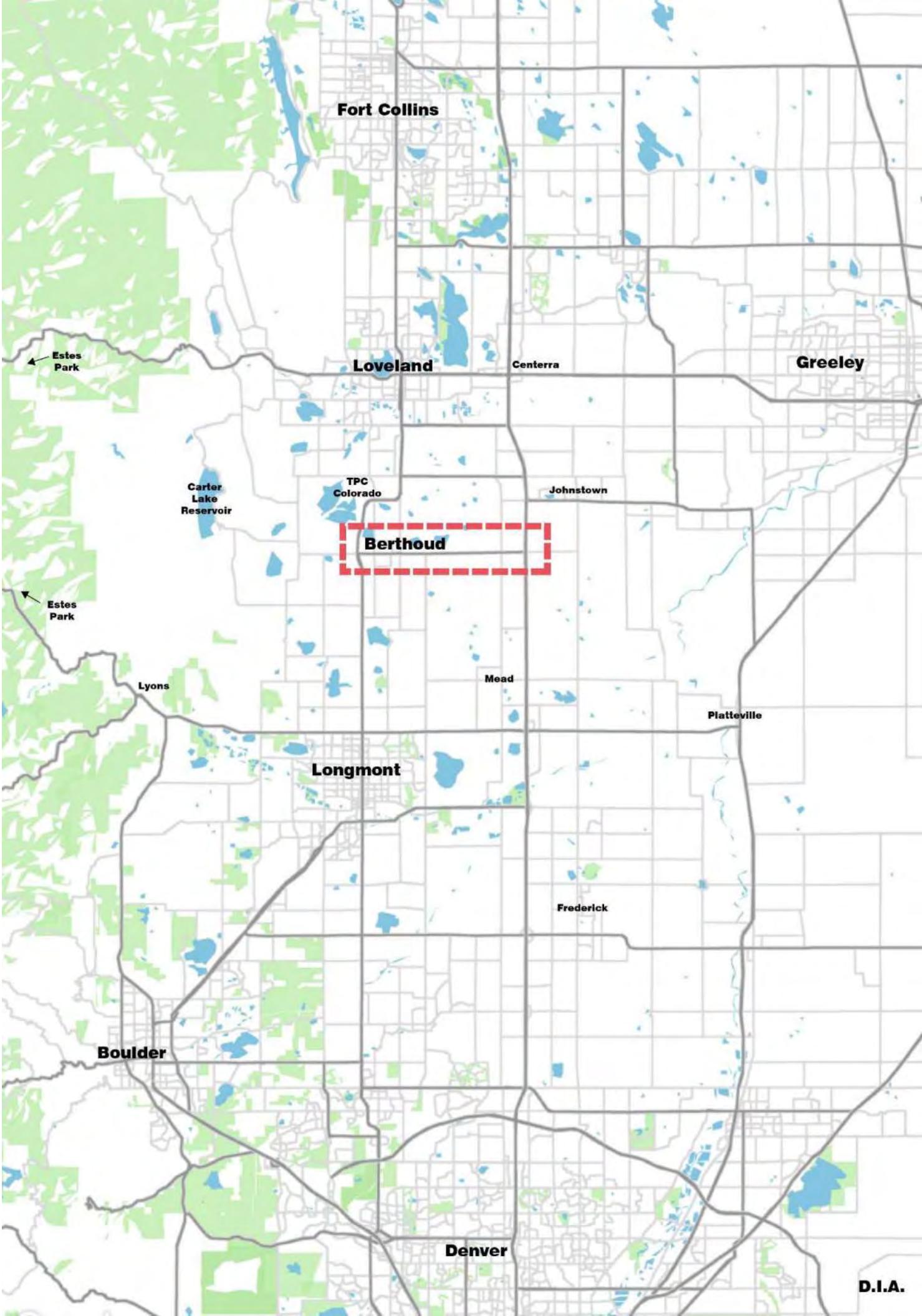


[Right] Regional map of town and cities surrounding Berthoud

[Bottom] Residents gather for music at the Little Thompson Pioneer Museum

[Opposite Top] An inventory of Berthoud's historical designations

[Opposite Bottom Row, Left to Right] Historic Photos: Looking at the southwest corner of 3rd Street and Massachusetts, Looking north on 3rd Street towards the Lovejoy Elevator, The Berthoud School building once sat in the center of present-day Fickel Park

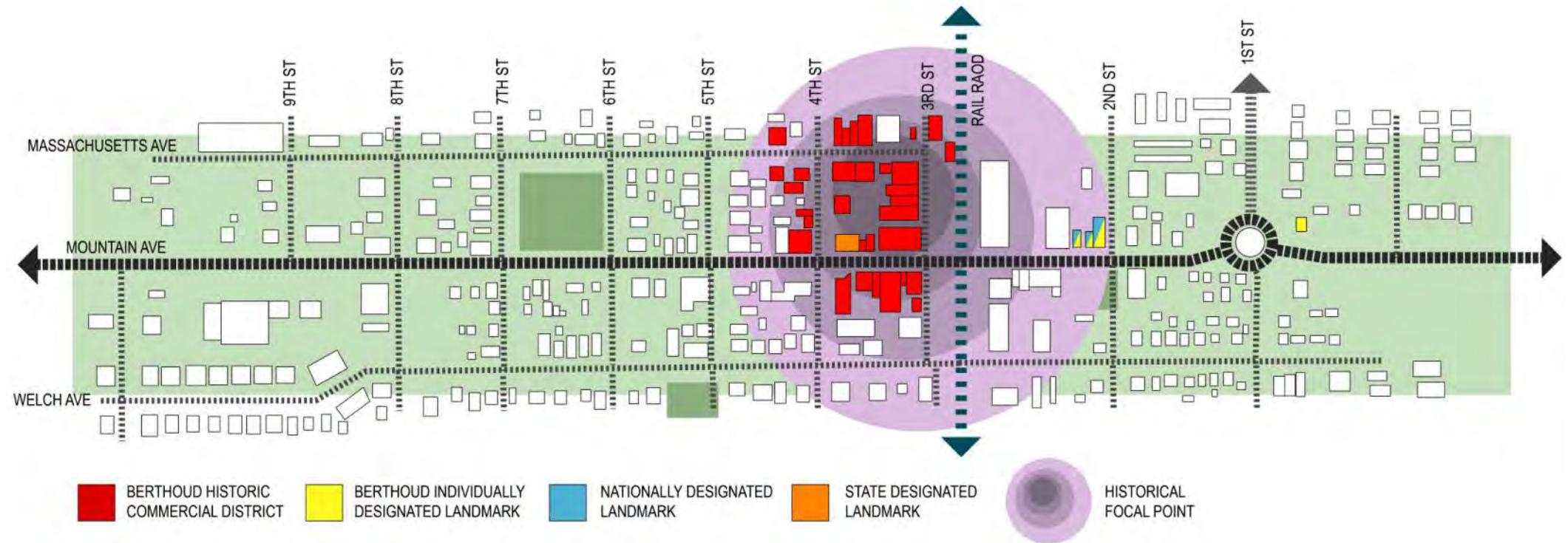


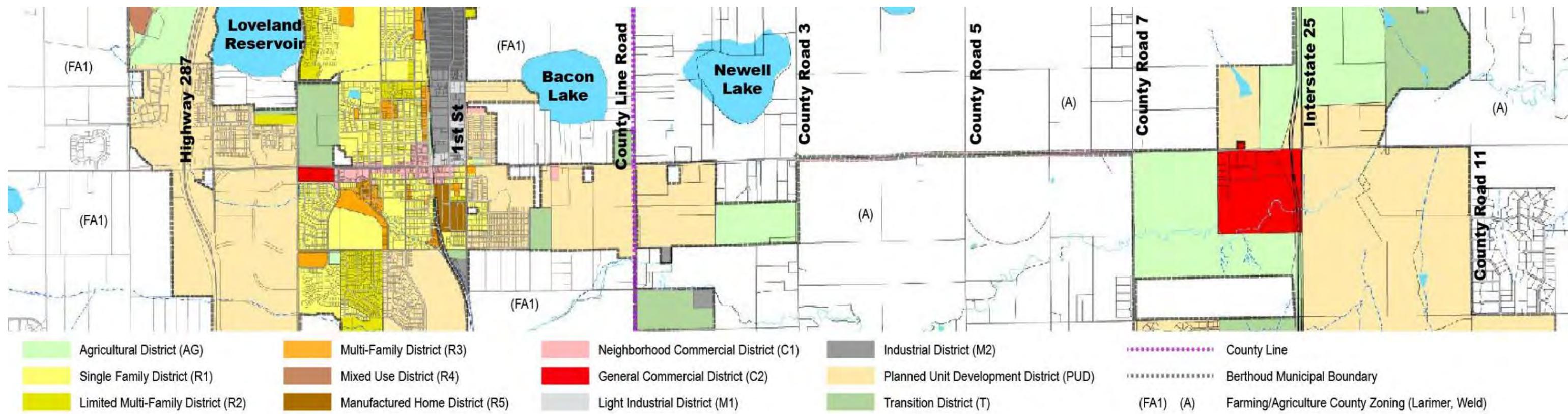
History

Once Berthoud's new location was established after its move from the original site at the bottom of the Little Thompson River Valley in 1883, the town began to grow and businesses were thriving. As a result, Berthoud is home to a wide collection of buildings within an 'Historic Commercial District,' with several individually, state, and nationally designated historic landmarks. One goal of this corridor plan is to honor Berthoud's history by celebrating its historic architecture by showing, accentuating, and enhancing original brick facades. These distinct buildings add to the charming character of the town.

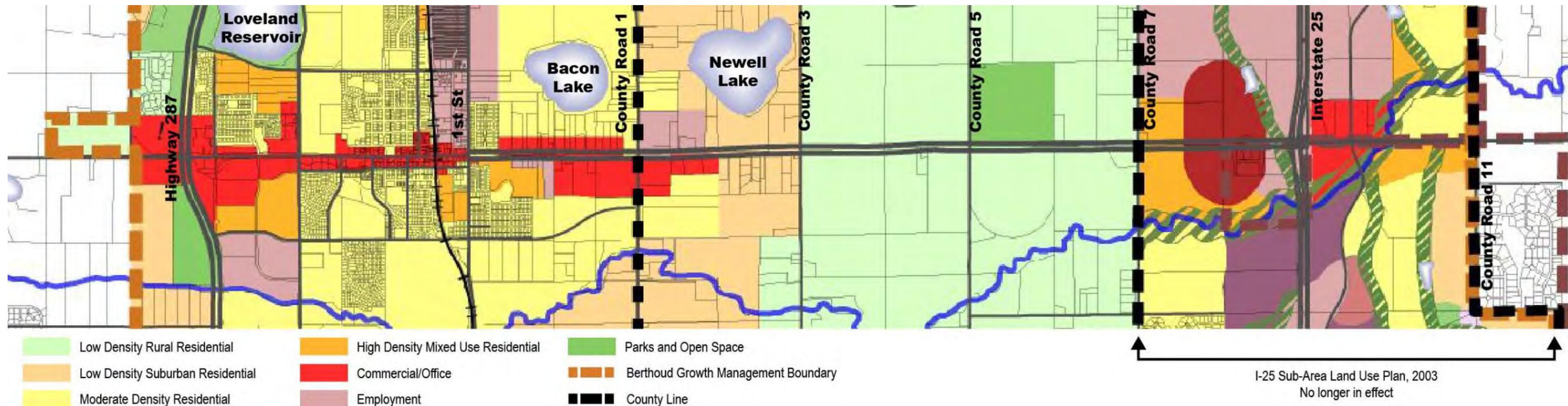
Urban Design History:

- 1860's- Berthoud established
- 1883- The town moves 1.6 Kilometers north out of the floodplain
- 1886- Welch Addition doubles the size of the town
- 1920's- U.S. Highway 287 connects Berthoud with other towns in northern Colorado
- 2007- U.S. Highway 287 is diverted to go around Berthoud





Zoning



Land Use

Mapping

Existing Zoning

Existing zoning along Mountain Avenue is illustrated on the Town's zoning map to the left. Copies of existing PUD Plans are available in Town Hall for review. Detailed information about Berthoud's zoning districts can be found in the Town of Berthoud's Municipal Code.

Detailed information about Berthoud's zoning districts can be found in the Town of Berthoud's Municipal Code

Existing and Preferred Land Use

Existing land uses along the Mountain Avenue Corridor, within the Town limits, are predominantly commercial with a few single-family residences are scattered throughout.

The Preferred Land Use Map on the left was adopted in 2014 and most of the suggested land uses along Mountain Avenue are supported by this plan, but there are a couple of exceptions. Refer to the "Berthoud East" and "New Berthoud" character district sections of this report for a recommended land use changes.

Mapping Information

Project mapping was generated using parcel information provided by Larimer and Weld Counties. The parcel maps were overlaid on existing available aerial photography and this information was used to develop the concepts presented in this report. The mapping information is sufficient for conceptual design, but it does not include detailed topography, existing utilities and other information that could influence and impact the design concepts. However, efforts were made to present realistic ideas and concepts.



Access Control Plan

The State Highway 56 Access Control plan, dated August 2009, was referenced during the design process. Street intersections and future driveway locations represented in this plan are consistent with the access control plan. It's important to note that CDOT plans to update the access control plan in the near future.

Overlay District

Upon the completion of this report, the Town plans to create a "Mountain Avenue Overlay Zoning District" which will regulate development in areas that are governed by this plan. The underlying zoning will remain, but it will be supplemented and/or superseded by the new Overlay District.

Areas Governed by this Plan

The map below illustrates the properties that are subject to the requirements of this plan and the subsequent Overlay District.

Active Developments

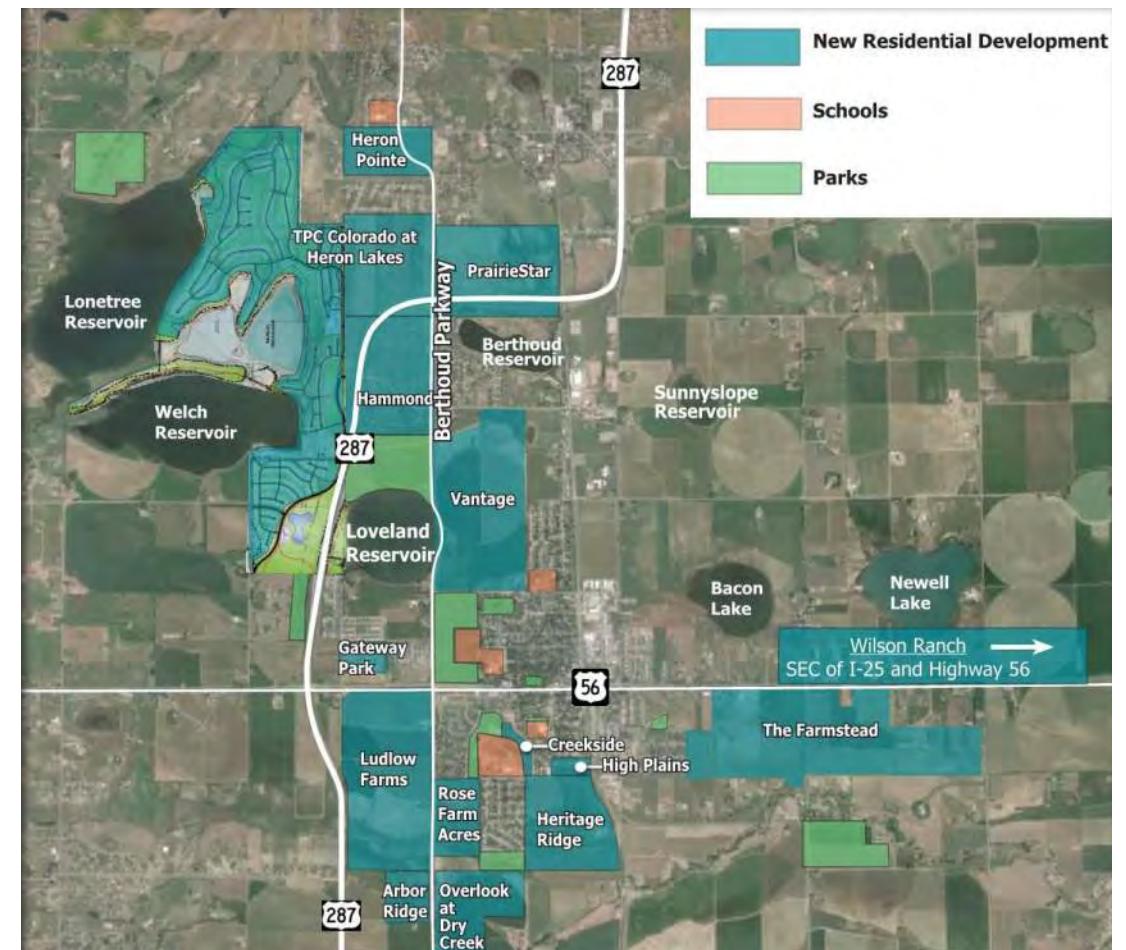
The Town is experiencing a lot of development activity. The map to the right illustrates developments that were active in the fall of 2018. A complete list of current development review projects can be found on the town website. You may also contact the Planning Department at 970-532-2643

[Opposite Top] Town of Berthoud's Zoning Map (2017)

[Opposite Bottom] Town of Berthoud's Existing Preferred Land Use Map (2014)

[Right This Page] A map of Berthoud's new residential development (2018)

[Bottom This Page] Map of the parcels subject to the requirements of this Corridor Plan, see appendix for more detailed map



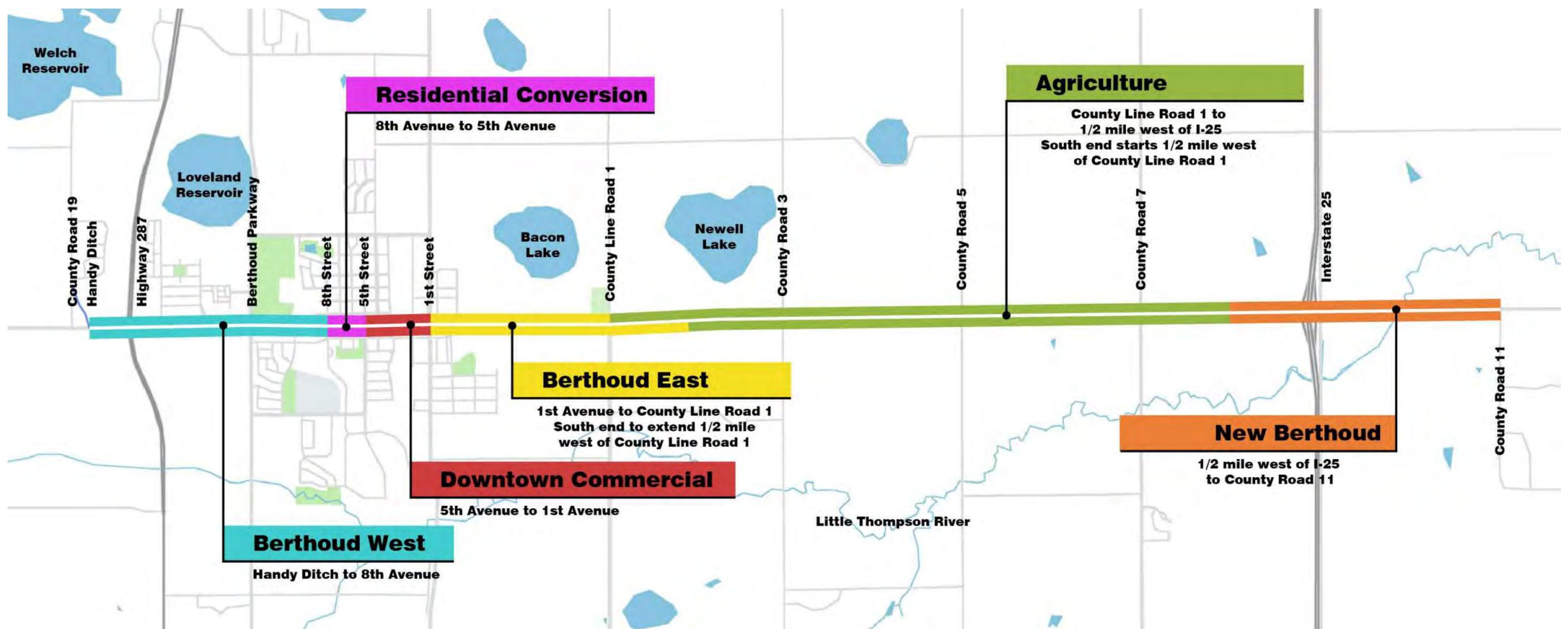


1.2 Character Districts

Character District Introduction

The 7.75 mile long corridor study area passes through several distinct environments, each with a unique and definable character that separate them from other places along the corridor. Traversing these districts is a compelling experience and is a decidedly useful way to know where you are in town. Each district tells a story about Berthoud's history and has a purpose in its future. They each have their function in a complete community and create their own sense of place.

This corridor plan aims to protect and enhance the character of each of these districts by understanding what elements make them unique. These districts are often defined by architecture, land uses, scale, density, streetscapes, and landscaping. The purpose of defining these districts is to preserve their unique attributes and to build upon them.





Berthoud West

Berthoud West Character District

This is a largely undeveloped district with great views of the Rocky Mountains, and is in close proximity to downtown and Highway 287. This area is envisioned as a vibrant walkable commercial district with opportunities for shopping, employment and other services. Though this district is in close proximity to the town core, it will build on the unique characteristics of downtown, but not replicate it.

District Extents

This district extends approximately 800 feet west of Hwy 287 and east to 8th Street.

Significant Features

- Views of the Rocky Mountains
- Waggener Farm Park- Future Public Park (56-acre park & 35-acre conservation easement)
- Gateway Park- Existing Private Park

Existing Zoning

General Commercial District (C2), Transition District (T), Planned Unit Development (PUD) (Ludlow Farms PUD, Gateway Park PUD, Safeway at Berthoud Subdivision, Smith Subdivision, Yeager Minor Subdivision)

Preferred Land Uses

Retail, Grocery Store, Restaurants, Commercial, Office, Services, Lodging, and other similar uses. Residential uses on upper floors would also be appropriate within this district.

On-Street Parking

On-street diagonal parking is proposed on Gateway Park Blvd within the proposed village center. On-street parking is not permitted on Mountain Avenue within this district.

Off-Street Parking

Where possible new off-street parking lots should be shared to reduce the overall footprint of paved parking areas, and tucked behind buildings to minimize their visual presence.

Signage

Ground mounted freestanding signs with horizontal massing are preferred. Pole signs should not be permitted in this district. Internally illuminated signs are permitted but the entire sign panel may not be illuminated. Text and logos may be illuminated, but the sign panel and cabinet shall be opaque.



[Top] Map showing the extents of the Berthoud West Character District

[Right Bottom] District opportunities map

[Right Top Row] Varies existing photos around the Berthoud West commercial district



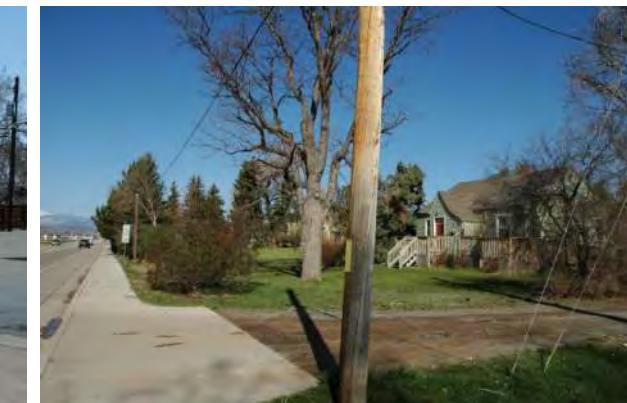
Boat & RV Storage on the corner of Highway 287 and Mountain Avenue



Berthoud Village Shopping Center



Alley and private residence near 8th Street and Mountain Avenue



Private residence across Mountain Avenue from Berthoud Village Shopping Center



Looking south at existing farmland on Mountain Avenue

District Opportunities

- The intersection of Hwy 287 and Mountain Ave represents a significant opportunity highlight the Town's presence and personality.
- The existing median in Mountain Avenue (east of Hwy 287) is fully paved and unattractive. This median should be renovated to include colorful flowers, plantings, and trees to beautify the Town entry.
- The RV storage, liquor store and gas/convenience store located at the southeast corner of Hwy 287 and Mountain are unsightly. These properties should be redeveloped in a way that creates an attractive first impression of the Town.
- A "Village Center" is envisioned along Gateway Park Blvd south of Mountain Avenue which will enliven and activate the district.
- A much-needed Grocery Store and shopping center is illustrated at northeast corner of Hwy 287 and Mountain Ave.
- Community members suggested adding a commercial center and gas station west of Hwy 287 which would be convenient for people heading to Carter Lake and people traveling on Hwy 287.

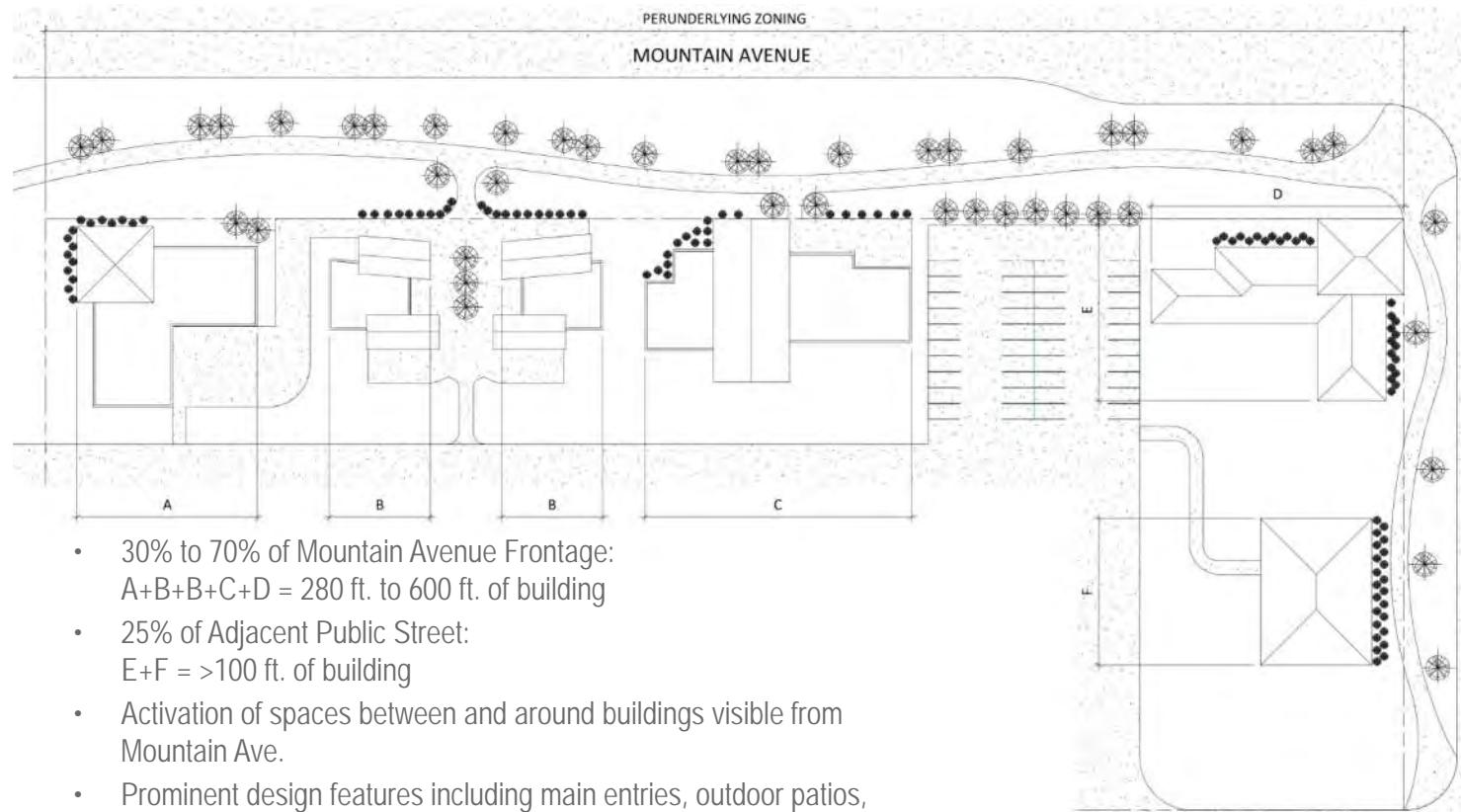
1	Development opportunity: Commercial center and gas station	5	Development opportunity: Ludlow Farms PUD	9	Gateway Park
2	Intersection presence, Gateway opportunity	6	Development opportunity: Village Center	10	Waggener Farm
3	Development opportunity: Grocery store, shopping center	7	Street Corner improvement, type 1		
4	Development Opportunity, typical	8	Welch & Massachusetts Avenue Shared Bikeway		



Architectural Guidelines for Berthoud West District

Traditionally, west Mountain Avenue has served as a transition zone from Highway 287 to the old town residential district and further into downtown Berthoud.

As primarily a commuter route with limited business access, high vehicular speeds have been the norm. Eventually, as development occurs, speed limits will be reduced allowing for a more pleasant experience for bicyclists and pedestrians along Mountain Avenue. Building location and entry orientation will also play a key role in enhancing the patron's experience.



- 30% to 70% of Mountain Avenue Frontage:
A+B+B+C+D = 280 ft. to 600 ft. of building
- 25% of Adjacent Public Street:
E+F = >100 ft. of building
- Activation of spaces between and around buildings visible from Mountain Ave.
- Prominent design features including main entries, outdoor patios, communal plaza, primary and secondary entries

Buildings' facades along Mountain Avenue shall extend along a minimum of 35% but not more than 75% of the total property frontage, and be built to the required setback line with minor variations for facade articulation.

Overall Building Location and Placement of Key Features

Configuration and placement of buildings shall give intentional shape and layout to adjacent exterior gathering spaces and pedestrian/bicycle connections, while being site-specific in response to landscape and hardscape features.

"Cookie-cutter" flat-facade buildings that lack articulation and site-specific features will not be allowed.



■ Group elements such as trash/ recycling enclosures with service/ delivery access and use buildings to screen from street view.

★ Orient primary and secondary entries towards street and thus pedestrian connections.

◆ Cluster buildings to share exterior gathering spaces and other features.

■ Building clusters to be address primary street intersections to activate corner.

■ Clear and direct pedestrian connections from sidewalk along street to entries.

Exterior Activation

Outdoor patios, primary and secondary entries, canopies and other features help "activate" a development. Locating these features so they are readily-visible to and from Mountain Avenue will ensure a strong visual connection.



Integrate 3-dimensional building elements to act as screening for service type accessories including roof- and ground-mounted HVAC equipment, electrical/gas meters, loading docks/service entries, etc. These service equipment components shall not be visible from the public R.O.W. or from adjacent properties/uses.



Massing and Articulation

A building's 3-dimensional configuration plays a significant role in determining the impact it will have on the surrounding environment. The proposed building shall be designed to be compatible with other structures in the surrounding vicinity in size, scale and character. Building mass shall be well-proportioned and organized to define various horizontal and vertical elements while clearly expressing the internal function of the building.

Multiple buildings in a common commercial development shall be consistent in architectural form/detailing, materials, roof styles and colors to achieve a harmonious design vocabulary and continuity within itself.

Large retail buildings shall be broken down into a series of complementary forms with a clearly defined pattern. Blend larger flat roof areas with smaller pitched roof elements that denote key functions such as entries or primary window groupings. Horizontal step backs of the facade shall be significant in relation to the overall length and scale of the building. For instance, a 60' long building should have 2-3 primary massing elements with at least 4' to 6' of grade plane changes (i.e. 8-10% of the overall length). Screening elements for items such as ground-mounted or roof-mounted mechanical equipment shall be integrated into the building design and not appear as an after-thought. Creating large expanses of windows with a branded display wall in close proximity to the glass so that it is readily visible from the exterior is not permitted.



All four sides of a building shall be consistent in design, detail development and materiality. Multi-story buildings with a mix of uses is strongly encouraged.



Buildings shall be used to screen large expanses of parking from Mountain Avenue with view corridors between for visual transparency.

Architectural Guidelines for Berthoud West District

Materials and Colors

Exterior facade materials shall be high-quality, durable products such as brick, stone or decorative precast concrete.

The primary building skin shall be a high-quality, aesthetically pleasing, durable material such as brick, natural stone, manufactured stone, ground-face CMU or decorative precast concrete, especially at the base of the building that is susceptible to damage by maintenance equipment such as plows, shovels, mowers, etc.

The primary material shall constitute at least 65% of the total wall area for the front and side facades visible from Mountain Avenue and at least 50% for the rear facade; excluding the glazing area of the façade.

Exterior glazing shall be high-performance clear glass (not tinted or reflective) with a low-E coating and visible light transmittance (Tvis) of 60% or higher. Use of opaque/spandrel glass to simulate ground-level vision windows is discouraged.

Secondary facade materials can include cement-based stucco, hardboard siding or decorative metal panels with concealed fasteners and low-gloss finish.

Screening elements such as site walls for parking lots and trash enclosures shall be of the same high-quality durable material as the primary building skin.

Primary building facade colors shall be non-reflective, muted neutral or earth tones with only small “pops” of bright, higher intensity colors. High-gloss, metallic finishes or fluorescent colors are not allowed. Trademark colors specific to a corporate brand shall only be permitted on building signage subject to the sign code.

Creating large expanses of windows with a branded display wall in close proximity to the glass so that it is readily visible from the exterior is not permitted.

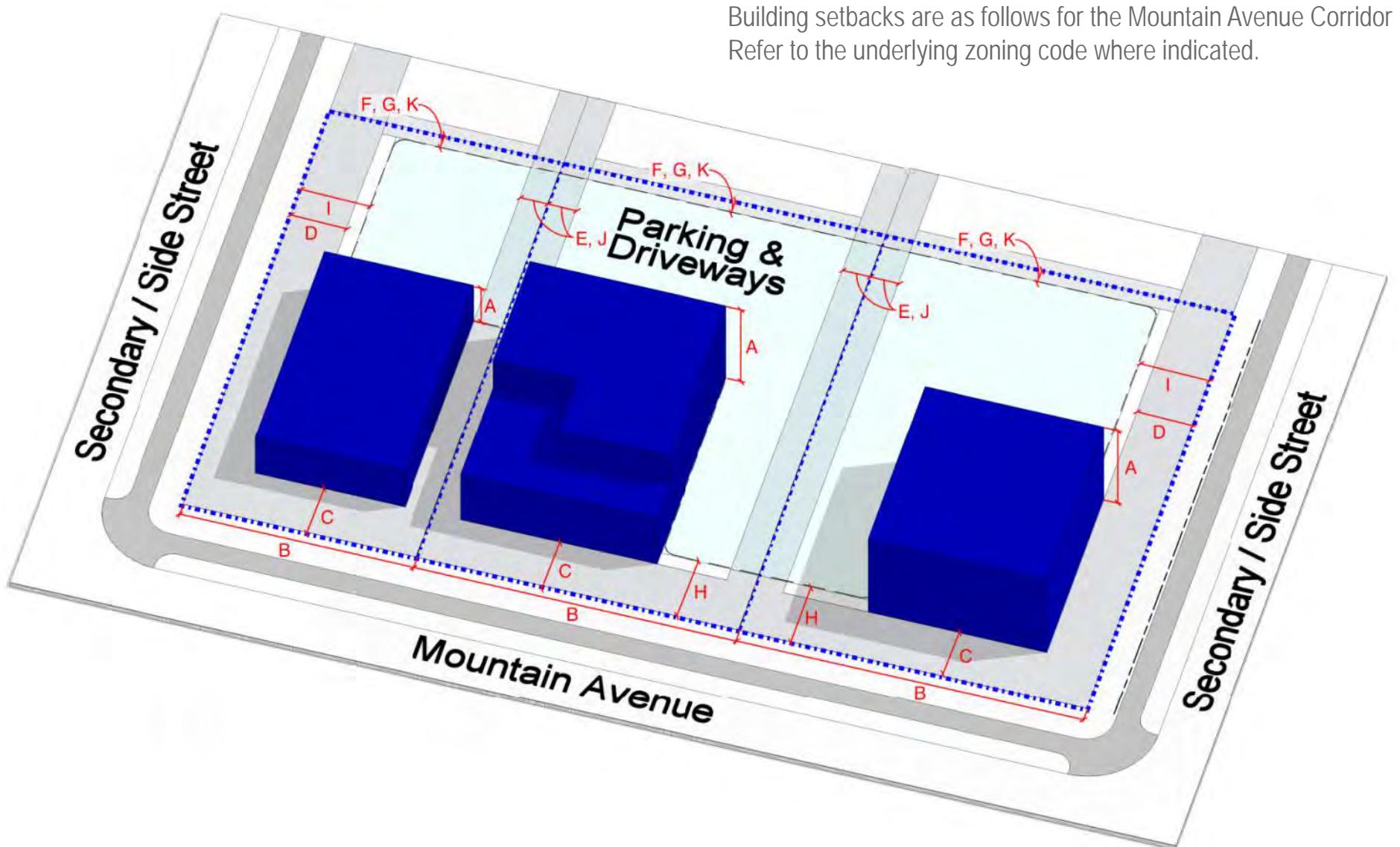
High-quality brick veneer with large storefront type windows and fixed awnings to differentiate first floor uses from upper levels



Top floor setback from primary front facade for perceived scale reduction

Building Setbacks

Building setbacks are as follows for the Mountain Avenue Corridor Plan. Refer to the underlying zoning code where indicated.



Description		Berthoud West
Density and Lot Coverage		Per Underlying Zoning
A Building Height ⁵	Maximum: 3 Stories (40 feet)	
B Minimum Lot Width	Per Underlying Zoning	
Building Orientation		Parallel to Front lot line

Building Setbacks		
C Mountain Ave / Highway 56 ^{6,7}		14 ft. min, 20 ft. max
D Secondary or side street		20 ft. min ⁸
E Side yard (3 stories)		10 ft. min
E Side yard (2 Stories)		Per Underlying Zoning
E Side yard (1 Story)		Per Underlying Zoning
F Rear		Per Underlying Zoning
G Rear Alley		Per Underlying Zoning

Off-Street Parking and Driveway Setbacks		
H Mountain Ave / Highway 56 ⁹		20 ft min. or 5 ft greater than building setback, whichever is greater
I Secondary or side street		20 ft. min
J Side yard		5 ft. min 0 ft. if shared
K Rear		5 ft. min 0 ft. if shared
Max parking and driveway frontage ⁴		40% of lot frontage

Mountain Avenue ROW Encroachments		
Outdoor dining areas and display areas		0 ft.
Awnings		0 ft.
Balconies		0 ft.
Bay windows and building projections		0 ft.
Building eaves		0 ft.
Patio cover roof		0 ft.

Notes:

¹ The ground floor front facade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.

² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation

³ Balconies, bay windows and other building projections extending into the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.

⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District

⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.

⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.

⁷ Front setbacks abutting Mountain Avenue shall be measured from the ultimate right-of-way line.

⁸ Zero foot (0') front setbacks are allowed for buildings having frontage on Gateway Park Blvd located within the proposed Village Center. Setback shall be measured from the ultimate right-of way of Gateway Park Blvd.

⁹ Drive thru lanes located between a public street and a building are discouraged. In situations where this condition cannot be avoided, the minimum building setback can be increased by 15 ft, and a 3 ft. high screen wall shall be installed along the length of the drive-thru lane abutting the public right-of-way. In any case, the drive thru window may not be oriented toward Mountain Avenue.

Change of material and light color blends with skyline to reduce height of larger structures



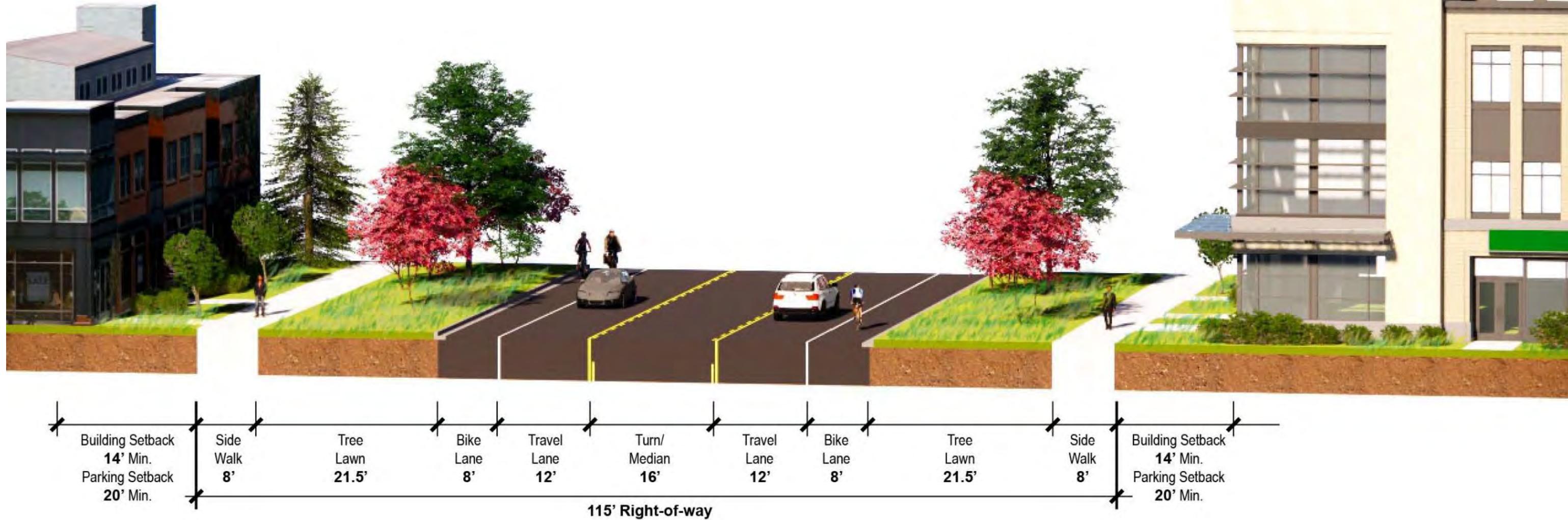


Ultimate Street Cross Section

The ultimate street cross section is consistent with the State Highway 56 Access Control plan. A generous tree lawn and sidewalk enhance the overall aesthetic and pedestrian experience. Continuous on-street dedicated bike lanes are included. A 14-foot minimum building setback leaves enough room for utility easements and is narrow enough to avoid feeling too suburban.

[Bottom] The Berthoud West Ultimate Street Cross Section

[Opposite] A perspective rendering of the corner of Mountain Avenue and Gateway Park Boulevard showing enhanced streetscapes, street corners, and planting strategies

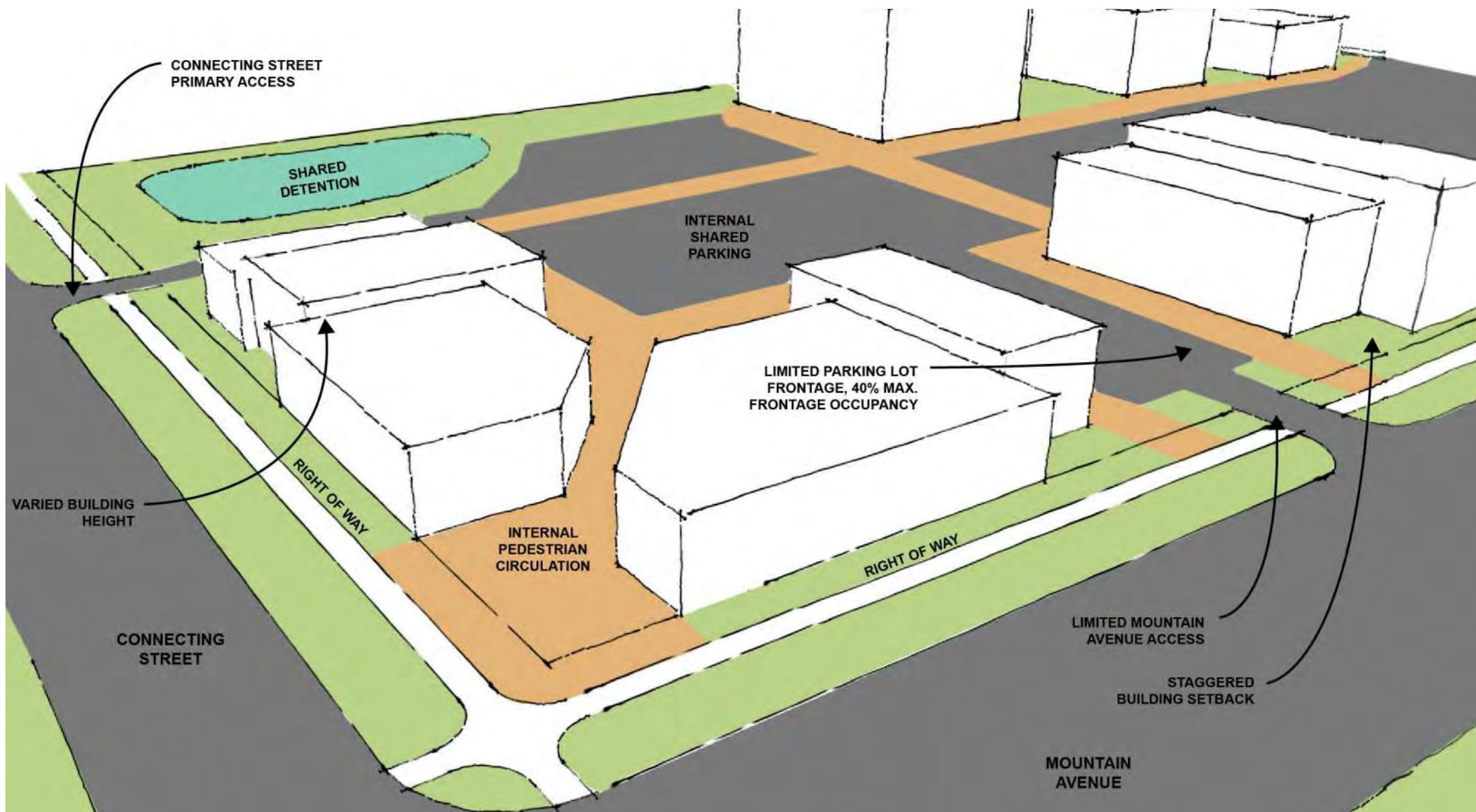


Concept Plan

The conceptual plan for this district departs from more traditional site planning principles where each lot has its own parking, detention, pedestrian spaces, and landscaping. Combining and sharing these elements creates a more integrated composition, improves walkability, and improves land use efficiency.

The proposed 'Village Center', located on Gateway Park Boulevard, will become a social center within this district. It could include restaurants, outdoor dining, breweries, shops and other people magnets.





Site Planning Principles

Modern site planning principles include efforts to combine the infrastructure required to develop from building to building or lot to lot. Sharing things like detention, parking, internal pedestrian spaces are great ways to reduce overall costs of projects, reducing the space they require, and making them more efficient and effective.

More aesthetic principals would require variation in building placement by staggering their setbacks as well as include a variation in building heights.

Limited access directly from Mountain Avenue allows for long stretches of uninterrupted streetscapes, improves traffic flow on Mountain Ave, and increases the need for automobile access to developments from cross-streets and back streets.

Parking is necessary but it shouldn't be a dominant feature. To reduce its visual presence on Mountain Avenue, off-street parking should be tucked behind and between buildings. Off-street parking areas shall not occupy more than 40% of the Mountain Avenue frontage.

Restaurant and bank drive-thrus shall be oriented away from Mountain Avenue.

[Left] A diagram showing how the site planning principals would be applied on a block corner

[Top Right] A diagram showing a typical block in this district

[Top Left] An aerial of a similiar example of these principals in Boulder at 28th and Arapaho

[Opposite] Berthoud West Character District Concept Plan



Streetscape

The wider right of way and generous tree lawn in this district affords some opportunity to create a unique character that is distinctly different than the downtown. A mixture of large canopy shade trees and flowering ornamental trees placed in informal groupings will give this district some individuality. Over time, the mature trees will reach out to Hwy 287 and invite people to come into Berthoud, and the springtime flowers should be magnificent. The continued use of flowerpots on the street corners is also recommended to building on the Garden Spot theme.

Village Center

A 'Village Center' is envisioned on Gateway Park Boulevard south of Mountain Avenue. This area could include restaurants, outdoor dining, roof top decks, breweries, shops, and more. The buildings would be similar in scale to Downtown Berthoud, but the architecture and site amenities should have a modern twist.

[Top] Site plan diagram showing a streetscape configuration unique to this district

[Left] A perspective rendering on the sidewalk in this character district showing a 3 story building at a 14' setback from right of way, and a large tree lawn

[Right] A perspective rendering of the 'Village Center'





BOB TURNER CLASSIC
5K RUN/WALK @ TURNER MIDDLE SCHOOL
FIRST SATURDAY IN MAY



6TH ST
W. 10TH AVE

Residential Conversion

Residential Conversion Character District

This district is characterized by charming older homes occupied by businesses and commercial uses. Majestic street trees create a seemingly continuous canopy over Mountain Avenue making it obvious that this Town has a long history. Green spaces surrounding the homes and detached walks with tree lawns create a very welcoming and walkable neighborhood. Who wouldn't want to work here?

District Extents

The Residential Conversion character district extends along Mountain Avenue between 8th Street and 5th Street in the downtown area.

Existing Zoning

Most of the properties within this district are included in the Neighborhood Commercial (C1) zone district. Fickle Park is the exception and is included in the Limited Multi-Family (R2) zone district.

Significant Features:

Fickle Park is the centerpiece of this district and is cherished by the community. The park provides a wonderful setting for the community to gather, recreate, and relax.

Preferred Land Uses

Commercial/Office, Professional Services, Lodging, Live/Work, Single Family and Single Family Attached Residential

On-Street Parking

Parallel parking exists on both sides of Mountain Avenue and will remain.

Off-Street Parking

Existing off-street parking areas are small, and most are accessed from the alleys on the rear side of the lots. This concept should be continued.

Signage

The type, scale and style of signage should be designed to complement the residential character of this district. The use of internally illuminated signs should be restricted. If signs are illuminated, external down-lighting should be provided. Building mounted, and freestanding ground mounted signs are preferred. Pole signs should not be permitted in this district.

Unique street name signs would also add distinction to this historic district.

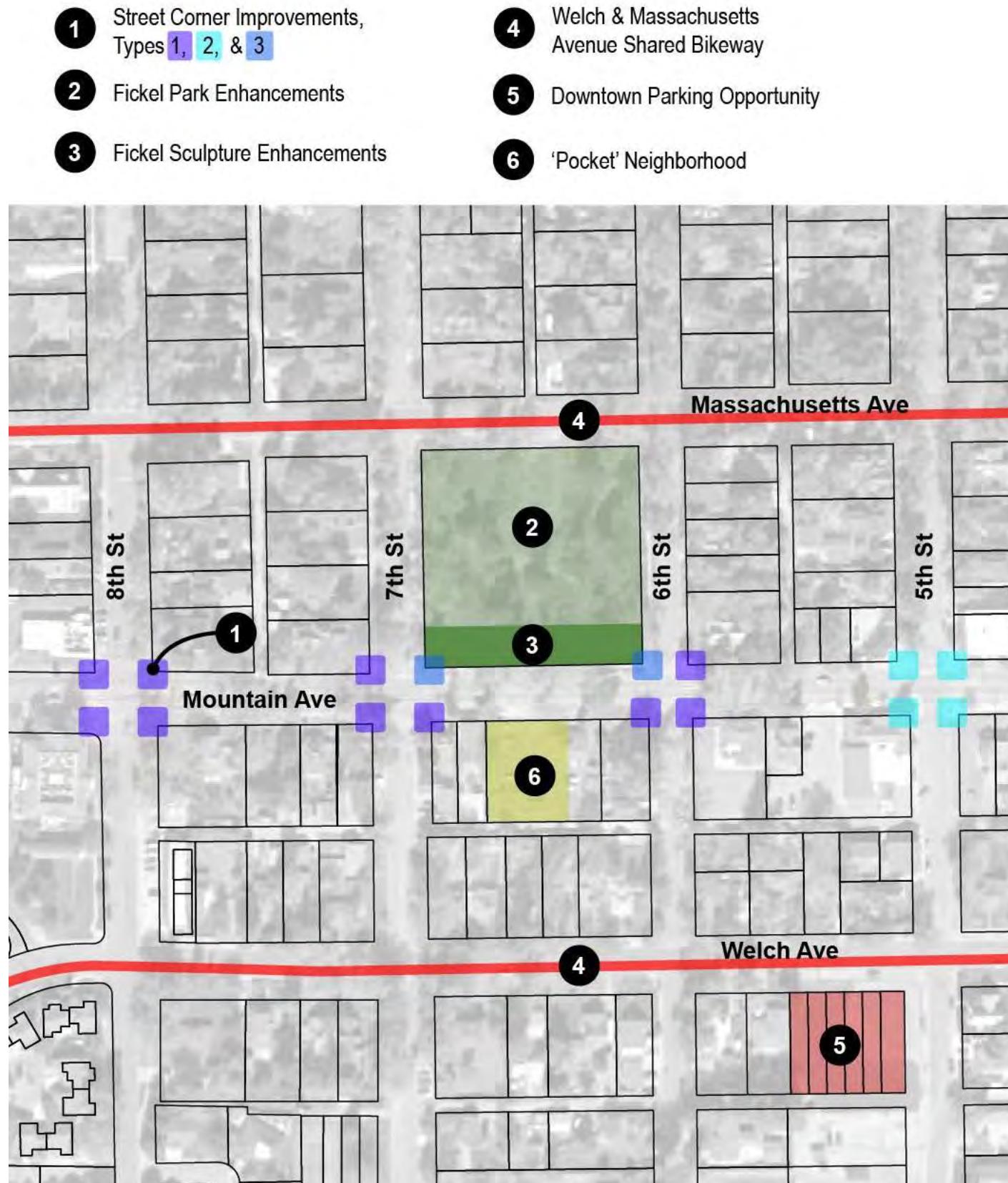
Goals

- Preserve and enhance the charming aspects of this district
- Create a design strategy before redevelopment occurs
- Improve Fickle Park



[Top] Map showing the extents of the Berthoud West Character District

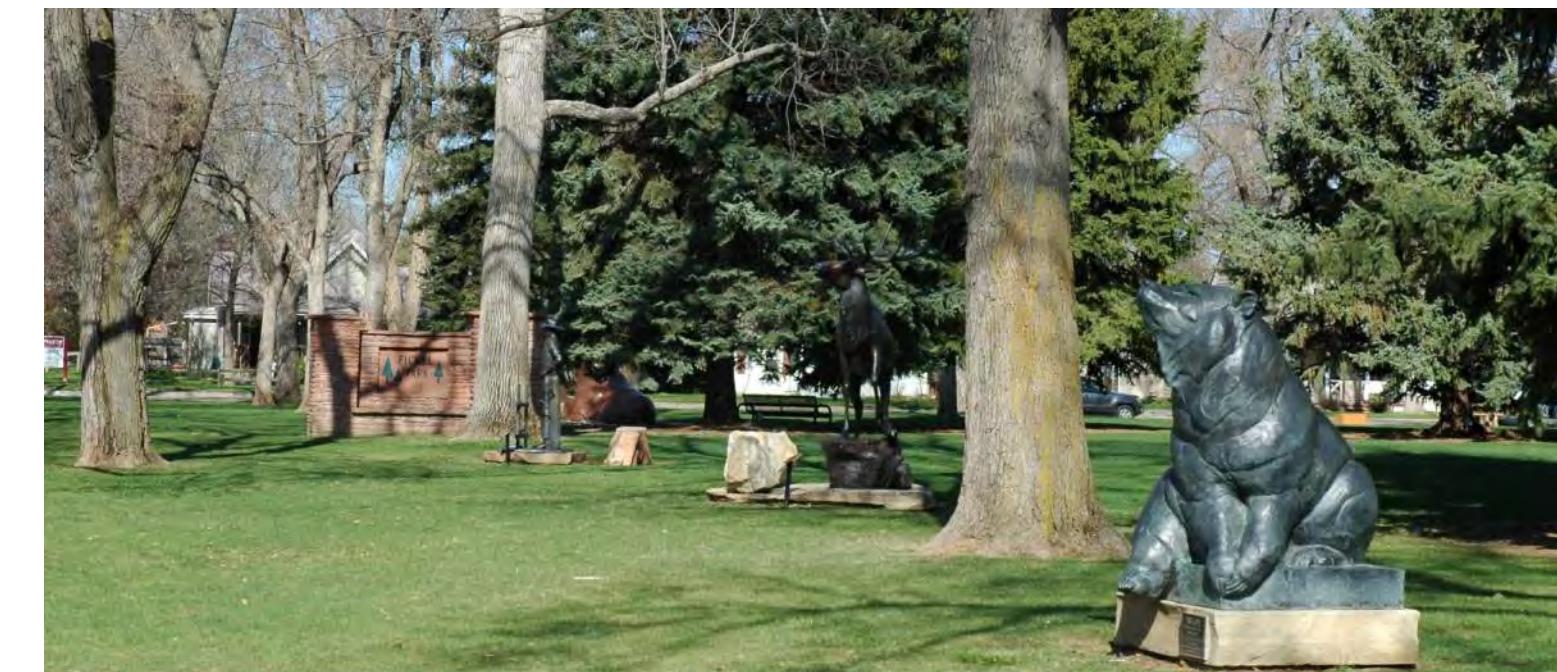
[Right] A map of the district showing the various improvement opportunities



Improvement Opportunities

Several opportunities have been identified in the Residential Conversion district to enhance the overall aesthetic and address some of the challenges associated with this district. The overall intent is to first identify what is significant, historical, or otherwise aesthetically important, and enhance those features. Second, identify unsightly, antiquated, inefficient, or ineffective elements, and improve them. These improvements and enhancements include streetscapes, public spaces, and architecture.

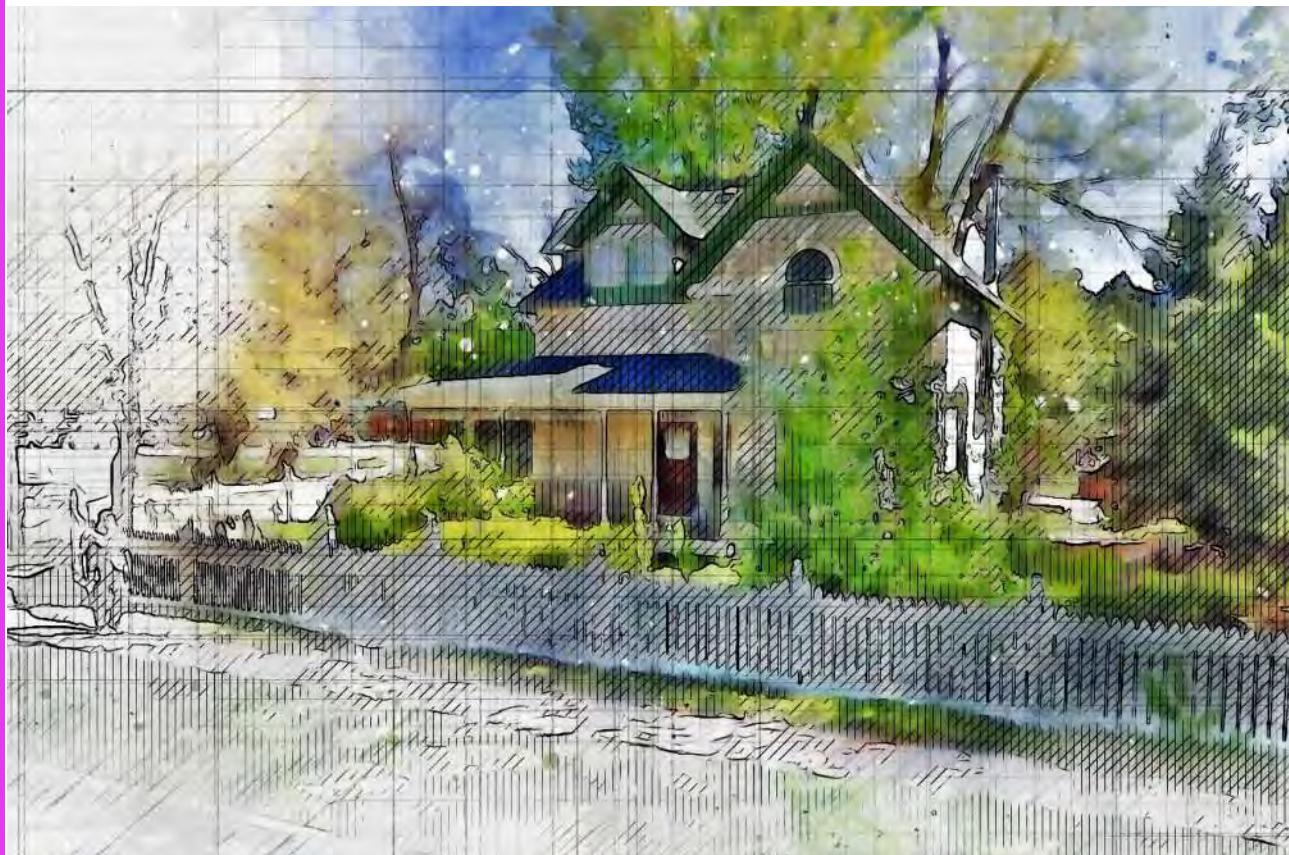
- This district is well-suited for small businesses, live/work units and other similar uses that are compatible with the surrounding residential areas.
- Fickle Park is the centerpiece of this district and is cherished by the community. However, the park is underutilized due to the lack of open areas, and limited park amenities. Refer to the Fickle Park concept plan and illustration in this section
- Street corners and sidewalks should be improved to comply with accessibility requirements, and flowerpots should be placed at the street corners to add more color and interest to the streetscape.
- Most of the properties within this district are well cared for, but some are underutilized, and general upkeep could be improved. Facade renovations, landscape improvements and redevelopment could enhance the overall appearance of this district.
- Low picket fences around “front yards” could add another layer of visual interest and are encouraged. Private front yard gardens, art installations, flowerpots and flower boxes are also encouraged.
- The former motel (currently apartments) on the south side of Mountain Avenue located between 6th and 7th Street could be reimagined as a Bungalow Park or Pocket Neighborhood.
- The small ball diamond at the southwest corner of Welch and 5th could be redeveloped as a public off-street parking lot to address increased parking demand, if/when needed
- The Town should consider creating a Business Improvement District that could be used to fund improvements to building facades, streetscapes, and features that would benefit the community.



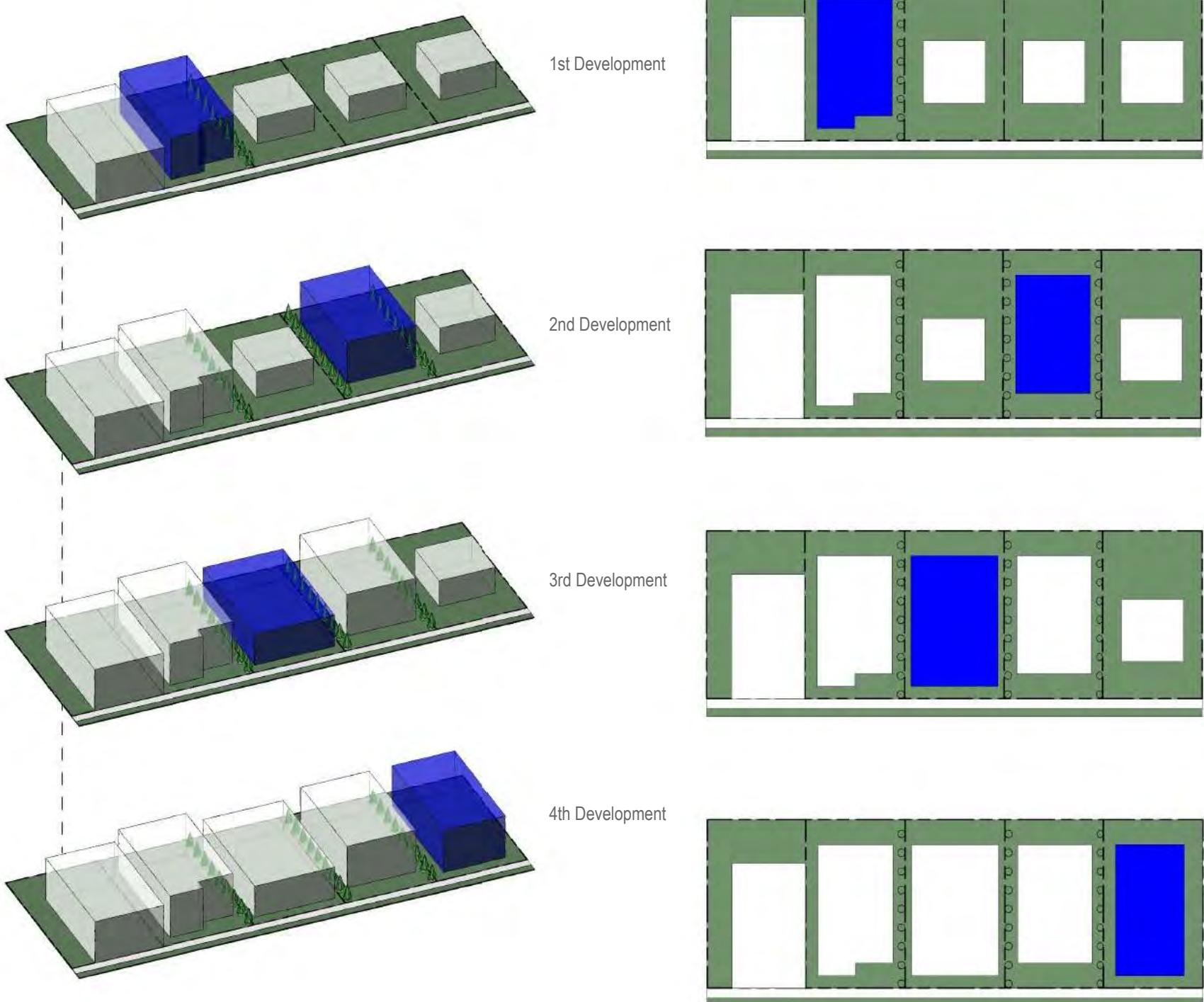
Architectural Guidelines for Residential Conversion District

The three-block long section of Mountain Avenue between 5th Street and 8th Street (one block on each side of Fickel Park) has seen many of its existing single-family homes fronting the street converted to commercial/retail or in-home business use. It is anticipated that this trend will continue with potential pressure to expand or even demolish to rebuild with a larger structure.

The intent of these guidelines is to maintain the residential charm and character of this area, while allowing for adaptive reuse of houses into contemporary businesses as well as new construction, accommodating a mix of uses.



Building setbacks within the Residential Conversion District will need to maintain a portion of the typically large front lawn space of original historic homes, while allowing for the transition to smaller front and side yard lot line necessary for newer developments.



The diagram above shows the progression of new development adjacent to existing residential structures and how, over time, the block can infill with a higher density while respecting the residential character that currently exists.

Preservation of Historic Homes and Context



Demolition of, or major alterations to, historic houses is strongly discouraged and is not allowed without approval of the Town Board.

Additions should be located to the side and/or rear of the house and should be consistent with the scale of the original home. Side additions should be setback from the front face enough to allow the profile of the original structure to be clear and obvious.

When converting a single-family house to a new use, maintain the original location and character of the front porch/stoop.



Providing handicapped accessibility to existing historic homes that typically have elevated stoops and porches can be difficult. Integrating a lengthy ramp into the building and site design requires careful consideration.

New Construction Adjacent to Historic Homes

New construction will likely be larger than older neighboring structures but should strive to maintain the residential scale and features.

Key considerations shall include:

- General proportions should be consistent with adjacent structures, including similar floor-to-floor heights and solid-to-void ratios.
- Divide larger structures into smaller components that more closely mimic the traditional single-family home dimensions. These series of smaller components should not be more than 25' to 30' wide and be expressed in wall panel changes of at least 8'; as well as material changes.
- Although platelines/roofs on new construction will be taller, they should be consistent in form and character. This can be accomplished by blending predominately flat roof areas over larger expanses with sloped roof elements at key accent locations such as entries and highly-visible corners.
- Step down stories and rooflines from back to front and from side to side.
- Retain the diversity of architectural styles that currently exists.
- Orient new buildings parallel to their lot lines with the primary entry integrated into a porch or portico design element facing Mountain Avenue.



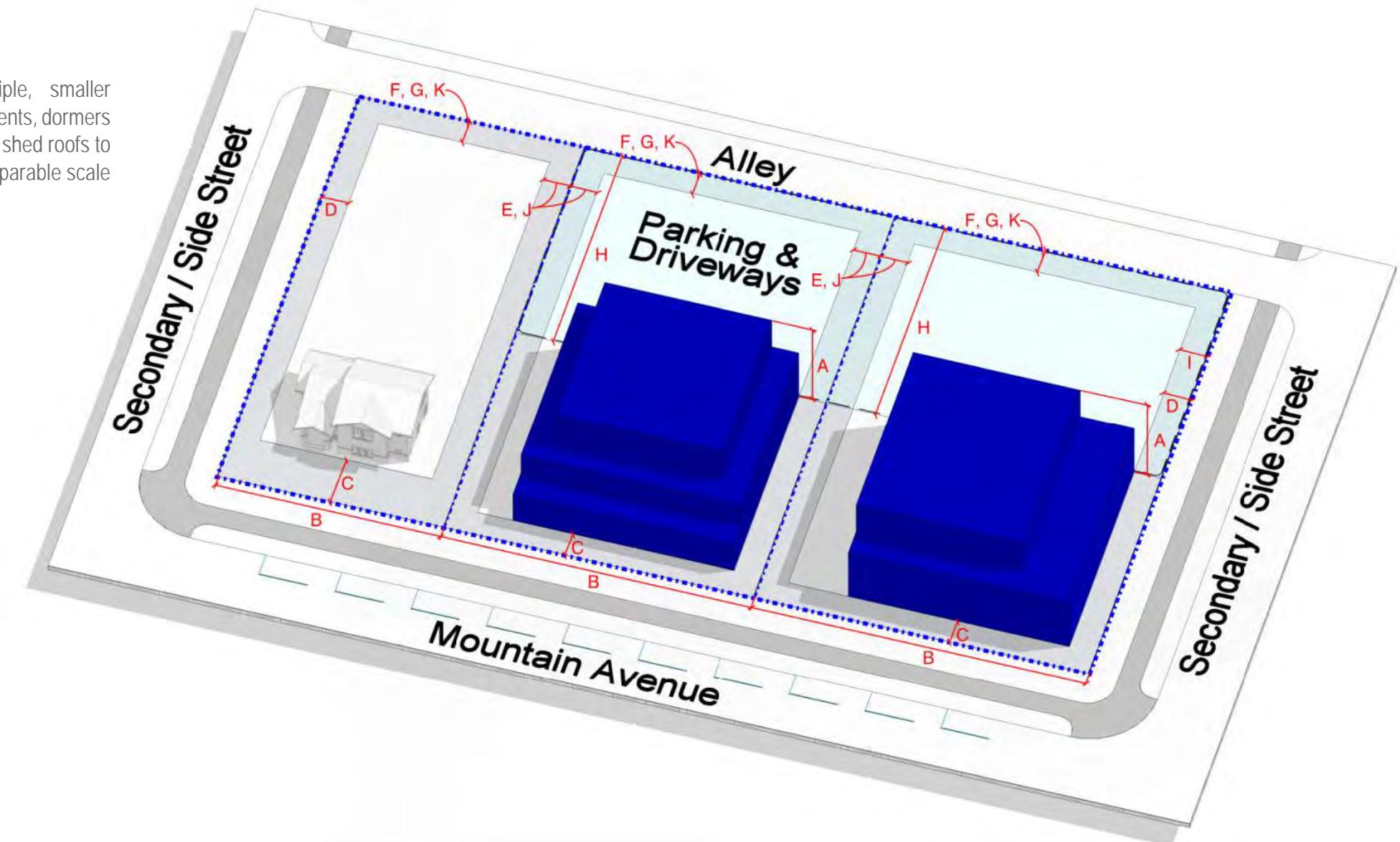


Stair step roof line down from back to front



Building Setbacks

Building setbacks are as follows for the Mountain Avenue Corridor Plan. Refer to the underlying zoning code where indicated.



Mountain Avenue Development Criteria

Description		Residential Conversion
	Density and Lot Coverage	Per Underlying Zoning
A	Building Height ⁵	Maximum: 3 Stories (40 feet) Minimum: 2 Stories (20 feet)
B	Minimum Lot Width	Per Underlying Zoning
	Building Orientation	Parallel to Front lot line

Building Setbacks		
C	Mountain Ave / Highway 56 ^{6,7}	10 ft. min, 20' max
D	Secondary or side street	10 ft min, 15 ft. max
E	Side yard (3 stories)	10' ft. min
E	Side yard (2 Stories)	5 ft. min
E	Side yard (1 Story)	5 ft. min
F	Rear	Per Underlying Zoning
G	Rear Alley	Per Underlying Zoning

Off-Street Parking and Driveway Setbacks		
H	Mountain Ave / Highway 56 ⁹	Behind building, accessed from alley where possible
I	Secondary or side street	5 ft. min
J	Side yard	0 ft. min
K	Rear	0 ft. min
	Max parking and driveway frontage ⁴	0%

Mountain Avenue ROW Encroachments		
	Outdoor dining areas and display areas	8 ft. max. ²
	Awnings	6 ft. max
	Balconies	4 ft. max ³
	Bay windows and building projections	2 ft. max
	Building eaves	2 ft. max
	Patio cover roof	2 ft. max.

Notes:

¹ The ground floor front facade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.

² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation

³ Balconies, bay windows and other building projections extending in to the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.

⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District

⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.

⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.

⁷ Front setbacks abutting Mountain Avenue shall be measured from the ultimate right-of-way line.

⁸ Zero foot (0') front setbacks are allowed for buildings having frontage on Gateway Park Blvd located within the proposed Village Center. Setback shall be measured from the ultimate right-of way of Gateway Park Blvd.

⁹ Drive thru lanes located between a public street and a building are discouraged. In situations where this condition cannot be avoided, the minimum building setback can be increased by 15 ft, and a 3 ft. high screen wall shall be installed along the length of the drive-thru lane abutting the public right-of-way. In any case, the drive thru window may not be oriented toward Mountain Avenue.





Streetscape

The narrow street right-of-way reinforces the residential scale of this district. Existing street trees should be preserved and protected, and new street trees should be added where gaps exist. Large canopy shade trees should be centered in the tree lawn at 40-foot spacing. The continued use of flowerpots on the street corners is also recommended to build on the Garden Spot theme.

Ultimate Street Cross Section

The ultimate street cross section is consistent with the State Highway 56 Access Control plan. Eight-foot tree lawns and six-foot detached sidewalks enhance the overall aesthetic and pedestrian experience. The street is not wide enough to accommodate on-street bike lanes.

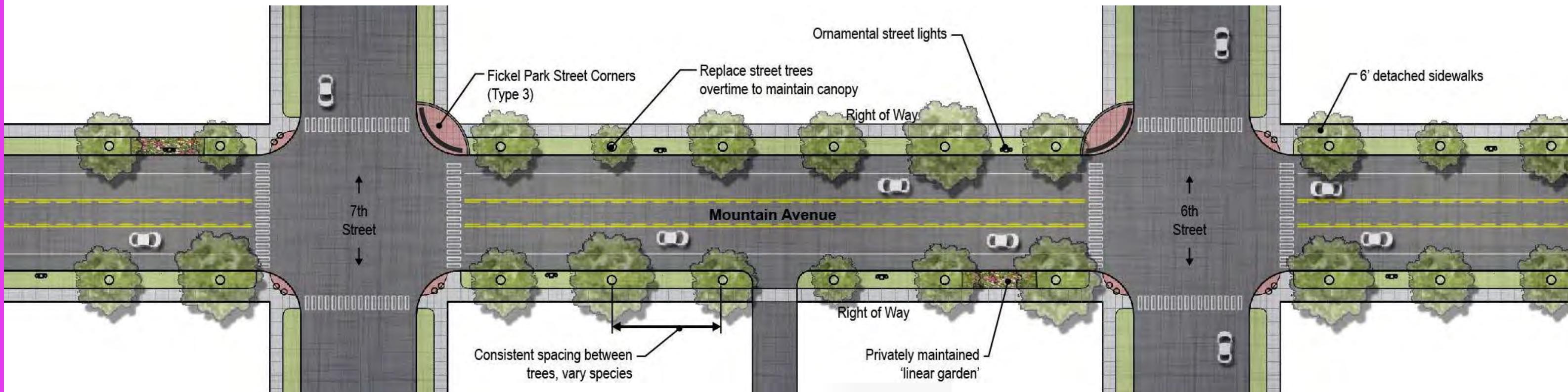
A 10-foot minimum building setback allows room for outdoor dining and/or garden spaces in front of buildings while reducing impacts to existing mature street trees.

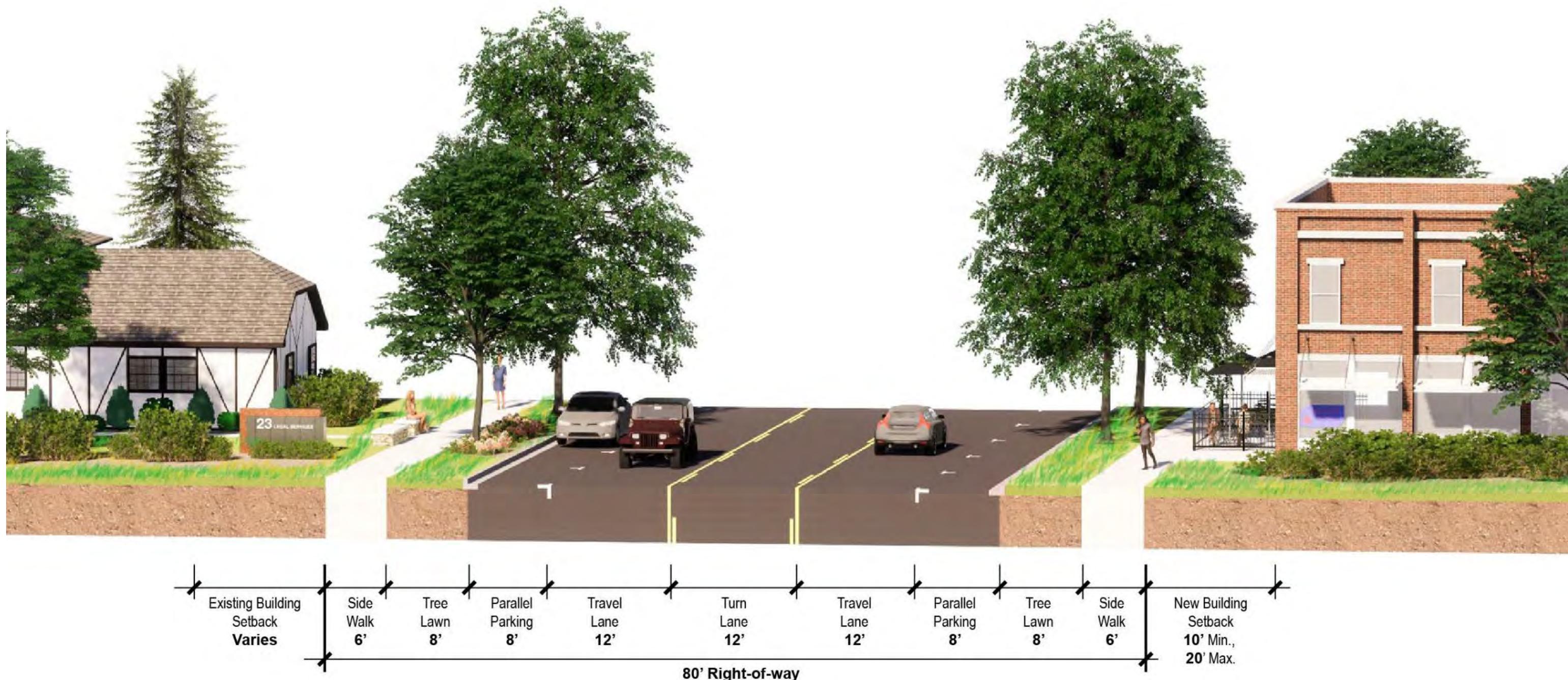
[Left] Private artwork at a residence in this character district

[Bottom] Streetscape diagram

[Right] Ultimate street cross section

[Below] Owner maintained right of way street planting as shown in the streetscape diagram





Redevelopment

As commercial development interest grows in downtown Berthoud, this district could experience some redevelopment pressure. Two general strategies can be implemented based on the property owner's interest: 1) redevelop the properties to look like an extension of downtown, or 2) renovate/redevelop and continue operating a commercial business out of a residential style building.

Even after redevelopment, this district should always include more green spaces than the Downtown Commercial District. Shallow front yards, outdoor dining, gardens, and detached walks with tree lawns will differentiate this district.

Existing businesses out of homes



Option 2: Redevelopment



Option 1: Enhance Existing

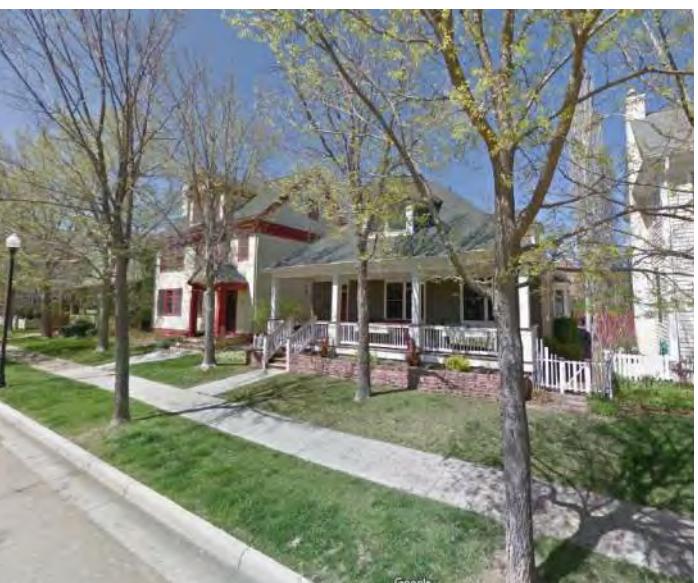
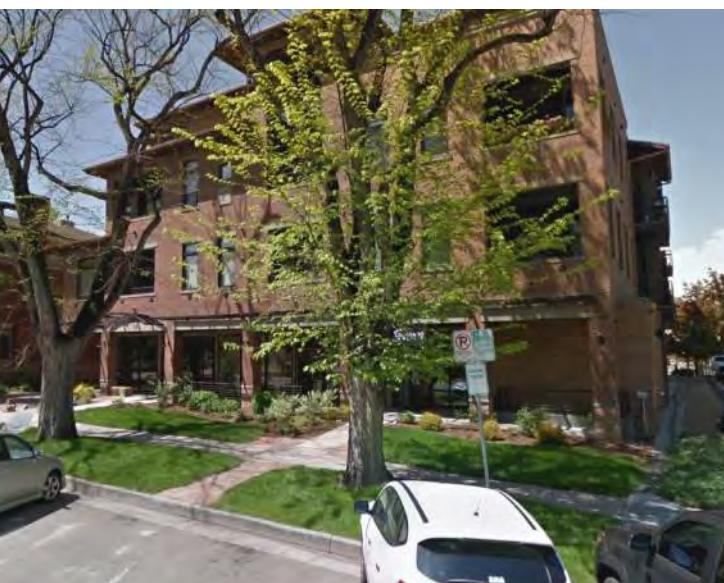


New Developments, Extension of Downtown

As properties redevelop, building setbacks will decrease, building frontage will increase, 3-story buildings may appear, and a commercial character will emerge over time. See architecture section for building aesthetic and transition strategies.

Shallow "front yards" are recommended for new developments to protect the existing mature street trees and to allow space for other private amenities. Zero-foot side yard setbacks will increase building frontage occupation, where permissible. See architecture section for building aesthetic and transition strategies.

New Development Examples:



Existing Developments, Businesses in Homes

Businesses operating out of former residences is a common theme within this district. The architecture is residential in character and scale but the homes have been modified in minor ways as required to operate a business. Ramps have been added to create accessible routes, signs have been retrofitted in a variety of locations, and lights have been added to attract attention.

See below for improvements that could be made to enhance this district

Existing Berthoud Examples:



Enhancement Examples:



Colorful and tasteful painting

Appropriate Signage, Lighting

Patio Furniture, Low Front Yard Fence

Landscaping

Facade Improvements

Fickle Park

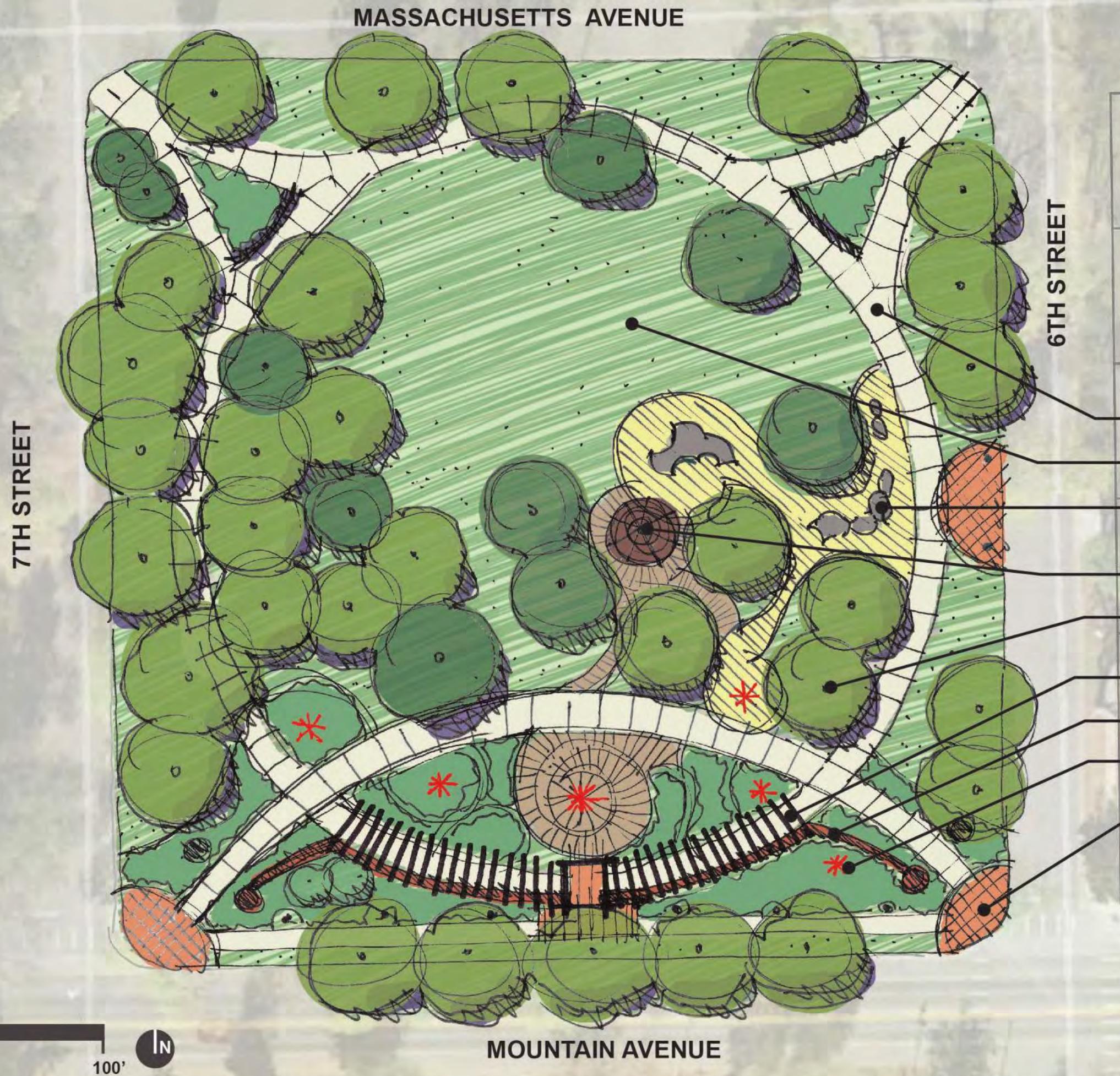
Fickle Park is the centerpiece of this district and is cherished by the community. However, the park is underutilized due to the lack of open areas, and limited park amenities. Improvements to the park could significantly increase its visual appeal, day-to-day use, and functionality for events and festivals.

- Today, a collection of bronze sculptures is randomly positioned in Fickle Park along Mountain Avenue. Thoughtful placement of new and existing sculptures within a sculpture garden [4] would honor the Town's art collection and become a memorable Garden Spot.
- The introduction of new play features and/or interactive sculptures [1] would add visual interest and enrich the park experience for young families.
- Provision of garden features like arbors, low walls, and plantings would create inviting comfortable spaces to linger [2].
- Small gathering spaces, hangout spaces, and seating would bring people together. The existing tennis court is out of place and should be removed and reconstructed in another park. This will allow space for a variety of activities that serve the broader community [3].
- The mature trees should be preserved to the greatest extent possible.

[Top Right] A perspective rendering from Mountain Avenue featuring the Berthoud School archway

[Bottom Row] See photo references in text above





[Top Right] A diagram showing some of the existing conditions in Fickel park

[Left] A concept plan showing the enhancement suggestions to Fickel Park



Fickel
Park



'Pocket' Neighborhood

During one of the public open houses, a community member suggested that the former motel on the south side of Mountain Avenue (between 6th and 7th Streets) be converted to a 'Pocket Neighborhood'. Pocket neighborhoods are described as a clustered group of neighboring houses or apartments around a shared open space such as a garden or courtyard. These neighborhoods foster a strong sense of community, make housing affordable, are attractive to a variety of ages, and conserve space in a dense and well-established part of town. This concept is encouraged throughout this district.

[Opposite] View of Fickel Park from the intersection of Mountain and 5th Street with a sculpture garden in the foreground, interactive play features in the mid-ground, and open turf play area in the background

[Above] Former motel, existing apartments with large parking lot that could be converted to a pocket Neighborhood

[Left 3 Images] Pocket Neighborhood examples



BERTHOUD
DRUG & GIFTS

Good
Pharmacy
970-532-2020

DRUG

Glass
of
Art

DRUG

Downtown Commercial

Downtown Commercial Character District

Berthoud's Downtown District has the greatest concentration of character and personality, and it shapes much of the Town's identity. Its buildings give a sense of history, its businesses and restaurants show the liveliness of the town, and its quirks set it apart from other towns in Northern Colorado. And while the downtown has changed over the years, its essence is well preserved.

The historic brick buildings found on the 300 and 400 blocks of Mountain Ave form the heart and soul of Downtown Berthoud. These blocks have continuous urban edges and invite people to walk along the storefronts.

The 100 and 200 blocks are characterized by an eclectic mix of industrial and historic buildings. The Berthoud Historical Society building, and the Pioneer Museum are the architectural bright spots on the 200 block. The urban edges are fragmented and are less appealing for pedestrians.

The railroad tracks create a physical and psychological gap in the downtown fabric which needs to be addressed to connect and expand the downtown district.

District Extents

The Downtown Commercial character district extends along Mountain Avenue between 5th Street and 1st Street in the downtown area.

Existing Zoning

Neighborhood Commercial District (C1)

Significant Features:

The roundabout at Mountain and 1st signifies entrance to Downtown Berthoud
Greeted by T-Rex – unexpected and fun

Skate Park

Pioneer Museum

People places - restaurants, cafes, coffee shops, breweries, bakery, shops, salons, businesses, and housing.

Preferred Land Uses

Ground floor uses – Restaurants, Retail, Office, Professional Services, and other similar uses

Upper floors – Residential, Restaurants, Retail, Office, Professional Services, and other similar uses.



Goals

- Create a rich and exciting environment that attracts people to downtown stores and restaurants
- Activate street scene with outdoor dining, rooftop decks, and other people spaces
- Protect historic buildings
- Protect and reinforce quirky creative vibe
- Enhance building facades

Signage

In general, building mounted signs are recommended in this district. This includes wall mounted signs, window signs, and awning signs. The type, scale and style of the signage should be designed to complement the character of this district and the building that the sign is associated with. The use of internally illuminated signs and awning should be restricted. If signs are illuminated, external down-lighting should be provided.

"A-frame portable sandwich board signs" are currently allowed and commonly used for businesses located on cross-streets within one block of Mountain Avenue in the Downtown Commercial District. These signs contribute to the uniqueness of Berthoud's downtown environment, and the use of the signs should continue. However, a maximum of one (or two?) sign should be allowed on each street corner to reduce visual clutter, and the signs should be well designed, and constructed of quality materials (metal, wood, stone). Plastic signs are not allowed. Sign permits are required for these signs. Pole mounted and free-standing signs are prohibited in this district.

[Top] Map showing the extents of the Downtown Commercial Character District

[Opposite] Diagram showing the district opportunities

Improvement Opportunities

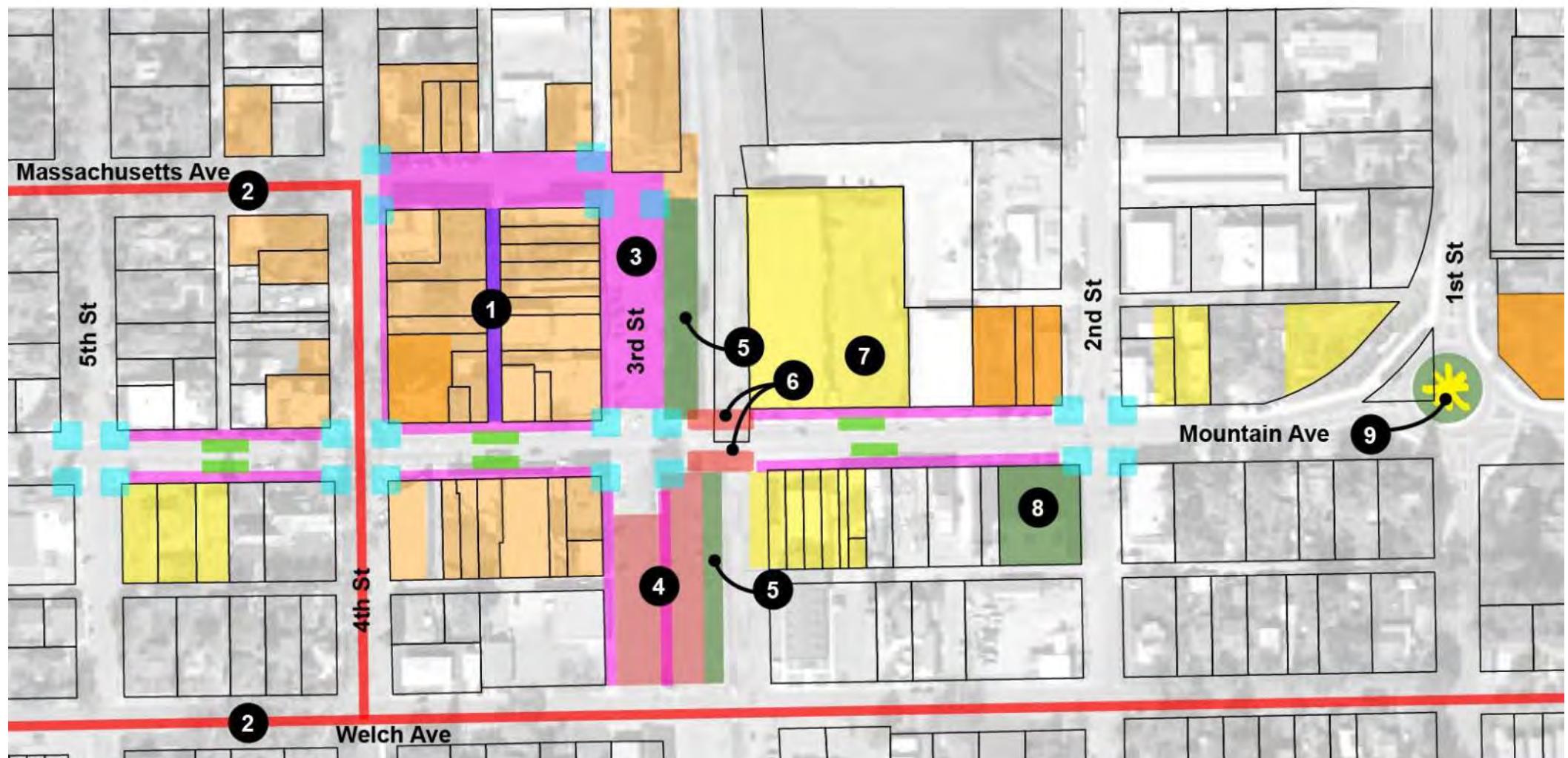
Several opportunities have been identified in the downtown commercial district to enhance the overall aesthetic and address some of the challenges associated with this district. The overall intent is to first identify what is significant, historical, or otherwise aesthetically important, and enhance those features. Second, identify unsightly, antiquated, inefficient, or ineffective elements, and improve them.

In general, these improvements and enhancements include streetscapes, alleyways, public spaces, private development opportunities, and architecture. Specific opportunities include:

- Replace gateway sign near the 1st Street roundabout and enhance landscaping
- Reimagine Skate Park to add life and interest
- Façade enhancements
- Identify and market redevelopment opportunities
- Relocate fire station away from main street and convert building to people-oriented use
- Encourage painted murals on blank or unattractive sides of buildings
- Strengthen downtown connection across railroad tracks
- Adaptive reuse of the large metal building east of the railroad tracks
- Public parking opportunity east of large metal building
- Convert the 500 block of 3rd Street and the 300 block of Massachusetts Avenue into flexible curbless streets that can be used for public events
- Restore the historic depot building as a focal point
- Enhance streetscape and parking lots on the 400 block of 3rd Street – improve ped connections, landscaping and buffering
- Enhance downtown street corners
- Alley conversion – space for people and vehicles
- Strengthen urban edge on south side of Mountain Ave east of 5th Street.
- As redevelopment occurs, private driveways accessing Mountain Avenue will be eliminated and a continuous left turn lane may not be necessary. Eliminating portions of the turn lane could allow space for landscaped medians, widened sidewalks, diagonal parking or other urban amenities.
- The Town should consider creating a Business Improvement District that could be used to fund improvements to building facades, streetscapes, and features that would benefit the community.



- 1 Alley Enhancement
- 2 Shared Bikeway
- 3 3rd Street & Massachusetts Avenue Streetscape Improvements
- 4 South 3rd Street Parking Enhancements
- 5 Improve Park
- 6 Railroad Connection
- 7 Adaptive redevelopment of existing Warehouse
- 8 Skatepark Enhancements
- 9 Gateway



Architectural Guidelines for Downtown Commercial District

The Town of Berthoud recognizes that its downtown contains the historic character and charm necessary to serve as the heart of the community far into the future. The intent of these guidelines is to protect and preserve the historic character of downtown, while allowing for adaptive reuse/renovation of existing structures while encouraging appropriate infill development.

Most of the older buildings filled the entire width of one or more lots and fronted Mountain Avenue creating a fairly consistent scale and sense of rhythm. Therefore, new infill projects should follow along with similar perceived widths to reinforce this visual continuity.

However, this does not mean that new buildings should attempt to literally replicate earlier design forms, massing or details; rather they should use the existing context to inform new creative design solutions by striking a balance between old and new.

Preserve Historically Significant Buildings

Berthoud's historic downtown contains a variety of significant buildings that should be preserved, establishing the scale and character for downtown and providing design guidance for future development.

Berthoud's historic downtown buildings tell the history of the community and establish its unique character.

The Mountain Avenue downtown core is characterized by one- and two-story commercial block structures. This scale should be retained and used to guide the design of future development.

The historic integrity of existing downtown buildings should be retained and enhanced.

"Theming" or other artificial historical references are not needed to establish the character of downtown.

Retaining and reusing older buildings promotes environmental sustainability, with restoration or rehabilitation consuming far fewer resources than new construction.



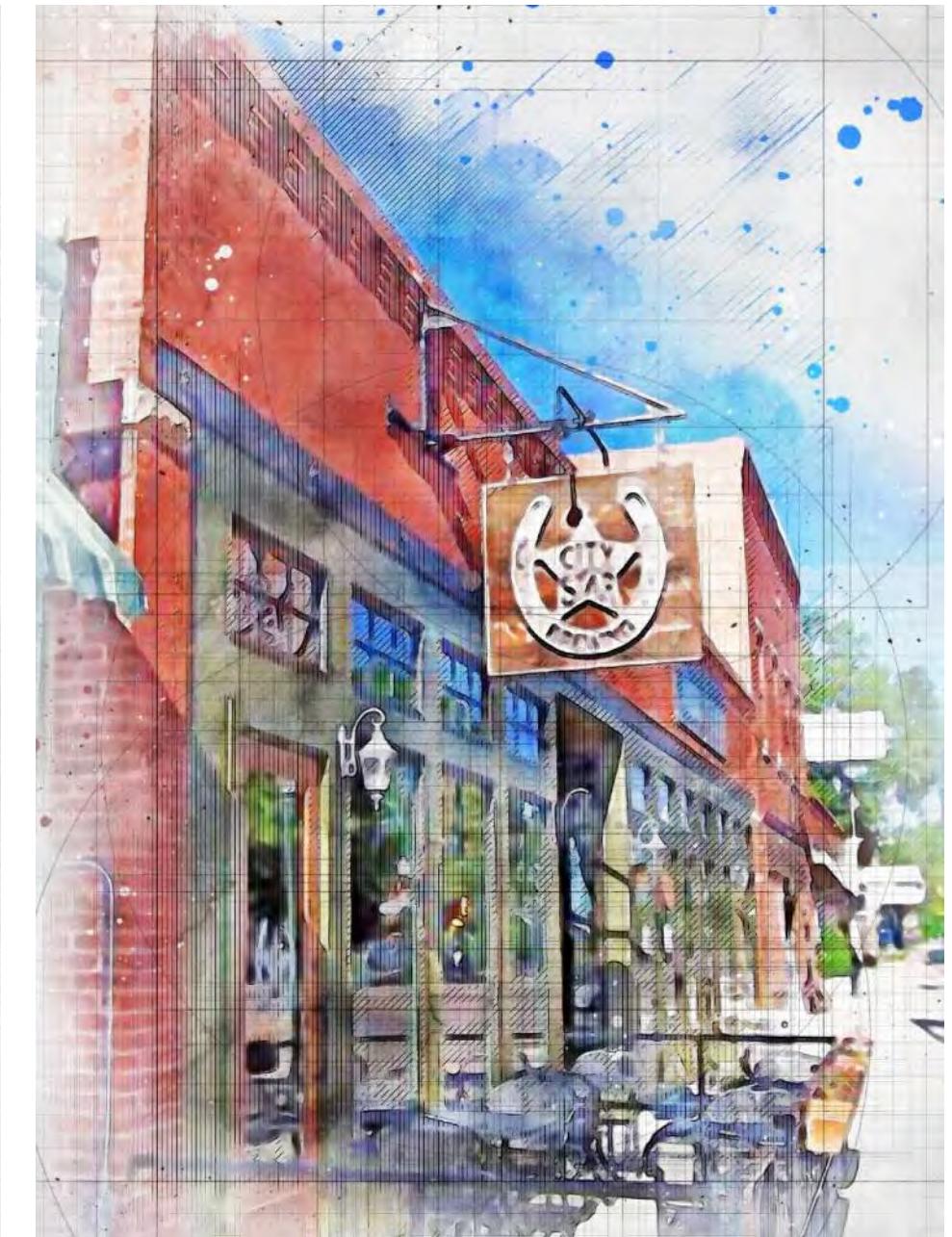
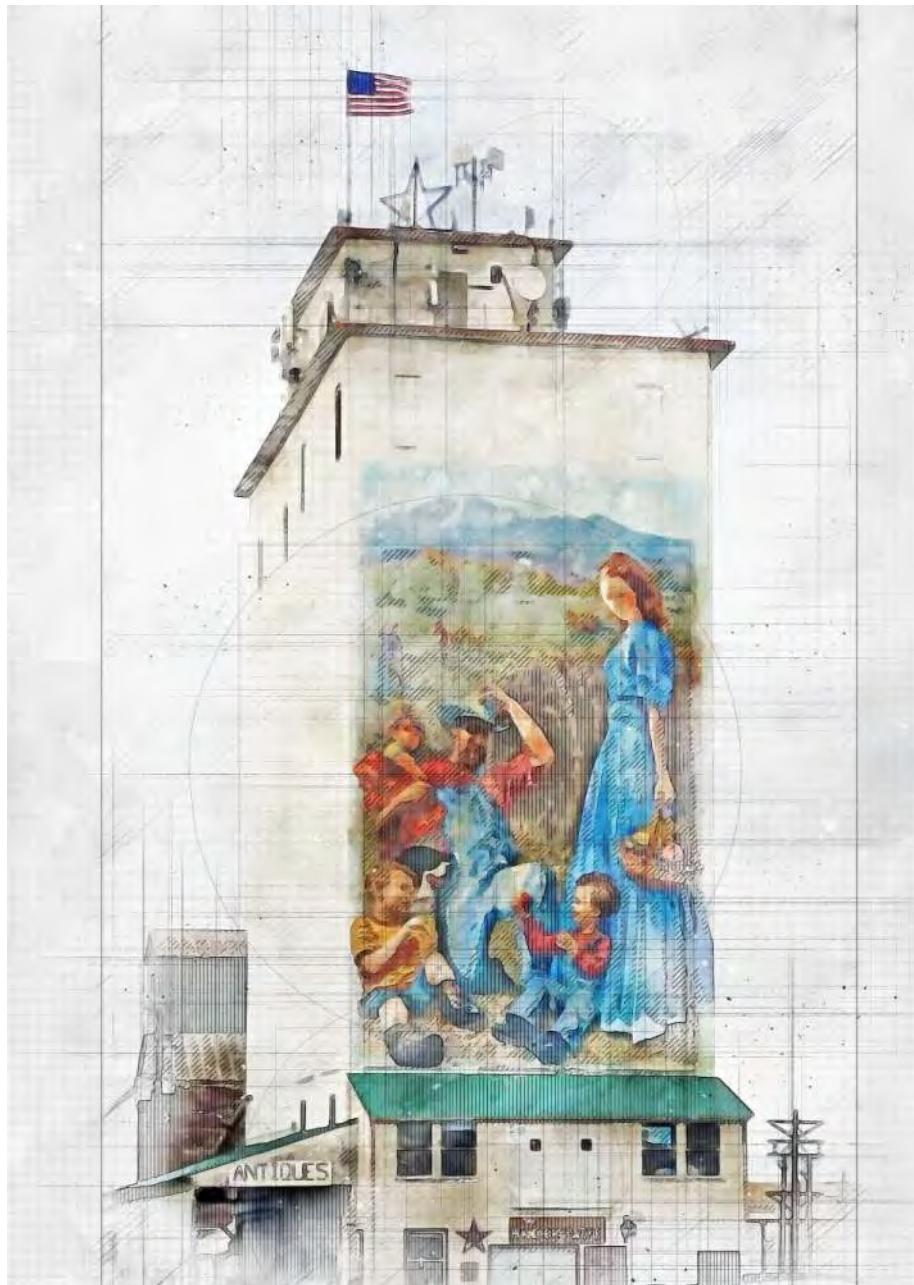
While most buildings on Mountain Avenue are examples of early 20th century commercial block architecture, a variety of architectural styles are present with influences from Victorian, Neo Gothic and Craftsman. This diversity of styles should be enhanced through future development and infill construction.

Demolition of, or major alterations to, historic buildings is strongly discouraged.

Maintain Historical Architectural Details

Historic buildings are distinguished by the unique details, materials and craftsmanship of their construction.

Distinct historic details and embellishments establish a special character for the building. Original architectural elements that should be preserved include: cornices, window hoods, windows, entrance doors/frames, storefronts, transoms, mouldings, dentils, medallions, etc.



Architectural Guidelines for Downtown Commercial District

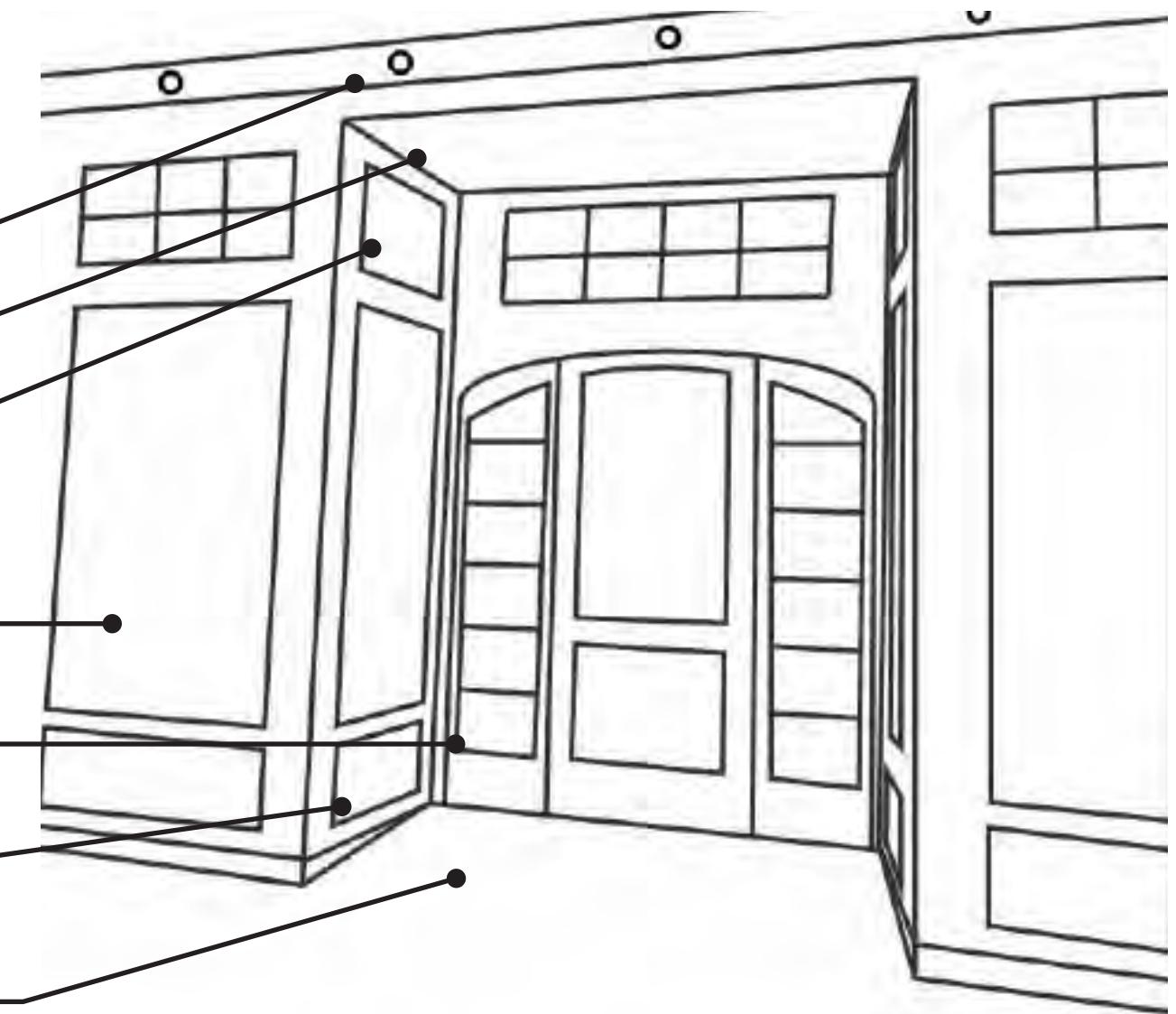
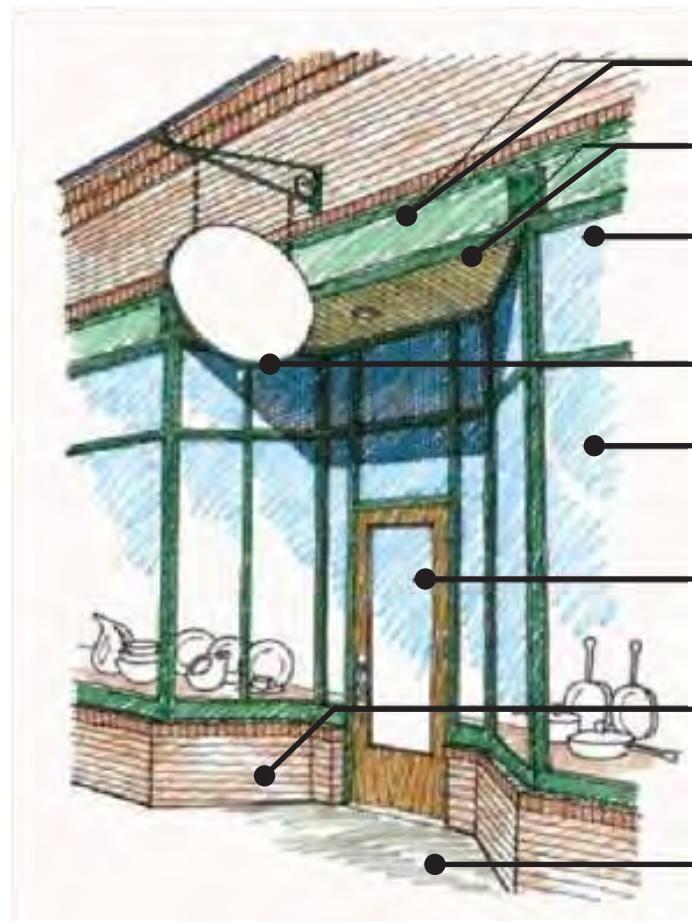
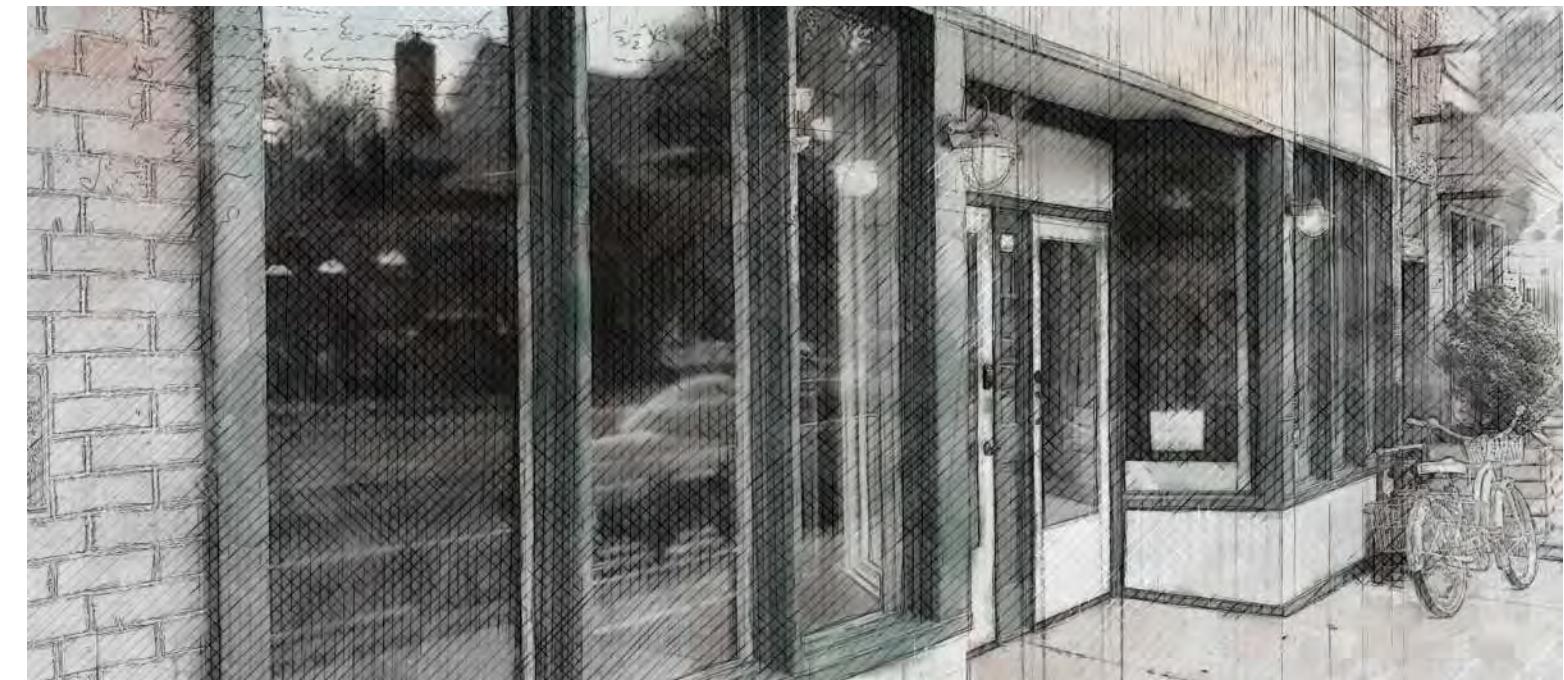
Use ground level storefront to enliven the street

Ground level retail storefronts are indicative of the mercantile economy of historic downtowns of the late 19th and early 20th centuries. They often feature formal, symmetrical facades, large expanses of display windows flush with the building front walls, recessed entrances and decorative glass transoms.

Retail storefronts create an intimate, pedestrian scale along the street, encouraging residents to slow down, interact and window shop.

The primarily glazed, ground level storefronts create a distinction between the public retail facade and the more private areas of the upper levels, often expressed by individual punched window openings.

The higher ceilings of historic, ground level retail storefronts have a character not often found in more modern construction.



Encourage infill development

Communities are encouraging infill development of vacant downtown properties and redevelopment of inappropriate or underutilized buildings to revitalize their historic downtowns.

Designed properly, new construction can blend seamlessly with original, historic buildings to create a vibrant downtown environment.

Open or undeveloped downtown properties break the rhythm of the streetscape, leaving gaps in the downtown fabric that accumulate litter and debris, and encourage vandalism, graffiti and loitering.

Maintain natural materials and colors that often utilize local materials and represent the workmanship of local craftsmen. Modern metal siding and other industrial materials are inappropriate as primary facade materials in the historic downtown area.



New infill development should not mimic the exact historic designs and details of existing structures, but pick up on the rhythm and spacing of elements to be compatible with and complementary to them.

Basic principles for new development should include:

- Orient building parallel to street and align front facade with established sidewalk edge.
- If a portion of the building must be set back, use traditional urban site features to maintain defined sidewalk edge noted above
- Create a clearly defined front entry recessed at least 3' so out swinging doors do not project into the perpendicular circulation path
- Predominate massing at the front property line should be one- or two-stories with setbacks for additional stories
- Floor-to-floor heights should appear to be consistent with heights traditionally seen in older adjacent buildings
- Utilize similar high-quality, durable materials such as brick or stone with only accents of more modern materials



Architectural Guidelines for Downtown Commercial District

Building Awnings

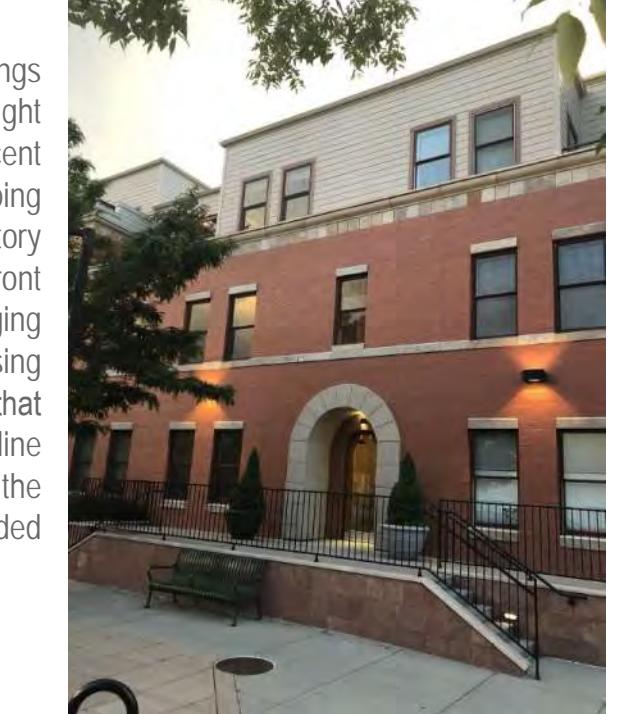
Awnings have been used for centuries to shade the facades and display windows of buildings and provide residents with protection from the elements.

Historic commercial and mercantile buildings of the late 19th and early 20th centuries used awnings extensively to help cool the buildings in the era before air conditioning, often including upper level windows. Awnings provide a cost-effective method to shade windows and conserve energy.

Awnings also provide a unifying design element to enhance the downtown streetscape and provide opportunities for colorful accents and signage.



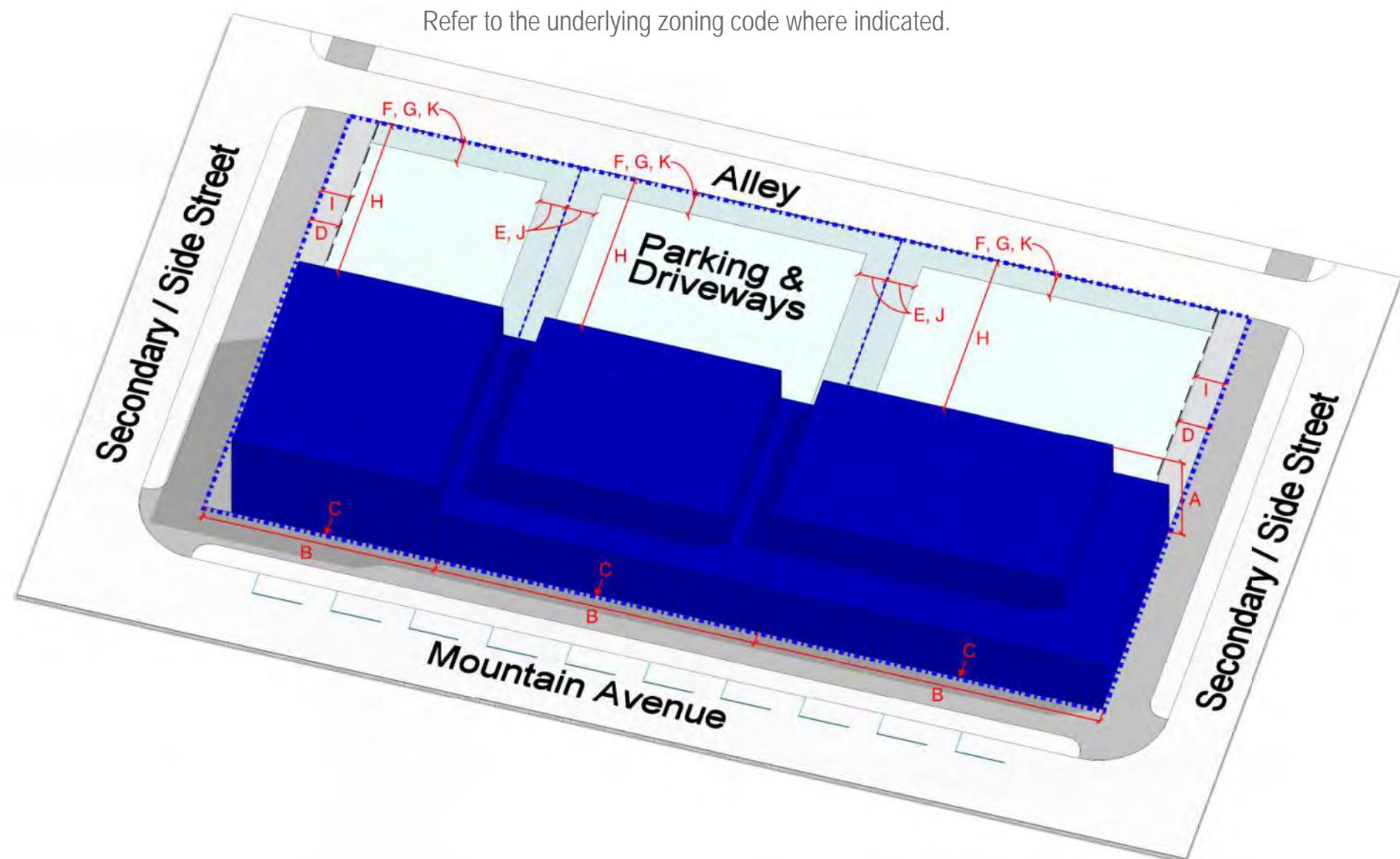
Infill development should respect the scale and massing of the historic streetscape while encouraging a higher density use.



Building Setbacks

Building setbacks are as follows for the Mountain Avenue Corridor Plan.

Refer to the underlying zoning code where indicated.



Mountain Avenue Development Criteria

Description		Downtown Commercial
Density and Lot Coverage		Per Underlying Zoning
A Building Height ⁵	Maximum: 3 Stories (40 feet) Minimum: 2 Stories (20 feet)	
B Minimum Lot Width	Per Underlying Zoning	
Building Orientation	Parallel to Front lot line	

Building Setbacks	
C Mountain Ave / Highway 56 ^{6,7}	0 ft. min, 10 ft. max ¹
D Secondary or side street	0 ft. min, 10 ft. max ¹
E Side yard (3 Stories)	0 ft.
E Side yard (2 Stories)	0 ft.
E Side yard (1 Story)	0 ft.
F Rear	Per Underlying Zoning
G Rear Alley	Per Underlying Zoning

Off-Street Parking and Driveway Setbacks	
H Mountain Ave / Highway 56 ⁹	Behind building, not accessed from Mountain Avenue
I Secondary or side street	5 ft. min
J Side yard	0 ft. min
K Rear	0 ft. min
Max parking and driveway frontage ⁴	0%

Mountain Avenue ROW Encroachments	
Outdoor dining areas and display areas	8 ft. max ²
Awnings	6 ft. max
Balconies	4 ft. max ³
Bay windows and building projections	2 ft. max
Building eaves	2 ft. max
Patio cover roof	2 ft. max.

Notes:

¹ The ground floor front facade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.

² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation

³ Balconies, bay windows and other building projections extending in to the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.

⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District

⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.

⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.

⁷ Front setbacks abutting Mountain Avenue shall be measured from the ultimate right-of-way line.

⁸ Zero foot (0') front setbacks are allowed for buildings having frontage on Gateway Park Blvd located within the proposed Village Center. Setback shall be measured from the ultimate right-of-way of Gateway Park Blvd.

⁹ Drive thru lanes located between a public street and a building are discouraged. In situations where this condition cannot be avoided, the minimum building setback can be increased by 15 ft, and a 3 ft. high screen wall shall be installed along the length of the drive-thru lane abutting the public right-of-way. In any case, the drive thru window may not be oriented toward Mountain Avenue.

Signage

Bracket mounted signage projecting from walls is an effective, historically-sensitive method to provide building/business identification in the downtown area with zero lot lines.

Projecting bracket signs are more pedestrian in scale, typically mounted on pilasters or walls at a height closer to the sidewalk.

Projecting signs are oriented perpendicular to the movement of pedestrians along the sidewalk, a more appropriate and sensitive solution than larger, flush mounted signs oriented to the automobile.





Streetscape 'Bulb-Outs,' with canopy shade trees, low growing shrubs and perennials



Street Lights, pedestrian lighting, festival/holiday lighting



Right of way encroachments, dining, railings, planters, awnings, building signs, etc.



Street furniture, benches, tree grates, planter pots, seatwalls, etc.



Activated pedestrian street spaces



Wall Murals



Roof-top dining



Art in public spaces



Parking buffering



Space for festivals and events downtown



Enhanced alleys



Fire pit

On-Street Parking

Parallel parking exists on both sides of Mountain Avenue within this district. This plan recommends removing a small number of parking spaces near intersections to allow room for expanded “bumpouts” that provide much needed pedestrian spaces for outdoor dining, seating, and urban design enhancements. Existing parallel parking on cross-streets could be converted to diagonal parking to compensate for the reduction in on-street parking on Mountain Avenue. Refer to the Parking Diagram for parking improvement recommendations.

Off-Street Parking

Existing off-street parking areas are located behind the buildings and are accessed from the alleys on the rear and/or side of the lots. This concept should be continued. Off-street parking areas shall not be visible from Mountain Avenue. Front loaded parking should not be permitted with new developments within this district.

As the Town grows, demand for off-street public parking areas will increase within, and near, the Downtown Commercial District. Opportunities for additional public parking are identified in the Parking Opportunities diagram.



Parking Opportunities

As Berthoud develops and grows, the need for parking near the downtown commercial core will increase. Some of the recommended urban design enhancements will result in minor decreases in the number of parking spaces along Mountain Avenue, while others will create a net increase in on-street and public parking capacity within the Downtown Commercial District.

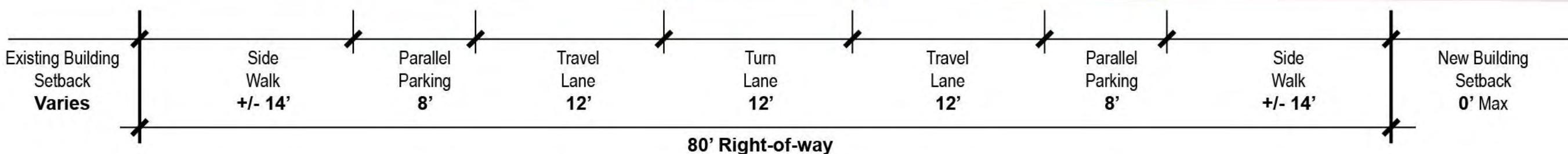
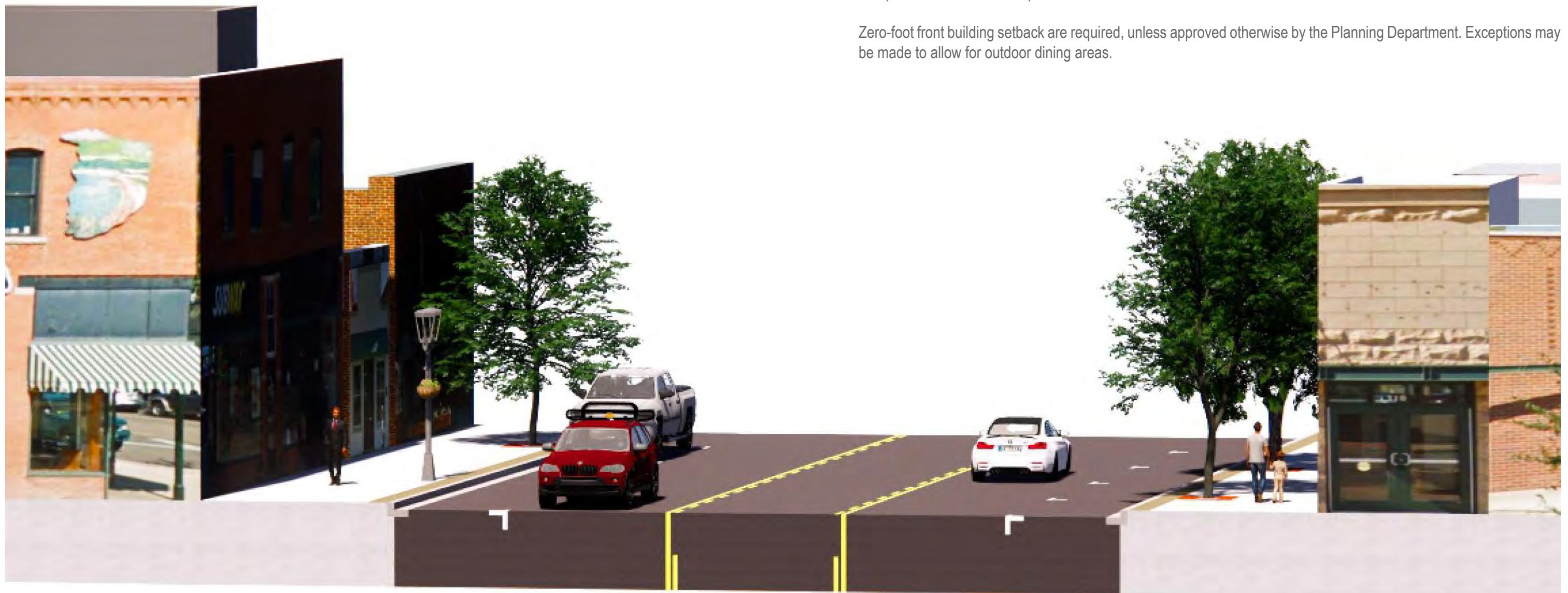
1. The small ballfield at 5th Street and Welch could be replaced with a public parking lot to increase parking capacity in close proximity to downtown.
2. In several places, on-street parallel parking on cross streets could be converted to diagonal parking to moderately increase the total number of spaces available.
3. Suggested streetscape improvements could result in the addition of landscape ‘bulb-outs’ which would decrease the number of on street parking spaces by a small amount
4. A suggested improvement on the public parking lot on 3rd Street between Mountain and Welch could decrease the number of parking spaces by a small amount, see 3rd Street Improvements
5. Suggested improvements to the public parking on the 500 block 3rd Street between Mountain and Massachusetts could decrease the number of parking spaces by a small amount, see 3rd Street Improvements.
6. The warehouse development opportunity could convert its oversized asphalt loading area to contribute to a moderate increase in parking, see Warehouse Development Opportunity.
7. An alley loaded row of parking on the south side of Skate Park could result in a moderate increase in parking. See Skatepark Opportunity.

Ultimate Street Cross Section

The ultimate street cross section is consistent with the State Highway 56 Access Control plan. The eighty-foot right-of-way accommodates 1 travel lane in each direction, a center turn lane, and parallel parking on both sides of the street. The street is not wide enough to accommodate on-street bike lanes.

Sidewalks will extend between curbs and building faces, and a narrow paver band will abut curbs between intersections. The paver bands will match pavers used at street corners.

Zero-foot front building setback are required, unless approved otherwise by the Planning Department. Exceptions may be made to allow for outdoor dining areas.



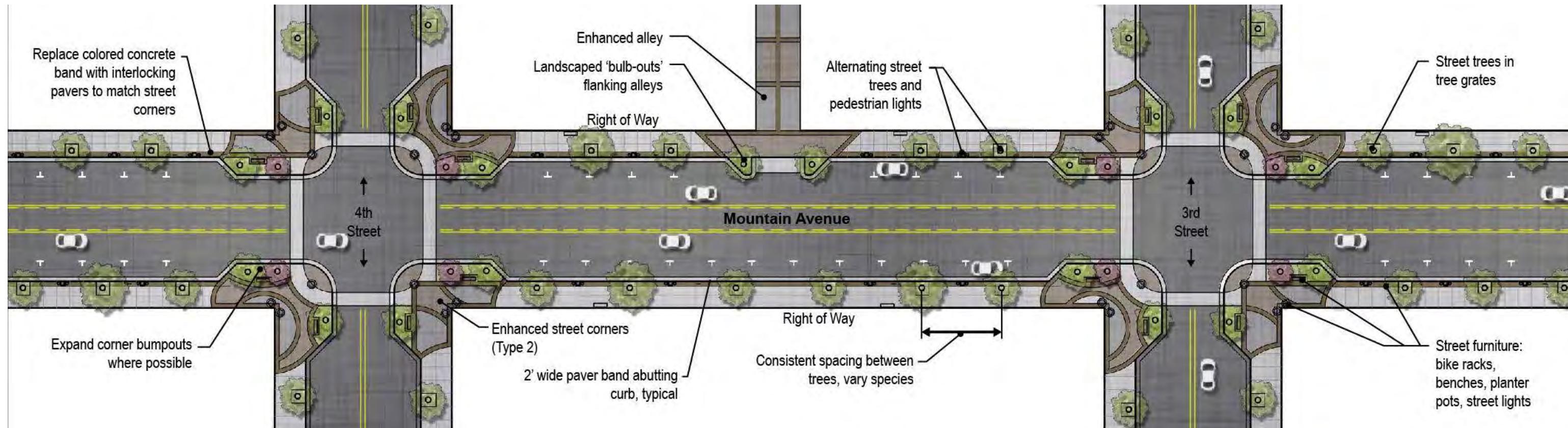
Streetscape

The downtown environment requires a durable urban streetscape that allows for heavy pedestrian activity, outdoor dining, street furniture and ornamental lighting. Regularly spaced street trees will be planted in tree grates or tree wells. Hanging flower baskets will be placed on light poles and flowerpots will be placed on street corners and in other locations. Flowers are important because they add charm, vibrance, and a sense of caring. All of the landscape improvements should be watered with an automatic irrigation system, if possible.

[Bottom] Streetscape improvements diagram

[Right] Existing streetscape with a good example of shared encroachment space while maintaining walkable clearance

[Opposite] Ultimate street cross section





Street furniture and curb zone: trees, tree grates, paver band, bike racks, street lights, etc.

Frontage encroachment zone, private furniture: benches, flower pots, outdoor dining fences, etc. Ensure 6' clear walking path throughout.



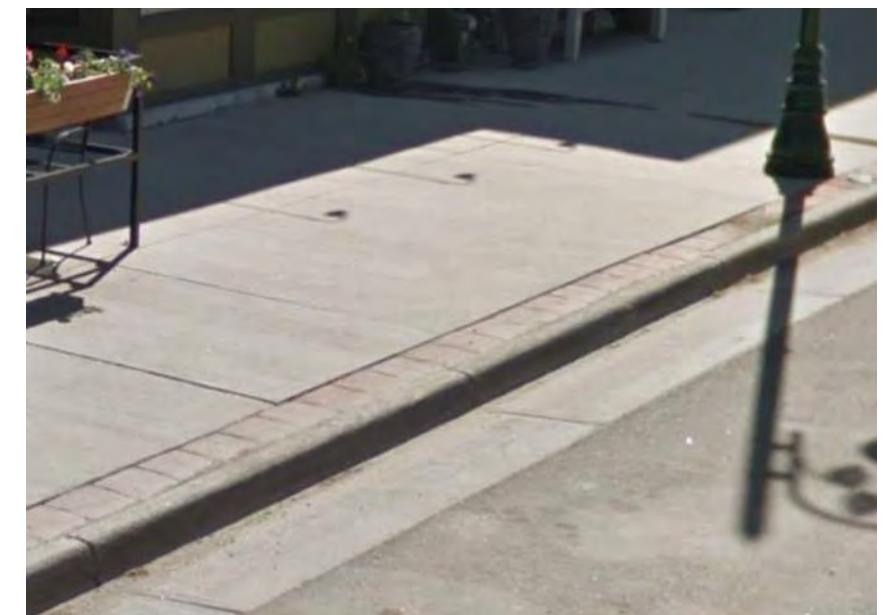
Private encroachment dining & furniture



Public street furniture



Landscape 'Bulb-Outs'



Existing colored concrete band to be replaced with pavers

[Top Left] Sidewalk zones, provide 6' minimum clear zone for pedestrian circulation

[Opposite] A perspective rendering showing a typical Downtown Commercial streetscape and bumpouts at alley entry



Downtown Street Corners (Type 2)

Hospitable pedestrian spaces are scarce in the Downtown Commercial District. Expanded street corners, or “bumpouts”, will provide small but meaningful people spaces along Mountain Avenue. Additional trees on street corners will offer shaded seating areas, and decorative walls will separate pedestrian spaces from the street creating a sense of security and safety within the bumpouts. Pavers add warmth and richness to the corners and complement the historic buildings. And finally, high quality street furniture (benches, flowerpots, and lighting) will add comfort and appeal to the corners.



[Top] A diagram showing the priority corners where the type 2 street corner improvements could be implemented

[Right] A plan view of a typical type 2 street corner

[Opposite] A bird's eye rendering of a typical type 2 street corner









Canopy shade tree

Pavers

Medium sized accent Planter Pots

Planter Curb

Bench

Large Planter Pot at corner

Low-maintenance planting

Custom corner barrier by local artist

Downtown Alleys

The alleyway between Mountain Avenue and Massachusetts Street (see map below) could be converted to a shared space for pedestrians and vehicles, with an emphasis on people. The image on the right and the image on the opposite page illustrate potential improvements to the alley which could improve the downtown experience and walkability.





Window Planters

Festoon Lights

Pavers

Benches

Planter Pots

Bollards

Wall Murals

Pedestrian Lights with hanging basket

North 3rd Street & Massachusetts

The 500 block of 3rd Street and the 300 block of Massachusetts are envisioned as "Curbless Streets". Philadelphia's Curbless Streets report (January 2018) says "Curbless streets, shared space, flex space, and woonerven (or the singular, woonerf) stem from a concept in which typically narrow streets with low vehicle volumes are designed without a curb and with high-quality streetscape materials, enabling the street to function like a plaza or a paved yard. Through the use of design elements such as paving treatments and strategically placed vertical elements, curbless design cues drivers to behave differently than on conventional streets. In addition to being safe and comfortable streets for pedestrians, curbless streets are often beautiful places to visit. They span diverse physical contexts, including both historic and contemporary settings, and each seems to be relevant and vibrant." The image on the opposite page portrays the 500 block of 3rd Street as a curbless street.









Convertible Streets



Decorative Paving



Curbless Streets



On-Street Deliveries



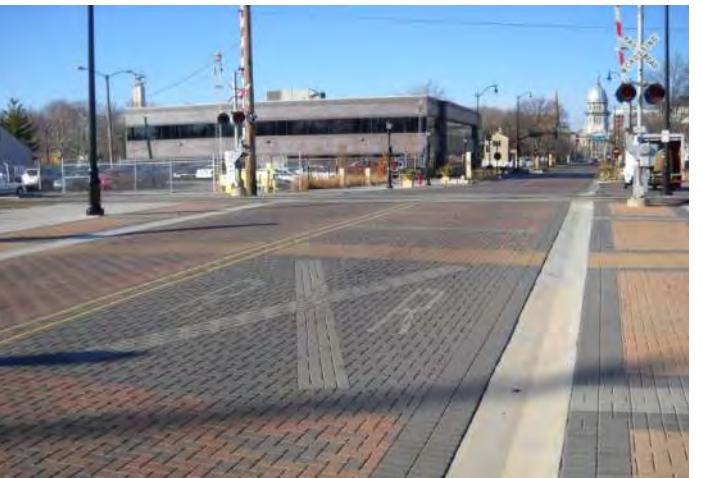
Event Space



Splash Pad



Parking Landscape Buffer



Railroad Interface

South 3rd Street (400 Block)

The 400 block of 3rd Street contains a good supply of public on-street parking, but it is a pavement jungle that detracts from downtown's charm. Additional plantings, lighting and parking lot screening are needed. See conceptual site plan on the right.



Skatepark Conversion Opportunity

Skate Park (see map below) is a small underutilized park. The green space is nice to have, but its size limits its usefulness. This plan recommends converting the space to an urban pocket park that builds on Berthoud's creative and artistic vibe. A few fun examples are shown on this page. Some include formal playgrounds while others are unstructured and flexible to allow for many uses.



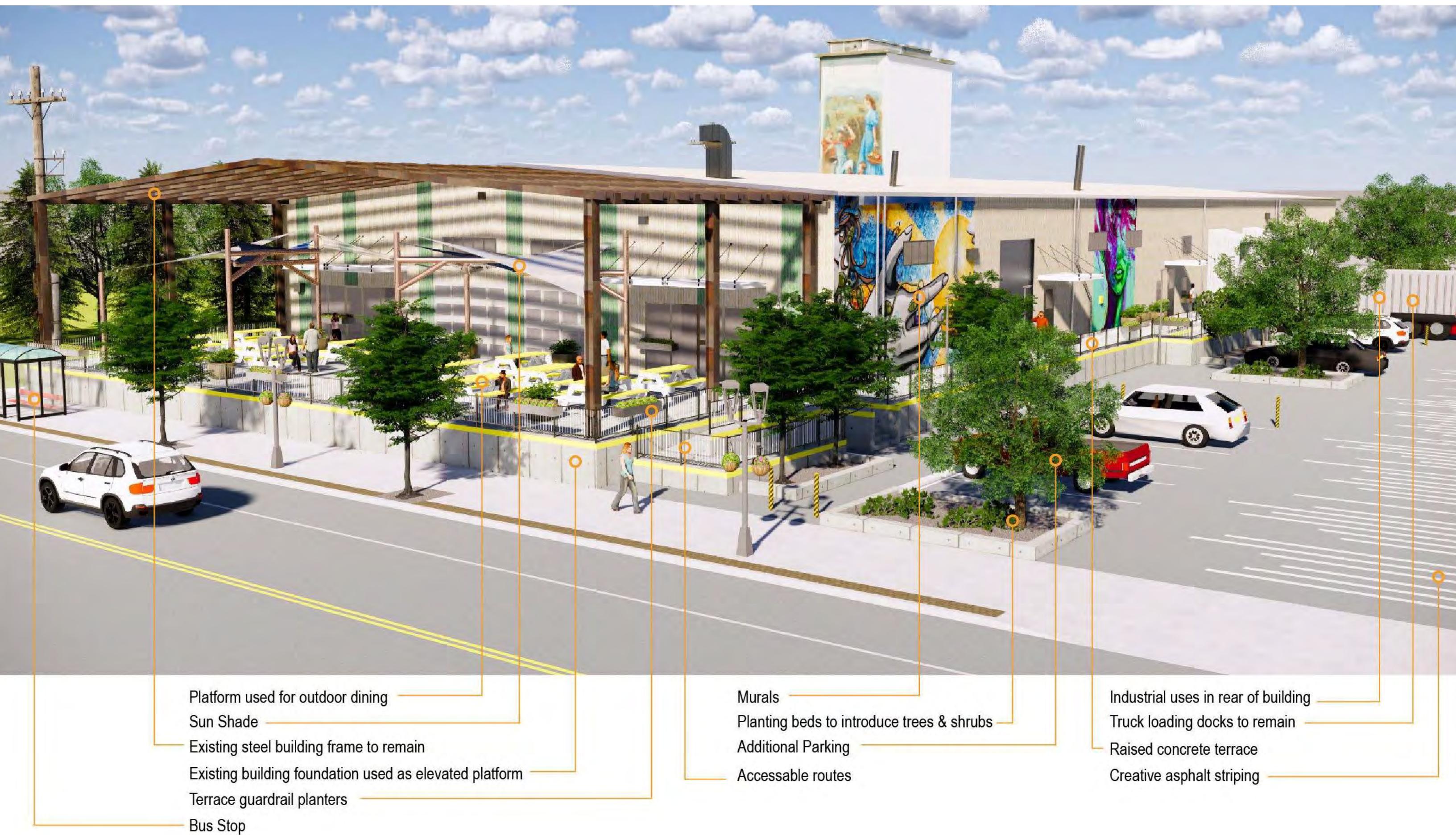
Warehouse Development Opportunity

There are many inspiring examples of buildings that have been repurposed instead of replaced, and they're often more unique and authentic than a new building. The RINO District (Denver) and Granville Island (Vancouver) are prime examples because they focused their efforts on repurposing existing buildings that are rooted in the community and their placemaking power is remarkable.

The existing steel warehouse is not much to look at now, but it has a lot of potential. The image on the opposite page illustrates one concept for the adaptive reuse of this building.

The expansive parking lot next to the warehouse could also be improved with a few simple changes such as new asphalt surfacing, artistic striping and tree plantings. See photos on the bottom of this page.







Berthoud East

Berthoud East Character District

After crossing County Line Road 1 while traveling west on Hwy 56, there is a noticeable change in character, density and land uses, and a sense that you're nearing the Town. The large county lots on the north side of the Hwy 56 act as a nice transition from the rural agrarian areas to the downtown core, and no changes are planned for these lots. The undeveloped land on the south side of Hwy 56 is envisioned as a vibrant walkable residential district with a mixed-use area near the intersection of County Line Road 1 providing opportunities for shopping, dining, employment and other services. Appropriate land use, scale and density transitions from existing residential neighborhoods are critical.

District Extents

The Berthoud East character district extends along Mountain Avenue and Highway 56 starting east at 1st Street. The east extents end on the north side at County Line Road 1 and on the south side 1/2 mile east of County Line Road 1.

Significant Features

- Views of the Front Range of the Rocky Mountains
- Newell Farm – outdoor amphitheater and potential future public park
- Greenlawn Cemetery
- Large Agricultural Estate Lots on the North side of Hwy 56
- Brookside Gardens – private event space
- Mary's Farm and Fickle Farm Neighborhoods
- Peak View Neighborhood
- Historic home on northeast corner of 1st Street and Mountain Ave is a Berthoud Individually Designated Landmark

Existing Zoning

Parcels located in the Town of Berthoud are zoned: Single Family (R1), Multi-Family (R3), Neighborhood Commercial (C2), Transition (T), and Planned Unit Development (Fickle Farm PUD, Farmstead PUD, Peakview Meadows PUD, Marys Farm PUD)

Parcels in Larimer County are zoned Farming (FA1).

Parcels located in Weld County are zoned Agriculture (A)

Preferred Land Uses

Primary Uses – Residential, Agriculture/Large Lot Estate Residential
Secondary Uses – Mix-Use Commercial



On-Street Parking

On-street parking is not permitted on Highway 56/Mountain Avenue within this district.

Off-Street Parking

New off-street parking lots should be shared to reduce the overall footprint of paved parking areas and be tucked behind and between buildings to minimize their visual presence.

Signage

Building mounted signs and ground mounted freestanding signs with horizontal massing are preferred. Pole signs should not be permitted in this district. Internally illuminated signs are permitted but the entire sign panel may not be illuminated. Text and logos may be illuminated, but the sign panel and cabinet shall be opaque.



Concept Plan

The conceptual plan for this district focuses on land located within the Town Limits and south of Highway 56. Proposed Highway 56 access locations are consistent with the Highway 56 Access Control Plan. Proposed east/west streets link to Welch, Michigan and Nebraska providing connections between existing neighborhoods and County Line Road 1.

Appropriate transitions from existing residential neighborhoods are critical, so mixed-use development is located near County Line Road 1 away from existing residential neighborhoods.

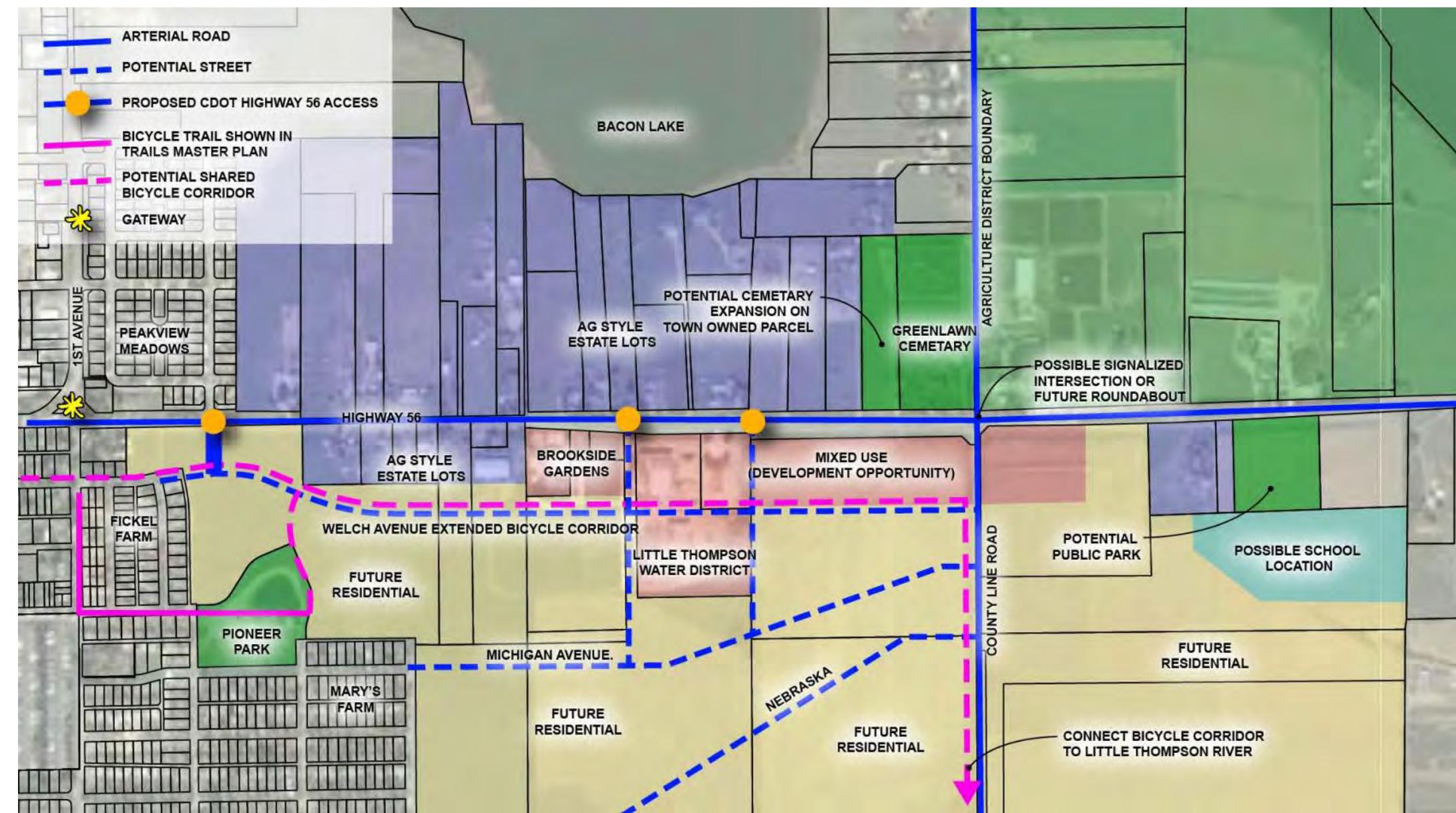
Like Berthoud West, the intent plan for this district departs from more traditional site planning principles where each lot has its own parking, detention, pedestrian spaces, and landscaping. Combining and sharing these elements creates a more integrated composition, improves walkability, and improves land use efficiency.

Opportunities

- As this area develops it will become people's first impression of the Town of Berthoud, and new developments fronting on Highway 56 should build on Berthoud's small-town charm and character.
- The speed limit on Highway 56 should be reduced as development occurs within this district
- Members of the community felt that the potential roundabout at intersection of Highway 56 and County Line Road 1 represents a significant opportunity highlight the Town's presence and personality. A gateway sign is not recommended in this location, but enhanced streetscapes within and surrounding the intersection/roundabout are recommended.
- Greenlawn Cemetery is nicely landscaped but could be improved by adding street trees along Hwy 56, a nice new sign, and replacing chain link fences with ornamental wrought iron style fencing. The Town should consider the future needs of the cemetery and consider expanding the cemetery into the Town owned parcel abutting the west edge of the cemetery.
- Sidewalks and dedicated bike lanes are needed along Highway 56/Mountain Avenue.
- Some of the existing developments have outdoor storage and large parking lots abutting Mountain Avenue. Landscape buffers and screening should be added along Mountain Avenue with a future "change of use" and/or building permits for expansions and/or renovations.

[Opposite Top] Map showing the extents of the Berthou East Character District

[Bottom] Concept Plan & Opportunities



Architectural Guidelines for Berthoud East District

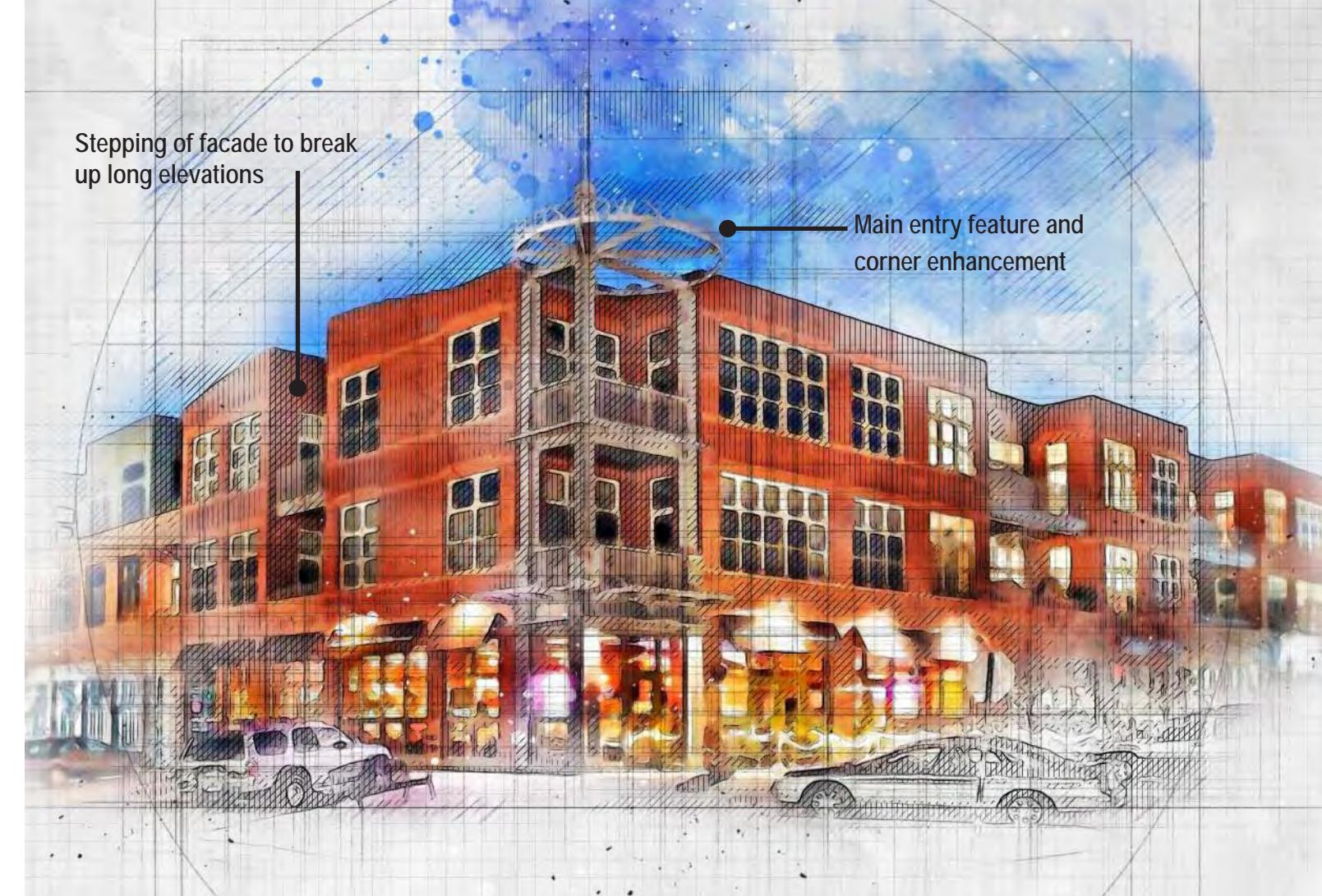
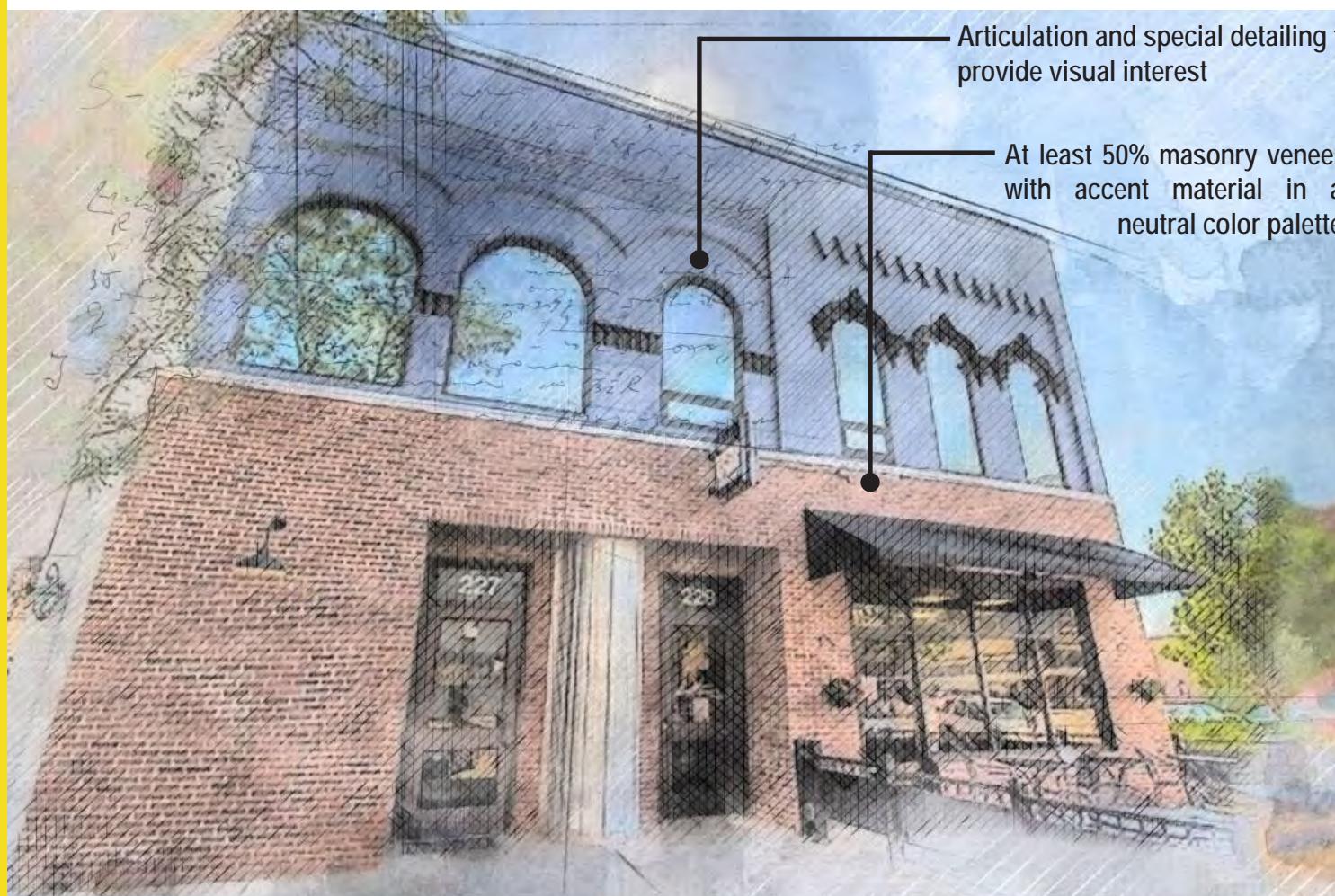
Similar to the Berthoud West District, the "East District" will focus on building massing and articulation, and will also look to carefully balance economic interests with the public good by ensuring strong pedestrian and bicycle connectivity with the downtown and residential districts to the west.

Scale and Density Focus

Multi-story, mixed use buildings will be encouraged in the denser mixed-use areas immediately adjacent to Mountain Avenue and then taper off in height, size and intensity of use as development extends further away from the overlay district.

Long facades should be broken down into smaller architectural expression through stepping. Stepping can be accomplished in both building elevation and in plan.

Third story step-backs provide a gradual scale transition between building heights and opportunities for rooftop patio space.



Building Materiality

Buildings are meant to convey a sense of permanence and vitality with the use of appropriate materials reinforcing this goal. Materials should be predominantly brick, stone and architectural concrete with accents of wood, stucco or metal wall panels. Variation in materiality is encouraged but should be limited to a maximum of four materiality changes over the total building facade.

Recommended percentage of material variation is as follows:

50%-60% - Masonry veneer (brick or stone), architectural concrete

Up to three accent materials suggested:

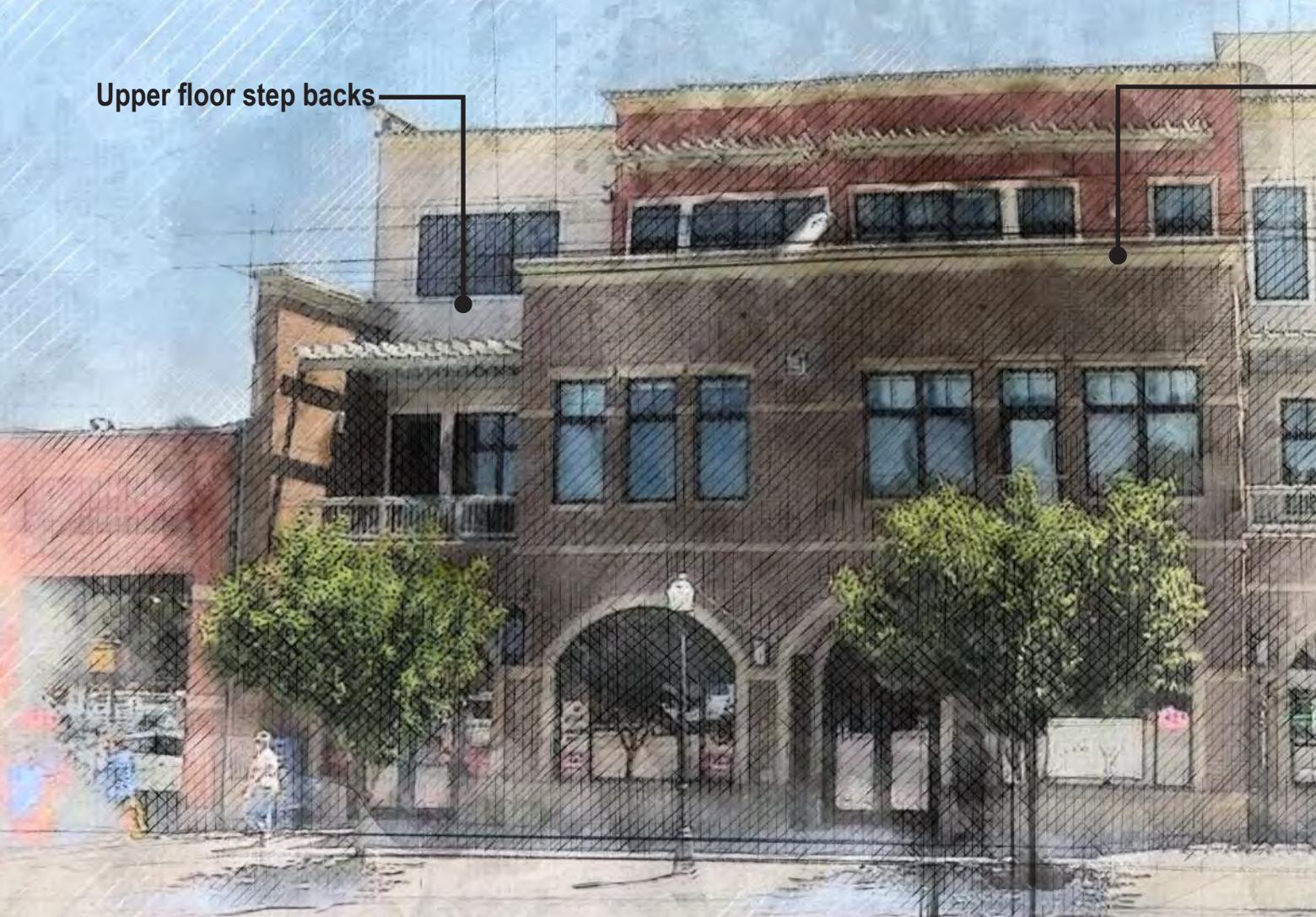
15%-20% - Accent material 'A' (wood, stucco or metal wall panel)

15%-20% - Accent material 'B' (wood, stucco or metal wall panel)

15%-20% - Accent material 'C' (wood, stucco or metal wall panel)

Articulation and special detailing that provides visual interest and breaks up large expanses of a single building material is supported.

Color palettes should be primarily of neutral tones with pops of accent color. Accent color and location are to be reviewed and approved by the Community Development Director and the Planning Commission.



Proper mix of primary material with secondary and tertiary material for accent

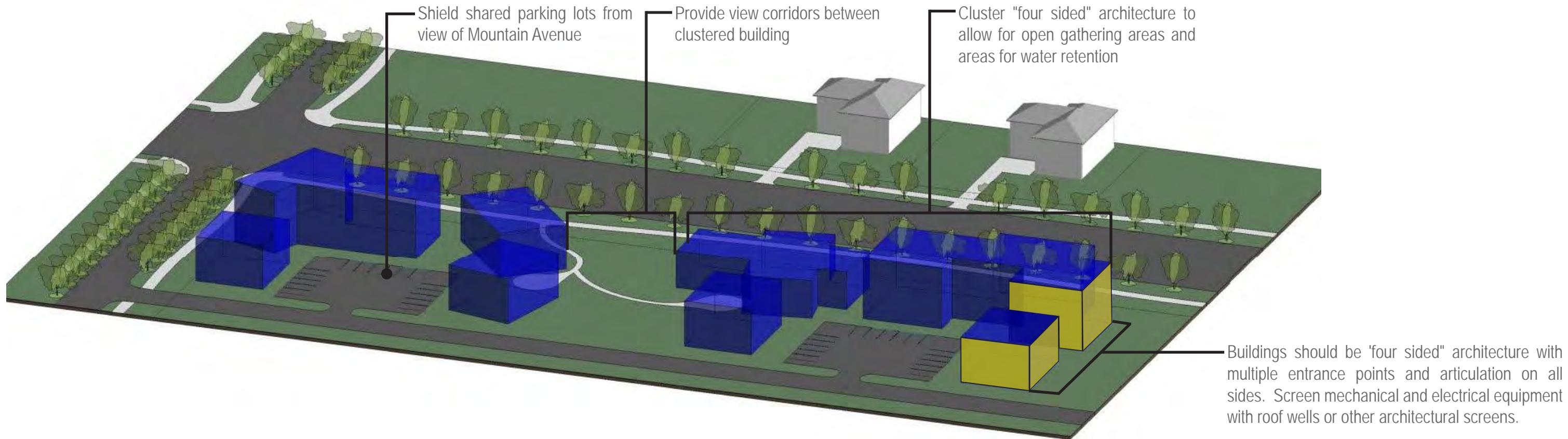
Balancing Developed Spaces

Shaping multiple buildings into dense clusters of development, formed around pedestrian and bicycle pathways while leaving reasonable expanses of open areas, will provide view corridors from Mountain Avenue and allow space for water retention.

Buildings should be used to define a strong street edge with upper floor step back and architectural embellishments at corners and main entry features.

Buildings should be oriented on front edge of setback to Mountain Avenue to allow parking in the rear. This provides for a more aesthetic streetscape by screening parking from Mountain Avenue.

Provide "four sided" architecture with multiple entrance points or articulation and mechanical and electrical equipment screening. All mechanical equipment is to be screened from views from across the street and/or middle of intersections or adjacent properties, whichever is further.



Architectural Guidelines for Berthoud East District

Materials and Colors

The primary building skin shall be of high-quality durable materials such as brick/stone veneer or decorative precast concrete, especially at the base of the building that is susceptible to damage by maintenance equipment such as plows, shovels, mowers, etc.

The primary material shall constitute at least 70% of the total wall area for the front and side facades visible from Mountain Avenue and at least 50% for the rear facade; excluding glass.

Exterior glazing shall be high-performance clear glass (not tinted or reflective) with a low-E coating and visible light transmittance (Tvis) of 60% or higher. Use of opaque/spandrel glass to simulate ground-level vision windows is discouraged.

Secondary facade materials can include cement-based stucco, hardboard siding or decorative metal panels with concealed fasteners.

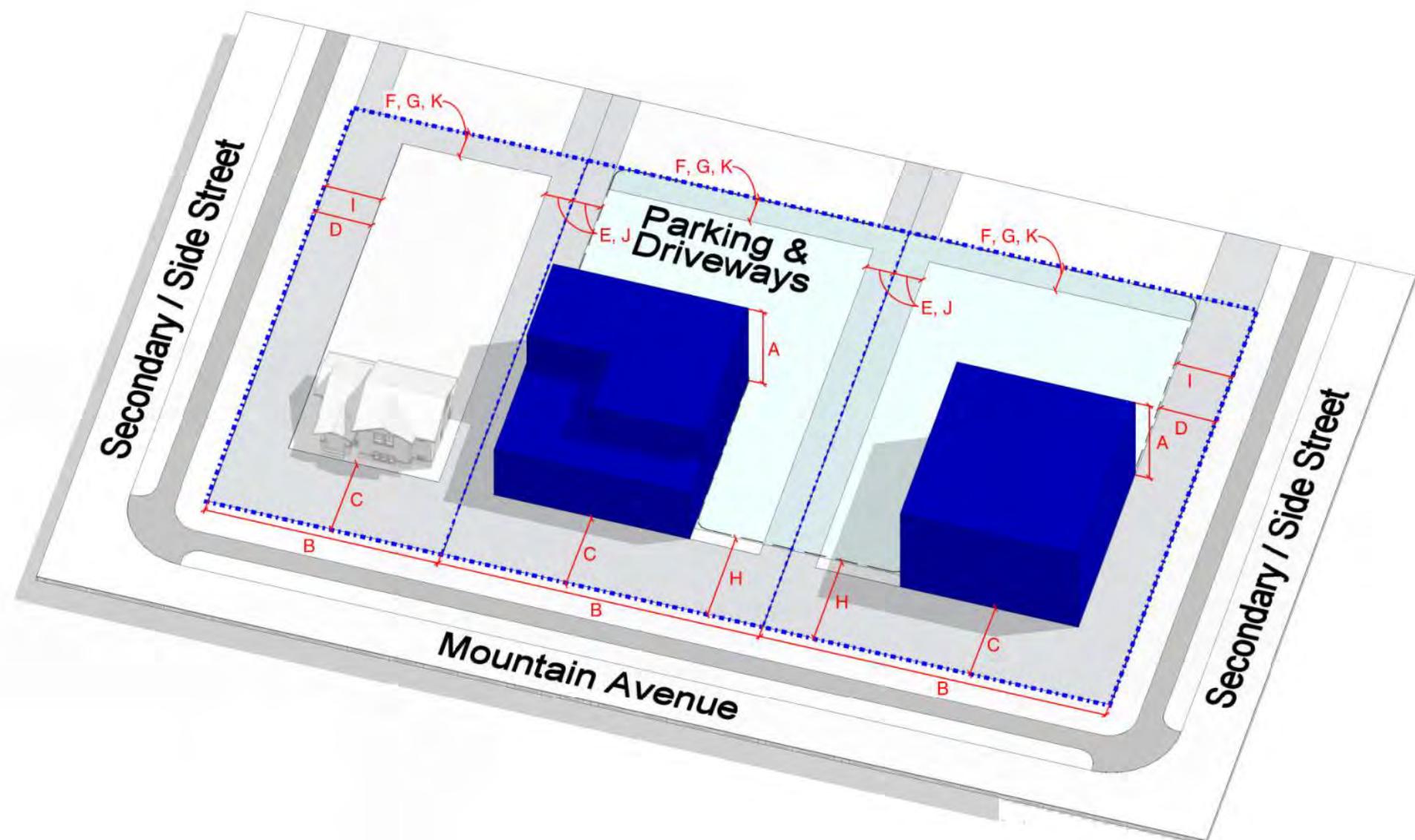
Screening elements such as site walls for parking lots and trash enclosures shall be of the same high-quality durable material as the primary building skin.

Primary building facade colors shall be non-reflective, muted neutral or earth tones with only small “pops” of bright, higher intensity colors. Metallic or fluorescent colors are not allowed. Trademark colors specific to a corporate brand shall only be permitted on building signage subject to the sign code.

Creating large expanses of windows with a branded display wall in close proximity to the glass so that it is readily visible from the exterior is not permitted.

Building Setbacks

Building setbacks are as follows for the Mountain Avenue Corridor Plan. Refer to the underlying zoning code where indicated.



Mountain Avenue Development Criteria

Description		Berthoud East
	Density and Lot Coverage	Per Underlying Zoning
A	Building Height ⁵	Maximum: 3 Stories (40 feet)
B	Minimum Lot Width	Per Underlying Zoning
	Building Orientation	Parallel to Front lot line

Building Setbacks		
C	Mountain Ave / Highway 56 ^{6,7}	30 ft. min
D	Secondary or side street	20 ft. min
E	Side yard (3 Stories)	Per Underlying Zoning
E	Side yard (2 Stories)	Per Underlying Zoning
E	Side yard (1 Story)	Per Underlying Zoning
F	Rear	Per Underlying Zoning
G	Rear Alley	Per Underlying Zoning

Off-Street Parking and Driveway Setbacks		
H	Mountain Ave / Highway 56 ⁹	35 ft. min., or 5 ft greater than proposed building setback, whichever is greater
I	Secondary or side street	20 ft. min
J	Side yard	5 ft. min, 0 ft. if shared
K	Rear	5 ft. min, 0 ft. if shared
	Max parking and driveway frontage ⁴	40% lot frontage

Mountain Avenue ROW Encroachments		
	Outdoor dining areas and display areas	0 ft.
	Awnings	0 ft.
	Balconies	0 ft.
	Bay windows and building projections	0 ft.
	Building eaves	0 ft.
	Patio cover roof	2 ft. max

Notes:

¹ The ground floor front facade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.

² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation

³ Balconies, bay windows and other building projections extending in to the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.

⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District

⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.

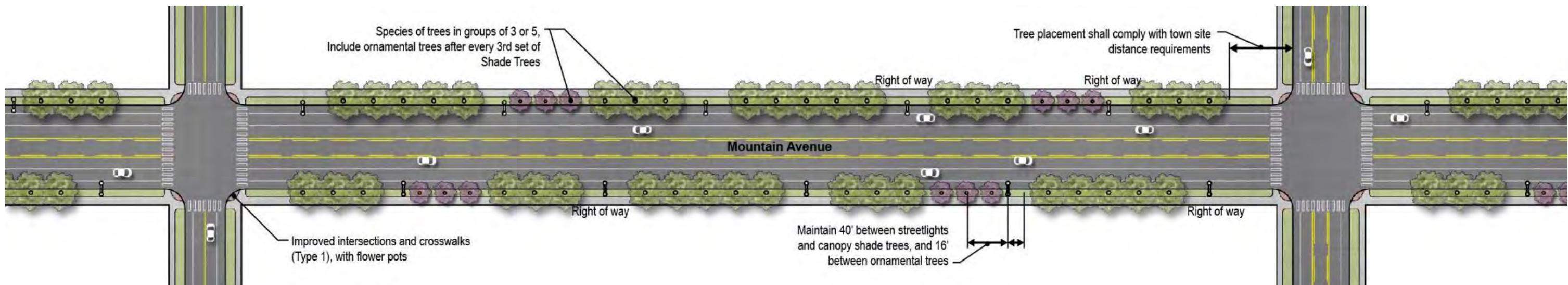
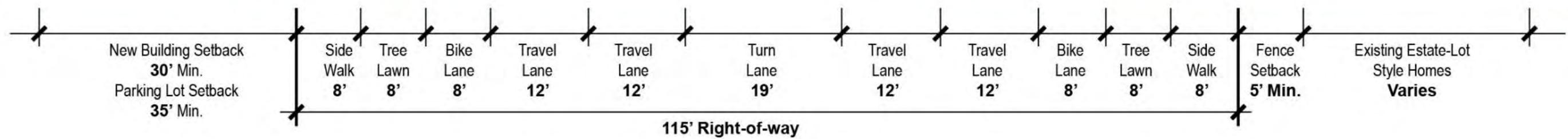
⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.

⁷ Front setbacks abutting Mountain Avenue shall be measured from the ultimate right-of-way line.

⁸ Zero foot (0') front setbacks are allowed for buildings having frontage on Gateway Park Blvd located within the proposed Village Center. Setback shall be measured from the ultimate right-of way of Gateway Park Blvd.

⁹ Drive thru lanes located between a public street and a building are discouraged. In situations where this condition cannot be avoided, the minimum building setback can be increased by 15 ft, and a 3 ft. high screen wall shall be installed along the length of the drive-thru lane abutting the public right-of-way. In any case, the drive thru window may not be oriented toward Mountain Avenue.





Streetscape (Bottom)

8-foot tree lawns and increased building setbacks will create a streetscene that is similar to the Residential Conversion District. A combination of large deciduous canopy and flowering ornamental trees will frame the street eventually creating a welcoming tree canopy. The continued use of flowerpots on street corners is also recommended to build on Berthoud's "Garden Spot" theme.

Ultimate Street Cross Section

The ultimate street cross section is consistent with the State Highway 56 Access Control plan which includes 2 travel lanes in each direction, a center turn lane, and eight foot bike lanes. Eight foot 8' tree lawns and detached sidewalks enhance the overall aesthetic and pedestrian experience. Continuous on-street dedicated bike lanes are included. A 30-foot minimum building setback allows for appropriate landscape buffers outside of the right-of-way.

Land Uses

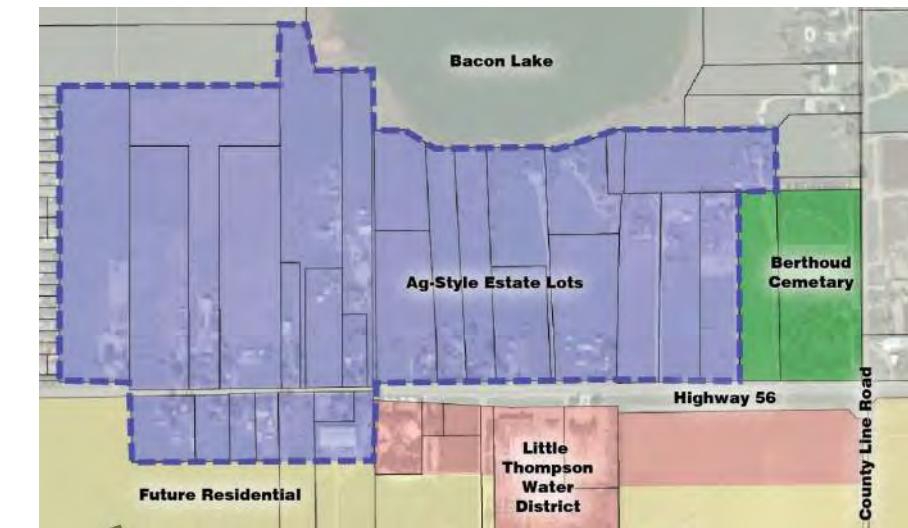
The dominant land uses fronting Mountain Avenue in this district are large lot residential/ agriculture estates and mixed-use, and Single Family residential uses are envisioned near the existing residential neighborhoods to the west.

The intent is to preserve the Ag-Style estate lots as they serve as a character and transitional buffer between the agriculture district and the historic downtown core.

[Opposite Top] Berthoud East Ultimate Street Cross Section

[Opposite Bottom] Typical district Streetscape Diagram

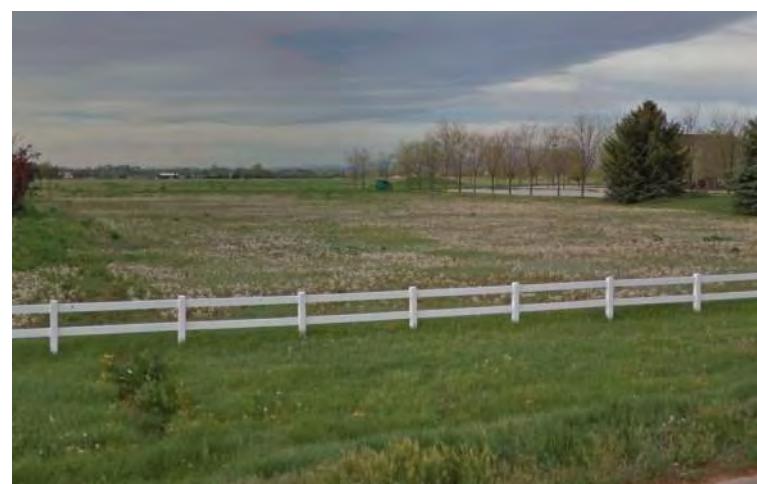
[Bottom Row] Existing Ag-Style Estate Lots examples



Ag-Style Estate Lots Areas



Mixed Use Area



Site Planning Principles

Modern site planning principles include efforts to combine infrastructure required to develop from building to building and lot to lot. Sharing things like detention, parking, internal pedestrian spaces can reduce development costs, reduce the space they require, and make them more efficient and effective.

Interesting streetscene should be creating using staggered building setbacks, varied roof lines, varied spacing between individual buildings, and quality building materials that complement Berthoud's small-town character. A continuous wall of buildings with similar roof lines and identical setbacks is not allowed.

Limited access directly from Mountain Avenue creates long stretches of uninterrupted streetscapes, improves traffic flow on Mountain Ave, and increases the need for automobile access to developments from cross-streets and back streets.

Parking should not be a dominant feature. To reduce its visual presence on Mountain Avenue, off-street parking should be tucked behind and between buildings. Off-street parking areas shall not occupy more than 40% of the Mountain Avenue frontage.

Restaurant and bank drive-thrus shall be oriented away from Mountain Avenue.

[Right] Native seed and planting comes highly encouraged in this character district as an alternative to irrigated bluegrass sod

[Opposite] Perspective illustration of a Berthoud East streetscape







Agriculture

Agriculture Character District

The expansive farms, big skies, distant views, and scattered farmsteads provide a pleasant separation between Interstate 25 and the Town. This separation adds to Berthoud's small-town appeal. This plan does not recommend changes to the land or land uses in this district. The primary goals are to retain the rural and agrarian character and to protect the iconic views to the Rocky Mountains.

District Extents

The Agriculture Character District extents vary on the north and south frontages. North side of Hwy 56 - County Line Road 1 to ½ mile west of I-25. South side of Hwy 56 - ½ mile east of County Line Road 1 to ½ mile west of I-25.

Significant Features

- Views of the Front Range of the Rocky Mountains
- Farmland
- Farmsteads, barns, silos
- Silage piles and haystacks
- Windrows
- Farm fences
- Overhead powerlines
- Rural street section (no curbs)

Existing Zoning

Parcels located in Weld County are zoned Agriculture (A)

Preferred Land Uses

Primary Uses – Agriculture

Opportunities

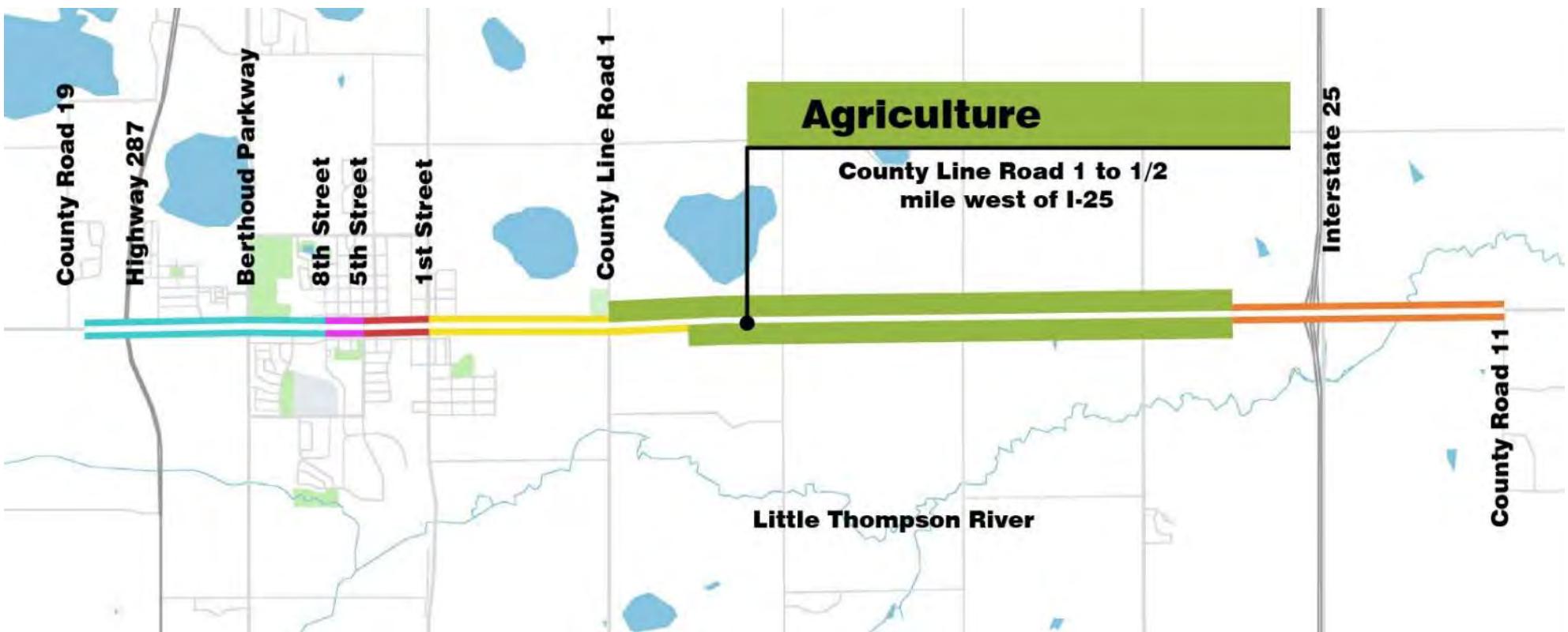
Largely undeveloped

On-Street Parking

On-street parking is not permitted on Highway 56/Mountain Avenue within this district.

Off-Street Parking

New off-street parking lots should be tucked behind and between buildings to minimize their visual presence.



Signage:

Building mounted signs and ground mounted freestanding signs with horizontal massing are preferred. Pole signs should not be permitted in this district. Internally illuminated signs are permitted but the entire sign panel may not be illuminated. Text and logos may be illuminated, but the sign panel and cabinet shall be opaque.

Opportunities:

- Unsightly silage piles covered with tarps and tires should be placed a minimum of 250 feet away from Highway 56, be screened from view with landscaping, or placed behind buildings and out of sight.
- New buildings will be setback a minimum of 80 feet from the right-of-way to preserve the open rural character.

[Top] Map showing the extents of the Agriculture Character District

[Opposite All] Existing photos of the Agriculture Character District

Character



Protect farming practices



Concentrated farmsteads



Trees arounding farmsteads



Windrows



Rail Fences

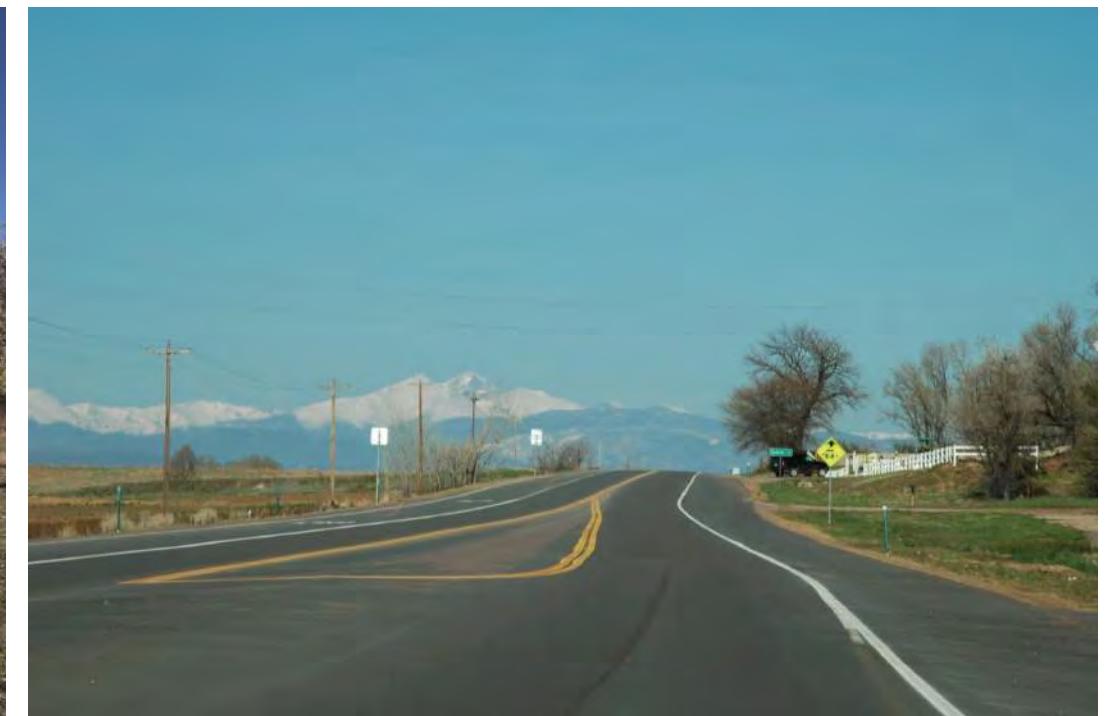
Major Themes



Wide treelawns, increased building setbacks



Clear separation between historic downtown and New Berthoud



View preservation

Architectural Guidelines for Agriculture District

The approximate 3^{1/2} mile long section of Mountain Avenue between County Line Road 1 to County Road 8 features a unique architectural style that is exemplary of Berthoud's hometown feel. Based off the agricultural business, the architecture embodies that lifestyle with classic farmhouse style homesteads. It is not recommended to change the style of this district but to enhance and compliment with a similar architectural style.

Building materials should be of residential grade and to include cement-based stucco, hardboard siding, brick, stone or decorative metal panels with concealed fasteners.

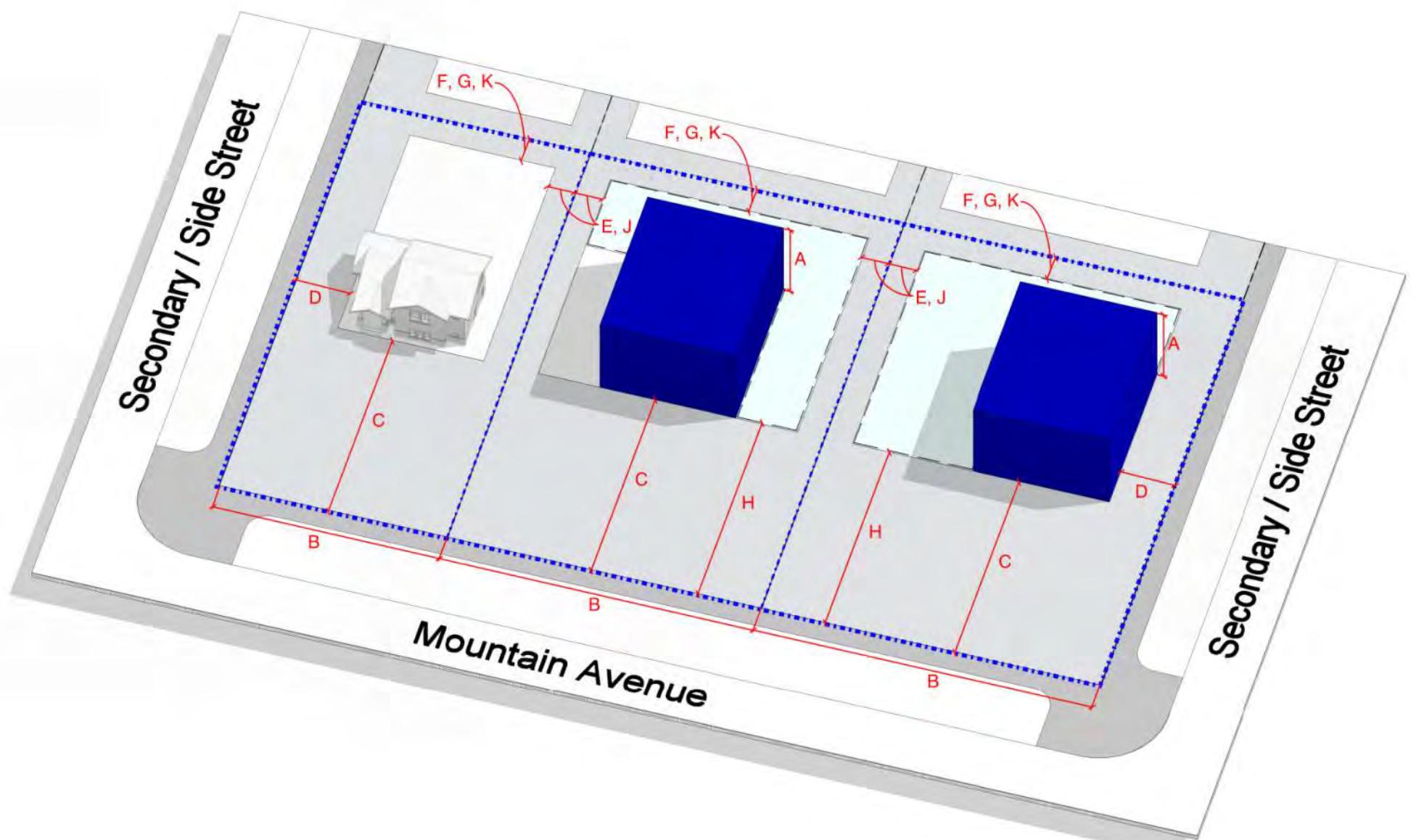
Roof lines with predominately gable end or hip and valley styles with dormers or shed roofs as secondary elements are desired. Roofing materials should be durable and impact resistant asphalt shingles or metal roofing panels. Clay and concrete tiles are not encouraged.

Primary building facade colors shall be non-reflective, muted neutral or earth tones with only small "pops" of bright, higher intensity colors. Metallic or fluorescent colors are not allowed.



Building Setbacks

Building setbacks are as follows for the Mountain Avenue Corridor Plan. Refer to the underlying zoning code where indicated.



Description		Agriculture	Notes:
	Density and Lot Coverage	Per Underlying Zoning	¹ The ground floor front facade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.
A	Building Height ⁵	Maximum: 2 Stories (35 feet)	² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation
B	Minimum Lot Width	Per Underlying Zoning	³ Balconies, bay windows and other building projections extending into the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.
	Building Orientation	Parallel to Front lot line	⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District
Building Setbacks			⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.
C	Mountain Ave / Highway 56 ^{6,7}	80 ft. min	⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.
D	Secondary or side street	20 ft. min	⁷ Front setbacks abutting Mountain Avenue shall be measured from the ultimate right-of-way line.
E	Side yard (3 Stories)	NA	⁸ Zero foot (0') front setbacks are allowed for buildings having frontage on Gateway Park Blvd located within the proposed Village Center. Setback shall be measured from the ultimate right-of way of Gateway Park Blvd.
E	Side yard (2 Stories)	Per Underlying Zoning	
E	Side yard (1 Story)	Per Underlying Zoning	
F	Rear	Per Underlying Zoning	
G	Rear Alley	Per Underlying Zoning	⁹ Drive thru lanes located between a public street and a building are discouraged. In situations where this condition cannot be avoided, the minimum building setback can be increased by 15 ft, and a 3 ft. high screen wall shall be installed along the length of the drive-thru lane abutting the public right-of-way. In any case, the drive thru window may not be oriented toward Mountain Avenue.
Off-Street Parking and Driveway Setbacks			
H	Mountain Ave / Highway 56 ⁹	80 ft. min	
I	Secondary or side street		
J	Side yard	5 ft. min, 0 ft. if shared	
K	Rear	5 ft. min, 0 ft. if shared	
	Max parking and driveway frontage ⁴	40% lot frontage	
Mountain Avenue ROW Encroachments			
	Outdoor dining areas and display areas	0 ft.	
	Awnings	0 ft.	
	Balconies	0 ft.	
	Bay windows and building projections	0 ft.	
	Building eaves	0 ft.	
	Patio cover roof	0 ft.	

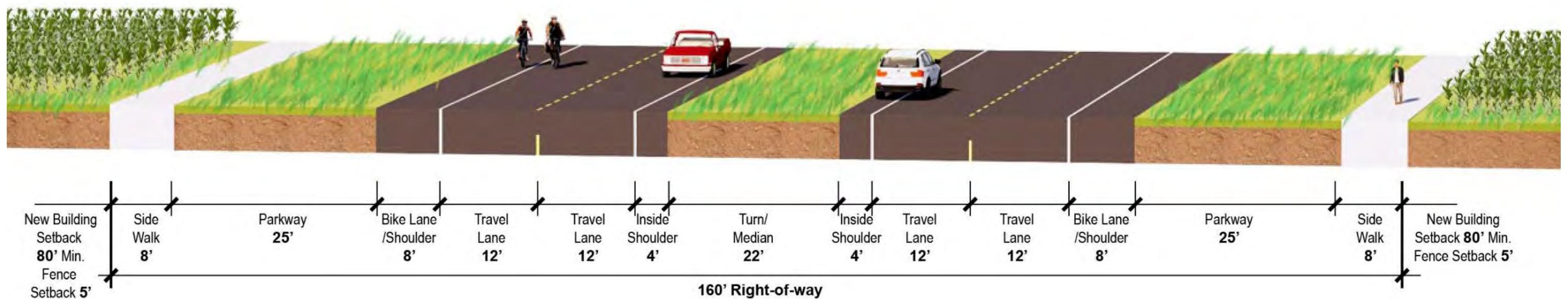


[Top] Ultimate street cross section

[Bottom] Streetscape diagram

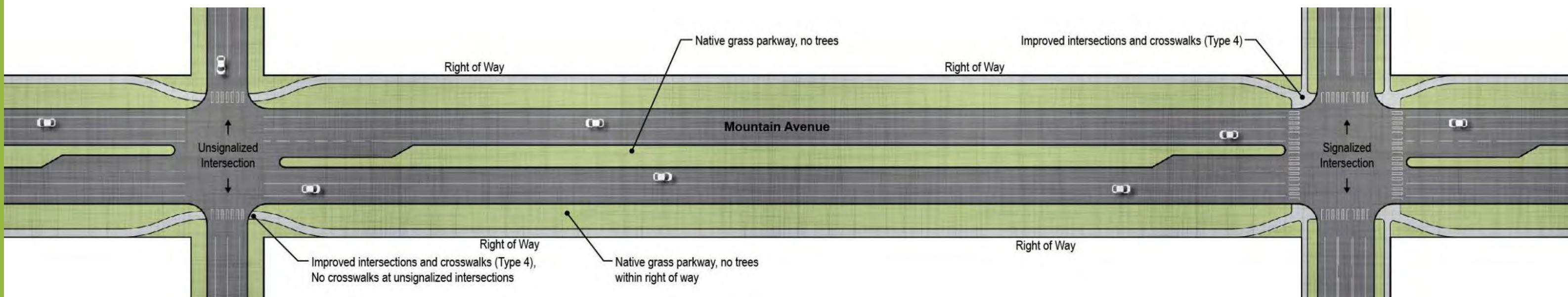
Ultimate Street Cross Section

The ultimate street cross section deviates slightly from the State highway 56 Access Control Plan. It includes two travel lanes in each direction, a recessed center median/turn lane, and 8' bicycle lane/shoulder which is consistent with the Access Control Plan, however an additional 33 feet is recommended on both sides of the road to allow for a generous tree lawn/parkway and 8' sidewalks.



Streetscape

Landscaping within the Hwy 56 right-of-way will be limited to non-irrigated native seed. Street trees and streetlights are not required unless parcels are annexed to the Town and developed.



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New Berthoud

New Berthoud Character District

New Berthoud straddles the I-25/Hwy 56 interchange and for people traveling on I-25 this district will form their first impression of the Town. The lasting impression should relate to "Berthoud Proper" and offer a fresh new twist.

In time, a variety of commercial and mixed-use developments will pop up in this area and each should contribute positively to the Town's image. Generous landscape buffers are recommended along Hwy 56 and I-25 and are of critical importance in tying individual developments together visually. Streetscapes and Town signage should be distinct and attractive.

This district should not appear as a truck-stop however, these types of uses are supported by the plan if they are attractive, appropriately lighted, and well screened from the public right-of-way.

District Extents

The Agriculture Character District extends ½ mile west of I-25 to County Road 11

Significant Features

- Views of the Front Range of the Rocky Mountains
- I-25/Hwy 56 Interchange – to be reconstructed
- Proposed Park-n-Ride
- Proposed Wilson Ranch Development
- Love's Gas/Convenience Store
- Farmland
- Overhead Powerlines on the south side of Hwy 56
- Little Thomson River crossings

Existing Zoning

Parcel located in the Town of Berthoud are zoned General Commercial (C2), Transition (T), and Planned Unit Development (Wilson Ranch PUD, Wilbert Hart Subdivision, Betz Baird Subdivision)

Parcels located in Weld County are zoned Agriculture (A)

Preferred Land Uses:

Commercial, Mix-Use



On-Street Parking:

On-street parking is not permitted on Highway 56/Mountain Avenue within this district.

Off-Street Parking:

New off-street parking lots should be tucked behind and between buildings to minimize their visual presence.

Signage:

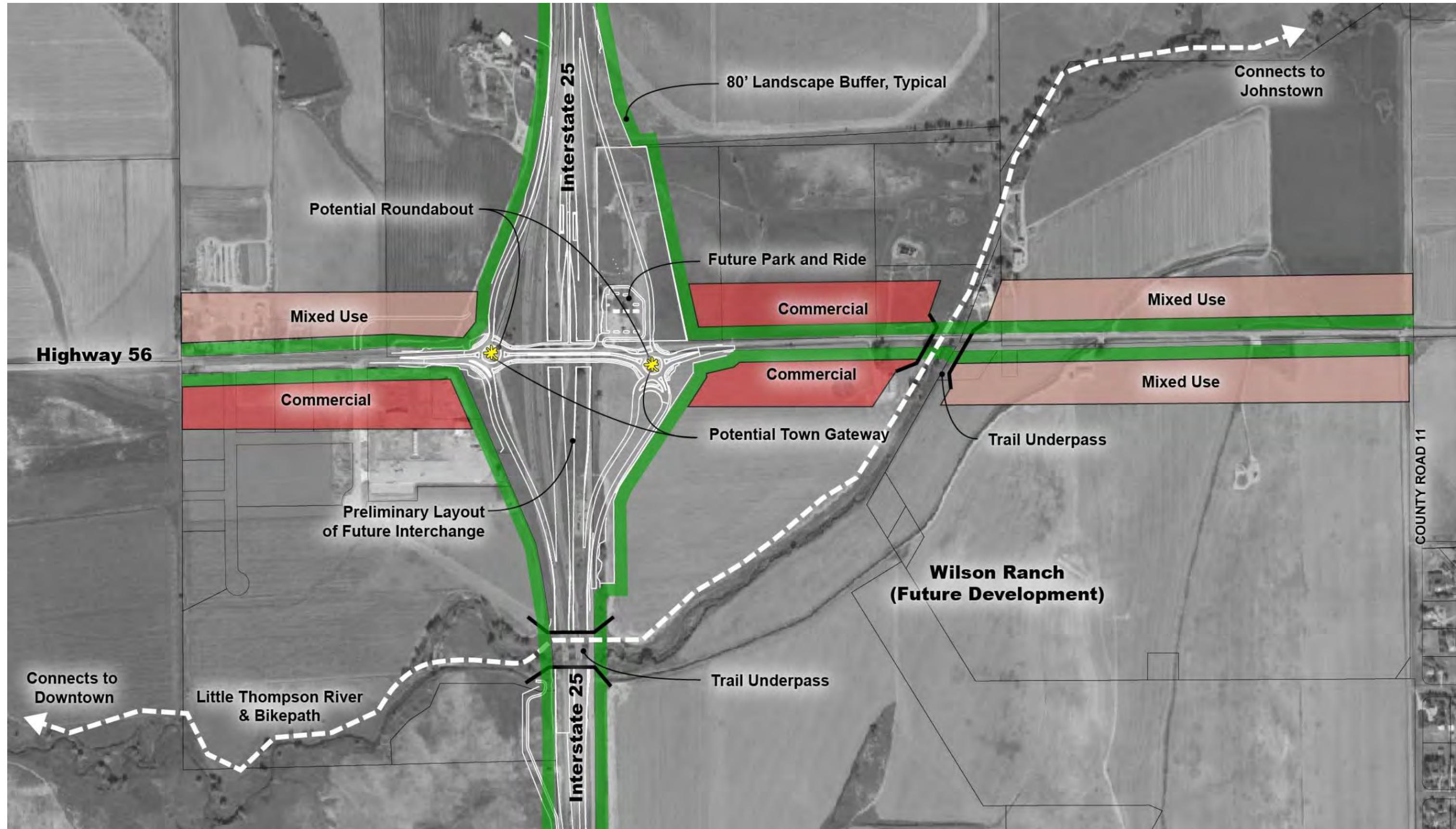
Building mounted signs and ground mounted freestanding signs with horizontal massing are preferred. Pole signs should not be permitted in this district. Internally illuminated signs are permitted but the entire sign panel may not be illuminated. Text and logos may be illuminated, but the sign panel and cabinet shall be opaque.

Opportunities

- 30% plans for the future I-25/Hwy 56 interchange include two roundabouts at the on/off ramp intersections and a Town gateway sign could be placed in one (or both) of the center islands along with attractive well-maintained plantings.
- The future interchange bridge design and colors should be unique to the Town of Berthoud.
- New buildings will be setback a minimum of 80 feet from the Hwy 56 and I-25 rights-of-way. These setbacks provide spaces for attractive streetscapes and proper buffering of adjacent developments.
- Pedestrian and bicycle connectivity of this district to the rest of the Town is important. The Little Thomson River trail should be extended to the eastern Town limits, and trail underpasses should be incorporated where the Little Thompson River crosses I-25 and County Road 44.

[Opposite] Map showing the extents of the New Berthoud Character District

[Below] New Berthoud's Concept and Opportunities Map



Architectural Guidelines for New Berthoud District

Expansive master planned developments are anticipated in the New Berthoud District with large scale retail/lifestyle uses near the 1-25/Mountain Avenue interchange, then transitioning to mixed-use and residential developments further away.

The configuration and massing of these large buildings should give the appearance of individual buildings in the manner of traditional town centers.

Wall and roof lines should be broken to avoid continuous planes, giving the appearance of individual buildings being built over an extended period of time but with a consistent architectural vocabulary.

With larger buildings, pedestrian connections and easily identifiable entries are key. Pedestrian approaches should be well-defined with large overhangs or dynamic canopy elements provided for weather protection.

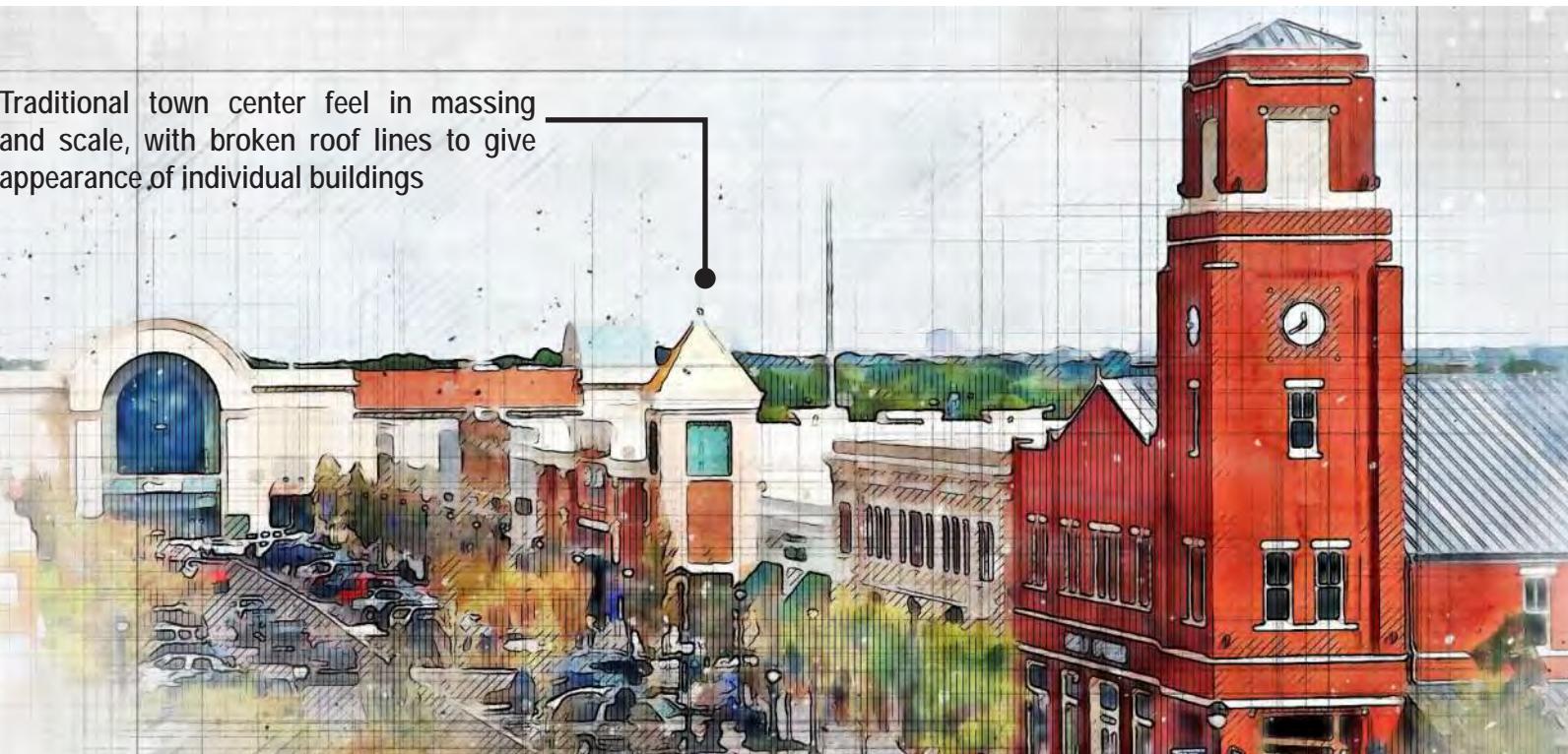
Create concentrated activity areas that are pedestrian- and bicycle-friendly by clustering buildings near street intersections.

Intentionally shape building footprints around plazas and forecourts with the building mass providing protection from winter winds. Wall heights and roof line shapes shall consider sun angles to allow for pockets of sunshine, thus creating micro-climates that extend the shoulder seasons.

Avoid seemingly random building placement that is characterized by leftover, awkwardly shaped parcels.

Individual building pads shall share entry drives that straddle property lines with shared access agreements.

Large scale buildings (e.g. 75' to 200'+ in frontage width) shall be broken down into a series of smaller perceived storefronts. Each individual storefront should be differentiated with slight variations in parapet/roofline height, pilaster accentuation and/or material changes, while maintaining an overall cohesive design character.





Commercial buildings adjacent to residential developments shall include **articulated rooflines with a blend of flat and sloped elements.**



Design large scale buildings to have scale-defining elements that reduce the perceived size.

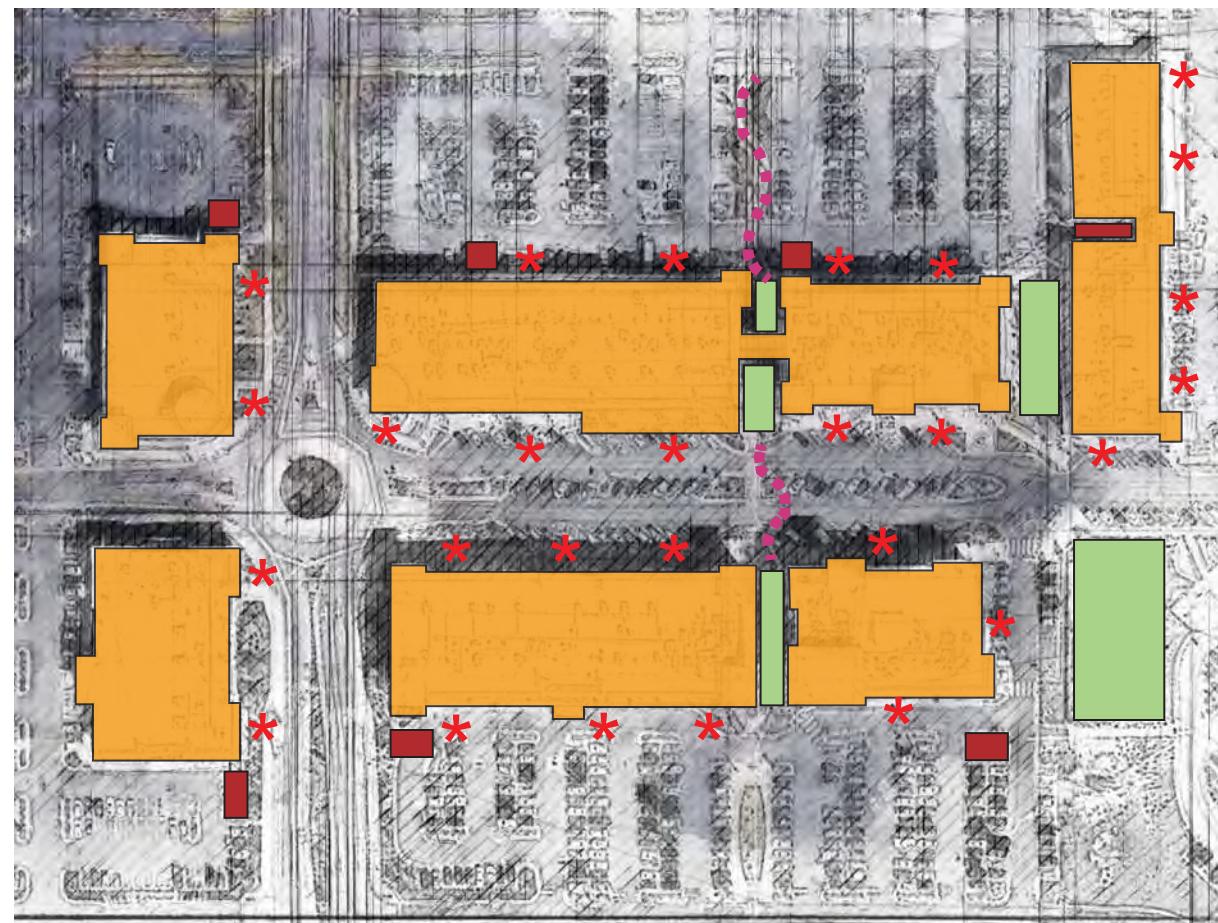
Subtle cornice details terminate the main field wall while more prominent overhangs cap the defining architectural wall elements.

Use transom windows to direct natural light deeper into the space.

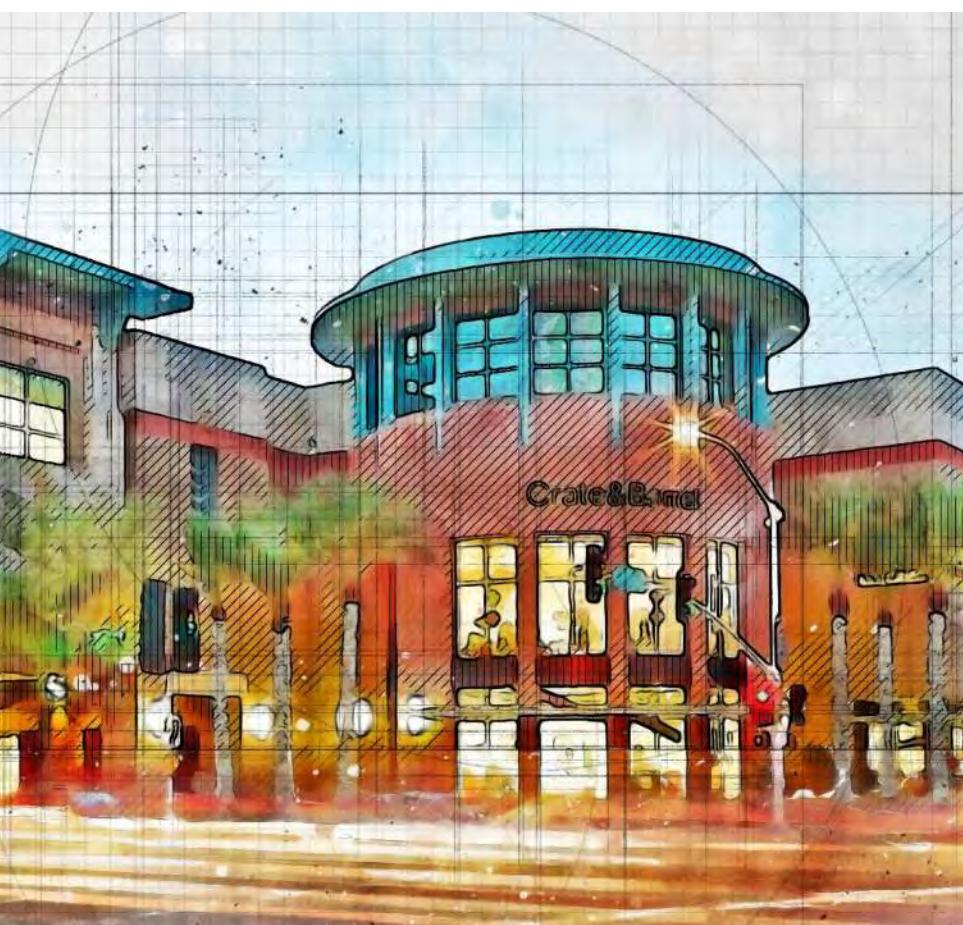
Pedestrian-scale canopy elements provide shelter from adverse weather conditions, while defining the break between the base and the body of the building.

Create a first floor storefront base with large expanses of vertically oriented glass (more than 50% of facade area).

- Group elements such as trash/ recycling enclosures with service/ delivery access and use buildings to screen from street view.
- * Orient primary and secondary entries towards street and thus pedestrian connections.
- ◆ Cluster buildings to share exterior gathering spaces and other features.
- Building clusters to address primary street intersections to activate corner.
- ◆ Clear and direct pedestrian connections from sidewalk along street to entries.

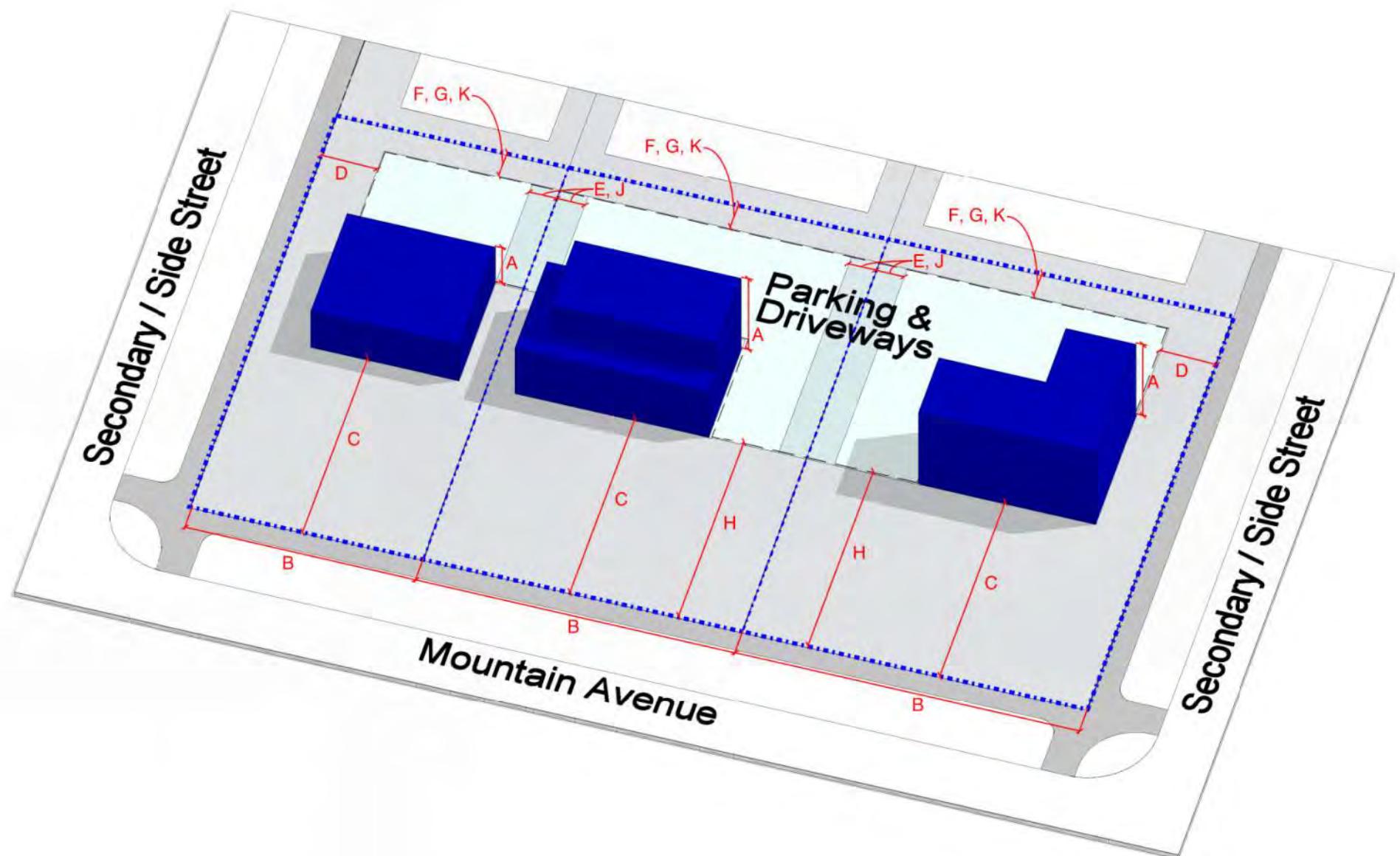


Architectural Guidelines for New Berthoud District



Building Setbacks

Building setbacks are as follows for the Mountain Avenue Corridor Plan. Refer to the underlying zoning code where indicated.



Mountain Avenue Development Criteria

Description		New Berthoud
Density and Lot Coverage	Per Underlying Zoning	
A Building Height ⁵	Maximum: 3 Stories (40 feet)	
B Minimum Lot Width	Per Underlying Zoning	
Building Orientation	Parallel to Front lot line	

Building Setbacks		
C Mountain Ave / Highway 56 ^{6,7}	80 ft. min	
D Secondary or side street	20 ft. min	
E Side yard (3 Stories)	Per Underlying Zoning	
E Side yard (2 Stories)	Per Underlying Zoning	
E Side yard (1 Story)	Per Underlying Zoning	
F Rear	Per Underlying Zoning	
G Rear Alley	Per Underlying Zoning	

Off-Street Parking and Driveway Setbacks		
H Mountain Ave / Highway 56 ⁹	80 ft. min	
I Secondary or side street		
J Side yard	5 ft. min, 0 ft. if shared	
K Rear	5 ft. min, 0 ft. if shared	
Max parking and driveway frontage ⁴	40% lot frontage	

Mountain Avenue ROW Encroachments		
Outdoor dining areas and display areas	0 ft.	
Awnings	0 ft.	
Balconies	0 ft.	
Bay windows and building projections	0 ft.	
Building eaves	0 ft.	
Patio cover roof	0 ft.	

Notes:

¹ The ground floor front facade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.

² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation

³ Balconies, bay windows and other building projections extending in to the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.

⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District

⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.

⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.

⁷ Front setbacks abutting Mountain Avenue shall be measured from the ultimate right-of-way line.

⁸ Zero foot (0') front setbacks are allowed for buildings having frontage on Gateway Park Blvd located within the proposed Village Center. Setback shall be measured from the ultimate right-of way of Gateway Park Blvd.

⁹ Drive thru lanes located between a public street and a building are discouraged. In situations where this condition cannot be avoided, the minimum building setback can be increased by 15 ft, and a 3 ft. high screen wall shall be installed along the length of the drive-thru lane abutting the public right-of-way. In any case, the drive thru window may not be oriented toward Mountain Avenue.





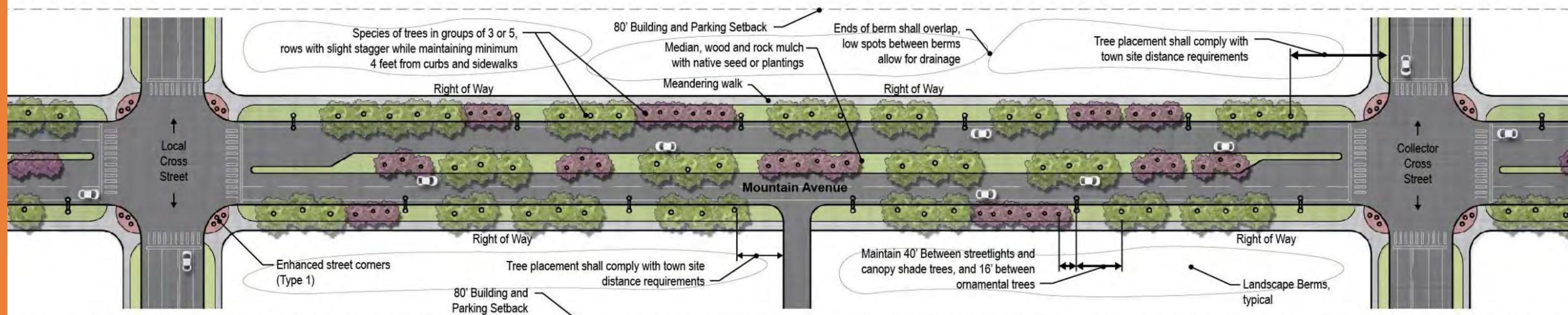
Streetscape

Water conservation is becoming more and more important in Colorado, and the Town's public streetscape improvements should move in this direction. Within this district, landscaping in tree lawns will be limited to non-irrigated native seed and groupings of shade trees and ornamental flower trees. Medians will also include a mix of shade trees and ornamental flowering trees. Provision of additional understory plantings, within the medians, will depend on the Town's ability to maintain them. The continued use of flowerpots and street corner treatments will visually tie this area to downtown Berthoud. Automatic underground irrigation drip systems (or similar) are recommended for streetscape improvements.

[Top Left] View from Highway 56 looking south east

[Bottom] Streetscape diagram

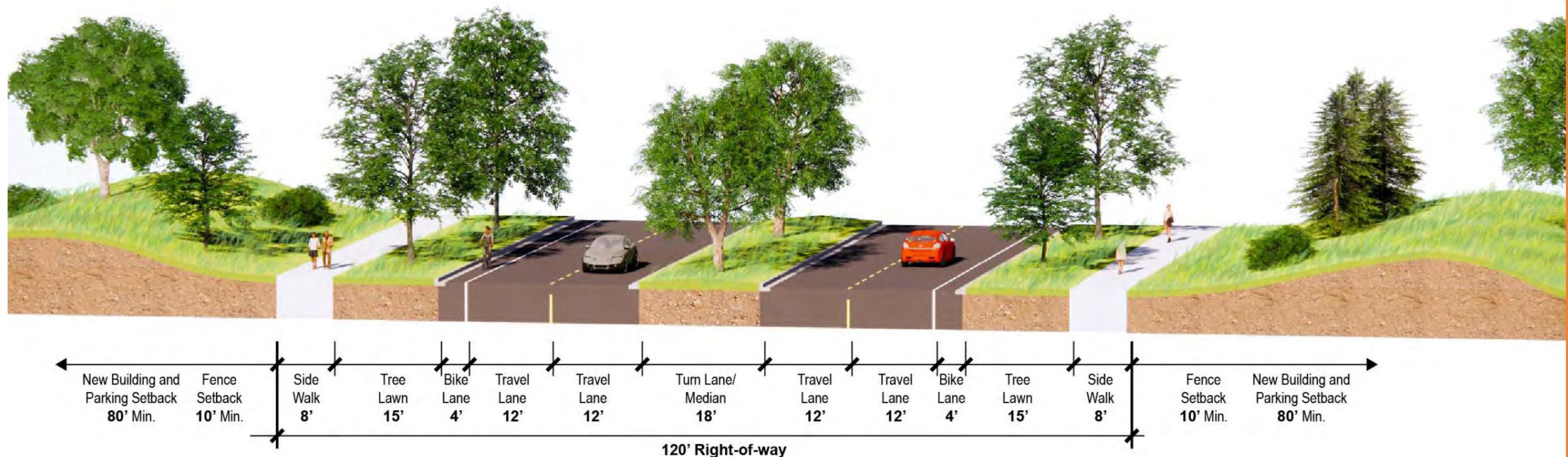
[Opposite] Ultimate Street Cross Section



Ultimate Street Cross Section

The ultimate street cross section deviates slightly from the State Highway 56 Access Control Plan. The street itself is identical to the Access Control Plan with 2 travel lanes in each direction, a raised center median/turn lane, and 4-foot dedicated bike lanes. Sidewalks widths have been reduced to 8 feet and tree lawns will be 15 feet wide to enhance the overall aesthetic and pedestrian experience. Building and parking setbacks are increased to 80-feet minimum to allow for appropriate landscape buffers outside of the right-of-way. The 80-foot setback areas shall also be bermed, where possible, to soften views of adjacent development. Berms shall be long, elegantly shaped and have overlapping ends. Tops of berms shall be a minimum of 4 feet above the closest street edge of Hwy 56.

Stormwater detention basins are not permitted within the 80-foot setback.





1.3 Supplemental Information

[All This Page] Some charming examples of existing street furniture, signage, and other interesting features



Historic hitching post



Historic gas pump



Custom locally fabricated bike rack



A-frame signs



Landscape features



Forms + Surfaces Cordia Bench



Sitescapes Athens Bike Rack



Kornegay Design Larkspur Planter Pot



Thomas Steele Arcadia Trash & Recycle Receptacle



Urban Effects 3P Avenue Bollards

Preferred Site Furniture

Several design elements are recommended to establish the Town's identity, and street furniture is one of them. During the public outreach process members of the community wanted to avoid the use of high tech/modern looking street furniture. Others said it was important to use high quality commercial grade products that are comfortable and stylistically compatible with Berthoud's small-town character. Recommended site furnishings are shown above. Existing street furniture should be removed and replaced, as funding allows.



Brown



Charcoal



Light Gray



Light Green



Tan

Colors

Recommended colors for street furniture are neutral and earth tone colors, as they are believed to be representative of the character of the town. These colors can be used on street furniture, colored concrete, private decorations, as well as the gateway and wayfinding signs seen in section 2.0 of this corridor plan.

Streetlights and Accessories

Ornamental street lights exist along both sides of Mountain Avenue between 8th Street and 1st Street. In general, poles with two light fixtures are used near intersections and poles with one light fixture are used in other locations. Most community members like the existing light fixtures and would like to retain them and use them in other areas. This plan supports using these lights along Mountain Avenue and offers another lighting option that could be used on the 400 & 500 blocks of 3rd Street, the 300 block of Massachusetts, alleyways, and the proposed Village Center on Gateway Park Blvd.

Interesting and creative elements are also encouraged including: painted utility boxes, interesting cross-walks, wall murals, whimsical seating opportunities, inviting bus stops, etc. However, things can be over done and these items should be used strategically.



Landscape Forms
Ashbery Area Light



Pedestrian and street light
banners



Detail retrofit



Hanging flower baskets



Updated Tranfort bus stations



Painted utility boxes



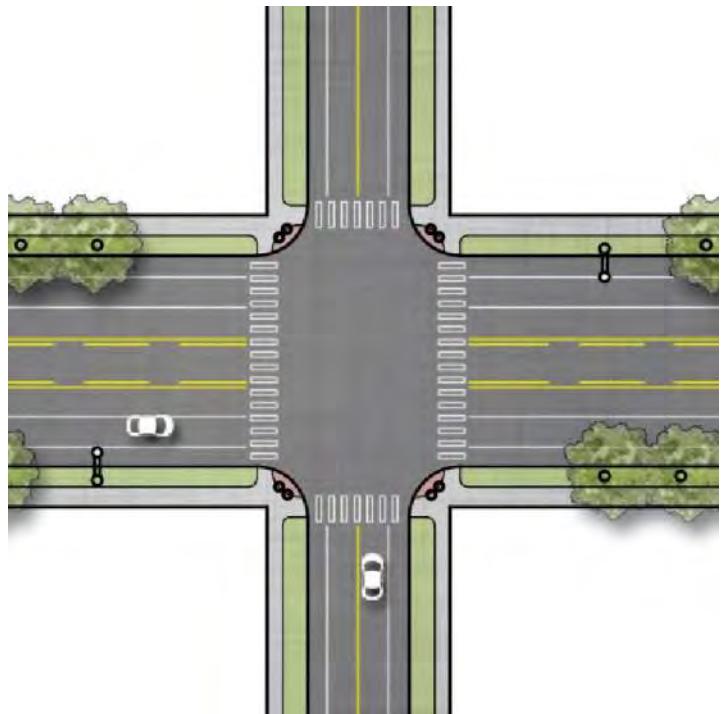
Painted artistic crosswalks



Murals



Custom quirky furniture



Street Corners Type 1

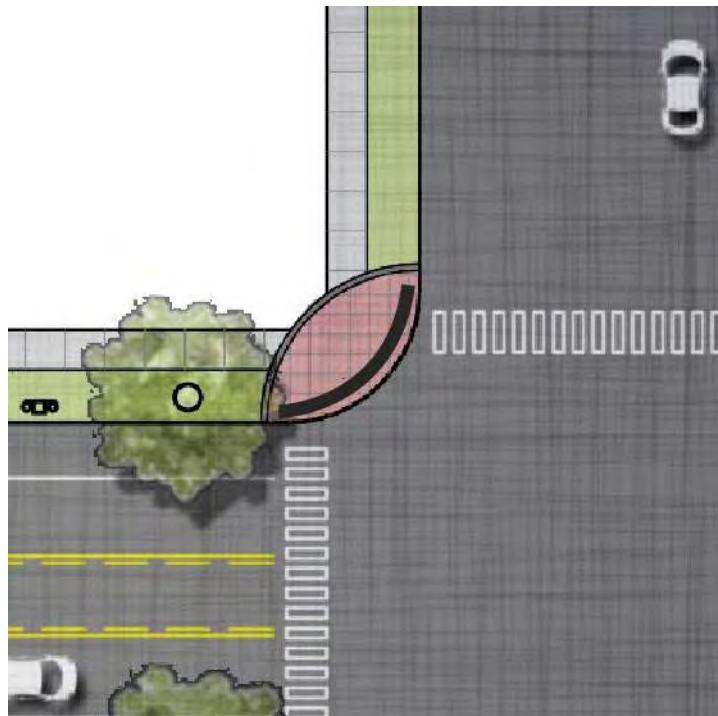
Type 1 Street Corners are simple, inexpensive, and is the predominant type used in the Mountain Avenue Corridor. It incorporates directional ramps, a small amount of colored concrete between the ramps, planter pots on each corner, and painted cross-walks. Type 1 corners are featured in the following districts: Commercial West, Residential Conversion, Commercial East, and New Berthoud.



Street Corners Type 2

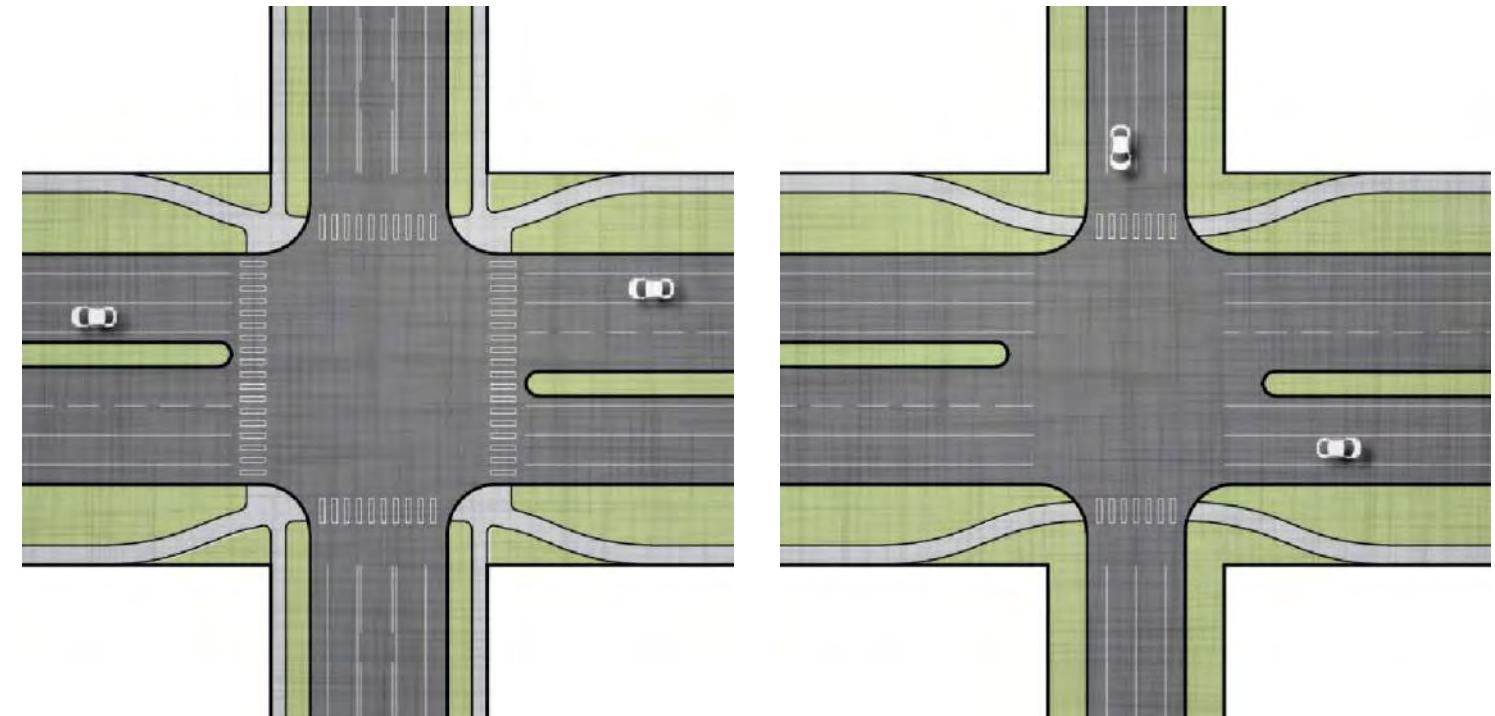
Type 2 Street Corners are spacious and provide places for people to linger and socialize. They include bumpouts, decorative pavers, art walls, planting areas, benches, trash receptacles, lighting, planter pots, directional ramps, and enhanced cross-walks. Type 2 corners recommended in the Downtown Commercial Character District.





Street Corners Type 3

Type 3 Street Corners are used exclusively on the corners of Fickel Park, and they feature larger colored concrete pedestrian areas connecting to the internal park trails and the perimeter walk. Broad corner ramps are envisioned along with painted crosswalks.



Street Corners Type 4

Type 4 Street Corners are very simple and inexpensive and are used exclusively in the Agriculture Character District. Because we are recommending minimal impacts or changes to this district, these intersections are very simple and functional with no added details. Corner ramps and painted crosswalks are recommended.



Bicycles

Recreational bicycle trails are an important part of any healthy, well-connected community. Providing the residents of Berthoud with safe, low-stress bicycle routes is something that residents were very interested in. Though several bicycle trails exist today, several connections and destinations are still yet to be completed.

One concern along the length of Mountain Avenue/ Highway 56 is that portions of the corridor are either unable to accommodate bicycle lanes or they do not feel safe. Within the downtown area, Mountain Avenue is too

narrow to provide on-street bike lanes. In other more rural areas, speed limits are high and the shoulder too narrow to feel comfortable.

Several alternative routes are suggested to make Berthoud a more connected and bicycle friendly town.



[Right Top] Arterial roads with high speed traffic, without dedicated bicycle lanes or wide shoulders are uncomfortable for cyclists to use comfortably and safely

[Right Middle] Local roads have less traffic and are more comfortable for cyclists.

[Right Bottom] Off-Street bicycle trails are still the preferred method of travel for cyclists

[Bottom Middle and Left] Custom bicycle racks fabricated and installed by residents of Berthoud. One of many elements that add to the charm of the town.

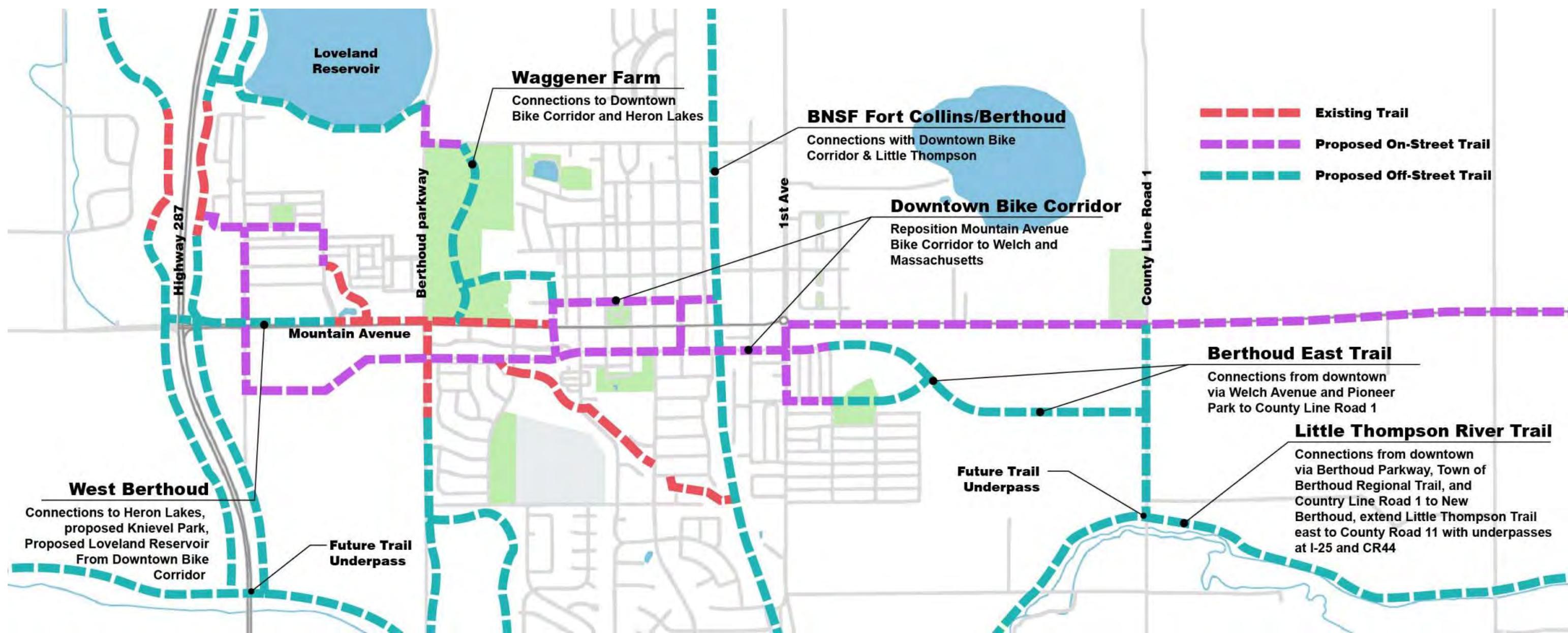


Massachusetts & Welch Avenue

The streets that run parallel to Mountain Avenue, particularly within the Downtown area, are excellent alternate routes to Mountain Avenue, which is too narrow between 1st Street and 8th Street to accommodate dedicated on-street bicycle lanes. Welch Avenue represents a particularly strong east/west bikeway route because it has the potential to provide a continuous connection through Town from Meadowlark Drive (or possibly 287) to County Line Road and beyond.

Local Streets with Shared Bicycle Lanes

Local streets are great ways to use existing infrastructure to create connected bicycle corridors. They are often low-speed and minimal traffic. Dedicated bicycle lanes are unnecessary, and the scenery is often very pleasant.



Highways and Arterial Street

Streets with dedicated bicycle lanes or wide shoulders, that accommodate high speed traffic can be uncomfortable for cyclists to use safely. However, they are desirable routes for bicycle commuters. Where space allows, an off-street multi-use trail (8' width minimum) is recommended along these streets to accommodate pedestrians and bicyclists.

Off-Street Bicycle Trails

While on-street bicycle corridors are a great alternative bicycle route, off-street trails are often still the preferred method of travel. The exposure to nature or areas of town you might not otherwise see is a great perk. These trails often follow riparian corridors or even existing railroads.

2.0 Signage Plan

Overview

Berthoud is known as a **charming rural town**, a **creative community**, and as **"The Garden Spot**, where good things grow". The 2014 Comprehensive Plan describes Berthoud as "A small **progressive** community which endeavors to provide the quality of life enjoyed by past and present generations while ensuring its position for the future within the dynamic Front Range economic corridor. A town that **works together** to control its own destiny by being proactive in planning for future growth while preserving and enhancing its rural character."

The Town's signage should be a reflection of its characteristics described above.

- The scale of the signs should reflect the small-town rural character
- Signs, and their setting, should reinforce the town's Garden Spot image. Beautiful gardens are composed of clusters and layers of beautiful flowers, plantings and trees.
- "Working together" suggests many individuals working together to support the Town's common goals.
- "Progressive" suggests something new and forward looking.

"Although Berthoud has evolved and grown considerably since its founding in 1878, it has retained the distinct feeling and character of a small rural town in the midst of the fast-growing Northern Front Range. This atmosphere is one of the most appealing characteristics of Berthoud and is a major factor in attracting new residents and businesses." – Chamber of Commerce.



unique
presence
signs
nature
authentic
artsy
color
creative
attractive
timeless
visibility
memorable
materiality
play

[Right Top] Existing town gateway sign at the roundabout at 1st Street and Mountain Avenue

[Left Bottom] A concept for a potential town gateway at a predominant street corner

Gateway Opportunities

Gateway signs are located around the Town's perimeter at significant street intersections providing direct access to Downtown Berthoud and other local destinations. The map on the right illustrates recommended gateway locations.



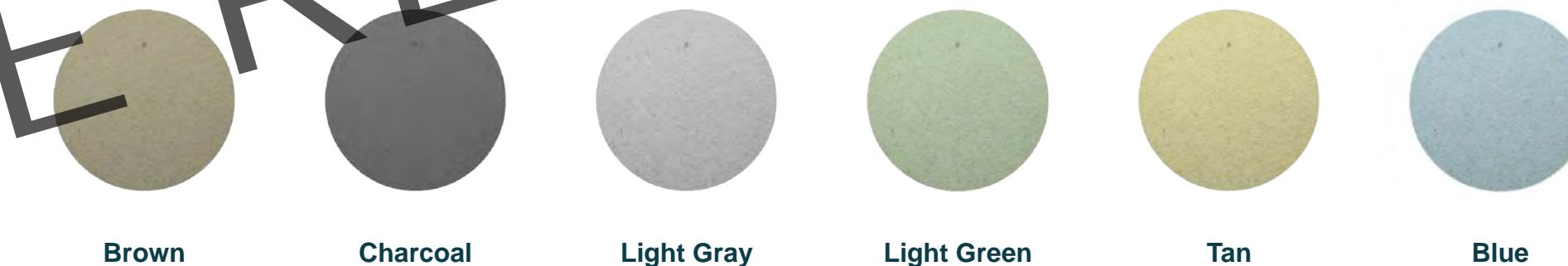
Colors

Color Group 1 is made up of earth tones and subdued colors. This color scheme is inspired by colors found on the high plains of Colorado in summertime.

Color Group 2 is a collection of vibrant colors inspired by the Town's "Garden Spot" image.

TO BE REVISED

Color Group Option 1



Brown

Charcoal

Light Gray

Light Green

Tan

Blue

Color Group Option 2



White

Light Green

Green

Dark Green

Blue

Yellow

Red

[Right Top] Potential Gateway Locations

[Right Middle and Bottom] Gateway color options

[Opposite Left] Corner Sign with Color Group Option 1

[Opposite Right] Roundabout Sign with Color Group Option 2

Gateway Types

Each intersection is unique and the chosen sign type will depend on the budget, type of intersection (traditional vs roundabout), availability of space, visibility and other physical conditions.

Roundabout Signs will only be used in roundabouts and the “BERTHOUD” sign will be oriented towards predominant traffic flows entering Town. The vertical sign elements will be placed in arced groupings like dominos, and the groupings will be layered within and around the roundabout to create an ever-changing scene as people drive through the roundabout. Low colorful plantings are recommended within in the roundabout to protect views of the layered vertical elements.

Corner Signs can be used at traditional intersections and at roundabouts. The signs don't require as much space because the vertical elements are arranged in a single sinuous row which can vary in length.

Some of these signs may be installed within CDOT right-of-way or in close proximity. In these instances, clearance zone, lighting, and “breakaway” requirements for signs will need to be confirmed with CDOT.

Color Group Option 1



Materials

The vertical elements that make up the sign could be fabricated from steel, wood, or recycled composite materials. The vertical elements would be painted various colors and embedded in a concrete footing that is recessed below grade.

The word “BERTHOUD” will be internally illuminated steel channel letters. Letters faces will be constructed from white translucent acrylic. The sides and back of the letters will be opaque and painted black. LED lights will be used for the internally illuminated letters.

Ground mounted “wall lights” or “uplights” could be used to illuminate the vertical elements. Placement and orientation of sign lights cannot interfere with driver visibility and safety.

Color Group Option 2

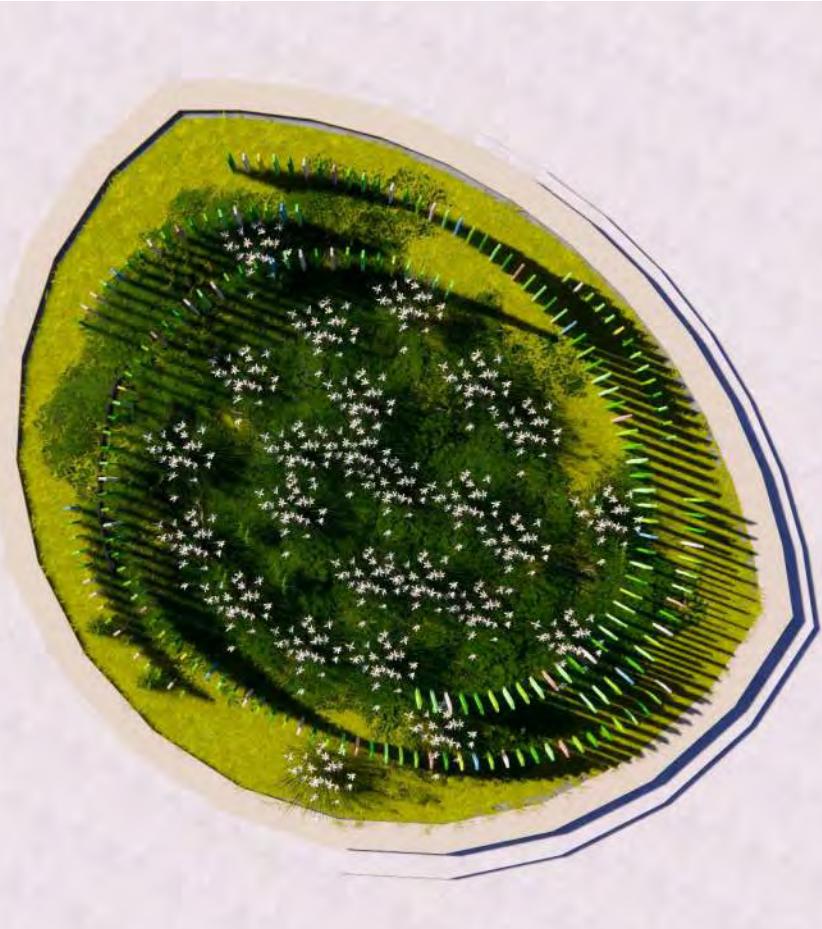




Corner Concept

With Color Group Option 1

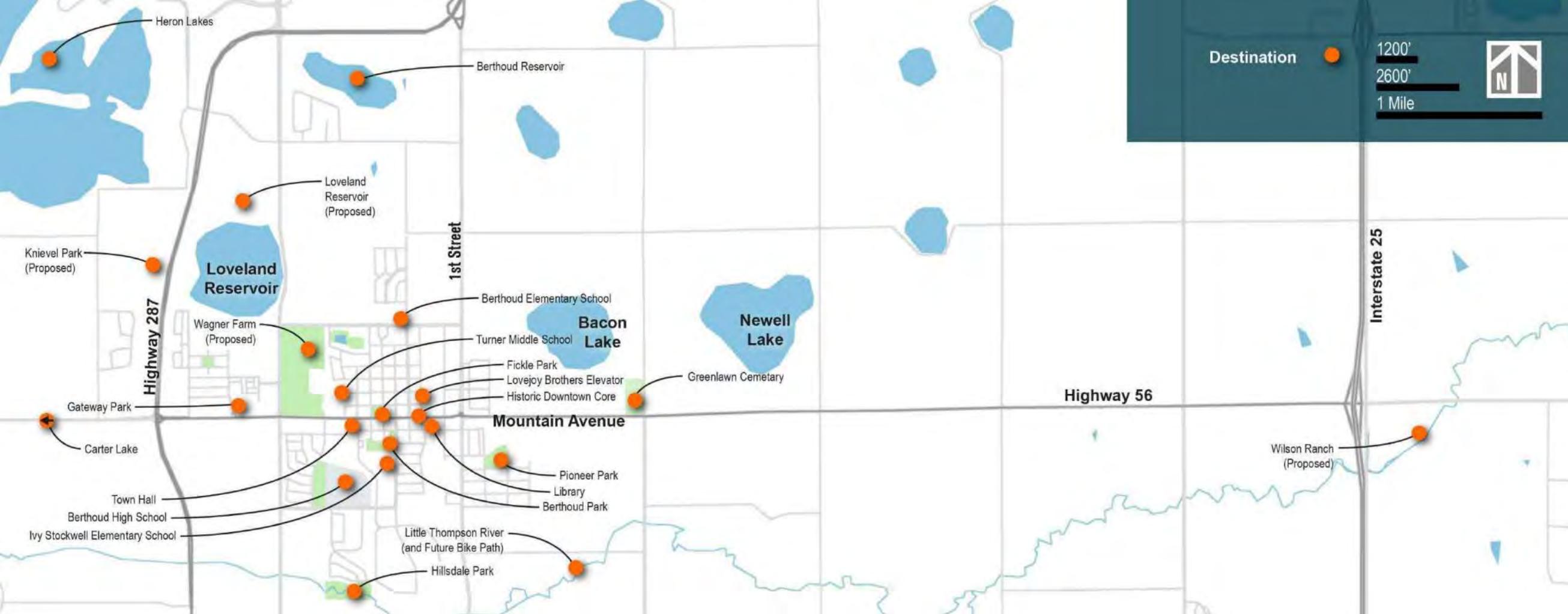




Roundabout Concept

With Color Group Option 2

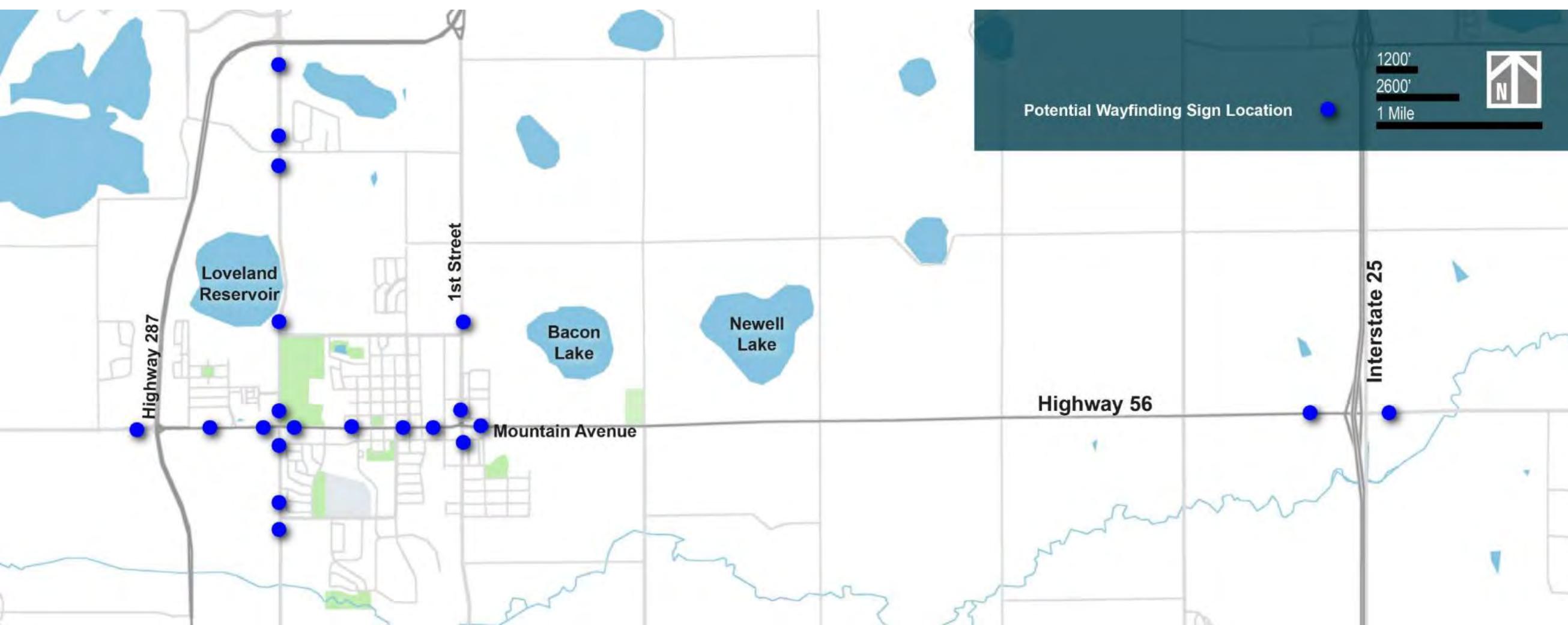




Local Destination

It's impossible to point out every destination within the Town. The intent is to point out the biggest destinations and attractions, such as: The Historic Downtown District, public parks, recreation facilities, public schools, museums, trailheads, golf courses, and other significant destinations. The list of destinations will grow and change as the Town evolves. The map to the left highlights several existing destinations and attractions that could be highlighted on the Town's wayfinding signs.

Private companies are not typically highlighted on wayfinding signs however exceptions can be made for businesses that attract a large number of tourists and visitors. Company logos and/or fonts cannot be used on wayfinding signs.



Wayfinding Opportunities

Wayfinding signs assist people in orienting themselves and highlight what is special about the Town, and they encourage residents and visitors to explore and discover.

Wayfinding signs are intended to be used for local attractions and destinations located outside of the driver's viewshed. The map to the left identifies potential wayfinding sign locations.

Wayfinding should be placed 150 to 200 feet "upstream" of the intersection to allow enough time for drivers to make decisions and necessary maneuvers prior to the turn.

Information included on wayfinding signs should be limited to 4 or 5 destinations.



Wayfinding Concept

The design of wayfinding signs should be consistent, distinct, and eye catching so they standout. Wayfinding signs are intended for motorists, bicyclists and pedestrians.

Signs must be legible from a long distance, and they must be tall enough to be seen from the street when a car, passenger truck or van is parked next to them. Sign blades should not extend beyond the vertical plane of the adjacent curb.

This concept is simple in form, sleek, and easy to fabricate. The sign blades are sandwiched between two vertical steel angles with elegantly arced edges. This concept is inspired by the Town's desire to be progressive.



Park Signage

A potential new signage opportunity are park signs. Using the same colors and materials as the town gateway signs, these signs, markedly smaller in scale, could be a unifying design element throughout the town. Like the gateway signs, they are simple but noticeable, quirky and easy to fabricate.



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Description	Berthoud West	Residential Conversion	Downtown Commercial	Berthoud East	Agriculture	New Berthoud
Maximum size of a single sign	100 SF	35 SF	60 SF	100 SF max	100 SF	135 SF
Freestanding Pole Signs	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited
Freestanding Monument Signs	10 feet or less in height, sign area is 135 SF max., area of sign base may not be greater than 50% of the sign area	6 feet or less in height, 32 SF max., area of sign base may not be greater than 50% of the sign area	Prohibited	10 feet or less in height, sign area is 135 SF max., area of sign base may not be greater than 50% of the sign area	10 feet or less in height, sign area is 135 SF max., area of sign base may not be greater than 50% of the sign area	12 feet or less in height, sign area is 165 SF max., area of sign base may not be greater than 50% of the sign area
Wall Signs (max per building face)	120 SF max	35 SF max	80 SF max	120 SF max	100 SF max	165 SF max
Canopy Signs	38 SF max, 18 inch max height	Prohibited	Prohibited	38 SF max, 18 inch max height	38 SF max, 18 inch max height	38 SF max, 18 inch max height
Projecting Signs	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code
Awning Signs	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code
Window Signs	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code	Allowable, per sign code
Sandwhich Board Signs	Prohibited	Prohibited	Allowable, per sign code	Prohibited	Prohibited	Prohibited
Billboard Signs	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited	Prohibited
Electronic Signs	Per sign code	Prohibited	Prohibited	Per sign code	Per sign code	Per sign code
Off-Premise Signs	Prohibited	Prohibited	Prohibited, except sandwich board signs	Prohibited	Prohibited	Prohibited
Sign and awning illumination	Internal or External illumination is allowed with the following stipulations: Internal Illumination: letters and logo(s) may be internally illuminated, surrounding sign panel and supporting structure may not be illuminated. Awnings may not be internally illuminated External Illumination: entire sign and support structure may be illuminated with cut-off style fixtures. Awnings may be externally illuminated.	Internal or External illumination is allowed with the following stipulations: Internal Illumination: letters and logo(s) may be internally illuminated, surrounding sign panel and supporting structure may not be illuminated. Awnings may not be internally illuminated External Illumination: entire sign and support structure may be illuminated with cut-off style fixtures. Awnings may be externally illuminated.	External illumination only.	Internal or External illumination is allowed with the following stipulations: Internal Illumination: letters and logo(s) may be internally illuminated, surrounding sign panel and supporting structure may not be illuminated. Awnings may not be internally illuminated External Illumination: entire sign and support structure may be illuminated with cut-off style fixtures. Awnings may be externally illuminated.	Internal or External illumination is allowed with the following stipulations: Internal Illumination: letters and logo(s) may be internally illuminated, surrounding sign panel and supporting structure may not be illuminated. Awnings may not be internally illuminated External Illumination: entire sign and support structure may be illuminated with cut-off style fixtures. Awnings may be externally illuminated.	Internal or External illumination is allowed with the following stipulations: Internal Illumination: letters and logo(s) may be internally illuminated, surrounding sign panel and supporting structure may not be illuminated. Awnings may not be internally illuminated External Illumination: entire sign and support structure may be illuminated with cut-off style fixtures. Awnings may be externally illuminated.
Sign Setbacks from Mountain Ave/ Highway 56	5 feet min	5 feet min	Zero feet min, except sandwich board signs, which can be placed on corners in Mountain Ave right of way between 2nd and 5th Streets	5 feet min	10 feet min	10 feet min

Notes:

1. Corporate colors and other colors used behind or around a sign to differentiate it from the building façade shall be included in the sign area.

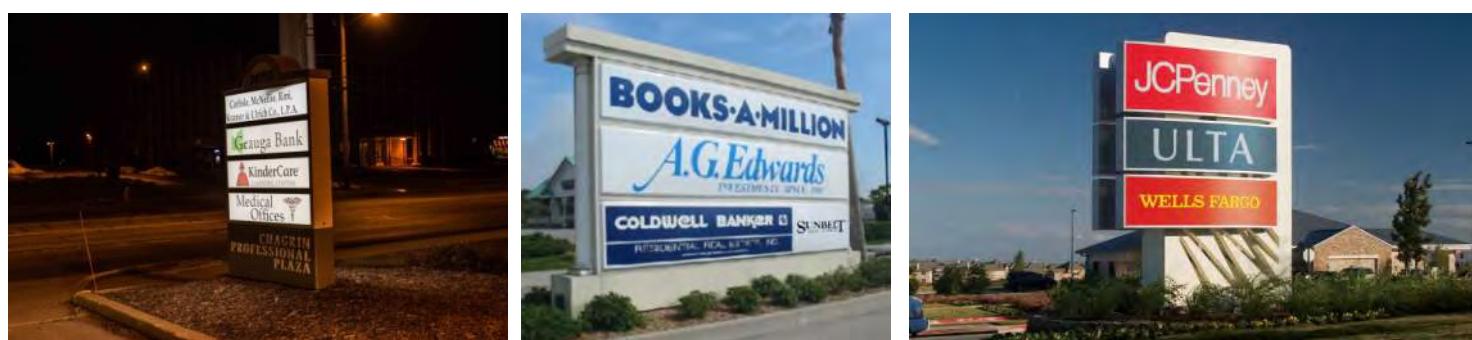
Ground Mounted Freestanding Signs



This



Not This



Awning Signs



This



Not This



Canopy Sign



This



Not This



Projecting Signs



This



Not This



Window Sign



This



Not This



Wall Signs



This



Not This



alamy stock photo

Appendix

HISTORY
MUSEUM

MUSEUM
GIFT SHOP
OPEN

Mountain Avenue Development Criteria by Character District

Description	Berthoud West	Residential Conversion	Downtown Commercial	Berthoud East	Agriculture	New Berthoud
Density and Lot Coverage	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning
Building Height ⁵	Maximum: 3 Stories (40 feet max)	Maximum: 3 Stories (40 feet max), Minimum: 2 Stories (20 feet min)	Maximum: 3 Stories (40 feet max), Minimum: 2 Stories (20 feet min)	Maximum: 3 Stories (40 feet max)	Maximum: 2 Stories (35 feet max)	Maximum: 3 Stories (40 feet max)
Minimum Lot Width	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning
Building Orientation	Parallel to Front lot line	Parallel to Front lot line	Parallel to Front lot line	Parallel to Front lot line	Parallel to Front lot line	Parallel to Front lot line
Building Setbacks						
Mountain Ave / Highway 56 ^{6,7}	14 ft. min., 20 ft. max.	10 ft. min., 20' max	0 ft. min., 10 ft. max. ¹	30 ft. min	80 ft. min.	80 ft min.
Secondary or side street	20 ft. min. ⁸	10 ft min, 15 ft. max	0 ft. min., 10 ft. max. ¹	20 ft. min	20 ft. min	20 ft. min
Side yard (3 Stories)	10 ft. min.	10' ft. min.	0 ft.	Per Underlying Zoning	NA	Per Underlying Zoning
Side yard (2 Stories)	Per Underlying Zoning	5 ft. min.	0 ft.	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning
Side yard (1 Story)	Per Underlying Zoning	5 ft. min.	0 ft.	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning
Rear	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning
Rear Alley	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning	Per Underlying Zoning
Off-Street Parking and Driveway Setbacks						
Mountain Ave / Highway 56 ⁹	20 ft min. or 5 ft greater than building setback, whichever is greater	behind building, accessed from alley where possible	behind building, not accessed from Mountain Ave	35 ft. min., or 5 ft greater than proposed building setback, whichever is greater	80 ft. min.	80 ft. min.
Secondary or side street	20 ft. min.	5 ft. min.	5 ft. min	20 ft. min.		
Side yard	5 ft. min. 0 ft. if shared	0 ft. min	0 ft. min	5 ft. min, 0 ft. if shared	5 ft. min, 0 ft. if shared	5 ft. min, 0 ft. if shared
Rear	5 ft. min. 0 ft. if shared	0 ft. min	0 ft. min	5 ft. min, 0 ft. if shared	5 ft. min, 0 ft. if shared	5 ft. min, 0 ft. if shared
Max parking and driveway frontage ⁴	40% lot frontage	0%	0%	40% lot frontage	40% lot frontage	40% lot frontage
Mountain Ave ROW Encroachments						
Outdoor dining areas and display areas	0 ft.	8 ft. max. ²	8 ft. max. ²	0 ft.	0 ft.	0 ft.
Awnings	0 ft.	6 ft. max	6 ft. max	0 ft.	0 ft.	0 ft.
Balconies	0 ft.	4 ft. max ³	4 ft. max ³	0 ft.	0 ft.	0 ft.
Bay windows and building projections	0 ft.	2 ft. max.	2 ft. max.	0 ft.	0 ft.	0 ft.
Building eaves	0 ft.	2 ft. max.	2 ft. max.	0 ft.	0 ft.	0 ft.
Patio cover roof	0 ft.	2 ft. max.	2 ft. max.	2 ft. max.	0 ft.	0 ft.

Notes:

¹ The ground floor front façade may be recessed/setback to accommodate outdoor dining and/or outdoor display areas. Where these features are not intended, facades shall have a 0 foot front setback.

² A six foot minimum unobstructed clear zone shall be provided within ROW around outdoor dining areas for pedestrian circulation

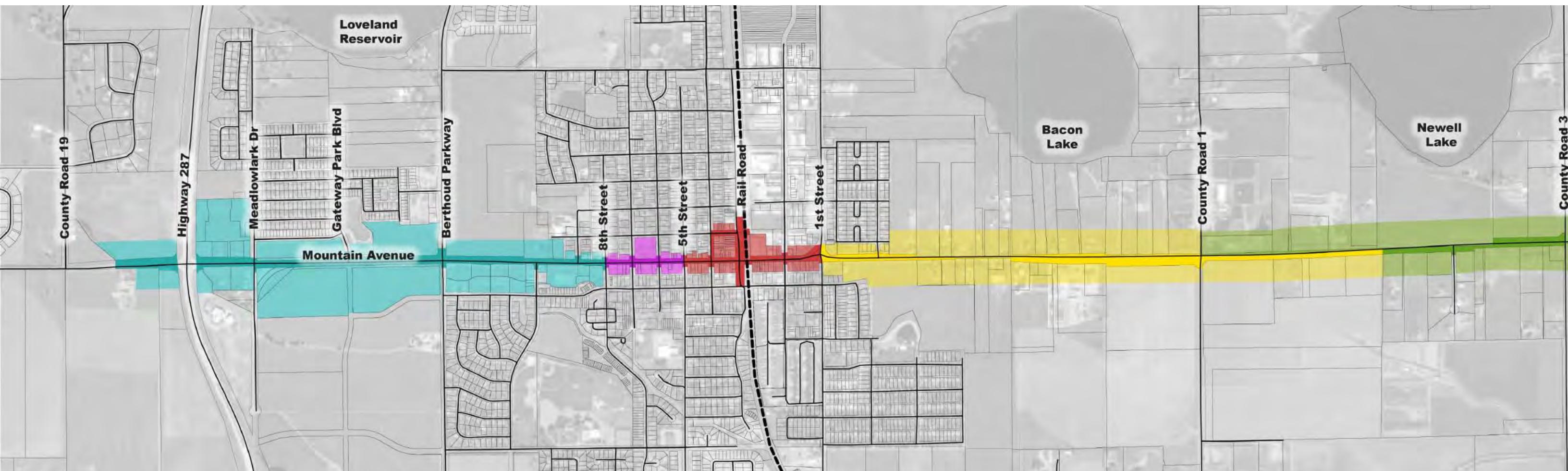
³ Balconies, bay windows and other building projections extending into the public right-of-way shall provide 10 feet min. vertical clearance above the sidewalk elevation or finish grade.

⁴ Off-street parking areas and driveways fronting Mountain Ave, Hwy 56 and/or secondary/side streets shall be screened from view from the public right of way. Screening shall be 3' min in height and shall be accomplished with berms, low walls, planting, etc. Within the Downtown Commercial District and the Residential Conversion District screening shall be accomplished with walls and/or decorative metal fences having 75% min opacity. Wall materials shall match materials used on the associated building. Unless approved otherwise, wood fences are not allowed along Mountain Ave in the Downtown Commercial District

⁵ Small tower elements and roof forms/parapet walls associated with primary building entries may exceed the maximum building height by 15%.

⁶ Permanent features such as steps, ramps, landings, and uncovered porches shall not extend more than 40% into required setback.

Areas influenced by this Corridor Plan by Character District







Mountain Avenue Corridor Design and Signage Plan