



DERBY DISTRICT:

*REDISCOVERING  
A DESTINATION*

MASTER PLAN  
For the  
REVITALIZATION  
of the  
DERBY SUB-AREA

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## ACKNOWLEDGEMENTS

In September 2005, Commerce City, Colorado leaders determined to take action to enable the “makeover” of one of its original communities, Derby.

Like so many towns in the West, Derby's roots relate to the arrival of the railroads and an agrarian economy. Following World War II, a small commercial town center emerged in a pattern still intact today. Previously known as “Big D”, Derby's infrastructure and mediocre buildings have fallen on hard times.

The action taken was to retain environmental attorney, Kemper Will and Dana Crawford, Denver's urban revival pioneer, to chart a new course for Derby. This plan is the product of work completed by large numbers of Commerce City citizens over the past several months. City Council members, key staffers for the city, Tri-County Health Department Staff, the State of Colorado, and hundreds of caring Derbyites coalesced to produce a preliminary blueprint for the “makeover” of a small but important community.

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### **City of Commerce City – Staff**

Jessica Osborne, Planner III, Derby Project Manager

Gregg Clements, Director of Public Works/City Manager

Chris Cramer, Planning Manager

Daren Sterling, City Engineer

Roger Tinklenberg, Acting Assistant City Manager, Finance Director

Venessa Sanchez, Development Engineer

Leigh Ann Noell, Executive Admin Supervisor

Elaine Rowe, Grant Administrator

Jaime di Paulo, Community Relations Coordinator

Stephanie Salazar, Economic Development Director

John Howard, IT Director

Doug Hindman, IT Operations Manager

Traci Ferguson, Parks Planner

Todd Bittner, Neighborhood Services Inspector

Chuck Saunier, Lieutenant, Commerce City Police Department

Ross Sibley, Lieutenant, Commerce City Police Department

Heather Grady, Director of Marketing and Public Relations Division

Pat Greer, Acting Assistant City Manager, Chief of Staff

Chuck Baker, Acting Chief of Police

Sheri Chavez, Neighborhood Services Director

Mike Brown, Parks Planning Manager

Carolyn Keith, Parks & Recreation Director

Perry VanDeventer, Former City Manager

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John Kim, Super Family Mart

Ira Kirsch, KeyBank

Father Terry Kissell, Our Lady of The Mother Church

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Harlow Leeper, Magnolia Enterprises, Leeper Investments  
Carol Maclennan, Tri-County Health Department  
Alison May, Community Enterprise  
Amy Naranjo, El Jardin Restaurant  
Ben Martinez, El Jardin Restaurant  
Jessica Osborne, City of Commerce City  
Stephanie Salazar City of Commerce City  
Iris Scadden  
Robyn Spittle, Tri-County Health Department  
Rod Titoni, Big O Tires  
Trent Younger, Younger Brothers Lumber

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Ira Kirsch, Keybank  
Amy Naranjo, El Jardin  
Ernest Phipps, Philadelphia Gospel Church  
Joye Baker  
John Baker  
Denver Black  
Yvonne Parrott, Derby Tire  
Jeff Black  
John Kim, Super Family Mart  
Mark Learned, Hi-Lo Market

#### **Land by Design - Landscape Architecture and Urban Design**

Nigel Staton  
Greg Alcaro  
Karen Kalavity

Kelly Smith  
Alexa Mudgett

#### **Tri-County Health**

Carol Maclennan  
Robyn Spittle  
Merrick Wright

#### **Community Enterprise**

Cristie Jophlin  
Alison May  
Andrea Romero  
Margarita Ceballos-Gomez

#### **History Project**

Iris Scadden  
Julie Holmes  
Old Timers Club  
Karen White, Heritage Culture & the Arts, City of Lakewood  
Charlene Jarimello  
Reba Dotrar

#### **Visit - Community Outreach**

(April 13-14, 2006 and July 24-26th)  
Dan Burden, Walkable Communities, Inc.,  
Troy Russ, Ed McKinney and Kevin Bacon, Glatting Jackson Kercher  
Anglin, Inc.  
Lisa Feldstein, Public Health Institute, San Francisco  
Joe Archuleta  
Les & Mary Arnold  
Karen Barela

Earlea & Denver Black  
Tim Black  
Bobbie Crall  
Dana Crawford  
Kathy D'Amico  
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Val Fernandez  
Javier Ganbay  
Carrol Harr  
Juana Harrera  
Doloraes Hart  
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Dustie McIntyre  
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Paul Natale  
Su Niedringhaus  
Maribel & Luis Olivas  
Jessica Osborne  
Olga & Lionila Palma  
Angela Ramirez  
LeOra Richard  
Robert Romine  
Chuck Saunier  
Darryl & Iris Scadden  
Guillermo Serna

Kevin Solis  
Daryl Stwalley  
Nigel Staton  
Chris Sutton  
Hal & Pat Swanson  
Hazuki Tochihwa  
Michael Toedtli  
Norm Union  
Robert Velten  
Trent Younger  
Kemp Will  
Bob & Nancy Zeiler

#### **Press**

Norman Union, Publisher, Commerce City Beacon  
Janet Union, Publisher, commerce City Beacon  
Kathy McIntyre, Editor, Commerce City Gateway  
Terrell Tumlinson, Staff Correspondent, Commerce City Sentinel Express

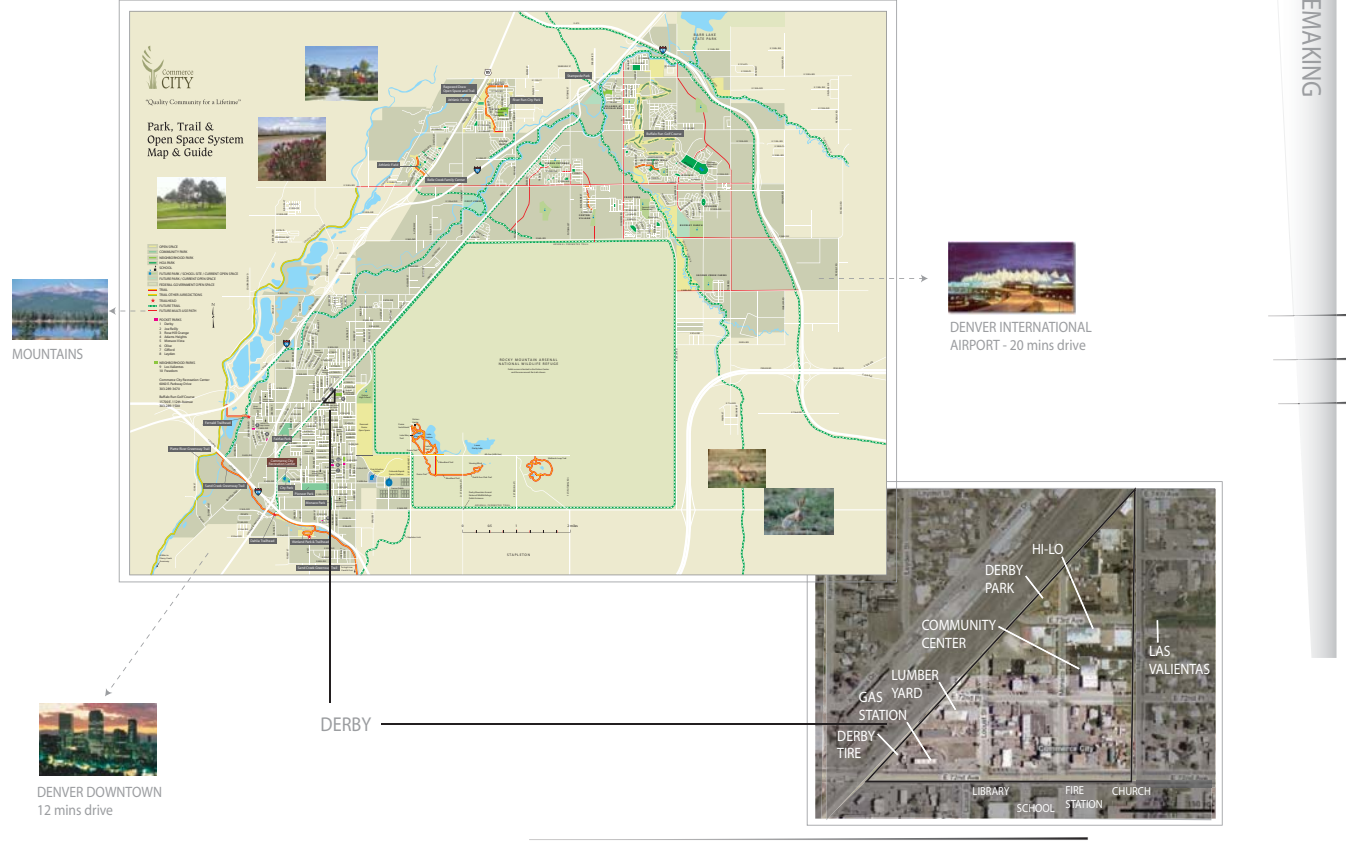
#### **Derby Walkability Audit, and Kemp Walkabilty Audit**

(July 25, 2006 and November, 2006)

Derby citizens

Staff from Community Enterprise, Commerce City staff and Tri-County Health Department who organized and participated in the Audits.

## CONTEXT



## CONTEXT

Derby is waiting to become a Destination once again.....

Derby is ideally located to become a destination:

- DIA is 20 minutes drive
- Downtown is only 12 minutes drive
- The new Prairie Gateway Development, the Soccer Stadium, and the newly cleaned up Rocky Mountain Wildlife Refuge are on its door step.
- Bike, walking trails, and greenways are just waiting for connections.

Derby needs revitalizing before this becomes a reality. It is crucial that it have:

- Elegant and cohesive landscaping, appealing to all the senses
- A friendlier pedestrian environment
- 24/7 activity.

## INTRODUCTORY SUMMARY

In August, City Council approved an extensive report submitted by consultants Kemp Will and Dana Crawford of Derby District LLC, which sets up a road map for the gradual reclamation of historic Derby.

This report and its recommendations form part of the Master Plan.

In recent years, the Derby business area has lost its luster and is not attracting sustainable new businesses. The atmosphere, appearance, structure and directions of the Derby business area need to change dramatically if the area once again is to become economically vibrant.

The eight month study process for the report was highly interactive with members of the community, Derby landowners and businesses, City officials and other interested parties. The contractors attended over 50 separate meetings to solicit community input, desires and potential directions. Two community-wide discussion meetings were held, on November 17, 2005 and March 4, 2006. Community input was excellent; it reflected a discouragement with the current status of the Derby business area and an enthusiasm for change. A meeting of business property owners was held April 26, 2006 as a first step toward working intensely with property owners for Derby renewal.

City Staff and City Council were extremely helpful and enthusiastic during the course of the study. City Council indicates that it is poised to undertake strong, positive renewal steps immediately.

There follows an updated summary of the findings in the report.

### Derby area circumstances

There is a strong sense of community in the core Commerce City area. Part of the study was to review, in conjunction with the Commerce City Cultural Council, the history of Derby. Derby's history is of a small town community.

That history will be important for the revival of Derby. A detailed study area Property Inventory was prepared. There are 130 individual properties in the study area: 60 are residential properties, 3 are parks, 3 are churches and there are 64 commercial properties.

Commerce City's population has increased dramatically over the last five years, with the aggressive residential development in the Northern Range. It is also significant that the proportion of Hispanics has increased in Commerce City and currently is approximately 58% of the Derby area population. Reflecting that trend, the business mix of Derby has become predominantly Hispanic.

There has been little new construction in the Derby study area in the last ten years. There is no consistency of building structure or style in the business area and most of the existing structures are older, one-story structures. Highway 2 and 72nd Avenue are currently important and busy thoroughfares and are likely to increase in traffic volume in the coming years. If properly managed, those thoroughfares can become an asset for the Derby business area. Currently, they challenge pedestrian safety because of access difficulties and traffic layout and flow.

Derby's parks need further study. Los Valientes is a source of neighborhood concern but has potential for economic and social value.

The physical layout of the Derby business area is quite interesting, triangular in shape with ample angle parking and major potential for a pedestrian friendly venue. Also, the Derby business area is well located for future connections with the Prairie Gateway development, with significant daytime employment along Highway 85 and potentially an attraction to the residential development in the Northern Range. Currently, Commerce City is very underserved by commercial and retail services, but many commercial developments are currently under review by the City.

In addition, Rancho Liborio, a large new Hispanic grocery complex, opened at 64th and Holly in the summer of 2006.



## Environmental study

EPA funded and the Colorado Department of Public Health and Environment conducted an environmental study of the Derby study area. Fourteen temporary monitoring wells were installed and soil and groundwater samples were taken from a grid pattern in the study area. The results of the analyses were that there were no significant detections of contamination in either the soils or groundwater in the study area. There had previously been a perception that the Derby business area might be contaminated from historical auto and dry cleaning operations or from contamination from the Rocky Mountain Arsenal. The environmental study put to rest these concerns. The environmental study was focused on the business area in general and did not evaluate specific properties. It is certainly possible that in the course of renewal of an individual property that environmental concerns, such as soil contamination or asbestos issues, could be encountered.

## Economic conditions

The residential boom in Commerce City has occurred almost exclusively in the Northern Range. However, this boom offers significant potential for commercial growth in the core area if properly renewed. In recent history, the study area has not been economically strong, as reflected by stagnant sales tax receipts. The study area suffers from a poor image and there has been a sense of depressed business climate and lack of hope among many of the small study area businesses. The recent Commerce City Community Needs Assessment and the extensive community input during the course of the study clearly identified the most critical commercial needs for the study area. The most often cited desires are a diverse restaurant mix, including a breakfast, lunch and dinner family restaurant, hobbies and crafts, education (for example, computer training), arts and entertainment for youth, a coffee shop and diverse clothing stores. Also highly desired is a community center within the Derby study area. New residential housing stock is needed. An apartment complex (including some affordable units) and mixed-use development with residential above commercial and retail space would be great assets to Derby.

The oil refinery now owned by Suncor Energy has been an important economic fixture of Commerce City for many decades. Recently Suncor has demonstrated its leadership and commitment to Commerce City by a donation of \$250,000 towards the new Community Center in Derby. The donation will be funded over a three year period and the City has received the first installment from Suncor, which will help with internal construction of the Community Center (the formerly Ken's Drug Store space), which is being acquired by the City. The Suncor funds will also support staffing of the center for three years. Suncor wishes to assist with the renewal of the Derby area and promotion of educational and economic opportunities for the young people of Commerce City.

## City actions to support renewal

It is a fact that outside private investment has not been attracted to the Derby area for many years. Most private investors will perceive an investment in the current Derby business area to have significant hurdles and greater risk compared to investment in easier, potentially more lucrative development areas. To attract outside private investment a vision for Derby and a marketing brochure will need to be developed. This master plan conveys the vision.

There is now an existing, cohesive organization of business and property owners in the Derby business area with the new Derby Business Association (DBA). While some property owners may have sufficient resources to significantly participate in a Derby renewal, most of the property owners are unlikely to have sufficient resources for the millions of dollars of reinvestment in Derby required for significant renewal.

Under these circumstances, it is more likely that the City of Commerce City will need to promote and drive the Derby area renewal in a variety of ways:

- **Capital Improvement Projects** - Derby projects, such as parks improvement, highway access improvements, street configurations and public space improvements (such as a plaza) will need to be included

in the City's capital improvement projects budgets.

- **Incentive Programs** - other cities have created incentive programs to promote redevelopment, such as grant or loan programs for small businesses to improve their facilities or better market their trade.
- **Flexible Incentive Fund** - a flexible incentive fund created by Commerce City would help those businesses needing financing for renewal.
- **Tax Incentives** - also, the City can provide tax relief incentives on a case-by-case basis.
- **Urban Renewal Authority** - many cities have used urban renewal authorities to change the direction of declining business areas. At least portions of the Derby business area would most likely qualify for urban renewal, pursuant to State statute. The City would need to amend its existing urban renewal area boundaries to include appropriate areas of the Derby business area. The urban renewal area boundary map must be approved by the City Council, the urban renewal authority, in a public hearing. While it is unlikely that the City would desire to actually condemn Derby business area properties, establishing an urban renewal area and providing for urban renewal authorities offers a useful backdrop for promoting renewal in the Derby area and enables the City to use bonding capability to finance necessary components of Derby area renewal.

## Zoning

An important step for renewal will also require City amendment of its zoning standards. The typical approach for renewal is to create a planned unit development specific to the business area to write specific design standards to regulate future renewal. Again, this is a public process that must be approved by the City Council at a public hearing.

In summary, Derby renewal is most likely to be successfully achieved through utilization of a mixed set of funding sources. However, in the short run, Derby renewal will almost certainly require a significant "kick start" through substantial City investment.

## Proposed Derby vision and renewal steps

Derby needs to become again a special place to which the entire Commerce City community is attracted. People-oriented places tend to be unique, safe and secure, comfortable to walk in, intimate, active and friendly and where customers' interests and needs are enthusiastically met. The recommended Design Code outlines this vision.

For the Derby business area, that vision includes a central plaza, more diverse and mixed land use, higher building elevations, a diverse restaurant cluster, and street and traffic reconfiguration as well as a strong arts orientation. Some existing buildings will be suitable for reuse or continued use, but other buildings will be difficult to work with. The existing wide open spaces of Derby need to be narrowed to create a sense of intimacy and density.

Appropriate renewal steps should include the following:

- Support existing businesses.
- Work with existing landowners to promote a consensus regarding a renewal plan.
- Create a Derby vision brochure.
- Enact a Planned Unit Development (PUD) ordinance and Design Code.
- Upgrade the block which includes the corner of Highway 2 and 72nd Avenue.
- Establish a community center in Derby.
- Create a Commerce City incentive fund to assist local businesses.
- Connect Derby to other City assets.
- Promote local jobs.
- Reconfigure streets to improve traffic flow
- Promote clean and safe.
- Continue the community and business outreach.
- Support the Derby Businesses Association (DBA).

- Continue developing partnerships for Derby renewal, for example a Metro State College education center.

A package of alternatives for street furnishings, lighting and signage will be provided, probably as part of the City's capital improvement projects.

The Derby study area is outdated, unattractive, dysfunctional and overall without positive trends. Those trends will not be reversed without a substantial renewal effort.

Initially, City government will have to lead the renewal process by beginning incremental renewal steps which demonstrate City commitment to renewal and to promote enthusiasm and hope among landowners, businesses and the community.



*Trees provide a shade canopy and protection from traffic,  
Stores are small and personable,  
Colored awnings provide a sense of fun, and  
People sit where there are places to sit, and eat where they can eat.....*



## EXISTING CONDITIONS

The following pages outline the existing conditions of Derby that are a major influence in the creation of the Master Plan.



*The creation of the Master Plan was a collaborative process involving many members of the Community. Here Dana engages with some of the Community over dinner at El Jardin restaurant. El Jardin is itself an inspiration for the revitalization of Derby: now a major success, many believed that expansion would never work in this location. How wrong they were!*

## CURRENT LAND USE

There is currently a predominance of retail/commercial use, and very little residential. This underlines the need for a greater mix of uses to achieve vitality.

The existence of institutions is an essential element of a successful community. Most of Derby's institutions are on the edges and south of 72nd Avenue. This emphasizes the need to make better pedestrian friendly connections to ensure proper use and enjoyment.

This plan also shows the following unsatisfactory aspects:

- Roads are generally too wide and lack medians, crosswalks, or planting
- Landscaping is minimal
- Sidewalks are narrow or non-existent
- Locust Street and Monaco Street provide dangerous access to Highway 2
- Derby Park is out on a limb, without connections, and unprotected from traffic.

- Residential
- Mixed Use
- Retail
- Community Buildings/ Institutions



## CURRENT ARCHITECTURAL STYLES

Most of the buildings which remain in Derby were built in the 1950s, 60s and 70s and are representative of a style of architecture prevalent at that time. There is however a predominance of buildings dating back to the 1950s especially in the core, around 72nd Place and Monaco Street.

City Council, business owners and residents recommended that Derby's revitalization become a celebration of the 1950s, an era of national prosperity, hula hoops, fancy cars, Elvis Presley and Marilyn Monroe.



## VIEWS AND FOCAL POINTS

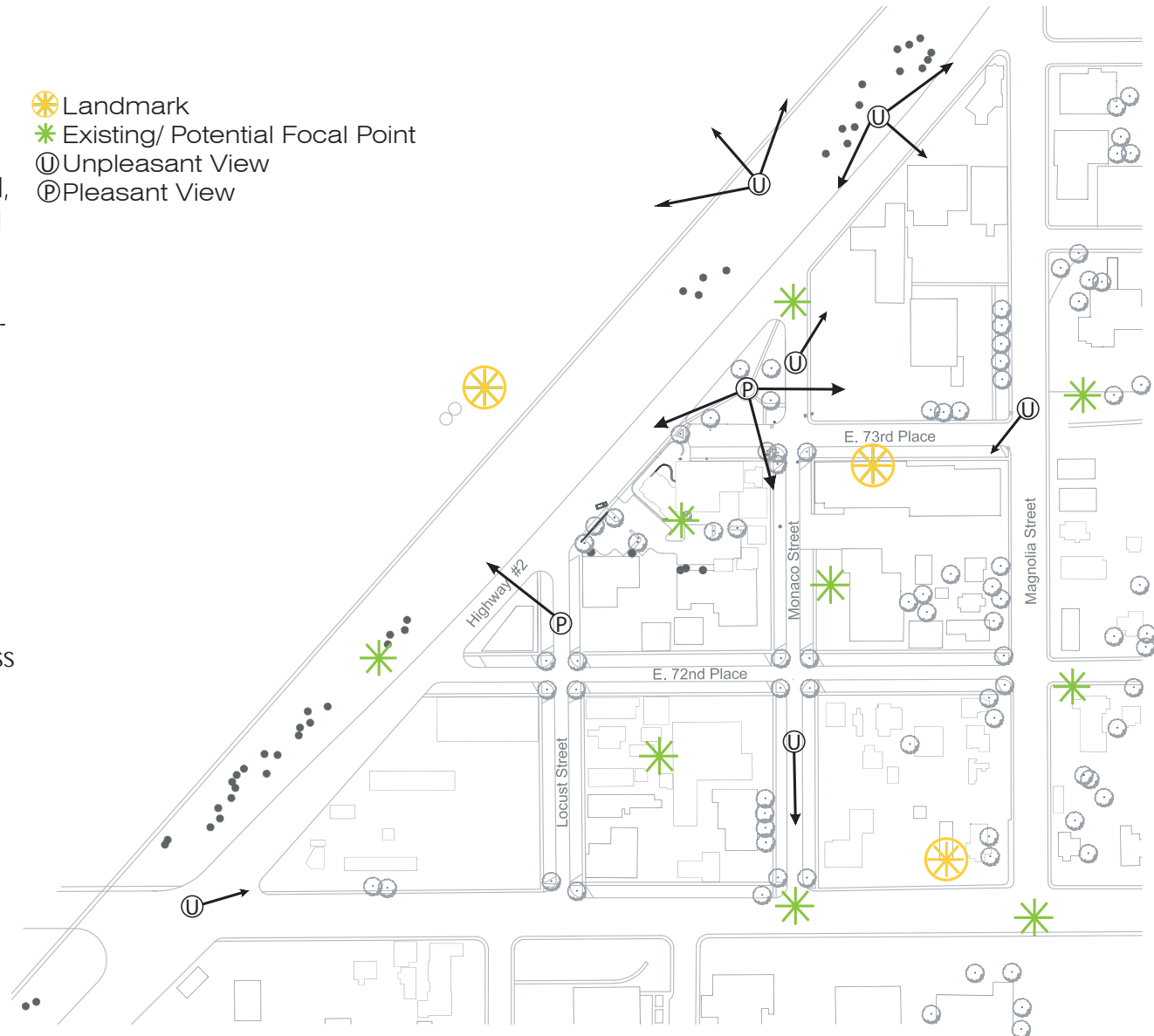
Views and focal points:

- They are an important part of the character of a neighborhood, distinguishing it from others and providing it with an individual sense of place.
- They provide a sense of orientation.

Therefore the preservation of the views of Downtown, the mountains, and other important views shall be an essential part of the Design Guidelines.

The Guidelines shall also provide for the visual buffering of less pleasant views.

- ☀️ Landmark
- ✳️ Existing/ Potential Focal Point
- Ⓜ️ Unpleasant View
- Ⓟ️ Pleasant View



Downtown Derby





*Members of the design team consider ideas for traffic calming and pedestrian improvements proposed by Glatting Jackson, Inc.'s consulting team comprised of traffic engineers, planners and walkability experts.*



## PLANNING GOALS

The eight planning goals, which are the fundamental drivers behind the development of the Master Plan and the Design Code, are set out on the following pages.



## GOAL ONE

**Respond to the Needs and Findings of the Community and the City** - as expressed in numerous meetings with business and landowners and the Derby Community in general, and as expressed in the 2006 Community Needs Survey.



*The recently established Derby Business Association meets to discuss the Master Plan at El Jardin Restaurant.*

## GOAL TWO

Re-establish Derby as a Destination, through:

- Elegant and cohesive landscaping, appealing to all the senses
- A friendlier pedestrian environment
- 24/7 activity



*Different people  
doing different things  
at different times  
make interesting places*





## GOAL THREE

### To Give Derby Greater Visibility and Identity:

- Build on existing strengths of infrastructure and Derby's community
- Entrance icons
- Better definition of edge
- Better definition of core, as the center and focus of Derby, and an event focus for markets, fairs, stages etc.. The existing mature trees, planted with foresight are to be kept
- Consistent and compatible signage, lighting and landscaping

### 72ND & MONACO

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



PLACEMAKING

AREA OF CONCEPTUAL ILLUSTRATION SHOWN ABOVE

### DERBY CORE



1. BOLD THEMATIC ENTRYWAYS DEFINING EDGE
2. SAFE AND STRONG CONNECTIONS FOR PEDESTRIANS
3. PUBLIC ART FOCAL POINTS
4. CELEBRATION OF VIEWS
5. MULTI - FACET TRANSPORT CORRIDOR
6. TRAFFIC CALMING MEDIAN AND PLANTING

GOAL FOUR

Use the 1950s Era as a Unifying Architectural Foundation, for greater identity,



*A classic 1950s style diner  
on West Colfax*



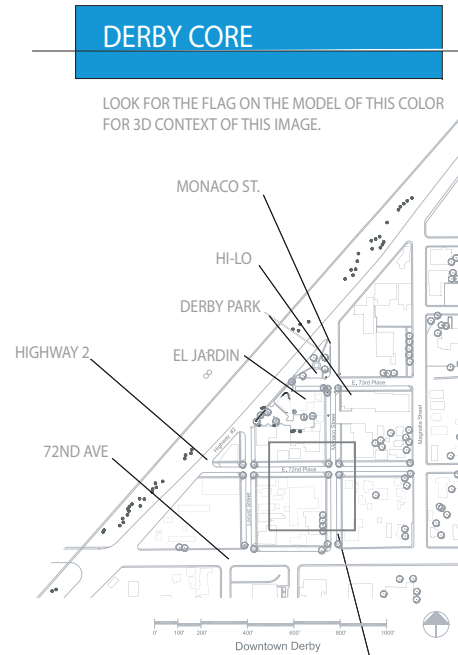
*A contemporary interpretation of 1950s style at  
Snooze, on Larimer Street*

while still encouraging buildings to be an expression of time, user, and function.

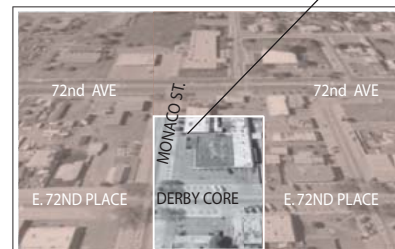
## GOAL FIVE

### Revitalize Derby:

- Re-establish its social, economic, environmental well-being,
- Greater building density
- Increased building heights
- Greater variety of land use
- Stimulation of a greater business market, and variety of uses and users 24/7
- Encourage greater environmental awareness in planning and design.
- Multi-functional use of individual



AREA OF CONCEPTUAL ILLUSTRATION SHOWN ABOVE



1. DERBY CORE BECOMES MORE ACTIVE & FUN
2. OUTSIDE SEATING AND LIGHTING, EVENING RESTAURANTS MAKE DERBY SAFER
3. ROOF SPACE USED FOR ACTIVITIES
4. PEDESTRIAN CONNECTIONS MADE & ACCENTED WITH LIGHTS, PAVING & CROSS WALKS
5. INFORMATION BOOTHS PROVIDE ORIENTATION, COMMERCIAL & CULTURAL INFORMATION
6. A PLACE TO MEET, EAT, SIT, WANDER, AND TAKE IT ALL IN



spaces will be encouraged to ensure variety of use at different times.

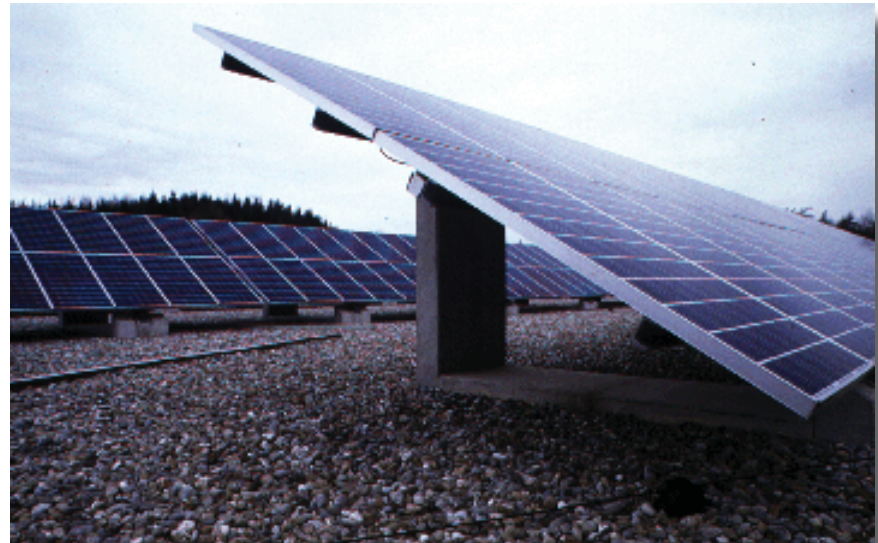
## GOAL SIX

### Become an Environmental Model:

- Derby is part of an ecological, economic, and cultural system at all scales.
- Derby needs more flow, dynamism, connections, variety, and opportunities for cross-pollination throughout.
- Environmental design will be strongly encouraged to allow long term



*A wetland area on the edge of a parking lot  
mitigates pollution and  
helps replenish local aquifers*



*Roof tops serve as an ideal place to  
harness the strength of the Colorado sunshine*

benefits and economic efficiencies.

## GOAL SEVEN

**Transform Derby into a more Healthy and Multi-Modal Traffic Environment**, while continuing to support the importance of the automobile:

- Elegant and cohesive landscaping, lighting, and way-finding signage
- Wider sidewalks near buildings
- Better pedestrian connections to community assets (such as Library, Rancho Liborio, Prairie Gateway, Hanson Elementary School and future schools, Community Center, daytime employment, Highway #2 traffic from Northern Range)
- Human scale facades with eyes on the street
- Street furniture
- Places to sit and meet
- Traffic calming
- Planning for public transportation
- Pedestrian and bike friendly environment
- Greater sense of safety and community.



*A sidewalk buffered by landscaping  
A bike path  
Single lane traffic*



## GOAL EIGHT

### Develop models for change:

- Construct early phases of revitalization to establish pattern for

### HI-LO

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



PLACEMAKING

AREA OF ILLUSTRATION SHOWN ABOVE

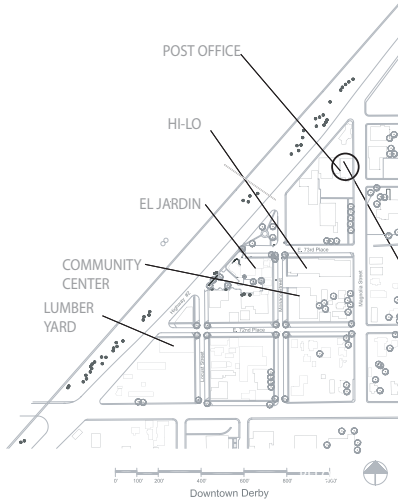


1. NEW FACIA TREATMENT TO ACCENT FIFTIES CHARACTERISTICS
2. PLANTING WARMS THE SURROUNDING AREA, ADDING SHADE & SENSE OF PEDESTRIAN SCALE
3. WINDOWS ADDRESS STREET AND PEDESTRIAN

*One of the flagships of the 1950s era is the Hi-Lo grocery store.  
Early re-development of the store would encourage others*

## POST OFFICE

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



PLACEMAKING

AREA OF ILLUSTRATION SHOWN ABOVE



1. BACK OF BUILDING NOW ADDRESSES HIGHWAY 2
2. MINOR MODIFICATIONS TO BACK IMPROVE LOOK OF BUILDING
3. PLANTING ADDS WARMTH, COLOR, MOVEMENT AND SHADE FOR PEDESTRIANS
4. WIND TURBINES AS ALTERNATIVE ENERGY SOURCE
5. WIND TURBINES ADD SCULPTURAL INTEREST TO BUILDING AND DERBY EDGE

*Sometimes simple modifications  
are all that are needed.*

## THE MASTER PLAN

The Master Plan is a product of input from members of the Derby community, design professionals, and the City of Commerce City:

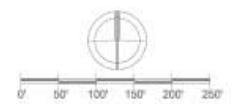
- **Revitalization and Land Use Mix.** All existing uses will remain as legally non-conforming uses (including residential uses). When there is an out-of-family change of ownership, damage to more than 60% of a property, or if it remains unoccupied for more than 6 months, then the new use regulations come into effect. To ensure 24/7 activity it is crucial to add variety to the land use mix encouraging:
  - Residential
  - Retail
  - Office
  - Public services and Institutions
  - Recreational activities
  - Public realm activities, such as street fairs and markets
  - Vendors
  - Cultural events
  - Greater density
  - Multi functional spaces
- **Connections** - Like a healthy human body a community needs connections between its components. This is true of its economic, physical, social, ecological and cultural environments.
  - Fences and walls are minimized
  - Crosswalks and medians entice pedestrians to cross the streets
  - Cohesive landscaping guides people from one place to another
  - Institutions become more easily accessible
  - Green space provides for ecological connections
  - View connections are emphasized (in particular, from Derby Park to the mountains, and to Derby Hill in the Rocky Mountain Arsenal National Wildlife Refuge)
  - Alleys are opened up
- **Traffic Calming and Safety**
  - Locust Street and Monaco Street have been reconfigured at Highway 2 intersections
- Landscaped traffic medians
- Landscaped bulb outs
- Lane numbers and widths reduced
- Pedestrian crossings
- Roundabouts
- Paving patterns
- **Wayfinding.** All the following add to sense of orientation:
  - Public sculpture
  - Unusual road treatments such as roundabouts
  - Paving patterns
  - Mixed land use
  - Naturalized drainageways
  - Signage
  - Lighting
  - Landscaping
- **Visibility:**
  - Entry ways into Derby are emphasized
  - Landscaping - boulevard treatment to streets
  - Buildings face streets
  - Signage will build upon identity of Derby
  - Signage and lighting
- **Environmental Model:**
  - Formerly hard based drainage is naturalized
  - Landscaping as
    - Climatic modifier
    - Pollution reduction
    - Noise abatement
- **Healthier and Multi-modal traffic environment**
  - Landscaping
  - Lighting
  - Wayfinding signage
  - Wider sidewalks near buildings
  - Better pedestrian connections to community assets
  - Traffic calming
  - More pedestrian and bike friendly environment, with a greater sense of safety and community.





### Legend

- Commercial
- Residential
- Mixed-Use
- Institutional
- Green Space



## Downtown Derby Master Plan

## CHANGES PROPOSED BY MASTER PLAN

The following plan outlines the changes that are proposed in the Master Plan. This is followed by a graphic breakdown of the layers of information contained in the Changes Plan





## OUTLINE DESIGN GUIDELINES

### Background

The foundations of the Design Guidelines emerged from a planning process involving professional consultants, City staff, and the neighborhood members of the Derby Sub-Area.

This outline is a statement of intention of the major points to be included in a Design Guidelines, which will be drafted at a later date, as part of the Planned Unit Development process. When drafted, the Design Guidelines will be conditional upon Council approval.

### Proposed Goals of the Design Code

The Design Guidelines will guide property owners, business people, designers, and City staff in achieving a common goal for future development opportunities and streetscape improvements within the Derby Sub-Area.

The Goals set out on the following page will be the fundamental drivers behind the Design Guidelines.



*A street fair enlivens the street at South Gaylord.*

## GOAL ONE

**Respond to the Needs and Findings of the Community and the City** - as expressed in numerous meetings with business and landowners and the Derby Community in general, and as expressed in the 2006 Community Needs Survey.

## GOAL TWO

**Re-establish Derby as a Destination**, through:

- Elegant and cohesive landscaping, appealing to all the senses
- A friendlier pedestrian environment
- 24/7 activity

## GOAL THREE

**To Give Derby Greater Visibility and Identity:**

- Build on existing strengths of infrastructure and Derby's community
- Entrance icons
- Better definition of edge
- Better definition of core, as the center and focus of Derby, and an event focus for markets, fairs, stages etc.. The existing mature trees, planted with foresight are to be kept
- Consistent and compatible signage, lighting and landscaping

## GOAL FOUR

**Use the 1950s Era as a Unifying Architectural Foundation**, for greater identity, while still encouraging buildings to be an expression of time, user, and function.

## GOAL FIVE

**Revitalize Derby:**

- Re-establish its social, economic, environmental well-being,
- Greater building density
- Increased building heights
- Greater variety of land use
- Stimulation of a greater business market, and variety of uses and users 24/7
- Encourage greater environmental awareness in planning and design.

- Encourage multi-functional use of individual spaces to ensure a variety of uses at different times.

## GOAL SIX

**Become an Environmental Model:**

- Derby is part of an ecological, economic, and cultural system at all scales.
- Derby needs more flow, dynamism, connections, variety, and opportunities for cross-pollination throughout.
- Environmental design will be strongly encouraged to allow long term benefits and economic efficiencies.

## GOAL SEVEN

**Transform Derby into a more Healthy and Multi-Modal Traffic Environment**, while continuing to support the importance of the automobile:

- Elegant and cohesive landscaping, lighting, and way-finding signage
- Wider sidewalks near buildings
- Better pedestrian connections to community assets ( such as Library, Rancho Liborio, Prairie Gateway, Hanson Elementary School and future schools, Community Center, daytime employment, Highway #2 traffic from Northern Range)
- Human scale facades with eyes on the street
- Street furniture
- Places to sit and meet
- Traffic calming
- Planning for public transportation
- Pedestrian and bike friendly environment
- Greater sense of safety and community.

## GOAL EIGHT

**Develop models for change:**

- Construct early phases of revitalization to establish pattern for long-term evolution.

## Proposed Composition of Design Guidelines

The Design Guidelines will contain various subject headings, such as *architectural, parking, public realm etc.*, and each subject will start with a statement of *Intent*, and be followed by *Standards*, and then *Principles*.

- **Intent** - Intent statements set forth the goals for development of the Derby Sub-Area. The Standards and Principles provide direction as to how the goals may be achieved.
- **Standards** - Objective criteria that provide specific direction based on the related Intent Statement. Standards are used to define issues considered critical to achieving the Intent. Standards use the term “shall” to indicate that compliance is required unless it can be demonstrated that an acceptable alternative meets one or more of the following conditions:
  - The alternative better achieves the stated Intent
  - The intent will not be achieved by application of the Standard in the circumstance
  - The effect of other Standards or Principles will be improved by not applying this Standard; or unique site factors make the Standard impractical
  - Unique site factors make the Standard impractical
- **Principles:**
  - Statements of non-binding policy, explanation or direction to assist the city staff and applicant with application of Standards.

## Design Guidelines Definitions

**Derby Review Board** refers to a body:

- Whose members are to be appointed by the City Council of Commerce City
- Comprising design professionals, members of the Derby neighborhood, and the City
- Responsible for reviewing applications for improvements, and complaints of violation, under the terms of the Design Guidelines.

**Master Plan** – The Derby Sub-Area Master Plan adopted by the City Council, and as amended from time to time, created by Land by Design with the assistance of Kemp Will, Dana Crawford of Derby District LLC, Tri-County Health Department's Thriving Communities Initiative, and the Planning Department of Commerce City.



## Fundamental Elements of Design Code

The Design Guidelines will emphasize the following elements that should be considered when designing the Derby Sub-Area:

- Street grid
- Context – local and regional
- Views – in particular protection and enhancement of Denver city and mountain views
- Environmental issues:
  - Temperature moderation techniques
  - Protection against cold winds, harnessing of cooling breezes,
  - Non-point source pollution, flooding and erosion control, through ecologically advanced storm water treatment and retention methods,
  - Use of solar and wind energy sources
  - Use of recycled materials
  - Noise levels controls
  - Provision for recycling
- Sustainable practices
- Block size and orientation
- Land uses, density and assemblages
- Building setbacks
- Building mass/ scale and street proportion
- Streetscape and building elements
- Street/ building/ parking relationship
- Pedestrian enhancements
- Transportation/ public transit system
- Public and civil space
- Lighting
- Public safety and maintenance



## Design Review Process

- The Design Guidelines work in concert with all other applicable regulations.
- The Derby Review Board will review all plans before a building permit will be granted by the City.
- A building permit must be obtained before construction or improvements can begin.
- The design review process will be initiated by contacting the Commerce City Planning Office to schedule a pre-application meeting. At this meeting the applicant will be given details of the process and submittal requirements.
- The pre-application process provides an opportunity for informal discussion of how the Design Guidelines affect specific circumstances of individual development projects.



## ARCHITECTURAL GUIDELINES

### Character of the Derby Sub-Area

Derby was one of the original railroad towns in the Front Range ultimately combining with Irondale and Adams City to form Commerce City officially in 1952. It is remembered by many as “Big D” which was, more or less, the Downtown for the community. It is often referred to as the heart and soul of Commerce City.

Derby’s history is of a small town community. There are 130 individual properties in the Derby Sub-Area: 60 are residential properties, 3 are parks, 3 are churches and there are 64 commercial properties. The physical layout of the Derby business area is quite interesting, triangular in shape with ample angle parking and major potential for a pedestrian friendly venue.

The proportion of Hispanics has increased in Commerce City and currently is approximately 58% of the area population. Reflecting that trend, the business mix of Derby has become predominantly Hispanic.

Most of the buildings which remain in Derby were built in the 1950s, 60s and 70s and are representative of a style of architecture prevalent at that time. There is however a predominance of buildings dating back to the 1950s especially in the core, around 72nd Place and Monaco Street.

Based on discussions with the Council, the community, its stakeholders and the City, Derby’s revitalization has become a celebration of the 1950s, an era of national prosperity, hula hoops, fancy cars, Elvis Presley and Marilyn Monroe. The term *Googie* has been adopted to refer to this period style of architecture, art, and signage.

One of the flagships of this era is the Hi-Lo grocery store. It is not intended that Derby become overly themed however, but instead the best aspects of the era be preserved and enhanced, building off the existing 50s foundation, and that other architectural styles be sympathetic and complimentary to it.

Another unifying factor, the predominance of Hispanic culture, has led to a consensus that the Derby Sub-Area also be expressive of this culture, as represented by El Jardin’s architectural style, and not be exclusive of other cultures.

The approach to the renovation of buildings in the Derby Sub-Area is to focus on uniform styles that will help set a standard for the eventual redevelopment of the district with a strong memorable architectural image of Derby (Imagability), so that it is perceived as a notable place. New proposed buildings will be complimentary to buildings in the core but will set a higher standard of design and use.



### Individual Architectural styles

The Design Guidelines will identify the various existing architectural styles in the Derby Sub-Area, and the primary structures that fall within each category of style. Guidance will be provided as to the renovation, repair, additions, and alterations of each style.

### Existing 1950s era structures

The Design Guidelines will:

- Provide that additions, alterations to, and rehabilitation of existing 1950s era structures shall retain and preserve the historic character of the building, and that design, materials, and color shall be consistent with the 1950s era
- Demolition shall be discouraged.

### Other Existing Structures

The Design Guidelines will:

- Require that additions, alterations to, and rehabilitation of other existing structures (which shall be separately identified), shall retain and preserve the historic character of the building
- Require that design, materials, and color shall be consistent with the architectural style of the structure, and of its context
- Require that all buildings should remain an expression of their time
- Allow all existing uses to remain as legally non-conforming uses (including residential uses). When there is an out-of-family change in ownership, the property is left unoccupied for more than 6 months, or there is damage to more than 60%, then the new use regulations come into effect.

### New Structures

The Design Guidelines will provide that:

- Height, setbacks, building materials, color, form, scale, and massing, are properly compatible with the surroundings of a new building
- New building facades refer to the characteristic articulation of 1950s era in a

manner compatible with both their context and the time that they are built.

- New buildings are designed to provide human scale, interest, and variety to promote a sense of compatible people place
- New buildings located on corners at the intersection of streets to emphasize and anchor the corner, and recognize that such articulation of form creates the walls of outdoor space, and as such is an essential component in the creation of successful people places
- Sites and buildings should be designed with an understanding of their role in meeting the overall sub-area planning goals, such as providing edges or enclosure to streets and open space, creating linkages and gateways, as well as framing or terminating views, and providing a pedestrian friendly environment
- Plans:
  - Include quality landscape design
  - Demonstrate compatibility between lots
  - Include environment enhancing storm water practices
  - Demonstrate an architectural response to the local climate
  - Mitigate the impacts of large buildings and paved areas on climate and water management
  - Have an attractive appearance
  - Ensure that the visual impacts of large buildings and expansive paved areas shall be softened and mitigated.
- Windows make up a certain percentage of the horizontal and vertical dimensions of street-level facades to enhance the pedestrian experience
- Consideration be given to the opportunity for adjoining sites and buildings to share access, amenities, and relationships of form that will create a stronger overall identity
- Smaller tenant spaces may be wrapped onto the outside of larger retail buildings to relieve large blank facades and provide activity fronting streets or parking areas.

## All Buildings

The Derby Report made the following recommendations for all buildings and storefronts:

- More colorful, open & welcoming storefronts
- Buildings should retain human-scale & Derby character
- Retail and cafes on ground floor on streets and around plaza to create vibrant space
- Better retail signage
- Bring proposed buildings forward to maximize sense of place
- Proposed buildings may be two to three stories with upper floors set back
- HiLo should be more prominent on street
- Create an active edge on 72nd Place
- Design proposed buildings to provide adequate space for activities in plaza
- More colorful awnings
- Make new buildings porous & transparent with public access through
- Better connection of buildings to street
- Add flowers near building facades
- Improve building & business entrances
- Better lighting in shops to draw people in
- Add neon signage to buildings
- Better night lighting
- Symmetry of buildings and plazas not critical

The Design Guidelines will also:

- Provide that the importance of building signs, awnings, and lighting in helping establish the perceived liveliness and safety of Derby street life (while recognizing the importance of individual expression and encouraging diversity) be recognized. Materials, configuration, dimensions, and location will be in scale with and in proportion to surrounding buildings, and avoid obscuring architectural details.
- Provide that the location, material, size, color, and lettering style of multiple storefront signs, awnings, and lighting on single buildings be coordinated.
- Provide that signage shall be made of sustainable and long-lasting materials.

- Provide that temporary advertising posters in windows be prohibited.
- Provide that any awnings shall be designed as integral elements of building façade, and should be functional, actually offering people and merchandise shelter from rain and sun.
- Provide that the importance of lighting as place-makers and providers of security be recognized.
- Encourage the use of neon colors and lines to be coordinated amongst owners, relate buildings to each other, and provide separate identities for each street, which will help in orientation and wayfinding.
- Minimize the impact of auto circulation, queuing, drive-up facilities (including speaker systems and similar activities) on street oriented building design, pedestrian amenities, and orientation.
- Recommend that all roof structures and appurtenances must work within the overall design of the building, requiring grouping and screening where appropriate.
- Recognize that roofs can also offer opportunities to enhance the building's overall architectural effect.
- Emphasize the importance of roofs from different perspectives where economically and physically feasible, as for example:
  - From the ground
  - Downwards from higher buildings
  - A place for solar energy
  - A place for wind energy
  - A place to store rainwater
  - A place for people to gather, and for the enjoyment of views
  - A place for greening, with all the attendant benefits of energy saving, better storm water practice, sound insulation, as well as aesthetics.
- Encourage sustainable practices where feasible:
  - New development should try to recycle materials from demolition of existing buildings and pavement areas, wherever and whenever possible.
  - New development should use sustainable building techniques and materials, wherever and whenever possible.
  - New development should follow the guidelines set out by the

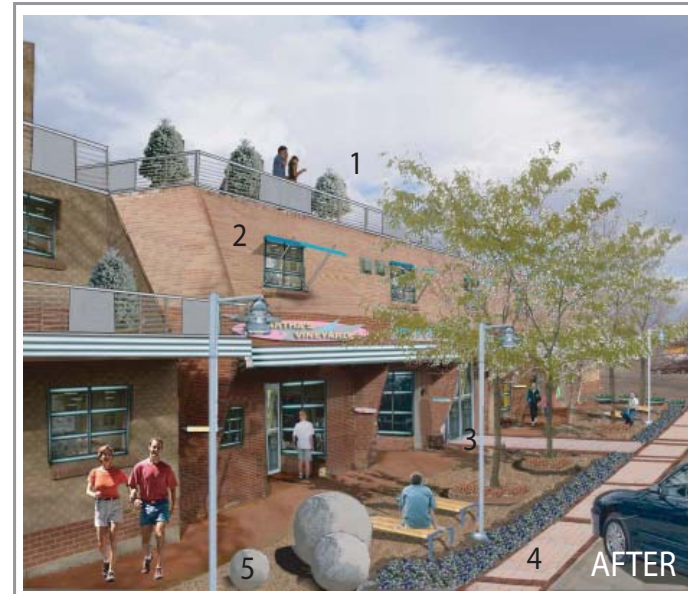


Colorado Chapter of the US Green Building Council, wherever possible.

- Wherever appropriate and possible, the historical and architectural character of buildings should be enhanced and preserved.
- Drainage plans should emphasize reducing paved areas and increasing naturalized methods such as bioswales, porous pavements and flat-roof drainage storage.
- To design for use of passive solar energy, and for climate mitigation, (both in terms of the user inside the building, and the pedestrian outside), and to use active solar and wind power where practical.

**MIXED USE**

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



PLACEMAKING

AREA OF ILLUSTRATION SHOWN ABOVE



1. ROOF USED AS GARDEN AREA
2. WINDOW SHADES
3. ACCENTUATING CENTRAL ENTRY
4. PATHWAY TREATMENT, SEATING AND PLANTING CREATE GREATER SENSE OF PLACE
5. OPPORTUNITY FOR SCULPTURE

## PARKING STRUCTURES AND PARKING IN OTHER BUILDINGS

- Parking structures must meet the same Standards as other buildings, as well as those applicable to parking structures in general.
- Parking garages and parking located in mixed use buildings shall be compatible with their context.
- Parking must contribute as much as possible to pleasant pedestrian experiences within Derby requiring underground parking where possible, encouraging screening, and wrapping of parking with other uses that provide greater street vitality and attractive visual interest.
- Ramps for parking entrances on the primary facades of buildings shall be discouraged.
- Use of corner sites and street façade areas for parking is discouraged, favoring instead mid-street, and behind building locations.
- Shared parking agreements shall be encouraged.
- Noise, light, and air pollution shall be mitigated.
- Environmental practices will be encouraged in the design of parking areas, such as:
  - Using end islands or medians in parking lots as bio-swales
  - Using flat-roof drainage storage
  - Installing solar panels on top floor of structure.
  - Porous paving



## THE PUBLIC REALM

The overall treatment of Derby's public realm creates a beautiful canvass on which the 21st century lives of Commerce City residents and visitors can be greatly enhanced.

Everything depends on the public realm.

The Derby Report made the following recommendations on streets and sidewalks, and the Design Guidelines will address these:

- Close streets to traffic for special events
- More pedestrian oriented/traffic calming
- Reduce width of Magnolia Street
- 72nd & Monaco should be part of plaza/roundabout
- Introduce rubber tires trolley for connections to Prairie Gateway
- Increase angled parking near plaza
- Consistent streetscape, more street trees, better lighting
- Widen sidewalks on Magnolia Street
- Increase on-street parking
- More activities on streets
- More benches and seating
- Create active pocket park at Los Valientes
- Street vendors
- Widen sidewalks on east side of Hanson Boulevard (Hwy 2)
- Improve crossings on 72nd Ave and Hwy 2 crosswalks; safe, mid-block crosswalks
- Keep all streets two-way, two lane
- Activate edges of streets
- Keep streets clean
- Planters with flowers
- Gateway feature at 72nd Ave. corner to Hwy2
- Sidewalk extensions
- More sidewalk cafes
- Work on light rail stop nearby

The Design Guidelines will also:

- Stress the importance of public seating, the reasons for it, locations for it, and its design and nature.
- Be applied equally to the outdoor spaces that accompany privately owned buildings in Derby.

Quite often, improvements in the public realm will be paid for and designed by developers whose properties abut a public sidewalk, street, or alley. Therefore it is important that the developer understand what is expected in the course of developing the property.

### Interconnections

The Guidelines will encourage the creation of interconnections that can be natural or man-made features such as open spaces, pocket parks, drainage corridors, streets, sidewalks, bike paths, alleys and/or trails.





## Derby's Streets and Sidewalks

Derby's streets and sidewalks are its primary open spaces and the potential sites of most social contacts. Since they provide innumerable opportunities for meeting and visiting with friends and strangers, the many sidewalks and streets serve, in effect, as the living rooms of the neighborhood.

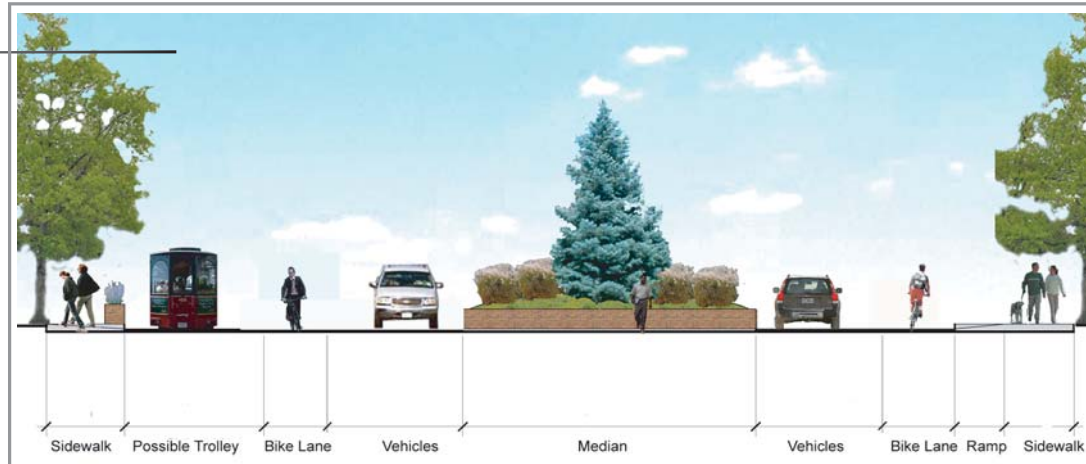
An active street is one of the primary goals of all the Design Guidelines. If a building cannot provide such opportunities at the time it is to be constructed, the building should be designed for future transition to such active uses.

The Design Guidelines will:

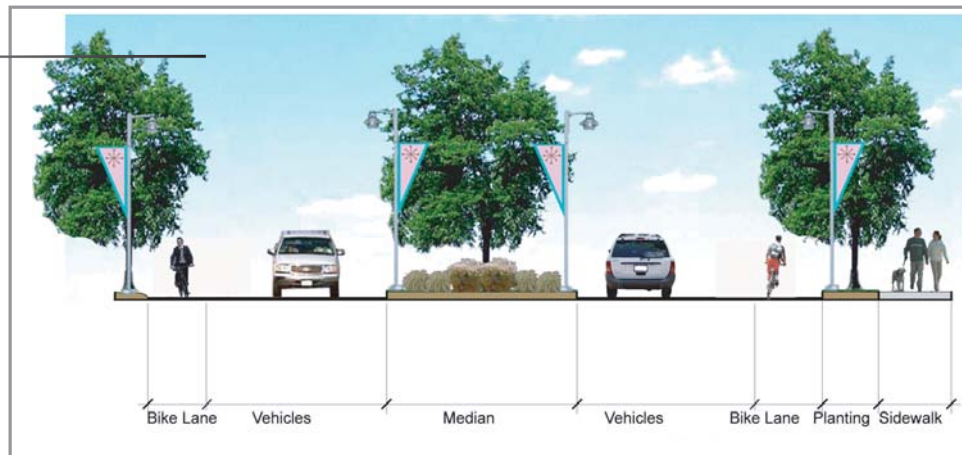
- Provide a balanced system of through streets, transit corridors, sidewalks, and trails in a pattern that facilitates dispersed traffic and multiple access routes to all sites
- Provide convenient, interconnected access to all lots and development parcels that allows dispersion of local traffic without encouraging "cut-through" to non-local destinations
- Provide that pedestrian crosswalks and refuge areas be included at new landscape medians
- Provide that sidewalks ensure pedestrian circulation from public walks to parking areas, building entries, plazas, transit stops and open spaces
- Provide that sidewalks be of adequate width
- Provide that clear and safe pedestrian routes shall be defined through parking areas to provide pedestrian access between buildings with minimum conflicts with vehicles
- Provide that all parking areas located between a street and a building shall include a landscaped pedestrian walk linking the building with a public sidewalk
- Discourage contiguous developments from erecting physical barriers between projects, to encourage pedestrian connection
- Accommodate short term street parking as indicated in the Master Plan.
- Provide that first floor building facades on streets address the street, and be designed to be pedestrian friendly.



72ND AVE CROSSWALK



HIGHWAY 2 CROSSWALK

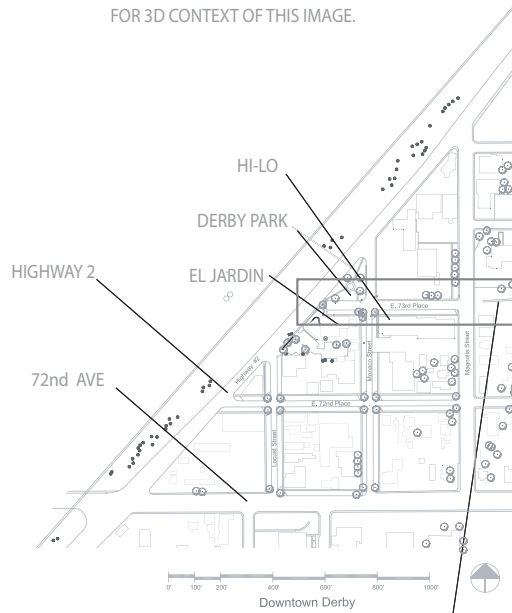






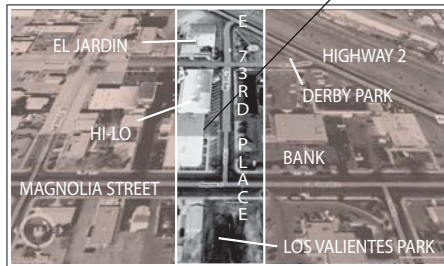
## DERBY GREENWAY

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



PLACEMAKING

AREA OF CONCEPTUAL ILLUSTRATION SHOWN ABOVE



1. ROAD, BUILDINGS AND PARKING ON PARK ENCOURAGE SAFER FEEL
2. DRAINAGE WAY NATURALIZED
3. CONNECTS UP TO GREENWAY & VIEW CORRIDORS
4. OUTDOOR PERFORMANCE AREA FOR MANY AGES, INTERESTS, & ACTIVITIES
5. SENIOR LIVING HOUSING
6. INCREASED VISIBILITY, USE & SAFETY OF PARK



## Bicycle Circulation and Access

The Design Guidelines will provide for a safe, direct and attractive system of interconnected public and private bikeways and bike routes throughout the Derby area.



- Provide that they offer the primary access to a building's services, and utilities, as well as access to limited parking
- Provide that the lighting of alleys keep safety in mind without permitting glare into nearby residential units
- Provide that alleys be clean and attractive, and their design attempt to create a pull for the pedestrian, or a psychological reason for a pedestrian to explore and use in safety.
- Recommend that buildings should have secondary facades onto alleys that relate to pedestrians, providing interest and open spaces or courtyards off alleys should be open visually to the alleys.

## Alleys

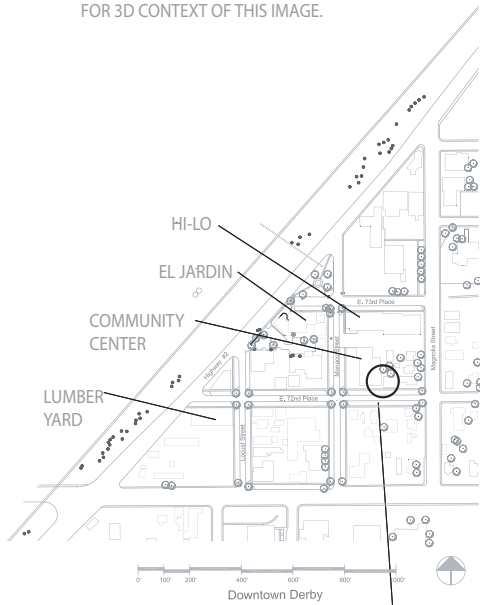
The Design Guidelines will:

- Emphasize that alleys are a part of the Master Plan for Derby, forming an essential part of the open-space network and, like streets and sidewalks, play a vital role in the circulation of the neighborhood. And like streets, they offer opportunities for spontaneity and a variety of experiences, and as such shall be open for public use.



## ALLEYWAY TO HI-LO

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AREA OF ILLUSTRATION SHOWN ABOVE



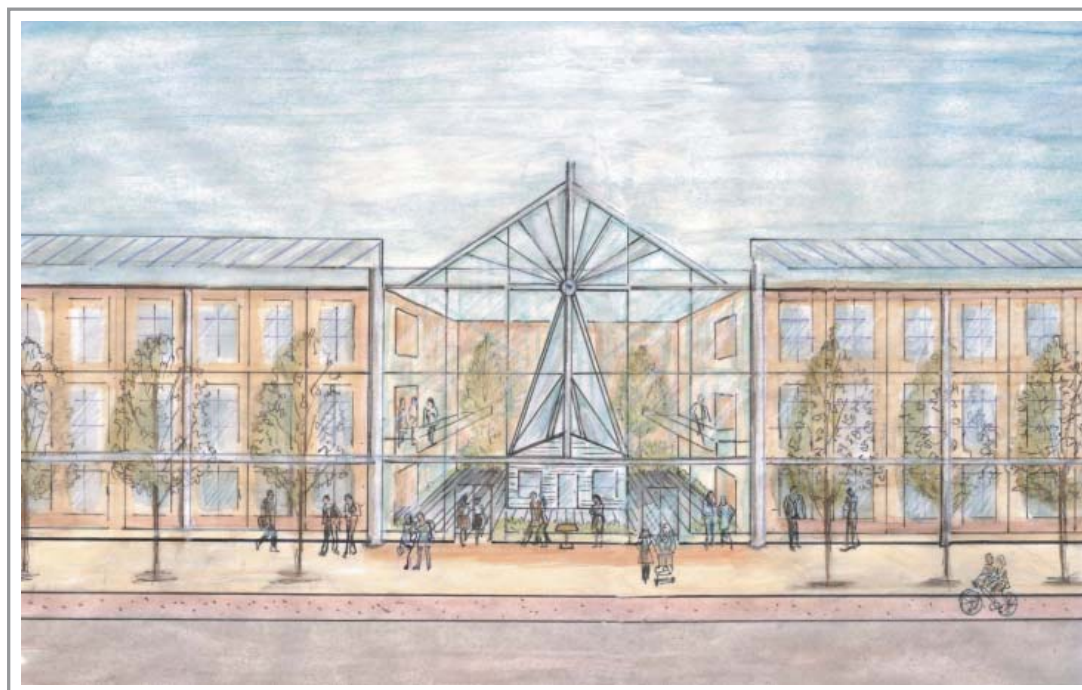
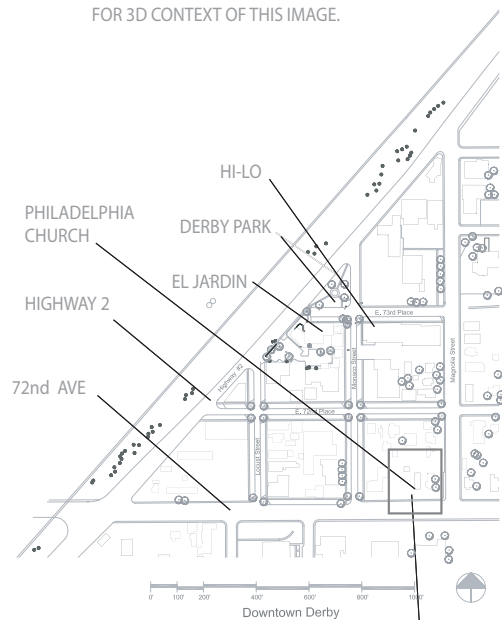
PLACEMAKING

1. PEDESTRIAN CONNECTION FROM E. 72ND PLACE TO HI-LO
2. ALLEY PAVED WITH ARBOR, VINES & LIGHTING
3. BLANK WALLS BECOME ACTIVATED WITH WINDOWS
4. SIDEWALK BECOMES ACTIVATED WITH OUTDOOR SEATING
5. ROOF ACCESS ADDS TO OUTDOOR VIEW ENJOYMENT FOR RESIDENTS & SAFETY FOR PEDESTRIANS



## PHILADELPHIA CHURCH

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



AREA OF CONCEPTUAL ILLUSTRATION SHOWN ABOVE



1. HIGHER MIXED USE DENSITY
2. PRESERVING HERITAGE
3. INTEGRATING PAST WITH FUTURE
4. GREEN BUILDING /SOLAR PASSIVE POWER
5. GREATER STREET PRESENCE

## Signage

With a view to establishing proper wayfinding, and an identifiable character to the area, the Design Guidelines will:

- Establish a hierarchy of signage from highway signage indicating the entrances of Derby, through to entry monument signage, street signage, group business signage, and individual business signage
- Where practical, require that signage should be powered or supplemented by solar energy.

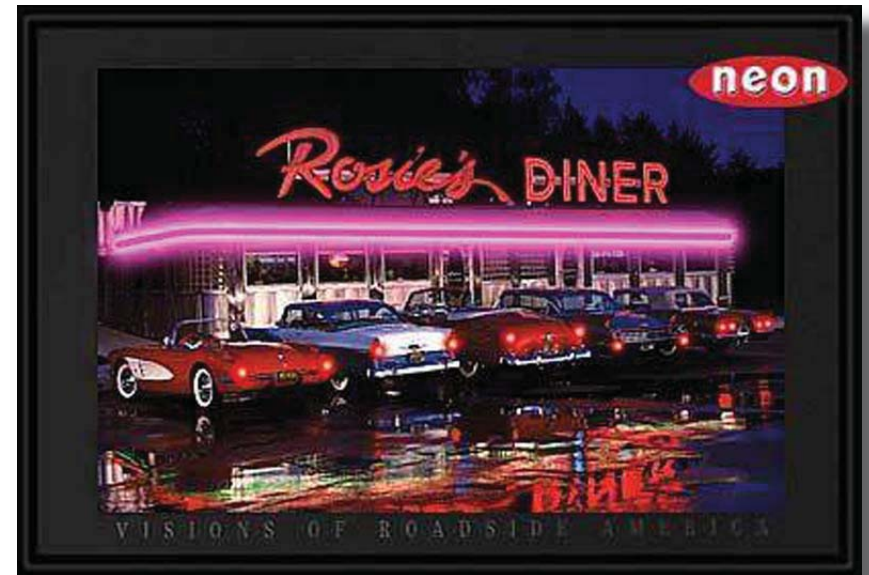
## Lighting

The Design Guidelines will:

- Provide a hierarchy of lighting, from highway, through to street, and pedestrian lighting that adds the character, aesthetic appeal, and safety of Derby, thereby promoting greater pedestrian activity
- Where practical, require that lighting should be powered or supplemented by solar energy.

## Furniture

To establish an identifiable character for the area, the Design Guidelines will establish specific requirements as to the style, size, location, and materials for street furniture.





## Landscaping

The Design Guidelines will:

- Create tree-lined streets
- Provide consistencies in tree plantings
- Provide that any proposed landscaping, (as well as pedestrian lighting, street furniture and other amenities) within public right-of-way conform to the Master Plan.

## Open Spaces

The Design Guidelines will:

- Emphasize the importance of open space as being:
  - Part of a greater system
  - A provider and conveyor of life
  - A connector to areas outside of Derby as well as within it, and
  - A gathering place for people
  - Like the human body, a community is organic - its channels must be left clear and the connections properly made for there to be an effective operation of cultural, social, physical, and ecological systems
  - Inclusive of parks or simply leftover spaces in the urban fabric
  - Inclusive of roof tops of buildings, maximizing the benefit of views, and providing activity and eyes on the street
  - Healthy places for outdoor activity and walking
- Underline that making good open-space area takes considerable thought and design.
- Encourage all open-space plans to contain seating, landscaping, and varieties of paving
- Encourage environmental factors to be taken into consideration in the design
- Encourage opportunities for outdoor eating and activities where possible
- Provide that buildings facing onto open space support and contribute to that open space in its functional and facade design, especially at ground level
- Provide that the selection of users for buildings facing on to open space be based upon activity generation on the first floor
- Provide that a building's width and height should both contribute to an open

space's feeling of proper enclosure

- Provide that reflected light from nearby buildings be incorporated into open space design
- Provide that all open space plans comply with the Master Plan and be approved by Derby Review Board.



## DERBY PARK

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



AREA OF CONCEPTUAL ILLUSTRATION SHOWN ABOVE



1. MORE GREEN AND MORE PARKING FOR HI-LO AND EL JARDIN
2. MORE EFFICIENT, SAFE & ATTRACTIVE PARKING & CIRCULATION
3. REFLECTIVE SPACE WITH MANY CONTEXTUAL VIEWS & SAFER FEEL OF ENCLOSURE
4. WALLING RELATES TO EL JARDIN
5. GARDEN GATEWAY
6. BOLD PUBLIC ART OPPORTUNITY
7. NATURAL / COST EFFECTIVE / VISUALLY ATTRACTIVE TECHNIQUES FOR STORM DRAINAGE



## Live/Work Housing

The Design Guidelines will provide that if housing is to be accommodated on the street-level, live/work spaces rather than live-only spaces will be encouraged.

## Offices

The Design Guidelines will provide that if office use is to be accommodated on the street-level, uses with active foot traffic and display windows will be encouraged.

## Retail Uses

The following retail uses shall be encouraged: Movie Theatre; Outdoor café; Dry cleaning/laundry; Coffee shop; Local restaurants; Grocery store; Food kiosks; Newsstand/store; Shoe repair; Hair salon/barber; Bakery; Car rental; Convenience store; High-end souvenirs/gift shop; Photo shop; Flower shop; Deli; Bike repair shop – rentals; Donut shop; Bagel shop; Toy store/train store; Ethnic restaurants; Hotel – such as La Quinta; Office supplies; Ice cream; Copy shop; Transit store; Dog grooming; Art galleries and studios; Glass blowing; Gourmet food; Antique shops; Boutique clothing; Cigar shop; Tea shop; Computer store; Gas station; Few chain stores; Liquor store; Fruit stand; Internet café.

## Non-Retail Uses

The following non-retail uses shall be encouraged: Community Resource Center; Restrooms; Library; Post office; Museum; First aid; Financial/accountant offices; Daycare; Public School; Medical offices; Travel agent; Police substation; Currency exchange; Health club; Visitor info.; Banks; Fire Station.

## Activities & Uses at Plaza – Public Realm

The following activities shall be encouraged in Plaza areas: Farmers' Market/Public market; Flower market; Art Fair/Crafts; Fair; Garden Show; Book Fair; Food Fair; Beer Festival/Oktobefest; Open area for rotating activities; Flea market; Antique Fair; Street Fair; Fireworks; Music Fair; Auto Show.



## Recreational Activities

The following recreational activities shall be encouraged: Playground/kids' activities; Ice skating rink; Interactive play fountain; Giant chess game; Rollerblade rental; Running path; Multi media space; Rock climbing wall; Ping pong; Summer dance floor; Shuffleboard; Lawn bowling.



## Cultural Events

The following cultural events shall be encouraged: Concerts/Jazz; Street performers; Art Exhibit; Outdoor movies; Interactive public art/sculpture to climb on; History exhibit/museum/Colorado exhibit; Theater performances/local performers; Temporary stage; Model railroad exhibit; Partnerships with local cultural institutions; Amphitheater/performance area; Street artists; Magic shows; Ethnic music; Circus; Zoo exhibits; Photo exhibits.

## Seating

Seating, in the form of benches, planters, kiosks, leaning rails, or other workable elements will be encouraged in sufficient quantities and at appropriate locations.

It is difficult to provide too much seating.





## Sidewalk Merchant Zones

The street, sidewalk, and alleys are the realm of the pedestrian. But other uses (e.g. restaurants and dining and other sidewalk vendors), can peacefully coexist, provided certain considerations are made to ensure in particular that the sidewalk remains clear and clean.

The following sidewalk vendor types will be encouraged: Food vendors/kiosks; Coffee; Ice cream; Retail vending carts; Book stalls; Newsstand/kiosk (eliminate newsboxes).



## Public Art

Public art:

- Is that extra something that brings people together for a moment or longer, sparks conversation, and enlivens the urban experience for all
- Can help to tell the story of the neighborhood.
- Can function as an important part of orienting people within the neighborhood, providing them with recognizable points of reference, and opportunities to react on a more personal level with the neighborhood.
- Is sometimes controversial, but that is part of civilization.

The Design Guidelines will therefore encourage Public Art.



## COMMUNITY CENTER

LOOK FOR THE FLAG ON THE MODEL OF THIS COLOR FOR 3D CONTEXT OF THIS IMAGE.



AREA OF ILLUSTRATION SHOWN ABOVE



1. PARKING IN FRONT OF STORES
2. FIFTIES STYLE AWNING RELATES TO HI-LO STYLE AND LINES
3. WINDOWS AND DOORS MODERNIZED
4. GREATER VISIBILITY TO STORE FRONTS
5. SEATING AND LANDSCAPING OUTSIDE
6. HARMONIZED SIGNAGE ALLOWS INDIVIDUAL FIFTIES STYLE CORPORATE EXPRESSION



## Utilities

In the creation of a compelling public realm, the area begins to take a park like setting. Utility lines are unsightly, and the Design Guidelines will call for incremental undergrounding of these visual impairments.

## Restrooms

Self- contained and self-cleaning public restrooms, similar to those found in European cities, will be encouraged.



*A self cleaning toilet in San Francisco  
is attractive,  
provides a focal / meeting point,  
serves as an orientation map canvass....*



## LANDSCAPE DESIGN FOR INDIVIDUAL LOTS

The Design Guidelines will:

- Underline the importance of landscaping as being appealing to all the senses
  - Emphasize the micro climatic and environmental benefits attributable to planting material, as well as the more obvious aesthetic benefits, and their use as sound and visual buffers
  - Provide that landscape design for individual lots be developed according to a Landscape Plan. Each building or cluster of buildings within each development shall provide a plan that selects all planned landscape materials and calls out their location, minimum size, quantity, and irrigation
  - List approved and prohibited plant material, recommending certain plants for their anti-pollution benefits, and others for their form and color compatibility with the overall design foundation of Derby
- Favor drought tolerant practices
  - Provide that all land areas not covered by buildings, streets, paved areas, or other planned and approved surfaces be covered with living plant material and mulches
  - Provide for street tree plantings along all public streets. The intersection of Monaco Street and 72nd Place contains mature trees, planted with foresight, that create a visual gathering place.
  - Where possible, more mature trees will be used, in particular, where located close to existing mature trees
  - Specify minimum landscape requirements for lot frontage, parking areas, and other landscaped areas within the site
  - Provide that landscape areas be continuous from one lot to another and incorporate landscape materials that are compatible with landscaping on adjacent lots, public streets, drainage corridors, and landscape easements.



## Walls and fences

The Design Guidelines will:

- Discourage the erection of fences and walls in so far as they limit the free flow of pedestrian traffic, and provide psychological as well as physical barriers
- Provide for coordination of design and location of walls and fences to maximize the positive interrelationship of buildings, public streets, and open space
- Prohibit long, unarticulated street facing walls or fences in the public realm
- Provide that walls and fences be designed with an awareness of the negative space created around their form, recognizing that such articulation of form creates the walls of outdoor space, and as such is an essential component in the creation of successful people places.

## Streetscape within the right-of-Way

The Design Guidelines will:

- Create tree-lined streets with consistencies in tree plantings
- Provide that any proposed landscaping, pedestrian lighting, street furniture and other amenities within right-of-way conform with the Master Plan.

## Parking Area Landscaping

The Design Guidelines will establish a dense landscaped edge and visual buffer to screen auto grillwork where parking is adjacent to public streets, and to soften and mitigate the visual impacts of large paved areas.



## LIGHTING

Derby will be active during the day and at night. Clean and safe initiatives will be continued 24 hours a day.

The Design Guidelines will create a well balanced, integrated lighting plan for public and private properties that enhances vehicular and pedestrian visibility while minimizing lighting glare and contrast. Lighting shall emphasize both public and private features and destinations by using a minimum amount of light to meet these objectives.

### Street Lighting – Rights-of-Way

The Design Guidelines will:

- Provide consistent systems of pedestrian lighting that add to the character, aesthetic appeal, and safety of Derby, thereby promoting greater pedestrian activity
- Select lighting based upon the following criteria:
  - It provides a sense of direction,
  - It supports signage, and banners
  - It is visually appealing from shops and restaurant windows
  - It is a special work of art at night

### Parking Area Lighting

The Design Guidelines will aim to ensure that parking areas be lit in a consistent, attractive and unobtrusive manner that minimizes off-site impacts.

### Accent and Security Lighting

The Design Guidelines will ensure that building architecture and site areas are lit so as to accentuate design features and promote security in an attractive understated manner that minimizes off-site impacts.

## WAYFINDING

The Design Guidelines will stress the importance to Derby visitors of a proper sense of orientation, adding to their sense of comfort and a proper understanding of the Derby area.

The following aspects contribute to proper way-finding:

- Cohesive street lighting and store lighting
- Cohesive landscaping
- Cohesive signage, from entry signage to street and store signage
- Visitor signage and maps
- Visitor information booths
- Public art





## Timeline of Events for the Derby Redevelopment Project

### 2005

- Information gathering on Derby
- Environmental analysis of the general project area
- Community outreach and focus groups established to determine Derby's strengths and weaknesses
- Historic research on Derby's past begins

### 2006

- Tri-County Health awarded grant for Thriving Communities
- Glatting Jackson design team collects data for complete street analysis
- Several Walkability audits and Walk-about conducted with focus groups
- Derby District LLC presents Final report to the City Council on Derby with recommendations for a plan of action
- City Council adopts Final Report
- Derby Business Association formalizes and elects officers
- Land By Design begins to analyze Derby for Masterplan
- The City leases Ken's Drug with the intent to purchase and renovate former pharmacy into a center for community and promotion of Derby
- City Council approves 1950's concept investigation for Derby
- Suncor awards \$250,000 grant to City for operation of the community center
- City applies for CDBG funds to purchase the community center

### 2007- Projected Dates

- (January) Community meeting to seek input and gather feedback on Masterplan preliminary concept
- (February-May) Community Center to be renovated and open to public in late spring
- (March) Masterplan to be presented to Planning Commission for approval in public hearing
- (April) Masterplan to be presented to City Council for approval
- (April) Community meeting to gather feedback on PUD & Design Standards

- (May-July) Planned Unit Development and Design Standards presented to Planning Commission & City Council for approval in public hearing
- (May-July) Creation of Urban Renewal Area Plan for Derby Commercial District presented to Planning Commission & City Council for approval
- City evaluates Capital Improvement Projects for Derby in 2008, and approves public design elements packages, including:
  - Street furniture
  - Lighting
  - Signage

## Derby Redevelopment Phase II Elements

	Oct '06	Nov '06	Dec '06	Jan '07	Feb '07	Mar '07	Apr '07	May '07	Jun '07	July '07	Aug '07	Sept '07	Oct '07	Nov '07		
Master Plan																
									Urban Renewal Authority							
Community Center																
Stakeholder Groups																
		Art, Cultural Facilities														
				PUD Zoning												
						Incentive Fund										
						Capital Improvement Projects										