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DESIGN STANDARDS AND GUIDELINES FOR CHERRY CREEK NORTH
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APPROVED AS TO FORM

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1.0 INTRODUCTION

Cherry Creek North is a mixed-use, active, pedestrian shopping district embedded within the fabric of the Cherry Creek neighborhood. Its special character is defined by the quality of the public realm and its unique outdoor shopping environment.

This publication is concerned with Site Design, Building Design, Signs and Streetscape as they evolve in Cherry Creek North to enhance the area’s sense of place. Refining the District’s character, both in terms of physical appearance and market niche, will ensure Cherry Creek North’s success as a retail destination, a preferred location for offices and a popular residential neighborhood.

As public and private properties redevelop and evolve, it is essential that they respect and reinforce the District’s goals and mixed-use nature, and that they contribute to its special character.

To advise and assist Community Planning and Development (CPD) in their review of projects within Cherry Creek North for consistency with the Cherry Creek North Design Standards and Guidelines, an eight-member Design Advisory Board (DAB) reviews submittals and makes recommendations for approval, approval with conditions or denial.
1.1 PURPOSE

The purpose of the Design Standards and Guidelines (Guidelines) for Cherry Creek North is to provide a clear, comprehensive document articulating the level of design quality expected of improvements within Cherry Creek North. This document outlines the required design review process for applicants and serves as the basis for all findings issued by the Design Advisory Board (DAB). The Zoning Administrator shall utilize the findings of the DAB and the Guidelines in making a determination of Approval, Approval with Conditions or Denial for each application.

1.2 APPLICABILITY

All new construction, exterior renovation, site impacts, signage projects, and new or expanded outdoor use areas proposed within Cherry Creek North as mapped within the dashed black line in Figure 2 are subject to these Guidelines. Each application is subject to design review by the DAB and Community Planning and Development.

1.3 CONTEXT

Cherry Creek North is bounded on two sides by important arterials, First Avenue on the south and University Boulevard on the west. These east-west and north-south connectors provide convenient access to the district. A major regional bike path runs two blocks to the south along Cherry Creek. On the north, east and west sides, the District is bounded by vibrant neighborhoods, which provide pedestrian traffic. The Cherry Creek Shopping Center, a popular enclosed mall that provides a complement to Cherry Creek North’s outdoor shopping experience, is located to the south of First Avenue and north of the Cherry Creek.
The combined efforts of the public and private sector have helped Cherry Creek North become the largest gathering of independent merchants in the region, and to be locally and regionally known for its events, dining, shopping and living opportunities as well as its inviting pedestrian environment.

The Guidelines acknowledge the evolved complexity of Cherry Creek North, as well as the blending of activities and the varying elements of character. In an effort to carefully address the diversity and character of the district, these Guidelines divide the District into two subareas: Subarea 1: Arterial Corridors and Subarea 2: District Core. These subareas allow for more specific guidelines to address the varied challenges unique to each subarea. A brief description of the subareas follows.

- **Subarea 1 - Arterial Corridors:** Subarea 1 includes properties along major arterials First Avenue and University Boulevard. The zoning and adopted area plan has resulted in large scale developments buffering the core and adjacent neighborhoods from the impacts of the corridors. This density provides increased pedestrian traffic to Cherry Creek North and helps promote vitality and activity within the district. These properties maintain high visibility from primary traffic routes and cater to relatively large retail and office spaces for national tenants as well as high-density residential uses.

- **Subarea 2 - District Core:** Subarea 2 includes properties between 2nd Avenue and 3rd Avenue, and properties that extend approximately 150 feet north of 3rd Avenue. The District Core is generally made up of a finer grain pattern of individual properties and businesses that define the District’s unique shopping experience. The scale of the buildings and the pattern of shopfronts along the streets establish the special qualities of Cherry Creek North that should be encouraged and enhanced. Future development in this subarea should be contextual with this pattern and scale of development.

Developments north of 3rd Avenue should provide appropriate transitions to the varied levels of residential scale and density in the Cherry Creek North Neighborhood.
1.4 HISTORY

In the early 1980’s, the Cherry Creek Steering Committee was formed to negotiate with the potential redevelopers of the Cherry Creek Shopping Center. Upon the selection of the Taubman Company as the redeveloper of the Shopping Center, the Steering Committee, composed of Council-appointed representatives from the surrounding neighborhoods and the Cherry Creek business community, was formed. With the City’s help, the Steering Committee completed the Cherry Creek Neighborhood Plan in 1986. At the same time, the Taubman Company completed its redevelopment plan for the Shopping Center, in collaboration with the Steering Committee.

Upon completion of the neighborhood plan, a design concept for the Cherry Creek North streetscape project was created. The Cherry Creek North Business Improvement District was organized to build the streetscape project. The idea was to renovate the Cherry Creek North Shopping District at the same time as the Shopping Center was being built and to have both projects come on line together. The streetscape was completed in October, 1989.

In 1988, a set of Design Standards and Guidelines was drafted and the Design Advisory Board was established by City ordinance to administer a design review process for private improvements in the area covered by the improvement district. The first formal version of the Cherry Creek North Design Standards and Guidelines was approved in 1991. The document was revised in 2000 and again in 2011. Cherry Creek North and the shopping center have grown in parallel, as was planned. Today, the Cherry Creek Area is the premier shopping destination in the West, with both indoor and outdoor shopping experiences and a collection of top retailers. In addition, Cherry Creek North has developed a strong base of office developments and is beginning to form an integrated residential base within the district.

In an effort to preserve this character and the District’s unprecedented development quality, the City and the District’s property owners approved a Capital Improvement Project (CIP) in 2008. The CIP was undertaken to design and construct streetscape improvements including landscape, irrigation, paving lighting, electrical infrastructure and district graphics. The vision of the project was to maintain the streetscape elements in keeping with the reputation Cherry Creek North has attained as a premier shopping district and to put in place the infrastructure and design elements that will ensure the District’s continued development as a vibrant mixed-use neighborhood.
1.5 VISION & CORE VALUES

The success of Cherry Creek North is its focus on the pedestrian environment, retail vitality, indoor and outdoor experiences, and placemaking. First and foremost, the District must provide engaging, attractive environments along its streets, creating experiences that make visitors, workers and residents want to stay. The Guidelines must shape the character and quality of development within the District to ensure that the pedestrian experience is enhanced. The guidelines are organized to address each of the components of a development project that impact the pedestrian environment: site design, architecture, parking, plazas and open space, signs, and streetscape. By elevating the design of those components, the guidelines support the value of all the property in the District and the value of the neighborhoods surrounding it.

New development and improvement projects within Cherry Creek North should follow a set of Core Values to ensure they contribute to the District’s goals and embrace high-quality design. The Core Values are as follows:

- Pedestrian Focus
- Authenticity
- Safety and Security
- Connectivity
- Vitality
- Sustainability
- Economic Vitality
- Quality
1.6 REFERENCE DOCUMENTS

The Design Standards and Guidelines serve as one of a number of documents involved in the City’s planning and development process. It is intended to complement and reinforce the regulations and design intent found in other reference documents. Reference documents that offer more detail in specific areas of the City and Cherry Creek North District’s vision, implementation and regulations are described below.

1.6.1 Cherry Creek North Zone District (C-CCN)

The Denver Zoning Code preserves and promotes the public health, safety and welfare of the City’s residents and employees and facilitates orderly growth and expansion of the City. The zoning regulations include building, parking, signage, and land-use requirements for all neighborhoods within the City. These Guidelines are empowered by and supplemental to the Cherry Creek North zoning regulations, providing an additional level of qualitative review for projects within Cherry Creek North.

1.6.2 Cherry Creek North Capital Improvements Project

The Cherry Creek North Capital Improvements Project (CIP) was created in part to ensure that a unified streetscape program was designed and implemented within the public rights-of-way.

1.6.3 Cherry Creek Area Plan

The Cherry Creek Area Plan functions as the official planning document for the neighborhood. Adopted by City Council, it is an element of the City’s Comprehensive Plan and provides guidance for private development and public improvements. It is used by public agencies, utilities, neighborhood and business organizations, residents, business owners, land owners and private developers.

1.6.4 Blueprint Denver

Blueprint Denver is a citizen-driven, integrated land-use and transportation plan. The plan was adopted in 2002 and aims to enhance Denver life by using land in the way that is healthy for its economy, supports alternative modes of transportation and maintains the integrity of neighborhoods. Blueprint Denver identifies and differentiates areas of stability from areas of change in order to guide new development. It also aims to protect the character and desired traits of Denver’s neighborhoods.

1.6.5 Greenprint Denver

Greenprint Denver is the City’s pledge to hold residents, businesses and community partners accountable and to demonstrate leadership at the local level in seven broad areas of environmental sustainability: energy, water reduction, urban design, urban nature, transportation, environmental health and water. Greenprint Denver integrates Denver’s Sustainable Development Initiative programs and policies into its objectives that are tracked, measured, refined and reported.
1.7 GUIDELINE HIERARCHY

The Cherry Creek North Design Standards and Guidelines are organized according to category: site design, building design, signs and streetscape. For each subject there is a principle and intent statement, followed by design standards and design guidelines. Photographs and illustrations are included to further expand the standards and guidelines and visually illustrate preferred examples.

Four components (Principles, Intent Statements, Design Standards and Design Guidelines) are used together to set parameters for the design goals of each category. The goal is to ensure a level of structure and objectivity without eliminating creativity and flexibility. This system allows multiple paths to achieve a satisfactory result.

The Design Standards and the Design Guidelines are not intended to be inflexible rules or standards. Exceptions may be granted if more appropriate solutions, consistent with the Intent Statements, are achieved. It is the applicant’s responsibility to show that alternative solutions are consistent with and effectively implement the Principles and Intent expressed within the Cherry Creek North Design Standards and Guidelines document.

The four components of the Guidelines are defined as follows:

GUIDING PRINCIPLES

Each of the categories contains a set of principles that express the goals for the continued evolution of the district. These principles shape the intent statements which in turn define the Design Standards and Design Guidelines.

INTENT STATEMENTS

Intent statements establish the goals or objectives within each category. In circumstances where the appropriateness or applicability of a Design Standard or Design Guideline is in question, the Intent Statement will provide additional direction.

DESIGN STANDARDS

Design Standards are prescriptive criteria that provide a specific set of directions for achieving the Intent Statements. Standards denote issues that are considered essential. Standards use the term “shall” to indicate that compliance is expected.

DESIGN GUIDELINES

Design Guidelines provide suggested approaches to achieve the goals or objectives set forth in the Intent Statements. Guidelines use the term “should” or “may” to denote they are considered relevant to achieving the Intent Statement and will be pertinent to the review process.
2.0 GUIDELINES

The Standards and Guidelines are organized into four categories:

- Site Design
- Building Design
- Signs
- Streetscape
2.1 Site Design

Site Design addresses issues related to block configuration, alleys, access and circulation, service areas, mid-block connections, parking and sustainable site design. For appropriate scale and applicability, this section separates the Design Standards and Design Guidelines into subareas within Cherry Creek North as appropriate.

GUIDING PRINCIPLES

- Uninterrupted sidewalks along continuous active building edges enhance the pedestrian experience.
- Active retail and commercial uses improve the pedestrian experience along the street level of each building.
- The design of a block, including massing and site access, must incorporate an understanding of the context of the project with respect to its neighbors on the block and of the adjacent blocks in order to make a coherent streetscape.
- Sustainable site design achieves a balance between development priorities and environmental best practices, enhancing the desirability of the district.
- Parking is an essential element of a successful retail district, but access and sightlines must not interfere with the pedestrian experience or safety.
- Clarity of parking location and availability enhances the drivers ability to become a pedestrian in the district.
## 2.1.1 Block Configuration

**Subarea 1**

### INTENT STATEMENTS

- To create a clear programmatic strategy within aggregated development blocks that enhances pedestrian circulation and ground floor activity.
- To establish a practical, interconnected system of alleys and walkways that allows easy orientation and convenient access.
- To orient primary building façades towards the street and the pedestrian realm.

### DESIGN STANDARDS

- Block configuration shall respect adjacent buildings and shall result in a cohesive pedestrian realm along streets and alleys.
- Primary building façades shall be oriented towards the street.
- Secondary building façades and service areas shall be oriented toward alleys and shared property lines and away from the pedestrian zone.

### DESIGN GUIDELINES

- Development should emphasize the corners and respond to the District’s corner treatments.
- Vehicular access points into a development should respond to adjacent buildings, uses and pedestrian circulation patterns.
- If a project’s site is larger than one block, it is encouraged that building façades are interrupted in locations where the street would have been extended had a typical street grid been in place to reflect district street-block massing and scale.
- Buildings should line the sidewalk and frame the public realm while parking areas should be screened by architectural and landscape treatments.
- Pathways from parking areas to the street should have purpose, be safe and be visually interesting.

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*Figure 3: Subarea 1 Block Configuration Diagram*
2.1.1 Block Configuration

**Subarea 2**

**INTENT STATEMENTS**

- To orient primary building façades towards the street and pedestrian zone.
- To establish a practical, interconnected system of alleys and walkways that allows easy orientation and convenient access.

**DESIGN STANDARDS**

- Block configuration shall respect adjacent buildings and shall result in a cohesive pedestrian realm along streets and alleys.
- Primary building façades shall be oriented towards the abutting streets.
- Secondary building façades and service areas shall be oriented towards alleys and away from the pedestrian zone.

**DESIGN GUIDELINES**

- Vehicular access points into a development should consider adjacent uses and circulation patterns; aligning access points is encouraged.
- Buildings should line the sidewalk and frame the public realm while parking areas should be screened by the building and landscape treatments.
2.1.2 Access & Mobility

INTENT STATEMENTS

• To reinforce a clear hierarchy, pattern and organization of mobility within the Cherry Creek North District.
• To utilize alleys for their function of accessing parking and service areas to the greatest extent practical.
• To create active alleys when possible.
• To provide clear entry points to the site for pedestrians and cars.
• To minimize conflicts between vehicles and pedestrians by limiting vehicular access (i.e. curb cuts) along certain streets and building frontages.
• To limit vehicle site-ingress points across sidewalks.

DESIGN STANDARDS

• Driveways shall be perpendicular to the street.
• Curb cuts across sidewalks shall be minimized in both number and width.
• Vehicular access shall be prohibited at intersections, as illustrated on Figure 6 above.
• Vehicular access shall be achieved through alleys when present.

DESIGN GUIDELINES

• Active alleys are encouraged and should include improved building façades along alleys, upgraded alley design and building entrances.
• Building façades along alleys should either be an extension of the primary street façade, wrapped around the building to encompass the secondary façade or should use the length of the alley as a second primary façade, independent of the street-facing frontage.
• Curb cuts and driveways should be shared or common between multiple sites and coordinated to the greatest extent practical.
• If access to parking interrupts the continuity of ground floor retail between multi-story buildings on a block face, the upper floors should be continued over the access drive to create continuity of façades.
• The number of curb cuts should be minimized to reduce conflicts between pedestrians and automobiles. Multiple vehicular ingress points across sidewalks are discouraged.
• Alleyways should be used for service areas, parking lot access and secondary circulation to the greatest extent practical in lieu of curb cuts along Second and Third Avenues.
• Consultation with the City of Denver’s Public Works Department should occur for final approval of curb-cut locations.
### 2.1.3 Service Areas

#### INTENT STATEMENTS
- To minimize visibility and impact of service areas by locating parking and service access away from primary building access points and providing screening.
- To eliminate conflicts between and proximity of service areas and pedestrian circulation.
- To provide clean, safe and functional service areas behind buildings.

#### DESIGN STANDARDS
- On-site loading shall not be located near pedestrian-use areas such as sidewalks, plazas or open spaces.
- Service and delivery activities shall be separated from the primary building access points and shall be screened from the public view by means such as:
  - Locating such activities underground, internal to parking structures, or along alleys.
  - Providing low walls, fences and/or landscaping of sufficient density to screen
- Adequate loading and maneuvering space shall be provided for trucks and other service vehicles.
- Service areas and associated equipment (i.e. dumpsters) shall be along alleys, away from pedestrian-use areas and residential zones, to limit smell, noise and visual pollution.

#### DESIGN GUIDELINES
- Combined, multi-tenant trash receptacles and service areas are strongly encouraged to maximize development potential and enhance the pedestrian realm.
2.1.4 Mid-Block Connections

INTENT STATEMENTS

• To provide clear, interesting and accessible routes for pedestrians to traverse through the blocks at or near mid-block.

DESIGN STANDARDS

• All proposed developments shall evaluate the potential to increase pedestrian connectivity through sites.
• Mid-block connections shall include pedestrian amenities and entrances to uses along the connection.

DESIGN GUIDELINES

• Mid-block connections should be interesting as spaces in and of themselves rather than merely being pathways to parking or service loading.
• Mid-block connections should be well lighted.
• Mid-block connections should be clean, safe and designed with special attention.
• Mid-block connections should utilize entrances, active uses, seating and landscape as allowable to enhance the use and aesthetic of the space.
• Introduction of daylight into the mid-block connections is desirable.
• Connections across blocks and to alleys are encouraged on all sites to increase the pedestrianization of Cherry Creek North.
### INTENT STATEMENTS

- To provide parking for the associated land uses as required by zoning.
- To create parking structures that clearly identify parking opportunities and that fit within the context of the district.
- To clearly sign parking areas for orientation and accessibility.
- To create façades on parking structures that are compatible in character and quality with adjoining buildings, plazas and streetscapes and that are activated with ground floor retail or other pedestrian-oriented uses.
- To minimize visual and physical impacts of parking on the pedestrian experience and from the streetscape.
- To utilize underground and structured above-ground parking to the greatest extent practical to accommodate on-site parking.

### DESIGN STANDARDS

- Parking areas shall be clearly signed, in a manner that is consistent with the District’s sign code.
- Parking structures shall be designed with retail or other active uses at the ground floor sidewalk edge.
- Above-ground parking structures shall be screened by active uses on the ground floor.
- Parking structures shall be designed to conceal the view of all parked cars and angled ramps from adjacent plazas, public rights-of-way, private streets and plazas or open space.
- Parking structures shall be respectful of shadow and solar impacts to adjacent properties.
- Façade openings that face any public right-of-way, private street, plaza or open space shall utilize architectural features consistent with adjacent building forms and details.
- Parking structures shall minimize the impact on adjacent streets, open spaces and plazas of vehicle noise and odors from within the parking structure.
- Façades of a parking structure shall be masked in such a way as to maintain a high level of architectural design and finish. Expanses of blank walls shall not be allowed.
- Lighting within the parking structure shall be concealed from the right-of-way.
DESIGN GUIDELINES

• Parking structures should be designed so that they are compatible with buildings in the area by means such as:
  • The horizontal and vertical elements of the parking structure façade should be similar to those of adjacent structures.
  • The spacing and proportions of openings in the parking structure façade should be compatible with those openings of windows or doors on the building it serves.
  • The same or similar materials and textures should be used on the façade of a parking structure to match the buildings it serves.

• The buildings should be designed with below-grade parking or with retail or personal-service uses along the street frontage and parking behind.

• The design of parking structures should be architecturally integrated with the design and structure of the buildings they serve. Consider ways of treating the façade of the parking structure portion of a building to make it consistent with the façade of the rest of the building.

• Lighting within the structure should not impact the adjacent pedestrian realm.
2.1.5 Parking

Surface Parking

INTENT STATEMENTS

- To minimize the extent of surface parking.
- To reduce the visibility of surface parking.
- To clearly sign parking areas for orientation and accessibility.
- To position parking away from the public right-of-way and pedestrian circulation.
- To promote a walkable, pedestrian-friendly site with minimum visual impacts on the pedestrian experience and streetscape environment from parking.

DESIGN STANDARDS

- Surface parking shall not be permitted between building façades and named or numbered streets.
- Surface parking shall be located at the rear and/or to one side of the building (away from the street).
- Surface parking shall not be located adjacent to the pedestrian realm along 1st, 2nd or 3rd Avenues.
- Parking lots shall contain glare-free lighting.

DESIGN GUIDELINES

- Parking lots should not be placed along sidewalks.
- Surface parking should be built only in small increments and amenitized with landscaping.
- Lighting fixtures should include full cutoffs and match the light source for the pedestrian realm as installed as part of the CIP.
- Surface parking spaces should not exceed the minimum parking spaces required by the Denver Zoning Code.
- Existing surface parking should improve landscaping within the lot.
- Stormwater requirements should be designed as an amenity to the district.
### INTENT STATEMENTS

- To provide landscaping and other architectural devices to screen parking.
- To reduce the visual and environmental impact of surface and structured parking areas.

### DESIGN STANDARDS

- Parking shall be screened from named or numbered streets, plazas and open spaces and shall have strong landscape amenities that are contextual with the District.
- At the end of parking bays, trees shall be planted in planters or landscape medians, a minimum of 8 feet (8'-0") in width. At a minimum, one tree per every 10 parking spaces shall be installed in surface lots.
- Where a surface parking lot abuts a sidewalk or is visible from the public right-of-way, a 10-foot-wide minimum landscape buffer, or planting strip, shall be provided (measured from the property line).
- The landscape setback shall be planted with trees spaced typically 35 feet (35'-0") apart.
- No artificial trees, shrubs, turf or plants may be used as landscape for any parking area.
- Parking lots shall contain glare-free lighting.

### DESIGN GUIDELINES

- Landscaping and/or low architectural non-organic walls, screens, etc. should be used to screen views of cars and to soften the streetscape.
- The design of visual screens and landscaping along parking lot edges should be dense enough to screen adjacent uses and public-rights-of-way from headlight glare and the movement of traffic generated by vehicles in the parking area.
- Shade trees should be located throughout all surface parking areas and in pedestrian and employee amenities and gathering areas.
- Existing surface parking should include screen walls and landscaping.
Sustainable Site Design

Sustainability means design and construction in ways that are intended to preserve and enhance the natural resources and ecosystem of the district. This section covers sustainable site design components including water, site preparation, permeable paving and building orientation. These are just a few of the sustainability elements applicants should consider during their design and construction processes. Sustainable design is highly encouraged throughout the district.

**WATER**

**INTENT STATEMENTS**

- To reduce the amount of water used for on-going operations and maintenance.
- To use creative best-management practices to recycle and filter water on site.

**DESIGN GUIDELINES**

- Grass species with low water needs should be utilized in low-pedestrian traffic areas.
- The use of native plants with minimum water requirements is preferred.
- The feasibility of using grey water for landscape irrigation should be investigated.
- Manage rain water so that it irrigates landscape wherever possible.

**SITE PREPARATION**

**INTENT STATEMENTS**

- To minimize disturbance and erosion and to maximize the success of improvements.

**DESIGN GUIDELINES**

- The use of trees for shading and cooling is encouraged.
- The preservation of existing trees where practical is encouraged.
- The incorporation of sustainable best practices within the development is encouraged.
2.1.6 Sustainable Site Design

PERMEABLE PAVING

INTENT STATEMENTS

• To design a site with creative stormwater technologies – Best Management Practices (BMPs) – to reduce infrastructure requirements on site.

DESIGN GUIDELINES

• Creative stormwater design is encouraged in an effort to reduce the infrastructure necessary to accommodate the stormwater flow.

• The incorporation of environmentally conscientious and sustainable design principles is encouraged.

BUILDING ORIENTATION

INTENT STATEMENTS

• Consider sustainability for solar access/shading, building orientation and environmental stewardship to maximize energy efficiency.

DESIGN GUIDELINES

• The incorporation of environmentally conscientious and sustainable design principles is encouraged.

• New structures and additions should be oriented and designed for minimum solar gain, reflectivity and glare to maximize energy efficiency.

• The development of shaded outdoor spaces for building users should be encouraged.

• Entries and windows should minimize heat gain with architectural shading devices and landscaping.

• Day-light devices (e.g. louvers, clerestory glass, skylights, etc.) should be provided on buildings to improve light quality in residences and businesses.
2.1.7 Private Plazas & Open Space

**INTENT STATEMENTS**

- To provide open spaces – such as plazas and courtyards – to give relief and interest to the streetscape.
- To provide open spaces such as plazas and publicly-accessible courtyards that serve for relaxation and community interaction and create variety and interest in the architectural design.
- To allow for additional space adjacent to buildings to accommodate special amenities such as café seating, sculptures and planters.
- To limit the expanse of blank walls; to insure that the walls that enclose plazas are considered an integrated part of the design.
- To ensure that plazas are considered distinct spaces and are designed as such.
- To maximize opportunities for people to utilize plazas and open spaces.
- To encourage socialization, congregation and interaction.
- To provide appropriate lighting for the intended use.
- To provide illumination during hours of darkness to increase plaza safety and usage.
- To ensure that there are enough easily accessible trash and recycling containers to prevent litter and debris in publicly accessible areas.

**DESIGN STANDARDS**

- Private Plazas and Open Spaces shall be located in mid-block conditions and not at corners within the District.
- Pedestrian lighting shall not be designed in a way that would create glare in nearby residences.
- Pedestrian lighting within publicly accessible plazas and open spaces shall be contextual with the District’s light standard per the 2009-2010 Cherry Creek North CIP.
- Private Plazas and Open Spaces should be designed to be easily accessible and comfortable for as much of the year as possible.
- Trash and recycling receptacles shall be provided to reduce dependence on the District’s trash receptacles.
Open spaces should be oriented to take advantage of views and sunshine.

Design of plazas, publicly-accessible courtyards and expanded sidewalks should take into consideration ease of maintenance and snow removal.

Plazas and courtyards should be made comfortable by using architectural and landscape elements to create a sense of place, enclosure and security.

The materials used for paving may be extended into the sidewalk area and perhaps the curb line to render visual continuity along the sidewalk and to serve as a unifying element binding the plaza area to the street.

Private plazas should be designed as integral components of the building program, not be byproducts that are required by the building such as building entries and circulation patterns.

Where possible, permeable paving or live landscaping should be used to reduce the amount of water runoff off-site.

Building walls that abut or frame a plaza or open space should have special design consideration in order to prevent a monolithic, unattractive façade and to avoid an uninviting pedestrian experience.

Seating should be designed so that it does not hold water and/or debris.

Trash receptacles that have duel functions, including trash and recycling, are encouraged.

Plazas should feature entrances to retail spaces along their perimeters to activate the space.

Plazas and open spaces should not have utilities or services within them.

Pavements of varied physical texture, color and pattern should be used to guide movement and define functional areas.
2.2 Building Design

Architecture standards and guidelines address issues related to mass and scale, pedestrian-oriented design, building materials and sustainable architecture. The DAB encourages a variety of appropriate architectural styles that will provide diversity. The standards and guidelines that are outlined in this section work to inform the design in order to create a lively mixed-use district of notable architecture exhibiting the highest standards of design.

GUIDING PRINCIPLES

• All sides of the building must be given design consideration, including the roof(s). All building sides are designed purposefully.
• Buildings that express the uses inside to the viewer outside are more comprehensible. Similarly, buildings that acknowledge the activity outside them are more integrated into the streetscape.
• Buildings that fit within their context in terms of mass and scale enhance the character of a block or street; those that do not tend to interrupt their context.
• Buildings that are designed for low energy and water use, human comfort and sustainable best practices set an example for the district and contribute meaningfully to the community.
• Buildings with durable, sustainable and low-maintenance materials withstand the test of time.
• Creativity and unique design expression is encouraged.
### INTENT STATEMENTS
- To reinforce the urban characteristics of the street by maintaining a consistent street edge.
- To use the location of buildings to define and contain the street space in order to concentrate and reinforce pedestrian activity.
- To provide adequate space between structures and public spaces, to accommodate associated activities, and to provide necessary light, air and scale relationships.

### DESIGN STANDARDS
- Buildings shall conform to the build-to/setback requirement within the Cherry Creek North zone district.

### DESIGN GUIDELINES
- Portions of the building not aligned with the right-of-way line should be related to building uses that complement pedestrian activities along the street, such as plazas, patios and building entries.
- Building frontages should be aligned with the street right-of-way with allowances being made for building components, glazing, manufactured elements and outdoor seating.
2.2.2 Mass & Scale

INTENT STATEMENTS
- To create buildings and spaces that respond to the pedestrian scale of the District and are in harmony with their height and mass.
- To create buildings that frame and define the public streets, alleys, and urban spaces.
- To design buildings that are contextual with the District and transition well to adjacent neighborhoods.

DESIGN STANDARDS
- All buildings shall have high levels of articulation and architectural quality avoiding long, undifferentiated façades. This standard shall apply to all building façades.
- Ground floor height shall maximize retail presence.
- Buildings shall be contextual in scale and form to the adjacent structures.

DESIGN GUIDELINES
- Buildings that are immediately adjacent to residential neighborhoods should minimize the impact of building height, shadow and sun exposure on adjacent properties.
- Building massing and form should be modulated so as to minimize the impact of shadows on plazas and other open spaces.
- Ground floor heights should provide a welcoming scale of approximately 14 to 16 feet or greater.
- Use of structural bays, expressed columns, window mullions, horizontal fenestration, etc. may be utilized to promote a pedestrian scale.
- Breaking up long building façades is encouraged. In the case of tall buildings, a step back of a portion of the building face may be utilized to better define the mass and scale of the building.
2.2.2 Mass & Scale

DESIGN GUIDELINES (CONTINUED)

- Where appropriate for building uses, balconies and terraces should be incorporated into vertical and horizontal shifts in building massing, and their character and function should be apparent from the street.

- A wide variety of appropriate architectural styles, materials and details throughout the district are encouraged.

- Large buildings should be appropriately scaled. Avoid massive, monolithic façades. Step backs may be used to break up mass, but large sequential step backs (i.e. “wedding cake” configuration) are discouraged.

- Building rooftops and parapets should enhance the character of the skyline and strengthen the identity of individual buildings.

- Rooftop equipment should be fully screened from horizontal view. Screenings should be expressed as part of the building’s composition and fully integrated architecturally.

- Screening should respond appropriately to surrounding buildings.
2.2 Building Design

### INTENT STATEMENTS

- To promote pedestrian-active environments, specifically related to the scale of shopfronts and building entries at the street level.
- To ensure building façades are visually active and scaled through the interaction of architectural detail, materials, texture and color.
- To enhance special building corners with an appropriately composed, coherent and cohesive architectural presence that expresses the character of the area.
- To provide human-scaled architectural elements through changes in plane, material, texture and detail, and through the interplay of light and shadow.
- To encourage all buildings to clearly express a pedestrian-scaled base utilizing articulation, form details, and a datum line.

### DESIGN STANDARDS

- Architectural scaling elements shall be incorporated into all façades to enhance the pedestrian scale of the building.
- Building façades shall provide variation of building detail corresponding to architectural dimensions.
- Building façades shall express a first or second story datum line. Elements that establish the datum may include, but are not limited to, building setbacks, cornices, or other architectural expressions such as belt courses, fenestration, turrets, changes in material, color or module and building setbacks. More than one method of achieving architectural scale relationships should be considered.
- Each use with exterior, street-oriented exposure shall have an individual public entry from the street.

### DESIGN GUIDELINES

- Architectural scale relationships between buildings of varying heights should be expressed through compatible horizontal relationships of architectural features. These may include, but are not limited to, the alignment of cornices or other architectural expressions such as belt courses, fenestration, turrets, changes in material, color or module and building setbacks. More than one method of achieving architectural scale relationships should be considered.
- Scaling elements and details should be integral with the building form and construction, not a thinly applied façade.
- Variation in building scaling and detail should relate to the scale and function of pedestrian-active uses along the street.
- Both horizontal and vertical architectural scaling patterns should be used as appropriate.
- Buildings should be inviting places that interact with the life of the street.
**2.2.2 Mass & Scale**

**DESIGN GUIDELINES (CONTINUED)**

- The datum line should respond to existing context, building proportion, and specific site design.

- Building corners at street intersections should be enhanced through special corner treatments. This may include signature entries, special roof shapes and taller, iconic architectural elements.

- Special attention should be given to the design of buildings located at street intersections. Buildings fronting onto intersections of two streets should establish a clear and defined edge with the public right-of-way. Due to the prominence of these structures, proposed submittals are expected to achieve exemplary architecture, pedestrian-scaled façades and activation of the street through the use of transparency.

- Variations in fenestration patterns should be used to emphasize building features such as entries, shifts in building form or differences in function and use.
2.2.3 Pedestrian Oriented Design

INTENT STATEMENTS

• To promote continuity of retail uses along streets in the district.
• To provide continuity of pedestrian-focused shopfronts and building entries.
• To activate streets and alleys with pedestrian-friendly uses and entrances.

DESIGN GUIDELINES

• Buildings should provide open and inviting façades.
• In addition to street entrances, alley entrances are also encouraged.
• Buildings should have active ground floor uses to encourage pedestrian activity. Multiple external street-oriented entries and alley entries should be provided where possible.
• When planning new buildings or redevelopment projects, the ground level should be developed with as much street-oriented commercial space as possible.
• Retail shops should be located at street level and should have direct access to and from the sidewalk.
• Opportunities for designs that require shoppers to enter internal malls or lobbies before entering shops should be avoided.

DESIGN STANDARDS

• Buildings shall orient at least one entrance towards the street.
• Ground floor uses and activities in new developments shall be integrated with existing retail uses and activities along the street front.
• Retail shops should be located at street level and should have direct access to and from the sidewalk.
• Opportunities for designs that require shoppers to enter internal malls or lobbies before entering shops should be avoided.
2.2.3 Pedestrian Oriented Design

Storefront Design

### Intent Statements
- To facilitate successful, enlivened retail façades.
- To provide a well designed storefront within the context of the District and within the context of the building in which the storefront is located.
- To encourage storefront designs that have a deliberate architectural aesthetic, are complementary to the District’s design goals and provide a continuous shopping environment along the street edge.

### Design Standards
- Storefronts shall contain transparent glazing that reveals the activities of the establishment.
- Commercial building façades fronting on public streets or open space shall not be less than sixty percent (60%) clear glazing on the ground floor (and on the second floor if it contains active public uses) in order to reveal the activity of the building to pedestrians and to activate the street. All glazing shall have a minimum of sixty percent (60%) light transmittance factor at street level.
- No portion of the building façade shall have highly reflective glass (maximum reflectance factor of 0.25) and there shall be no reflective coatings on the first surface (i.e. exterior) of the glass.

### Design Guidelines
- Good visibility into retail spaces should be provided.
- Awnings or canopies should be used to reduce glare and reflections on storefront glass and at the same time shade and protect the pedestrian standing near the storefront. (Refer to awning standards and guidelines)
- Building façades should generally align with one another at the point where they meet in the ground plane to create a continuous façade. This produces a comfortable sense of enclosure for the pedestrian and a continuous storefront that attracts and encourages the pedestrian to continue along the street.
- If the façade wall is to be set back from the property line to create courtyards or arcades, other elements (such as columns, planters, changes in paving materials, or railings) should be used to define the street wall.
2.2.3 Pedestrian Oriented Design

Storefront Design

**DESIGN GUIDELINES (CONTINUED)**

- A generous ground-floor-to-ceiling height should be provided to encourage an attractive retail space.

- Arcades are discouraged in the District unless crafted as an integral part of the design of an entire blockface.

- The location and patterns of glazing should enhance building function and scale.

- Recessed glazing, substantial glass framing and mullion patterns should be used to provide depth and visual character to building façades and should consider the play of sunlight across the façade.

- Mixed-use buildings should utilize a variety of glass-to-wall ratios that reflect the different uses within the building.
2.2.3 Pedestrian Oriented Design

Awnings

**INTENT STATEMENTS**

- To add visual interest to the pedestrian environment; to enhance the storefront design and attractiveness.
- To enhance the pedestrian environment, reinforce building patterns and rhythms, and create shade and comfort on the sidewalks.

**DESIGN STANDARDS**

- Awnings or canopies shall not be supported by posts in the sidewalk. Awnings and canopies shall be cantilevered from the building face so as to keep the sidewalk as clear and unobstructed as possible. Care should be taken to preserve views down the street.
- Awnings shall be an integral part of the architectural design of the buildings to which they are attached and should be compatible with the building.
- Awnings shall serve a purpose such as reducing solar gain and shadowing the pedestrian realm.
- Awnings shall not be located along north-facing façades.

**DESIGN GUIDELINES**

- Awnings should be used to supplement tenant identity, not to provide primary tenant signage.
- Awnings should be used for added color and variety but not in-lieu of architecture or signage.
- Awnings should be positioned so that signage is not obstructed and so that substantial shade is cast onto the sidewalk at critical times of the day.
- The design of the awnings or canopies from one building and block to the next should be diverse, but should be within the limits of compatibility with the architecture and streetscape design.
- Awnings should be creative and pedestrian in scale.
- Awnings should be consistent with, and relate to, the façade of the building.
- Durable, permanent architectural elements are preferred to awnings.
INTENT STATEMENTS

- To promote outdoor uses areas within the District (outdoor seating areas for restaurants and cafés help define the Cherry Creek North experience). (Encroachments into the ROW are subject to ROW permits.)
- To promote the expansion of uses within the District to outdoor locations, such as along storefronts, in courtyards, or on rooftops.
- To promote extended hour activities within the District.
- To promote outdoor sales and display areas that can encourage additional pedestrian activity while contributing aesthetically and physically to the character of the District.

DESIGN STANDARDS

- Outdoor use areas shall not be enclosed by a roof or walls, including both temporary and permanent structures (aside from required barriers).
- Awnings and canopies over outdoor use areas shall be subject to review under 2.2.3 Pedestrian Oriented Design - Awnings (see page 33).

DESIGN GUIDELINES

- Outdoor use areas should be well defined and easy to maintain. Their placement and operation should take into consideration adjacent commercial and residential uses to ensure they add to the character of the District, not detract from it, at all hours of the day and night and in all four seasons.
- Railings for sidewalk cafés should be designed as an integral part of the building facade. Outdoor sales and display areas should not be enclosed by railings.
- Sidewalk cafés and outdoor sales and display areas should not be placed on the tree lawn but should be placed adjacent to the storefront which they serve.
- Architectural elements covering outdoor use areas should be designed as part of the architecture of the building.
- Staff service paths and associated service stations should be considered in the design of the outdoor use area.
2.2.3 Pedestrian Oriented Design

Outdoor Use Areas

DESIGN GUIDELINES (CONTINUED)

- The height and opacity of outdoor sales and display areas should be designed to provide good visibility into adjacent retail establishments, without obstructing storefronts.

- Folding or garage door style storefronts that allow indoor displays to open more directly to outdoor use areas are encouraged.

- Outdoor use areas should maintain sidewalks a minimum of 8 feet in width along adjacent streets to facilitate pedestrian circulation.
2.2.4 Building Materials

INTENT STATEMENTS

• To reinforce the District’s character and image by using high-quality materials, textures, patterns and colors in well-designed, innovative ways including the utilization of natural materials which, by their nature, improve in appearance and character as they age and weather.

• To encourage innovative use of high quality materials within the District.

• To create a rich variety of visual qualities that reinforce the original architectural styles through the use of materials, finishes and details that are lasting and durable.

• To ensure the consistent use of quality materials appropriate to the urban environment.

• To encourage human-scaled buildings through the use of well-detailed and articulated materials, individually and in combination. This is to ensure that monolithic, monotonous walls are avoided.

DESIGN STANDARDS

• Building materials shall be selected with the objectives of quality and durability appropriate to the urban context.

• façades at street level that face the public right-of-way, private streets or open space shall be constructed of material that is durable and appropriate to pedestrian contact.

DESIGN GUIDELINES

• Materials that are supportive of the district’s aesthetic goals in terms of color, scale, and texture should be used. The use of highly reflective wall materials that will generate glare and heat, especially at the sidewalk level, should be avoided.

• All façades of a building should be treated equally in terms of materials, color and design details. The building should have a finished appearance on all sides.

• The use of replacement materials that imitate or falsely replicate natural material applications should be avoided. Synthetic materials should be used in ways that reflect their intrinsic characteristics.
INTENT STATEMENTS

• To provide illumination that complements the character of Cherry Creek North, providing aesthetic appeal and safety, thereby promoting comfortable, safe pedestrian activity at night.

DESIGN STANDARDS

• All lighting shall be designed and located to reduce power consumption to its lowest practical level.
• The impact of building lighting on the night sky shall be minimized.

DESIGN GUIDELINES

• Highlighting of significant architectural features, specimen trees and artwork with accent lighting should be considered. Lighting an entire building or major portion thereof is discouraged.
• Accent lighting of building entries or features is encouraged.
• Neon lighting is subject to review by the DAB. Warm or neutral color tones should be considered desirable when illuminating structures or pedestrian zones. The use of mercury vapor and high pressure sodium lighting should be avoided. The use of LED fixtures is encouraged.
• Fixtures should be designed and installed in scale and context with the architecture of the building.
• Light sources should complement lighting within the District.
2.2.6 Sustainable Building Design

**Building Materials**

**INTENT STATEMENTS**

- To encourage the use of high quality building materials that will have long-term value and that act as a precedent for future development.

- To incorporate durable and environmentally responsible building materials and methods that reduce resource and energy consumption and that inspire future sustainable development.

**DESIGN GUIDELINES**

- Building materials should include new technologies and materials that contribute to the development’s character and promote environmental sustainability as well as architectural methods and materials that are energy resource responsible.

- Predominant exterior building materials should be high quality, energy-efficient and durable.

- The use of energy-efficient lighting both indoors and out is encouraged.

- The use of regional materials is encouraged where practical, in order to minimize transportation costs and benefit the local economy.

- The use of recycled materials is encouraged where practical.
Sign standards and guidelines address issues related to sign type, location, materials and design, and sign lighting. These standards and guidelines are supplemental and complimentary to the Cherry Creek North Sign Ordinance and the Cherry Creek North Zoning Code that the DAB refers to when reviewing signage applications. All signs must be reviewed by the DAB and be approved by all applicable City agencies. The Cherry Creek North DAB is empowered by ordinance to review and make recommendations regarding the design and placement of signs. When an applicant presents a proposed building design to the DAB, it must include sign designs and locations.

GUIDING PRINCIPLES

- Signs provide a vital service in a retail district, informing the shopper and expressing the character and tone of the shopping experiences within.
- Signs have a powerful presence in the streetscape and can impact the pedestrian and vehicular experience positively or negatively.
- Signs are representative of the quality and aesthetic of Cherry Creek.
### 2.3.1 Type

#### Tenant Signage

<table>
<thead>
<tr>
<th>INTENT STATEMENTS</th>
<th>DESIGN STANDARDS</th>
<th>DESIGN GUIDELINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>To integrate pedestrian-scaled and pedestrian-oriented signage into a well-designed building façade.</td>
<td>Signs shall be oriented towards and scaled for the pedestrian realm.</td>
<td>Signs should be integrated within the architectural features of the façade and complement the building’s architecture.</td>
</tr>
<tr>
<td>To create proportional, graphically interesting, creative signage appropriate to a pedestrian area.</td>
<td>Signs shall be located adjacent to the identified use unless part of a Joint Identification Sign.</td>
<td>Signs should include creative, iconographic 2- and 3-dimensional imagery.</td>
</tr>
<tr>
<td>To provide clear identification of buildings and the businesses they contain.</td>
<td>Plastic face box signs shall not be allowed. (Face changes of existing box signs may be acceptable)</td>
<td>Signs should be lit to encourage continuous activity within the district.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sign lighting should be integrated into the architectural features of the building.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Signs should not be designed to maximize square footage, but instead should be designed to enhance their graphic impact to the pedestrian realm.</td>
</tr>
</tbody>
</table>
2.3 Signs

INTENT STATEMENTS

• To create a proportional, graphically interesting and comprehensive sign strategy for businesses sharing a building.
• To limit the visual impact of multiple signs on a building façade.
• To provide clear identification of the businesses and buildings.
• To add visual interest, facilitate wayfinding and enhance the character of the area.

DESIGN STANDARDS

• In large, multi-tenant buildings, signage design and materials, including building addresses, shall be coordinated to create a consistent style of building identification.
• Tenants above the ground floor are allowed identification in a monument or building directory located on the ground floor that contains the names of all the tenants and their locations.
• Canopies and awnings shall not be introduced to a building façade to serve as signage. Signage may be placed on canopies and awnings if designed as integral to the building façade.
• Signs shall fit within the architectural features of the façade and complement the building’s architecture.

DESIGN GUIDELINES

• Comprehensive signage plans for buildings and businesses are strongly encouraged.
• Signs should be integrated within the architectural features of the façade and complement the building’s architecture.
• Signs should include creative, iconographic 2- and 3-dimensional imagery.
• Signs should be lit to encourage continuous activity within the district.
• Signs should not be designed to maximize square footage, but instead should be designed to enhance their graphic impact to the pedestrian realm.

2.3.1 Type

Joint Identification Signs
2.3.1 Type

Projecting & Blade Signs

INTENT STATEMENTS

• To encourage appropriately scaled, non-obstructing signs to project into the public right-of-way.

DESIGN STANDARDS

• Small-scale signs projecting from the building façade, perpendicular to the building, shall be considered appropriate in active pedestrian areas of the District.

DESIGN GUIDELINES

• Signage should use creative 2- and 3-dimensional graphics to attain a unique identity.
• Creative use of lighting should be encouraged.
## 2.3.1 Type

### Window Signs

<table>
<thead>
<tr>
<th>INTENT STATEMENTS</th>
<th>DESIGN STANDARDS</th>
<th>DESIGN GUIDELINES</th>
</tr>
</thead>
</table>
| • To permit additional signage opportunities for tenants on the ground floor. | • Signs shall be oriented towards and scaled for the pedestrian realm.  
• Signs shall be located adjacent to the identified use unless part of a Joint Identification Sign. | • Signs in windows should not block views of the displays behind them.  
• Signs should allow for pedestrians to see through them and not be placed on solid color backgrounds.  
• If the building façade does not have display windows, then it may be appropriate for the retailer to use a small number of merchandise objects as the signage for the store. Objects of merchandise artfully displayed can create a market identity.  
• Signs used as symbols should be considered and are encouraged where display windows are not available. They are easily read and add to the vitality of a storefront.  
• Use of creative logos with signage text is encouraged. |
2.3.2 Signage Location

**INTENT STATEMENTS**

- To identify the location and entrance of a business.
- To promote the service or merchandise within.
- To attract and inform customers.

**DESIGN STANDARDS**

- Signs shall be positioned so as not to obscure architectural details but instead integrated into the building design.
- Signage locations shall consider the location of street trees and other elements within the R.O.W.

**DESIGN GUIDELINES**

- Buildings should be designed to provide appropriate locations for signs. The signs should be an integral and yet noticeable part of the building.
- Signs should not overlap or conceal architecture.
- Signs should indicate building entries and entries to parking facilities.
- A single primary tenant, or the building name, should be allowed on an individual wall sign located above the ground floor on one face of the structure. This signage should be sensitively integrated into, and located upon, the primary façade to provide identity to a building.
- Tenant signage should typically be located only on the ground floor of the building adjacent to the tenant location or within a Joint Identification Sign.
- Tenant signage above the ground floor is discouraged unless integrated into the architecture of the building (excluding window signs and awnings).
2.3.3 Signage Materials, Quality & Design

**INTENT STATEMENTS**
- To encourage signs that fit the character of the District and that do not detract from or overpower the architecture.
- To limit the proliferation of signs on buildings so as not to detract from the appearance of a well-designed building.
- To encourage regular maintenance.
- To ensure signs and their materials remain structurally and electronically in “like new” appearance.
- To utilize buildings as signage.

**DESIGN STANDARDS**
- Sign colors, materials, sizes, shapes and lighting shall be used to complement the other elements of the façade design.
- Structure, materials, detailing and power sources shall be designed with consideration of signage installation requirements and shall be readily adaptable and reparable as tenants’ sign needs change.

**DESIGN GUIDELINES**
- Signs on commercial buildings shall fit within existing features of the building’s façade.
- Plastic face box signs shall not be allowed.
- Signs should creatively use 2- and 3-dimensional form, profile and iconographic representation (i.e. lighting, typography, color and materials) in expressing the character of the use, identity of the development, character of the District and architecture of the building.
- Signs should be designed to help establish the building’s character by using cohesive, easily understood graphic themes which complement the overall building design.
- Sign character that is expressive of the individual proprietor and overall community identity is encouraged.
- Distinctive materials that exhibit craftsmanship and which contribute to individual business’ identity should be used.
- Signage elements should be recognizable as part of the District without being overwhelming or over-themed.
- Signs should get maximum impact and value and should be designed to work together and support each other.
- Materials should be well suited for the Colorado environment.
- Simple, straight forward shapes that communicate clearly should be used.
- Signs as symbols are encouraged because they are easily read and add to the vitality of a storefront.
- Sign materials should be high quality, durable and easy to maintain.
- Material selection and detailing in storefront areas should accommodate installation of signage types appropriate to the context.
- Letter styles of signs should be legible. Simple, well-proportioned typefaces are preferred.
2.3.4 Signage Lighting

INTENT STATEMENTS

• To provide adequate lighting of signs for legibility and orientation
• To encourage lighting that enhances the character of the District.
• To encourage minimal energy consumption.

DESIGN STANDARDS

• Moving lighting on signs shall not be permitted within the District.
• Orientation of any illuminated sign or light source shall be directed or shielded to reduce light trespass and glare.
• Indirect back lit (halo) and external lighting sources shall be the preferred lighting option where lighting is desired.
• Locations for illuminated signage shall be oriented to the public right-of-way or private streets and shall avoid facing residential uses and open spaces wherever possible.

DESIGN GUIDELINES

• Illumination external to the sign surface with lighting directed at the sign is preferred over internally lit signs.
• Light levels should not overpower other signs on the street or the façade. By coordinating lighting, color and placement of the sign and display windows, the entire storefront can become an effective sign.
• Halo illumination is encouraged.
• Illuminated signs should have tops to prevent light from escaping upwards.
• Power sources, raceways and conduit should be concealed to minimize their visual impact.
• Lighting sources for signage should be consistent with building lighting.
Streetscape design standards and guidelines address issues related to permeable paving, scooter and bicycle parking, street tree planters, streetscape furnishings, pedestrian lighting, and art garden places. This section draws upon the Cherry Creek North Capital Improvements Project (CIP).

The CIP was undertaken by the Cherry Creek North Business Improvement District (BID) to renovate and update the physical improvements in the public right-of-way in the district. The project included improvements to the landscape, irrigation, paving, lighting, electrical infrastructure and environmental graphics (i.e. banners, monuments and directories). The vision of the project was to enhance the status of the BID as the premier shopping district and to put in place the infrastructure and design elements that will ensure the district will continue to develop as a vibrant mixed-use neighborhood.

**GUIDING PRINCIPLES**

- The streetscape encompasses the space from building face to building face – pedestrians typically do not distinguish between the public right of way and private property in a mixed-use environment.

- The streetscape is the primary area of occupation by the pedestrian and, as such, has significant power to shape his or her experience.

- Shade, seating and areas in which to stop and rest or re-orient are as important as clear through walking zones and help to increase the time shoppers stay in the District (i.e. dwell time).

- Improvements that abut the public realm are contextual, harmonious and consistent with the improvements within the public right-of-way.

- Improvements in the Right of Way are to be maintained and enhanced through time.

**Note:** All projects in the public right-of-way are subject to review and approval by the Public Works Department of the City and County of Denver.
2.4.1 Paving

Special paving is a decorative element that distinguishes varying pedestrian conditions such as, but not limited to, plazas, sidewalks and private amenity zones. It is a landscape element that helps establish the character of the district or special zone. Unique colors, textures and materials can be used to create variety and to embellish the public realm.

**INTENT STATEMENTS**
- To create visual interest and variety along the streetscape.
- To encourage creative application of paving materials, textures and colors including, but not limited to, permeable paving, stamped concrete and brick.

**DESIGN GUIDELINES**
- Streetscape improvements should be restored to meet the District’s improvement standards or equivalent.
- Special paving material should be used to highlight pedestrian areas associated with the sidewalk, special pedestrian areas such as “Art Garden Places”, building entries and sidewalk cafes.
2.4.2 Scooter & Bicycle Parking

INTENT STATEMENTS

• To provide and encourage transportation alternatives to arrive at and circulate within the District.

DESIGN STANDARDS

• The inverted “U” shall be the standard bicycle parking fixture in the public realm.

DESIGN GUIDELINES

• Bicycle and scooter parking will be reviewed by the DAB as to how it fits within the District related to pedestrian circulation, character and placement.
Street trees serve to focus and tie the streetscape together. They can also be used to screen, connect or emphasize adjacent structures or objects. In Cherry Creek North, street trees are used to reinforce street vistas by framing the public realm. As trees branch across the pavement they appear to reduce street width, bringing opposite building facades closer. Trees promote clean air and are amenities that soften and humanize the urban concrete texture. Trees planted in the District are to be large and hardy so they survive the harsh urban environment.

**INTENT STATEMENTS**

- To create a rhythmic order along the street.
- To introduce natural elements into the street environment.
- To enclose the street space by defining street edges.

**DESIGN GUIDELINES**

- Generally, all of the trees on a particular street are of a particular species or type. This was done to create as much visual continuity along a given street as possible while at the same time avoiding a monoculture within the District which could be disastrous if a disease or pest were to attack all the trees of one species. Selection of tree species should conform to the type selected for each street.

- The effort to have all the trees on a particular street segment be of the same type should be maintained. However, where a plaza fronts on a street, it may be desirable to plant a different type of tree within the plaza to distinguish it, in terms of color, size and leaf texture, from the street edge. Also, street corners are marked by ornamental trees to add color and highlights.

- Streetscape improvements should be restored to meet the District’s improvement standards or equivalent.
2.4.4 Streetscape Furnishings

Streetscape furnishings, in combination with other elements, help define the identity and character of a district. Seating, bicycle racks, trash/recycling receptacles and newspaper dispensers add variety to the street.

**INTENT STATEMENTS**

- To unify the public right-of-way with a unique character.
- To provide necessary items for pedestrian comfort and convenience, as well as cleanliness in the District.

**DESIGN GUIDELINES**

- Streetscape furnishings should be restored and/or replaced to meet the District’s improvement standards or equivalent as approved by the DAB.
- The placement of bicycle racks, trash and recycling receptacles, pet waste collection dispensers and other amenities for public use is encouraged in the District on public or private property, but should be coordinated with the overall organization of furnishings in the area.
- Placement should consider the overall street context and other elements, including the existing conditions.
2.4.5 Pedestrian Lighting

Street lighting plays an important role in creating atmosphere and promoting safety in a community. Scale, style, lighting effect and maintenance affect fixture selection. The CIP included a custom light pole and specific light fixture for all pedestrian lighting in the public right-of-way to create a unified identity and consistent lighting environment after dark.

**INTENT STATEMENTS**

- To provide a visible row of lights along each street in the District at night, and to create an environment for the pedestrian that is pleasing to the eye and encourages pedestrian activity.
- In the daytime, to give the streets in Cherry Creek North distinction and create a sense of place for the District.

**DESIGN STANDARDS**

- The line of pedestrian lights along all street frontages in the district shall be maintained utilizing the pole and fixture as installed during the CIP.
2.4.6 Art & Garden Places

Public art captures and reinforces the unique character of a place. The community reads into public art through its own experiences, its history, its humor and even its fantasy. The setting for public art should be considered part of the experience of the art itself. The impact of the place on the art may be as great as the art’s impact on the place. The two together enrich the public realm, encourage pedestrians to linger and return, and generally create memorable experiences. The CIP introduced the concept of the Art Garden Place – areas of the public right-of-way where the landscape treatment and streetscape furnishings change and encourage pedestrians to dwell. These areas are good locations for art and, in some cases, can be considered art in themselves. Private development projects are encouraged to consider proposing new Art Garden Places in the District either in the public right of way (subject to DAB and City review) or on private property in a publicly accessible location.

INTENT STATEMENTS

• To enrich the pedestrian experience of the Cherry Creek North District by providing places within the streetscape where people can step aside, sit, relax and linger.
• To contribute to the District’s sense of place by enhancing the connections between people and the Cherry Creek North environment using public art and distinctive landscaping.

DESIGN GUIDELINES

• Public art should be constructed using durable, natural materials such as stone or metal.
• Art should be sited so that it complements and fits in with the surrounding environment. Artwork located along the street should be human in scale. There are a few locations in the District, however, where monumental pieces may be appropriate such as to define and shape space, terminate a vista or serve as the focal point of a large public space.
• Art should be approachable and yet challenging. It may also feature humor, water, seating and opportunities for children to play.

Note: The Cherry Creek North Arts Foundation is a non-profit group with 501(c)(3)status, set up to encourage and assist the placement of art in the District. Developers are encouraged to meet with the Foundation for their guidance and assistance in the selection and placement of art and special landscape gestures.
3.0 COMPLIANCE

The following Standards and Guidelines are organized into two categories:

- Review Process
- Submittal Requirements
  - Tenant Signage Review
  - Exterior Improvements Review
  - New Construction Review
The Cherry Creek North Design Advisory Board is empowered through the City and County of Denver Revised Municipal Code to advise and assist the planning board and/or planning office in their review procedures. Design review is required within the Cherry Creek North zone district as well as within all applicable Planned Unit Development zone districts that reference the Cherry Creek North zone district. New Planned Unit Developments will include reference to the Cherry Creek North Design Review Process.

The Cherry Creek North Design Advisory Board will review all submittals for conformance with the spirit and intent of the Cherry Creek North zone district, the spirit and intent of the Cherry Creek North district sign code and the Cherry Creek North Design Standards and Guidelines.

The Design Review Process can be initiated by contacting Community Planning and Development and scheduling a pre-application meeting. This pre-application meeting provides an opportunity for informal discussion of the specific circumstances of the project and how the guidelines might affect its development. The Cherry Creek North Design Guidelines should be used in conjunction with the Cherry Creek North zoning ordinance and the Cherry Creek North Sign Ordinance. Other documents may apply as well as to those identified. The applicant should be prepared to present their submittal as if all noted documents apply to the review process. A list of submittal requirements is itemized below in Section 3.2.

The tenant, building owner, building management or designee shall be present at the DAB review. The applicant or designee will present the item to the Design Advisory Board. The applicant is encouraged to include the design professional for the project under review. Following this presentation, the Board shall discuss the merits of the application and base their findings and recommendation on the Cherry Creek North Design Guidelines, the Cherry Creek North Zoning ordinance and the Cherry Creek North Sign Ordinance. The Board may request additional materials be presented at a subsequent Board meeting prior to finalizing a recommendation. Based on these findings, the Board will forward a recommendation of approval, approval with conditions or denial to the zoning administrator. The zoning administrator, utilizing this recommendation, will make a final determination of approval, approval with conditions or denial for the submitted application.
3.2 Submittal Requirements

TENANT SIGNAGE REVIEW

Following the pre-application meeting, the applicant may submit materials for design review. The DAB will not review an application that is incomplete. The following materials are required prior to scheduling a meeting with the Design Advisory Board:

- A letter or memo from the owner or their building management stating they have reviewed and approved the proposed sign(s) and sign location(s).
- A map of the Cherry Creek North area showing the location of your building.
- Dimensions of the street frontage of the business requesting the sign.
- Allowed and proposed signage calculation summary including a detailed list of allowable signage square footage, allowable number of signs, existing and proposed signage square footage, and existing and proposed number of signs.
- Adequate photography showing the building façades in relationship to the surrounding buildings.
- Colored and fully dimensioned drawings of all proposed signs
- Manufacturer’s scaled drawings, sections, attachment and electrical rough-in details and specifications for the sign including materials, construction and illumination
- Photos as required to show the signs and adequate colored photo simulation(s) or detailed elevation showing the sign(s) located on the building or on a detailed façade elevation.
- Compliance with comprehensive sign plan if applicable.
- Other materials, including material samples as requested by the Design Advisory Board.
3.2 Submittal Requirements

EXTERIOR IMPROVEMENTS REVIEW

Following the pre-application meeting, the applicant may submit materials for design review. The DAB will not review an application that is incomplete. The following materials are required prior to scheduling a meeting with the Design Advisory Board:

- A letter or memo from the building owner or building management stating they have reviewed and approved the proposed building or façade renovation.
- A letter or memo defining the design intent of the project and states how the proposed development meets the Cherry Creek North Design Guidelines.
- A map of the Cherry Creek North area showing the location of your building.
- A detailed site plan (to scale and dimensioned) showing the location of the building, property line, setbacks, parking, and all site amenities including a landscape plan, civil engineer plan, floor plans, sections, square footage calculations, floor area ratio and parking calculations.
- Photograph(s) showing the project location in relationship to all of the surrounding buildings. These photos should include the adjacent building elevations and any other existing development or features that could bear on the proposed development.
- Colored and fully dimensioned building elevations. While renderings, models and digital representations are not requirements, you are encouraged to provide sufficient information for the Board to understand the project in the context of the neighborhood surrounds. The Board may request additional information to assist in their review.
- A list of all external building materials.
- An individual color and/or material sample to depict color, texture and applicators.
- Other materials, including material samples, as requested by the Design Advisory Board.
NEW CONSTRUCTION REVIEW

Following the pre-application meeting, the applicant may submit materials for design review. The DAB will not review an application that is incomplete. The following materials are **required** prior to scheduling a meeting with the Design Advisory Board:

- A letter or memo defining the design intent of the project and states how the proposed development meets the Cherry Creek North Design Guidelines.
- A map of the Cherry Creek North area showing the location of your building.
- A detailed site plan (to scale and dimensioned) showing the location of the building, property line, site access and circulation, setbacks and all site amenities including a landscape plan, civil engineer plan, floor plans, sections, square footage calculations, floor area ratio and parking calculations.
- Photograph(s) showing the project location in relationship to all of the surrounding buildings and context. These photos should include a comprehensive view of the adjacent building elevations and any other existing development or features that could bear on the proposed development.
- Colored and fully dimensioned building sections, floor plans and elevations. While renderings, models and digital representations are not requirements, you are encouraged to provide sufficient information for the Board to understand the project in the context of the neighborhood surrounds. The Board may request additional information to assist in their review.
- A list of all external building materials.
- Color and/or material samples to depict color, texture and material quality for construction within the District.
- Other materials as requested by the Design Advisory Board.
4.0 APPENDIX

A. Glossary of Terms
A. Glossary of Terms

The terms included here are terms that are consistently referenced throughout this design guidelines and standards document. Many of the terms are consistent with Denver’s Zoning Code definitions but are included in this document for ease and accessibility. For terms that are not included here, refer to the City of Denver’s Zoning Code, Section 13.3 Definition of Words, Terms and Phrases as well as Section 13.4 Definition of Uses.

- **Fenestration.** The arrangement, proportioning and design of windows and openings within a building façade.

- **LEED® Certification, Leadership in Energy and Environmental Design.** Green Building Rating System, developed by the U.S. Green Building Council (USGBC), which provides a suite of standards for environmentally sustainable design.

- **Pedestrian Active Uses.** Business that engages the interest of people passing by on adjacent sidewalks and allows views into store windows and building interiors.

- **Public Right-of-Way.** The area of land owned by the municipality over which the road and sidewalk is built. The public right-of-way includes the roadway, sidewalks and amenity zone areas.

- **Quality.** Refers to the use of a material that is low maintenance, will stand up to wear and tear and is appropriate for the intended use or design application. Artificial or synthetic materials do not meet the district objectives of quality materials.

- **Scale.** The term used to describe the perception of a building’s (or space’s) size in relation to a human, based on proportions, scaling elements and contextually sensitive solutions to the design of the structure. The most obvious clues are doors and windows. Other clues may be the size of a brick, a handrail, a step, a pattern of texture. Scale is one of the elements that contribute to our perception of a place’s character.

- **Subarea 1:** Adjacent to Arterials: Properties along major arterials including 1st Avenue and those between University Boulevard and Josephine Street tend to be large scale, dense developments. These properties maintain high visibility from primary traffic routes and cater to relatively large retail and office spaces for national tenants as well as high-density residential uses.

- **Subarea 2:** Properties between 2nd Avenue and 3rd Avenue, and properties that extend up approximately 150 feet north of 3rd Avenue. Subarea 2 is generally made up of small, individual properties and businesses that define the District’s unique shopping experience. The scale of the buildings and the type of development in this zone establish the special qualities of Cherry Creek North that should be preserved and embraced. Future development in this subarea should be contextual with the existing type and scale of development.