

# Olde Town and Interstate Gateway Aesthetic Design Guidelines & Urban Renewal Vision

Fall 2017



**FURA**  
FOUNTAIN URBAN RENEWAL AUTHORITY



## Project Mission:

To Formulate Design and Appearance Standards(Guidelines) for Commercial Structures and Public Space within the Fountain Olde Town and US 85 Gateway Districts.

## Trigger for incorporating Design Guidelines:

A change of use, building permit or private development is intended to trigger the incorporation of the new design standards. All design standards presented will require final approval of City Council through City Department level recommendation.



# COMMUNITY INTERACTION

Steering Committee

The Steering Committee consists of **13 Community Members**.

These members represented City Departments, City Officials, local Business Owners, the Fountain Historic Society, Design Professionals, Residents, the Military and the Arts Community.

The Steering Committee **provided input and raised issues** for consideration during the development of the project. The Steering Committee's local knowledge and expertise, as well as **acting on behalf of the larger community**, helped to create a project that best meets the goals of the community.

The Steering Committee helped to **establish and reinforce the mission of this project**. The Steering Committee members interacted with the greater community and brought ideas, recommendations and concerns back to the meetings.

The Steering Committee **recommended** the **design ideas presented** in the Steering Committee meetings be presented to the greater public, City Department Officials and to City Council.





# COMMUNITY INTERACTION

Business Social + Community Night in the Park

Approximately **24 business owners** were in attendance.

The attendees were divided into two groups. A presentation was made to each group with a question/answer session.



Approximately **30 individuals** visited the project display station during the event.

Interaction with the community members was held as an “open house” format. Community members viewed the displays, asked specific questions and took time to fill out a comment sheet.





# COMMUNITY INTERACTION

Business Social + Community Night in the Park  
And More

**31 Comment Sheets** were filled out and returned,  
so far


97% of the participants noted that they  
**are residents.**

Comment Sheets were made **available** through:

- Presentation handouts
- Displays during public interactions
- Walking tour interactions through FURA personally
- Advertisements on the City's Facebook page
- FURA's website
- Email correspondence from FURA allowed for digital submittal and directed participants to submit in-person at City Hall
- Over 5 months: Display in the foyer of City Hall

Overall, the ideas and design concepts presented at both meetings were **well received.**

Support has been offered both verbally and through the comment forms.



**City of Fountain**  
**Fountain Urban Renewal Authority**

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**Olde Town and Interstate Gateway Design Guidelines**  
September 2017

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**Public Comments**

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Are you a Resident of the City of Fountain? Yes:  No:  Part-time:

Do you support:

	YES	NO	MAYBE
Santa Fe Design Concepts	<input checked="" type="checkbox"/>		
A Roundabout Concept at Santa Fe and Ohio	<input checked="" type="checkbox"/>		
Ohio and Main Street Design Concepts	<input checked="" type="checkbox"/>		
Civic Park Concepts Along Main Street	<input checked="" type="checkbox"/>		

**Explain Why:**

*This is needed and necessary to keep Fountain unique and with a small town feel. Love it !!*

Do you think the design concepts presented will help to improve economic vitality and pedestrian experience of the Gateway and Olde Town Districts? Yes:  No:

Why? *It increases the curb appeal of the city. It keeps the potential for hodge podge "pockets" of industrial centers from dividing or segmenting the city.*

▪ Please share your other ideas and comments in the space below (or the backside):  
*Your ideas regarding the trails and the creek are key to your proposals. This influences the art and the foot traffic. It attracts residential home buyers + more unique stores + businesses... while at the same time boosting our industrial presence.*

**Thank You for Helping Us Continue to Improve the City of Fountain!**  
If you need more time to share your thoughts with us, please return your questionnaire to one of the following: [info@furaco.org](mailto:info@furaco.org) or the Drop Box located in the foyer of City Hall.



# Who IS Fountain?

A survey was conducted with the Steering Committee and then with the greater community, in an effort to discover how the community sees itself. The results of this survey were instrumental in the development of these Aesthetic Design Guidelines.

## History



## Natural Areas



## Pride in our Military



## Community





# What Do WE Want?

In the same survey, questions were posed pertaining to the desires of the community regarding their experience in the City. The results of this survey were instrumental in the development of these Aesthetic Design Guidelines.

Public Art



Nice Architecture



Safety



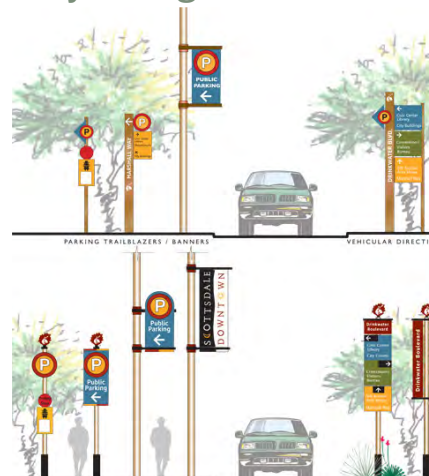
Street Furniture



Shade



Wayfinding



Wider Sidewalks



Traffic Control



Clean Streets



Cute Shops



Pedestrian Connections

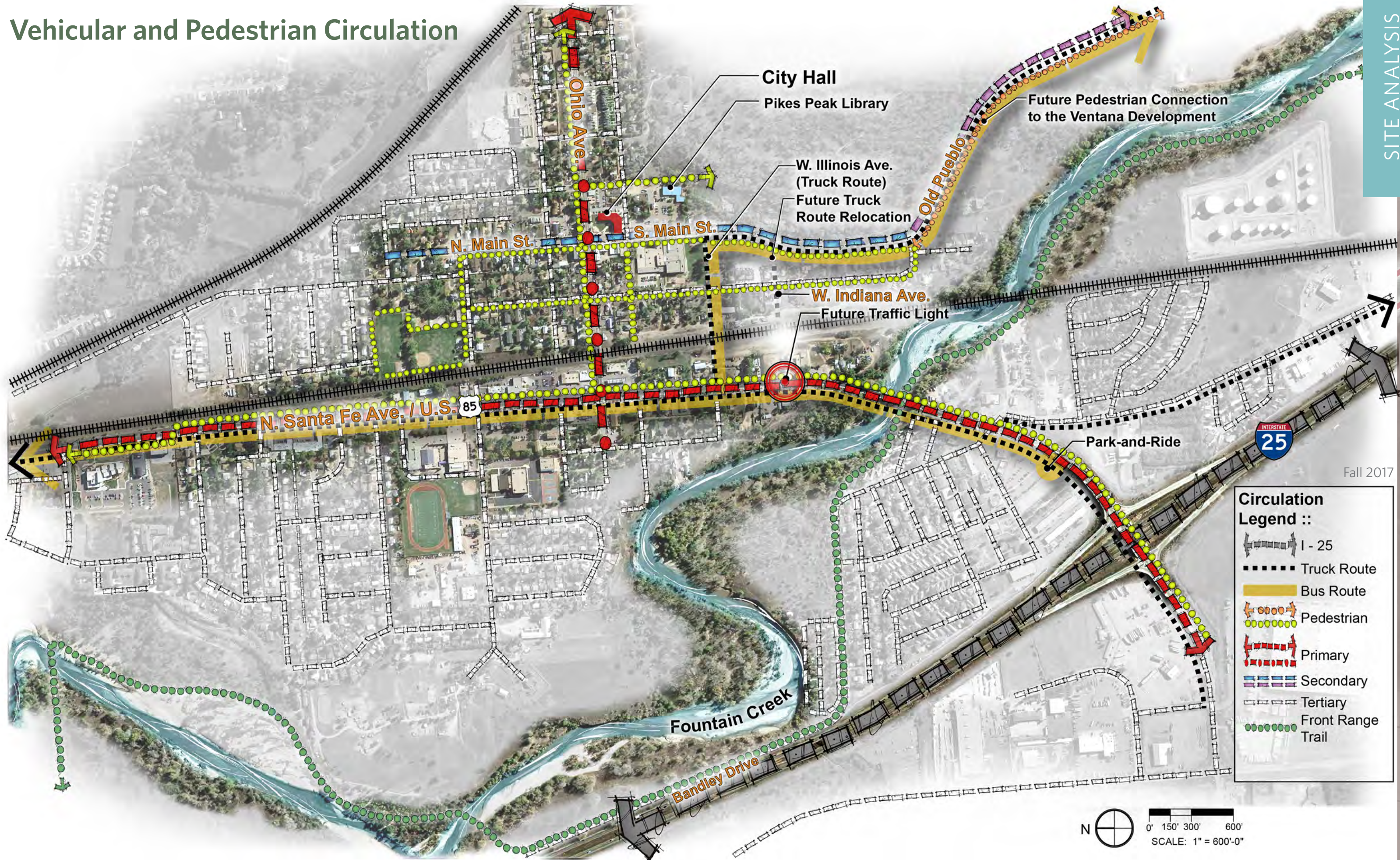


Urban Outdoor Space





# Vehicular and Pedestrian Circulation



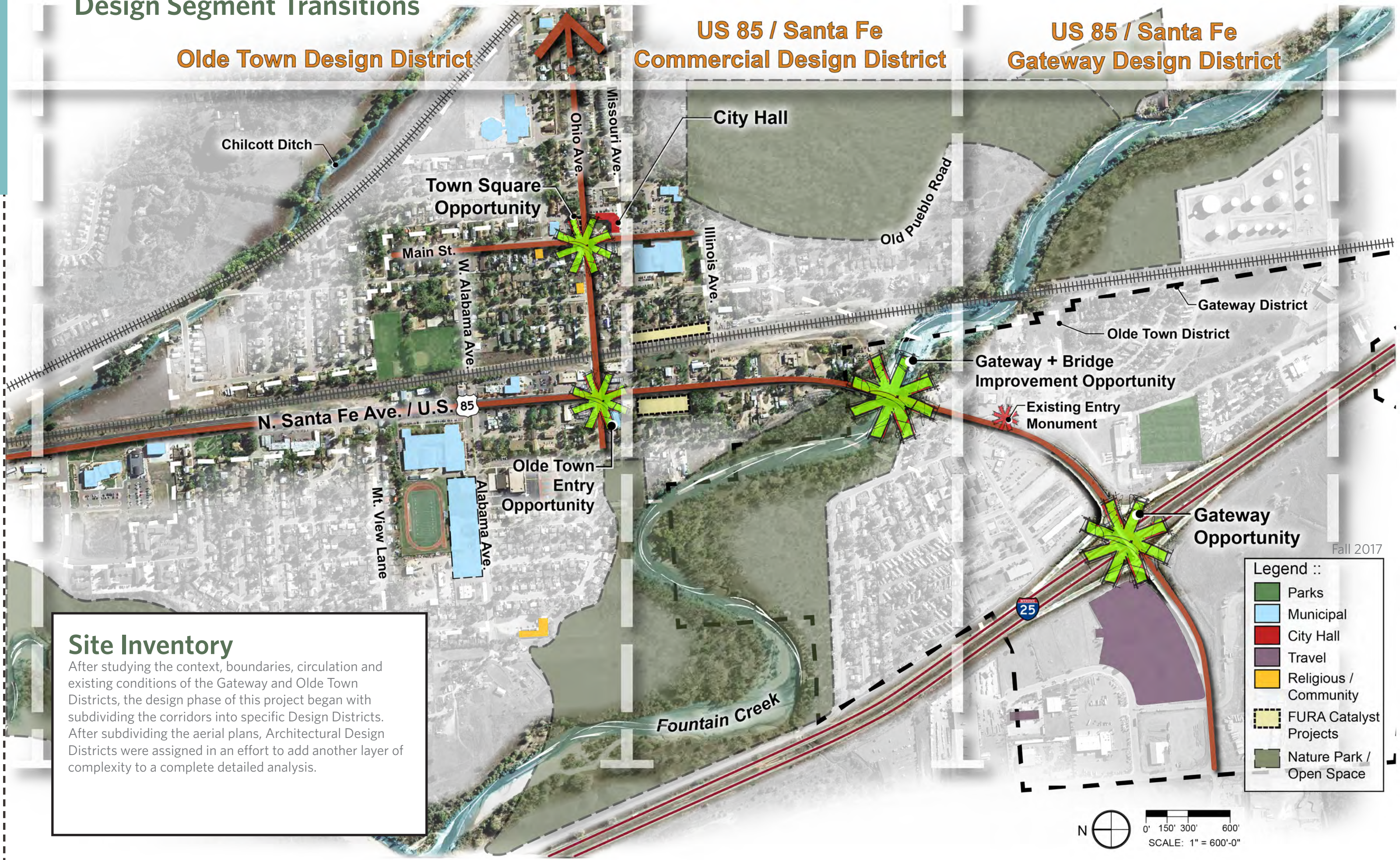


# Design Segment Transitions

## Olde Town Design District

## US 85 / Santa Fe Commercial Design District

## US 85 / Santa Fe Gateway Design District



### Site Inventory

After studying the context, boundaries, circulation and existing conditions of the Gateway and Olde Town Districts, the design phase of this project began with subdividing the corridors into specific Design Districts. After subdividing the aerial plans, Architectural Design Districts were assigned in an effort to add another layer of complexity to a complete detailed analysis.

Fall 2017



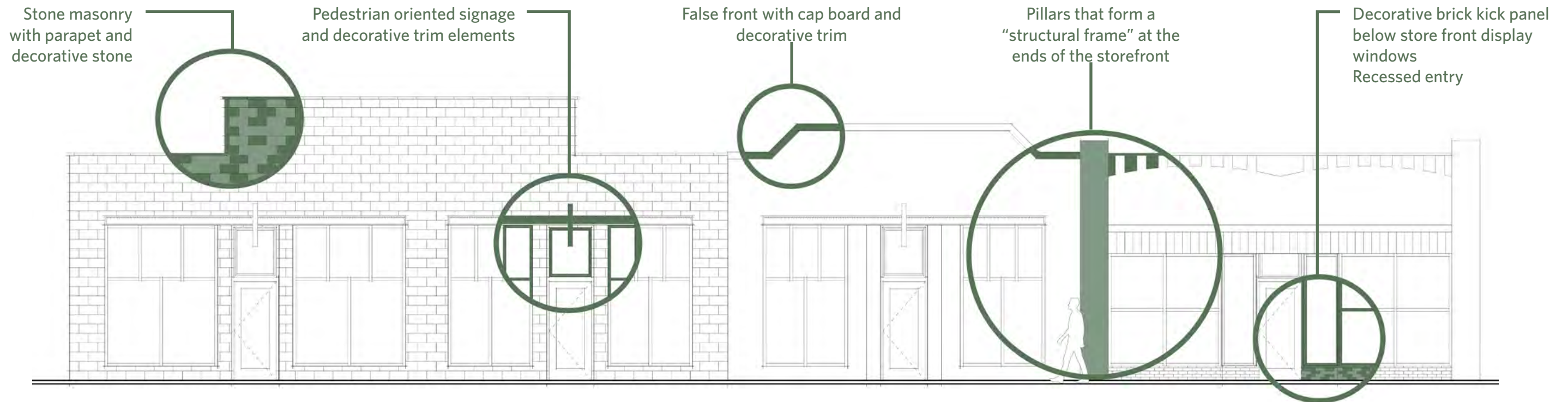
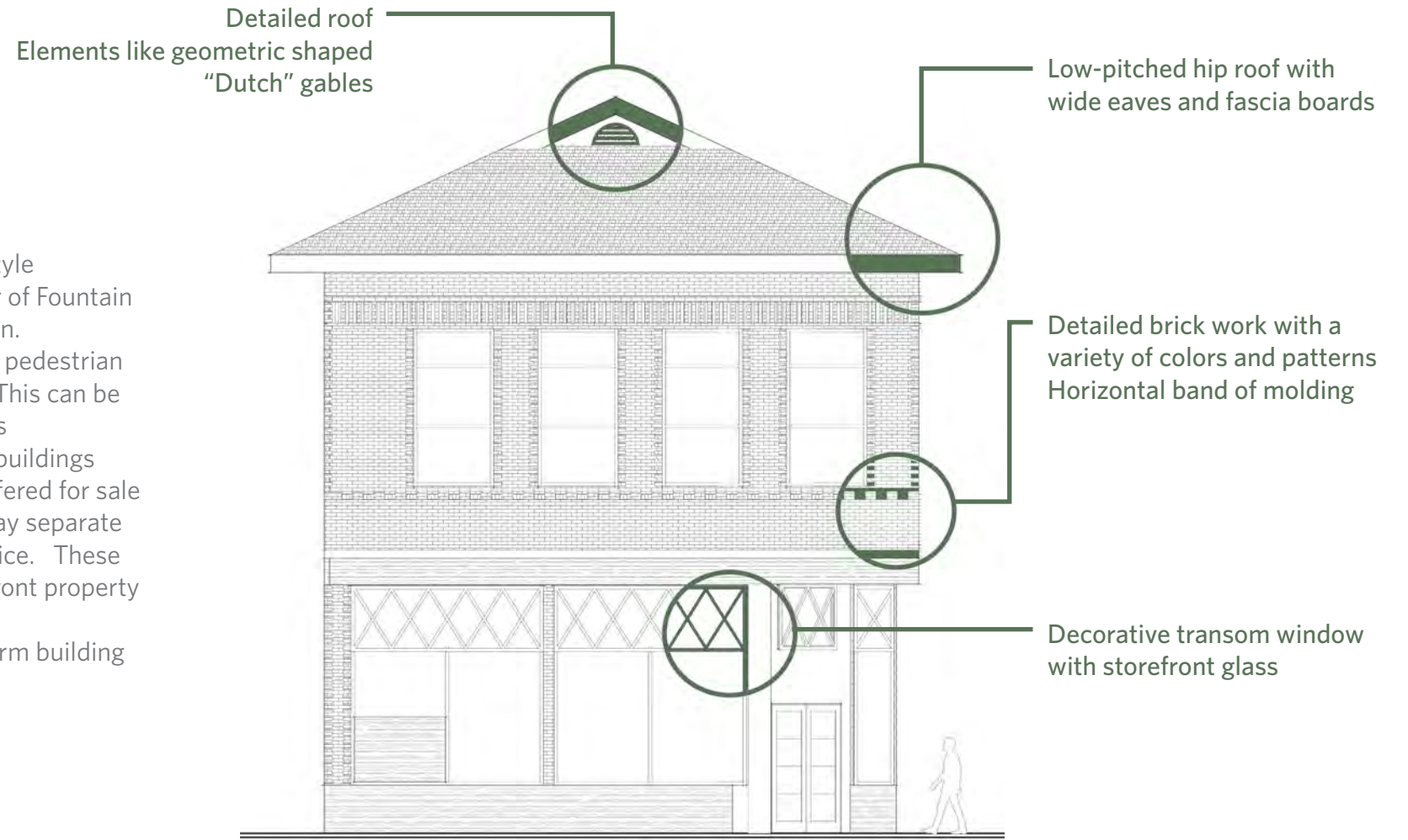


# Architectural Character

## Style

The predominant and model architectural style in Fountain Colorado is consistent with Eastern Prairie style architecture. Improvements and new construction should maintain the integrity of the historic character of Fountain and the ideal of the "All American City" (awarded 2002), in a way that is compatible with creative design. Designs for new construction should reinforce the retail-oriented function of the street and enhance the pedestrian experience. The desire is to promote creative, contemporary design that respects the historic context. This can be done through a thoughtful integration of historic and new architecture and re-purposed existing buildings. Buildings have features associated with traditional commercial designs, including ground level floors of buildings that are oriented to pedestrian views, with large display windows highlighting the goods and services offered for sale inside. Recessed entries are also representative of this design context. A horizontal band of molding may separate the ground floor from the upper portions of the facade and the parapet is capped with a decorative cornice. These elements establish a horizontal emphasis along the street, in combination with the build-to-line at the front property line.

A Build-to-Line is a line running parallel to the front property line without setback, which creates a uniform building facade line.





## Form and Color

The commercial core will be comprised of a rich variety of building materials. Predominate within this palette is generally high quality brick and natural stone used for prominent commercial and civic buildings. In contrast wood is the material used for the construction of early residential building. The combination of these materials traditionally found in the commercial core creates and maintains a sense of history, durability and permanence.

Where contemporary materials are used they should be high quality and durable, detailed to convey human scale, and compatible with the traditional masonry (brickwork and natural stonework) palette of this area.

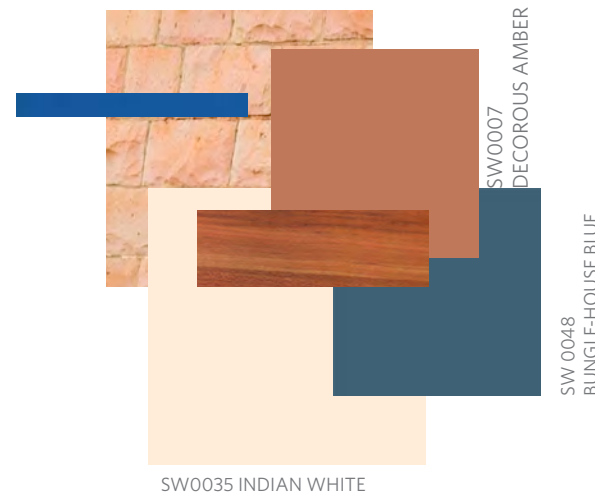
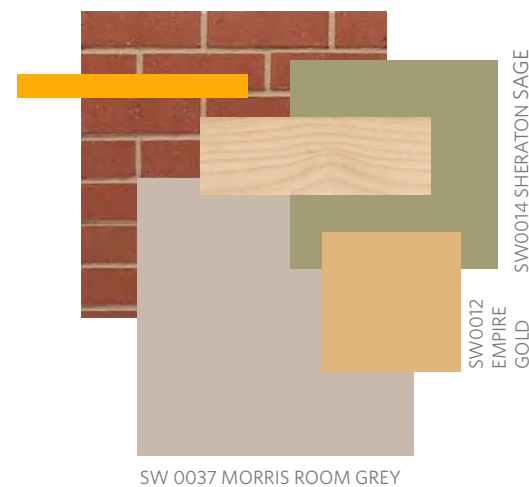
A range of facade materials should be used to reduce the apparent scale of a larger building. New construction must be carefully considered for compatibility and context with existing buildings that will remain. High quality durable materials that have proven durability and weathering in this climate should be used.

Simple colors with a bold flare infuse vitality. Accent colors are encouraged for adding vitality to color schemes and deep vibrant colors that reflect the nature of Colorado should be considered.

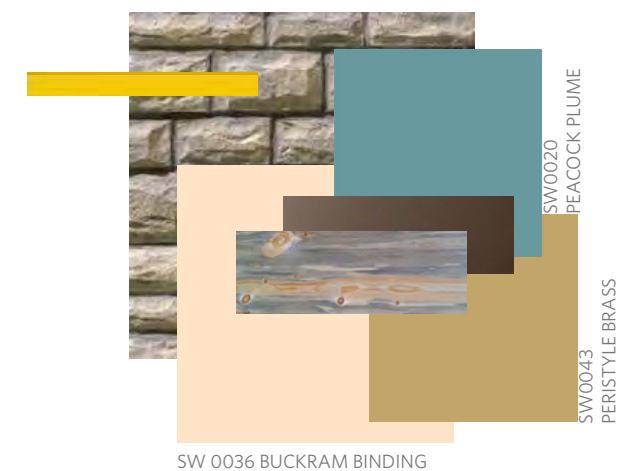
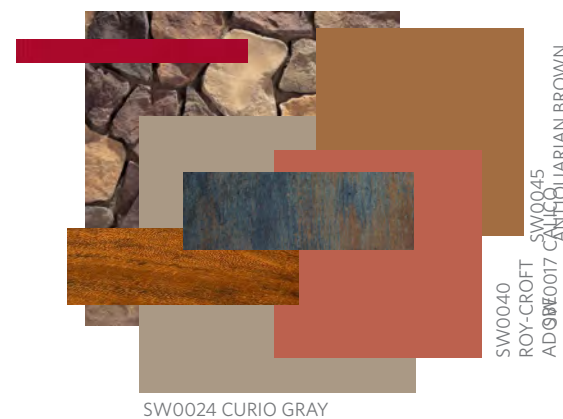
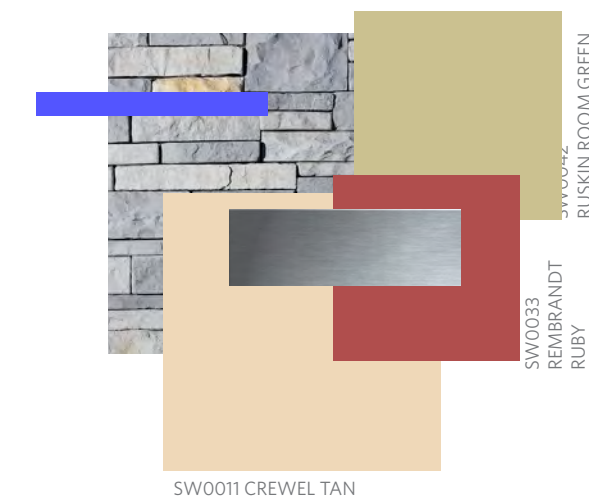
Architectural form should recognize existing scale and diversity and build upon established design traditions, while allowing for creativity and innovations in a manner which strengthens the architectural richness and identity of the city core.

It is important that future growth acknowledges, complements, and enhances the existing scale and character of this area. New development should stay within the range of building heights and be designed to reflect the variation of height, whether single story or multi-story. Fenestration on upper floors is traditionally predominately solid and void, or hole in the wall type of openings and typically vertical in proportion, reflecting classical architectural proportions. There are however departures from this that contribute to the rich diversity of the streetscape.

Active facades including building exteriors equipped with Smart Glass, shading systems, or other technologies that can dynamically change the optical and thermal transmission characteristics of the windows, as well as other modern building technologies should be integrated into the design.



**COLOR PALETTE:**  
There is a wide range of acceptable colors. The paint colors here are Historic Hues by Sherwin Williams. These timeless colors, that draw from and complement the brick and natural stone elements are examples of the types of sophisticated color palette, that integrated with carefully selected woods and metals can enliven the corridor. Major renovation and new constructions will be required to have color palette approved by the Design Review Committee prior to construction. Accent colors for awnings and approved signs can be vibrant and coordinated with the chosen palette.





**4 Tours** have been conducted.

**26 property owners and  
39 individual businesses**

were met with during these outreach tours.

## Positive Reactions

- Participants appreciated being personally asked for their thoughts.
- Participants are very enthusiastic and agree with the benefits presented.
- Participants understand the objectives of preserving “Who Fountain Is” are present within the vision plan.
- Participants agree with the objective of promoting business growth while preserving the community’s values.
- Participants agree the guidelines provide opportunities and structure for adapting existing properties with reasonable financial goals.



- Proactive measures for managed growth and property value preservation.
- Young professional families welcome more amenities and a safer pedestrian environment.

## Common Concerns

- Perception that property ownership is a lack of investment.
- Area needs to move forward and act with improvement plans for economic vitality.
- City investment for long term sustainability and maintenance.



# US 85 / Santa Fe Gateway Design District



## Vision, Design and Guidance



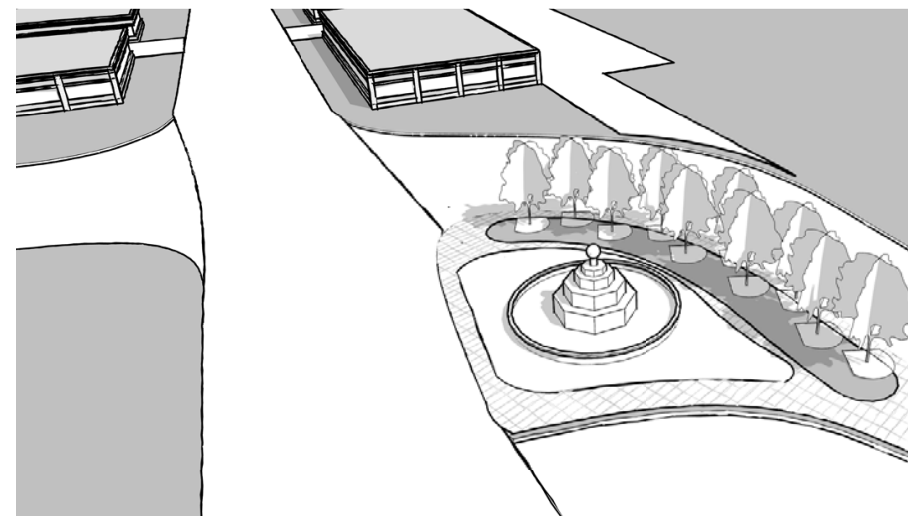
Interstate Presence



Arrival Sequence from the Interstate



Arrival Sequence over the Interstate



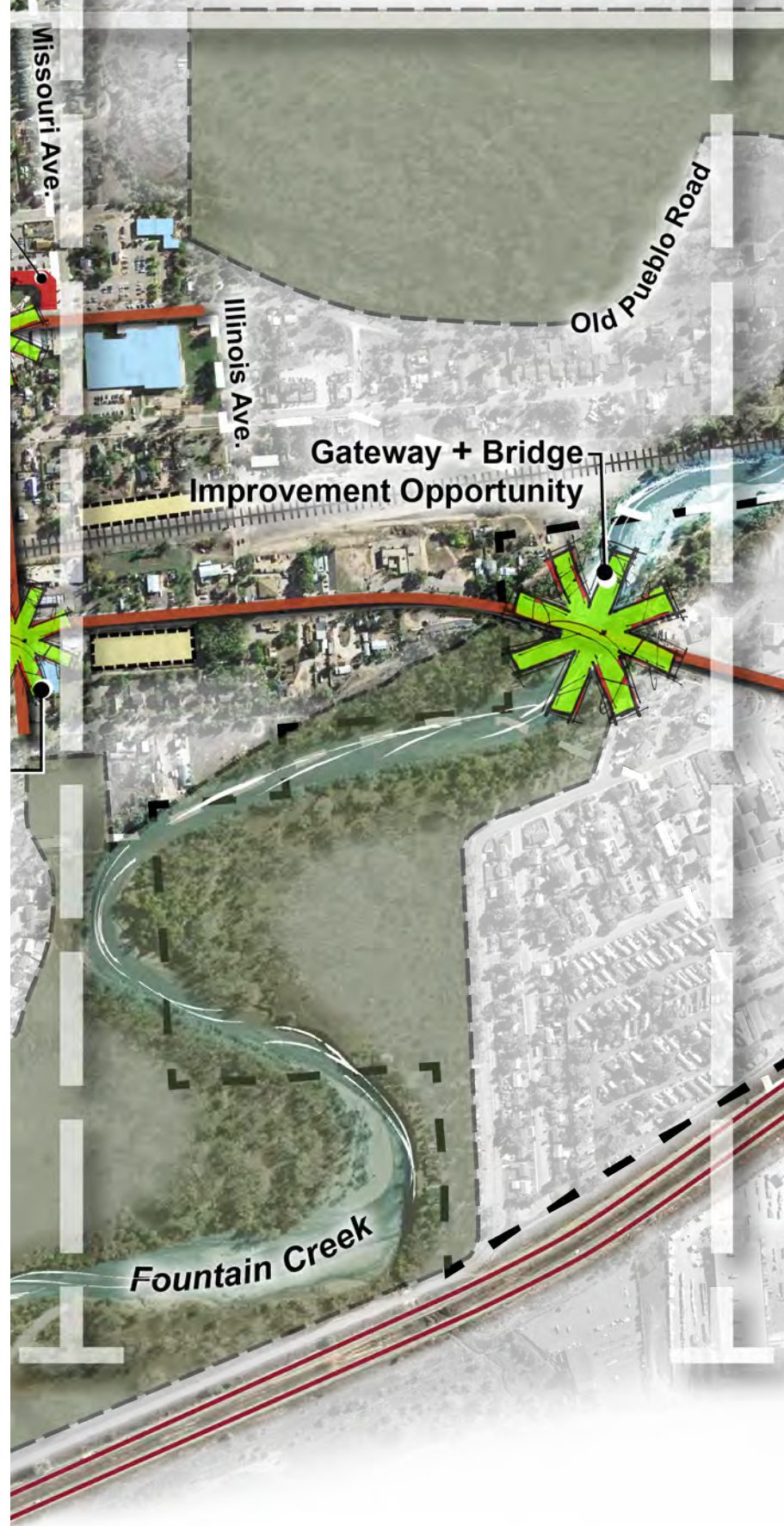
Sense of Place and Entry Monumentation



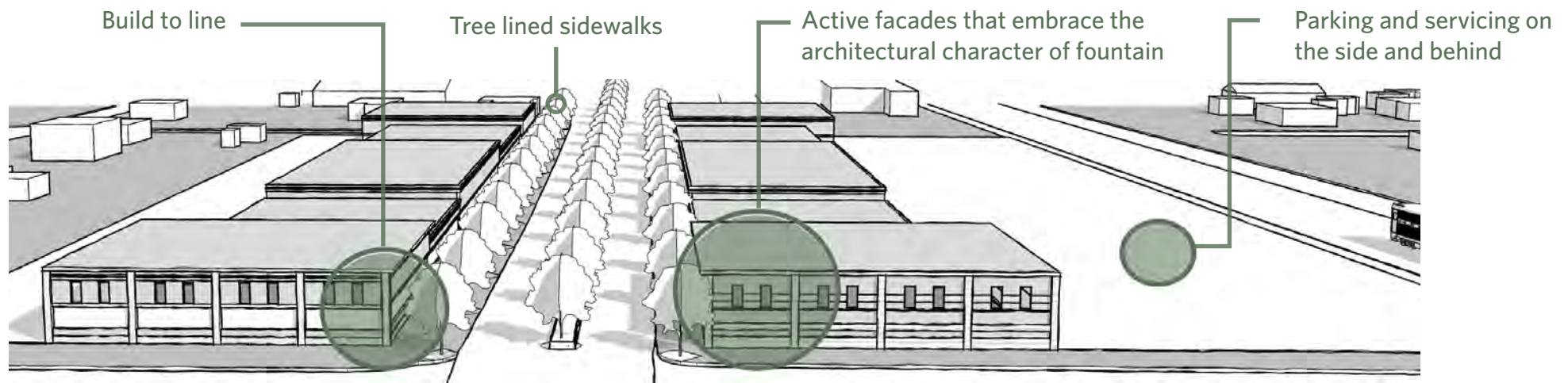
Wayfinding, Public Art and Entry Monument



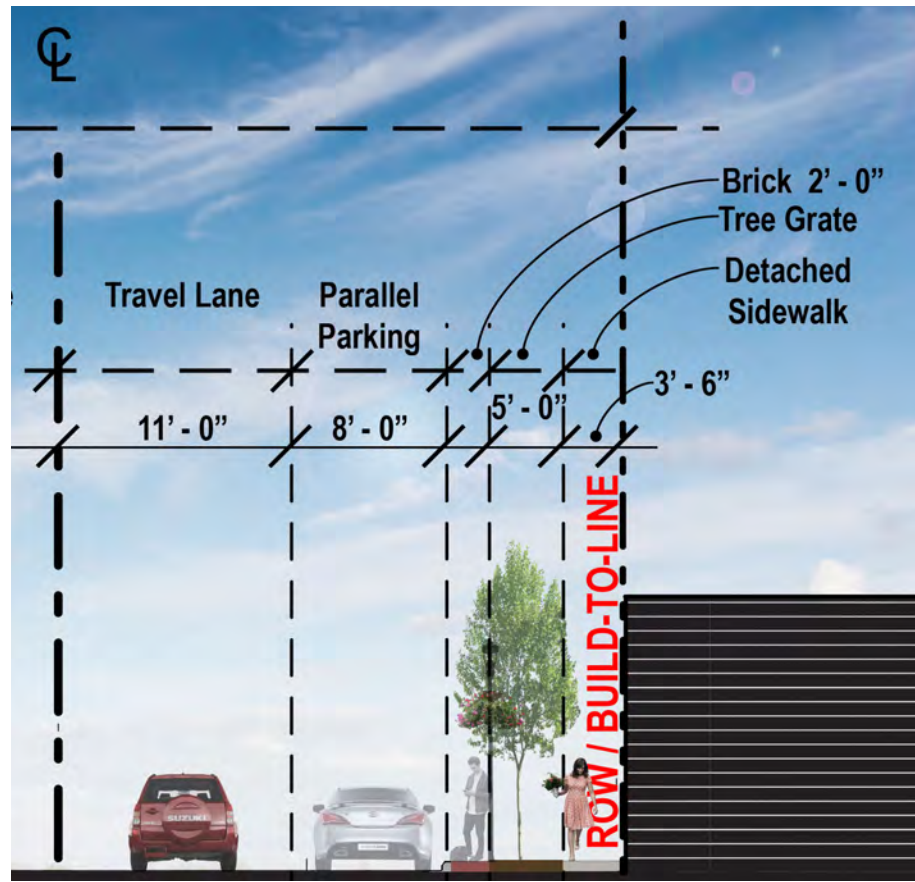
# US 85 / Santa Fe Commercial Design District



## Vision, Design and Guidance



Building Setback, Orientation and Form

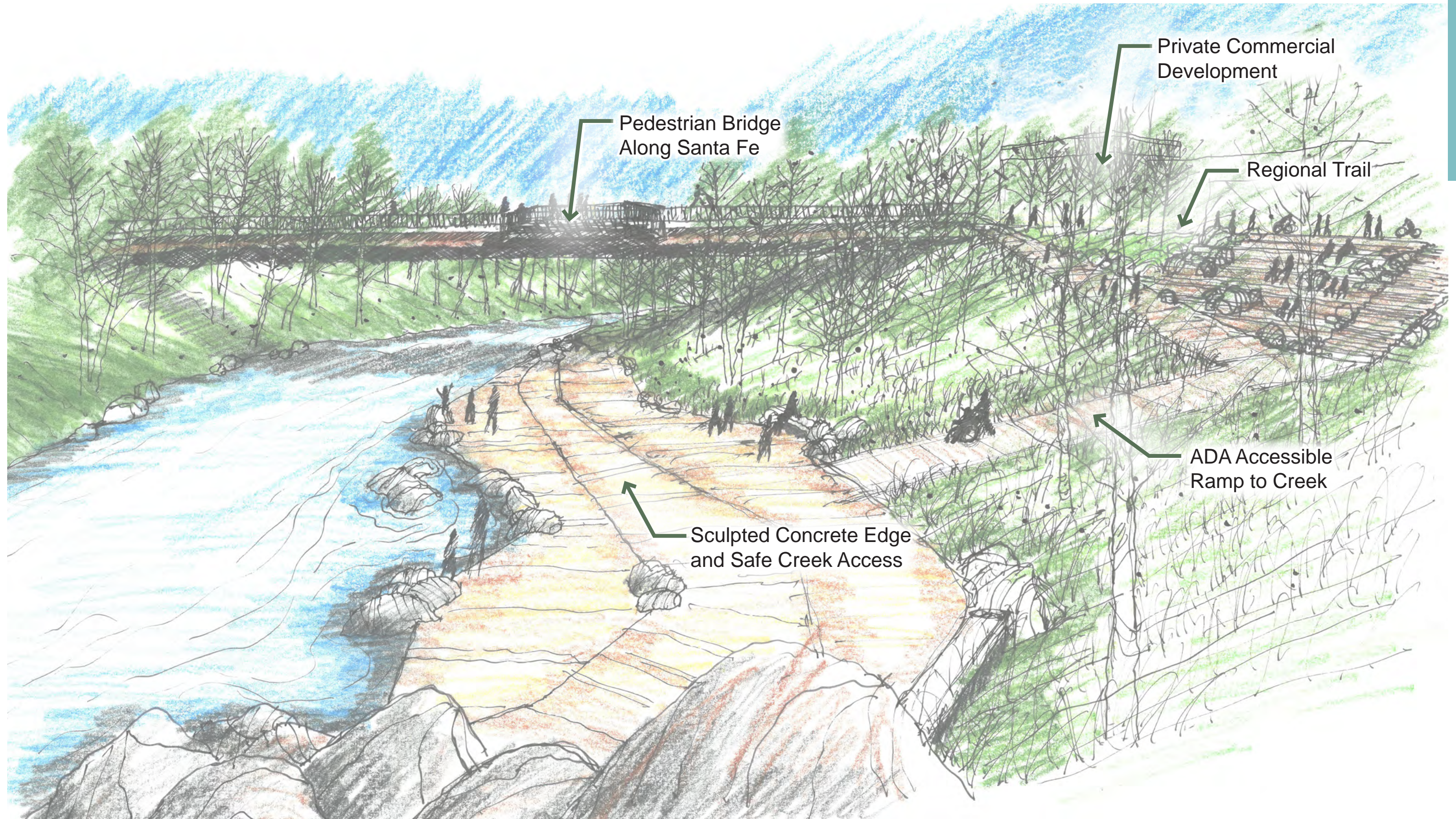


Street Oriented Design



Vegetated Streetscapes





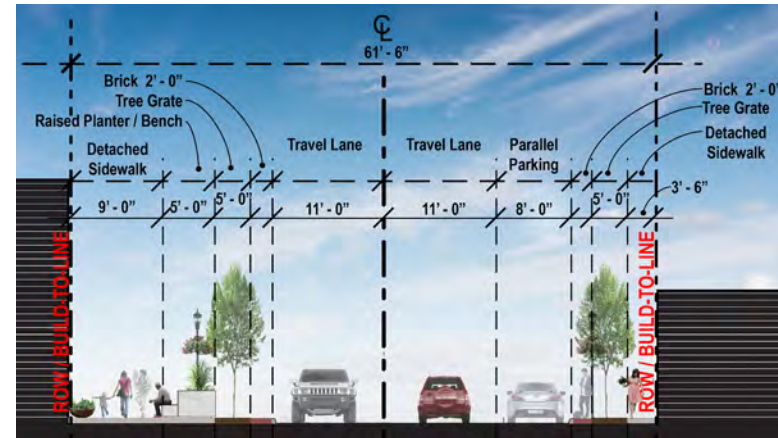
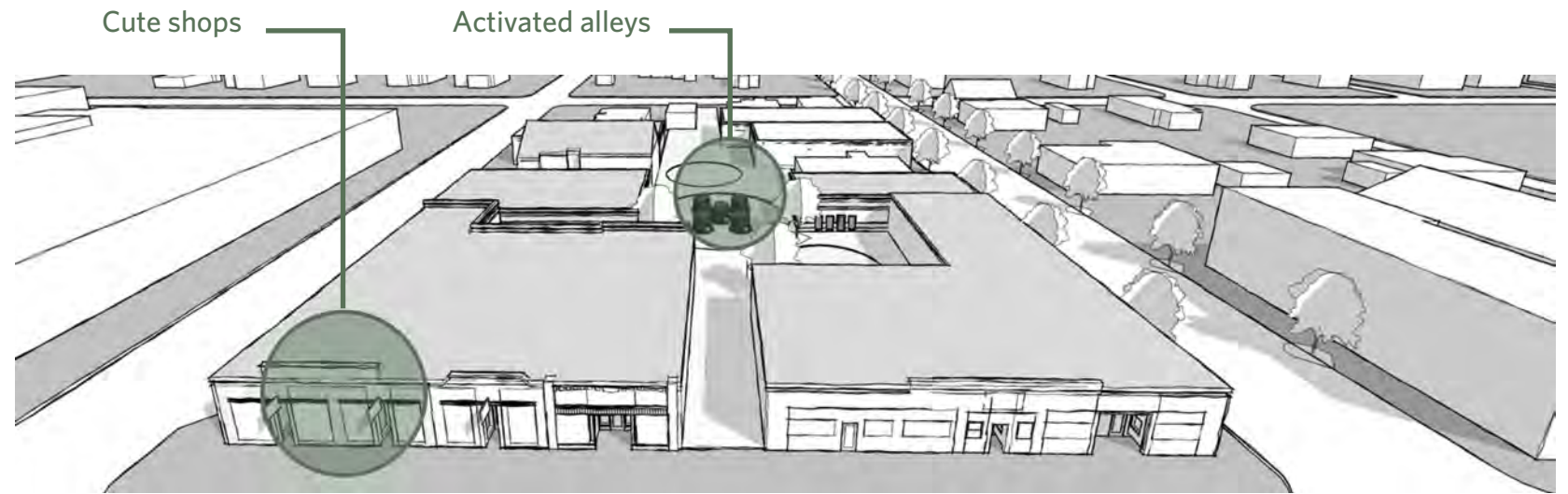
Example of Fountain Creek Access



# Olde Town Design District



## Vision, Design and Guidance

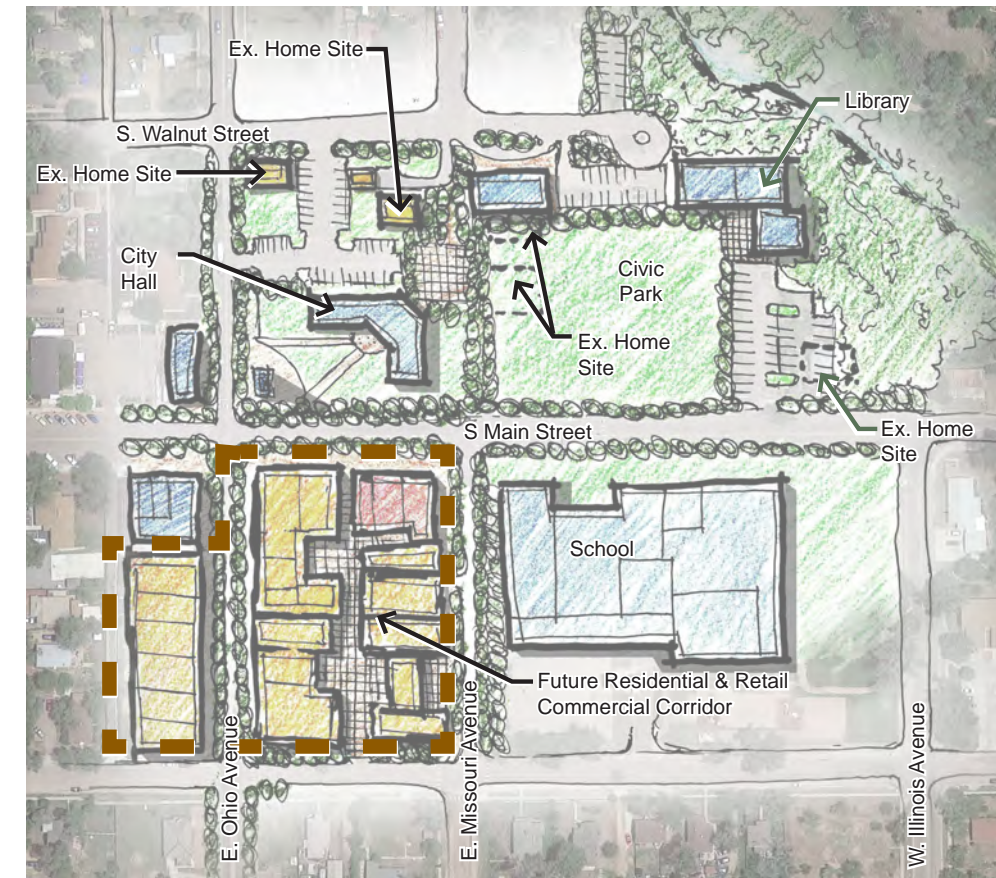


Proposed Section of Ohio - Looking East



Outdoor Seating  
Activated Alleyways  
Public Art

Special Design Opportunities  
Street Furniture  
Urban Core



New Civic Opportunities



## Why do we need supplemental Design Guidelines for Fountain?

### Existing Documents :

- City of Fountain Zoning Ordinance and Lot Sizing
- Downtown Strategic Plan
- Comprehensive Development Plan (2005)
- US 85 Gateway Redevelopment Plan (2007)
- Olde Town Revitalization Plan (2014)

### Missing Pieces :

- Definitive Design Direction for Specific Districts
- Community Support and Clear Understanding of Purpose



## How do other Communities work with Design Guidelines?

### Step 1 : Establish Trigger(s) for incorporating Design Guidelines

- A change of use, building permit or private development will trigger incorporation of new design standards.
- All design standards presented will require final approval of City Council.

### Step 2 : Establish a Design Review Process

- Design Guideline Compliance Review Process is Independent of the Planning Review process and conducted by a special committee.

### Step 3 : Establish a Process for Determining Acceptable Variance Requests

- Each new project has its own set of challenges.
- What is considered reasonable and what is considered ridiculous?

## Who are some other communities with Design Guidelines?

Briargate

Breckenridge

Cherry Creek North

Colorado Springs Districts

Denver Districts

Flying Horse

Fort Collins

Georgetown

Greenwood Village

Inverness

Keystone

Manitou Springs

Old Town Littleton

Steamboat Springs

Vail



## Community :

- Support and Advocacy
  - Olde Town Steering Committee
  - Economic Development Commission
  - Fountain Urban Renewal Authority
  - Planning Commission December 6
- Opinion of Process and the Final Document

## Next Steps :

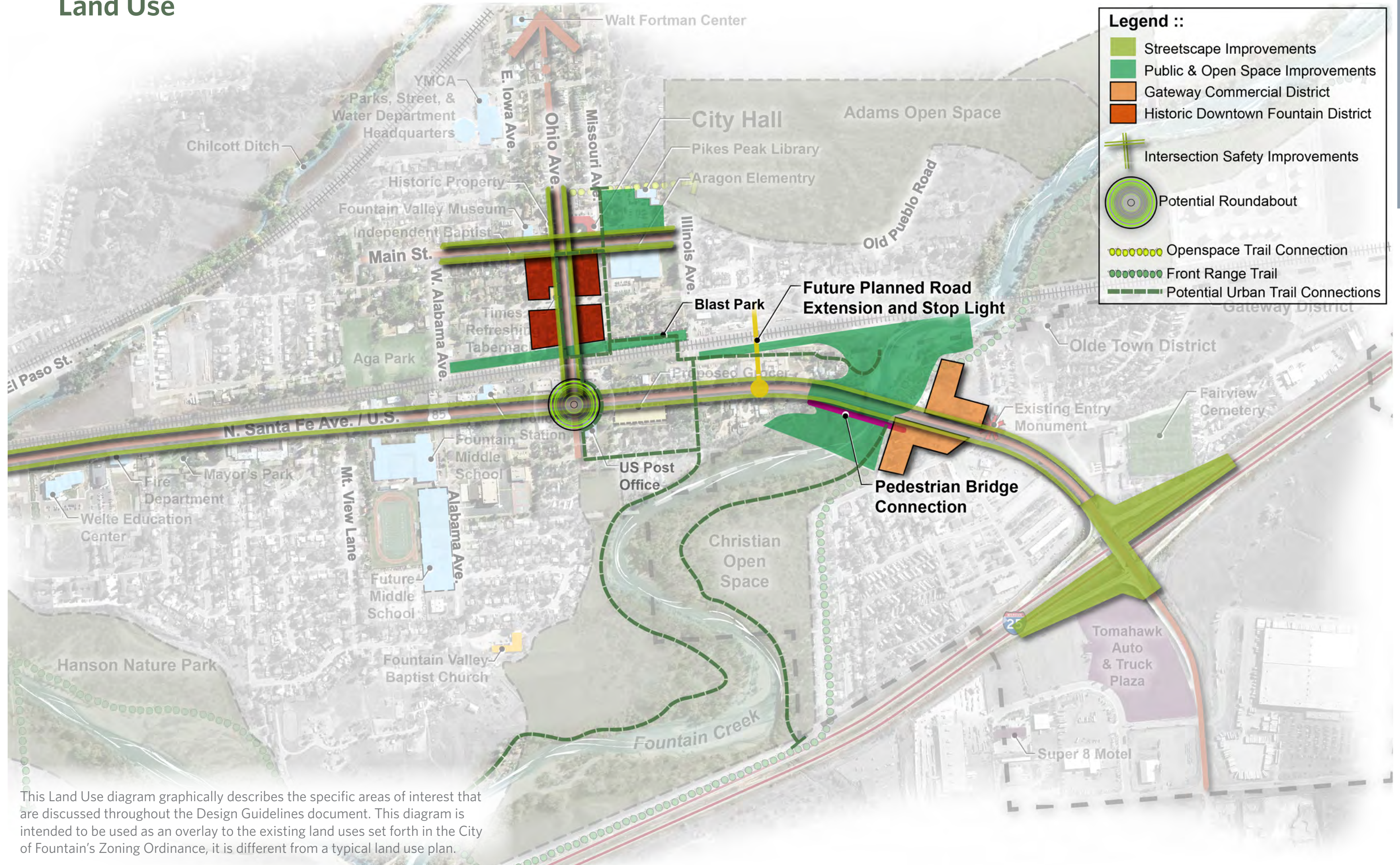
- Summary of Public Outreach and Delivery of Guidelines Document
- Meet with CDOT
  - Exit 128
  - US 85
  - Fountain Creek Bridge
- Grant Research and Identify Filing Participant Work Closely with City Departments





# Land Use

Land Use



This Land Use diagram graphically describes the specific areas of interest that are discussed throughout the Design Guidelines document. This diagram is intended to be used as an overlay to the existing land uses set forth in the City of Fountain's Zoning Ordinance, it is different from a typical land use plan.