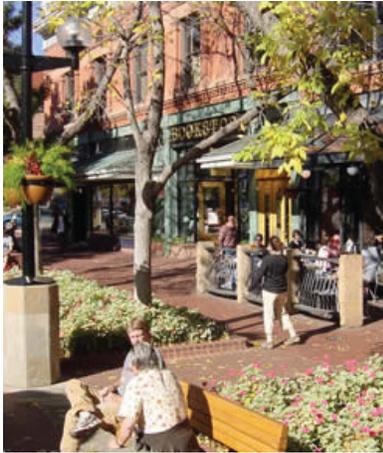


# DESIGN GUIDELINE SERVICES

1

BOULDER, COLORADO



## Downtown Plan and Design Guidelines

The City of Boulder was concerned about the character of new development and alterations that had appeared on some existing buildings in the traditional downtown and in the area around it that transitioned from residential to commercial and mixed uses. The City's goal was to reinforce the pedestrian-oriented character of the downtown, including its alleyways, and to assure its continued economic vitality through design guidelines.

### The Plan:

Noré Winter directed a team effort to develop design guidelines and establish a framework plan for the area. The team identified three zones within the downtown that had varying characteristics for which Winter & Company tailored design guidelines. The first zone is the Pearl Street Mall, where traditional turn-of-the-century commercial storefront architecture is dominant. The guidelines focused on renovation of the historic buildings and compatible infill. Flanking that older zone were newer areas where major development projects were occurring. Here, the design guidelines focused on basic urban design principles that encouraged maintaining a pedestrian-friendly street edge. The mass and scale of buildings and the treatment of materials were also addressed. The third zone dealt with some of the fringe areas around the commercial core where residential structures were beginning to make the transition of use from residential to commercial and multiple-use activities. The adaptive use of properties was a major issue addressed in this zone.



Winter & Company

[www.winterandcompany.net](http://www.winterandcompany.net)

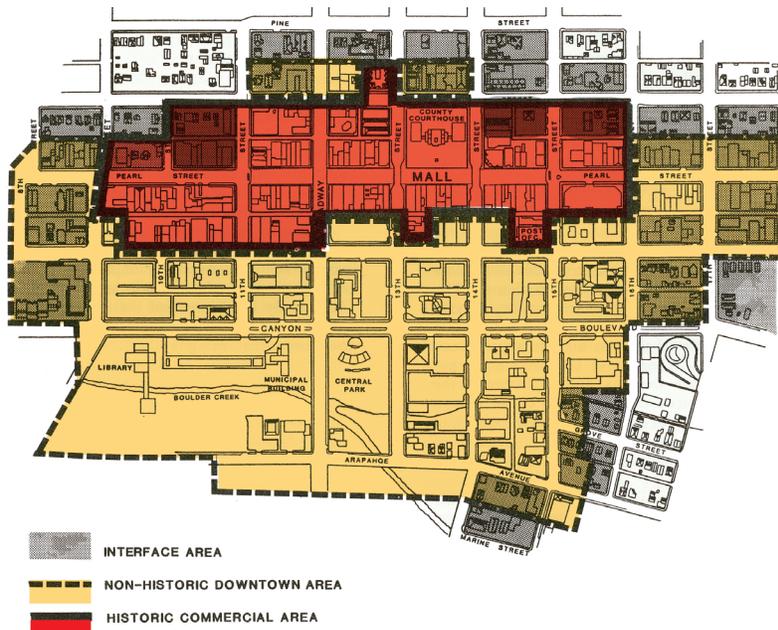
# DESIGN GUIDELINE SERVICES

## BOULDER, COLORADO

A key demonstration of the effectiveness of the design guidelines is the Spruce Street Center. Built on the site of a parking district surface lot, the structure houses 400 automobiles behind a two-story "retail wrap." The building also maintains traditional pedestrian routes through the building, giving the building a "transparent" quality.



New infill construction follows basic urban design principles outlined in the design guidelines.



The team identified three zones within the downtown that had varying characteristics for which Winter & Company tailored design guidelines.

### SERVICES:

- » Design Guidelines for Historic Buildings
- » Design Guidelines for Newer Blocks
- » Streetscape Design Standards
- » Design Review Training

### CLIENT:

City of Boulder  
Susan Osborne  
Senior Planner

### DATE:

1985 - Ongoing

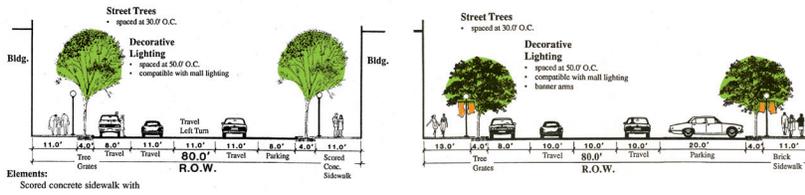


Guidelines for signs, lighting and outdoor displays are included.



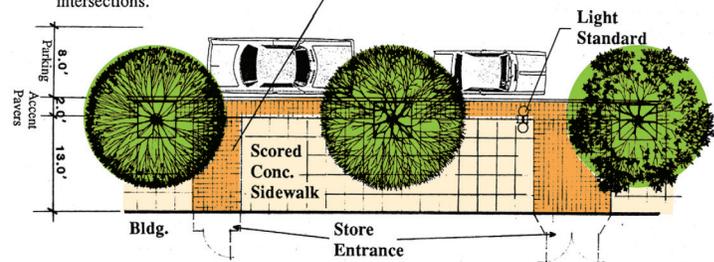
# DESIGN GUIDELINE SERVICES

## BOULDER, COLORADO



2.0' wide brick band along curb edge, tree grates with street trees 30.0' o.c., decorative street lighting 70.0' o.c., metal halide light source, high scale/high pressure sodium lights at intersections.

**Note:** Encourage variation in conc. sidewalk to enhance bldg. entrances.



- A** PEDESTRIAN MALL
- B** MAJOR PEDESTRIAN CORRIDORS
- C** SECONDARY PEDESTRIAN CORRIDORS
- D** PRIMARILY VEHICULAR
- GATEWAYS

The concept of the street hierarchy system is based on an understanding of the different functions that the street has with regard to its image or purpose in the downtown.



Welcoming, active pedestrian mall

# DESIGN GUIDELINE SERVICES

## BOULDER, COLORADO

### Plan Results



*Before (Spruce Center)*



*After (Spruce Center)*

*The Spruce Street Center is a parking facility in downtown Boulder that follows the design guidelines established for the area. Protecting the pedestrian-oriented character of the district was a primary goal of the project. The top photograph shows the parking lot where the Spruce Street Center was constructed.*



*The Spruce Street Center is designed to maintain pedestrian routes through the building. The alley side contributes to the enhancement of an important pedestrian link.*



*Another parking structure at 15th & Pearl Streets complies with the downtown design guidelines.*

