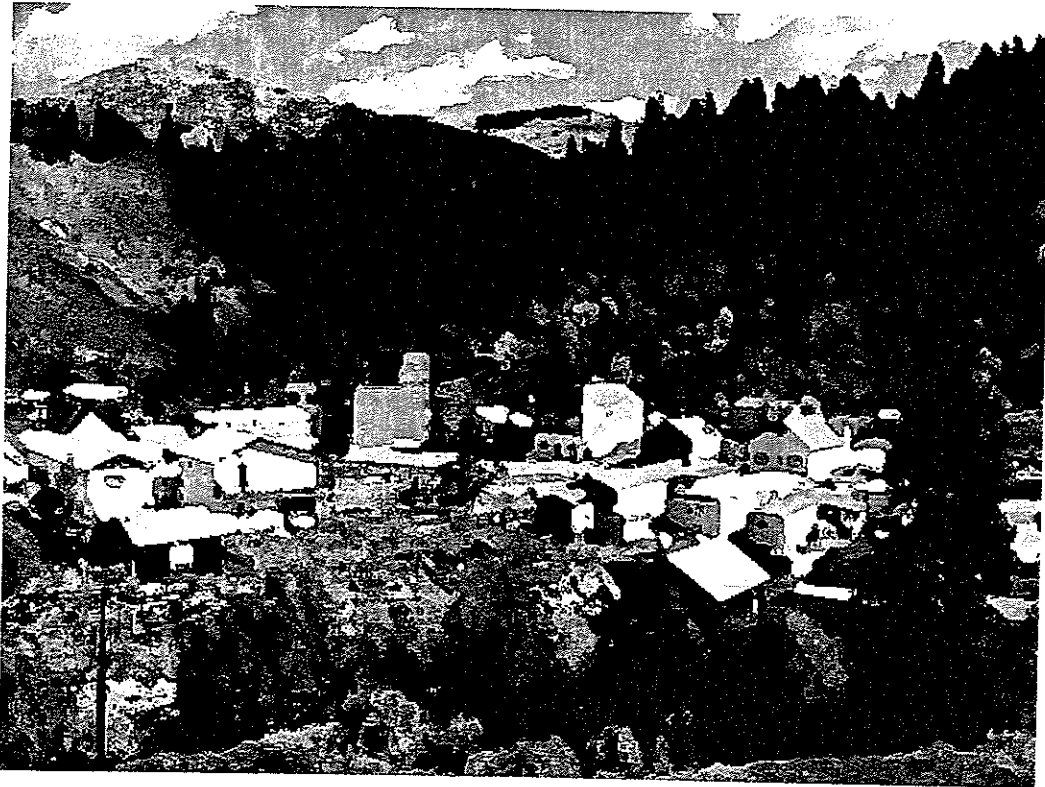


DOWNTOWN DESIGN PLAN

TOWN OF RED CLIFF, COLORADO DOWNTOWN DESIGN GUIDELINES

Section 2 DOWNTOWN DESIGN PLAN



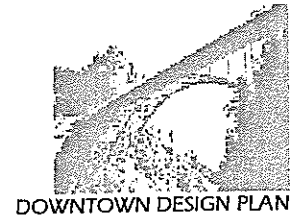
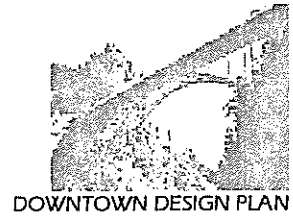


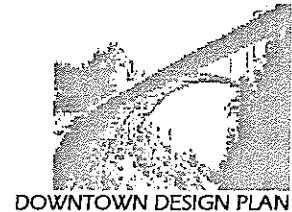
TABLE OF CONTENTS

SECTION 2 – DOWNTOWN DESIGN PLAN

2.1	INTRODUCTION.....	20
2.2	RED CLIFF – THE VISION	20
2.3	DOWNTOWN CHARACTER.....	21
2.4	THE GUIDELINES	22
2.5	THE PEDESTRIAN DISTRICT.....	22
2.6	KIT OF PARTS	23
2.6.1	Eagle Street.....	25
2.6.2	Parking	26
2.6.3	Use of the Guidelines	26
2.6.4	Zones.....	28
2.7	SIDEWALK PAVING.....	28
2.7.1	Function.....	28
2.7.2	Intent	29
2.7.1	Guidelines.....	29
2.8	LIGHTING	30
2.8.1	Function.....	30
2.8.2	Intent	30
2.8.3	Guidelines.....	31
2.9	REGULATORY SIGNS AND CONTROLS.....	32
2.9.1	Function.....	32
2.9.2	Intent	32
2.9.1	Guidelines.....	33
2.10	STREET FURNITURE AND AMENITIES.....	34
2.10.1	Function.....	34
2.10.2	Intent	34
2.10.3	Guidelines.....	35
2.11	LANDSCAPING.....	36
2.11.1	Function.....	36
2.11.2	Intent	36
2.11.3	Guidelines.....	37
2.12	SIDEWALK CAFES.....	38
2.12.1	Function.....	38
2.12.2	Intent	39
2.12.3	Guidelines.....	39
2.13	MERCHANT ZONE.....	41
2.13.1	Function.....	41
2.13.2	Intent	41
2.13.3	Guidelines.....	42
2.14	FAÇADE TREATMENTS AND INFILL.....	43
2.14.1	Function.....	43



2.14.2	Intent	43
2.14.3	Guidelines	44
2.15	PARKING LOTS	50
2.15.1	Function	50
2.15.2	Intent	50
2.15.3	Guidelines	51
2.16	FLOWERS	51
2.16.1	Function	51
2.16.2	Intent	52
2.16.3	Guidelines	53
2.17	WINDOW DISPLAYS	53
2.17.1	Function	53
2.17.2	Intent	53
2.17.3	Guidelines	54
2.18	PRIVATE SIGNAGE	54
2.18.1	Function	54
2.18.2	Intent	54
2.18.3	Guidelines	55
2.19	ARTWORK AND FOUNTAINS	56
2.19.1	Function	56
2.19.2	Intent	56
2.19.3	Guidelines	57
2.20	AFTERWORD	57



2.1 INTRODUCTION

This plan has been prepared by the Town Red Cliff, with assistance from the Northwest Colorado Council of Governments, Silverthorne, Colorado. This plan is an official public document and policy guide affected by appropriate ordinances enacted by the Town of Red Cliff Board of Trustees. It is designed to be used by public officials and private citizens alike in making and implementing plans and decisions concerning the future physical development of the Town of Red Cliff.

The Town of Red Cliff has designed these guidelines to give direction to the public on private improvements to the Downtown Core District. The Design Guidelines document is a companion work to the Red Cliff Master Plan. The guidelines are designed to be flexible in response to the varying conditions found in an urban environment. They can be updated as necessary to make the Downtown work better and to cover situations that we can't currently anticipate.

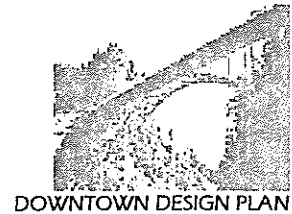
The guidelines work as a basis for common decision making among Downtown business and within Town Government. They outline an approach for creating a coordinated design theme for Downtown that encourages individuality. The guidelines are written in a way that helps promote an understanding of the advantages of working together and explains how that can happen. As discussed in building the Red Cliff Master Plan, a trademark of Downtown is excellence in one-of-a-kind retailing, the guidelines also encourage using design to highlight individuality.

2.2 RED CLIFF – THE VISION

The citizens of Red Cliff would like a town that provides the traditional public services while maintaining the historical, mining mountain-town environment. They accept the fact that they may have to work harder to preserve this life style, even though they may in the near future have all the amenities of larger, more tourist and commercial based municipalities.

To maintain the desired character of the Town while continuing to provide and upgrade current services, Red Cliff may have to accomplish the following:

- Provide an environment conducive to measured, but steady growth.



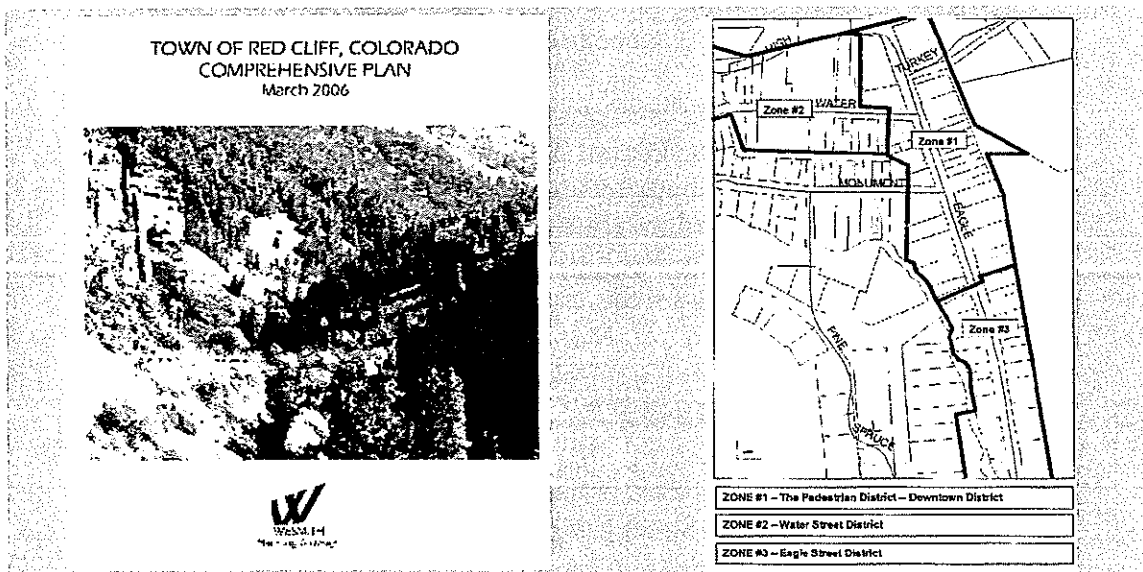
- Encourage cottage industries, service industries, low impact light manufacturing, and other small businesses to be located within the town.
- Encourage development of residential areas in accordance with current zoning codes.
- Ensure that plans for facilities and utilities are accomplished to support the above.

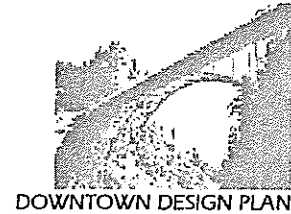
2.3 DOWNTOWN CHARACTER

Throughout the Master Plan and this document, there is discussion of Downtown’s “character.” This refers to the personality and image revealed to even the most casual observer when walking Downtown. Just as a person’s character is shown through facial expression, body language, and clothing color and style, Downtown’s character can be observed.

Character describes the overall impression given by the building architecture, material, color, the sidewalk or lack of sidewalk, its trees or lack of trees, lights or lack of lights, the street width, the feel of the Downtown. Is it friendly? Does it invite people to walk into the restaurants and shops?

The answers to these questions will ultimately determine whether people, either tourists or residents, feel content to linger and shop Downtown or whether they go to one destination and leave. The character of Downtown, its friendliness and attraction, will be the major determinant of its success. It is, therefore, wise to consider its character now, and shape it for the future.





2.4 THE GUIDELINES

Eagle Street is Red Cliff's Main Street. From High Street on the north including Water Street and a block south of Monument Street is the historical shopping area. The history shows in its architecture, and in many cases the buildings that have been part of Red Cliff for decades. The Plan refers to this area as the Pedestrian District.

The Design Guidelines document concentrates on this area. Physical design elements, such as paving, lighting and street furniture are listed separately, and include dimensions and specifications for selection and placement. In some cases, when that information is part of a future project, the guidelines refer to construction documents to be done in conjunction with the upcoming effort.

There are guidelines for sidewalk cafes, vending, signage, merchant display, and other streetscape features. The guidelines are written in the following format:

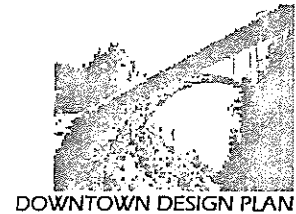
- Function: description of the element and its "job" in the overall streetscape;
- Intent: what the guideline is seeking to accomplish;
- Guideline: suggestion for implementation; and
- Example: photographs and drawings of successful examples from other towns.

This system of flexible guidelines will give reasonable leeway to the shop owners. It will encourage a balance between coordination and individuality.

The Design Guidelines includes streets beyond the Pedestrian District. These designated streets connect the Pedestrian District to the rest of Downtown and circulate traffic around the shopping area. The guidelines for outside the Pedestrian District are limited to lights, paving, and tree placement. Their standards are derived from the Pedestrian District's design concepts, but the trees and lights are placed less frequently, and the sidewalk paving is not as wide.

2.5 THE PEDESTRIAN DISTRICT

The Pedestrian District is the area in the Downtown Core along Eagle Street between High Street, Water Street and just south of Monument Street. The name Pedestrian District does not mean that vehicles are excluded. Rather, it



means that the pedestrians are not dominated by the traffic's need to move quickly. In the Pedestrian District, people are encouraged to stroll among the shops and enjoy Downtown.

This area is the one place in Red Cliff that because of its historic nature, cannot be replicated today anywhere else. Outlying areas can have office buildings, residences, even governmental offices for example, along Pine and Spruce Street but they cannot have the traditional core shopping area, built over the history of the Town itself.

The design of the Pedestrian District's public right of way is directed toward this goal. Wider, more attractive sidewalks are proposed with benches, trees and other amenities coordinated and designed to offer comfort to the pedestrian.

Areas for merchant display, utilities, and walking are designated. A special brick path in the sidewalk designates the pedestrian route. Near the curb is a section for utilities, such as lights, benches, and trees. The area closest to the building fronts, called the merchant zone, is for sidewalk cafes, flowers and merchant displays.

The streetscape creates order among all of the elements that share the space on the right-of-way, from lights, benches and sidewalk cafes. The order assures that these elements will work conveniently, in close proximity to one other, and not get in each other's way.

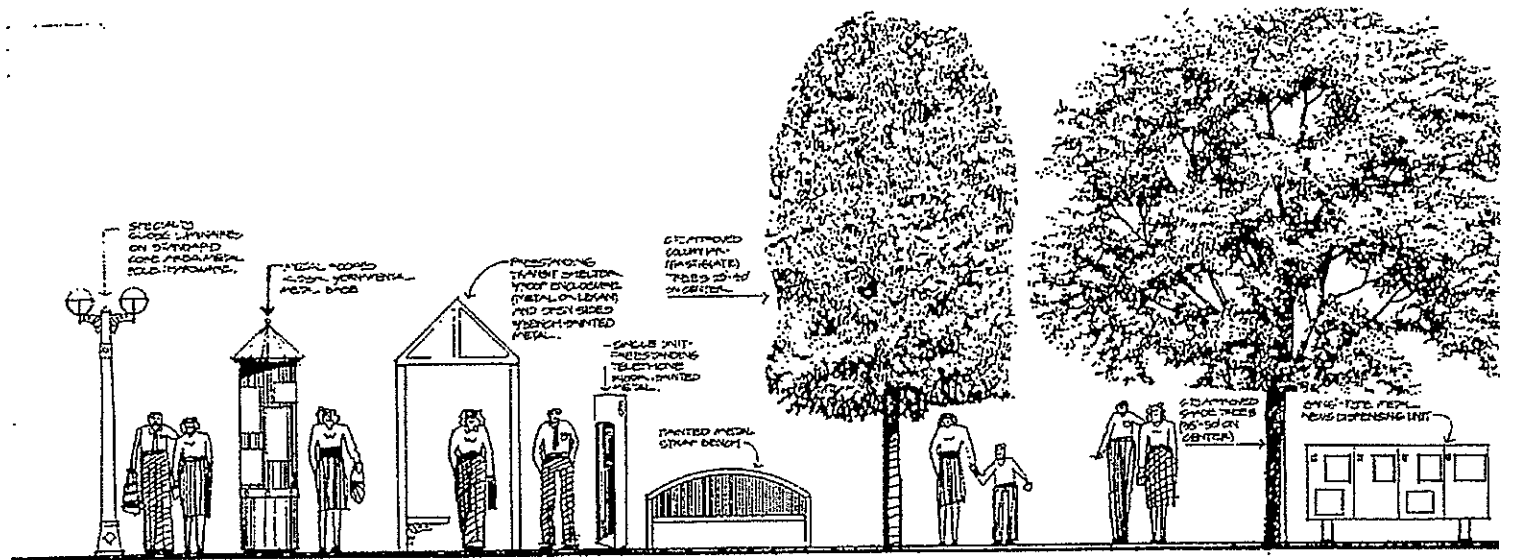
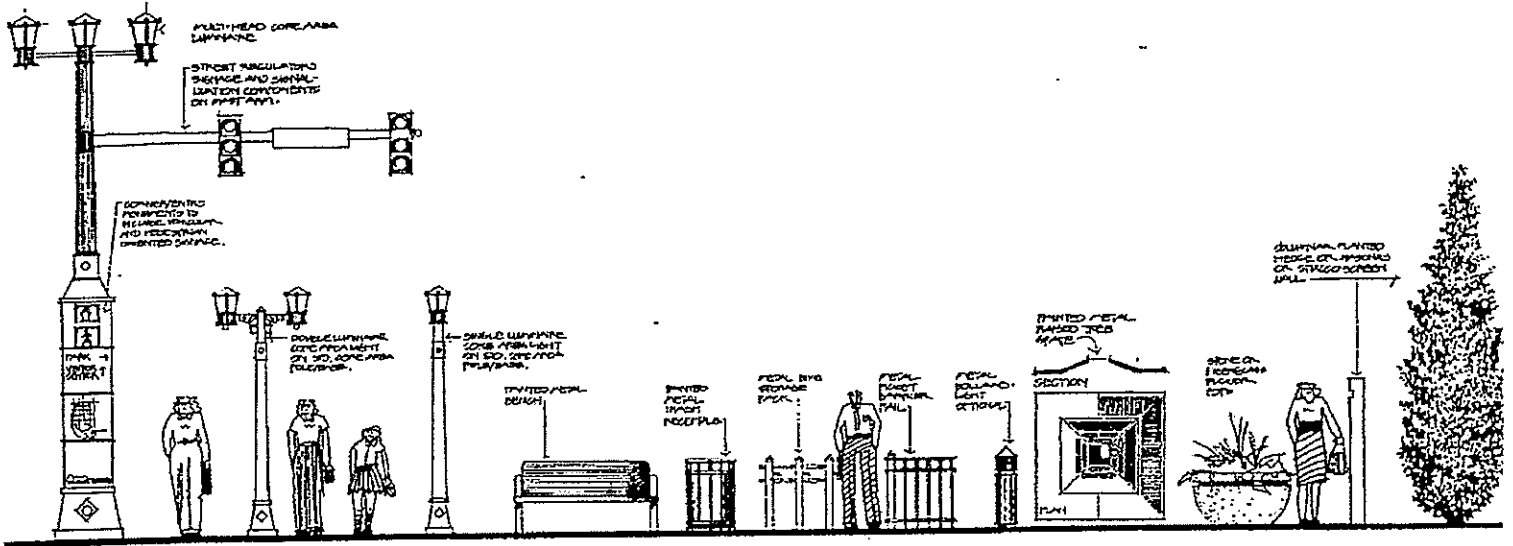
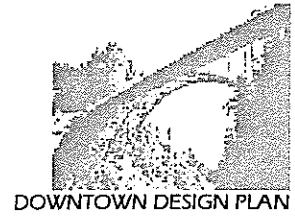
Here, in the Pedestrian District, Red Cliff's Downtown lives. Improving the quality of that life is the subject of the Master Plan and the Design Guidelines.

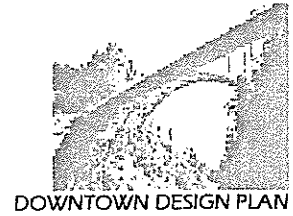
2.6 KIT OF PARTS

The designs of street lights, benches, trash receptacles, and other streetscape elements have been selected because they fit with the architecture and character of Downtown Red Cliff. Each element is the same design type and thus is coordinated with the other elements in size, shape, color, and style. This family of streetscape elements is called a "Kit of Parts." Individual elements within the Kit area used in various combinations to portray two things:

- A coordinated theme for all the Downtown; and
- Distinctive area within the Downtown.

KIT OF PARTS





The Pedestrian District receives the highest concentration of elements from the Kit of Parts as well as the most elaborate. Streets leading around the Pedestrian District or out to the neighborhoods also receive some elements from the Kit. This system allows the most intensively used area, the Pedestrian District to have the strongest themes, and coordinates it with the surrounding streets and those leading to the rests of Downtown.

2.6.1 Eagle Street

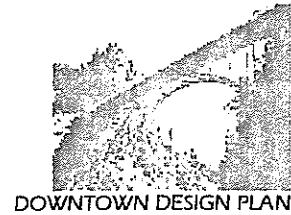
Downtown needs a gathering place. Currently however, there is not enough activity to warrant a large hard-surface and permanent public open space. Eagle Street has traditionally fulfilled the civic plaza function as depicted in historical photographs with hotels, retail stores, and supply and customer services.

In the Master Plan, Eagle Street has two functions in addition to its use as a collector street. Most often, it will provide increased parking convenient to the Post Office, shops and mixed uses and restaurants. When warranted, it will provide a well-defined civic plaza in the heart of Downtown and will be the center of Downtown Red Cliff.



EAGLE STREET WITH THE NEW STREETScape AS DEPICTED IN THE DOWNTOWN DESIGN GUIDELINES





2.6.2 Parking

The number one issue to residents and as the Downtown begins to build is parking. Everyone wants convenient, free, and easy parking. The reality of a densely developed urban environment providing parking right at the front of the door is problematical.

Currently, short term parking, 30 minutes or less is available to each property owner with street frontage. As the Downtown becomes built out, an increase of 25% in the number of spaces in the Pedestrian District can be accomplished by increasing the angle of parking from parallel to 45 degrees.

The design of parking areas should be developed using standard parking types. The different types cover the majority of parking situations. The standard designs have been developed for 90 degrees, 60 degrees and 45 degree parking areas. A standard development layout reinforces safety and allows for more efficient design and construction. Each type should have adequate space for vehicle overhangs, landscaping, trash receptacles and snow removal. The parking lots can be reduced in number for smaller lots or multiplied for larger lots.

Long term parking, 2 hours or more, will require designated parking areas such as parking lots or parking structures. Small parking lots are usually preferable to large lots, as they enhance the visual environment by increasing the ration of landscaped area to paved area while allowing more conformance to natural topography. Parking structures require less land and can be screened more effectively than surface parking. The façade treatment should reflect the character of the neighborhood. A parking structure can have historic architecture predominant with the neighborhood.

The architecture of the parking structure should incorporate exterior finish materials or the same quality as those used on nearby buildings. Neutral colors and architectural forms that echo the characteristics of adjacent buildings are recommended.

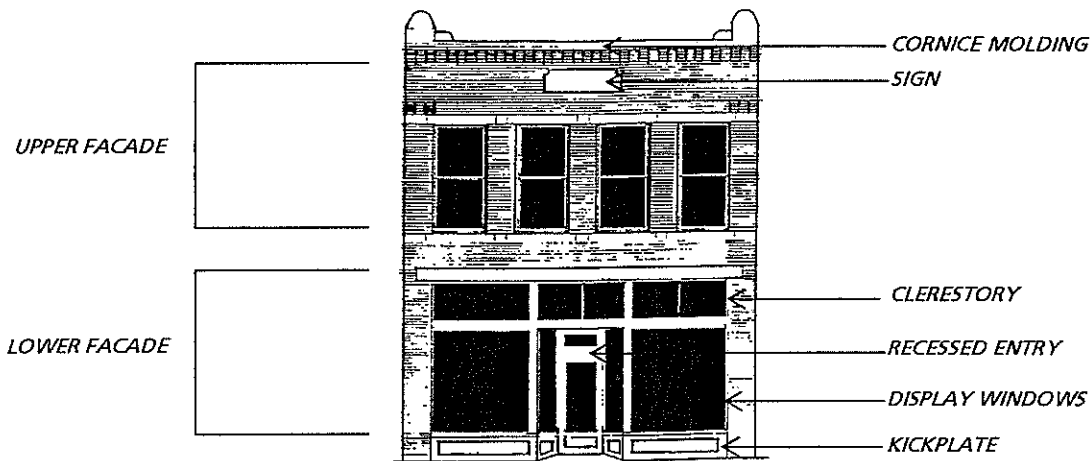
2.6.3 Use of the Guidelines

The Design Guidelines will be used by the Town to make improvements, maintain, or work in the public right of way Downtown. This document sets the standards for spacing, placement, and selection of materials and elements along the sidewalks.

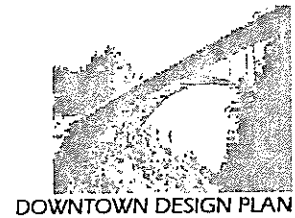


EAGLE STREET

Merchants, property owners, and businesses can use these guidelines to coordinate improvements to their individual shops and properties with others along the street and in the Pedestrian District. The guidelines are general and set the design standard, but individual efforts should be tailored to specific locations, retail types, and shop character.



TYPICAL HISTORIC DOWNTOWN BUILDING STYLE

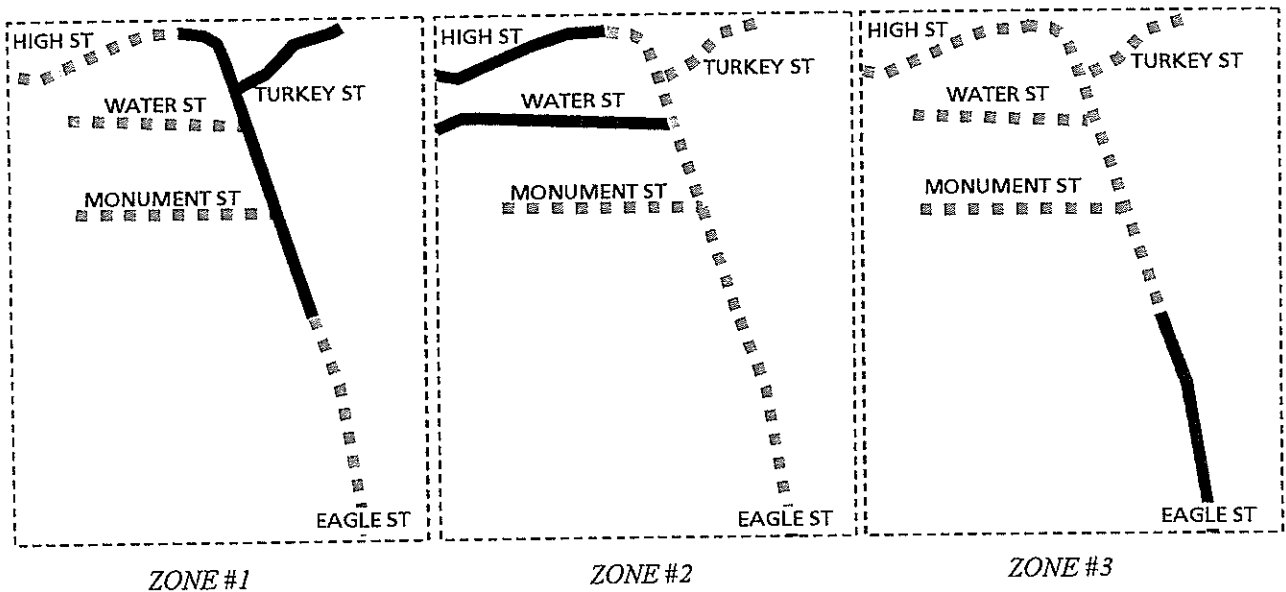


2.6.4 Zones

The Downtown is divided into three zones as follow:

- Zone #1, the Pedestrian District – Downtown District
- Zone #2, the circulation streets around the Pedestrian District – Water Street District; and
- Zone #3, connection streets from the pedestrian District, through the Core and into the neighborhoods – Eagle Street District.

The Kit of Parts is used to establish standards in all three zones. Only sidewalk paving, lighting, and tree placement are outlined for Zones #2 and #3.



2.7 SIDEWALK PAVING

2.7.1 Function

In this section, paving refers to the surface material of the sidewalks. Paving must be relatively flat, not slippery, and of a design that does not create a tripping hazard.

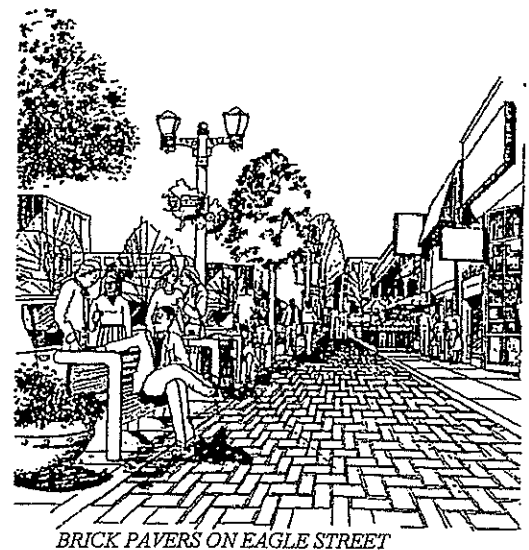
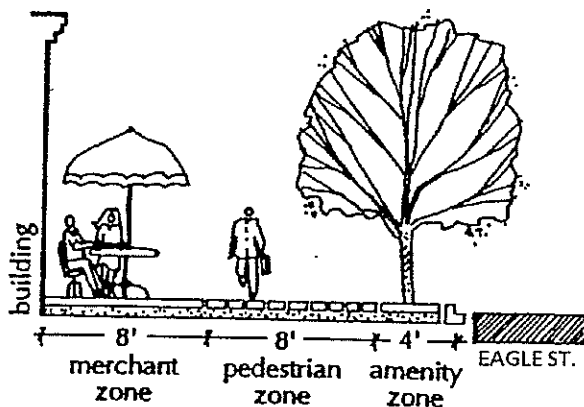
Visually, the surface should appear as a consistent pattern. It serves as the “rug” for the pedestrian and should wear well. Combinations of too many materials can cause cracks and uneven wear as they expand and contract during the seasons. This is not only unsightly, but can create a danger.

The sidewalk, as it comes to the corner, must ramp to provide for handicapped access. The materials and design must accommodate the ramp function safely and easily.

2.7.2 Intent

The sidewalk paving should be consistent. Whenever portions of the sidewalk are removed or repaired, they should be replaced with the materials and craftsmanship which meet the design standard of the construction document for the Pedestrian District.

Entry paving should add interest and delight to the sidewalk surface while being in keeping with the overall character of Downtown. Brand names or other forms of specific advertising are not advisable.



2.7.3 Guidelines

Sidewalk

The sidewalk is subdivided into three distinct areas as illustrated in the graphic to the left. The concrete in the Merchant, Pedestrian and Amenity Zones should be untinted with a simple scoring pattern. An alternative to the standard concrete paving is to have the Pedestrian Zone constructed of pavers



DOWNTOWN DESIGN PLAN

that meet engineering requirements for loading, safety, weather, and consistency of surface. The chosen manufacturer of the pavers will provide the standards for replacement. (illustration)

Handicapped access ramps

The handicapped access ramps will meet Town Design Standards. They must also meet the 1992 American Disabilities Act standards and should occur at every newly constructed intersection. This guideline applies to all zones.

Crosswalks

Crosswalks at the intersections will be indicated with clearly visible, continental-style markings. Paving for the crosswalks will be the same as the road surface. This guideline applies to all zones.

ZONE #2 AND ZONE #3

Sidewalk paving should be of untinted concrete with a simple scoring pattern. No other materials can be used unless there is a request for an entire block face to be designed to the same standards as the Pedestrian District. This will avoid a patch work of different sidewalk materials in front of individual businesses.

2.8 LIGHTING

2.8.1 Function

The *Plan* provides for two types of light fixtures in Downtown. To illuminate the streets to a safe level at night, overhead fixtures provide a basic standard of ambient light. Decorative, pedestrian lights provide additional illumination, add to the character of Downtown, and create a consistent themes. They vary in size and style to help define the street hierarchy outlined in the *Master Plan*. These lights are an important part of the overall street furnishings.

2.8.2 Intent

The pedestrian lights should be placed in a clear geometric pattern with regular spacing to add a sense of order to the street. They should not be used to post regulatory signs or private advertising.

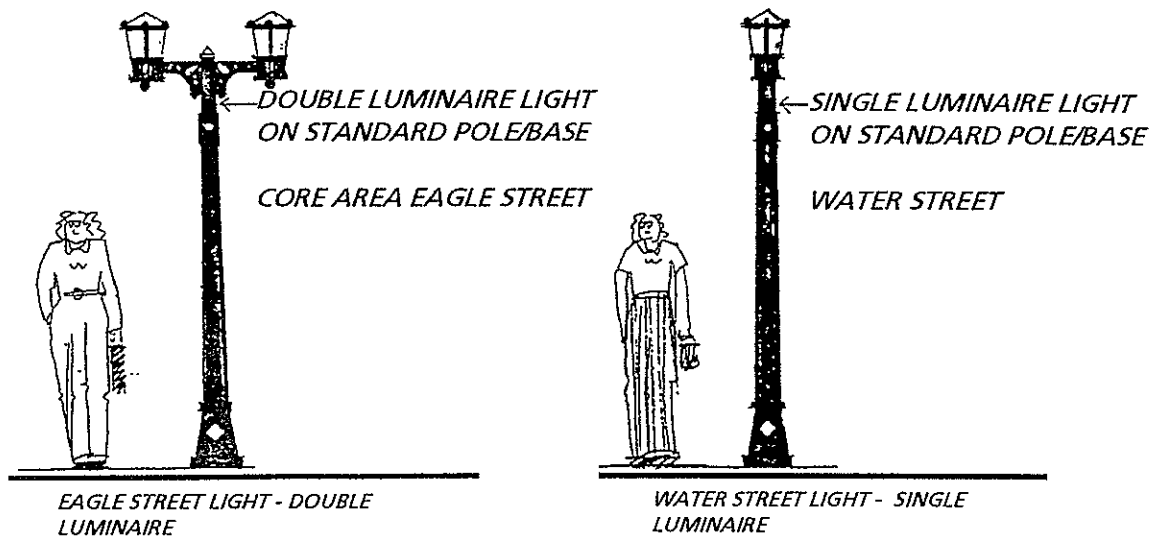
Both the design of the lights and the pattern for their placement is part of the overall design for Downtown. The lights help define the street hierarch

system. Therefore, lights in the right of way associated with individual development projects are inappropriate.

Since these lights are intended to be special to Downtown and to play a large part in forming its image and character, they should not be allowed in the right of way in other parts of the Town, as this will detract from their unique Downtown use.

Lighting should be part of the design and installation. This will make Downtown more lively at night and give drama to its character.

Holiday lighting should be coordinated within the Pedestrian District to create a common theme. This should be a simple and inexpensive design to which individual retailers can add their own distinctions.



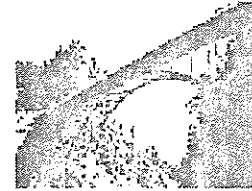
2.8.3 Guidelines

ZONE #1

Light poles should be painted the same color as other furniture in the Pedestrian District. If during the construction document phase, another overhead lighting arrangement is agreed upon by the Board of Trustees, that standard will supersede this guideline.

Pedestrian lights

Eagle Street call for 14 foot double luminaire fixtures placed approximately 46 feet on center. They will be placed within the Amenity zone as shown on page 28.



DOWNTOWN DESIGN PLAN

Along the streets of Water and Monument, a 14 foot single luminaire fixture should be placed 23 feet on center.

ZONE #2 AND ZONE #3

Pedestrian lighting

The *Plan* calls for continuing the character of the Pedestrian District to the rest of the Core and along the connection streets to the neighborhoods. Therefore, the same light fixture used on the side streets in the Pedestrian District should be used .

Additionally, these lights are used along the connection streets defined in Zone #3.

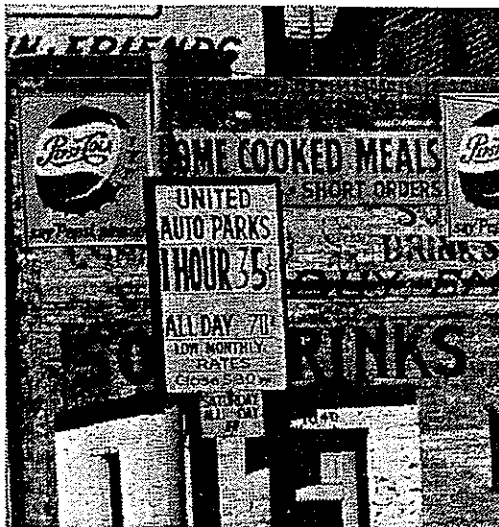
2.9 REGULATORY SIGNS AND CONTROLS

2.9.1 Function

Parking signs, and other regulatory signs are a necessary part of making Downtown function safely and efficiently. They must be easily seen, read, and understood by those using Downtown streets.

2.9.2 Intent

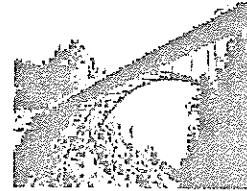
Signs should be kept to a minimum while still fulfilling their function. They should be orderly, thoughtfully placed, and secured to a pole. Signs should not interfere with the other street furnishings and pedestrian movement.



CLUTTERED SIGN



REGULATORY SIGN



The number of poles should be kept to a minimum. Attaching more than one sign to a pole is preferred to adding more poles if it can be done without appearing cluttered.

Signs should not clutter the street furnishings. Therefore, signs should not be attached to the pedestrian light fixtures. At an intersection, if it becomes necessary to attach signs to the traffic signal fixture, the sign should be well secured, and the mounting design should be in harmony with the other street furnishings.

2.9.3 Guidelines

ZONES #1, #2 AND #3

Regulatory signs

Regulatory signs should be placed in an orderly fashion in a minimum number of locations. They should be placed on poles painted to match the street furnishings. One or more signs could be mounted in a zone between 7 feet and 12 feet from the ground. Poles should be no closer than every 50 feet. All signs poles should be 3 feet from the curb. If construction documents call for a different style of pole for mounting signs, that specification will supersede this document.

“No parking” signs should be restricted to either end of the “no parking” zone if possible.

Traffic and pedestrian signals

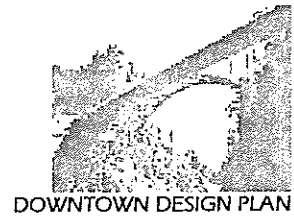
The style of the traffic poles, signals, and pedestrian signals should be in harmony with the character of the pedestrian lights. Pedestrian maps and other directional information will be attached to the traffic poles. The design calls for them to “anchor” the corner at the intersection. Refer to the construction documents for specifications.

Parking stripes

On Eagle Street, parking will be striped to allow easy in, easy out movement. Ten feet between each designated space will be marked for maneuvering. Any bicycles or motorcycles parked in the maneuvering space should be ticketed by the Town. Easy parallel parking on Eagle Street is critical to the success of good traffic movement.

Parking guide signage

A system of parking guide signs will lead people to parking lots and structures in the Downtown. These are coordinated with signs that will go on parking structures and in lots. They will replace other parking signs Downtown so that



they form an easy to read system for motorists. Refer to the construction documents for specifications.

2.10 STREET FURNITURE AND AMENITIES

2.10.1 Function

The street furniture and amenities are part of the streetscape package for the Pedestrian district. They are described in the introduction to this document as the Kit of Parts.

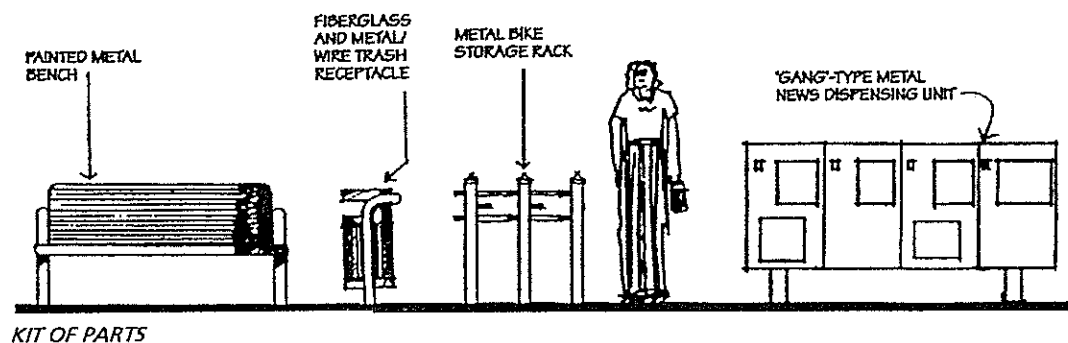
Together, the benches, bicycle parking and other street amenities offer comfort to the pedestrian in Downtown. They are designed to create a theme and enhance the character of the street. They give a message to the visitors and motorists that the Pedestrian District is committed to the pedestrian.

2.10.2 Intent

Downtown is the most urban in the Town. It is compact with little open space, landscaping, and few front yards. The sidewalk plays an important role in the open space system of Downtown. More than a means of passage it is a place. And, like any place, it should be designed to work well, look good, and be easily maintained.

The sidewalks throughout Downtown should be safe and pleasant places to walk. In the Pedestrian District, they also need to be places to linger. The sidewalk design should invite people to window shop, sit, people watch or meet a friend. There should be plenty of places to sit and enjoy Downtown.

The furnishings and amenities of the Pedestrian District will work together to achieve this. The key to success is an orderly and logical placement in the designated Amenity Zone of the sidewalk.





PLACES TO SIT DOWNTOWN



APPEALING STREETScape

2.10.3 Guidelines

ZONES #1, #2 AND #3

Benches

The bench illustrated is style XQF, manufactured by Landscape Forms, Inc. they are placed in the Amenity Zone of the sidewalk between the curb and the pedestrian path facing the storefronts.

Presently, there is not a lot of retail or restaurant activity in the Downtown Core. Benches in the Downtown are placed back to back under a canopy of trees. This gives pedestrians a place to sit and eat lunch or otherwise rest.

The benches are used on Eagle Street throughout the Pedestrian District.

Trash receptacles

The trash receptacle is style illustrated is PK5002-20-46, manufactured by Landscape Forms, Inc. They are placed conveniently throughout the Pedestrian District. Additional ones may be added as necessary to accommodate vending or if it necessary.

Bicycle parking

Bicycle parking is provided at each intersection of Eagle Street and the intersecting streets. As the Downtown Core becomes busy with construction and new buildings fill up the vacant lots, property owners may wish to include



DOWNTOWN DESIGN PLAN

these racks in front of their store placed so they do not interfere with pedestrian traffic.

Newspaper dispensers

Dispensers should be consolidated into dispenser units and grouped on the street at specific locations. The Kit of Parts call for the consolidated units made by Kaspan Wire Works, style #K49-16 MB with MBZ base.

Directories

At the intersections, on the traffic poles, there are directories containing maps and other information about the Pedestrian District. These are attached to the poles and will orient pedestrian, especially visitors, to major landmarks, restaurants and shops.

2.11 LANDSCAPING

2.11.1 Function

Trees and flowers are a welcome sight to the pedestrians in an urban environment. They soften the hard edges of the streets and buildings. Trees provide shade, color, and comfort on hot summer days. In the winter, they remind us of seasonal changes and can be beautiful as living sculpture.

This depends on maintaining a healthy stock of trees. The overall effect is greatest when the trees are orderly.

Flower pots provide bright spots of color and the sense that a place is cared for. Both trees and flowers add to the beauty of the urban environment.

2.11.2 Intent

Trees are integral to giving a sense of human scale to the Town. Trees define the space for human activity along the sidewalk.

The design of the Pedestrian District calls for the trees and lights to be used to define the edge of the sidewalk and create a sense of order along the amenity area where other street furnishings occur. Their regular placement is an important part of the design concept.

The trees have been spaced so that they do not obscure the store fronts or their signs. The design for the Pedestrian District calls for the trees to be of a designated species and similar in size. They will be planted in a manner conducive to their health and growth.



PLANTING OF FLOWERS



KEEPING THE DOWNTOWN CLEAN

2.11.3 Guidelines

ZONE #1

Trees

The species have been selected from the Town's recommended list. In the Pedestrian District, Mountain maples, Cottonwoods, and Crab apples are suggested. On the east-west streets columnar trees such as Lodge Pole pines and Spruce should be used to frame the view to the mountains to the Holy Cross Wilderness Area.

Planting and irrigation should be installed in accordance with the Town's guidelines.

Maintenance

All trees downtown will be maintained and pruned at year 5, 13, and every 8 years thereafter. To supplement this effort, a Downtown organization should include regular tree maintenance as part of its overall maintenance plan.

Flower Pots

The Kit of Parts has designated two flower pots as part of its design. They will sit either in the Amenity Zone or the Merchant Display zone of the sidewalk. Additional pots may be purchased by merchants or businesses to decorate their entries. Flowers will be placed and maintained either by an agreement with the adjacent business or through a program sponsored by a Downtown business organization.

ZONE #2 AND #3

Trees

The same trees suggested for the Pedestrian District will be planted along all along the connection streets and the circulation loop as described on the zone maps in the introduction. Trees will be planted according to the Town's landscape guidelines.

The guidelines are offered here to direct individual decisions toward the common goal of a beautiful active Downtown.

2.12 SIDEWALK CAFES

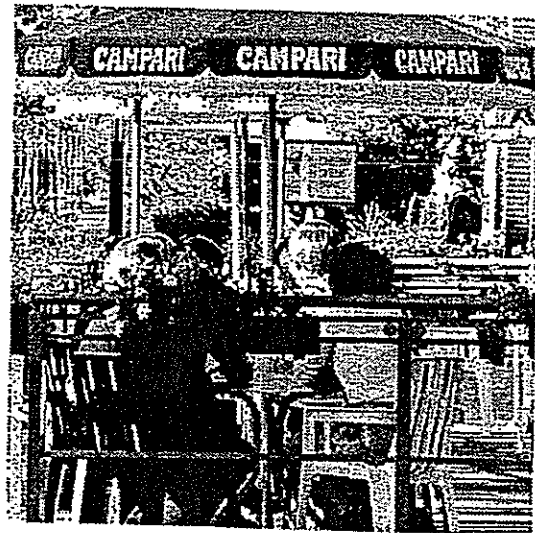
2.12.1 Function

The sidewalk cafes of any town bring its outdoors to life. They provide a good seat for people watching, and they add color and a spirit of urbanity to Downtown.

Cafes need to flourish, and yet also be controlled. They cannot block entrances, sidewalks, or obstruct pedestrian traffic. Sidewalk cafes must share the sidewalk comfortable with pedestrians.



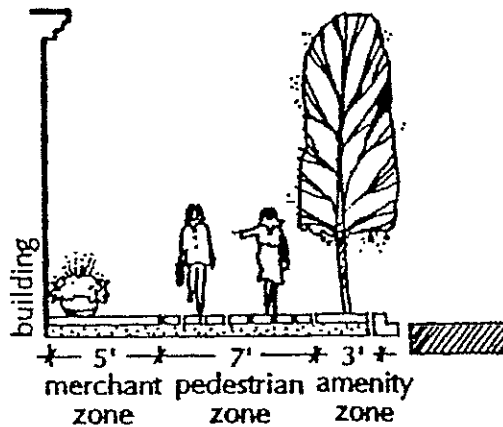
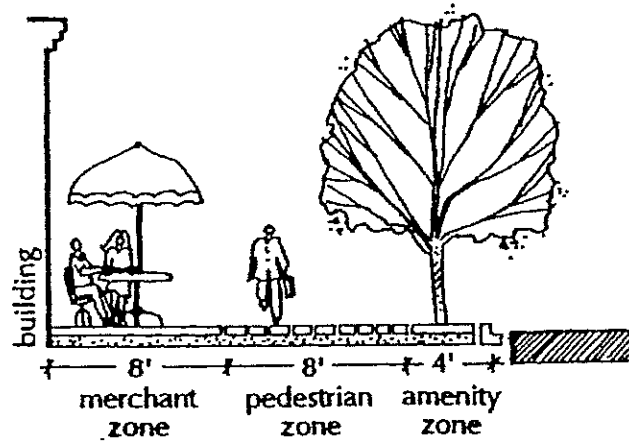
FURNISHINGS FOR SIDEWALK CAFE



UMBRELLA, SEATING AND RAILING

2.12.2 Intent

To allow sidewalk cafes to function, the Master Plan calls for widened sidewalks on Eagle, and a more orderly arrangement of trees, lights, and other furnishings on the sidewalk. It is the intent of this document and the Downtown Design Guidelines to encourage sidewalk cafes on both on Eagle Street and Water Street.



2.12.3 Guidelines

ZONES #1, #2, AND #3

Dimensions

The minimum unobstructed pedestrian pathway dimension within the sidewalk is seven feet. This must remain free of obstacles such as tables and chairs. On streets where the sidewalk is 15 feet, the width of the café space may take up to five feet. On other streets in Downtown, the maximum width of the sidewalk café is determined by the necessary seven foot pedestrian path.



DOWNTOWN DESIGN PLAN

If the restaurant is an intersection, the sidewalk café must be angled back 45 degrees to allow a diagonal pathway around the corner.

Railings

Railings should surround any sidewalk café that is wider than one table. Railings and other restrictions, are required where alcohol is served. The railing design should be compatible with the streetscape furniture. Metal railings should be sturdy and remain where placed within the allowable dimensions for sidewalk cafes. Any request to attach railing to the sidewalk requires Town approval.

Nothing should hang from the railings beyond the allowable café space. However, decorations, flower boxes, or lights can be used in conjunction with railing as long as they are within the prescribed dimensions.

Seating and tables

Furnishings for sidewalk cafes should uphold the standards of high-quality design and materials used throughout the Pedestrian District and Downtown.

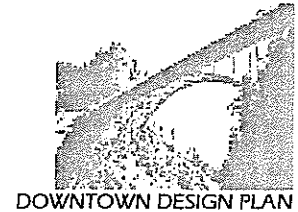
Simple designs work best and will not compete with the street furniture. Colors should be compatible with the street benches, lights, and other street furnishings. The overall appearance of the sidewalk café should blend with the restaurant itself and express the theme and image found on the inside of the restaurant. This will help give a distinctive quality to the outside seating areas.

Avoid anything that looks like “cheap plastic,” scratches, has poor quality paint, or will not wear well. Chairs and tables should be heavy enough so that they are not blown over in the wind or easily knocked over.

Metal mesh furnishings work well in many situations. They are fairly weather-proof and can be easily maintained. Some restaurateurs dislike them because beverages can spill too easily onto the customers. Others have reported that this is not a real problem.

Allow enough room around individual tables for easy access and comfortable seating. Space for the restaurant staff should also be incorporated into the overall design.

Umbrellas



While providing comfort and shade to the sidewalk café, umbrellas can also add color and interest. They often create an identity for the restaurant and should be carefully chosen.

Many umbrellas have product names on them. If the design is enhanced by the addition of a brand name, these umbrellas can be attractive. If the most striking aspect of the sidewalk café becomes the product name on the umbrellas, it can detract from the overall streetscape. Restaurateurs should be careful to avoid allowing the umbrellas to act as advertisements for specific products, and overwhelming the storefronts and sidewalk.

Umbrellas should be secure so that they do not create a hazard during windy conditions. They should not make the tables unstable, overhand the pedestrian path, or make moving inside the seating area difficult.

Permits and fees

All restaurants with sidewalk cafes are required to hold a revocable permit available from the Town Clerk. Requests for permits will be subject to current health, insurance, and safety regulations.

2.13 MERCHANT ZONE

2.13.1 Function

The Merchant Zone is the area directly outside of a shop. It was conceived as a means of enlivening the Downtown Pedestrian District. Clothing, art, books, decorative items, and unique merchandise can be placed in the Merchant Zone to attract people to a particular store, and make the street a more fun and interesting place for pedestrians.

2.13.2 Intent

The idea of the Merchant Zone is to define the space where displays can be placed without interfering with pedestrian passage or seeming disorderly. In many towns, these displays make the shopping area more attractive, and consequently, pedestrian traffic has increased. Certainly, there is a danger that this space can become cluttered or that there will be a constant “sidewalk sale” atmosphere that will cheapen the Downtown. The impression given will largely depend on the collective good sense of the merchants.

The Merchant Zone should not be used simply as an extension designated for sale items. Many merchants report that goods tastefully placed in the front of their shops increases business. Some adjacent businesses have reported an increase in traffic due to a nearby store’s display items.



DOWNTOWN SIDEWALK SALE



MERCHANT DISPLAY

2.13.3 Guidelines *ZONES #1, #2, AND #3*

Dimensions

On Eagle Street, the maximum allowable width for the Merchant Zone is eight feet. On Water and Monument Streets, it is five feet. On any other street, the Merchant Zone width is the sidewalk space available after allowing for the seven-foot pedestrian path and the Amenity Zone.

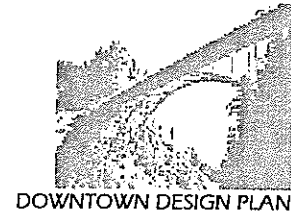
Permits

All merchandise displayed is subject to the Town regulations governing revocable permits. These are available from the Town Clerk.

Content

Merchandise placed in the Merchant Zone should indicate the quality of goods found inside. It should be displayed in an attractive, appealing manner – not over-crowded or giving a messy appearance. Offensive or unattractive displays will detract from the intent of the Merchant Zone.

Any signs associated with this merchandise are subject to the sign code. Please refer to the guidelines for signage found in this document on page 54.



Time

Rotating merchandise or display items will help keep the Merchant zone interesting. An ever changing presentation will create interest among those who stroll along the street window shopping as well as those passing by on their way to a specific destination. Management organization may try to coordinate special sidewalk days, for instance during an annual downtown event.

2.14 FAÇADE TREATMENTS AND INFILL

2.14.1 Function

The building facades should work well together. A mix of distinctive storefronts can add interest to the streetscape. However, the overall impression should be harmonious and unified.

The Red Cliff Master Plan builds on the pedestrian District's existing character. The Kit of Parts is designed to add to that character. Over time, as buildings are cleaned, painted, and improved, the facades can also contribute to Downtown's desired image.

2.14.2 Intent

The most memorable part of the streetscape is made up of the collective impression of the storefronts. Are they well kept? Tasteful? Interesting? Diverse? Do they balance individuality with fitting into the overall Downtown? Area they outdated? Area they historic? The answer to these questions will largely determine what people think of Downtown and how much time they want to spend there.

The guidelines given here are intended to suggest how the individual storefronts can be improved or rebuilt, remain unique, and still contribute to an overall image. Unfortunately, in Red Cliff there are not many examples of excellent and diverse styles. Over a period of 100 years, many buildings on Eagle Street as depicted in early photographs, have either been torn down or burned down. Empty vacant lots or modest frame homes have replaced the two and three story brick and stone buildings that anchored the commercial center of the Town.



DOWNTOWN DESIGN PLAN



INAPPROPRIATE PORTIONS OF THE ORIGINAL FACADE CONCEALED



INAPPROPRIATE: ORIGINAL STOREFRONT COMPONENTS REMOVED

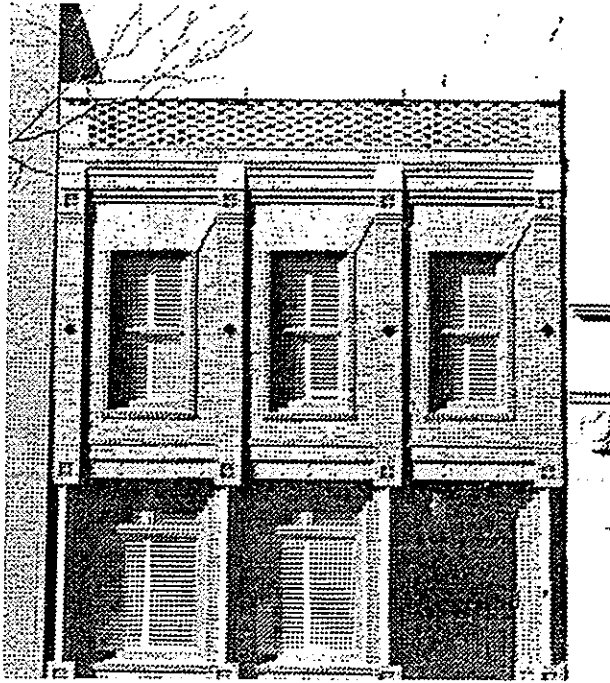
2.14.3 Guidelines

ZONES #1, #2, AND #3

Material and style

The best materials to use for the storefront are the original materials of the buildings. Brick or masonry is recommended as a building material for the Downtown Core. Brick presents a permanent appearance and anchor for the Downtown. Wood framed buildings designed in simply to reflect the historic frontier

An important aspect of the streetscape is the multiple entrances into individual shops and the windows that allow pedestrians to see the merchandise. Doorways recessed between display windows can be inviting to passer by. Any new construction should have entrances every 50 to 100 feet minimum, and at least 50% of the wall, measured linearly, should have display windows. No reflective or darkly tinted glass should be used on the ground level, as this prevents pedestrians from seeing into the building.



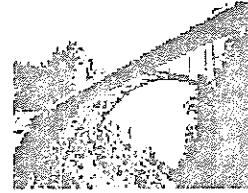
BRICK AND MASONRY MATERIAL IS RECOMMENDED FOR THE DOWNTOWN CORE

Awnings

Awnings provide weather protection for pedestrians and shade display windows. If they are used, they should be architecturally compatible with the building. All supports should be attached to the building rather than placed in the sidewalk. They should not extend further than the Merchant Zone.

If the awning has the store name on it, it should be within the size regulations outlined by the sign code. Awnings should not be used to create loud, oversized advertisements for the business. They should not be brightly lit from underneath, as this detracts from the effect of the decorative streetlights and gives the impression of a back-lit sign not appropriate for a sophisticated Downtown.

Attention should be given to the design, color, and pattern of the awning so that it does not detract from the storefront or from adjacent storefronts. Materials should be high quality and durable. Avoid plastic or shiny materials.



DOWNTOWN DESIGN PLAN



*HISTORICALLY, ALL STOREFRONTS ALIGNED WITH CANOPIES AND
AWNINGS AT THE SIDEWALK*

Color

Color is always a highly personal statement for a store. Most of the shops favor a neutral color, dark blue or green, or brick colored. Many shops have brightly colored trim, columns, or cornices. This combination works well in Downtown and gives it a calm look with a lively spark.

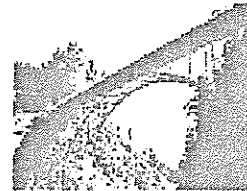
In general, buildings should continue the pattern of neutral gray or tan, dark blue or green, and brick colors. A similar trim color works well if a more subdued look is desired.

Brighter colors work best as focal points, to highlight doors, windows, and architectural details. Some shops have successfully used two or three trim colors to create a particularly vibrant appearance. There are many good examples of trim in turquoise, plum, purple, red, and black, for those who want to distinguish their storefronts.

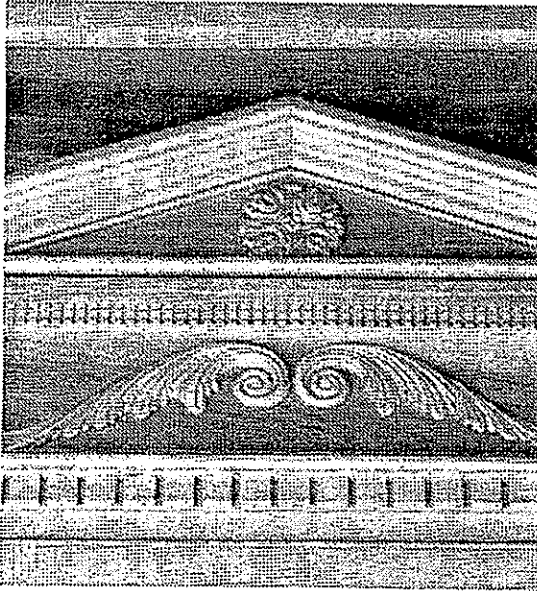
White is the brightest of all colors, and requires high maintenance. White should be used with careful consideration of its glare and effect on surrounding buildings.

Attachments

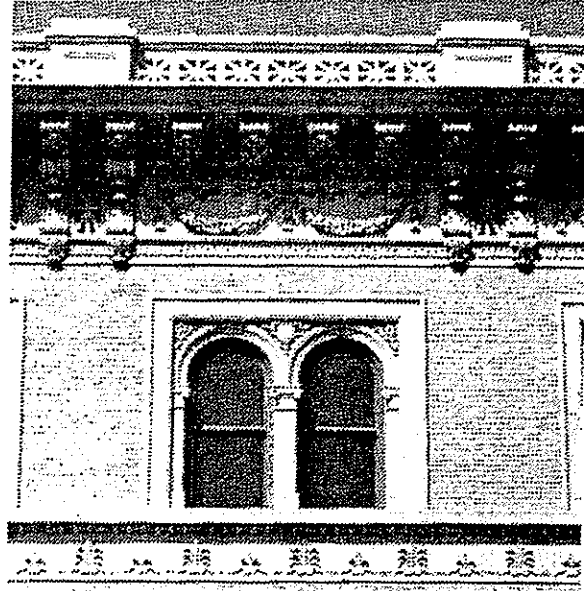
Attractive wood trim, metal decoration, or art pieces can add interest to the storefront when they are well crafted, of durable materials and maintained.



DOWNTOWN DESIGN PLAN



CLOSE-UP OF WOOD TRIM



CLOSE-UP OF CORNICE

Adding attachments to the façade can distinguish a storefront. It can take an otherwise plain building and make it memorable. Care should be taken not to “cheapen” the façade, but rather to enhance some of its features such as windows, cornice lines, or entries.



ATTACHMENT



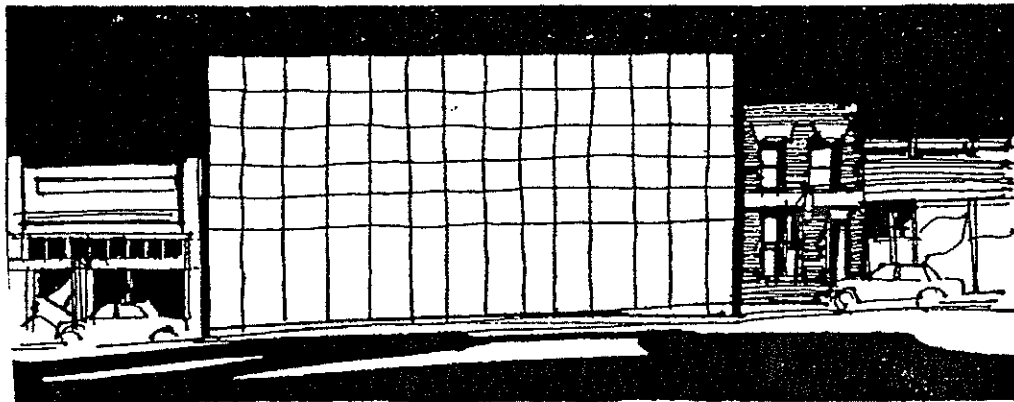
ATTACHMENT

Infill development

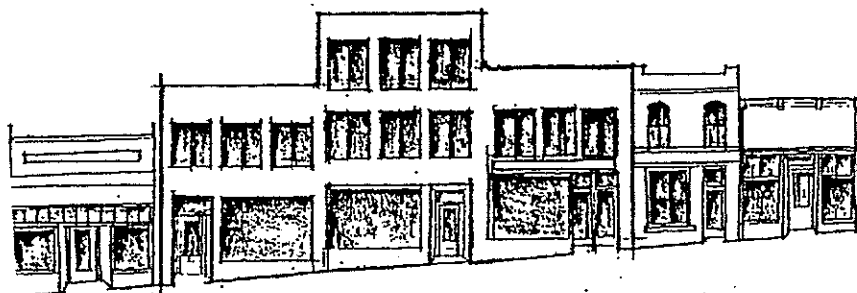
Infill development should correlate with the image promoted through the Pedestrian District. Retail or restaurant space on the first floor, with individual entrances and display windows will help achieve this.

New buildings in the Pedestrian District and Downtown should attempt to fit into the existing building pattern and style. In the Pedestrian District, first floor, streetfront uses should be retail or restaurant. Individual entrances from the street, rather than a lobby entrance, is preferred. At least 50% of the street façade, measured linearly, should be display windows. Glass should not be reflective or darkly tinted.

Building cornice lines should be keeping with adjacent properties. Additional cornice lines may be added to distinguish the first 20 feet, pedestrian level, of the buildings. This helps add human scale to the street.



UNIFORM FACADE WIDTHS IGNORED IN THIS INFILL SCHEME



FACADE WIDTH AND STEPPING OF BUILDING HEIGHTS FOLLOWS THE PATTERN OF THE STREETS

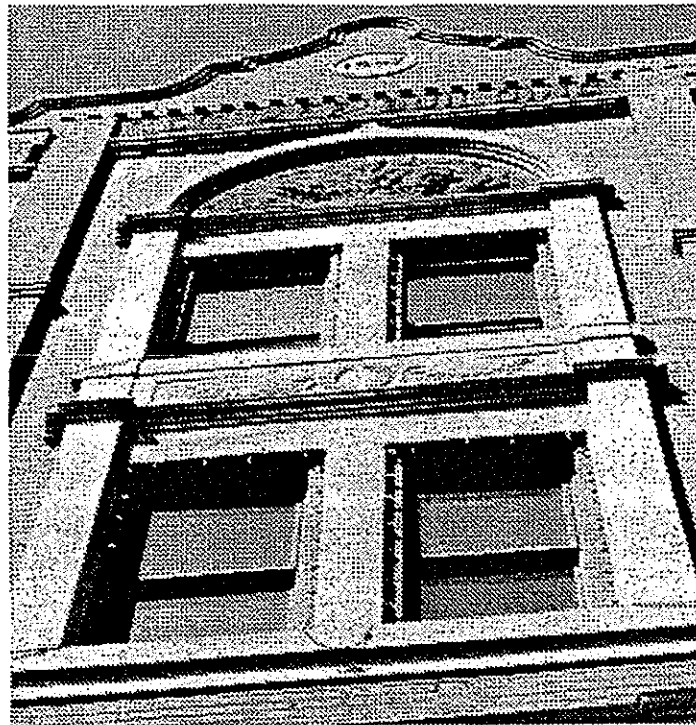
Building heights should be within the parameters set out in the Master Plan. Beyond that, the height should be in keeping with the surrounding buildings. If a tall building is placed next to a small one, care should be taken to not allow it to overpower its neighbor. This can be done through cornice lines, setbacks and material choice.

Materials

To blend with other future Downtown buildings, masonry materials are desired: brick, stucco, stone, or other. Wood or metal trim can add contrast and interest to the building. Reflective or heavily tinted glass is specifically not recommended.

Fenestration and articulation

Windows should be placed in a regular pattern on the building and “punched in” to as least four inches. Windows at the ground level should allow easy viewing into the stores and restaurants. This creates an open and welcoming relationship between the indoor and outdoor spaces in the Pedestrian District.



ARCHITECTURAL PIECES

The building, if it is over two stories, should have architectural articulation, such as a cornice line, at the pedestrian level and at the roof line. This gives the building scale and dimension.

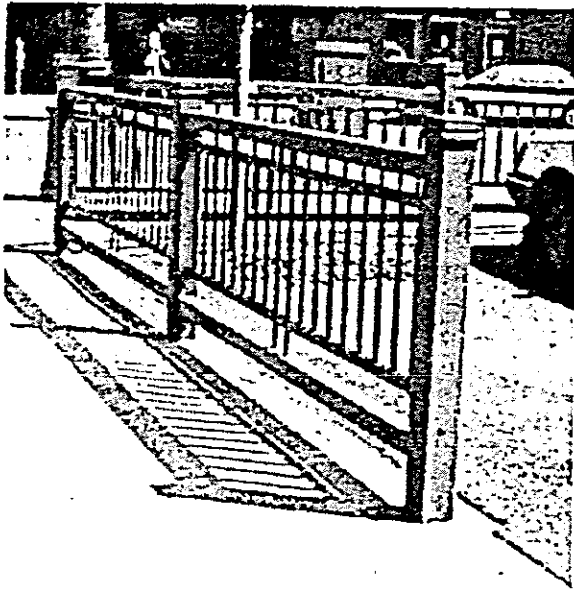
2.15 PARKING LOTS

2.15.1 Function

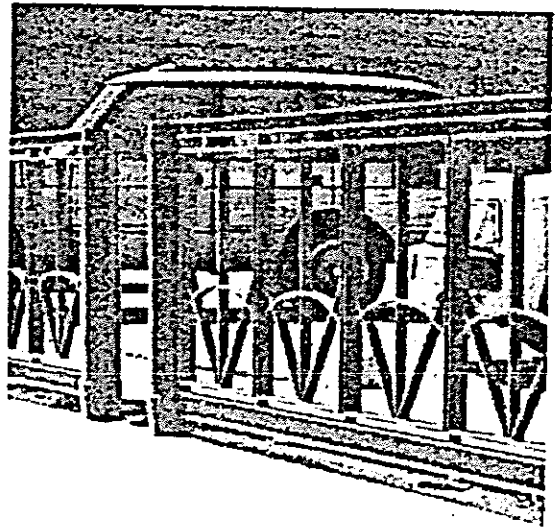
In the Downtown, parking lots supplement garages and on-street parking, and are not considered to be permanent. Existing parking lots are often a way of making use of land after one building is torn down and before another is built.

2.15.2 Intent

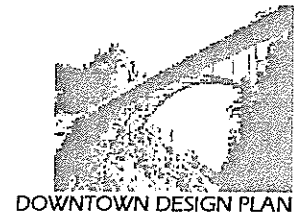
Parking lots should be as unobtrusive as possible while providing safe and convenient parking for their patrons. These guidelines are designed to minimize the visual impact of the parking lot and provide a standard design.



PARKING LOT WITH RAILING



PARKING LOT WITH RAILING



2.15.3 Guidelines

ZONES #1, #2, AND #3

Landscape

Parking lots should have trees along the edges and throughout the lot to minimized the harsh visual effects of the pavement. Trees also provide shade for the automobiles.

Shrubs and flowers may be used, and should be low and well maintained. Taller shrubs can be security hazards, and can block views to the parked cars. Parking lot owners should check with the Town Master Plan before constructing their lots.

Trees used in the new streetscape, Cottonwoods, Crabapples, and Mountain Maples are recommended. Good maintenance is imperative.

Railings

Railings are the most effective way to delineate a parking lot, and make it appear tidy. The railings are the first thing seen by the pedestrian, and help the parking lot blend into the streetscape while being a “good neighbor.”

Decorative metal railings work best (see examples). They should be painted to match with the other streetscape furnishings outlined in the Kit of Parts.

Wheel stops

The distinction between the parking lot and public sidewalk should be clear. At a minimum, wheel stops should be placed along the parking lot edge to prevent car bumpers from intruding into the sidewalk space. Parking lot owners should keep this edge free of debris, rocks and sand which could litter the sidewalk or make it unsafe.

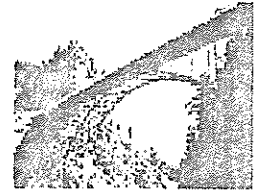
2.16 FLOWERS

2.16.1 Function

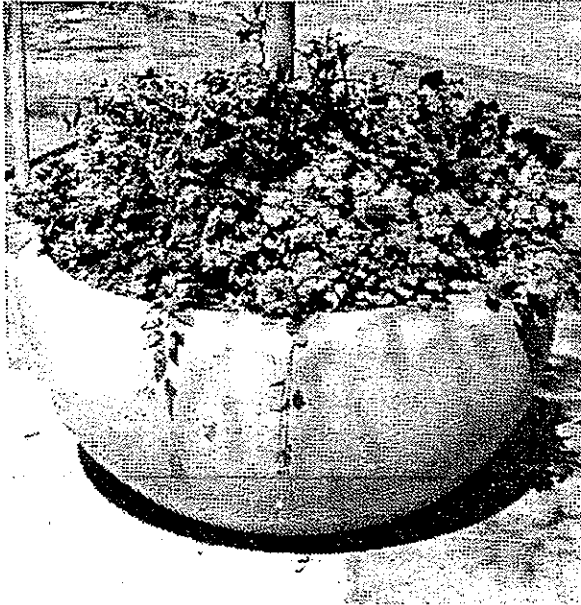
Against the backdrop of asphalt, concrete, and glass, flowers provide a spark of color and brighten the urban environment. The addition of landscaping makes the Downtown look more friendly.

2.16.2 Intent

Flowers in front of stores are an attractive part of summer Downtown. They add to the pedestrian environment and show that people care about the way the street, the shops, and Downtown look.



DOWNTOWN DESIGN PLAN



POTTED PLANTS



POTTED PLANTS

2.16.3 Guidelines

ZONES #1, #2, AND #3

Potted Plants

Flower pots may be used in the Merchant zone. Pots of the same design for the streetscape, or of a compatible design, should be used. The plantings should be well maintained and the pots moved out of the Merchant Zone when there are no flowers in them.

Planting designs and colors can be coordinated through a Downtown management organization.

Flower boxes and hanging pots

Flower boxes and hanging pots are another way to add attractive plantings to a storefront. When used, they should be appropriate to the overall architecture of the façade, and not obscure architectural details. Good placement choices include under a window or over an entrance. The boxes should be well constructed, and accommodate watering needs without allowing water to drip or leak onto the building or sidewalk.

2.17 WINDOW DISPLAYS

2.17.1 Function

Window displays are often the best advertising for a store. Changing and interesting windows not only help individual shops, but contribute to the dynamics of a good retail street.

2.17.2 Intent

Window displays encourage people to stroll along the street and stop at the shops. Good displays not only show merchandise, but also convey the character of the shop itself. A series of interesting store windows benefits the individual shop and invites patronage over the entire area.



WINDOW DISPLAYS



WINDOW DISPLAYS

2.17.3 Guidelines

ZONES #1, #2, AND #3

Theme and style

The window display should indicate the style of the shop within. A display should not be overcrowded, nor should it be used exclusively for displaying sale items or temporary signage. Holiday themes are encouraged.

A Downtown management organization may be used to coordinate efforts. Window display seminars could be organized to help merchants with their displays.

2.18 PRIVATE SIGNAGE

2.18.1 Function

Private signage is distinct from regulatory and street signs. This type of signage identifies the stores and businesses in the Pedestrian District. As each sign expresses the individuality of the shop, it help create the theme and image of Downtown.

2.18.2 Intent

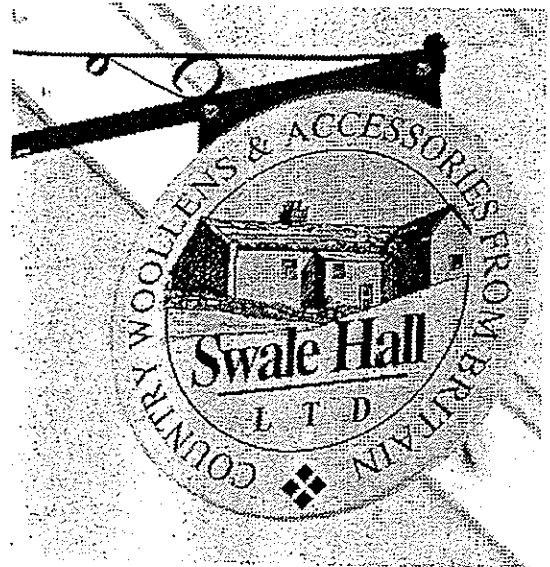
Shop signs are primarily for identifying particular stores. Beyond that, they must be visible without overpowering the facades and streets. The streetscape is made of the cumulative effect of all the store signs and other elements together. If one is competing with the next, there is an overall negative effect which devalues the shopping area.

Temporary signs play an important part in this arena. Oversized, sloppy, or loud signs detract from the overall appearance of the shop and the street.

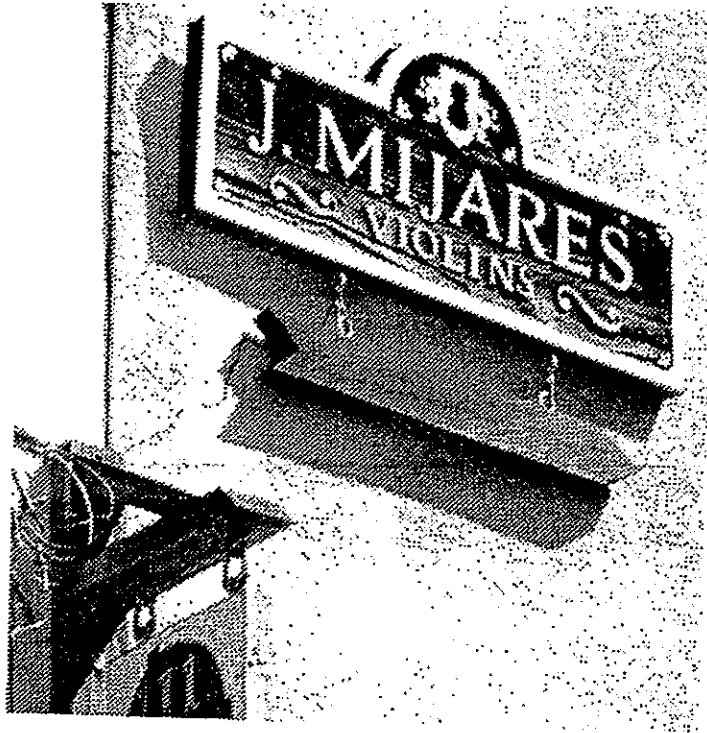
Striking a balance between readable, interesting, attractive signs, and an attractive streetscape is one of the most important tasks in creating a beautiful Downtown. It depends greatly on the cooperation of individual merchants and the benefits they realize.



PRIVATE SIGN



PRIVATE SIGN



PRIVATE SIGN

2.18.3 Guidelines

ZONES #1, #2, AND #3

Business signs

Signs which identify the business should fit within the architectural frame or sign band of the storefront. They should not overpower the façade or its surrounding streetscape.

Signs should be easily read from the pedestrian level. Hanging signs that are well crafted and display a symbol of the business are encouraged. (for example, a violin, watch, or bicycle could be used to identify a music store, jewelry shop, or bike shop.) They should be sized to the building and within the current sign regulations.

Backlit signs are discouraged as they appear more like bill boards. Signs should be lit with discretely placed spotlights from the front.

Signs should be made of quality materials and well crafted. Colors should be compatible with the building façade. Signs require regular maintenance to keep paint from peeling or prevent other problems.

Temporary signs

Most businesses use temporary signs to give dated information, such as sales, to passers by. These need not be the largest, most prominent part of a window display.

Loud, large, or “sale” signs that are oversized can detract from the overall streetscape. The same information can be portrayed in a more compatible manner. Letters larger than 12 inches are discouraged. Neon or bright colored paint should be use sparingly.

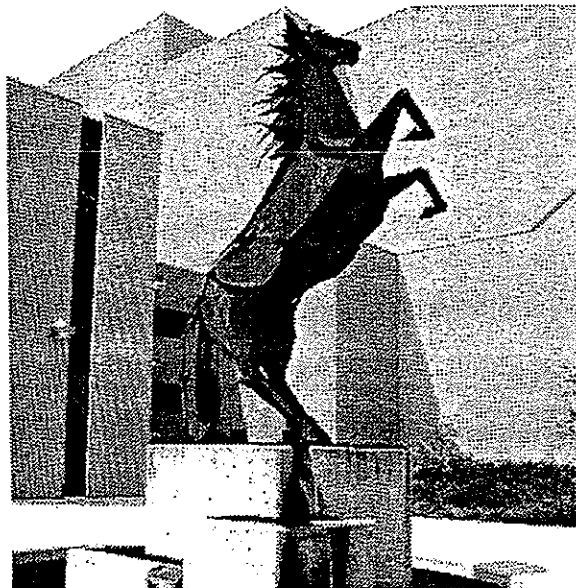
2.19 ARTWORK AND FOUNTAINS

2.19.1 Functions

Artwork in an urban setting serves several purposes. It beautifies the Downtown. Adds distinction and delight to the urban environment. Expresses the culture of the community. Additionally, artwork can make Downtown fun and memorable.

2.19.2 Intent

There are some places for artwork in the public right of way. They are not a standard feature of the streetscape and therefore do not typically appear.



PUBLIC ARTWORK

The artwork should be donated by patrons, organizations, or could be part of an art loan program. It must be approved by the Town and may be accepted or rejected at their discretion. A Downtown management organization, the Art Commission, or the Town's Planning Commission and Board of Trustees should review and make a recommendation on any proposal.

2.19.3 Guidelines

ZONES #1, #2, AND #3

Artwork in the public right of way

Artwork should fit comfortably within the limits of the right of way without blocking traffic or views, and be placed so that it is not crowded in among the other streets furnishings. Art can be a focal point, a backdrop, or invite passerby to interact with it.

Evaluation of artwork should incorporate the following:

- Communication of joy, delight, surprise, and wonder;
- Stimulation of play, creativity, comfort, and imagination;
- Promotion of contact and communication among citizens;
- Placement of people in the foreground;
- Stimulation of interest in the community's heritage;
- Offering a benefit to the community at large;
- Creation of community memory.

Drinking fountains

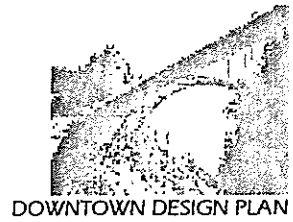
Drinking fountains offer comfort to the pedestrian, especially in the dry Colorado climate. In the Pedestrian District, community groups and patrons are encouraged to donate drinking fountains that are artistic in nature, not simply utilitarian.

In other cities, drinking fountains have become a symbol of grace in the urban environment. They often are designed to spill over to a lower dish to allow dogs and birds to drink. Sometimes they incorporate sculpture, artwork, or are art themselves.

There should be a clear system of maintenance to ensure that drinking fountains are functional and clean.

2.20 AFTERWORD

These guidelines are designed to coordinate the individual shop efforts in the Pedestrian District and guide public improvements. Their purpose is to help



DOWNTOWN DESIGN PLAN

promote changes, displays, and programs that are a positive benefit. As the Town gains experience with its new streetscape, these may be reviewed and changed.

A Downtown management organization, should it be formed, could take a strong hand in administering the suggestions in the *Design Guidelines*. It is to the mutual benefit of individual businesses, the Town, and the whole of Downtown to participate in the evolving development of the guidelines. The guidelines are offered here to direct individual decisions toward the common goal of a beautiful active Downtown.

