

Image and Design of the Town

The small town atmosphere heavily contributes to the Town's image. As the Town continues to grow, maintaining this character is desirable.

The following characteristics are seen as contributing to Frederick's small town atmosphere:

- Walkable and pedestrian oriented
- Orderly, tree-lined streets with grid pattern
- Houses facing streets with less predominant garages in the back
- Safe and secure
- Friendly, nice people
- Opportunity to know one's neighbors
- Good schools
- Slower paced, relaxed environment
- No excessive traffic
- Quiet place
- Special mountain views and vistas
- Rural
- Human scale: 1 to 2 story buildings

Goal 4 – Preserve and enhance Frederick's small town, rural character.

Policy 4.1: Maintain and enhance the Town's character and sense of place as defined by its neighborhoods, districts, corridors, and edges.

Strategy 4.1.1: Integrate public spaces such as plazas, civic buildings, parks, gateways, and landscaping into the overall development pattern of the Town and design them to be safe, attractive, functional and accessible.⁵

Strategy 4.1.2: Include a range of many different housing types and densities throughout the Town, providing housing opportunities for all socio-economic groups.

Strategy 4.1.3: Ensure that neighborhoods provide a safe and secure setting for residences.

Strategy 4.1.4: Design neighborhoods parks and pocket parks, plazas and other public amenities to serve as a neighborhood focus and provide individual identity for all neighborhoods.

⁵ Refer to Land Use Code Section 4.7 of the Subdivision Regulations.

Strategy 4.1.5: Encourage commercial buildings to be designed to focus on the character of the neighborhood and Town, building materials, architectural details, color ranges, building scale, and relationship to streets and sidewalks.

Strategy 4.1.6: Incorporate landscaping throughout the Town to provide visual interest, screening of unsightly areas, enhance views, cover for wildlife, shade from the summer sun, and protection from the winter wind.

Policy 4.2: Promote cohesive, integrated development patterns.

Strategy 4.2.1: Build developments on a modified-grid street system while promoting an interconnected network of new and existing neighborhoods, convenient pedestrian access, and multiple routes between key destinations.

Strategy 4.2.2: Design streets and walkways to function as attractive public spaces.

Strategy 4.2.3: Design streets pedestrian safety, comfort, and ease of walking, as well as providing safe, efficient routes for vehicles.

Strategy 4.2.4: Create pedestrian, vehicular, and bikeway networks that connect major destination points within the Town and neighborhoods.

Strategy 4.2.5: Encourage neighborhood street layouts that connect adjacent neighborhoods.

Policy 4.3: Encourage and support redevelopment.

Strategy 4.3.1: Design infill and redevelopment to respond to the unique character of the area.

Strategy 4.3.2: Encourage downtown redevelopment while maintaining a pedestrian environment that reflects the local historic character and is attractive to restaurants, bars, and specialty shops.

Strategy 4.3.3: Encourage new and remodeled building design in the downtown area to reflect the historical building design.

Policy 4.4: *Support the Downtown Business District.*

- Strategy 4.4.1: Encourage expansion of downtown Frederick to the west of Weld County Road 13/Colorado Boulevard.
- Strategy 4.4.2: Implement land uses within Downtown that will create a unique identity, without competing with highway-oriented business along business corridors.
- Strategy 4.4.3: Develop policies for public improvements such as parking, street improvements, and public facilities.

Goal 5 – Enhance the aesthetic image of Frederick and the surrounding area by improving the appearance of major highway corridors and entryways.

Policy 5.1: *Develop an attractive and inviting sense of place along the Interstate 25 and Highway 52 corridors by using quality architecture, generous landscaping, locating storage areas away from the corridors, and disbursing off-street parking around the site.*

- Strategy 5.1.1: Promote a variety of uses along the corridors, including retail, office, industrial, employment, restaurants and service, and multi-family residential.
- Strategy 5.1.2: Identify parcels along the key corridors to preserve for open space and trailheads for recreational trails.
- Strategy 5.1.3: Incorporate the Colorado Front Range Trail, adjacent to Highway 52, into all development proposed along the corridor.
- Strategy 5.1.4: Encourage parking areas to be distributed around the perimeter of the building away from street frontage and broken up into smaller sections through landscaping and pedestrian walks.
- Strategy 5.1.5: Permit signs along major transportation corridors that are visible to customers yet respect quality design standards.⁶

⁶ Refer to Land Use Code Article 7, Sign Regulations.

Strategy 5.1.6: Encourage lighting along major transportation corridors to provide safety and illumination in parking lots, pedestrian paths, and building entrances.

Goal 6 – Encourage design diversity and excellence.

Policy 6.1: Pursue the removal of abandoned oil and gas wells in the Frederick Planning Area.

Policy 6.2: Evaluate projects with respect to magnitude, scale, and diversity as they relate to the character of the existing town.

Goal 7 – Emphasize the significance of key community places and buildings.

Policy 7.1: Assess the community for key community places, buildings and historic resources.

Strategy 7.1.1: Develop a historical preservation policy that will enable the Town to designate historic structures.

Strategy 7.1.2: Encourage building restoration or reuses by exploring grant possibilities.

Strategy 7.1.3: Continue to develop the connections to special areas such as Milavec Lake, Boulder Creek and the Godding Hollow Ditch with a comprehensive trail network as depicted on the Parks, Open Space and Recreation Map.

Strategy 7.1.4: Develop and encourage rural cluster developments that conform to the rural subdivision standards as an option for preserving large tracts of open lands west of Weld County Road 7.

Policy 7.2: Provide Community Separator areas between adjacent communities to maintain community identity and preserve open lands.

Strategy 7.2.1: Develop and adopt a Community Separator Plan which identifies the intent, land acquisition plan, protection of landowner interests, and implementation strategies for obtaining the Community Separators, as reflected on the Land Use Plan.

- Strategy 7.2.2: Allow rural residential subdivisions in the Community Separator area as depicted on the Land Use Plan.
- Strategy 7.2.3: Work with utility providers to limit the infrastructure planned for Community Separator Areas.
- Strategy 7.2.4: Seek property owners within the Community Separator areas who are interested in providing conservation easements or land preservation via other methods.
- Strategy 7.2.5: Consider establishing a program to allow the transfer of development rights.
- Strategy 7.2.6: Once funding sources are identified, work with adjacent jurisdictions to pool open lands funds.