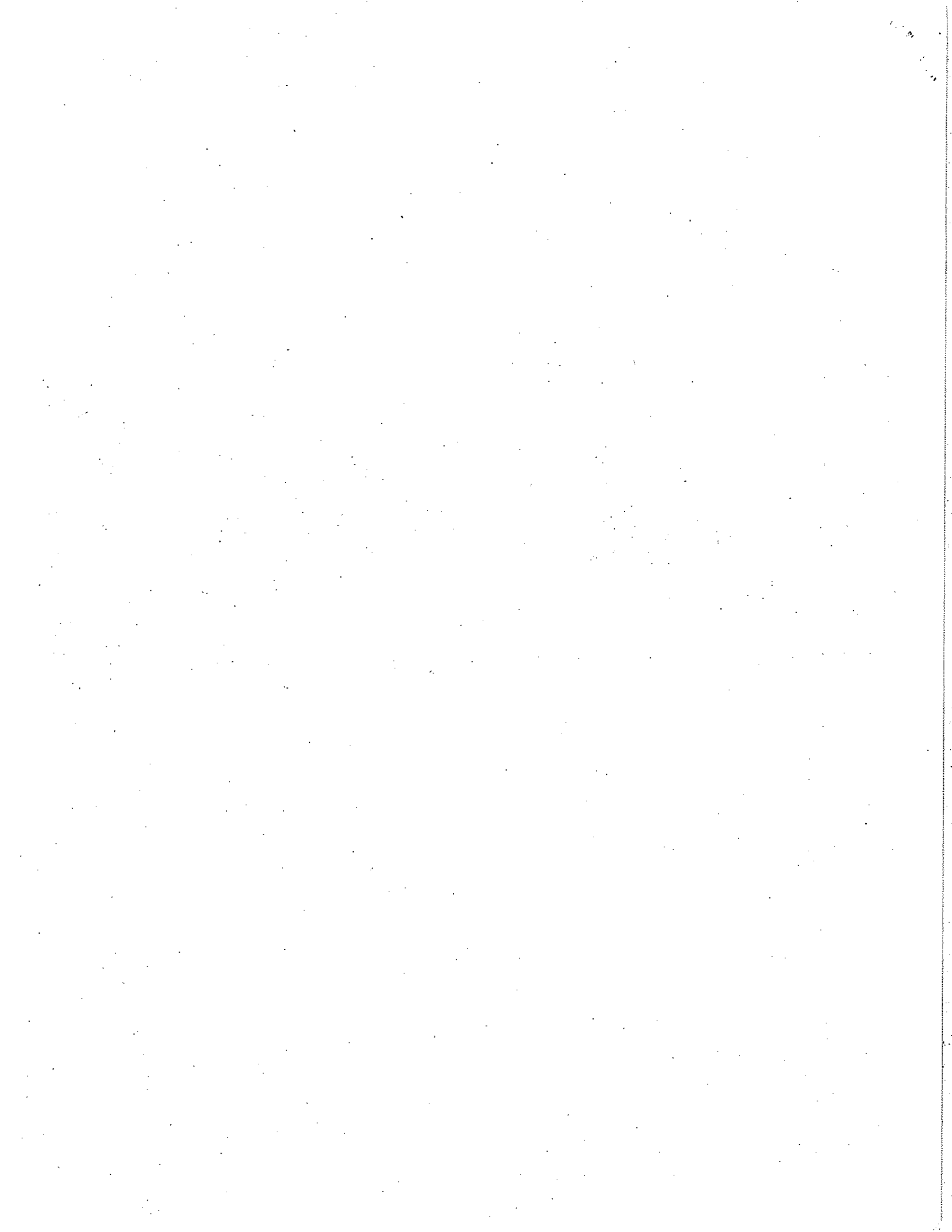


M E R C A D O
del Norte

May, 2001



The Mercado District

Background

The area of town often referred to as "North Greeley" has been the subject of concern, pride and many studies. It is one of the oldest neighborhood areas in the community, developing simultaneously with the original Union Colony settlement. Instrumental assets in the establishment of the town and this neighborhood include U.S. Highway 85, which defines the east edge of the neighborhood, railroad tracks along the area on the south, and the Cache la Poudre River to the north. Today, however, those same features create other obstacles to redevelopment of the area. The entire neighborhood is within a floodplain and, though train use of the rail line is limited, it creates a visual and psychological barrier to the neighborhood. The highway moves a high number of heavy trucks and other traffic through the area on a 24-hour basis. The neighborhood, though small geographically, has an enormous range of land uses, from single family and apartment uses to retail shops, human service agencies and industrial warehousing.

Many of the buildings in the area are over a century old, while others have been around less than five years. One of the oldest community features in the area, the Island Grove Regional Park, attracts numerous visitors to the area. The development of the Weld County Business Park, including several major employers and most of the County administrative and services offices to the north of this neighborhood area has increased significantly the quantity and type of traffic moving through the neighborhood. Several other public and private non-profit agencies are located in the area, along with about 100 residences and a variety of small neighborhood-level businesses.

The assorted uses in North Greeley as well as their eclectic design have resulted in little cohesion in the overall image and use of the area. Public funds have been invested in area recreational assets (Island Grove, the Rodarte Center), the City shops and in the Department of Social Services Building. Urban renewal funds have been provided to assist area residents with housing rehabilitation and new multi-family residential development. In addition, a number of older, blighted properties have been acquired and cleared to support more neighborhood reinvestment. Many redevelopment opportunities are converging in such a way as to create important momentum to support the successful revival of North Greeley as a prosperous neighborhood and community activity center. To capitalize on such momentum and establish a cohesive and attractive identity for this neighborhood area, the "Mercado District" had been proposed.

Mercado District - Definition and Purpose

"Mercado" is Spanish for 'market.' Reflecting the dominant cultural heritage of its residents and businesses, the Mercado District has been coined to describe a mixed-use retail corridor which functions as an ethnic marketplace, highlighting Mexican foods, products and services. There are several such marketplace areas throughout the southwest and many of the concepts for

Greeley's Mercado District, or "Mercado del Norte" as it has been referred to in its earliest days, have been borrowed from these successful projects.

Rather than preserve or add to a known or established architectural theme or style, the Mercado District establishes a design character or theme where none is primarily present. The Mercado District is based upon the belief that the areas within the defined neighborhood can be made better for its residents and more attractive to investors as well as the general population of Greeley. The Mercado District will provide an opportunity for businesses to market local goods and services in highly visible locations, with unified traffic access.

Goals of the Mercado District include:

- ▶ **Neighborhood citizen participation in District management;**
- ▶ **Promotion of new and expanded private investment;**
- ▶ **Re-population of the area;**
- ▶ **Development of the 11th Avenue Corridor as a commercial district; and,**
- ▶ **Establishment of unified land use and architectural guidelines (*standards*)**

Area

The boundaries of the Mercado District, as illustrated on Exhibit A, are as follows:

South: The east/west Great Western railroad tracks
North: Cache la Poudre River
East: U.S. Highway 85
West: 12th Avenue

Authority & Intent

The following structure has been proposed to provide the City with a vehicle to obtain citizen comment and provide support in encouraging the **voluntary** application of the guidelines contained herein to the properties within the Mercado District. These guidelines are not intended to supercede or replace any other regulations or development standards, but will be promoted in a manner consistent with the redevelopment of property within the defined district.

1. Citizen Board: a citizen board comprised of landowners within the Mercado District will be selected by and from among those petitioning for the creation of the voluntary district to represent the interests of the district in matters before the City. The board must adopt rules of procedure and describe how membership and participation on the board will occur as part of its submittal request to the City to establish the District. Any number of non-voting or ex-officio members may be invited to participate in meetings called by the board to consider development proposals within the district.

The Board will be promptly notified in writing by the City's Community Development Department of any land use or building permit application, or any other regulatory or capital improvement, requested or planned for land within or adjacent to the Mercado District. Notification will be accompanied by all applicant submittal information, schedules of meeting dates, and any other information necessary for the Board to be well advised as to the character and nature of such changes or improvements. The Board shall have the same protections and privileges as any other City Boards and Commissions.

2. Authority. The Mercado District and Board exist at the pleasure of the City Council. The District and Board are advisory only. Other than notification, there is no change or additional approvals to the normal land use application and approval process. A majority vote of all City Council members may amend any portion of this agreement or terminate and disassemble the District. The Mercado District Board may request meetings with applicants, elected or appointed officials, or City personnel, although there is no authority or requirement to legally cause any such parties to attend such a meeting. Any member or authorized representative of the Board may attend any public meeting, and if duly authorized, may officially represent the position of the Mercado Board. It is expected that the opinion or position of the Board carries the full weight of the principles and purpose of the Mercado District and the implied authority to support those principles and purpose which has been endorsed by the City Council.
3. Citizen Advocacy. The Mercado District is to serve as a vehicle for promoting resident citizens and property owners to be activist and advocates for the betterment of their neighborhood. The District serves as a known body of land and people to form a potent and coordinated tool to advocate on behalf of, and to increase resident livability in the Mercado District. This (livability) means: (a) the ability to easily walk or bike along with other modes of transportation, (b) public safety, (c) convenience, (d) increased property values, (e) attractive appearance, and (f) strong ties to entertainment and recreational opportunities.
4. Private Investment. The Mercado District is intended to provide greater confidence for private development through the voluntary adoption and promotion of guidelines for architectural design and for complementary adjoining uses. Rather than governmental entities providing the sole or greatest source of funding, reasonable assurance of the protection of property values have the effect of promoting private investment, whereas the lack of such assurances increases the level of risk. Beyond that which establishes a basic infrastructure and basic amenities upon which private enterprise can build, public funding in the District is intended to leverage the efforts of private enterprise.
5. Re-population. More than any other factor, remedy, or idea, the Mercado promotes the construction of additional dwelling units in the District. The Mercado District encourages

higher densities and promotes mixed use in any construction to include additional dwelling units. Not only do people look out for one another and create greater safety with more "eyes on the street" they are also customers for self sustaining neighborhood merchants and service providers. A greater population increases the potential cash flow. The appearance of more people in the neighborhood adds liveliness and interest. The loss of population coincides with the previous physical decay and loss of property value in the area of the Mercado District.

6. Commercial Use of 11th Avenue. The Mercado District promotes the design and use of 11th Avenue as a mixed-use commercial corridor. The District encourages intersection design more friendly to the pedestrian and other modes of transportation. The Mercado District standards support good transportation circulation and design and limits excessive speeds through the District. The Mercado standards promote the land uses and building design frontage along 11th Avenue as the best opportunity for commercial success due to it's proximity to and greater visibility from passing traffic. Exhibit B shows the street and intersection design encouraged by the Mercado District along 11th Avenue. Although, the Mercado District is a good "commercial" location, it is specifically designed to be integrated into, and not so much separated from, the surrounding residential uses. The concept of the Mercado District is primarily based upon the assumption that the uses within the District should attract and serve the needs of the local residents and thereafter, the general public. Planners of the Mercado District should understand the necessity for a variety of uses to attract activity during the morning, day, and evening hours. Designers should provide a "pedestrian scale" to the District with easy transitions from property to property in order to encourage pedestrian traffic along both sides of the corridor. Overhead protection, shade, wide sidewalks, resting and waiting areas, vegetation, variety of surface elevations and textures, should all be designed to provide visual interest to pedestrians.
7. Use and Architectural Guidelines. The Mercado District establishes **voluntary** standards and guidelines for new improvements and significant improvements to existing structures within the Mercado District. The building forms encouraged within the Mercado District can range from "classic" Spanish architecture to traditional "southwestern" to "territorial" in nature, with materials, colors, architectural details, and landscaping that are consistent with the Spanish and southwestern appearance. There are some buildings exhibiting known architectural styles in the residential portion of the Mercado District ranging from Victorian Queen Anne to adobe southwestern, therefore, the more residential portions are expected to be more eclectic in their architectural style. The appearance for commercial uses should be complementary to adjoining residential uses, and residential units over commercial/retail space is encouraged, as are multi-family uses. Conditions of the design standards, attached hereto as Exhibit C and incorporated herein by reference, are expected, and improvements within and adjoining the Mercado District are encouraged to have been given due consideration to these design standards.

Plan Amendments

This Mercado District Plan is advisory in nature and may be amended from time to time as may be recommended by the Mercado District Board, area landowners, City Boards and Commissions, and approved by City Council in the same manner as was used to adopt the District development and guidelines.

Adjunct Plans

The implementation of the Mercado District goals are intended to complement and not supercede or replace any other approved City plans, regulations, and studies, except as formally amended, which include the following:

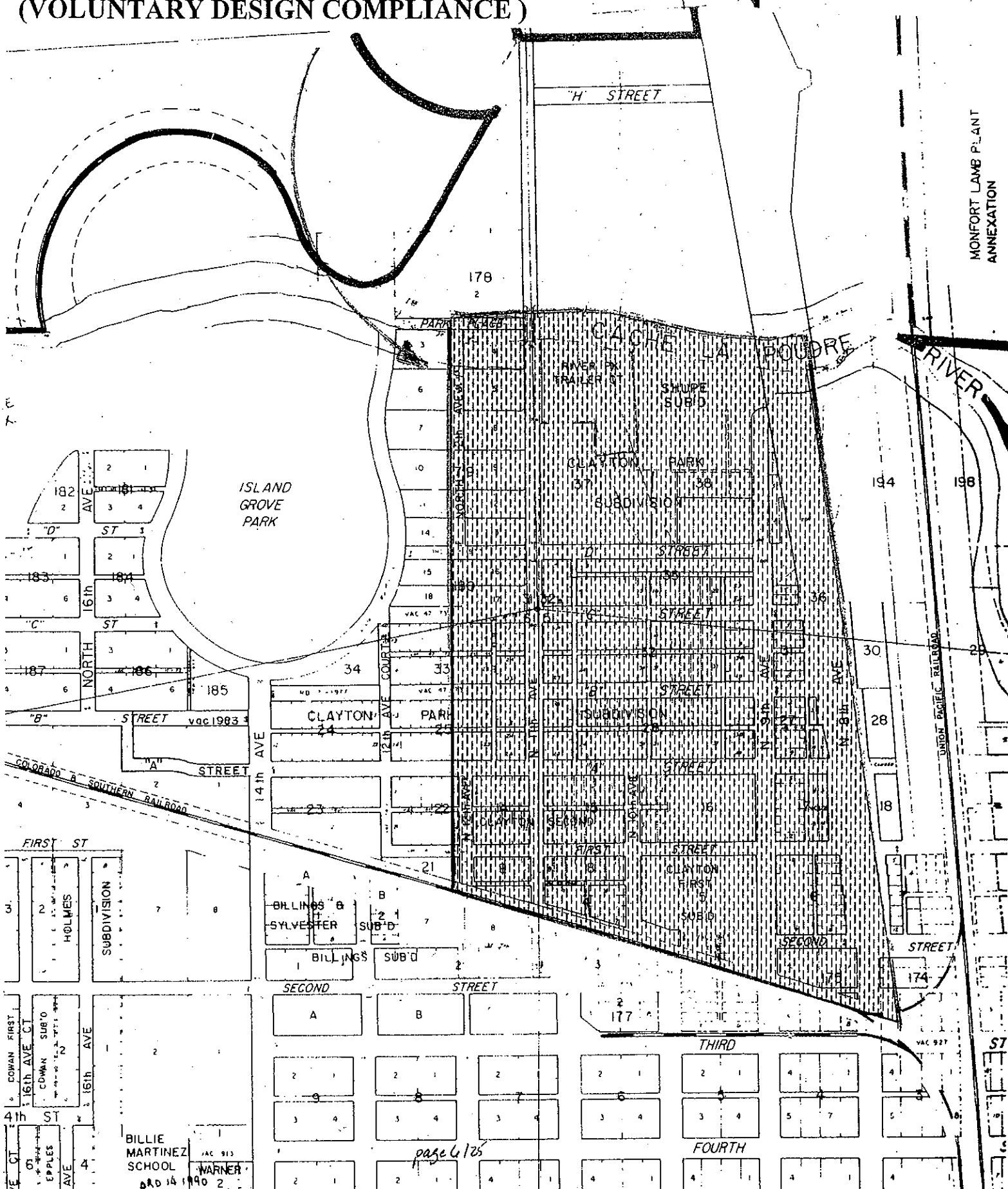
- ❖ The Greeley Municipal Code
- ❖ 2020 Comprehensive Plan
- ❖ North Greeley Neighborhood Study
- ❖ Parks and Recreation Master Plan
- ❖ Island Grove Master Plan
- ❖ Rodarte Center Master Plan
- ❖ Cache la Poudre Floodway Study
- ❖ Poudre River Trail Master Plan

21

MERCADO DISTRICT

EXHIBIT A

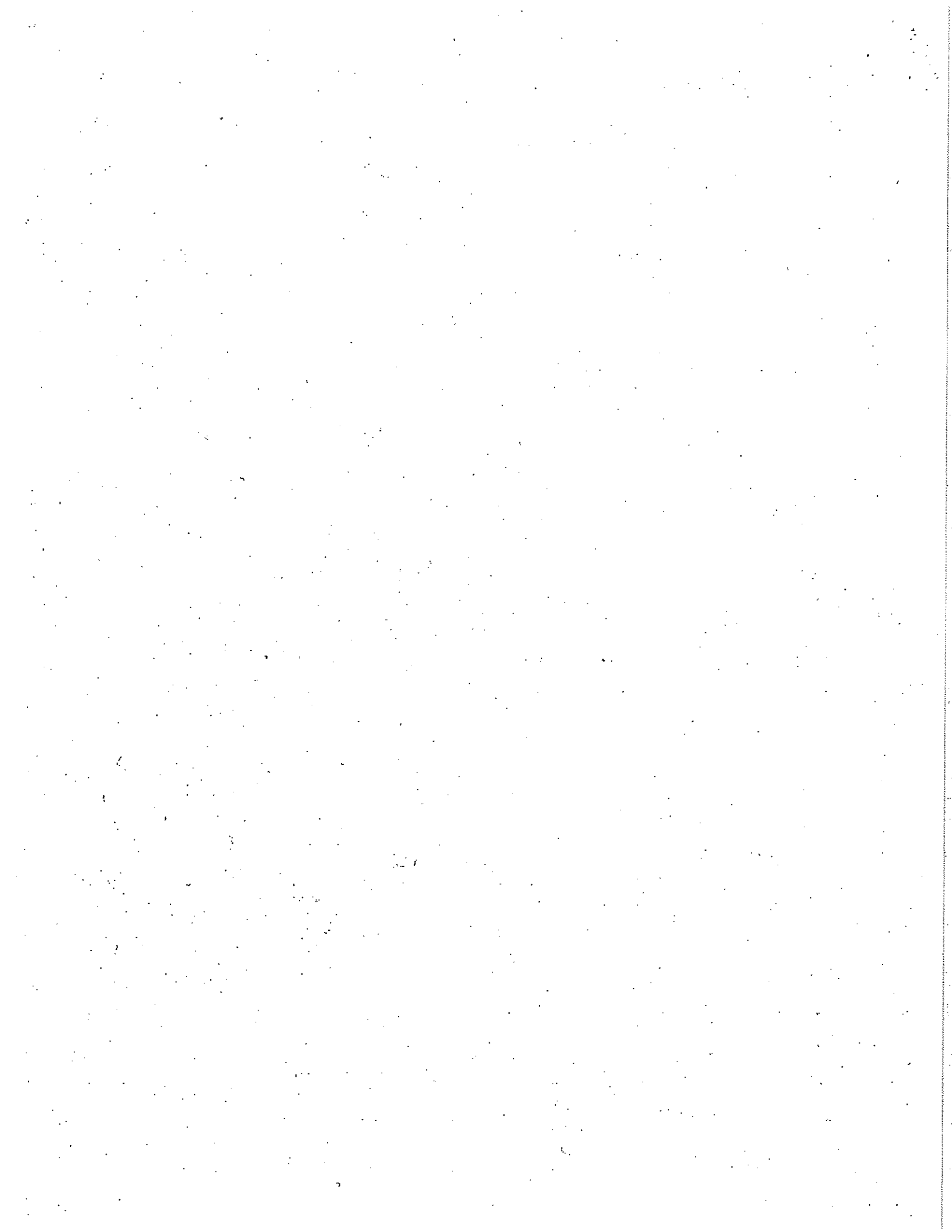
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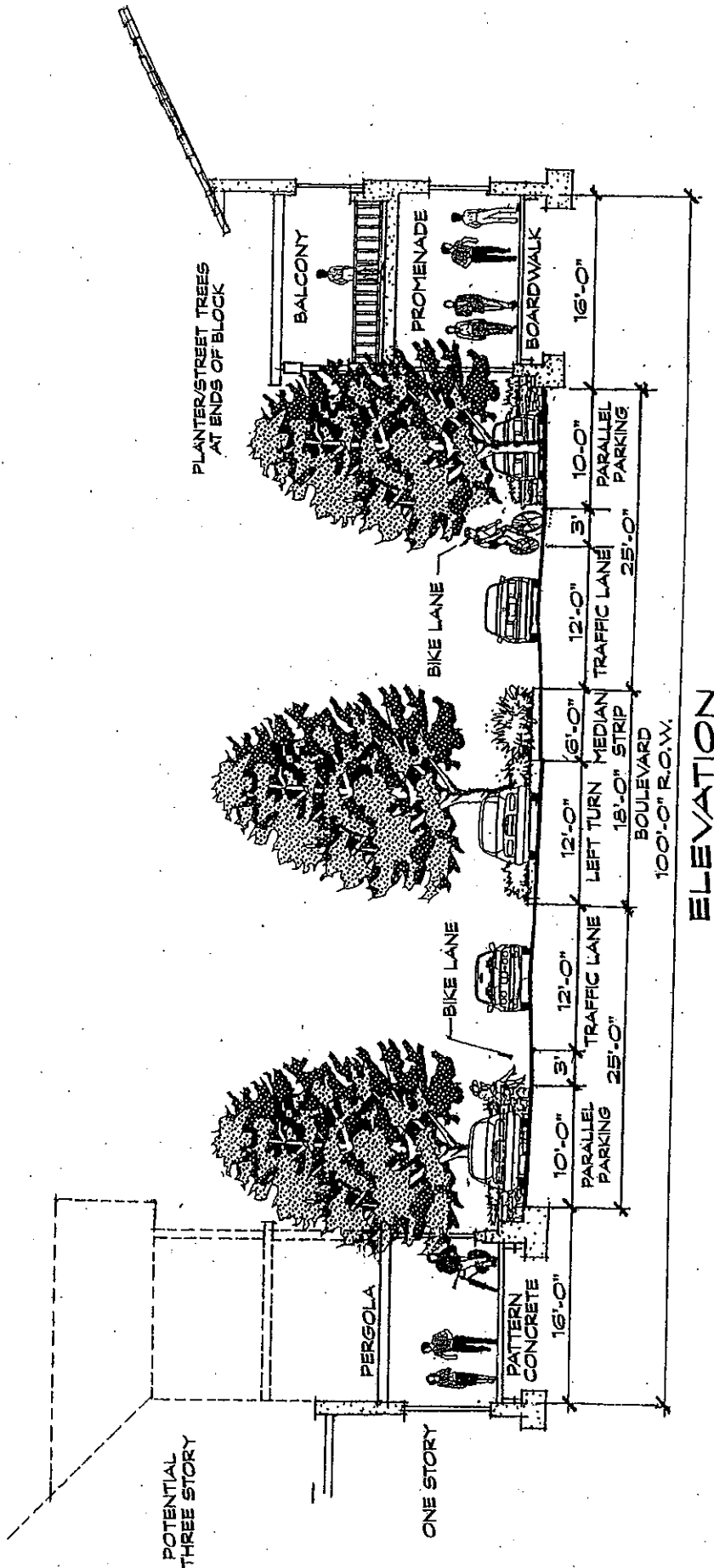


MONFORT LAMB PLANT
ANNEXATION

page 6 of 25

BILLIE MARTINEZ SCHOOL
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WARNER
DAD 14 1990



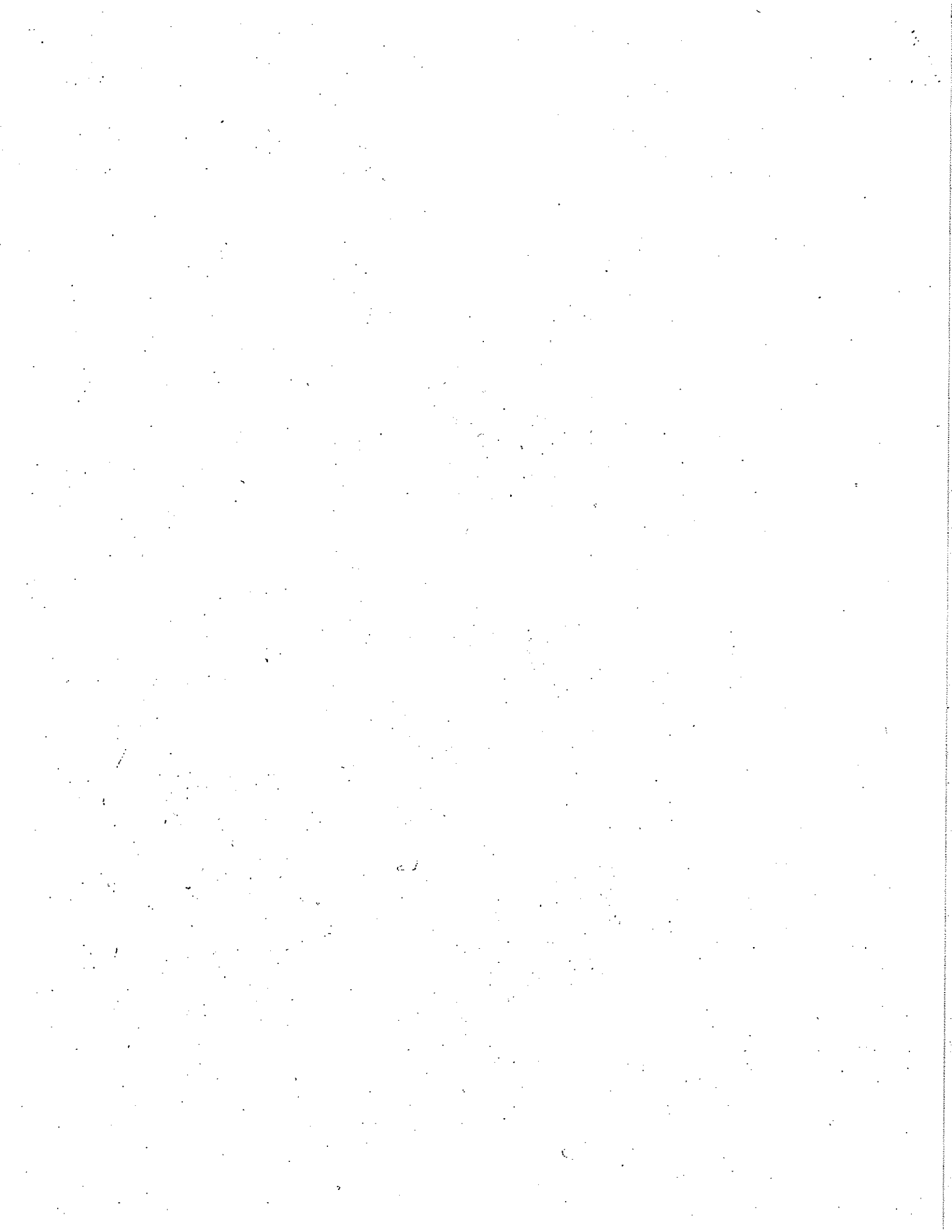


May 2000

Scale: 1"=10'-0"

11TH AVENUE SECTION MERCADO DISTRICT

Greeley, Colorado



The Mercado District Design Standards

The land uses and buildings which front along 11th Avenue are the best opportunity for commercial success due to proximity to and greater visibility from passing traffic. The challenge to each architect or designer is to develop front and rear public elevations that are proportional and complementary to adjoining buildings, yet offer variety and individuality. The orientation of the major roof forms are encouraged to be varied from one building to the next, and further complemented by dormers, porches, and other common architectural styling and designs in order to reinforce the sense of a series of common buildings serving different purposes. The buildings are encouraged to be linked by a common palette of materials and color options that allow for variety within defined constraints.

Each building, public space, sign, landscape element, parking lot, drive, sidewalk, and trail within district are encouraged to contribute to the theme, integrity and southwestern town character of the district.

Discouraged uses: any commercial use which encourages patrons to remain in their automobiles while receiving goods or services, (except service stations and banks with drive thru's); chemical manufacturing, storage or distribution as a primary use; enameling, painting or plating, except artist's studios; outdoor advertising or billboard as a principal use; carting, moving, or hauling terminal or yard; prisons, detention centers, or half-way houses; medium to heavy manufacturing, storage, or disposal of hazardous waste materials; scrap yards; mobile homes; kennels; sand, gravel, or other mineral extraction; and any use which produces the following adverse impacts: noise at a level greater than typical street or traffic noise, offensive vibration, emission of noxious solids, liquids, or gases.

Purpose of Design Standards

The purpose of this document is to assist City Planners, Architects, Designers, Lot and Building Owners, and building contractors in Mercado District by providing a preferred framework for design, construction and maintenance that will allow each project to contribute to the long term goal of creating complimentary architectural styles that enhance the District and the sense of arrival to the Mercado District.

The intent of this document is to outline appropriate architectural elements and practices that reflect the specific theme of Mercado District.

This document also explains the standards that are intended to protect the property values within the District.

Submittal & Review Process

The City requires a building permit and/or land use application for any of the following:

- A. Construction of any building.
- B. Renovation, expansion, or refinishing of the exterior of any building.
- C. Interior changes which affect the major function of a building.
- D. Major landscape, road or parking changes.
- E. Exterior lighting or signage changes.

The Mercado Board will be notified of and provided a copy of building and land use applications received by the City as described in the District Overview document. Either prior to, or in conjunction with the application, it is recommended that the Owner or Owner's representative request a meeting with the Mercado Board. It is suggested that in preparation for such a meeting with the Mercado Board, the Owner or Owner's representative should assemble the requested items in the Sketch Plan Review. Following the Sketch Plan Review, if there are any changes or additional information requested by the Mercado Board it is recommended that the Owner or Owner's representative present such information to the Mercado Board prior to their final recommendation to the City concerning the project.

1. Sketch Plan Review. The Sketch Plan Review addresses the conceptual design of the project. The review will address existing site conditions and planned improvements, building floor plans and elevations, roof design, architectural character or expression, exterior materials, grading and drainage, etc. (see Sketch Plan Review Checklists and Evaluation Criteria for complete submission recommendations).

The Sketch Plan Review includes the following steps:

- a. The Owner or Owner's representative is encouraged to have an architect prepare and submit to the Mercado Board two copies of the Sketch Plan which should include all information requested by the Sketch Plan Review Checklist.
- b. The Mercado Board reviews the Sketch Plan at a scheduled meeting and will give a written response to Owner in writing of the findings within 14 days.
- c. If necessary or desired, the Owner or Owner's representative may resubmit a Sketch Plan.

2. Final Plan Review & Approval. The Final Plan Review & Approval addresses the final design details of the project. The review will address planned improvements, building elevations, building sections, roof design, architectural character or expression, exterior materials, site conditions, grading, drainage, landscaping and signage, and erosion control measures (see Final Plan Review Checklist and Evaluation Criteria for complete submission recommendations).

The Final Plan Review & Approval includes the following steps:

- a. Upon approval of the Sketch Plan the Owner or Owner's representative is encouraged to have an architect prepare and submit two copies of the Final Plan which should include all information requested by the Final Plan Review Checklist.
- b. The Mercado Board will notify owner in writing of the Final Plan Recommendation within 14 days.
- c. Upon endorsement of a Final Plan, owner may request a presentation of the Mercado Board's endorsement at any public meeting or meeting with City Staff.

GENERAL INFORMATION

The following Mercado District Design Standards are in addition to the City of Greeley's requirements. These guidelines are intended to show and set forth standards by which the Mercado Board will apply its review to building and land use applications in the District. These Design Standards are to show the all encompassing "architecture" of the District to help guide the efforts of potential new Owners and their Architect and Builder. Whenever there may be a conflict between the decisions of the Mercado Board and these Design Standards, the decisions of the Mercado District's Board shall be deemed the more superior. It is the intent of the City of Greeley that these Design Standards for Mercado District are perpetual and will run with the District and be a benefit thereto and shall be considered by the City of Greeley so long as the District exists. Owners of real property within the District may reasonably rely of the City of Greeley's commitment to promotion of the Mercado District Design Standards, but should allow for changes and modifications the City may require in special cases where the public good is better served, in the City's estimation.

Other than any provision by the City of Greeley and/or its Municipal Code, which by its decisions and provisions shall govern, it is recommended that District amendments be considered at any time when such a request is received in written form from land owners representing at least seventy percent (70%) of the land mass within the District.

General Standards

1. General Standards. The Standards described in this document are intended to supplement City, County, State and Federal rules and regulations governing the zoning, construction and use of buildings and property. Building Design will be regulated by County, State and Federal regulatory agencies having jurisdiction. The Owner or Owner's Representative is encouraged to be responsible to ensure conformance with any applicable standards, and should check with the City of Greeley, Weld

County, and State of Colorado Building Codes Division to verify that the most recently adopted edition of any applicable regulation is being used.

2. Zoning Regulations. The design and use of improvements in Mercado District are encouraged to be consistent with the Mercado District Standards. The Mercado has special interest in the properties fronting the North 11th Avenue corridor. It is recommended that no construction of, or alteration to, any improvements, whether temporary or permanent, including but not necessarily limited to buildings, fences, walls, earthwork, paving, vegetation, signs, or secondary structures such as utility or trash enclosures and storage tanks should be commenced on any such lot prior to reviewing the Mercado Design Standards or requesting a meeting with the Mercado Board. Interior modifications and/or improvements that do not alter the use, exterior appearance of a building, or the site improvements, are not subject to any such review.

3. Recommended Uses.

The following are recommended uses within the Mercado District :

- Mixed use w/ residential
- Art, dance, photo studios, galleries
- Banks, ATM's
- Bed and breakfasts
- Hotels
- Convenience/fast food stores with gas service (8 pumps)
- Dry cleaning dropoff/pickup
- Medical & dental offices
- Professional offices
- Personal service shops
- Mail centers
- Taverns/ brewpubs
- Cafes, coffee, bake shops
- Retail less than 3,000 display
- Automobile Fuel Retail
- Convenience Center
- Commercial/ Retail Center
- Retail & Office Center
- Antique Shop & Store
- Apparel & Accessory Store
- Appliance Sales, Services.
- Arts and Crafts Retail and Supply Stores
- Audio Visual Equipment Sales & Rental
- Bakery For on-site Sales
- Barber Shop/ Beauty Shop
- Bicycle Sales, Service & Repair
- Book & Stationery Store

Business & Office Machine Sales, Service & Repair Shop
 Business Offices
 Candy & Ice Cream Parlor
 Delicatessen
 Clothing & Costume Sales & Rental Shop.
 Drug Store
 Florists Gift Shop
 Hardware Store
 Hobby & Coin Shop
 Interior Decorators Shop
 Jewelry & Metal Craft Store
 Leather Goods & Luggage Store
 Lock & Key Shop
 Mail Order Catalog Store
 Music & Instrument Sales
 Office Supply
 Paint & Wallpaper Store
 Photographing Equipment & Supply Store
 Picture Framing Shop Radio/Television
 Restaurants and Bars
 Sewing Machine Shop
 Shoe Store
 Sporting Goods Store
 Toy Store
 Travel Agency
 Variety Shop
 Video Arcade
 Wallpaper Store
 Wholesale Establishments that use samples
 Wholesale Distributors With On-Premise Retail Outlets

The list are not meant to inclusive of all recommended uses. The list is representative of desired uses. The Mercado District Board may suggest additional voluntary limitations of business hours, store/business frontage and gross leaseable square footage in addition to color selections, window display and signage, uses of walkways and terraces. The agreement of the Owner should apply also to leased space.

4. Setbacks and the Building Envelope. The front facade of the ground level story for all buildings with frontages on 11th Avenue are encouraged to be "0" setback. See Exhibit B for street design right-of-way and setback. The upper stories may overhang seven feet from the back of sidewalk and the last eight feet from the vertical plane of the front of the sidewalk are encouraged only have a usable balcony, covered or uncovered. Any projection into the City right of way requires revocable permit from the City. Buildings on block corners are encouraged to have the corner at a 45° (forty-five degree) angle with an entry to the building at that corner location. Areas of active use and noise are encouraged to be buffered from adjacent properties.

5. Screened Service Areas. Fences and walls are encouraged to be used to assure that service areas are screened from view of public spaces and adjacent roadways. In general, these improvements are encouraged to be consistent in color, texture and form with the adjacent building. Privacy screens are encouraged to be consistent with the overall design of the building. The height of the screen are encouraged to not be taller 10 feet, and no longer than 24 feet in uninterrupted length. The City requires all front yard fencing or screens to be limited to 42" in height.

6. Exterior Lighting. The intent of the lighting recommendations to reduce the amount of light pollution and to be unobtrusive to neighboring properties. Exterior lighting are encouraged to be subdued, understated and indirect. Area lighting is encouraged to have concealed light sources and are encouraged to be either all white or all pale yellow as may be requested by the Mercado Board. Parking lot lighting is encouraged to be "down" type and are encouraged to not radiate out from the property. Ground lighting may illuminate upward and toward portions of the building architecture. In all cases, excessive glare to neighboring properties or circulation should be avoided.

Direct light sources are encouraged to be used only to illuminate signs, accent the architecture, landscape or artwork, or for the definition of entries and walkways. Flashing, blinking, or moving lights are not recommended. Temporary holiday ornamental lights are encouraged, but should be modified upon complaint of obtrusiveness.

7. Site Accessories. Mail and newspapers are encouraged to be delivered to each building. Exterior mailboxes, newspaper safes boxes or express package depositories should be incorporated on site with Mercado Board approval. Bicycle racks are encouraged to be indicated on site plans, and should typically be located on or adjacent to public terrace areas.

8. Landscaping. Through effective use of planting, the architectural elements of Mercado District can be softened and blended into the surrounding land forms and vegetation of the Mercado District and surrounding areas. Shrubs and ground cover should be placed in groups of similar species, rather than alone or with a number of other species. In an effort to blend with the surrounding environment and acknowledge the extreme conditions of temperature and moisture, formal landscape using indigenous plant materials is recommended.

All owners must maintain their grounds. If, in the opinion of the Mercado Board, grounds are not being maintained, the owner will be notified. If maintenance is ignored, or if any dead or dying plant materials are not replaced, the Mercado Board will notify and register a complaint with the City, which may result in a correction notice, summons to court, and/or the City may arrange the necessary work done and bill the owner. Owners may be asked to install and maintain landscaping and walkways adjacent to their property. Maintenance of these areas and the City right-of-way is required of the Owner.

The following design considerations are encouraged to be included in the preparation of landscape plans:

a. Topsoil & Sod. Topsoil replacement is recommended to a minimum depth of four (4) inches. A soil amendment of an organic nature such as well-rotted cow manure is encouraged to be roto-tilled into the soil in areas that will be seeded or covered with sod. Sod is requested in landscape areas adjacent

to buildings, pathways, terraces, etc. In disturbed areas where sod gives way to the natural landscape an informal edge are encouraged to be created to tie into the natural line created by the existing vegetation.

b. Edges. Where formal or groomed planting gives way to the natural landscape, the transition should be defined. This can be accomplished through a natural transition using boulders, perennial wildflowers, or shrub beds, or through elements such as fencing, walls, pathways, or roads. Edge transitions are encouraged to not be left to a line of cut and uncut grass.

c. Screening. Planting are encouraged to be used effectively to screen service areas and to avoid glare from sources such as automobile head lamps. Sight lines at roadways are encouraged to be preserved by holding plantings back sufficiently from the roadway. As a basic solar consideration, clusters of evergreens can be placed on the north and east sides of a building to provide a wind break from prevailing winter winds. Deciduous trees and shrubs can be placed on the southern and western side to provide shade in the summer months and allow sun to penetrate to the building during the winter months.

d. Exposure. Due to the intense rays of the sun at high elevations, the exposure of plant materials must be considered. Plantings along south facing walls will receive harsh sunlight and extreme temperature changes throughout a 24 hour period, and should be chosen accordingly.

e. Snow Storage. The Owner's plans should show adequate snow storage areas for each property and are encouraged to be designated outside the sight triangles. Plants located in snow storage areas or in areas of snow and ice shedding should be able to withstand the accumulated snow loads. Planters or planting beds in these areas should incorporate the use of annuals, perennials, bulbs, or low growing evergreens.

f. Non-Native Plants. Introduction of non-native plant species which might compete with, harm native species, or result in their decline is discouraged except where it is shown that such introduction can improve or prevent undue damage to the natural environment.

g. Chemicals. The use of pesticides is discouraged. The use of herbicides is discouraged except for the control of noxious weeds. Non-chemical weed control is strongly encouraged. Only approved herbicides should be used and a Weld County Health Department should be consulted before applying chemicals to sensitive areas. Contact a local nursery for the most effective herbicides that least impact the environment.

h. Suggested Plant Materials. Suggested Plant Materials for Mercado District are based on plant material that has been observed growing in the Weld County and other areas with a similar climate and elevations above sea level. Since many factors effect the success of plant material, a qualified landscape architect or contractor, familiar with local conditions are encouraged to be consulted. The selection and location of plant materials by individual owners are encouraged to minimize irrigation water usage.

i. Deciduous Trees: Aspen, Cottonless Cottonwood, Alder, Willow, Crabapple, Chokecherry, European Mountain Ash, Ash, Pear, Oak, Hawthorn, Honey Locust, Maple.

ii. Evergreen Trees: Fir, Pine, Spruce, Rocky Mountain Juniper.

- iii. Shrubs: Alpine Currant, Red Twig Dogwood, Potentilla, Plum, Serviceberry, Snowberry, Cotoneaster, Grape Holly, Junipers, Spirea, Woodrose, Euonymus.
- iv. Ground Covers: Phlox, Potentilla, Kinnickinnick, Agua, Periwinkle, Sedum (many varieties).
- v. Grasses: City of Greeley seed mix - limited use in limited areas.
- vi. Lawns: Drought tolerant and water wise mixes including sheep fescue, buffalo grass and crested wheat grass.

BUILDING DESIGN

The intent of the following building requirements are to provide continuity to the context of the built environment, while allowing for the vitality of individual expression. The use of common materials and colors will link the buildings to one another.

A. Building Height.

Building heights within Mercado District are encouraged to be limited to a maximum of 42 feet. Building height are measured from the highest ridge or parapet facade to the lowest adjacent grade.

On complex buildings with multiple heights, the building height shall be determined by calculating the highest ridge line or parapet facade of the building, and measuring to the lowest adjacent grade. Finished grade should be the final elevation of the surface material, whether soil, paving, or decking, adjacent to the building as shown on the Architect's drawings.

With the approval of the City and the Mercado Board, chimneys, cupolas, and other architectural features may exceed the given height limitations by no more than 6 feet. The Mercado Board reserves the right to encourage variance from this height standard when, in its judgment, a slightly taller height is more appropriate for the design of a building, and does not compromise the integrity of the District. When beyond the administrative authority of the City to grant such a height exception, it may be necessary to request a variance from the City's Zoning Board of Appeals.

B. Roof Form.

The architecture within Mercado District is encouraged to be of a lower style profile with a peaked trussed roof system to complement the simple character of Spanish or southwest. Flat roofs should have appropriate screening from public view with the use of parapet facade or other such devices. The consistency and compatibility of roof shapes, pitches and materials will contribute significantly to the continuity of the character of Mercado District. The following Design Standards have been developed to allow for distinct building forms while addressing the character of the entire development.

1. Shape and Pitch. When considering roof shapes and pitches for buildings within Mercado District, designers are encouraged to consider the simple hipped roof shapes and lower pitches of roof forms found within southwest or Spanish designs. Major roof slopes are encouraged to be 4:12 or 5:12 pitch. Variations to this standard may be encouraged if in the Mercado Board's

judgment such form will not detract from the desired architectural style of the Mercado District.

It is recommended that secondary roofs should be flat with a parapet facade or shed or gable roofs with pitches not less than 3:12 pitch when attached to major building forms.

Mansard roofs, pseudo-mansard roofs, curvilinear roofs, and A-frame roofs are discouraged.

2. Dormers, Secondary Roofs. Although generally discouraged in the Mercado District, the Mercado Board may consider dormers and secondary roofs to add interest and scale to major roof areas and to make habitable use of space within the roofs. Dormers and secondary roofs may have gable or shed forms and may be stacked or repeated in multiple forms.
3. Entry Definition. Front, side, and rear entrances should be specifically expressed with recession in wall forms and protected with adequate overhangs. Depending on style, major roofs may be encouraged to have overhangs of 3 feet over side and rear entries. Secondary roof forms may have overhangs of less than three feet. All fascia materials are encouraged to be visible for a minimum of 8 inches. Built-up fascias of 12 inches are preferred.
4. Skylights & Solar Collectors. When designing the location of skylights, consideration is encouraged to be given to both the interior and exterior appearance of the unit. Locations are encouraged to also be coordinated with window and door locations. Skylights are encouraged to be located away from valleys, ridges and all other areas where drifting snow may hinder the performance and safety of the unit. Skylights are encouraged to be of high quality, insulated, double pane construction.

Solar collectors are encouraged to be integrated into the overall roof design, and are encouraged to be placed flush with the slope of the roof or wall of the building.

C. Wall Form.

Exterior wall surfaces should be no longer than 30 feet in length without the introduction of a minimum 2 foot recess, 2 foot projection or change in orientation. Two story exterior wall forms should be interrupted by minor roof forms, wall detailing projections, or changes in materials. Buildings on block corners are encouraged to have the corner at a 45° (forty-five degree) angle with an entry to the building at that corner location.

MATERIALS & DETAILS

When choosing materials for buildings in Mercado District, architects should select materials of an appropriate quality and durability in an often harsh northern Colorado environment. Synthetic and composite materials which conserve valuable wood resources should be considered whenever a building owner is contemplating opaque finishes and high maintenance areas. All materials are encouraged to be of an appropriate scale for use in the contemplated structure. The following are the only recommended materials in Mercado District:

A. Roof Materials.

Roof materials above occupied areas of buildings, or in areas exposed to the sun, mechanical vents, and heat from adjacent chimneys are encouraged to be carefully selected to address the freezing and thawing cycle common to most roof designs in the Weld County area. Freezing and thawing of roof materials can damage the integrity of the roof surface or injure the occupants of a building. Cold roof systems with adequate ventilation and insulation are recommended.

Roof materials are encouraged to be constructed of fire resistant materials carrying a Class A or Class B rating. The following are the only acceptable roof materials:

- i. Lightweight concrete tile, barrel or flat design
- ii. Standing seam metal roof materials
- iii. Corrugated metal roof material
- iv. Class A composite rolled or membrane roof behind wall parapets.

All roof flashing vents, hoods, and roof accessories are encouraged to be copper or a pre-finished metal that blends with the color of the roofing material selected.

B. Exterior Wall Materials.

The character of the building exterior should be kept architecturally interesting balanced and visually pleasing to compliment the surrounding structures on the site. Natural materials and subdued earth colors should predominate the main body of the building. Exterior trim can be more of the same or similar color as to not contrast greatly with the main body. Visual interest is achieved by stucco details, interesting wall parapet lines, breaks in walls, exposed beams or soffits, porches and balconies, and a mixture of exterior materials to add "visual textures" thereby giving interest to the predominate neutral tones.

The Mercado Board will consider materials not listed below if it is demonstrated that such materials can maintain the aesthetic continuity of Mercado District, including pre-finished wood and synthetic siding materials.

1. Unit Masonry/Stone. Unit masonry Materials are encouraged to be limited to brick, cultured and natural stone, as recommended by the Mercado Board. Brick and stone surfaces are encouraged to be limited to chimney forms or as the base of exterior wall surfaces. Masonry work should not be applied to individual wall surfaces in order to avoid a veneer-like appearance.
2. Concrete. Exposed concrete foundation walls between ground level and exterior wall siding are encouraged to be a maximum of 8 inches. Foundation exposure over 8 inches are encouraged to be finished with synthetic textured stucco, brick, or treated wood.
3. Stucco. Synthetic stucco is encouraged to be permitted providing that the finished surface is adequately textured to obscure the pattern of insulation panels or underlying cinder block. Synthetic stucco is encouraged so that expansion joints are unnecessary. Synthetic stucco

surfaces should be a majority portion of the exterior surface area, and should not be applied to individual wall surfaces in order to avoid a veneer-like appearance.

4. Wood Siding. Smooth or rough sawn wood siding may be acceptable exterior wood sheathing materials. Composite materials are not preferred, however, considering the new manufactured materials that become available, the Mercado Board is willing to review these materials as part of the Owners submittal, which should include pictures and samples along with a description of installation. All wood siding is encouraged to be painted or stained with an opaque stain and routinely maintained. Wood shingles used as siding is discouraged.
5. Chimneys & Vents. Chimneys, flues and vents can be used to create visual contrast to the dominant roof forms of the buildings within the Mercado District. Chimney forms are encouraged to relate to the overall building and are encouraged to be covered with either brick or stucco. No chimneys enclosures should be clad in wood. All flues are encouraged to be masonry, or triple walled stainless steel, enclosed with a chimney cap and fitted with a spark arrestor that is shielded from view by the chimney design. No exposed metal or clay flues should be allowed. Chimneys and flues should be located to avoid smoke and fumes to neighboring properties and adequate disbursement of smoke. Buildings adjacent to unique roof configurations are encouraged to give special attention to down drafts. Building vents and flues for such functions as ventilation and exhaust are encouraged to be consolidated into common decorative enclosures, such as cupolas, or are encouraged to be concealed from adjacent roadways.

C. Exterior Windows & Doors.

1. Scale, Composition & Proportion. Windows and doors are encouraged to be of a consistent size, shape and orientation throughout a given building. Window and door patterns and reveals should be carefully studied to create interest and variety. Uninterrupted bands of windows and doors are discouraged and not be allowed in any building. Window and door locations are encouraged to be carefully considered to avoid being obscured by accumulating snow.

2. Solar Orientation & Exposure. The design and location of exterior windows should respond to the solar orientation of the building. The following energy considerations should be addressed in the building design:

- Double/ triple glazing with Low E coatings on other than store display
- Neutral density gray solar tinting on other than display
- Openings caulked around windows/doors
- Weather-stripping
- Storm windows
- Entry vestibules

3. Materials. Windows and Doors on the street level and protected with adequate overhangs are encouraged to use natural wood surfaces with colored paints or opaque protective sealant. On side, rear or upper stories, windows and doors should be constructed of vinyl, pre-finished enamel or colored aluminum cladding. All glazing should be framed in walls of brick, stucco or wood. Glass curtain walls and mirrored glass are strongly discouraged. Glass storm panels, set within the

window sash, can be used within divided-light windows, provided that the storm panel is installed on the interior side of the window. Divided light glass should be authentic, or grids should be substantial in their attachment or incorporated into the manufacturing of the window. Snap-in grids are discouraged.

4. Service Doors. Service doors should not be oriented toward the street, and are encouraged to be de-emphasized in the elevation of the building. Doors are encouraged to be recessed a minimum of 12 inches in an exterior wall, recessed within the volume of the building and or protected with a minor roof form. Service doors should be subdivided with secondary materials, and should not be lighter in color than the building. Fiberglass or exposed metal doors are discouraged.

5. Window Coverings. If shutters, grills or awnings are used on exterior walls, they are encouraged to be operable and not used merely as ornament.

D. Porches & Balconies Design.

1. Porches and balconies should be designed to enhance the overall architecture of the building by creating variety and detail on exterior elevations. Whenever possible, balconies should be located in areas of high sun exposure while preserving views and solar exposure.

2. Posts should be a minimum of eight inches square or in diameter, and should be paired together when needed to diminish a thin visual appearance. Materials and colors should be consistent with the building and surrounding landscape.

E. Building Color.

Color schemes can emphasize the contrast between the basic wall surfaces and accented details. All exterior color schemes are encouraged to be reviewed by, and approved by the Mercado Board as a part of the Final Plan Review & Approval, if applicable. Exterior color schemes throughout Mercado District should be subdued variations on simple color palettes with occasional brighter contrasting colors. Large exterior wall surfaces are encouraged to be painted or stained with earth tones. Changes of color schemes are encouraged to be reviewed by the Mercado Board prior to application.

F. Energy Conservation.

Owners are encouraged to meet with representatives of Public Service of Colorado regarding energy use in each building. All buildings are encouraged to meet the following minimum standards for roof and exterior wall insulation: Roof = R50 and Walls = R19

SIGN STANDARDS

All signs, posters, displays, or advertisements must meet the City of Greeley's sign code and are recommended to have received the endorsement of the Mercado Board prior to installation or use.

A. Building Identification/Address.

Standard signs identifying buildings in Mercado District are encouraged to be placed by each owner in an approved location on the property. The identification signs are encouraged to be of a standard size, material, and color established by the Mercado Board. If related to a stand alone building, the identification sign may be a monument sign, recommended to be no larger than 28 square feet in size. The sign is encouraged to be no higher than five feet in height above the curb. Whether on the monument sign or affixed to the building, the address numbers are encouraged to be at least 8 inches high and one and a half inches wide in stroke. The identification should be clearly visible to emergency vehicles from the adjacent street at all times.

B. Multiple Tenant Sign.

Standard signs identifying multiple tenants in single buildings are encouraged to be placed adjacent to the pedestrian entry of the building. The sign is encouraged to be of a standard size, material, and color established by the Mercado Board. The sign should be mounted on the building at the point of entry, and should be the lesser of:

- a. 250 square feet, or
- b. 2% of the ground floor area, or
- c. 1.5 square feet times the building frontage.

C. Business Identification Sign.

Standard signs identifying individual businesses on individual lots are encouraged to be placed by each owner in an approved location on the property or on the building. The sign is encouraged to be of a standard size, material, and color established by the Mercado Board. The sign can be suspended from or mounted on the building, and is encouraged to be the lesser of:

- a. 250 square feet, or
- b. 2% of the ground floor area, or
- c. 1.5 square feet times the building frontage.

D. Contractor-Builder-Developer.

Construction signs should be placed on a Lot/Tract only during the construction period. The sign should not be larger than sixteen (16)-square feet in size and be of a color that is harmonious with the structure being built and the surrounding area. The sign should be removed immediately upon issuance of a certificate of occupancy or no longer than one year, whichever occurs first. Construction signs should contain only the names of the project, owner, architect, and general contractor.

E. Real Estate - For Sale/Rent.

Real estate signs are encouraged to be no larger than four (4) square feet in size, and are encouraged to be placed on a Property by owners or their agents affixed to the Property wall or placed in the interior behind and exterior window. Signs should be removed immediately upon closing of the sale or listing expiration.

CONSTRUCTION PROCEDURES

A. Approvals Requested Before Construction

1. Permits. Construction until approval has first been obtained by the City. Building construction and landscaping must strictly conform to the approved final plan and should be diligently managed to completion within twelve (12) months after obtaining the building permit.
2. Approvals. All modifications to previously approved construction and landscape plans should be submitted for review and comment by the Mercado Board.

B. Construction Standards

1. Noise Abatement and Hours of Work. Heavy equipment operation, and other loud noise from construction should be prohibited between dusk to dawn. The owner/owner's agent are encouraged to take necessary precautions and notify effected adjacent property owners, local traffic, pedestrians, etc. prior to construction.
2. Construction Staging and Material Storage. All construction staging, including but not limited to, material storage, equipment storage, construction trailers, etc., should take place within the lot/tract property line for which the building permit was issued unless an alternate staging area is approved by the City.
3. Trash Containment & Removal. Trash and construction debris should be kept in containers, and should be emptied on a regular basis to insure sufficient room to store trash at the end of each working day. It is the responsibility of the general contractor to remove and dispose of, at an authorized county land fill, any excess trash and construction debris outside of an approved container should not be permitted under any circumstances. Burning of trash and debris is not permitted by the City of Greeley.
4. Tree Protection. Construction practices should include extreme care during grading and excavation to avoid damage to existing trees, shrubs and their root structures. Trees are encouraged to be protected by fencing or protected by other means to prevent damage. Excavation should not commence until this process has been completed.
5. Temporary Structures. A small job office or trailer can be located on the site during the construction period. The job office must be removed from the site prior to occupancy.
6. Erosion Control. All disturbed areas of the site are encouraged to be protected from erosion during and after the construction period. Erosion control measures must be taken during construction to insure soil stabilization, sediment control, and timely re-vegetation.
7. Property Protection & Clean Up. All construction equipment and activity including stockpiling of materials and topsoil should be kept within the perimeter of the lot/tract unless written

authorization is received by the City, from the Mercado Board, and from adjacent lot/tract property owners effected by the construction. Any adjacent property including roads or common grounds damaged during construction are should to be promptly restored and re-vegetated. If such restoration is not completed promptly, the Mercado Board will send written complaint to the City for enforcement. The City may contract for the improvements with all costs charged to the Owner.

8. Sanitation Facilities. A portable sanitation toilet should be provided by the Contractor at each job site form the time of the installation of the foundation footings. The portable sanitation toilet should remain and be available at all times until completion or until the building under construction can accommodate all the workers on site. Use of neighboring facilities is highly discouraged.

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PLAN REVIEW CHECKLISTS

A. Sketch Plan Review Checklist

Prepare and submit to the Mercado Board 2 copies of the preliminary design in conceptual drawing form to describe all items below:

- Site plans indicating lot/tract lines, building envelope, easements, setbacks, landscaping materials, new & existing contours @ 2'-0" intervals, site drainage, location of retaining walls, screening fences, drive and parking width & materials. (Scale: 1" = 20' min.)
- Floor plans (Scale: 1/16" or 1/8" = 1'-0")
- Exterior elevations of all sides of proposed buildings (Scale: 1/16" or 1/8" = 1'-0")
- Roof design (Scale: 1/16" or 1/8" = 1'-0")
- Exterior materials
- Building height sketch showing height.
- Written statement summarizing setback, height and square footage or proposed construction and whether any variance requests will be made.

B. Sketch Plan Review Criteria.

1. All development is contained within the lot, exclusive of rights of way and easements.
2. Building section and form conforms to building height, roof slope, overhang & fascia requirements.
3. Screening fences are less than 10'-0" high, 24'-0" in unbroken length, and adequately screen service areas from adjacent roadways City limits fencing and screen walls to 42" in front yards.
4. Two story volumes are interrupted by an intersecting roof form, changes of wall form or materials.
5. Wall forms are less than 30'-0" in uninterrupted length.
6. Exterior materials and colors conform to Design Standards.
7. All variance requests regarding these Standards are clearly defined, and in writing.

C. Final Plan Review Checklist

Two copies of all necessary materials for the Final Plan Review & Approval submitted to the Mercado Board at least 10 days prior to their next scheduled meeting. The Mercado Board can only endorse a final plan submittal when each of the items listed below has been submitted and reviewed.

GENERAL

- Square footage summary
- Statement of building height and building height calculations
- Documents prepared by an architect & appropriate engineering consultants, if any.

- SITE PLAN** (scale 1" = 20' or 1" = 16')
- Property boundaries
- Easements and setbacks
- Existing and proposed contours at two foot intervals
- Building footprint, indicating maximum area
- Utility meters located in building recesses
- Transformers, concealed in landscaping
- Screened trash enclosure
- Service lines for water, sewer, gas, telephone, cable TV and electric (existing service to building, if applicable)
- Proposed roads, walks, driveways, parking, terraces, accessory buildings and all site improvements, including bicycle racks.
- Materials to be utilized for construction of roads, walks, drive, parking, terraces
- Surface drainage & retention basins
- Finished floor elevations

LANDSCAPE and IRRIGATION PLAN (same scale as Site Plan)

- Extent and location of all plant materials and landscape features
- Final Grading, extent of cut and fill.
- Plant schedule identifying material by scientific nomenclature, quantity, size and root system treatment
- Proposed treatment of all ground surfaces (turf, ground cover, mulch, pavers, etc.)
- Extent of turf areas to be mowed and irrigated (irrigation method indicated)
- Existing plant materials which are to remain on site
- Proposed seed mixes and rate
- Lighting location type and wattage
- Details of fencing
- Schedule of installation

BUILDING DRAWINGS (scale 1/4" or 1/8" = 1'-0")

- Floor Plans showing square footage
- All exterior elevations showing finished grade, materials, windows, doors, colors, graphics, details and lighting
- Primary roof pitch
- Secondary roof pitch
- Conformance with building height restrictions
- Project Specifications
- Full scale material board indicating exterior wall and trim materials, exterior stone samples, window colors, roof materials and flashing, exterior paving materials, exterior finish colors that are contained within building envelope, unless an automobile canopy is proposed.
- Exterior lighting fixture cut sheets

D. Final Plan Review Evaluation and Criteria

1. All development is contained within the lot, exclusive of rights of way and easements. Automobile canopy may be excepted.
2. Building section and form conforms to building height, roof slope, overhang & fascia requirements.
3. Screening fences are less than 10'-0" High, 24'-0" in unbroken length, and adequately screen service areas from adjacent roadways (42" maximum height in front yards).
4. Two story volumes are interrupted by an intersecting roof form.
5. Wall forms are less than 30'-0" in uninterrupted length.
6. Exterior materials and colors conform to Design Standards.
7. All variance requests regarding these Standards are clearly defined, and in writing.

Note: AFTER FINAL PLAN APPROVAL HAS BEEN OBTAINED FROM THE CITY, NO CHANGE FROM APPROVED PLANS SHOULD BE MADE WITHOUT THE ADDITIONAL REVIEW AND COMMENT OF THE MERCADO DISTRICT BOARD.

I hereby certify that all information on this sheet has been provided to Mercado District Board for Design Review.

Owner or Owner's Representative

Date

Project Address