

TAB 10

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**URBAN DESIGN  
STANDARDS**

# 10

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### URBAN DESIGN STANDARDS

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FORM F-1: URBAN DESIGN STANDARDS MATRIX<sup>1</sup>

Refer to Urban Design Standards Section, see sheets 10.16-10.32 for more information.

Objective:

Establish a sense of place that attracts visitors from every direction and provides unique, convenient experiences to discover.

Matrix Notes:

The design standards listed in this matrix implement the design themes of the Master Plan and are intended to complement and exceed the MU-R zone district and other code standards. Unless an adjustment has been specifically requested and granted, if a conflict should exist between any specific provisions of this matrix and any other code standards, the higher standards shall govern.

All the photos and illustrations referenced by this matrix are representative of the level of design quality required by this Master Plan. Final designs to be submitted at the Preliminary Plat level will not necessarily duplicate the exact illustrations, but will contain the same themes and dimensions as shown and will be at the same or higher level of design quality, extent, and detail.

SPECIAL URBAN DESIGN FEATURE	BRIEF DESCRIPTION OF THE FEATURE				LOCATION OF THE STANDARDS IN APPLICATION PACKAGE
1. Entry Monumentation	OVERALL DESIGN INTENT				Refer to Urban Standards Section, see sheets 10.16-10.23
	The master design theme of a “Classic Roadside Stop” is inspired by the trendsetting culture of Colfax, classic American road trips, and the iconic gas stations, cars, hotels, restaurants, postcards, and glowing advertisements at convenient stops on highways like Route 66. Monumentation should be placed at key entries into the community and highly visible areas throughout the site, supporting the master design theme with stylish simplicity and nostalgic charm. Monumentation should be colorfully crafted and unique to the community, conveying a vibrant aesthetic. High quality materials with colorful accents and retro-inspired motifs are encouraged. Primary design consideration is given to legibility and brand recognition in order to provide viewers with clear direction and a sense of arrival. Thoughtful landscape should be implemented around monumentation to emphasize importance and establish a hierarchy.				
	COMMERCIAL, HOSPITAL/MEDICAL OFFICE BUILDING USE (PA-1)	COMMERCIAL, RETAIL USE (PA-4)	COMMERCIAL, OFFICE USE (PA-5)	OPEN SPACE (PA-2 AND PA-3)	
	Monumentation for the three Commercial Use areas are encouraged to use colorful materials along with angular and rounded forms representative of the master design theme. Landscape shall be provided to help enhance monumentation. Signage materials may consist of but are not limited to: metal, steel, wood, concrete, masonry and similar. Materials shall be layered to create visual interest. Logos and/or sign lettering may feature back-lighting, neon illumination, marquee lights, or uplighting or downcast lighting as long as lighting does not create light spill across property lines or be hazardous to vehicular traffic.  Two (2) large scale monument signs are permissible. One (1) may be located along the E-470 frontage at a maximum height of 30’ and one (1) along the I-70 frontage at a maximum height of 60’. Proposed signage shall comply with AASHTO clear zone requirements.  A full hierarchy of signage and monumentation will be designed consistent with the master design theme and in accordance with City code. For additional information refer to sheets 10.16-10.23.			Interpretive signage within detention and trail corridors is encouraged and shall follow the overall theme of the community by using colorful, angular and rounded forms, but should also blend appropriately with the natural environment where it is located.	

FORM F-1: URBAN DESIGN STANDARDS MATRIX<sup>1</sup> (CONTINUED)

SPECIAL URBAN DESIGN FEATURE	BRIEF DESCRIPTION OF THE FEATURE		LOCATION OF THE STANDARDS IN APPLICATION PACKAGE
2. Retaining Walls	OVERALL DESIGN INTENT		Refer to Urban Standards Section, see sheets 10.24-10.25
	Design retaining wall systems that balance the site character and complements the landscape while achieving the necessary engineering needs. Retaining wall heights, materials and construction techniques shall comply with City of Aurora regulations and be used to maintain slopes within acceptable ranges. Walls shall be used to provide adequate screening, mitigate noise, improve aesthetics, and preserve and protect the values of adjacent property using durable materials.		
	A minimum of 4’ of separation and a maximum of 8’ in height is required between tiered retaining wall levels, landscape shall be implemented between tiers per City Code. Walls shall be constructed of low maintenance materials, such as but not limited to;		
	<div><div><ul style="list-style-type: none"><li>• Brick</li><li>• MSE</li></ul></div><div><ul style="list-style-type: none"><li>• Stone</li></ul></div><div><ul style="list-style-type: none"><li>• Decorative Masonry</li></ul></div><div><ul style="list-style-type: none"><li>• Decorative CMU</li></ul></div></div>		
	UNDEVELOPED AREAS & OPEN SPACE	DEVELOPED AREAS	
	Retaining walls within natural areas should utilize more curvilinear forms to blend seamlessly with the natural environment. Aesthetically enhanced walls are encouraged when adjacent to developed areas. Wall materials may included but are not limited to: brick, stone, decorative masonry, decorative CMU with color or MSE.	Within developed areas walls shall be more linear in nature utilizing modern and angular forms to align with the overall theme within the community. Handrails shall be provided in accordance of City of Aurora regulations where necessary for safety. Untiered walls shall be a maximum of 8 feet in height; any wall greater than 8 feet in height shall utilize 4-foot tiers with at least 4 feet of separation between tiers. Wall materials should blend with surrounding architecture, signage, and landscape in terms of design, style and quality.	
3. Fence and Privacy Walls	OVERALL DESIGN INTENT		Refer to Urban Standards Section, see sheets 10.26-10.27
	Fencing should be used in a consistent manner across the site utilizing a family of compatible materials and forms. I-70, E-470, and arterial roadways may be lined with screen walls and/or fences to provide screening and a noise mitigation where appropriate given the adjacent land use. Fencing internal to the site including fences along open space areas shall meet Parks, Recreation and Open Space (PROS) Department standards or alternatives as approved by PROS at the time of Preliminary Plat. Fencing shall utilize decorative columns to enhance the visual aesthetic – this is required on all collector and arterial roadways – and in other locations as required by code. All fence types along arterial and collector streets shall incorporate masonry columns of a minimum cross section of 18 by 18 inches. Materials should be consistent where located along I-70, E-470, E. Colfax Avenue, and Gun Club Road, establishing a cohesive sense of place along these primary transportation corridors. Fences shall not be located in required buffer areas.		
	Any fencing not described herein is subject to approval at time of Preliminary Plat. Lengths of continuous fence shall meet all code requirements. Length requirements may vary as they are based on use.		
	A variety of fence and wall styles and materials are permitted but should align with the overall design theme of the community in high visibility areas:		
	<div><div><ul style="list-style-type: none"><li>• Brick</li><li>• MSE</li></ul></div><div><ul style="list-style-type: none"><li>• Stone</li><li>• Pre-Cast Concrete</li></ul></div><div><ul style="list-style-type: none"><li>• Decorative Masonry</li><li>• Wood or Composite Wood (Vertical or Horizontal)</li></ul></div><div><ul style="list-style-type: none"><li>• Decorative CMU</li><li>• Closed Style Wood Fences</li></ul></div></div>		



FORM F-1: URBAN DESIGN STANDARDS MATRIX<sup>1</sup> (CONTINUED)

SPECIAL URBAN DESIGN FEATURE	BRIEF DESCRIPTION OF THE FEATURE				LOCATION OF THE STANDARDS IN APPLICATION PACKAGE
3. Fence and Privacy Walls (continued)	COMMERCIAL, HOSPITAL/MEDICAL OFFICE BUILDING USE (PA-1)	COMMERCIAL, RETAIL USE (PA-4)	COMMERCIAL, OFFICE USE (PA-5)	OPEN SPACE AND COMMERCIAL PARKS/ PLAZAS (ALL PAS)	Refer to Urban Standards Section, see sheets 10.26-10.27
	Fences within Hospital/ Medical Office Building Use Planning Areas shall align with the overall theme of the development as well as provide consistency with adjacent architecture, site furnishings and landscape. Metal, pre-cast concrete, masonry, wood (including horizontal slatted, farmhouse style and vertical slats), and decorative/ornamental fencing is permitted within Hospital/Medical Office Building land use areas. Fence heights may vary within but shall not exceed 6 feet in height. Fences and Privacy Walls to screen equipment and service areas on the campus are excluded and may exceed 6’ in height.	Fences within Retail Use Planning Areas shall align with the overall theme of the development as well as provide consistency with adjacent architecture, site furnishings and landscape. Metal, pre-cast concrete, masonry, wood (including horizontal slatted, farm house style and vertical slats), and decorative/ornamental fencing is permitted within Retail Use land use areas. Fence heights may vary within but shall not exceed 6 feet in height.	Within Office Use Planning Areas the use of metal picket prongs may be used in lieu of barbed wire if necessary based on safety or security concerns. Fences shall not exceed 9 feet in height within Office Use land use areas. Fences within an Office Use development not adjacent to or visible from public streets, pedestrian trail corridors, Commercial, or Mixed-Use land uses may use color clad chain link fencing. Fabric and mesh slats are not permitted.	Fences adjacent to open space tracts, parks, trail and drainage areas may be up to 4 feet in height. Fencing surrounding tot lot or play areas may be up to 6 feet in height. Fencing surrounding recreational amenities may be up to 9 feet in height. Fencing shall meet PROS requirements for open style fencing.	
4. Lighting Standards	OVERALL DESIGN INTENT				Refer to Urban Standards Section, see sheet 10.28
	Provide user-focused, responsible lighting that incorporates high efficiency and utility in conjunction with high-quality design that is vibrant and modern in form and material. Lighting styles should be used where necessary for safety purposes or to enhance the user experience. Varying lighting styles should be utilized as appropriate for varying land uses. Streetscape and roadway lighting should be of appropriate scale for both vehicular and pedestrian/bicycle traffic as applicable. Whichever lighting package is selected at the time of Preliminary Plat, it shall be consistent and complimentary in color and style to the lighting across the entire development for continuity.				

FORM F-1: URBAN DESIGN STANDARDS MATRIX<sup>1</sup> (CONTINUED)

SPECIAL URBAN DESIGN FEATURE	BRIEF DESCRIPTION OF THE FEATURE		LOCATION OF THE STANDARDS IN APPLICATION PACKAGE
4. Lighting Standards (continued)	UNDEVELOPED AREAS & OPEN SPACE	DEVELOPED AREAS	Refer to Urban Standards Section, see sheet 10.28
	Lighting may be implemented within natural areas where necessary for safety purposes and along pedestrian circulation networks. Light fixtures shall be shielded, downcast and unobtrusive to the natural environment. Lighting shall also be consistent and complimentary in style and color across the development for continuity.	Lighting fixtures should complement the proposed architecture, site furnishings, and landscape in a manner consistent with the overall theme of the development. Lighting shall also be consistent and complimentary in style and color across the development for continuity. Exterior lighting on buildings may be attached to or part of the structure but must provide adequate illumination for security and safety purposes. Landscape and pedestrian lighting is permitted provided it does not produce light spill across property lines. Light fixtures within the public right-of-way that is to be owned and maintained by the City shall meet City of Aurora standards. Parking lots should be well lit to enhance safety for both vehicles and pedestrians. Overhead lighting may be used in parking lots. Buildings should provide a lighting element at key entries to assist in wayfinding.	
5. Paving Standards	OVERALL DESIGN INTENT		Refer to Urban Standards Section, see sheet 10.29
	Establish intuitive connectivity between places of interest through diversity of depth and design. A variety of surface materials shall be utilized across the development to differentiate key elements and special locations within the site. As an example, paving and hardscape in open spaces and natural trail corridors shall utilize materials such as crusher fines or other softscape to align the naturalized design of the area, while developed area such as commercial/retail centers and commercial parks may utilize designed hardscape in plazas with decorative accents providing visual interest.		
	UNDEVELOPED AREAS & OPEN SPACE	DEVELOPED AREAS	
	Concrete, crusher fines or similar unobtrusive materials shall be utilized in undeveloped areas, open spaces, and trail corridors where proposed within individual Preliminary Plats.	Accent paving is encouraged in key areas to enhance transitions at key locations across the site. Enhanced crossings for public ROWs should utilize methods and materials as permitted by the City of Aurora where necessitated by high traffic volumes or in areas of considerable pedestrian activity. In high impact areas, enhancements such as standard concrete with decorative scoring, colored concrete, or special pavers are encouraged where crossing private roads or internal drives. The design, style, and materials of these enhanced crossings should reinforce the overall project identity by using linear and angular forms, and simple raw materials. This could be reflected in textured pavers, colored concrete, scoring or etching based on unique geometric patterns, etc. A license agreement shall be provided if the following permitted ADA compliant accent paving options are used within public ROW; stamped concrete, decorative scoring, and masonry. In order to promote pedestrian connectivity and circulation, enhanced paving is encouraged to be utilized within Hospital/Medical Office Building Use and Retail Use areas, pedestrian plazas, commercial parks, and streets of high impact, or used as traffic calming measures. Americans with Disabilities Act (ADA) regulations shall be considered when selecting material for areas of enhanced paving.	

FORM F-1: URBAN DESIGN STANDARDS MATRIX<sup>1</sup> (CONTINUED)

SPECIAL URBAN DESIGN FEATURE	BRIEF DESCRIPTION OF THE FEATURE				LOCATION OF THE STANDARDS IN APPLICATION PACKAGE	
5. Paving Standards (continued)	UNDEVELOPED AREAS & OPEN SPACE		DEVELOPED AREAS		Refer to Urban Standards Section, see sheet 10.29	
	See Previous Page		A variety of classic materials can be utilized with unique finishes to emphasize patterns in accordance with the overall theme of the development. In addition to paving, planting may be incorporated in plaza areas to reinforce the modern, retro-inspired patterns and materials. Permeability is encouraged throughout the development; examples of permeable options include permeable pavers, porous surfaces, and grass paving. Permeable paving allows for infiltration of rainwater thereby reducing the runoff leaving the site.			
6. Street Furniture Standards	OVERALL DESIGN INTENT					Refer to Urban Standards Section, see sheets 10.30-10.31
	Provide inviting and comfortable places to refresh, socialize, and hang out. Site furnishings shall reinforce the overall design theme that utilizes modern retro forms in tandem with colorful and vibrant materials. Site furnishings are not required to be exactly replicated across the site however furnishings should be similar in nature, color, style, and follow the site’s overall design theme for consistency. Furnishings should incorporate a retro, colorful aesthetic with high functionality, thoughtful ergonomics, and environmental sustainability. Variation in site furnishings is permitted and should be used as an iconic feature across the site. Site furnishings may include but are not limited to: trash and recycling receptacles, benches, planters, pet pick-up stations, tables, chairs, umbrellas, and shade structures.					
	COMMERCIAL, HOSPITAL/ MEDICAL OFFICE BUILDING USE (PA-1)	COMMERCIAL, RETAIL USE (PA-4)	COMMERCIAL, OFFICE USE (PA-5)	OPEN SPACE AREAS (PA-2 AND PA-3)		
	In areas where high pedestrian traffic exists, additional site furnishings may be needed to accommodate higher demand, especially in plazas and gardens. Site furnishings shall be provided within these areas and are encouraged to be primarily made of metal, wood, or masonry. Site furnishings shall utilize inviting modern, retro forms and/or shapes. Site furnishings within the Hospital/Medical Office Building Use area may include but is not limited to: benches, tables and chairs, shade elements, planters, and trash and recycling receptacles.	Site furnishings shall be provided within these areas and are encouraged to be primarily made of metal, durable woods, or masonry. Main Street and the commercial park/plaza may need additional site furnishings to accommodate high usage and demand. Site furnishings shall utilize fun modern, retro forms and/or shapes. Site furnishings may be utilized to provide segmentation and visual buffers within Retail Use areas; this can be accomplished through the use of planters between pedestrian space and patio areas as an example. Site furnishings within Retail Use areas may include but is not limited to: benches, tables and chairs, shade elements, planters, and trash and recycling receptacles.	Site furnishings shall be used in Office Use areas to provide employees with designated outdoor locations for picnic and recreational use. Site furnishings should be provided in central locations and at the commercial park/plaza and may include but is not be limited to: tables, chairs, benches, shade elements, planters, and trash and recycling receptacles	Site furnishings provided in open space areas should anticipate heavy usage, but shall be cohesive with the overall theme of the development. Furnishings should be durable in nature, incorporating masonry and metal as well as natural materials to reduce long term maintenance needs. Site furnishing within open space areas and trail corridors may include but is not limited to: benches, trash receptacles and pet-pick up stations.		

FORM F-1: URBAN DESIGN STANDARDS MATRIX<sup>1</sup> (CONTINUED)

SPECIAL URBAN DESIGN FEATURE	BRIEF DESCRIPTION OF THE FEATURE			LOCATION OF THE STANDARDS IN APPLICATION PACKAGE
7. Signage Standards	OVERALL DESIGN INTENT			Refer to Urban Standards Section, see sheets 10.16-10.23
	<p>Focus on unique, bright, and colorful elements that reinforce the master design theme of “Classic Roadside Stop” that fuses modern style with 1950s-1990s Americana culture to create a high-impact, welcoming first impression upon entry into the site.</p> <p>Signage shall follow the requirements of City of Aurora code to be reviewed and approved at the time of each individual Preliminary Plat. Monuments shall reinforce the master design theme through the encouraged use of durable materials, retro-inspired angular and rounded forms, layering of materials, textures and lighting, and pops of color for visual interest. Building signage is permitted for this use and shall follow the character of the monumentation.</p> <p>Two (2) large scale monument signs are permissible. One (1) may be located along the E-470 frontage at a maximum height of 30’ and one (1) along the I-70 frontage at a maximum height of 60’. Proposed signage shall comply with AASHTO clear zone requirements.</p>			
	COMMERCIAL, HOSPITAL/ MEDICAL OFFICE BUILDING USE (PA-1)	COMMERCIAL, RETAIL USE (PA-4)	COMMERCIAL, OFFICE USE (PA-5)	
	Large signs are anticipated to provide wayfinding for visitors and patients. Building signs and addresses should be highly visible and shall be contextually designed to aid patients, families and visitors.	Multi-tenant signage is encouraged as well as the use of strong retro inspired forms, layering of materials, and pops of color for visual interest. Unique lighting is encouraged such as neon lights and marquee lights.	Signage shall be provided at key entry points and shall provide aesthetically pleasing landscaping to bring year round interest. Use of simple materials with layering, pops of color, and accent lighting is encouraged.	
8. Special Neighborhood Concepts	N/A			
9. Special Facilities and Structures (Such as Clubhouses and Recreational Facilities	N/A			



## URBAN DESIGN CHARACTER

### Urban Design Character

As a new focal point at the crossroads E-470 and I-70, this walkable, connected environment draws people in with simple, iconic design elements, active streetscapes, and inviting public spaces. A unifying urban design theme interprets the Classic Roadside Stop as colorful and modern with nostalgic charm. Common elements, materiality, and style will help define a recognizable sense of place for all potential land uses and user experiences.

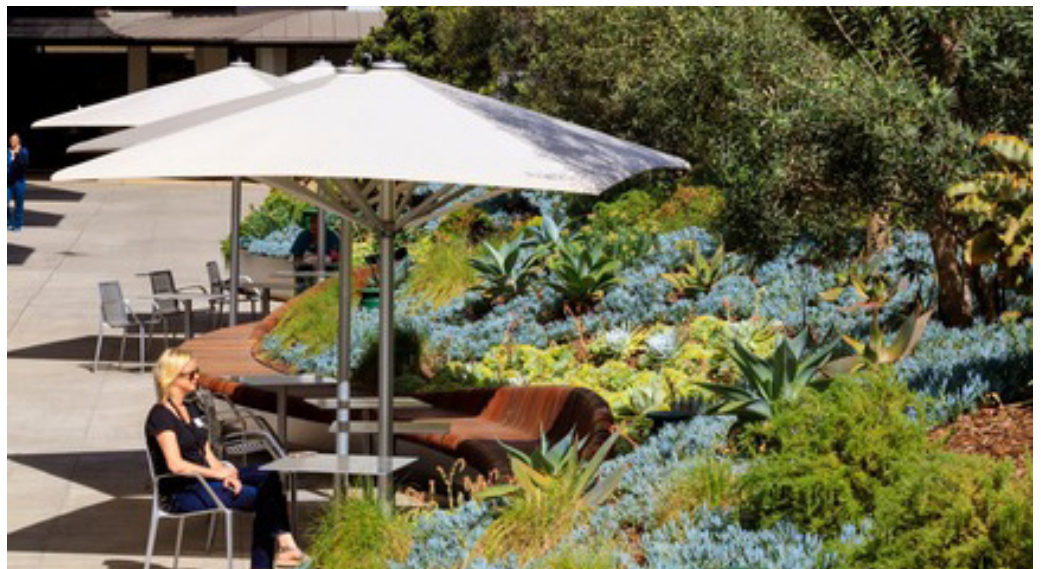
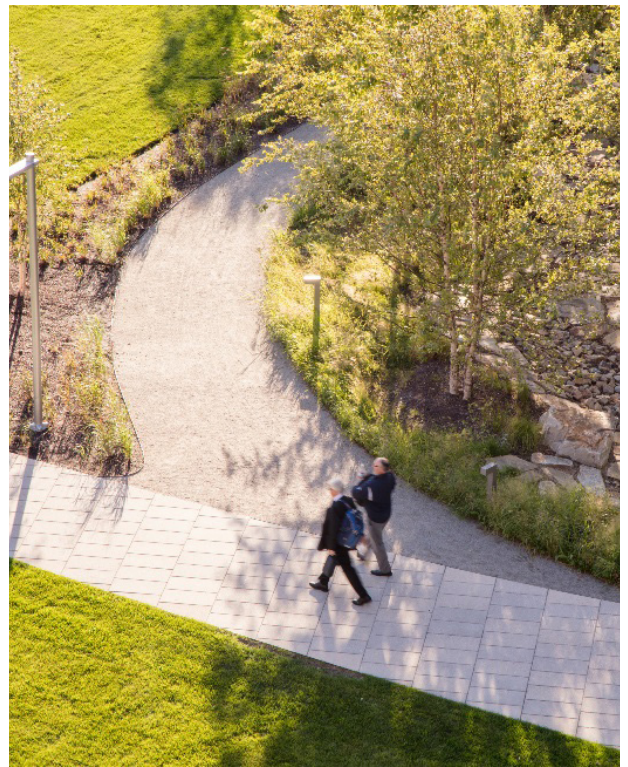




# HOSPITAL/MEDICAL OFFICE BUILDING USE CHARACTER

## HOSPITAL/MEDICAL OFFICE BUILDING USE (PA-1)

- Soft and welcoming with easy visitor access
- Parking screened from high volume pedestrian areas by buildings or with buffers
- Building fronts oriented toward E. Colfax Avenue and Gun Club Road are encouraged. Utilize 4-sided architecture, especially when adjacent to major roadways.
- Larger buildings or high impact uses located adjacent to E-470 and I-70 for best visibility
- Office uses oriented toward public streets
- Centralized commercial park/plaza area intended to be shared between hospital staff, patients, and families with site furnishings for users. This could also be a tot lot or play area for patient families.
- The development will provide an internal roadway network and parking lots that provide vehicular and pedestrian access to the public streets; Curbside and parking lot landscape will be provided





## RETAIL USE CHARACTER

### RETAIL USE (PA-4)

- Colorful and inviting with iconic design elements
- Parking screened by buildings or with buffers
- Building fronts oriented towards the proposed Main Street and E. Colfax Avenue
- Enhanced commercial park/plaza located at terminus of the Main Street adjacent to First Creek drainage way with site furnishings for users
- Enhanced Main Street with enhanced paving, landscape and site furnishings, and traffic calming measures
- Screening from adjacent property uses
- Parking orientation for pedestrian safety
- The development will provide an internal roadway network that provides vehicular and pedestrian access for each site to the public streets; Curbside landscape will be provided with such internal access drives
- Building faces towards pedestrian friendly streets and utilize 4-sided architecture, especially when adjacent to major roadways.
- Shared parking approaches are encouraged
- Patios, seating, and gathering spaces are encouraged along First Creek and the Main Street





## OFFICE USE CHARACTER

### OFFICE USE (PA-5)

- Modern professional with expressive accents
- Parking screened by buildings or with buffers
- Building fronts oriented towards major rights-of-way  
Utilize 4-sided architecture, especially when adjacent to major roadways.
- Loading and service areas are not permitted to face an arterial or collector street and shall be screened from view from all public streets
- Screening from adjacent property uses
- Internal parking lots to provide necessary landscape and safe pedestrian circulation
- Security fencing shall be used along shared property lines and along arterial roadways; Fencing shall meet or exceed the City requirements
- Commercial Park/Plaza area shall be centrally located with site furnishings for users

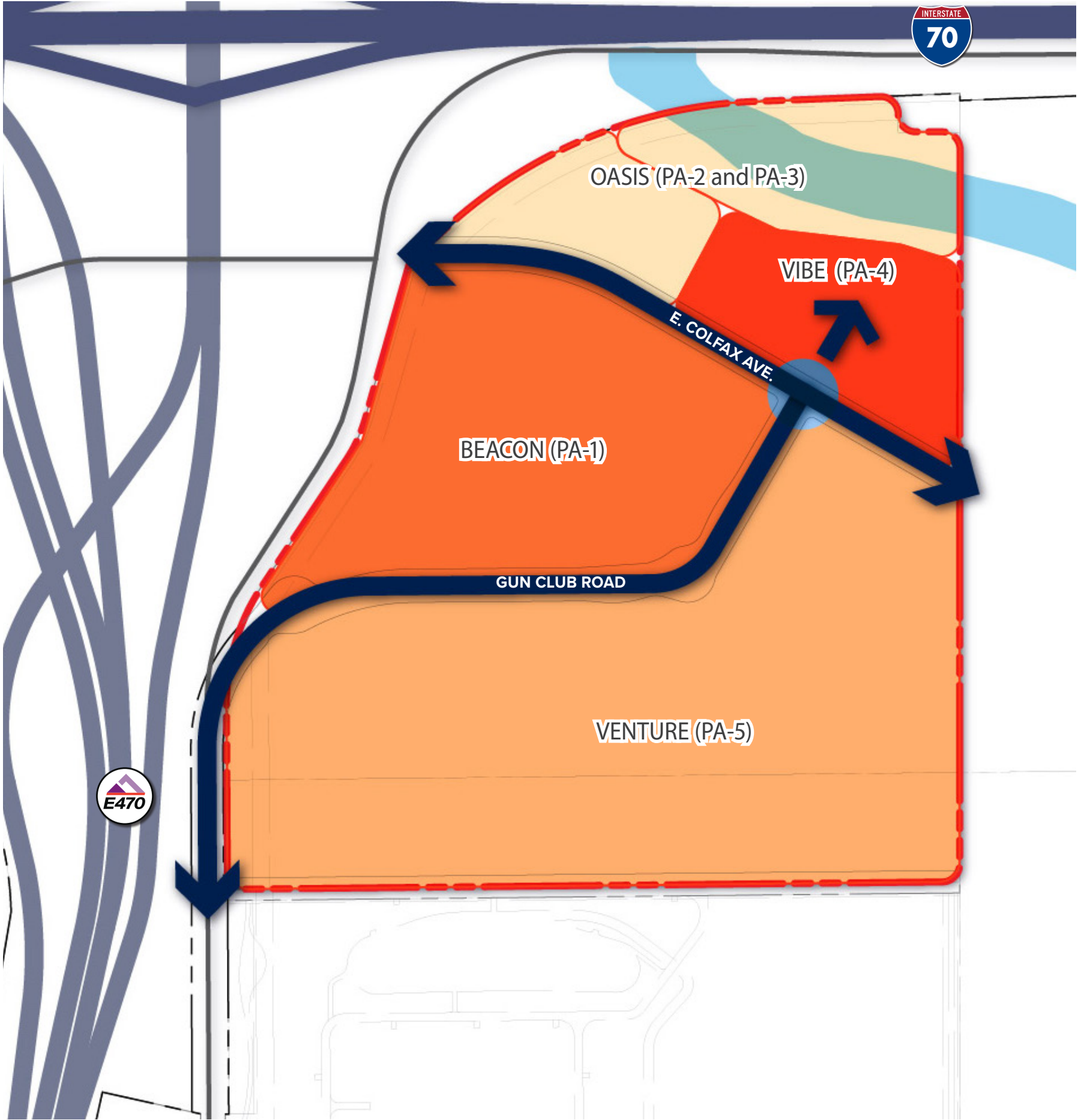




DISTRICT KEY MAP

The Aurora Crossroads Master Plan is designed as a collection of districts, each with its own unique character and amenities designed specifically for their intended users. Together, these distinct districts will reflect the overall theming and guiding design principles outlined in this Master Plan.

Specific district characteristics will be further defined with subsequent Preliminary Plat submittals to better reflect the future demands of the users. The District Key Map is in conjunction with Form F-2: District Character Matrix and are intended to give generalized information related to individual district character.



AURORA CROSSROADS DISTRICT IDENTITY

DISTRICT 1

Beacon (PA-1)

Commercial, Hospital/  
Medical Office Building Use

The Beacon District is a signal for health, wellness, and business. With a major hospital and its professional offices serving as the anchor for all activity, this District has strong visibility from the road and should draw traffic from all directions with notable signage and lighting.

DISTRICT 2

Vibe (PA-4)

Commercial, Retail Use

The Vibe District is the bright, bold heart of Aurora Crossroads, filled with unique lights, flavors, and shopping options designed to entice visitors on the road for a quick visit. This Retail Use space can reflect a retro aesthetic, evoking elements of nostalgic history like neon road signs and colorful architecture.

DISTRICT 3

Venture (PA-5)

Commercial, Office Use

The Venture District represents the futuristic tech edge of Aurora Crossroads. This district must assume a minimized role in the identity of the development while communicating a sense of optimism, with colorful contrast, lighting accents, and subtle landscape elements that recognize presence but downplay prominence.

DISTRICT 4

Oasis (PA-2 AND  
PA-3)

Open Space

The Oasis District is the nearest natural escape at Aurora Crossroads, with native plants and grasses that evoke the spirit of our prairie home. Easy-to-access walkways lead visitors to and from the Beacon and Vibe Districts, with simple-yet-charming places to relax in a welcoming park-like setting.

FORM F-2: DISTRICT CHARACTER MATRIX

Objective: Extend the design theme of Classic Roadside Stop to four distinct land-use districts, each with a unique vision for their role in the Master Plan.

DISTRICT	DISTINGUISHING CHARACTERISTICS		
	URBAN DESIGN	LANDSCAPE	ARCHITECTURE
Beacon (PA-1)	<p>Beacon, consisting of Hospital/Medical Office Building Uses, is an anchor for health, wellness, and business. A commercial park/plaza will also be incorporated into the site to provide comforting amenities for staff, families and patients.</p> <p>This district abuts the E-470 transportation corridor on the west and enjoys high visibility and ease of access given the E. Colfax Avenue, I-70, and E-470 interchange. This area is envisioned to be the anchor within the Master Plan and should promote an uplifting sense of healing through pedestrian walkability, soothing urban elements, and a commercial park/plaza for relaxation. The Hospital Tower will serve as a focal point for the development.</p>	<p>Landscape character will correlate with the overarching design theme expressed in the landscape standards relative to Hospital/Medical Office Building Use areas. Natural landscape areas will be used as transition between developed and native landscape areas. Within developed areas, landscape should appropriately transition from the naturalized landscape areas.</p> <p>In Beacon, landscaping should be focused towards high visibility and trafficked areas such as major intersections, primary site entries, and in and around hospital amenities and the commercial park/plaza.</p>	<p>The architectural character envisioned for Beacon should focus on building form and patterns that create a strong identity, define the place, and that reinforce the aesthetic of the greater development. Visual cohesiveness and interest are to be achieved through shared building materials, articulation of the building form, architectural and pedestrian scaled elements and design. Building and emergency entries and pedestrian connections should be easily identifiable and conveniently accessed.</p>
Vibe (PA-4)	<p>Vibe is the heart of the Aurora Crossroads Master Plan, with a modern Main Street that offers vibrant commercial, retail, and hospitality options. This modern-day roadside stop is highly visible from I-70 and E. Colfax Avenue and serves as the terminus to Gun Club Road. This district hearkens the simpler eras of yesteryear with an inviting modern twist. This site is prime for Retail Use development with a focus on fun, fast casual dining, outdoor seating, plaza, and hotels.</p> <p>This district will have an enhanced Main Street that terminates at a commercial plaza with a focus toward First Creek. Fun, inviting, and comfortable site furnishings such as seating, trash and receptacles, and lighting will be provided. An architectural element or art piece will create a second focal point within this district.</p> <p>Methods for traffic calming shall be incorporated and will be identified at the time of Preliminary Plat. This may include bump outs, chicanes, ADA compliant textured and colored paving for pedestrian crossings, or other City approved methods.</p>	<p>Landscape character will correlate with the overarching theme expressed in the landscape standards relative to Retail Use areas. Retail Use areas shall have recognizable features and should be intuitive for users. High-impact areas such as entries, parks, nodes, walkways and monuments shall be designed to follow the overarching theming expressed through hardscape and softscape integration.</p> <p>It is envisioned that Vibe will contain an enhanced Main Street terminating at a commercial park plaza adjacent to First Creek. The detention area (PA-2) will have enhanced landscaping when directly adjacent to the Vibe District, and transition to more naturalized landscaping further to the west.</p>	<p>Architectural character within Vibe should reference the overall design theme but shall also recognize the importance of the individual users’ brand. This can be accomplished in a variety of ways, such as integrating a key theme material such as board-form concrete, colorful painted steel, or masonry into the monumentation design or as an accent material to the tenant’s standard architectural design.</p>
Venture (PA-5)	<p>Venture is the high-tech hub of the Master Plan. This site will consist of Office Uses and is adjacent to both Gun Club Road and E. Colfax Avenue. A centrally located commercial park/plaza will be provided with standard site furnishings such as seating, trash and recycling receptacles, shade umbrellas, and lighting for employees and guests.</p>	<p>Landscape character will correlate with the overarching design theme expressed in the landscape standards relative to Office Use areas. Site entryways and building entrances should reflect the overall landscape design theme and utilize simple, yet effective landscape.</p> <p>It is envisioned that Venture District landscape should be focused on key site and building entries. Loading and service areas shall be screen from all public streets and are not permitted to face an arterial or collector street. Landscape screening around ‘back of house’ functions such as loading areas within Office Use areas shall be used as it is critical to ensuring a visually appealing but functional Office Use area.</p>	<p>Architectural design of Office Use structures should pay close attention to the most visible facades of any structure. Buildings that front the E. Colfax Avenue and Gun Club Road corridors shall be designed in a manner consistent with other land uses along these corridors.</p> <p>Office Use building design within Venture shall be permitted to utilize typical architectural materials for this type of use but should aim to incorporate cohesive color schemes and accent materials that tie these uses to the higher-designed buildings in the vicinity.</p>
Oasis (PA-2 and PA-3)	<p>Oasis will focus on maintaining quality habitat and open space. Native landscaping will reinforce the natural, untouched aesthetic of this district.</p>	<p>The Oasis District is the nearest natural escape at Aurora Crossroads, with native plants and grasses that evoke the spirit of our prairie home. Easy-to access walkways lead visitors to and from the Beacon and Vibe Districts, with simple-yet charming places to relax in a welcoming park-like setting.</p>	<p>Oasis will consist of both detention and the First Creek floodplain. No architectural improvements are proposed.</p>

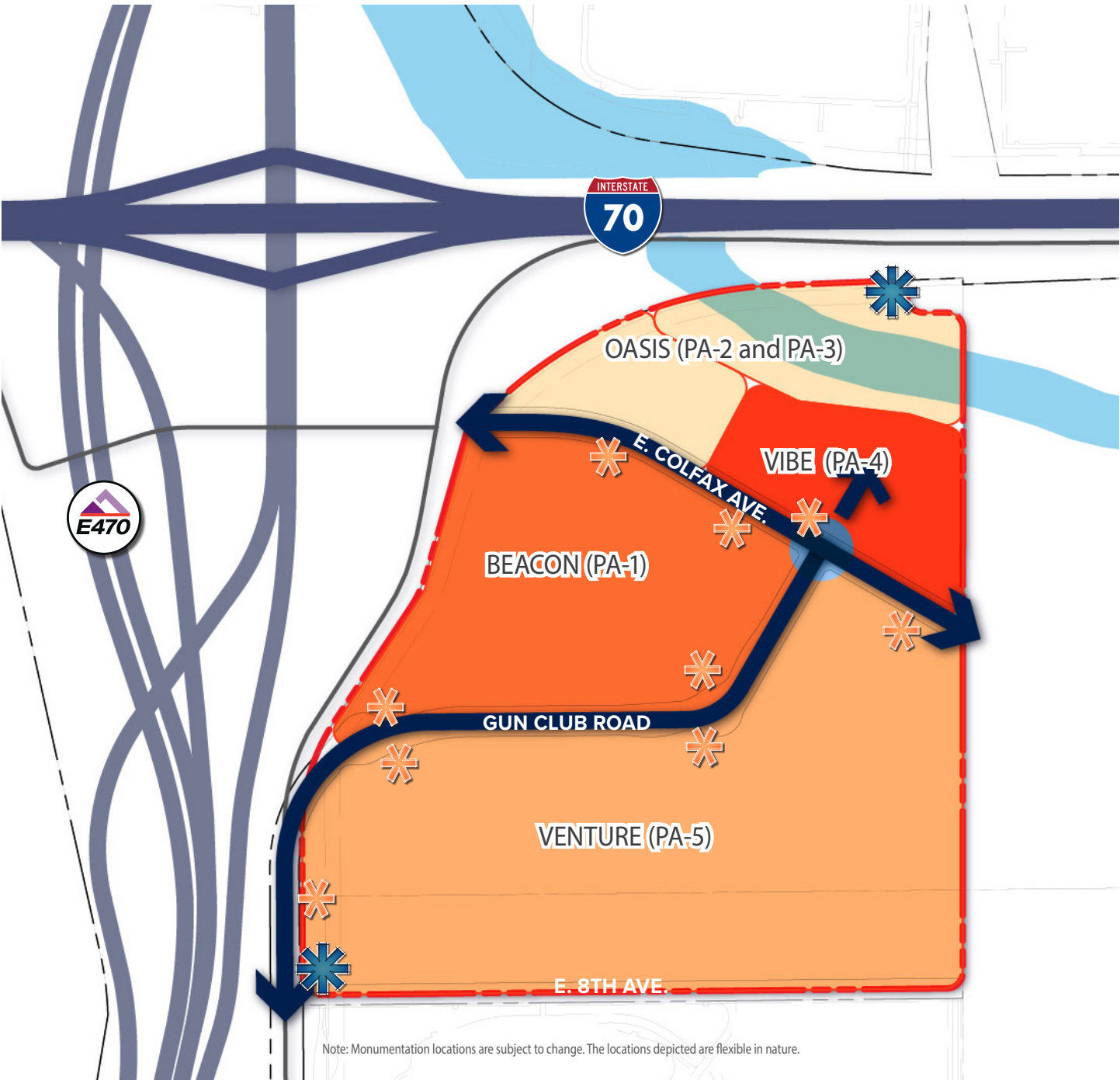
ENTRY MONUMENTATION

Objective:

Focus on unique, bright, and colorful elements while creating a high-impact, welcoming first impression upon entry into the site.

 POTENTIAL MONUMENT LOCATIONS

 POTENTIAL LARGE SCALE MONUMENT LOCATIONS





## Monumentation

Monumentation shall be appropriately located and remain out of sight distinct triangles. Signs may encroach at a maximum of 18 inches into the public right-of-way area and may require a license agreement in these locations. Monuments shall act as an icon with landscaping to elevate the overall design aesthetic. Monuments shall be unified through styles and materials

by use to create a cohesive identity. Monumentation may also be similar across uses. Two (2) large scale monument signs are permissible. One (1) may be located along the E-470 frontage and one (1) along the I-70 frontage. The large scale monument sign located generally at the intersection of E. 8th Avenue and Gun Club Road shall be permitted at a maximum height of 30 feet. The large

scale monument sign located along the northern property line, adjacent to I-70 shall be permitted at a maximum height of 60 feet. Proposed signage shall comply with AASHTO clear zone requirements. Proposed signage shall not be located within a utility easement.

## Signs



## Material Options:

Materials shall not be limited to options shown, but represent the design intent and integration of multiple materials and/or design elements. Materials such as; concrete, decorative CMU, neon lights, marquee lights, steel, brick, stone, stucco, wood, and metal may be used.

# LARGE SCALE MONUMENT SIGNS



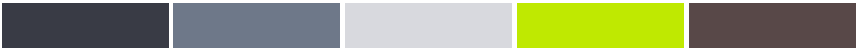

**Objective:**  
Monuments shall be located at key entries and be unified by use. They shall have strong linear forms, with the use of layering materials. Plant material shall be provided around ground plane monuments.

## PRIMARY MATERIALS PALETTE

One of the following shall be the primary material for monumentation

	Metal or Steel
	Wood
	Concrete or CMU

## COLOR PALETTE

Cool Palette	
	Colors that are cool in nature
Warmer Palette	
	Colors that are warmer in nature
Modern Palette	
	The use of industrial colors with pops of colorful interest
Trendy Palette	

## CONCEPTUAL SIGN DESIGN

Large scale monument signs shall be appropriately located and remain out of sight distinct triangles, utility easements, and comply with all AASHTO clear zone requirements.

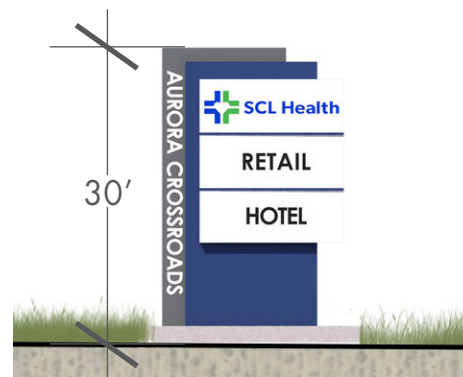
Monuments shall act as an icon with landscaping to elevate the overall design aesthetic. Monuments shall be unified through styles and materials

Signs are encouraged to be modern retro in nature with the use of simple materials with pops of color and lighting to create visual interest.



Sign A

- Max Height: 60'
- Max Sign Area (per face): 1,000 SF



Sign B

- Max Height: 30'
- Max Sign Area (per face): 600 SF

## ENTRY MONUMENTATION - HOSPITAL/MEDICAL OFFICE BUILDING USE (PA-1)

### Objective:

Welcome visitors in need with bold, clear communication.

Monuments shall be located at key entries and be unified by use. They are encouraged to use colorful materials along with angular and rounded forms representative of the overall community theme. Plant material shall be provided around ground plane monuments. Building signage shall follow the character of the ground plane monuments. They shall act as an icon representing welcoming hospitality and healing. Stand alone signage is allowed but multi-tenant signage is encouraged.





Metal with illuminated color accent



Layering of stone with colorful metal accent



Use of colored metal and clean lines



Metal, with pops of color

## ENTRY MONUMENTATION - RETAIL USES (PA-4)

### Objective:

Invite people to enjoy the expected and unexpected.

Monuments shall be located at key entries and be unified by use. They are strongly encouraged to have retro-inspired forms with the use of layered materials, vibrant colors, unique lighting, and strong angles and curves. Plant material shall be provided around ground plane monuments. Building signage shall follow the character of the ground plane monuments. They shall act as an icon representing the nostalgic charm of the Classic Roadside Stop with a vibrant, modern approach.





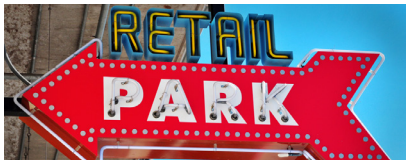
Simple materials, with pops of color and contrast



Bright colors, with retro forms and text



Strong angles and neon lights



Fun, nostalgic neon signs



Use of vibrant, bold colors to make a trend setting statement



Modern marquee lights



Use of colorful murals to create a sense of place and nostalgia

## ENTRY MONUMENTATION - OFFICE USE (PA-5)

### Objective:

Create iconic signal of identity with a modern, colorful edge.

Monuments shall be located at key entries and be unified by use. They are encouraged to use colorful materials along with angular and rounded forms representative of the overall community theme. Plant material shall be provided around ground plane monuments. Building signage shall follow the character of the ground plane monuments. They shall act as an icon representing trend-setting technology.





Strong angles with contrasting colors and accent colors



Contrasting colors with creative angles



Layered colors, bold text and mix of materials



Simple materials and colors, with modern lighting



Simple materials, with a clear text and colorful accent



Colorful 3D text with a variety of natural materials.

# RETAINING WALLS

**Objective:**

Design retaining systems that balance the site character and complement the landscape.

Retaining walls may be more curvilinear in nature to connect the built and natural environment. Wall materials may include, but are not limited to; brick, stone, decorative masonry, decorative CMU or MSE.

## MATERIALS PALETTE

DECORATIVE MASONRY



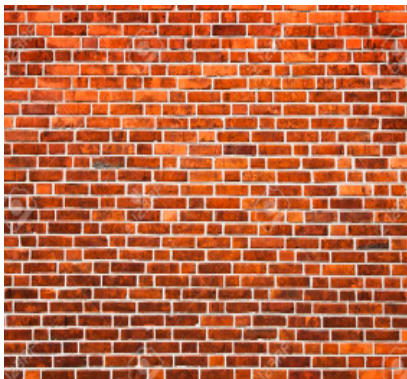
CONCRETE



DECORATIVE CMU



BRICK



MASONRY



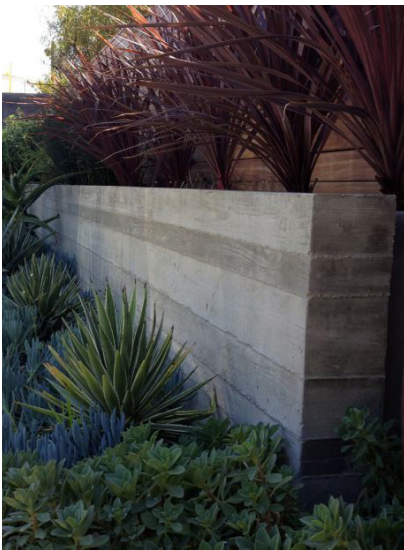
STONE







Large retaining wall with complementary plantings



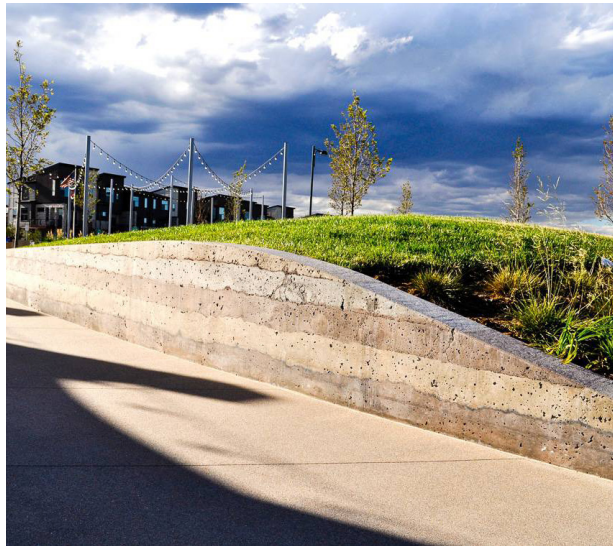
Use of board form to create texture



Multiple materials used to create interest



Contextually appropriate wall height



Modern approaches to classic materials



# FENCES AND PRIVACY WALLS

**Objective:**

Provide separation and screening that complements the landscape and site character.

A variety of fence and wall styles and materials are permitted but should align with the overall design theme of the community in high visibility areas, such as, but not limited to: brick, stone, decorative masonry, decorative CMU, MSE, wood or composite wood (vertical or horizontal), pre-cast concrete, closed style wood fences.

## MATERIALS PALETTE

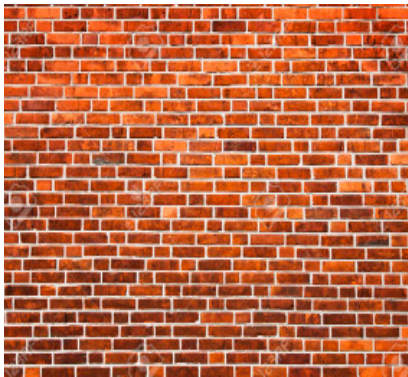
DECORATIVE MASONRY



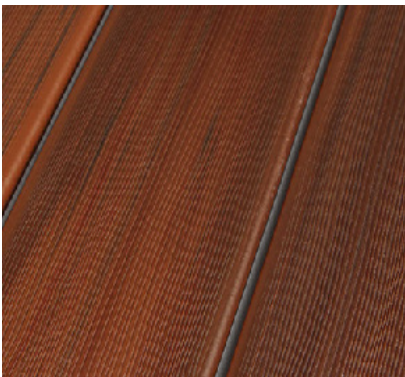
PRE-CAST CONCRETE



BRICK



COMPOSITE



WOOD



WROUGHT IRON







Metal louvered security fence



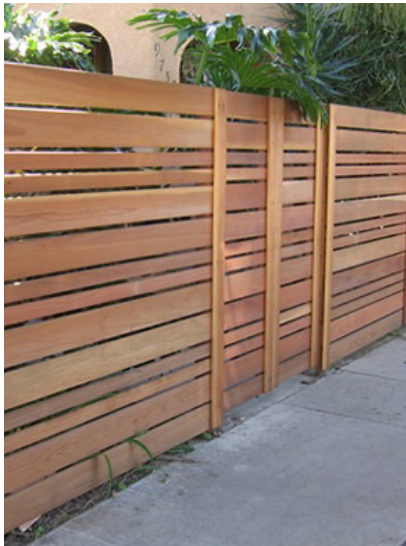
Different materials and textures to create visual interest



Use of columns to break up walls



Laser cut metal panels for privacy and trend setting style



Modern wood screen to filter visibility



Layered materials and lighting



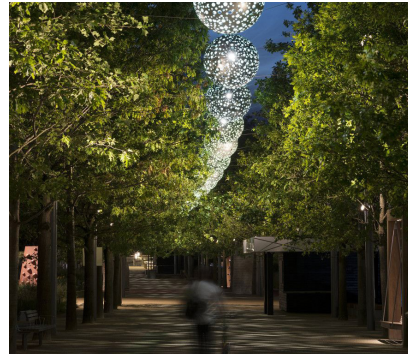
## LIGHTING STANDARDS

### Objective:

Provide user-focused, responsible lighting that incorporates high efficiency and utility in conjunction with high-quality design that is vibrant and classic in form and material. Site lighting across the site should be similar in nature, color, style, and follow the site's overall design theme for consistency.



Modern street lights



Inviting pedestrian lighting



Unique illuminated seating



Modern bollards with lighting



Warm uplighting



Colorful accent lighting



# ACCENT PAVING STANDARDS

**Objective:**  
Establish intuitive connectivity and places of interest through diversity of depth and design.



Standard gray concrete



Use of bold materials and strong patterns to create spaces



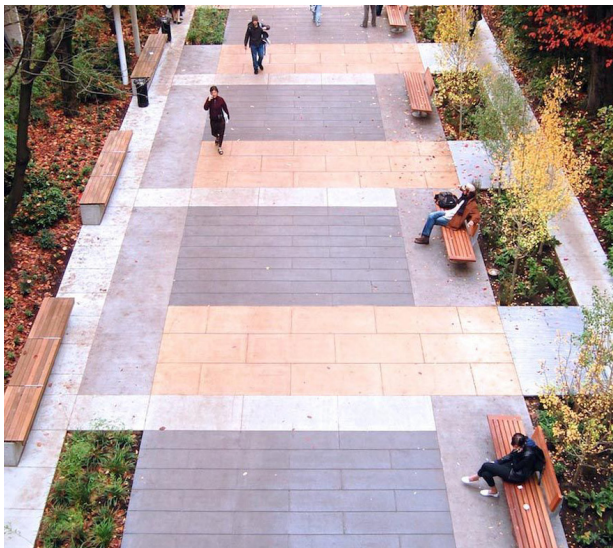
Colored or textured crosswalks for traffic calming



Use of patterning to communicate classic Americana style with a modern twist



Colored pavers to add warm charm and nostalgia



Use of color to define paths and spaces



# STREET FURNITURE STANDARDS

## Objective:

Provide inviting places with a touch of nostalgia to refresh, socialize, and hangout. Site furnishings are not required to be exactly replicated across the site, however furnishings should be similar in nature, color, style, and follow the site’s overall design theme for consistency.



Colorful furnishings



Standard bench



Multiple seating options and materials



Planter pots to add color and contrast



Use of natural materials



Unique and colorful, yet inviting seating



Planters may be used to define space and enhance experience

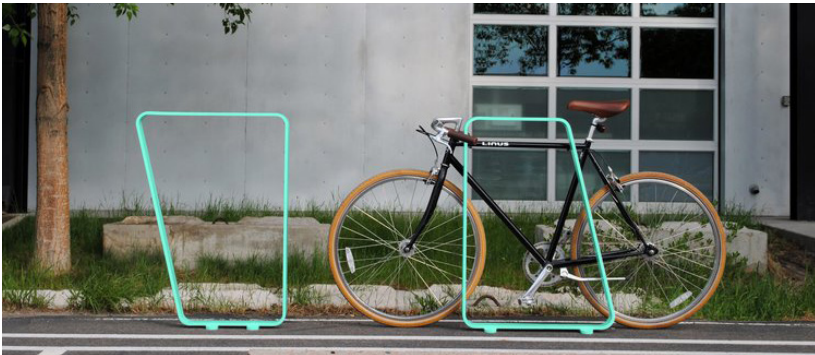




Unique seating with strong angles



Simple, modern, and warm colors



Modern bike rack



Simplistic bike rack



Modern and inviting park shelter and seating



Contextually appropriate seating

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