

Purpose: The purpose of this section is to modify the underlying zone districts to encourage land uses, density, and design standards that enhance the Welby Subarea. A combination of landscape and architectural standards and provisions for pedestrian and vehicle access will provide for attractive and functional development, while allowing mixed use, commercial, and residential growth within the distinct areas of the subarea.

Applicability: These standards apply to new applications for development and expansions/redevelopment of existing uses within the boundary of the Welby Subarea Plan. The Welby Subarea Plan breaks the area into three distinct subareas. The three (3) distinct areas within the Welby Plan are as follows:

1. North Welby - North Welby is predominantly residential with some neighborhood commercial along Washington Street. The boundaries of North Welby are generally described as north of W. 78th Avenue and west of Welby Road/Devonshire Boulevard.
2. South Welby - The south area of Welby is primarily comprised of industrial and agricultural properties with some residential homes scattered throughout. The boundaries of South Welby are generally described as south of W. 78th Avenue and west of York Street. In order to provide compatibility between the existing residential and agricultural uses and the increasing number of industrial developments within South Welby, additional site planning requirements must be established.
3. East Welby - East Welby is comprised of many underutilized parcels (primarily agricultural and some industrial zoned properties). This area is expected to see the most redevelopment activity. The boundaries of East Welby are generally described as east of Devonshire Boulevard, Welby Road, and York Street.

Relationship to underlying zoning district- The provisions of the Welby Overlay District (WOD) are in addition to the requirements of the underlying zoning district for a subject property and may supersede the zoning district requirements.

Relationship to other Zoning Overlays- The provisions of the Welby Overlay District (WOD) are in addition to the requirements of other applicable zoning overlays. Properties within a half (1/2) mile buffer from RTD Stations are required to follow the TOD and Rail Station Area Planning Guidelines Overlay regulations.

Sense of Place: Applicable to multifamily development, commercial, mixed-use, and industrial development. Enhanced landscaping and open space is required between public sidewalks and the front façade of the structure. A minimum of two (2) elements demonstrating a sense of place are required. A minimum of one (1) of the elements that honors the agricultural history of the Welby area or displays local art is required. The Community and Economic Development Department may accept any of the following examples for:

- Gateways to the site at pedestrian entrances that can be enhanced by special plantings or decorative fencing
- Accents, such as brick pavers or other material changes that can enhance the pedestrian experience
- Lighting effects, such as decorative fixtures, pole types, lamp color, and style
- Patios with seating
- Plazas with benches
- Promenades

- Terraces
- Water features
- Clock Towers
- Murals
- Pocket parks
- Local Artwork Displays

Additional elements that are not listed may be accepted and approved by the Director with written justification as part of the building permit application. An alternative location for the elements can be approved by the Director with written justification.

Multiple Permitted Uses. The Welby area has a rich history as a strong business community. The Welby Plan encourages the “beehive” concept where businesses can be self-sufficient on one property and thrive within the Welby area. Currently, many of the Adams County zone districts restrict uses to only one (1) principally permitted use per parcel, however in certain areas in Welby, it may be appropriate to allow several associated uses on one property. An Administrative Review Permit must be approved to allow for the beehive concept, as outline in Section 2-02-02.

Building Orientation. Primary commercial or multifamily residential building entrances shall face streets, connecting walkaways, plazas, parks or similar outdoor spaces. Primary commercial or multifamily residential building entrances are prohibited from facing parking lots. Single-family and duplex lots are exempt from this requirement. Main entrances shall be provided with a direct pedestrian connection to the street without requiring pedestrians to walk through parking lots or to cross driveways.

Off-Street Parking. Off-street parking should be located behind, above, within, or below street-facing buildings to the maximum extent feasible. No parking will be allowed between the street and the front or side of a building. Single-family and duplex lots are exempt from this requirement.

Industrial Development.

New industrial development within Welby should be restricted to those parcels with a Mixed-Use Employment Future Land Use. To provide compatibility with the existing uses, new Industrial Uses should be clean, indoor uses. For properties zoned Industrial-2 and Industrial-3, outdoor storage limitations are restricted to the allowances in the Industrial-1 zone district.

Industrial Encroachment.

New industrial development shall not be permitted in the North Welby area.

Mixed Use. Mixed-Use development is encouraged throughout North and East Welby and should meet the performance standards outlined in Section 4-10.

Hours of Operation: 6:00 a.m. to 10:00 p.m. when industrial development abuts residentially zoned or used property. Additional hours of operation may be permitted through an approved Special Use Permit. The applicant must demonstrate that the proposed use would not have negative impacts on the surrounding residential uses or that all negative impacts can be mitigated.

Additional Landscaping Buffers to achieve compatibility:

- a. New Commercial uses adjacent to existing residential uses and agriculture uses are required to provide a Type-C buffer as outlined in Section 4-17, plus an additional five (5) foot bufferyard and two (2) additional trees per eighty (80) linear feet of lot line.

Bufferyard C: Fifteen (15) foot minimum bufferyard width with two (2) trees per eighty (80) linear feet of lot line and six (6) foot high sight obscuring fence or wall located on the interior line of the bufferyard.*

- b. New Industrial uses adjacent to existing residential uses and agriculture uses are required to provide a Type-D buffer as outlined in Section 4-17, plus an additional five (5) foot bufferyard and three (3) additional trees per sixty (60) linear feet of lot line.

Bufferyard D: Fifteen (15) foot minimum bufferyard width with three (3) trees per sixty (60) linear feet and six (6) foot sight obscuring fence or wall located on the interior line of the bufferyard.*

Character and Image

Architectural Design.

1. Horizontal Articulation: Buildings greater than two stories or taller than 30 feet shall be designed to have a clearly identifiable base, body and top with horizontal elements separating these components. The component described as the body shall constitute a minimum of 50% of the total building height. (See Figure 4-10-A)
2. Building Articulation: For buildings with a façade longer than 50 feet on any street edge, building articulation will be required at every 50 feet along the façade facing that street edge. Building articulation may be achieved through such things as window recesses, vertical and horizontal projections/banding, vertical and horizontal recesses, window composition/design, balconies and other architectural elements to be substantial in depth, in order to create shadow and architectural relief. Use of different colors does not provide building articulation.
3. Composition: Elements within each segment of a building facade, defined by a different roof height, are required to be symmetrical. A symmetrical condition is achieved when facade elements and openings are repeated in the same positions on either side of a central vertical line for that segment.
4. Entrances: To the maximum extent feasible, primary facades and entries shall face the adjacent street. Main entrances shall be provided with a direct pedestrian connection to the street without requiring pedestrians to walk through parking lots or cross driveways.
5. Scale: Facades shall incorporate a minimum of two (2) continuous details refined to the scale of 12 inches or less within the first 10 feet of the building wall, measured vertically at street level.
6. Expression: All masonry elements designed to appear as load-bearing shall be visually supported by other masonry elements directly below. On masonry building walls, expressed or implied structural piers shall be evident as vertical alignments on the facade.

7. Color: A maximum of two (2) primary colors for each building segment may be used with a maximum of two (2) secondary accent colors. If accent colors are to be used, they too must be described and used throughout the development and complement the primary colors.

Building Material.

1. General: A minimum of 50% of the building walls shall incorporate brick, cast stone, stone, formed concrete, glass in combination with metal or other high quality, long-lasting masonry or stone material over a minimum percentage of surface area (excluding windows, doors and curtain walls). The remainder of wall area may incorporate other materials.
2. Glare: Building materials shall not create excessive glare. If highly reflective building materials are proposed, such as aluminum, unpainted metal or reflective glass, the potential for glare from such materials will be evaluated to determine whether the glare would create a significant adverse impact on the adjacent property owners, neighborhood or community in terms of traffic safety, outdoor activities and enjoyment of views. If so, such materials shall not be permitted.
3. Transparency:
 - a. Required Transparency: Facades shall incorporate transparent features (windows and doors) over a minimum percentage of the surface area of street fronting facades. Minimum percentages for ground level: 25% of surface area minimum; and upper levels of all uses: 15% surface area minimum. Transparency of the ground level shall be calculated within the first 15 feet of the building wall, measured vertically at street level. In cases where a building has more than two facades fronting a street or primary travel way, the transparency requirement shall only be required on one facade based on pedestrian traffic and vehicular visibility. All ground level windows shall provide direct views to the building's interior or to a lit display area extending a minimum of three (3) feet behind the window. Ground level windows shall extend above an eighteen (18) to twenty-four (24) inch base. Materials that restrict the ability of the public to view the inside of a structure from the outside are generally prohibited but may be allowed in limited locations in structures intended for financial or other uses with documentable safety concerns.
 - b. Glass: Mirrored glass with a reflectivity or opacity of greater than sixty percent (60%) is prohibited. Windows located along a sidewalk and/or a street on the first floor of a building shall use transparent glass with a maximum visible light reflectance of approximately 0.15 to allow pedestrians to view activity within the building.
 - c. Location and Details: Windows shall be individually defined with detail elements such as frames, sills, and lintels, and placed to visually establish and define the structure stories and establish human scale and proportion.

Use Modifications

Mixed-Use Development. Mixed use shall be allowed as a permitted use in all zone districts within the North and East Welby Subarea Overlay, if (1) the parcel has a minimum of seventy-five (75) feet of lot width and (2) fronts along an arterial, collector or State Highway. Mixed Use in a zone district other than Mixed-Use (MU) must be approved through an Administrative Review Permit (ARP) and must meet all other performance standards outlined in Section 4-10.

Incentives. Incentives will be available along major corridors within Welby.

Conditional Use Permit Required. To achieve compatibility with the Welby Subarea Plan, the following uses require an approved Conditional Use Permit in all underlying zone districts in which it is a permitted use:

Dry Cleaning Plants

Heavy Retail and Heavy Services

Heavy Industry

Landscape Storage Yards

Moderate Manufacturing or Processing

Light Industry

Light Manufacturing or Processing

Outdoor Storage in excess of 25% of the building area

Prohibited Uses. The following uses are prohibited in all zone districts within the Welby Subarea Plan boundaries:

New Mobile Home Parks

Jails and Prisons

Airports, Landing Strips, and Heliports

Sexually Oriented Businesses

Heavy Manufacturing or Processing uses