Building public value through planning

• The best cities have unique qualities that make them great

• Building a unique place requires commitment to shared values

• Implementing the values requires dedication to change
Boulder

- Tourism: 3 million / year
- Population: 105,000
- Area:
  - 40 square miles total;
  - 26 square miles urbanized
- Density: 4,112 people/sq mi
- Municipal budget: $300.1M
Boulder: key values

• Controlled growth
• Compact, walkable city
• Access to nature
• Protection of natural beauty
VISION
The Boulder Valley community honors its history and legacy of planning for a livable community surrounded by open space and rural lands while striving together to create and preserve a truly special place that is sustainable, resilient, equitable and inclusive – now and for future generations.

CORE VALUES
Many of the key policies in the Boulder Valley Comprehensive Plan stem from long-standing community values and represent a clear vision of our community and our commitment to:

- **Sustainability** as a unifying framework to meet environmental, economic and social goals;
- A welcoming, inclusive and diverse community;
- Culture of creativity and innovation;
- Strong city and county cooperation;
- Our unique community identity and sense of place;
- Compact, contiguous development and infill that supports evolution to a more sustainable urban form;
- Open space preservation;
- Great neighborhoods and public spaces;
- Environmental stewardship and climate action;
- A vibrant economy based on Boulder’s quality of life and economic strengths;
- A diversity of housing types and price ranges;
- An all-mode transportation system to make getting around without a car easy and accessible to everyone; and
- Physical health, safety and well-being.
Charleston

- Tourism: 8 million / year
- Population: 150,000
- Area: 128 square miles
- Density: 1,198.69/sq mi
- Municipal budget: $238M
Charleston: key values

- Historic preservation
- Human-scale city
- Excellent design and architecture
- Hospitality and tourism
Guidelines Summary

Generally Easier to Approve < ------------------------------- > More Difficult to Approve

Urban Guidelines
Taller Ceiling Heights < ---------------------------------- > Shorter Ceiling Height
Narrow to the Frontage < ---------------------------------- > Wider to the Frontage
Base Differentiated < ------------------------------------- > Base Continuous
Many Small Buildings < ----------------------------------- > Few Large Buildings
Parking Masked from Frontage < -------------------------- > Parking Visible from Frontage
Parking Provided < --------------------------------------- > Excess Parking Provided

Architectural Guidelines
Natural & Integral Materials < ---------------------------- > Composite & Cladding Materials
Structural Expression < ---------------------------------- > Surface Expression
Application of Local Craft < ------------------------------ > Absence of Craft
Unified Storefront Design < ------------------------------ > Storefront by Component
Clear Glazing < ---------------------------------------- > Dark or Mirror Glazing
Vertical Proportions < ----------------------------------- > Horizontal Proportions
Repetitive Fenestration < ------------------------------- > Mixed Fenestration
Small Mullions < --------------------------------------- > Large or No Mullions
Thicker Wall Depth < ------------------------------------ > Thinner Wall Depth
Simple Massing < ---------------------------------------- > Complex Massing
Shading Elements Provided < ----------------------------- > No Shading Elements
BAR Guidelines and Height District Conversion

• 3 year project
• Led by staff of Planning and City Hall
• Planning consultants: DPZ
• First revision of the nation’s first historic district since 1931
• Rezoned 16,820 parcels
• Created new system of height and architectural design in downtown Charleston
• Purpose: create better architecture
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