

The background of the entire page is a photograph of the entrance to The Ranch. It shows a large, curved stone archway with the words "FAIRGROUNDS AND EVENTS COMPLEX" inscribed on it. The archway is flanked by tall, rectangular stone pillars. In the foreground, there are lush green plants, including tall grasses and purple flowers, and a black metal fence runs across the middle ground.

The Ranch

Larimer County Fairgrounds
and Events Complex

DESIGN GUIDELINES AND IMAGERY

POPULOUS

September 24, 2020



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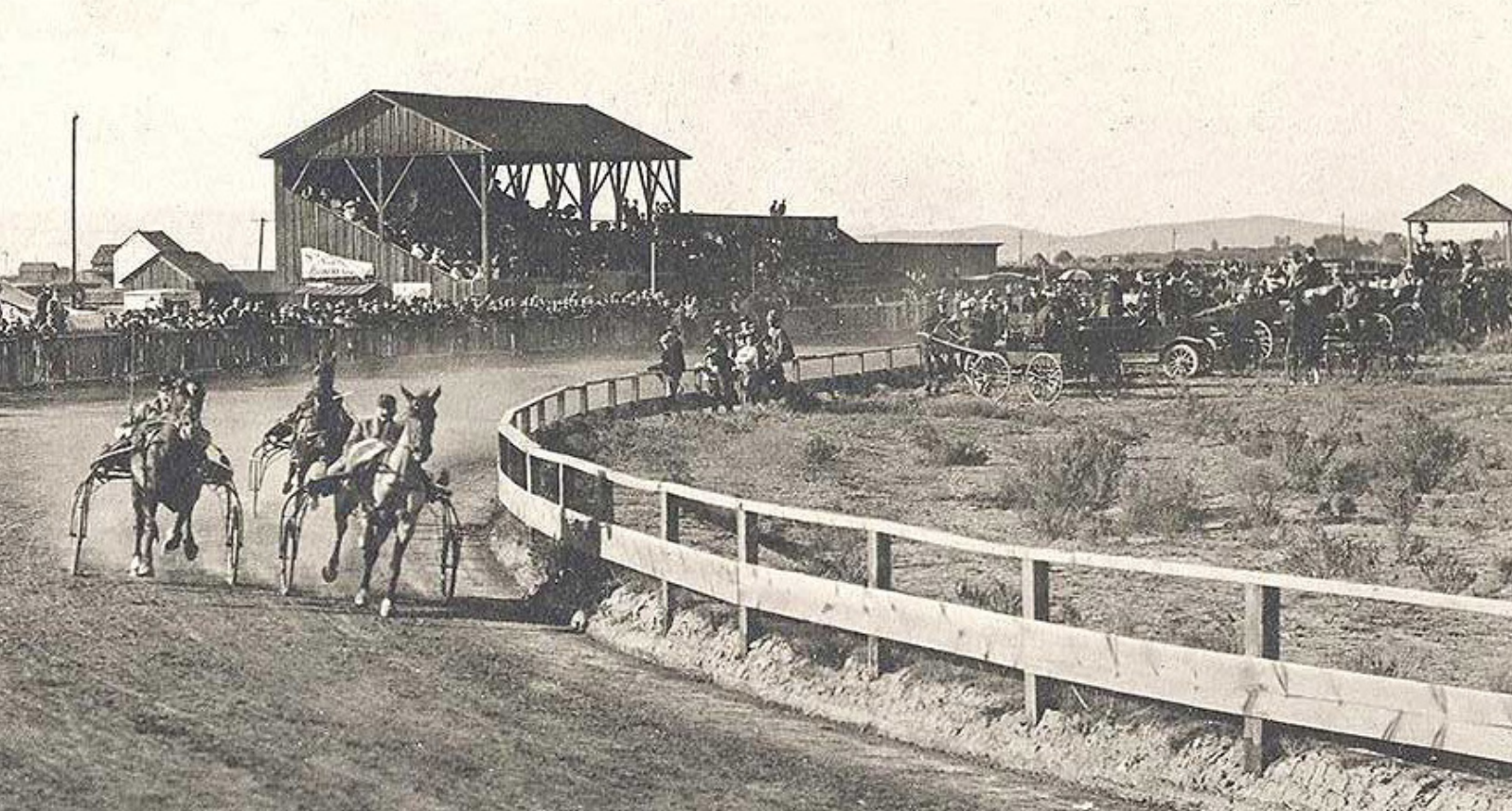
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Mission Statement

To provide entertainment and facilities to the citizens of Larimer County and the surrounding areas through a variety of events and shows at The Ranch.

Goals Of The Ranch

1. *Provide entertainment, meeting, and agricultural facilities and events that satisfy community and market demands in Northern Colorado and Southern Wyoming.*
2. *Provide affordable, quality event space for business and community groups.*
3. *Safeguard County assets and effectively manage operational costs by utilizing resources efficiently, leveraging strategic partnerships, and continuously improving and innovating practices.*
4. *Strive to generate sufficient revenue to operate self-sufficiently and support County residents' recreational and community needs and activities.*
5. *Provide high quality experiences for all users.*
6. *Produce a successful Larimer County Fair and PRCA Rodeo.*

VISION

The Ranch is Larimer County's premier event and entertainment complex that hosts a wide variety of events such as indoor arena events, sporting events such as ice hockey, the Larimer County Fair and PRCA Rodeo, 4-H and CSU Extension programs, outdoor concerts and events, trade show commercial events as well as many business and community meetings. It is a community gathering place, with long-standing agricultural roots and pride of ownership expressed in the high quality of facilities, programs, and services. These experiences improve the lives of Larimer County citizens.

History & Identity of The Ranch

The Larimer County Fairgrounds moved to The Ranch Events Complex in 2003 through the help of long-time Fair advocates and many 4-H families and friends. A measure passed by Larimer County voters in 1998 allowed for a one-year sales tax to purchase the land. A subsequent measure passed in 1999 supported the construction of The Ranch Fairgrounds and Events Complex, a state of the art, seven building complex that boasts 150 acres of site work and over 375,000 square feet of indoor event space. A 20-year extension of the dedicated sales tax was approved by voters in 2017 to fund further development based on the Master Plan.

The Ranch Events Complex accommodates a variety of events from trade shows, conferences, and meetings to concerts and festivals. It's easily accessible location and impeccable amenities have made it the premier site for regional, state and national events. With accommodations to host everything from board meetings to tens of thousands of music festival fans, The Ranch has steadily earned its reputation as a nationally renowned event destination where the rich tradition, hard work and community involvement continues.

Design Principles

1 DESIGN WITH AUTHENTICITY

Each development within The Ranch should elevate the campus as a whole and exhibit excellence in design. Design should be authentic to the western agrarian heritage of the Northern Front Range, deriving richness from its purpose and function and rooted in timeless expressions of form, scale and order. Authentic design will honor the region's long-standing and diverse agricultural roots, which represent the inclusive stories of farmers, ranchers, ranch hands and field workers spanning multiple generations and cultures.



2 DESIGN FOR THE REGION

The campus should feel like a product of the community, not a unique architectural feature visited upon the community. New developments and improvements should respect the existing buildings, and celebrate the history of The Ranch and the Larimer County Fair. The materials and styles of the buildings are of the Northern Front Range. The landscaping selections and layouts are of a rural Colorado gathering place.

4 DESIGN FOR FLEXIBILITY & GROWTH

The Ranch is situated in a region that is charged with growth and potential. Flexibility of use is characteristic of all developments at The Ranch and of the site itself. Developments should be designed to accommodate multiple uses, to anticipate future expansion, and must take care not to limit the capacity for future growth.

6 DESIGN FOR RESILIENCY & DURABILITY

The facilities of The Ranch are billed as “blank canvas” buildings that have been designed for all occasions. Routinely hosting “carpet and chandelier” events and livestock shows within the same venue, spaces must be designed accordingly with consideration given to operational concerns for maintenance, cleanability and longevity.

3 CREATE A COHESIVE CAMPUS

There are three primary ways to unify the campus—through its architecture, graphics and landscaping. All new developments and improvements should articulate how they are using these elements to reinforce the goal of creating a unified campus. Diversity of style is permissible and encouraged, but each project should strive to be part of the cohesive whole.

5 DESIGN FOR THE PEDESTRIAN

Most of a visitor's experience of The Ranch is as a pedestrian. Wayfinding and navigation needs to be more intuitive, and human scaled design is needed to balance the vastness of the landscape. Improvement of the outdoor experience at The Ranch through more activated outdoor spaces and pedestrian connectivity is a priority.

7 PROMOTE STEWARDSHIP

The Ranch should practice good stewardship, honoring the resources with which it has been entrusted through design that is fiscally responsible and operationally efficient, and which strive to make efficient use of energy, water and materials through Low-Impact Development practices.

THE RANCH PROJECT REVIEW COMMITTEE

The Ranch Project Review Committee (PRC) is responsible for reviewing and approving every proposal to develop, construct, modify, change property use, demolish, or maintain the horizontal and vertical built environment ("Project") at The Ranch that has the potential to alter the complex's cohesive identity and efficient operation. Applications and submittals are required for improvements and modifications of every type including grading, public improvements, landscaping, lighting, signage, and all other improvements within The Ranch. Submittals are reviewed to determine their compliance with the applicable Planned Unit Development (PUD) Zoning, Development Agreements, Intergovernmental Agreements, Master Plan, Design Guidelines, and Planned Sign Programs.

The PRC will issue decision letters and other appropriate documents with conditions of satisfaction, if any, within a maximum of fifteen (15) business days after PRC action on a Project. No project mobilization or changes to the built environment may be advanced without the prior written approval of the PRC. Depending on the scope and nature of the Project, and in its sole discretion, the PRC may require up to six (6) submittal reviews (concept/program; schematic design; design development; construction documents/construction assembly mock-up/colors; and final compliance). No applications may be made to the local authority until the PRC has completed its review and issued its decision letter related to the application being made.

“The Design Guidelines are a quality control measure that ensure consistency across the campus and promote brand cohesion.”

Intent of the Guidelines

The purpose of this document is to help all public and private development teams involved in the development of The Ranch understand how they can contribute to the overall goals and vision of The Ranch, and to provide the guidance necessary to achieve a cohesive identity and brand across the campus. Design Guidelines are a quality control measure that ensure consistency across the campus and promote brand cohesion.

The Design Guidelines are the primary tool by which the priorities of The Ranch and expectations for all development are communicated and understood, and provide a common framework for the design review process. They are intended to set the common criteria for design within The Ranch, which aspires towards regional authenticity and a respect for the history of the campus.

The Guidelines are not intended to be prescriptive rules or standards, but rather to serve as general guide in setting expectations and promoting creative solutions that are informed by a clear vision for the future of The Ranch.

The objective of the Guidelines is to establish the campus as an identifiable destination with a sense of place and purpose. This will reinforce the stature of The Ranch while enhancing the year-round, multi-purpose function of the development, and can best be accomplished by following guidelines that continue to unify the look and feel of the site. A consistent approach will be applied to all aspects that form the campus, and all new and renovated portions will refer to the guidelines and participate in the design review process.



FLEXIBILITY FOR CREATIVE AND INNOVATIVE DESIGN

In some cases, an innovative or creative design approach that may deviate from specific design standards or guidelines may be approved if it is consistent with the guiding principles and relevant intent statements. It is the applicant's responsibility to show that an alternative solution is consistent with, and effectively implements the guiding principles and intent statements.

Using The Design Guidelines Document

The Design Guidelines are organized into chapters that address specific design topics. Each design topic is intended to set the tone for unity and consistency in support of The Ranch brand.

The Guidelines are organized into complimentary sections that each address a specific aspect of design and are generally organized within a consistent template:

INTENT

Establishes the driving concern of each topic in a single statement that is clear and concise. In situations where the applicability of the guideline is unclear, solutions will be considered based on how successfully they meet the Intent.

GUIDELINES

Guidelines provide more specific considerations to further clarify the expectations of the design solution and offer suggested approaches and strategies for how to achieve it.

Larimer County serves as the owner and operator of The Ranch Events Complex, and retains the right to review and approve all proposed design solutions. Ultimate enforcement of the Design Guidelines will be through Owner approval following the review and recommendation of the Design Review Board.



CAMPUS FRAMEWORK

OVERVIEW

The Design Guidelines are based on an outline of coordinated campus design frameworks, which provide the structure for long-term planning of the campus across a diverse assortment of project teams and priorities.

BUILDING DESCRIPTIONS

ACTIVITY ZONES

CHARACTER AREAS

EDGES

VIEW CORRIDORS & ANCHORS

BUILDING ORIENTATION

CIRCULATION & NAVIGATION

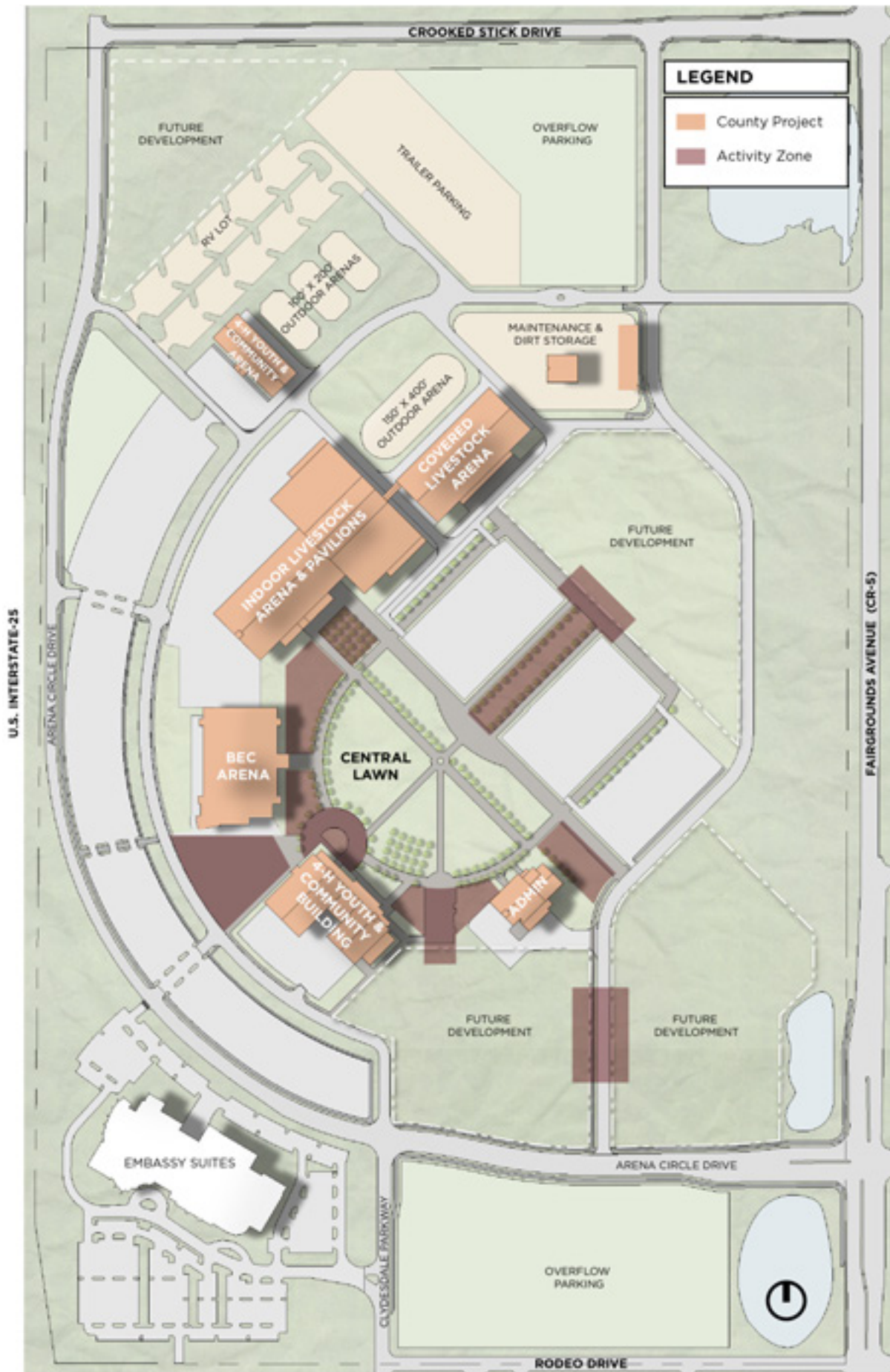


FIGURE 2 - BUILDING IDENTIFICATION & ACTIVITY ZONES

BUILDING DESCRIPTIONS

- **BEC Arena** - Existing 152,000 SF Arena with seating capacity for 5,400 (hockey) / 7,200 (concerts).
- **Indoor Livestock Arena & Pavilions** - A fully-enclosed dirt event arena with adjacent warm-up arena, stall barn and cattle penning.
- **Covered Livestock Arena** - An open-air covered dirt arena with seating for 500 spectators.
- **4-H Youth & Community Livestock Arena** - A separate arena for 4-H users and community groups, featuring a dirt arena with bleach seating for 300 spectators, indoor livestock penning, classrooms and supporting offices.
- **4-H Youth & Community Building** - A renovation and expansion of the existing Exhibition Building, with exhibition space, shooting range, classrooms food service and offices.
- **Admin Facility Offices** - A renovation of the existing McKee Buildings, housing staff offices for The Ranch and for the Larimer County Fair Board.
- **Future Developments**
 - **New Event Arena** - A 285,000 SF Arena to replace the existing BEC Arena, with a professional ice hockey rink and fixed seating for 10,000 spectators.
 - **Recreational Sports Complex** - A new facility housing up to three ice rinks with seating for 2,000 spectators, and a two-pool natatorium with 2,500 seating capacity.
 - **Exhibition Center** - A new facility housing a 58,000 SF divisible main hall and smaller meeting halls. Connected to a future full-service hotel & conference center.
 - **Hotel** - A new 250-key hotel with 36,000 SF of conference/meeting space.

ACTIVITY ZONES

INTENT

Provide a variety of programmable outdoor spaces designed for pedestrian use.

GUIDELINES

- Areas of the campus identified as “Activity Zones” (*see Figure 2*) should be designed for everyday use by visitors and staff, and to host a variety of special outdoor events. These spaces should receive special consideration to be furnished with art that celebrates the rich and diverse history of the region, site furniture and other interactive features to add richness to the visitor experience at The Ranch.
- Buildings and structures that are adjacent to activity zones should provide facades of visual interest and articulation that relate to the human scale.
- Ensure that public activity zones are accessible and welcoming to people of all ages and abilities.
- Consider providing power and water provisions to support flexible programming of outdoor event spaces.
- Consider providing unobstructed spaces for vendor booths, food trucks and other event overlay, by providing large unobstructed plazas with movable furniture, planters and bollards, as well as utility connections to allow activities to spill out into adjacent roadways and parking lots.

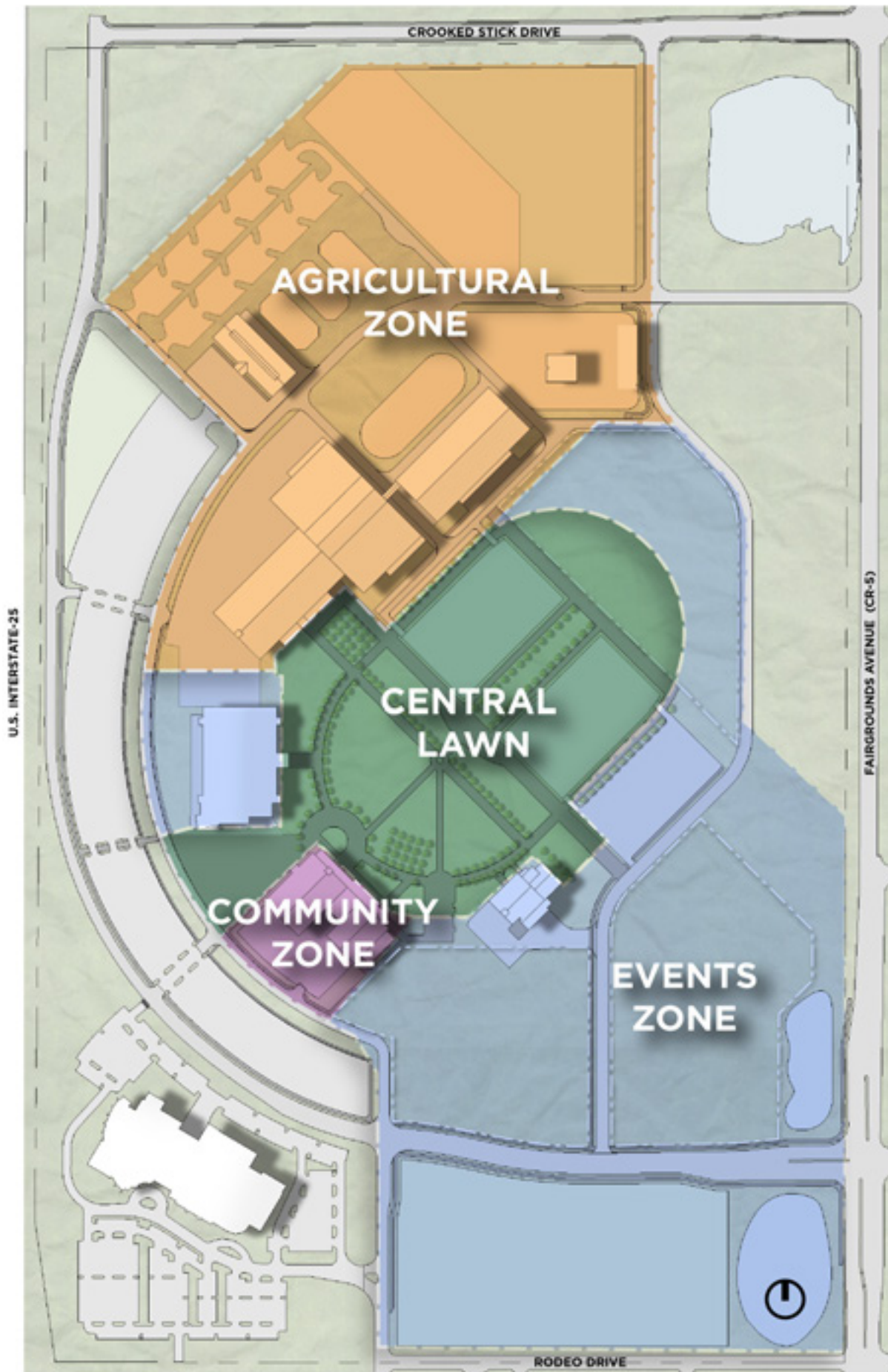


FIGURE 1 - CHARACTER AREAS

CHARACTER AREAS

INTENT

To recognize the distinct areas of the campus, while promoting a general sense of continuity connecting all areas of the campus under a single brand.

THE CENTRAL LAWN

- The Central Lawn is the heart of the campus. Characterized by a park-like atmosphere that harkens to the agrarian roots of the region but is formally articulated. The Central Lawn embodies the identity of The Ranch as a gathering place for the community.
- The Central Lawn serves as a flexible-use amenity for outdoor events of all sizes, with a balance of unobstructed open spaces and defined pockets for smaller gatherings. The core of the Central Lawn is open and highly flexible to accommodate the Larimer County Fair, music festivals, car shows and events supporting the PRCA Rodeo.

EVENTS ZONE

- The Events Zone brings a sense of energy and illumination just inside The Ranch Gate and shares a connection with the commercial development to the south. Sustained traffic throughout the day extends into the evening hours and demands a heightened concern for pedestrian safety and access.
- Characterized by large buildings which must employ varied massing and articulated facades to provide a human-scaled development in recognition of the high levels of pedestrian activity within its plazas and along its sidewalks. The large plazas in this area will be among the most highly programmed outdoor spaces on the site.

COMMUNITY ZONE

- The Community Zone is characterized by buildings of a relatively smaller stature and more detailed massing. It is the home for generations of community organizations and families to regularly gather in smaller groups.
- The buildings are complimented by small, dedicated parking areas and outdoor spaces for hosting community youth and family events, while still enjoying access to the larger offerings of The Ranch.

AGRICULTURAL ZONE

- The western agrarian heritage of The Ranch is felt most keenly in the Agricultural Zone, through large horizontal buildings that feature long gable roofs spanning expansive floor plans flanked by over-sized doors opening wide to the exterior.
- This is an area of rich experiences that set up educational interactions and observation for guests of all ages. Characterized by the sights and sounds of western agricultural craft, and by the wide open spaces needed to support agricultural processes and storage.
- This is an area of complex circulation and moments of pronounced traffic and activity, with careful consideration given to the safe negotiation of truck, pedestrian and animal traffic.

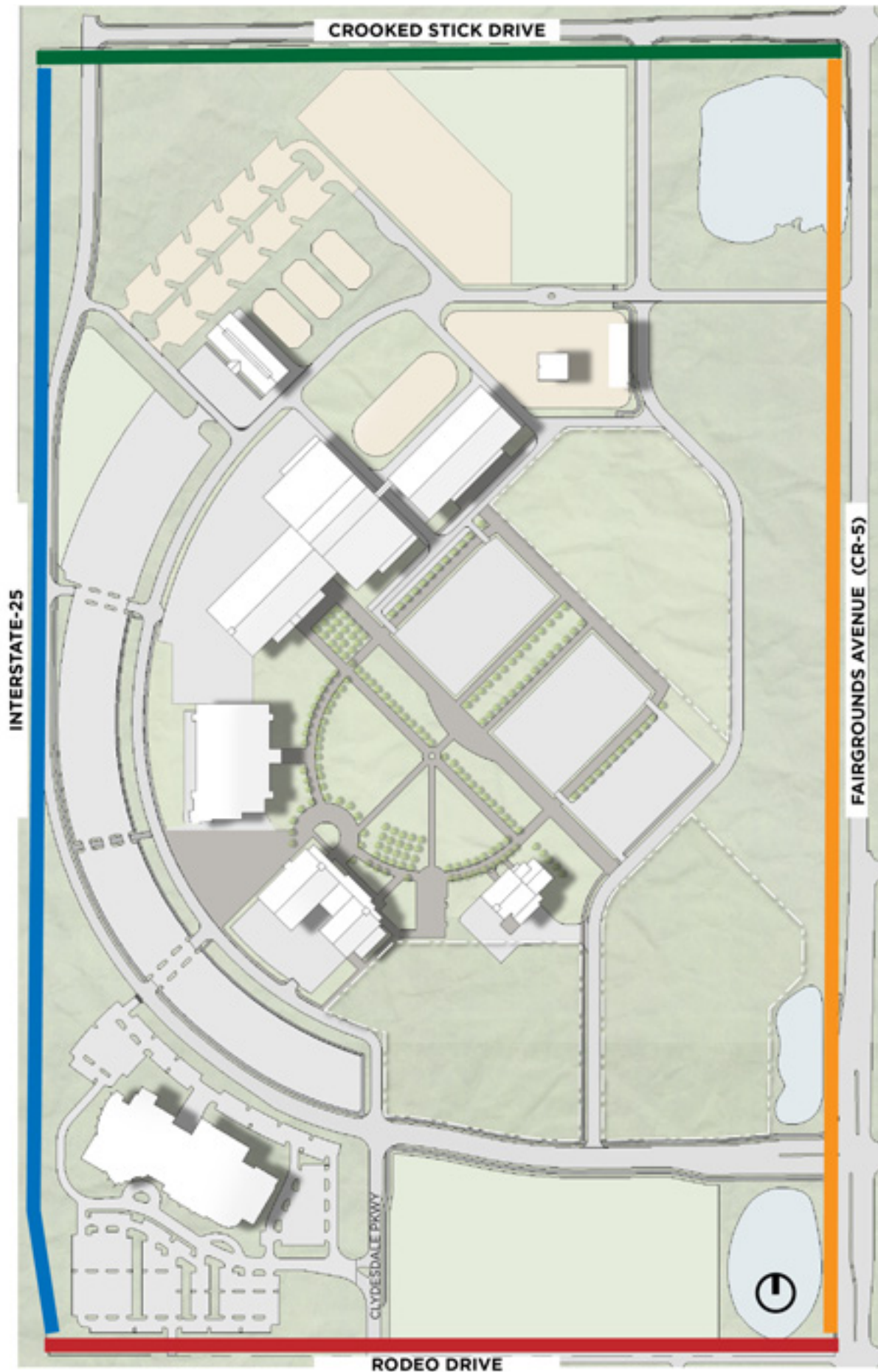


FIGURE 3 - CAMPUS EDGE CONDITIONS

EDGES

INTENT

To understand and establish the relationship of The Ranch to the surrounding area.

DESCRIPTION OF EDGE CONDITIONS

EAST (FAIRGROUNDS AVENUE / COUNTY ROAD-5)

- This is the recognized primary frontage of The Ranch, featuring the monumental Ranch Gate at the vehicular entrance. However, the visual presence of the campus itself is limited, and no actual buildings can currently be seen from Fairgrounds Avenue due to the terrain of the open space along the street. Consideration should be given in future developments as to how to increase the visual presence of The Ranch from Fairgrounds Avenue while preserving its identity as a rural oasis as development increases.

SOUTH (RODEO DRIVE)

- Connection to future commercial development. Pedestrian access should be reinforced to take advantage of the synergies with the activity to the south. Provide safe and visually interesting pedestrian routes.
- Clydesdale Parkway will become the third public entrance to the campus, and should be reinforced by visual cues announcing one has entered The Ranch.

WEST (U.S. INTERSTATE-25)

- A complicated boundary with the Interstate Highway to the west. The Ranch is most visible from this edge, with a “Billboard presence” typically viewed at high speeds.
- The western edge also affords outstanding views of the foothills and Long’s Peak that should be preserved and celebrated.
- Traffic noise and a physical boundary to provide animal and public safety from the Interstate traffic are of primary concern.

NORTH (CROOKED STICK DRIVE)

- Boundary to the open field beyond, with unknown future development.
- Offers a scenic approach to the campus for westbound access along Crooked Stick, from the high point of the terrain.
- Includes perimeter landscaping in the form of windbreaks, informal massing of trees and shrubs, and berming that reinforces the rural and agricultural character of the area.
- Will become a second “Front Door” to The Ranch, as a future development is anticipated for the northwest corner of the campus.

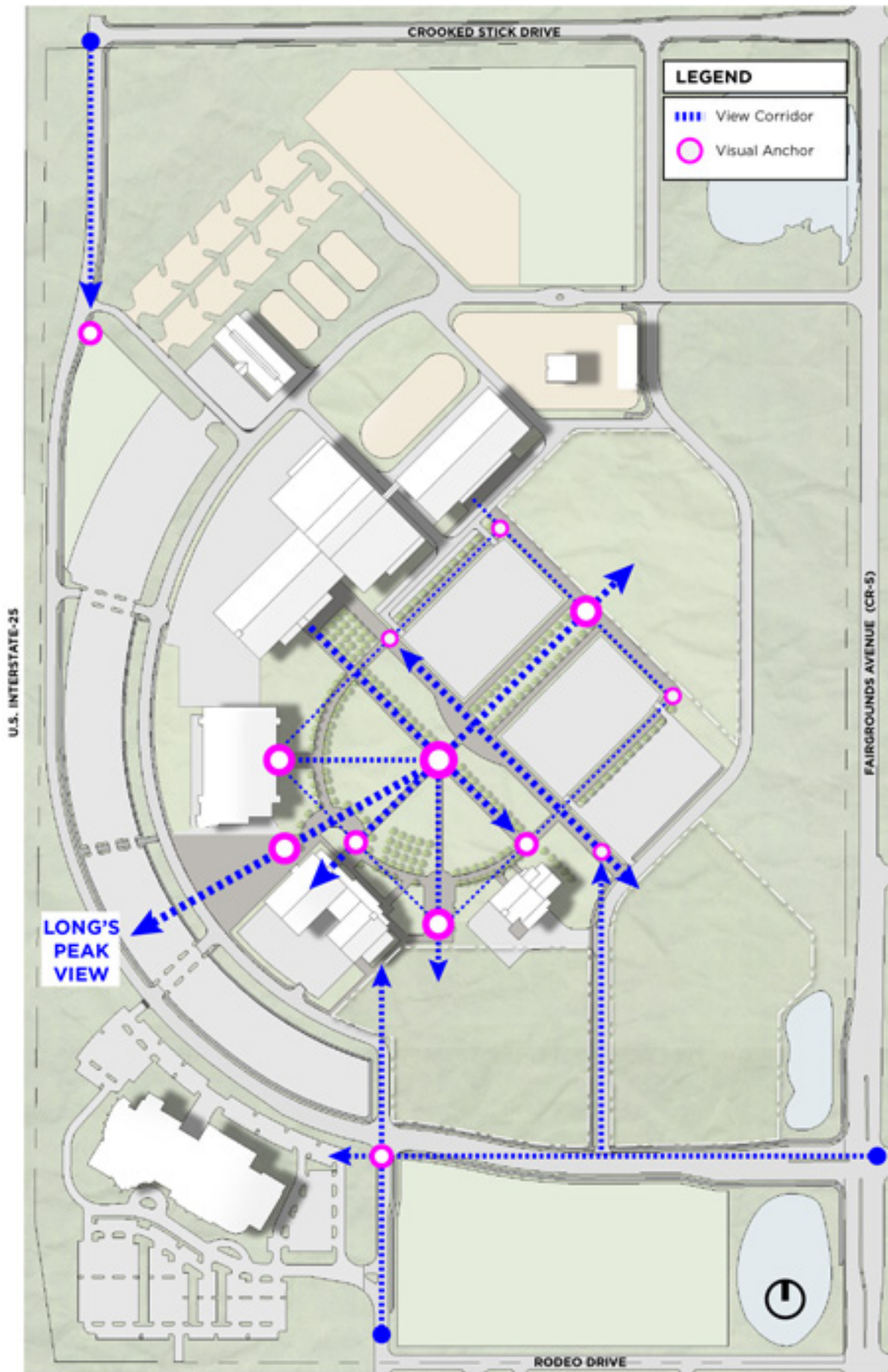


FIGURE 4 - VIEW CORRIDORS AND IDENTIFIED POINTS-OF-INTEREST

SCENIC ANCHORS

The Ranch enjoys spectacular views of the Rocky Mountains to the west and the Plains to the east. Of particular note is the opportunity for the site design to frame views of Long's Peak from the West Entrance to the Central Lawn.

VIEW CORRIDORS & ANCHORS

INTENT

To build upon the existing layout of the campus in order to strengthen placemaking and navigation on campus.

GUIDELINES

- Provide visual points-of-interest at the terminus of view corridors and at anchor points, which may include primary building entrances, architectural elements, public art, landscape features, lighting elements, monumental signs or programmed open spaces.
- Use vertical elements to frame views of the mountains and other moments of visual interest from public activity zones and along circulation routes.
- Avoid locating trees or other vertical elements in a way that obstructs identified view corridors.
- Consider aligning circulation routes along view corridors.
- Additional anchors may emerge through the design process and may be identified in the review process.

EXISTING ANCHORS ON THE CAMPUS INCLUDE:

- The Ranch Gate at the entrance from Fairgrounds Ave.
- The "Little Britches" bronze statue
- The South Pedestrian Entrance Gate to the Central Lawn
- The West Pedestrian Entrance Gate to the Central Lawn
- The East Entrance to the BEC Arena

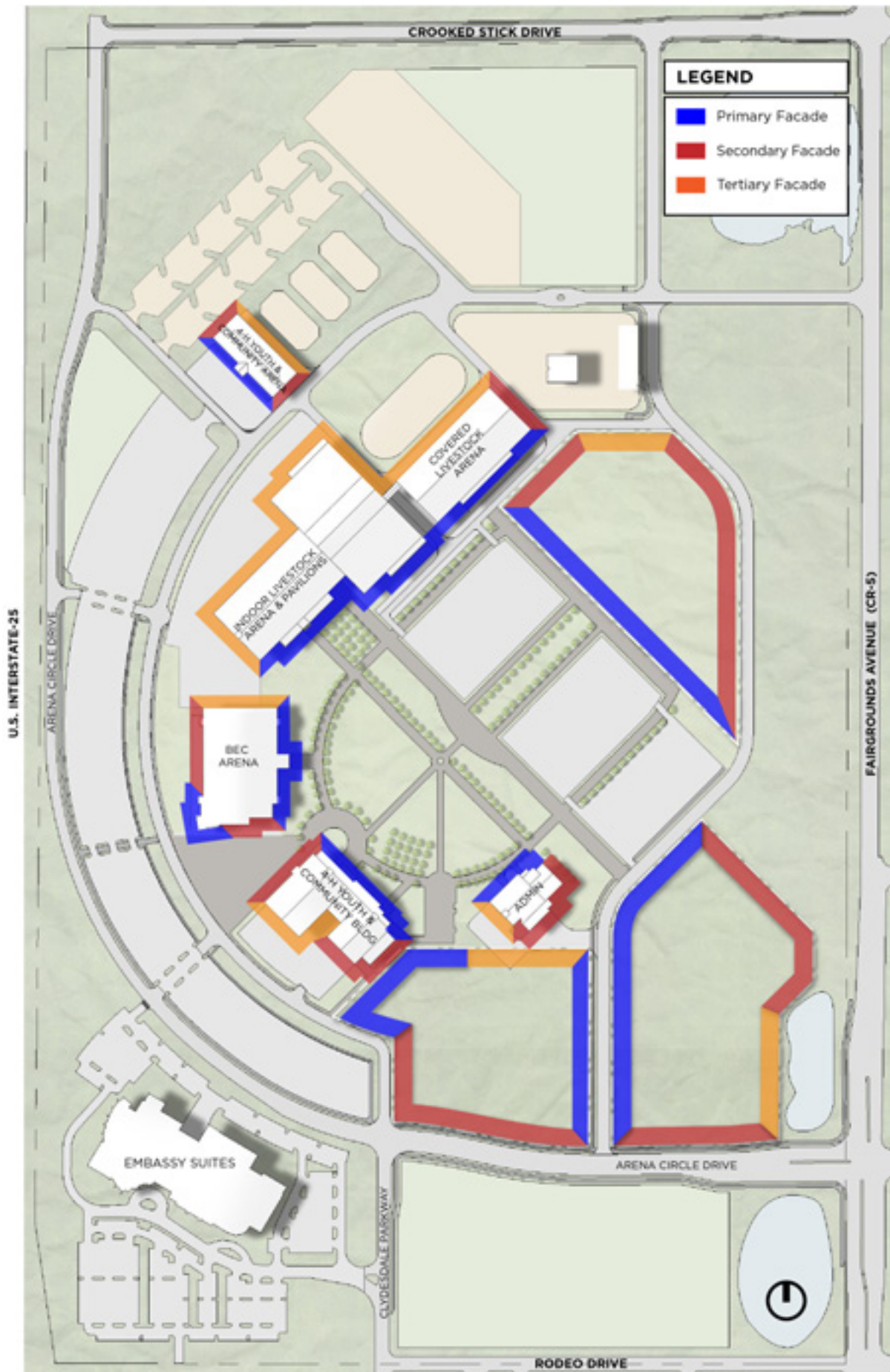


FIGURE 5 - BUILDING ORIENTATION

“FINDING THE FRONT”

The primary public entrances to many of the existing buildings on campus face the Central Lawn, requiring visitors to walk past buildings and service areas in order to find the entrance. This arrangement results in confusion in navigating the campus, often creating the need for temporary signs to direct visitors during events. These entrances need to be architecturally reorganized and identified more prominently with permanent signage and landscaping.

BUILDING ORIENTATION

INTENT

Promote a more developed arrival sequence with a clear sense of public space within the campus, and to reinforce wayfinding through clearly identifiable entrances.

GUIDELINES

- Provide clearly identifiable public entrances to buildings, serving both primary parking facilities as well the Central Lawn.
- Orient primary and secondary facades of buildings to engage public areas, including pedestrian circulation routes and identified activity zones. Avoid arrangements that “turn their back on” the public areas or on the primary frontages of other buildings on the campus.
- Buildings should interface with pedestrian routes and activity zones by locating public entries, fenestration and active interior functions along these areas.
- Located service entries and equipment so that they are visually screened and physically separated from pedestrian-oriented public spaces.

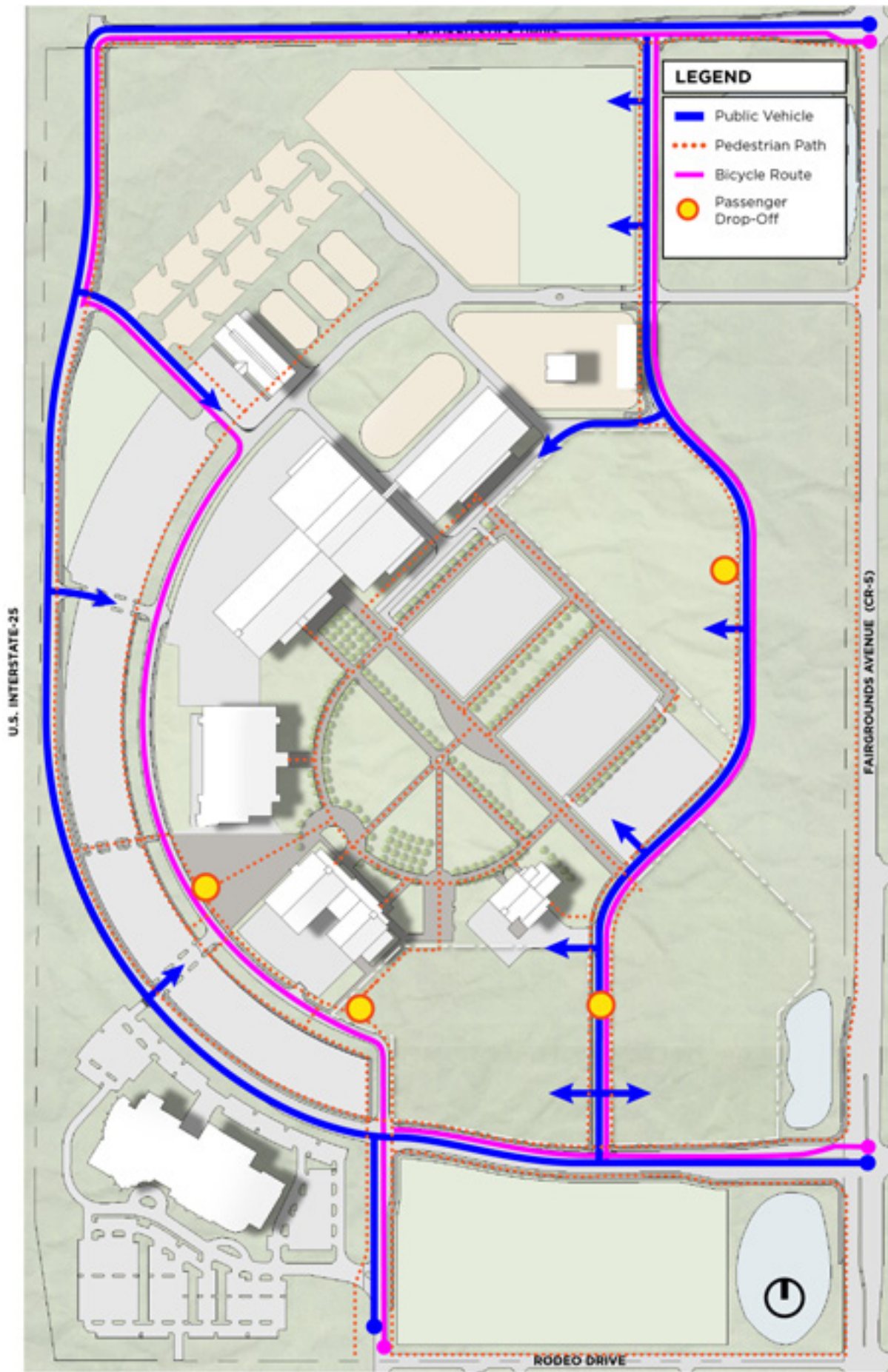


FIGURE 6 - PUBLIC SITE CIRCULATION

CIRCULATION & NAVIGATION

INTENT

Create a multi-modal circulation system on campus that is intuitive and safe for visitors to navigate.

VEHICULAR CIRCULATION

- Design to minimize conflict between pedestrian and vehicular circulation.
- Parking lots and service areas should be designed to minimize curb cuts across major pedestrian routes. Limit the width of curb cuts for access points across pedestrian routes to encourage reduced speeds.
- Identify intersections of pedestrian and vehicular access with a change of paving materials and contrasting colors.
- Identify and provide adequate access along walks and drives for snow removal and areas for snow storage.

PEDESTRIAN CIRCULATION

- Every visitor to The Ranch is a pedestrian for much of their visit. Pedestrian comfort and safety are a priority at The Ranch and for all development on the campus.
- Build with the existing terrain to maintain pathways that are accessible for visitors of all ages and ability.
- Design pedestrian routes to connect seamlessly into an uninterrupted circulation network consisting of routes along drives, around building perimeters, and through plazas and activity zones. Pedestrian routes should guide the public away from service and back-of-house areas and should have no dead-ends.
- Size typical sidewalks to accommodate comfortable two-way movement among groups of people.
- Provide visual indicators to direct visitors along preferred routes, including appropriately scaled wayfinding devices, changes in paving material and vertical elements such as trees, lights, columns and building edges. Pedestrian routes should be visually distinguishable from vehicular routes and service drives and should be physically separate from adjacent vehicular traffic.

- Design walks, patios, plazas and pedestrian drop-off areas using durable concrete pavements. Limit the use of colored concrete due to challenges with repair and replacement. Use enhanced score patterns, banding, and changes in concrete finish to highlight pedestrian plazas and entry areas.
- Consider providing regular points of interest to break up long stretches along pedestrian routes, such as public building entries, furnished open space, ornamental landscaping or art.
- Consider providing “places of rest” along pedestrian routes, with a variety of seating options and generous shade.

BICYCLE CIRCULATION

- The primary bicycle route on campus is along Arena Circle Drive, with connection to Steeplechase Drive, Clydesdale Parkway, and Crooked Stick Drive. Designated bicycle routes planned by new developments to connect to this route should be well-marked with physical separation from pedestrian routes and gathering areas.
- Consider providing bicycle parking at regular intervals along identified bicycle routes and near building entrances.

ANIMAL CIRCULATION

- Locate animal circulation to minimize conflict with pedestrian and vehicular routes. It is best practice to locate animal circulation adjacent to back-of-house service areas.
- Design animal circulation routes to minimize obstacles, standing water, reflective surfaces, and stark contrasts in lighting or color.
- Provide adequate clearance for movement, avoiding sharp turns to account for more natural curvilinear movements.

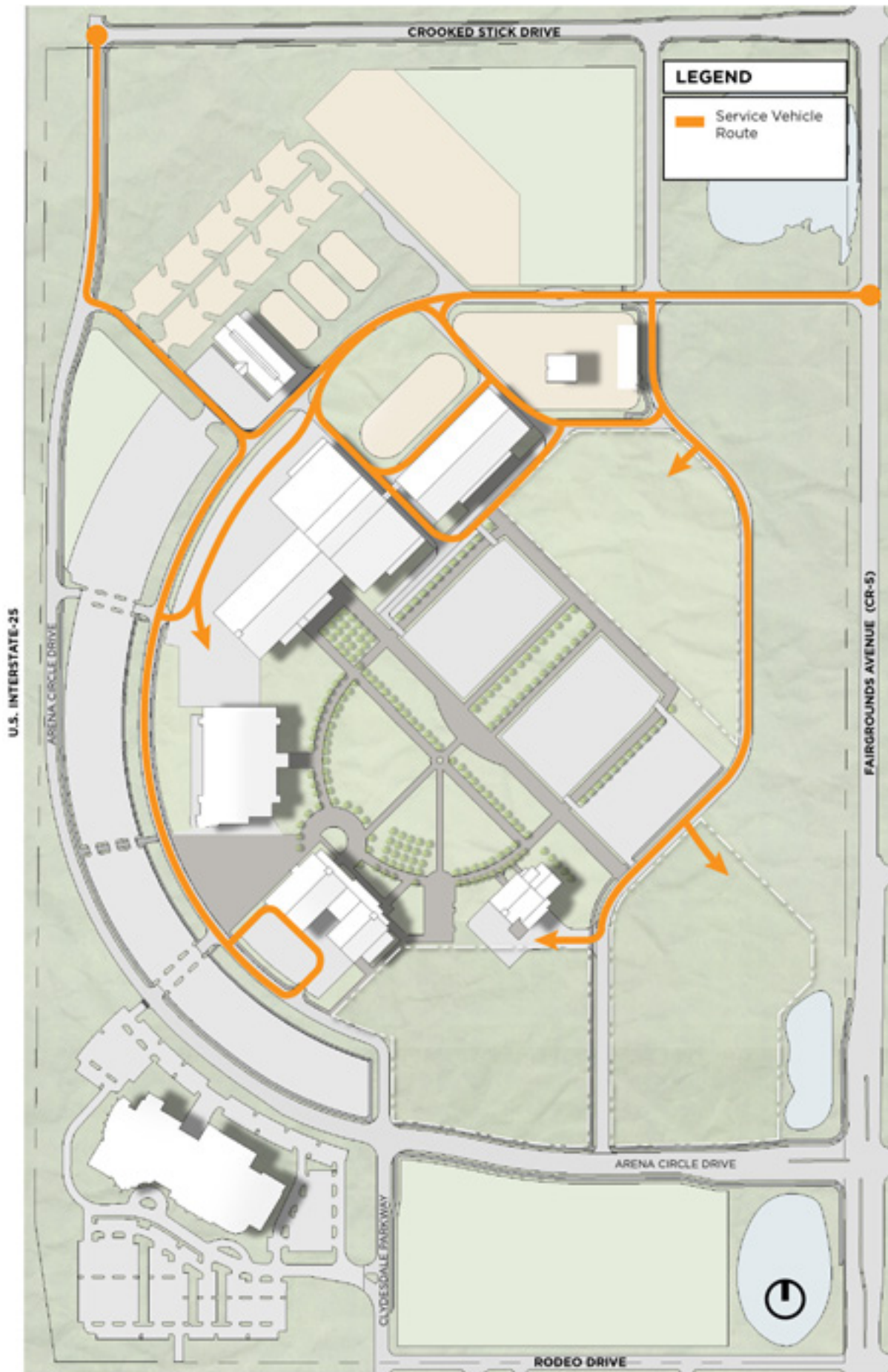


FIGURE 7 - SERVICE SITE CIRCULATION

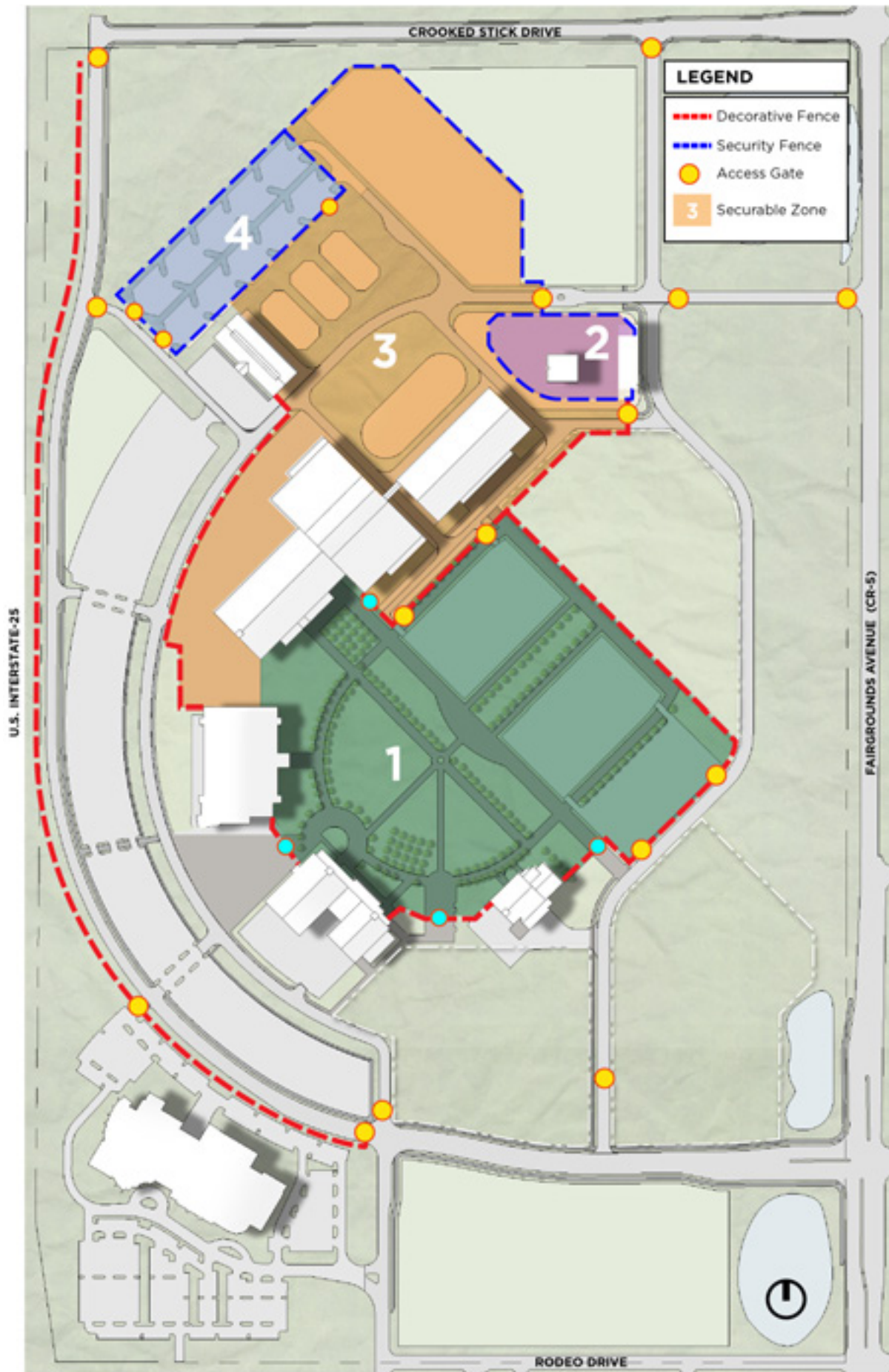


FIGURE 8 - SECURABLE ZONES & FENCING



SITE DESIGN

OVERVIEW

To support the building, circulation and public open space needs through the use of landscaping while promoting a general sense of continuity for the campus.

PUBLIC OPEN SPACE

LANDSCAPE

PUBLIC ART

SITE LIGHTING

SITE FURNISHINGS

FENCING & SECURITY

ROADWAY DESIGN



IMAGE 1 - FARM TABLE BANQUET



IMAGE 2 - FOOD TRUCK ZONES



IMAGE 3 - SHADED SEATING



IMAGE 4 - OUTDOOR MUSIC FESTIVAL



IMAGE 5 - OPEN-AIR MARKET



IMAGE 6 - EDUCATIONAL GARDENS & EXHIBITS

FLEXIBLE OPEN SPACES

Several areas on the campus will be required to regularly host large outdoor events, including the Central Lawn and plazas within the Events Zone. These spaces can provide additional value to daily operations and smaller community events by designing for flexible use that allows for scaling to for a variety of event sizes. Suggested approaches include using moveable site furnishings and planters, changes in paving materials, and including removeable bollards to allow events to spill into adjacent streets and parking areas.

SHADE

A survey of the local community commissioned by Larimer County revealed that additional shade and seating areas for various group sizes is one of the most desirable improvements to the Ranch. The public should feel encouraged to linger in the campus' many shaded areas and green spaces.

PUBLIC OPEN SPACE

INTENT

Improve the outdoor experience of The Ranch by adding more usable outdoor spaces and improving the environment between buildings.

GUIDELINES

- Public open spaces across the campus should be varied in character, scale and function and may include: large open areas for gathering and events; smaller parks, patios and gardens that support a diversity of activities; or small shaded areas of respite that encourage visitors to linger. Consider how open spaces fit into the overall network of spaces—beginning with the Central Lawn and connecting to other campus destinations through a seamless pedestrian network.
- Provide “places of rest” along pedestrian routes, with a variety of seating options and generous shade.
- Frame public open spaces with building edges and other vertical elements.
- Incorporate publicly-accessible open spaces—such as courtyards, plazas, and pocket parks—which are furnished with a variety of seating options and shade to encourage use of the space. Consider providing power outlets for the charging of personal electronic devices.
- Use changes in paving materials and clusters of furnishings to distinguish between circulation routes and areas of respite within plazas and gathering areas.
- Consider opportunities for outdoor spaces to serve as extensions of the building’s interior functions, allowing events to “spill out” and activate the site. Consider outdoor uses such as outdoor seating for dining, or an outdoor plaza that reinforces a public building entrance.
- Consider orienting public open spaces to be highly visible for natural surveillance of the area to increase feelings of public safety.
- Public open spaces should be regularly maintained.



HISTORY OF ORCHARDS IN LARIMER COUNTY

Larimer County was once part of a significant fruit growing region. In the early 20th century fruit production was a leading industry with nearly 10,000 acres of cherry orchards in 1945. The apple and cherry orchards at The Ranch honor this agricultural heritage.

IRRIGATION

Irrigation within the campus is provided through a non-potable water distribution system with centralized controls. Future developments within The Ranch campus shall be designed to conform to the requirements of this system. Projects outside of The Ranch core campus may be required to provide a separate, stand-alone irrigation system.

PLANT SELECTION

- Refer to Appendix A for recommended plant list and landscape materials to promote consistency across the campus. Plant sizes shall meet the requirements of the Larimer County Land Use Code.
- Design with diversity in tree species to prevent monocultures that can result in large-scale losses in the event of disease or blight.
- Avoid plants that are known to be toxic to humans, horses and livestock (See Appendix B) and plants that are identified as noxious, invasive, or prohibited by the City of Loveland or Larimer County

LANDSCAPE

INTENT

Support the building, circulation and public open space needs through the use of landscaping while promoting a sense of continuity throughout the campus.

GUIDELINES

- Design landscape to reinforce views, enhance public open space areas, and to support pedestrian access between buildings and campus destinations.
- Embrace and support the western agrarian tradition and agricultural setting with the use of traditional and functional landscapes (windbreaks, orchards, groves and native grass open space areas)
- Incorporate water-wise xeriscape principles in design of landscapes including:
 - Limit turf areas to appropriate, functional areas
 - Use native and adapted low-water plants
 - Use mulches in planting areas
 - Design with high-efficiency irrigation systems
- Design to reduce maintenance. Avoid plants that require shearing or frequent pruning.
- Use plants to buffer service and equipment areas and provide visual screening from pedestrian-oriented public spaces.
- Existing outdoor use areas lack adequate shade for summer uses. Provide additional canopy shade trees where possible to provide areas of shade and respite along pedestrian corridors and in outdoor use areas.
- Continue existing landscaping details where practical to promote consistency across the campus. For example, incorporate informal seating opportunities using Colorado Buff sandstone boulders where appropriate.
- Retain and protect existing trees. If existing trees are impacted by planned projects, develop a strategy and plans for transplanting healthy trees to other areas within the campus.
- Design planting beds to support the root system of mature trees and promote healthy growth. Avoid using tree grates. Instead consider the use of planting beds and trees wells to promote tree health in high-use areas.
- Design with plants to provide year-round visual interest.



IMAGE 1 - STREET LIGHTING



IMAGE 2 - CATENARY LIGHTING



IMAGE 3 - ACCENT LIGHTING



IMAGE 4 - PEDESTRIAN LIGHTING



IMAGE 5 - PEDESTRIAN LIGHTING



IMAGE 6 - FEATURE LIGHTING

SITE LIGHTING TYPES

GENERAL AREA LIGHTING

for safety and security in the parking and service areas.

ROADWAY LIGHTING

to clarify directional patterns of movement and to provide for safe visibility along vehicular circulation routes.

PEDESTRIAN LIGHTING

to reinforce the pathways of pedestrian circulation and plazas.

ACCENT LIGHTING

to highlight building entrances, special architectural features, landscape and garden areas, signage and art. Color may be considered with this type of lighting.

SECURITY LIGHTING

to provide for safety and security in remote locations of the grounds and for buildings during non-public hours.

SITE LIGHTING

INTENT

Establish a campus palette of site lighting fixtures and lighting design to promote campus continuity and simplify maintenance.

GUIDELINES

- The exterior lighting of the site is important for maintaining safety and security on the campus, but is also a key element in promoting a sense of cohesiveness to the site. Site lighting should match or coordinate with the existing campus light systems. The current luminaires used at the Ranch are as follows:
 - Parking lot lights: Kim Lighting Archetype AR3, 32'-35' pole heights, white
 - Pedestrian corridor lights: Kim Lighting Archetype AR3, 20' pole heights, white.
- Light source shall be LED. Lighting color temperature should be consistent across campus. All site lighting should be 4000k; Building entrances should be 3500k.
- Roadway lighting pole layout along drives should integrate with street tree spacing and should comply with the requirements of the Larimer County Urban Area Street Standards.
- Provide well-illuminated paths to building entrances and between public activity zones on campus.
- Increase lighting levels at points of intersection between vehicular drives and pedestrian routes.
- Design lighting to accentuate points of interest on the site—including landscape and architectural elements—to reinforce evening wayfinding and strengthen placemaking.
- Lighting not associated with signage, art installations, landscape features or building identity should be classified as IESNA Full Cut Off to avoid glare into adjacent buildings and to minimize light pollution of the night sky.



A LOCAL TRADITION

Loveland is the recognized national sculpture capital and is home to a vibrant community of artists and craftsman. Loveland's renowned Benson Sculpture Garden attracts sculptors from around the world for its annual **Sculpture in the Park** event, which is widely considered one of the finest outdoor juried exhibitions of three-dimensional artwork in the United States.

PUBLIC ART

INTENT

Support the use of public art on campus to promote community engagement and enhance wayfinding.

GUIDELINES

- Engagement of the regional artistic community is strongly encouraged.
- Emphasis should be placed on art that aligns with the mission and identity of The Ranch, engaging the public with interactive elements of play and education.
- Consider interactive opportunities to celebrate the rich diversity of Larimer County, the historical importance of agriculture to the region, and the craft of the western farm worker.
- Consider locating public art near major entrances and near Activity Zones (see Figure 2), as well as to create points-of-interest within public open spaces and along pedestrian routes and view corridors.
- Consider incorporating public art in a variety of scales, including large scale iconic pieces to enhance wayfinding, as well as smaller scale functional items such as screens, structured shading devices, bike racks and integrated building features.

AREAS TO RECEIVE SITE FURNISHINGS

BUILDING ENTRIES

to frame and identify building entries and support pedestrian circulation and drop-off zones (seating, receptacles and bicycle parking).

PEDESTRIAN CORRIDORS

to provide places of rest for pedestrians and a variety of flexible seating options for varying outdoor events (benches, seat walls, moveable tables/chairs).

PLAZAS AND PATIOS

to support outdoor spaces that serve as extensions of a building's interior functions (tables/ chairs, seat walls, receptacles, low fencing, shade structures).

POCKET PARKS

to support a variety of outdoor uses and places of respite for visitors and staff (picnic tables, shade structures, seating, power receptacles).

FURNISHINGS TO CONSIDER FOR FUTURE DEVELOPMENT

- Farm-dinner or beer-garden style picnic tables
- Shade structures or picnic canopies
- Dog pick-up stations
- Bike repair station
- Electric vehicle charging stations in parking areas
- Food truck power supply stations.



SITE FURNISHINGS

INTENT

Establish a campus palette of site furnishings to promote campus continuity and simplify maintenance.

GUIDELINES

- Provide furnishings in locations identified for pedestrian activity and use, near building entrances and along pedestrian routes. Suggested furnishings including benches, tables & chairs, planters, seat walls, trash and recycling receptacles, and shelters.
- Provide a variety of seating types to accommodate small and large groups.
- Within Activity Zones identified for flexible use, provide durable but movable furnishings that allow for a variety of configurations.
- Along pedestrian routes, locate furnishings at regular intervals and with high frequency in a manner that does not obstruct circulation routes.
- Additional site furnishings should be considered to support future projects and uses. Site furnishings should be durable, timeless, and should tie in with the character of the buildings to promote consistency across the campus.

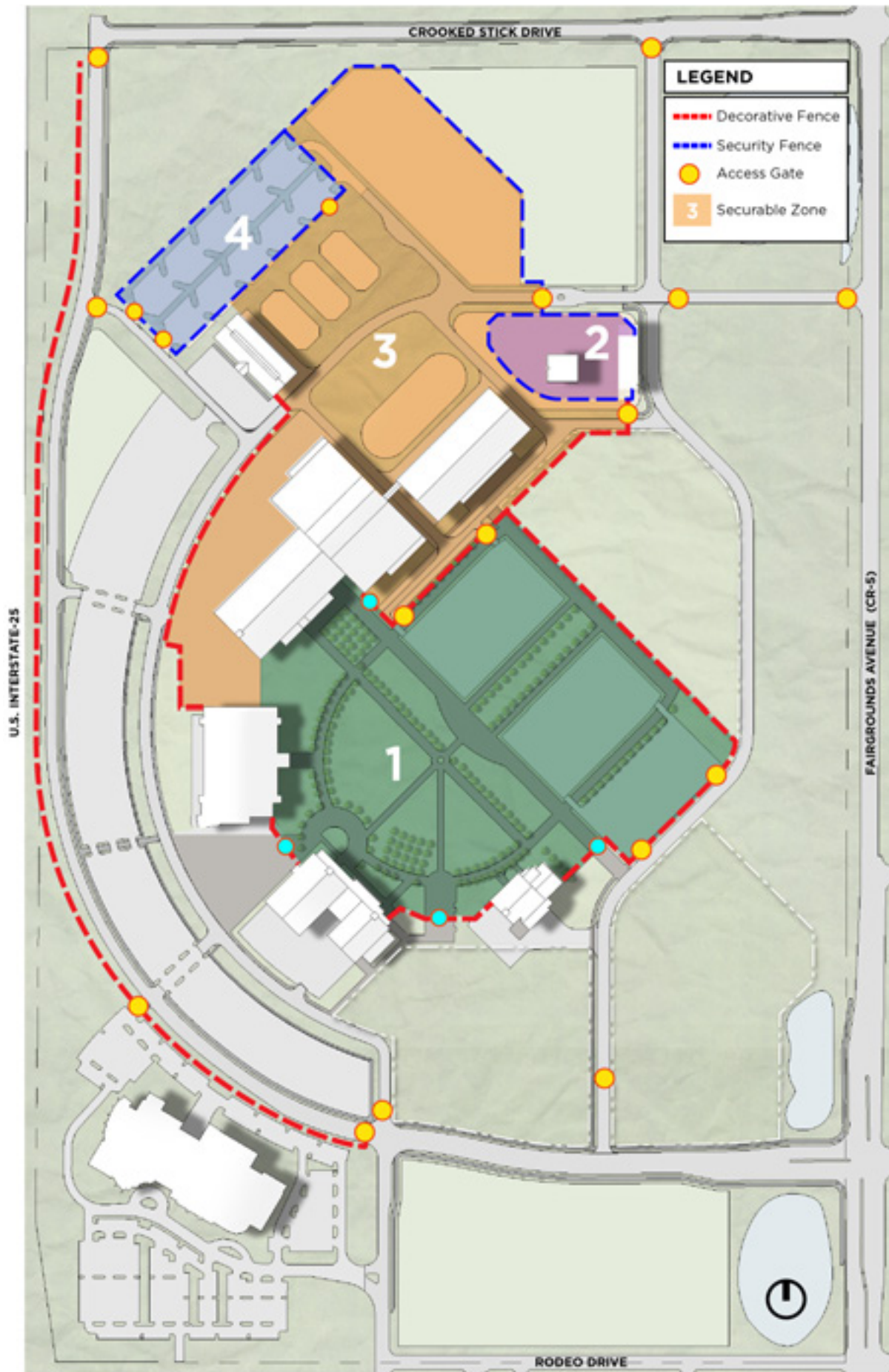


FIGURE 8 - SECURABLE ZONES & FENCING



IMAGE 1 - THE RANCH GATE



IMAGE 2 - EXISTING FAIRGROUNDS ENTRY GATE



IMAGE 3 - SPLIT-RAIL CEDAR FENCE



IMAGE 4 - DECORATIVE FENCING

FENCE TYPES

- **Decorative Fencing** in public areas. Eight-foot black powder coated steel picket fence. One-inch square pickets at six-inch spacing, three horizontal braces. Gates to match.
- **Security Fencing** in non-public or service areas. Eight-foot chain-link fencing, galvanized, three equally-spaced horizontal brace rails.
- **Split-Rail Cedar** ranch fence for perimeter, non-secured areas.
- **Low metal fencing** for outdoor dining areas.

FENCING & SECURITY

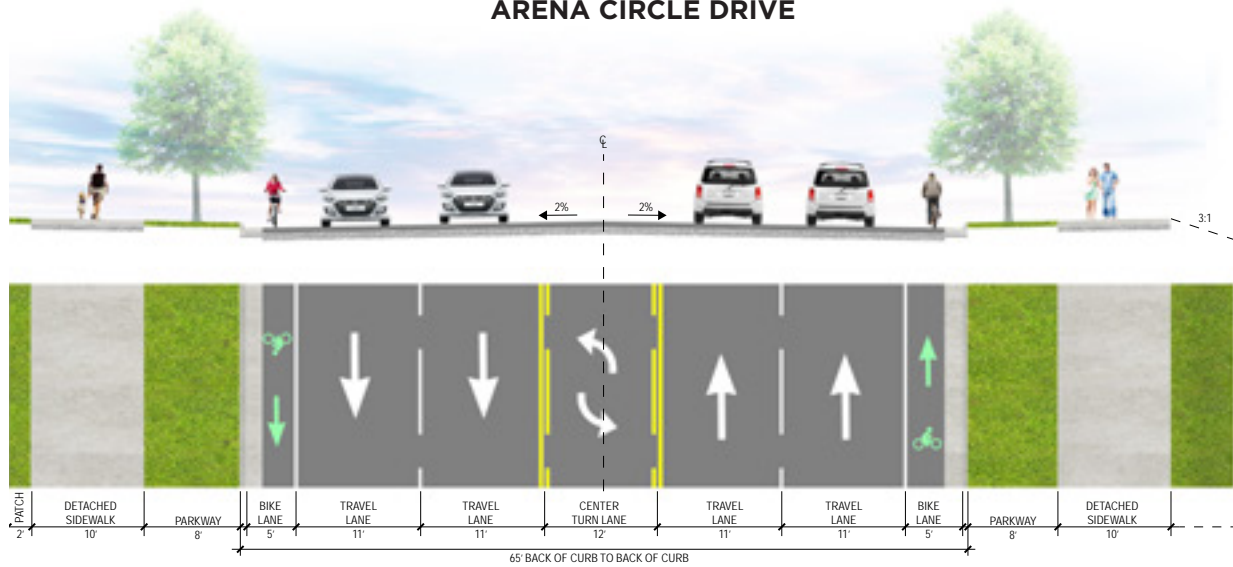
INTENT

Establish a common palette for fencing to reinforce cohesion across campus, and to establish flexible configurations of securable zones to provide safety for a variety of events at the Ranch.

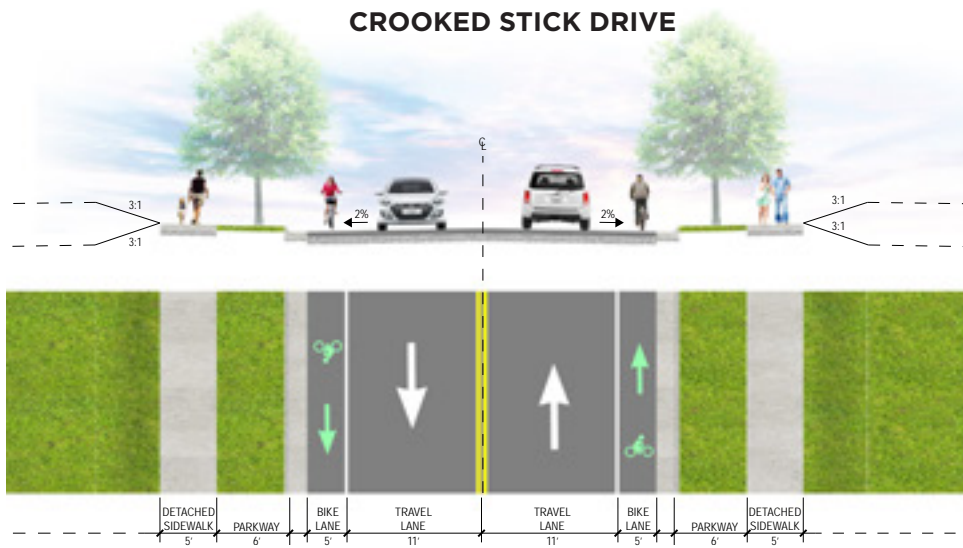
GUIDELINES

- Refer to the approved Larimer County Fairgrounds Project Development Plan for campus fencing standards.
- The use of fencing on campus should be minimized and used only as needed to control access and provide security during events as identified in the Site Plan.
- Security gates and fencing will include key FOB and CCTV systems connected through fiber network to primary campus security system.
- Use building perimeters and site fencing to maintain identified securable zones on campus, allowing for flexible configurations to support a variety of indoor/outdoor events on campus (see *Figure 8*).
- Eliminate blind spaces where people can hide and encourage line of sight to all spaces.
- All storage rooms shall be secure access.

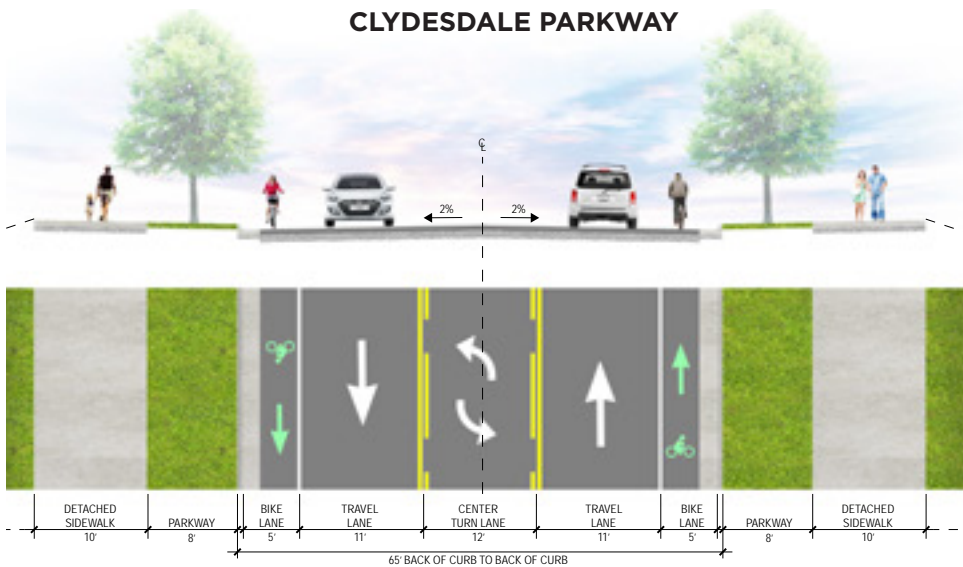
ARENA CIRCLE DRIVE



CROOKED STICK DRIVE



CLYDESDALE PARKWAY



ROADWAY DESIGN

INTENT

Create a legible system for vehicular circulation on the campus that enhances pedestrian safety.

GUIDELINES

- Refer to the approved Site Plan for required street sections. Roadway design must comply with the Larimer County Urban Area Street Standards.
- Use vertical elements to provide visual continuity along drives (such as lines of trees and light poles). When developing a portion of a drive that has been previously developed, follow the established pattern to maintain continuity.
- Use design elements to distinguish the intended use of each area of the street section, providing separation between pedestrian and vehicular circulation.
- Provide detached sidewalks and tree lawns with trees spaced 40' on-center where possible.
- Provide bike lanes to support planned campus bicycle circulation (see *Figure 6*).



IMAGE 1 - EXISTING WEST PARKING LOTS



IMAGE 2 - PARKING LOT LANDSCAPING



IMAGE 3 - MULTI-USE PARKING AREAS

PARKING

INTENT

Minimize the visual impact of surface parking lots on the visitor experience of The Ranch.

GUIDELINES

- Provide a physical separation (such as a landscaped area, low screen wall, etc) around the perimeter of permanent surface lots from adjacent primary pedestrian routes or any pedestrian-oriented public spaces.
- In general, parking lot landscaping should meet the requirements of the Larimer County Land Use Code including parking interior and perimeter landscaping requirements. In some cases, parking lots at The Ranch will need to remain open to support a large variety of uses (carnivals, car shows, etc) or to facilitate safe traffic management during large events. These parking zones may be exempt from the parking interior landscaping requirements.
- Consider providing shaded gathering areas within the parking layout for families to regroup before entering the Fairgrounds.
- Providing charging stations and dedicated spaces for electric vehicles is encouraged.
- Consider using landscape features to mitigate stormwater runoff from surface parking lots.
- Consider use of durable non-paved surfaces (gravel, road base) for overflow and temporary parking areas to reduce overall campus impervious surface areas where practical.
- Participation in campus parking study updates to leverage shared parking resources and optimize build out of surface parking is encouraged.

AGRICULTURAL ZONE EXCEPTION

Back-of-House areas in the Agricultural character area may allow for a controlled level of visual access, in order to provide opportunities to engage visitors and educate the public on agricultural practices.

SERVICE AREAS & EQUIPMENT

INTENT

Minimize the impact of exterior trash containers, loading docks, open storage areas and utility connections & equipment on the public experience at The Ranch.

GUIDELINES

- Use building layout, landscaping and constructed screens to obstruct views into building service areas from public areas and pedestrian routes on campus and from Fairgrounds Ave or Arena Circle Drive.
- Provide physical separation between service areas and pedestrian spaces to promote wayfinding and discourage unwanted access. Boundaries should be designed so as not to detract from the visitor experience and be clearly integrated into the design of the architecture and surrounding landscape. Suggested strategies include fencing, screening, seat walls or landscape features.
- Roof-mounted equipment should be visually screened so as not to be visible from public areas, pedestrian routes, or the public ROW.
- Provide designated areas for open storage of material as required by the building program.
- Co-locate service areas, utility connections, equipment and open storage areas to minimize impacts on the visitor experience.





BUILDING DESIGN

OVERVIEW

Each development within The Ranch should elevate the rest of the campus and be characterized by excellence in design, with a contemporary agricultural theme.

FORM & SCALE

MATERIALS & COLOR PALETTES

FAÇADE ARTICULATION & TRANSPARENCY

ENTRANCES

BUILDING LIGHTING



IMAGE 1 - HEIGHT VARIATION

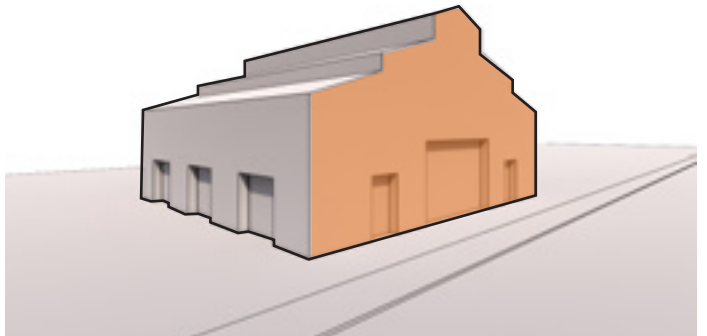


IMAGE 2 - ROOF FORM ARTICULATION

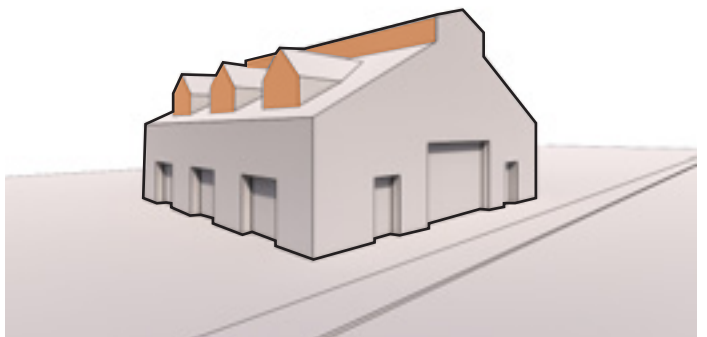


IMAGE 3 - MASSING ARTICULATION

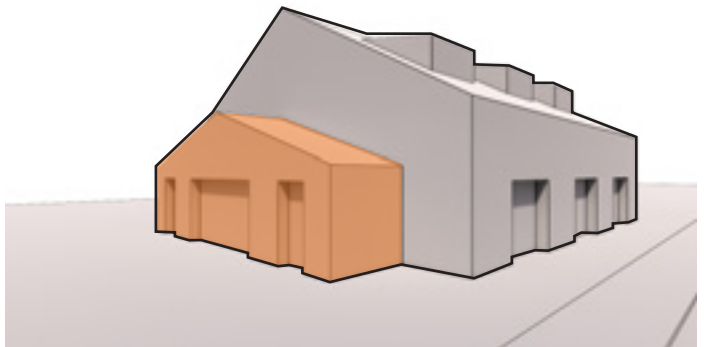
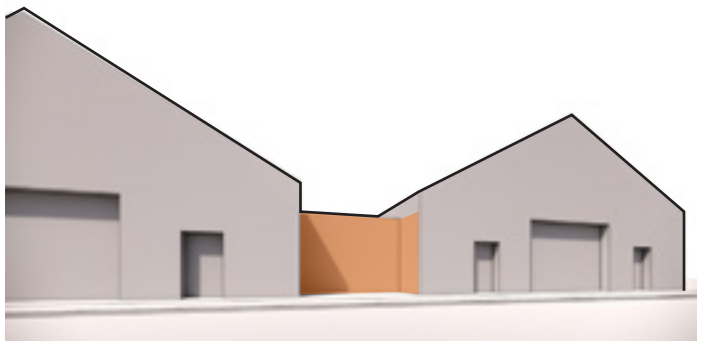


IMAGE 4 - MASSING SETBACK



FLIGHT ZONE

The Ranch falls within an FAA Airport Flight Zone, servicing the Northern Colorado Regional Airport to the west, which has implications for the allowable height of structures on the campus. (Refer to FAA Part 77: Regulation of Objects Affecting Navigable Airspace).

FORM & SCALE

INTENT

Promote visually interesting forms and massing that promotes campus cohesion amongst a variety of building types.

GUIDELINES

- New buildings should respect the scale and form of the existing buildings on the campus, through limiting new development to existing building heights or by using setbacks to reflect the scale of existing buildings.
- Vary the massing of buildings to provide visual interest and to reduce the perceived scale, particularly along pedestrian routes and primary drives. Suggested approaches included horizontal offsets, setbacks and height variations.
- The structure and function of the building should be expressed and accentuated and not hidden, in keeping with agrarian building traditions.
- Sloped roofs are generally preferred as the dominate expression, as they are characteristic of the campus and agrarian traditions (exceptions for certain building types will apply). Techniques such as clerestories and step-downs to reduce the scale and rationalize the massing are encouraged.



IMAGE 1 - HORIZONTAL DATUM AND BANDING



IMAGE 2 - CANOPIES AND PROJECTIONS



IMAGE 3 - OPERABLE FACADE



IMAGE 4 - ROOF OVERHANGS



IMAGE 5 - STRUCTURAL EXPRESSION



IMAGE 6 - COLOR, MATERIAL AND TEXTURE



IMAGE 7 - WINDOW COMPOSITION



IMAGE 8 - VERTICAL ACCENTS

FAÇADE HIERARCHY

PRIMARY FAÇADE

The most visible façade to the public. Features the primary public entrance and is the most articulated façade with the highest level of transparency. Faces either a primary drive or a major pedestrian route.

SECONDARY FAÇADE

Facades along secondary drives. Features high levels of articulation, but with generally less transparency than is found on the Primary Façade.

TERTIARY FAÇADE

Façade along service drive and back-of-house areas, hosting service and loading areas. Typically viewed from a distance but should be designed as a cohesive part of the overall design with strong relation and continuity to the other facades.

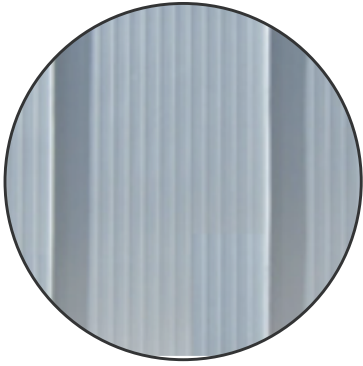
FAÇADE ARTICULATION & TRANSPARENCY

INTENT

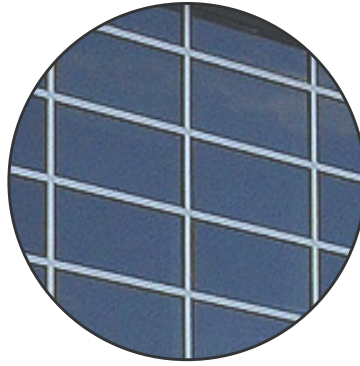
Encourage human-scaled buildings and enhance the visitor experience by promoting visually interesting façades.

GUIDELINES

- Identify and define the project's primary, secondary and tertiary facades (see *Figure 5*). Avoid undifferentiated facades to promote wayfinding within the campus.
- Provide articulation in the design of building facades to provide visual interest and a human scale, particularly along pedestrian routes and primary drives. Break up the scale of building facades using fenestration, change-of-plane, horizontal and vertical elements, and changes in materials, texture and color.
- Provide enhanced transparency near primary building entrances and along plazas to promote activation and connectivity with interior functions.
- Buildings with facades that define important nodes or gateways along pedestrian routes should incorporate an identifiable architectural element to support campus wayfinding.
- Elevations of structures will be detailed to provide visual interest and avoid unattractive views from adjoining public streets.
- Consider using details authentic to the agrarian heritage of The Ranch to achieve façade articulation. Suggested techniques include exposed posts, beams and trusses and articulated structural connections.
- Consider the region's strong sun, which may be leveraged by providing projections and textured materials to cast shadows and provide visual depth, and should be accounted for by providing shading of glazing areas exposed to direct sunlight—particularly along the south and west facades.
- Consider the impact of transparent elements on the façade during evening hours, when illumination from within may be used to highlight feature elements and primary public entrances.



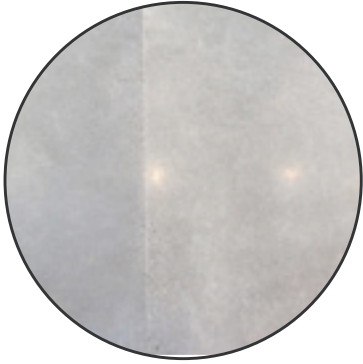
METAL PANEL



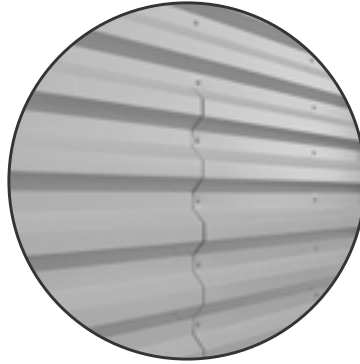
ALUMINUM FRAMED GLAZING



ARTICULATED FENESTRATION



CONCRETE



EXPOSED FASTENERS



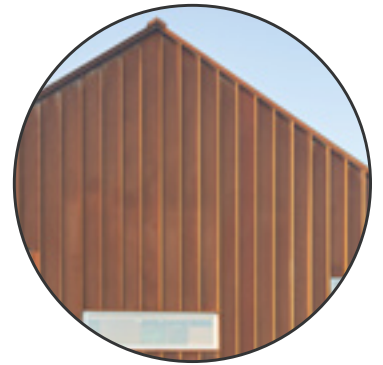
WEATHERED CEDAR



BURNISHED BLOCK



EXPOSED STEEL FRAME



WEATHERED STEEL



COLORADO BUFF SANDSTONE



COLORADO RED SANDSTONE



CORRUGATED METAL



EXISTING MATERIALS THAT CHARACTERIZE THE RANCH:

- *Split-face CMU*
- *Metal Panel Siding & Roofing*
- *Exposed Steel Frame*
- *Colorado Red Sandstone*

MATERIALS TO BE AVOIDED:

- *Panelized masonry*
- *Tilt-Up Concrete*
- *EIFS*
- *Vinyl Siding*
- *Fiber cement siding*
- *Glazing with high visible reflectance*

MATERIALS & COLOR PALETTES

INTENT

Encourage regionally specific materials that complement the existing campus palette while providing opportunities for innovation and progress.

GUIDELINES

- Material and color palettes should be rooted in and build upon the existing character of the campus.
- A unified simplicity of the building's form and material palette is encouraged and is in keeping with the character of The Ranch. Design that utilizes fewer materials with meaningful accentuations is preferred.
- Select materials that are of proven durability that will weather well and gracefully age into the environment.
- Provide abuse-resistant materials in high-traffic areas such as loading zones to a height of 4ft above grade.
- Consider materials that provide visual interest and convey a sense of human scale through their texture and detailing. Apply materials in a way that creates contrast and depth by casting shadows.



IMAGE 1 - PRONOUNCED ENTRANCE



IMAGE 2 - TRANSPARENT ENTRANCE



IMAGE 3 - RECESSED ENTRANCE



IMAGE 4 - FRAMED ENTRANCE

ENTRANCES

INTENT

Create a welcoming and obvious front door and promote a celebrated activation between exterior and interior programming.

GUIDELINES

- Public building entrances should be readily identifiable when viewed from across the campus. Announce the primary public entrance with elevated architectural expression.
- Public entrances should be distinguishable from the visual clutter often introduced during events, such as vendors, outdoor exhibits and food trucks.
- Public building entrances should be located adjacent to primary public spaces or pedestrian routes.
- Provide enhanced transparency at public building entrances.
- Use building lighting to highlight public entrances and create a welcoming expression.
- Consider designing building entrances to provide protection from the elements.
- Private building entrances should be muted in their design and located away from public areas when possible, to avoid confusion of the visitor.



IMAGE 1 - BUILDING MOUNTED LIGHTING



IMAGE 2 - DECORATIVE LIGHTING



IMAGE 3 - ILLUMINATED ENTRY



IMAGE 4 - WALL WASH LIGHTING

BUILDING LIGHTING

INTENT

Provide a well-lit and safe environment and to use lighting to accentuate points of interest to strengthen evening wayfinding.

GUIDELINES

- Provide enhanced levels of illumination at primary building entrances to emphasize public entry points and promote a secure environment at entries.
- Buildings with facades that define important nodes along pedestrian routes should consider incorporating accent lighting that emphasizes an identifiable architectural element to support campus wayfinding.
- Building lighting should be designed to reduce night-time glare and promote dark sky principles.
- The use of energy efficient fixtures is required.



IMAGE 1 - MONUMENTAL SIGNAGE



IMAGE 2 - MONUMENTAL SIGNAGE



FIGURE 3 - WELCOME



FIGURE 4 - SITE



FIGURE 5 - WAYFINDING



FIGURE 6 - MONUMENTAL SIGNAGE



FIGURE 7 - BUILDING MOUNTED BRANDING SIGNAGE

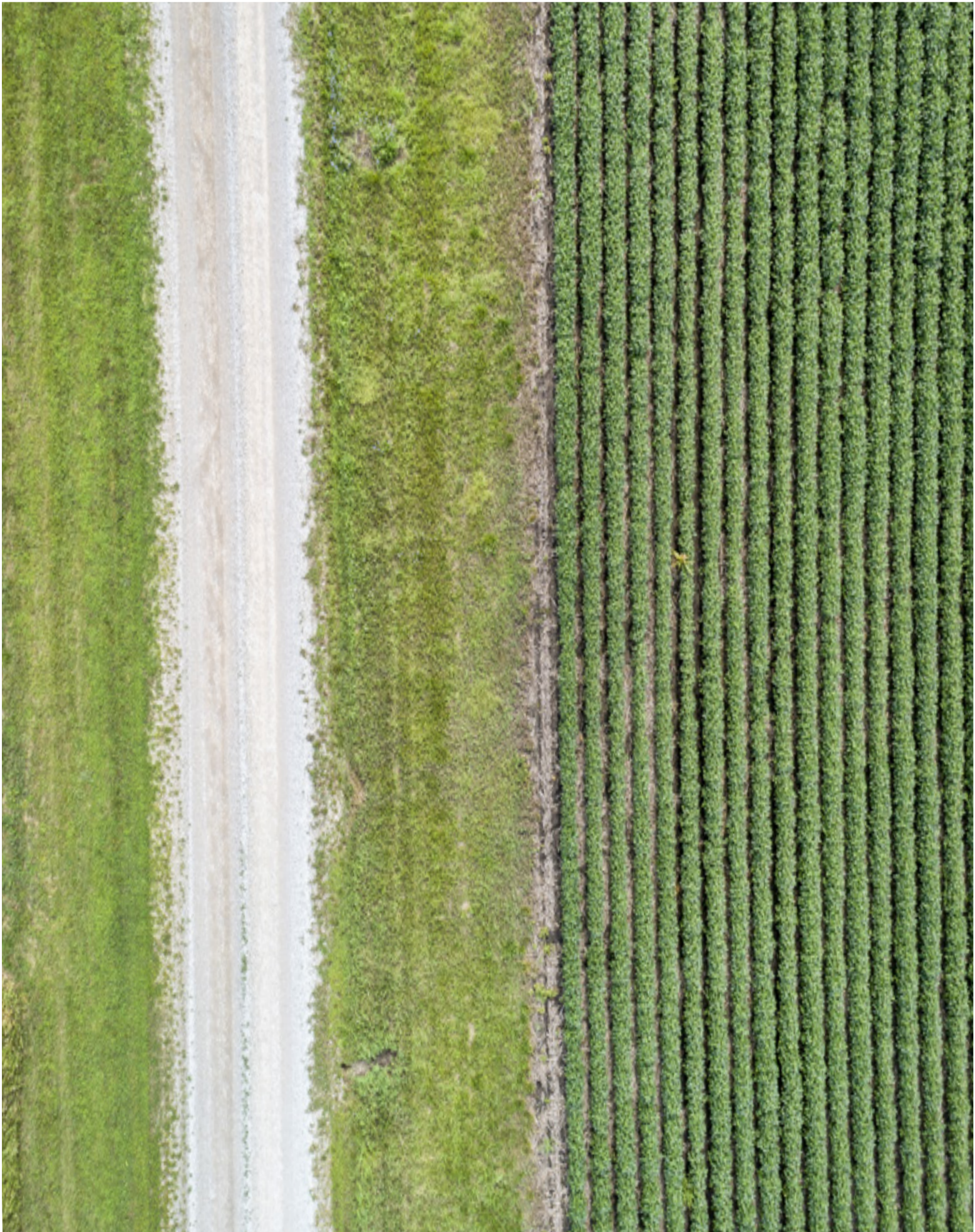
SIGNAGE & WAYFINDING

INTENT

Express information and orientation messaging a visually interesting way that is comprehensive from the monumental to pedestrian scale.

SIGNAGE

- Signage should adhere to the standards outlined in *The Ranch Signage & Graphics Standards*.
- Signage should provide a clear guide and pathway for visitors of all ages and abilities.



STEWARDSHIP IN DESIGN

INTENT

Promote design that makes responsible use of financial, natural and operational resources, adhering to Larimer County's "triple bottom line" values of social equity and inclusion, natural environment and resilience, and economic health.

GUIDELINES

FINANCIAL RESOURCES

- Consider life cycle costs and service life in the selection of building materials and systems.
- Design spaces for flexible use to increase utilization.
- Consider future expansion and durable materials to ensure a long service life.

NATURAL RESOURCES

- Each development should articulate how it intends to incorporate sustainable design and building practices. Flexibility is provided as to the approach each project takes.
- Consider opportunities to incorporate renewable energy sources, including ways to harness the solar and wind resources available to the site.
- Consider including educational elements and signage highlighting low-impact design strategies used on the project.

OPERATIONAL RESOURCES

- Pursuit of WELL Certification is encouraged for all projects; however, flexibility is provided as to the approach each project takes in defining how it will provide for the well-being of building occupants.
- Provide high-quality indoor environment for staff, including daylighting and views to the outside, air quality, thermal control and acoustical comfort. Consider incorporating operable windows where appropriate.
- Consider providing fitness amenities for staff where feasible.
- Design spaces with operational efficiency in mind, with careful thought given to event set-up and circulation paths.
- Distribute stormwater infiltration through rain gardens and minimizing impervious surface areas to reduce loads to campus detention ponds. Consider using permeable paving in areas that do not interfere with major vehicular or pedestrian traffic.



APPENDIX & RESOURCES

APPENDIX A: PLANT LIST

APPENDIX B: EQUINE TOXIC PLANT LIST

