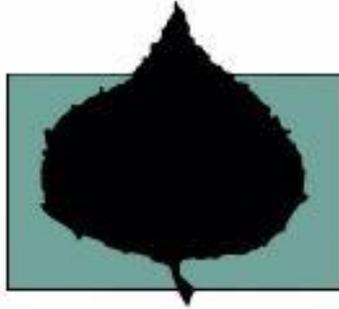




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THE CITY OF ASPEN



Commercial, Lodging, and Historic District
Design Standards and Guidelines

ROWLAND+BROUGHTON ARCHITECTURE / URBAN DESIGN / INTERIOR DESIGN RECEIVES THE AMERICAN PLANNING ASSOCIATION COLORADO MERIT AWARD FOR THE COMMERCIAL DESIGN STANDARDS AND GUIDELINES FOR THE CITY OF ASPEN

Comprehensive 103-page document was a collaborative effort among The City of Aspen, Rowland+Broughton and BendonAdams

ASPEN, CO — October 27, 2017 — Rowland+Broughton Architecture/Urban Design/Interior Design is thrilled to announce that we have received the American Planning Association Colorado Merit Award for the Commercial, Lodging, and Historic District Design Standards and Guidelines (Commercial Design Standards and Guidelines) for The City of Aspen. The award was presented Monday night, October 23, during an Aspen City Council Regular Meeting at City Hall.

The Commercial Design Standards and Guidelines document was a collaborative effort among The City of Aspen, Rowland+Broughton and Aspen consulting firm BendonAdams. All three entities received an award. Aspen Mayor Steve Skadron accepted the award for The City of Aspen, Principal John Rowland, AIA, and Dana Ellis, LEED AP, Associate AIA, accepted the award for Rowland+Broughton and Sara Adams accepted the award for BendonAdams.

About collaborating with Rowland+Broughton on the document, City of Aspen Senior Planner, Justin Barker, AICP, LEED Green Association, CAN-a, shares, "It was invaluable to have R+B involved in this process. The team brought a critical design perspective and vast local experience to help shape the document into something that our community can be proud of and support. In addition to countless other tasks, R+B helped to frame and lead the discussion with community members during public outreach, provided the vision for how the document would be designed, and provided input and feedback on specific regulations as they pertained to quality design."

In their role, Rowland+Broughton was responsible for the document's graphic design, assisted in and analyzed feedback from the public process, coordinated photography, helped generate the guideline

language and direction, edited the entire [103-page document](#) and created videos of various [Character Areas](#). In addition to Rowland and Ellis, R+B Principal Sarah Broughton, AIA, the studio's Process and Graphics Committee and Summer Intern Christian Storch contributed to the project.

"We are so pleased that this important document has been recognized and to receive this award from the American Planning Association," shares Ellis. "We cherish our relationship with our community, and the opportunity to work so closely with the Community Development Department and City of Aspen commissions was something we felt honored to do. In addition to being an enjoyable experience, the process upped our ability to really understand where and how these sorts of regulations originate and what it means for R+B moving forward with The City of Aspen."

About The Commercial Design Standards and Guidelines

The Commercial Design Standards and Guidelines focus on the fundamentals of urban design that promote a sense of neighborhood identity and will enhance the livability of the city for residents and visitors alike. Aspen's architectural vernacular is generally small, pedestrian-scaled, and thoughtful in design and detailing.

Aspen is a unique community, rich with history, dramatic landscapes, a vibrant economy and a vital cultural scene. Each of these elements contributes to the appeal of the City and enhances its livability. Acknowledgment of existing neighborhood context is integral to preserving and to highlighting Aspen's local architectural vernacular. The Commercial Design Standards and Guidelines provide specific design parameters to achieve these goals.

The Commercial Design Standards and Guidelines also help preserve and encourage walk-able neighborhoods. Attractive and useful pedestrian amenities, interesting ground level storefront design, appropriate building mass, and responsive site design contribute to successful commercial and mixed-use neighborhoods, and are a priority.

The City does not intend to limit creativity in the built environment, but instead to promote architecture and site design that create cohesive neighborhoods that are walk-able, interesting, and vibrant.

About Rowland+Broughton Architecture/Urban Design/Interior Design

14 Years Strong, Rowland+Broughton Architecture/Urban Design/Interior Design is a progressive, multi-faceted "think tank" of 40+ design professionals. With studios in Aspen and Denver, Colorado, the firm's mountain and urban sensibilities enhance a wide spectrum of projects, including custom residential, commercial, hospitality, interior design, and new town and institutional master planning.

To see what else we're up to, visit www.rowlandbroughton.com, and follow us on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#) and [Houzz](#).

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