



CITY OF LEADVILLE

800 HARRISON AVE.
LEADVILLE, CO 80461

REGULAR COUNCIL MEETING AGENDA

Tuesday
May 9th, 2023

6:00 P.M.

Council Chambers & Zoom

<https://leadville-co-gov.zoom.us/j/83526944548?pwd=aEdjdGtpNlEyZmt5YVQ1bDBQbnN4dz09>

Meeting ID: 835 2694 4548

Passcode: 80461

Dial by your location

+1 719 359 4580 US

6:00 pm	1.	Call to order City Council Work Session
6:05 pm	2.	Roll Call
6:10 pm	3.	Work Session Regarding Sandwich Board Signs and Banners on Harrison Ave.
7:30 pm	4..	Adjournment

* These items may not have briefs or may have additional briefs Tuesday before the Council meeting.



WORK SESSION

CITY COUNCIL COMMUNICATION FORM

MEETING DATE: May 9, 2023

SUBJECT: Discussion Regarding Portable Sandwich Board Signs on Harrison Avenue

PRESENTED BY: Laurie Simonson, City Administrator

- ORDINANCE
 RESOLUTION
 MOTION
 INFORMATION
-

I. **REQUEST OR ISSUE:**

The City Council has held two prior work sessions regarding the issue of portable sandwich board signs on the sidewalks on Harrison Avenue. The City Council held the first work session on September 13, 2022. The City Council held the second work session on March 21, 2023. Unfortunately, there was limited community turnout at each of these work sessions. The City Council lamented the lack of public turn out and, since the last work session, city staff has worked to get the public aware of this issue and to garner attendance at this work session.

Therefore, the purpose of this work session is to gather information and feedback from the community on this issue and for the city council to further define the options available for businesses to advertise their businesses on Harrison Avenue.

II. **BACKGROUND INFORMATION:**

The issue of portable sandwich board signs arose last summer when several new portable sandwich board signs appeared on the sidewalks on Harrison Avenue. The city received several complaints that at least one sign was blocking ADA (Americans with Disabilities) access. When researching the issue, the city determined that the sidewalk along Harrison Avenue (a state highway) can be regulated by the city. The Colorado Department of Transportation (CDOT) can,

and has, deferred jurisdiction on the sidewalks on Harrison Avenue from the curb to building on Harrison Avenue to the city. (C.R.S. 43-2-135. Division of authority over streets.)

The City Council held the first work session regarding portable sandwich board signs on Harrison Avenue on September 13, 2022. At this work session, the council received information regarding the accompanying Summary of Portable Signs Regulations memo from City Attorney Christiana McCormick. (See Attachment 1.) The key issue here is that current city code prohibits portable sandwich board signs on the sidewalk on Harrison Avenue between 9th Street and West Elm Street or on 9th Street from Harrison Avenue to Poplar Street. (See the map accompanying Attachment 1.)

The purpose of the September 13, 2022 work session was to discuss enforcement of the current code going forward and to develop a plan if the city decided to enforce the current code. The council concluded that the status quo was not working but, if the city required the current portable signs to be removed, the city would like to have a plan in place for an alternative for these businesses. At this work session, the council decided to temporarily allow existing portable sandwich board signs on the sidewalk on Harrison Avenue until another option is formulated.

The City Council held a second work session on this topic on March 21, 2023. The purpose of that work session was to discuss options (other than sandwich board signs) for businesses to advertise on Harrison Avenue. Staff presented three alternative options for the council to consider. Option 1: Pole signs; Option 2: Banner signs; Option 3: Directory Signs. (See the options in Attachments 2- 4.)

The City Council discussed the three options and leaned towards Option 2 – banner signs. However, no vote was taken or final decision was made because the City Council cannot, by law, take a vote during a work session. The City Council did enunciate the following values regarding advertising on Harrison Avenue:

- The City Council would like to preserve the ability for businesses to advertise to pedestrians on Harrison Avenue;
- The City Council desires to reduce the visual clutter on Harrison Avenue;
- The City Council desires to preserve ADA accessibility on Harrison Avenue;
- The City Council desires to preserve sidewalk accessibility on Harrison Avenue;
- The City Council desires to find an option that does not create objection from CDOT.

By way of background, in September 2018, the city contracted for and received the accompanying Leadville/Lake County Branding, Signage & Wayfinding Master Plan. (See Attachment 5.) Please refer to page 24 and 64 for ideas regarding business wayfinding.

III. FISCAL IMPACTS:

The City Council will need to decide the amount of money, if any, to budget towards this project. There is currently no funding in the 2023 budget for this project. If money is allocated towards this

project, the city can do a supplemental budget in 2023 for this expense.

IV. LEGAL ISSUES:

Please see the accompanying Summary of Portable Signs Regulations prepared by City Attorney Christiana McCormick which addresses the current municipal code regulations regarding portable sandwich board signs on Harrison Avenue.

VI. STAFF REQUEST:

Staff requests that the council provide guidance to staff as to what type of business wayfinding to research and an idea of the potential budget for this project.

VII. ATTACHMENTS:

1. Summary of Portable Signs Regulations memo
2. Photo of Option 1
3. Photo of Option 2
4. Photo of Option 3
5. 2018 09-12 Leadville/Lake County Branding, Signage & Wayfinding Master Plan



SUMMARY OF PORTABLE SIGNS REGULATIONS

For informational purposes only.

See Chapter 17.80 of the Leadville Municipal Code for the City's comprehensive sign code regulations.

- All new signs and sign relocations require a permit from the City.
- The sign permit application fee is \$25.00 (see City fee schedule).
- No signs placed in the public right-of-way, including the sidewalk, in violation of the Leadville Sign Code are “grandfathered in.”
- Portable signs are allowed in the Retail Core and Commercial zoning districts, subject to certain exceptions.
- They are prohibited in all other zoning districts.
- Examples of portable signs include but are not limited to sandwich board signs and H-frame signs.
- One (1) portable sign is allowed per business.
- Portable signs must be fifteen (15) SF or less per side.
- Portable signs must be secured to withstand the elements.
- Subject to the limitation in the next bullet point, portable signs may be placed on the business premises or on the sidewalk in front of the business.
- **No portable signs are allowed on the sidewalk on Harrison Avenue between 9th Street and West Elm Street or on 9th Street from Harrison Avenue to Poplar Street** (see map on next page).
- They may be placed on the sidewalk in front of another business only if the sign owner gets written permission from the business (property owner and any tenants) in front of which the sign will be placed saying there is no objection to the sign placement.
- The sign must be removed when the business or activity being advertised is closed for more than seven (7) consecutive days.
- No sign shall be placed within the traveled portion of the right-of-way and must not interfere with pedestrian traffic, including use of the sidewalk by mobility assistance device users (e.g. wheelchairs or walkers).
- The sign must be located on the curb side of the sidewalk but shall not extend over the curb.
- No sign may obstruct motor vehicle operator visibility.
- Business owners must provide proof of liability insurance, as required by the Leadville Sign Code, with an application for a portable sign that will be placed on the sidewalk.

AREA WHERE PORTABLE SIGNS PROHIBITED SHOWN IN RED

(Harrison Avenue from 9th to West Elm and 9th Street from Harrison to Poplar)



Option 1

“Pole Sign”



Option 2 “Banner Sign”





Leadville/Lake County Branding, Signage & Wayfinding Plan

September 12, 2018

Prepared for the City of Leadville and Lake County, Colorado



Signage & Wayfinding Overview

Central to the success of any signage & wayfinding program is its ability to communicate a memorable, compelling, understandable, and authentic story about place. A great community wayfinding program not only highlights key attributes of a place, it also creates an emotional bond with residents and visitors, and provides jurisdictional representatives with a solid foundation for marketing and promotion. Having connections to planning, graphic design, marketing, consensus-building and stakeholder engagement, a successful signage & wayfinding plan is grounded in a broad and deep understanding of what makes a great place experience.

Leadville - Lake County Branding, Signage & Wayfinding Plan

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Signage & Wayfinding Design Development

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- 06 Preliminary Design Options
- 07 Final Design

- 08 Sign Quantities, Cost Estimate, and Phasing Plan

Final Design Vision

- 09 Implementation Plan
- 10 Construction Documentation



Purpose & Goals of the Branding, Signage & Wayfinding Plan

Design signage & wayfinding that helps direct residents and visitors to destinations within Leadville - Lake County

Develop a signage & wayfinding plan that identifies the style, quantity and type of signage needed in Leadville - Lake County

Develop an implementation plan that outlines the costs and resources needed to implement the new branding, signage & wayfinding designs

PROJECT CONTEXT & BACKGROUND

As both a tourist destination and a long-standing and deeply rooted Colorado community, Leadville and Lake County are in a unique position to capitalize on recent progress toward better understanding of how to tell its story through signage and wayfinding, while not losing sight of what makes its resources, history and destinations unique. The new signage will stand on the shoulders of both the completed work of the City of Leadville, as well as the long history of the Leadville/Lake County community, and its potential for future growth and economic development.

The Project Goals:

- Create a cohesive, iconic, inclusive, and welcoming wayfinding system that celebrates the community and directs visitors into and through the Leadville/Lake County area
- Alert and direct visitors and residents into downtown Leadville, as well as create more significant directional signage from Highway 24/Harrison Avenue
- Identify travel paths and key decision points for the different travel modes of visitors to Leadville to help guide decision making about investments in wayfinding
- Consider decision points for pedestrians, vehicles, and bicycles

Project Description

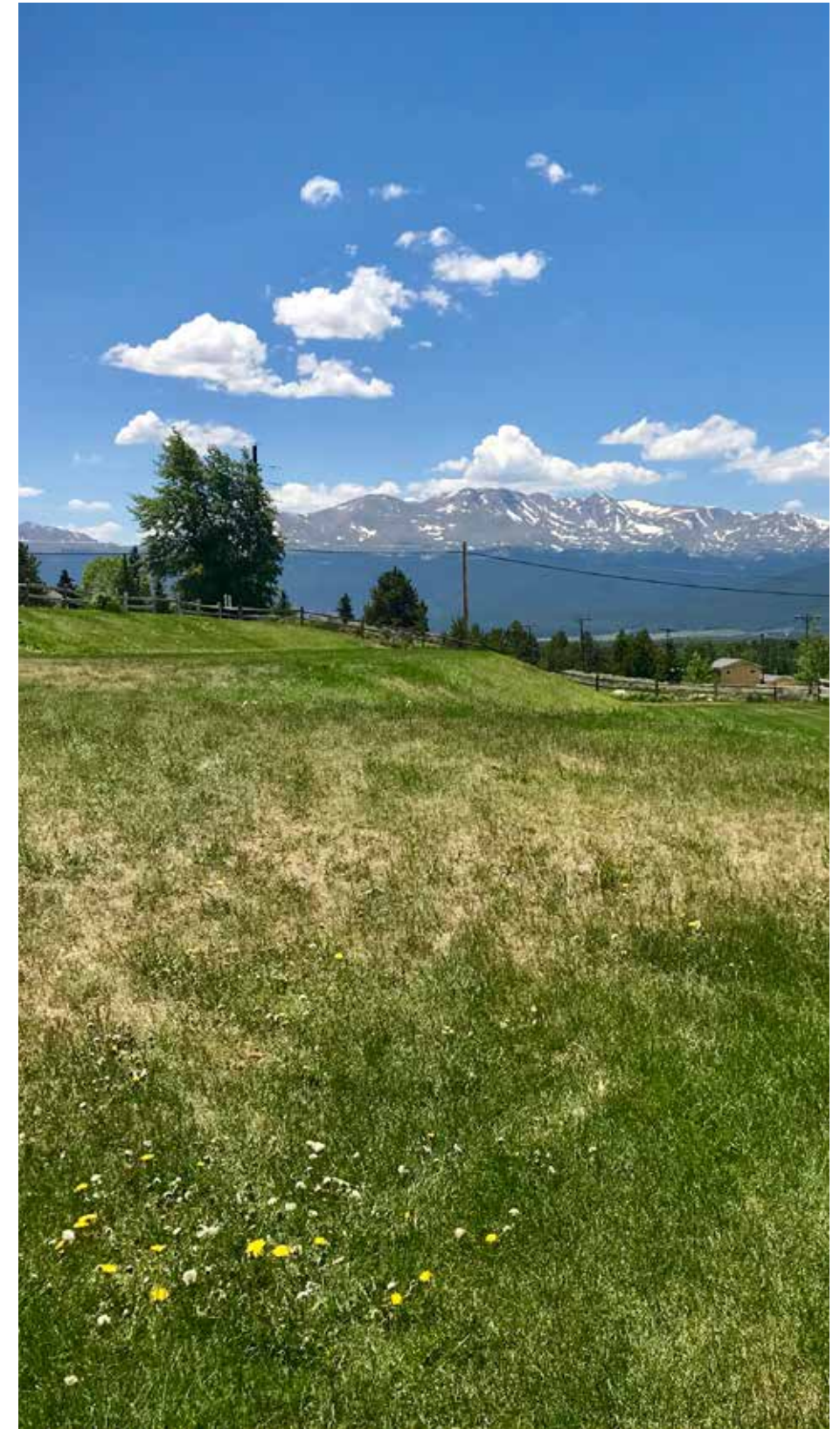
In a continuation of efforts to support Leadville/Lake County as a primary travel destination with distinctive shopping, dining, and entertainment areas, a variety of public recreation amenities, and services for residents and visitors alike, Leadville/Lake County seeks to develop distinct signage and wayfinding that can be phased in, modified, or expanded as needed. The wayfinding signage program should meet the needs of the residents as well as visitors. All transportation modes within the project limits and along major access thoroughfares should be considered. Street level vitality, legibility, safety, maintenance, and replacement costs are all major concerns in creating an informational, user-friendly, wayfinding signage program. The primary focuses of the program include, but are not limited to, increasing visitor and resident traffic to the variety of major destinations in Leadville/Lake County, reduce inefficiencies in traffic flow (considering interactions of all modes of transportation), and enhancing & reinforcing connections to local recreational, cultural, and historic assets.

Goals & Objectives of the Signage & Wayfinding System Design

- Placemaking – Reinforce a sense of place for Leadville/Lake County, enhancing the community image and brand
- Brand Awareness - Support, brand, and identify a distinct identity for Leadville/Lake County with signage that blends with the historic yet modern feel of the area
- Legibility – Highlight important community resources and destinations, and how to access them through clearly defined directional information
- Highway Visibility - Direct visitors to Leadville/Lake County destinations from major transportation arteries
- Economic Development – Increase awareness of Leadville/Lake County, helping to increase sales tax revenues, general interest in the area, economic growth, and investment

Project Deliverables

- Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time
- Scaled mock ups of potential sign types and concepts (as needed for reference and project understanding)
- Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types, and locations
- Develop bid documents for a competitive request for proposal for fabrication and installation bids



Making connections between downtown Leadville and the surrounding natural and recreational opportunities was an important cornerstone of the signage and wayfinding project.



01 Project Communication

ADVERTISING THE SIGNAGE & WAYFINDING PROJECT TO THE LEADVILLE/LAKE COUNTY COMMUNITY

Getting the word out to the Leadville/Lake County community regarding the signage & wayfinding project was an important component of the project scope. Although word-of-mouth and individual/group meetings were an important method of connecting with the community, graphics that advertised major project milestones and project goals were created and distributed throughout the project duration.



Leadville - Lake County Signage Design and Wayfinding Master Plan

Leadville - Lake Condado Diseño de Señales y Plan Maestro de Orientación

Together, we're going to develop a community-created signage & wayfinding plan for Leadville & Lake County.

Juntos, vamos a desarrollar un plan de iluminación, señalización y orientación creado por la comunidad para Leadville y el condado de Lake. Los objetivos del proyecto son:

Please join us in creating branding, signage & wayfinding ideas for Leadville & Lake County!

¡Únase a nosotros en la creación de iluminación, señalización y las ideas de wayfinding para Leadville y el condado de Lake!

The project goals are: Los objetivos del proyecto son:

-  Design signage & wayfinding that helps direct residents and visitors to destinations within the Leadville-Lake County Region
 -  Develop a signage plan that identifies the style, quantity and type of signage/wayfinding needed in Leadville-Lake County
 -  Develop an implementation plan that outlines the costs and resources needed to implement the new signage & wayfinding designs
- Diseño de carteles y señalización que ayuda a dirigir a los residentes y visitantes a los destinos dentro de la Región del Condado de Leadville-Lake*
-  Desarrollar un plan de señalización que identifique el estilo, la cantidad y el tipo de señalización / señalización necesarios en el condado de Leadville-Lake
 -  Desarrolle un plan de implementación que describa los costos y recursos necesarios para implementar los nuevos diseños de señalización y orientación.

4"x9" project information cards were distributed during outreach events, and left behind at Leadville/Lake County community locations.

TEMPORARY PROJECT SIGNAGE

5'x3' temporary project signage made from chloroplast was created to help promote the Ski Joring project info station, and advertise the project to community stakeholders and residents. Signage was also displayed throughout the spring in various locations/groups.

Leadville - Lake County Signage Design and Wayfinding Master Plan

*Leadville - Lake Condado Diseño de
Señales y Plan Maestro de Orientación*

1

COMMUNITY EVENTS EVENTOS COMUNITARIOS

April 25, 2018 - Community Workshop
25 de abril de 2018 - Taller Comunitario
6:30pm - 8pm

Leadville City Hall - 800 Harrison Ave # 204
Leadville, CO 80461
Preliminary signage & wayfinding designs -
Señalización preliminar y diseños de orientación

May 23, 2018 - Community Open House
23 de mayo de 2018 - Comunidad abierta
6:30pm - 8pm

Leadville City Hall - 800 Harrison Ave # 204
Leadville, CO 80461
Final design plan & next steps -
Plan de diseño final y próximos pasos

2

FACEBOOK PAGE PAGINA DE FACEBOOK

Keep up-to-date on the Signage & Wayfinding Plan by checking the Visit Leadville Facebook page.

Manténgase actualizado sobre el Plan de Señalización y Orientación visitando la página de Facebook de Visit Leadville.

<https://www.facebook.com/VisitLeadville/>



3

COMMUNITY SURVEY ENCUESTA COMUNITARIA

The community survey will gather ideas, feedback & direction that will help the design team understand how to improve branding, signage & wayfinding within the Leadville-Lake County district. The survey will be open from March 1 - March 29, 2018.

La encuesta de la comunidad reunirá ideas, comentarios y dirección que ayudará al equipo de diseño a entender cómo mejorar la marca, la señalización y la orientación dentro del distrito del condado de Leadville-Lake. La encuesta será abierta desde el 1 de marzo hasta el 29 de marzo de 2018.

<https://www.surveymonkey.com/r/LeadvilleLakeCountySignage>



Please join us in creating branding, signage & wayfinding ideas for Leadville-Lake County!

iÚnase a nosotros en la creación de iluminación, señalización y las ideas de wayfinding para para Leadville y el condado de Lake!

The project goals are: *Los objetivos del proyecto son:*

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- * Develop an implementation plan that outlines the costs and resources needed to implement the new signage & wayfinding designs



- * *Diseño de carteles y señalización que ayuda a dirigir a los residentes y visitantes a los destinos dentro de la Región del Condado de Leadville-Lake*
- * *Desarrollar un plan de señalización que identifique el estilo, la cantidad y el tipo de señalización / señalización necesarios en el condado de Leadville-Lake*
- * *Desarrolle un plan de implementación que describa los costos y recursos necesarios para implementar los nuevos diseños de señalización y orientación.*

Kristin Cypher - Wayfinding Consultant - C+B Design - Direct: (720) 280-4349 - Email: kristin@cplusbdesign.com
Sarah Dallas - Administrative Services Manager - City of Leadville - Direct: (719) 486-2092 - Email: adminserves@leadville-co.gov
Beth Helmke - Director - Get Outdoors Leadville! - Direct: (719) 293-5737 - Email: bhlmke@co.lake.co.us



Communicating the project goals and soliciting ideas and direction from the Leadville/Lake County community was a critical component of the overall project success



02

Project Research & Information-Gathering

SKI JORING INFO POINT & INTERCEPT SURVEY

During the March 3, 2018 Ski Joring event, the design team hosted a project information point and asked visitors to complete a one-page survey that asked questions about visitor's knowledge and experience with Leadville/Lake County destinations. The goal of the project information point was to provide a drop-in location for members of the Leadville community to talk about their ideas, direction, and goals for the new community signage.

On the Street Project Info Station - March 3, 2018

In order to provide additional opportunities for input, the design team hosted an on-the-street project info station in conjunction with the 'Ski Joring,' a planned community event that was marketed broadly throughout Colorado. For this event, the design team set up a booth in the public plaza space between 6th and 7th Streets, along Harrison Avenue, and talked with people about the new Leadville signage project. In addition to introducing the project and asking people to complete the intercept survey, the design team also asked visitors if this was their first time visiting Leadville, and if they had any difficulty locating the downtown area and other community assets. The design team also asked visitors if they were aware of some of the other regional and community amenities within Leadville/Lake County.

One-page intercept survey (English on one side, Spanish on the other)

Leadville-Lake County Signage & Wayfinding Survey

A Little About You:

1) In what Zip Code is your home located? (write 5-digit ZIP code; for example, 80461 or 94305) _____

2) Which category includes your age? 18 to 29 30 to 39
 17 or younger 50 to 59 60 or Over

Visiting Leadville-Lake County:

3) How often do you visit Leadville/Lake County? Daily Once per month Several times per week Less than once per month Once per week First time visitor Several times per month Several times per year Annually

4) When you visit Leadville & Lake County, what do you do? (check all that apply)

<input type="radio"/> Shopping	<input type="radio"/> Dining	<input type="radio"/> Coffee/Snacks	<input type="radio"/> Outdoor Recreation
<input type="radio"/> Events	<input type="radio"/> Commuting	<input type="radio"/> School/Classes	<input type="radio"/> Indoor Recreation
<input type="radio"/> Theater	<input type="radio"/> Concerts	<input type="radio"/> Museums/Historic Sites	
<input type="radio"/> Other _____			

5) How do you usually get to Leadville? (check your 2 primary modes)

<input type="radio"/> Drive	<input type="radio"/> Walk	<input type="radio"/> Bike	<input type="radio"/> Transit	<input type="radio"/> Other
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6) If you drove to today's event, where did you park? Public Lot Street Other

7) Did you second-guess your decision to come based on parking difficulties or navigation issues? Yes No Other

8) If you biked to today's event, where did you lock up? Cluster rack in public location Bike racks near your destination Could not find a bike rack Other

Destinations Within Leadville-Lake County:

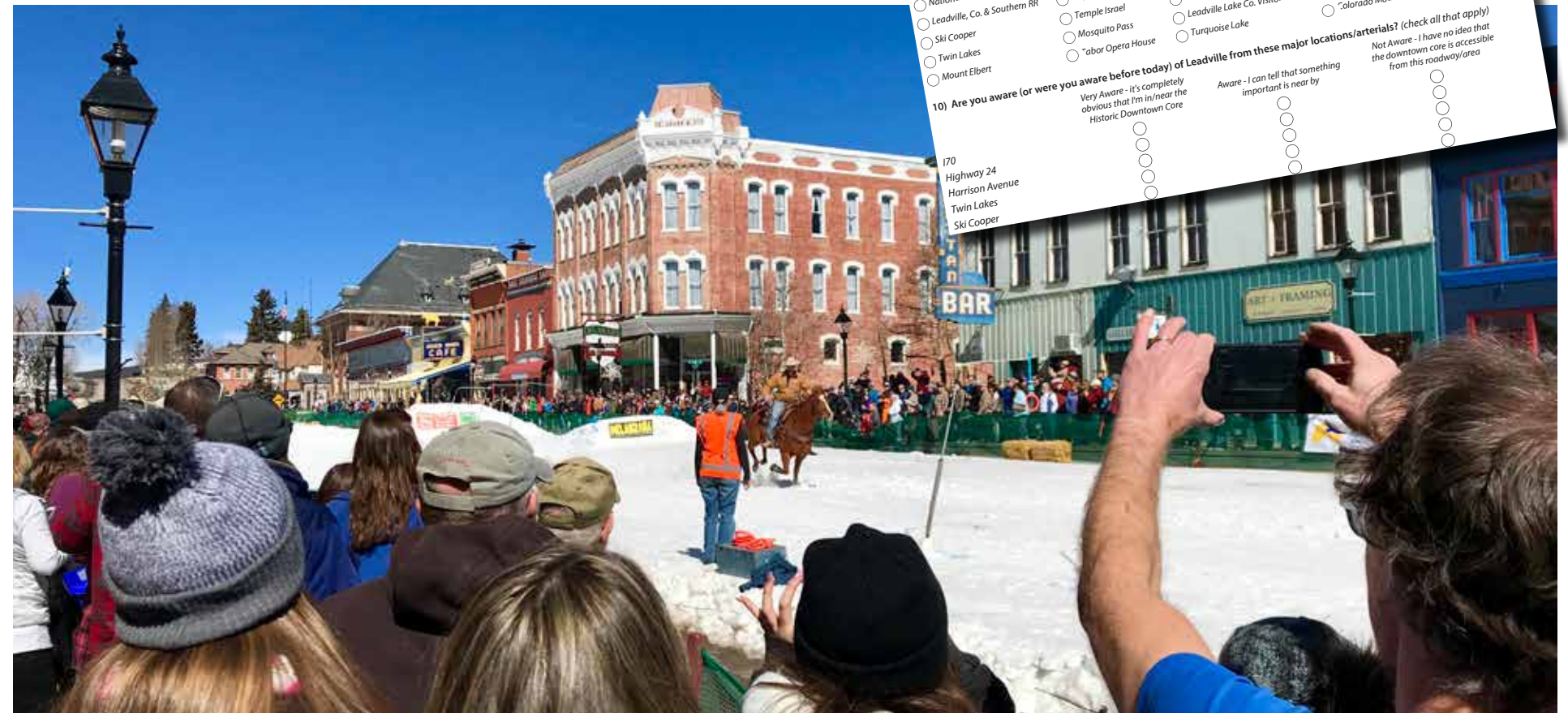
9) Are you aware of these destinations/amenities within Leadville/Lake County? (check all that apply)

<input type="checkbox"/> National Mining Hall of Fame	<input type="checkbox"/> Mineral Belt Trail	<input type="checkbox"/> Hogerman Tunnel	<input type="checkbox"/> Huck Finn Skating Rink	<input type="checkbox"/> Healy House Museum/Dexter Cabin
<input type="checkbox"/> Leadville, Co. & Southern RR	<input type="checkbox"/> Hopemore Mine Tour	<input type="checkbox"/> Matchless Mine Tour	<input type="checkbox"/> Dutch Henry Sledding Hill	
<input type="checkbox"/> Ski Cooper	<input type="checkbox"/> Temple Israel	<input type="checkbox"/> Heritage Museum	<input type="checkbox"/> Crystal Lakes	
<input type="checkbox"/> Twin Lakes	<input type="checkbox"/> Mosquito Pass	<input type="checkbox"/> Leadville Lake Co. Visitor Cntr.	<input type="checkbox"/> East Side Trails	
<input type="checkbox"/> Mount Elbert	<input type="checkbox"/> Labor Opera House	<input type="checkbox"/> Turquoise Lake	<input type="checkbox"/> Colorado Mountain Co.	<input type="checkbox"/> Colorado/Continental Divide Trail

10) Are you aware (or were you aware before today) of Leadville from these major locations/arterials? (check all that apply)

Very Aware - it's completely obvious that I'm in/near the Historic Downtown Core	Aware - I can tell that something important is near by	Not Aware - I have no idea that the downtown core is accessible from this roadway/area
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

170
Highway 24
Harrison Avenue
Twin Lakes
Ski Cooper

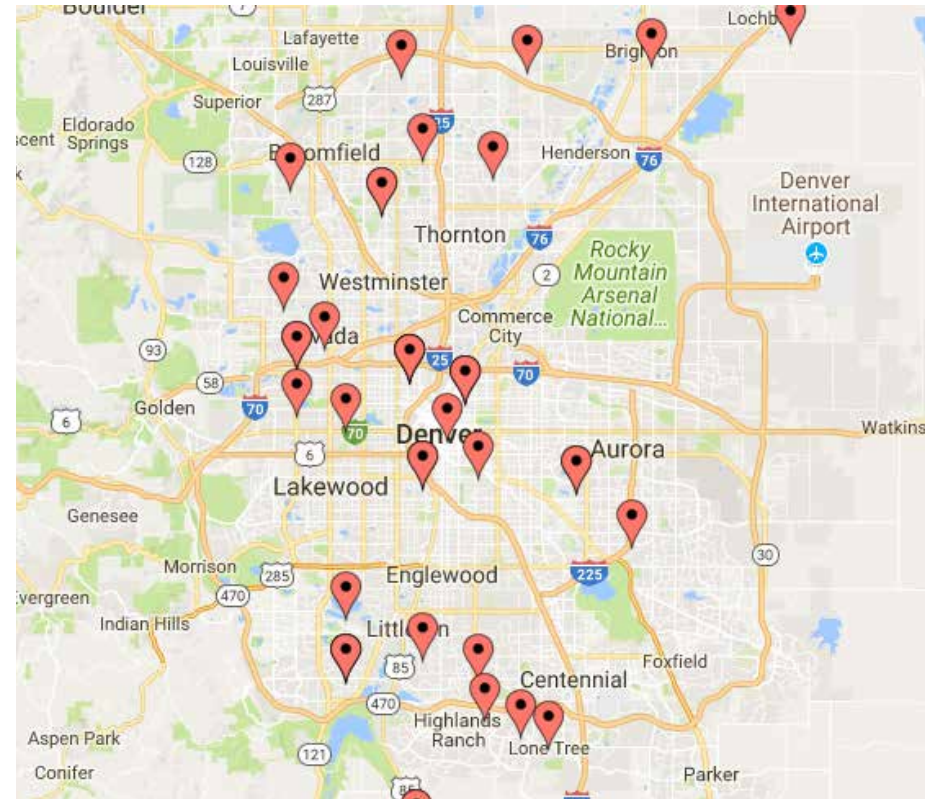
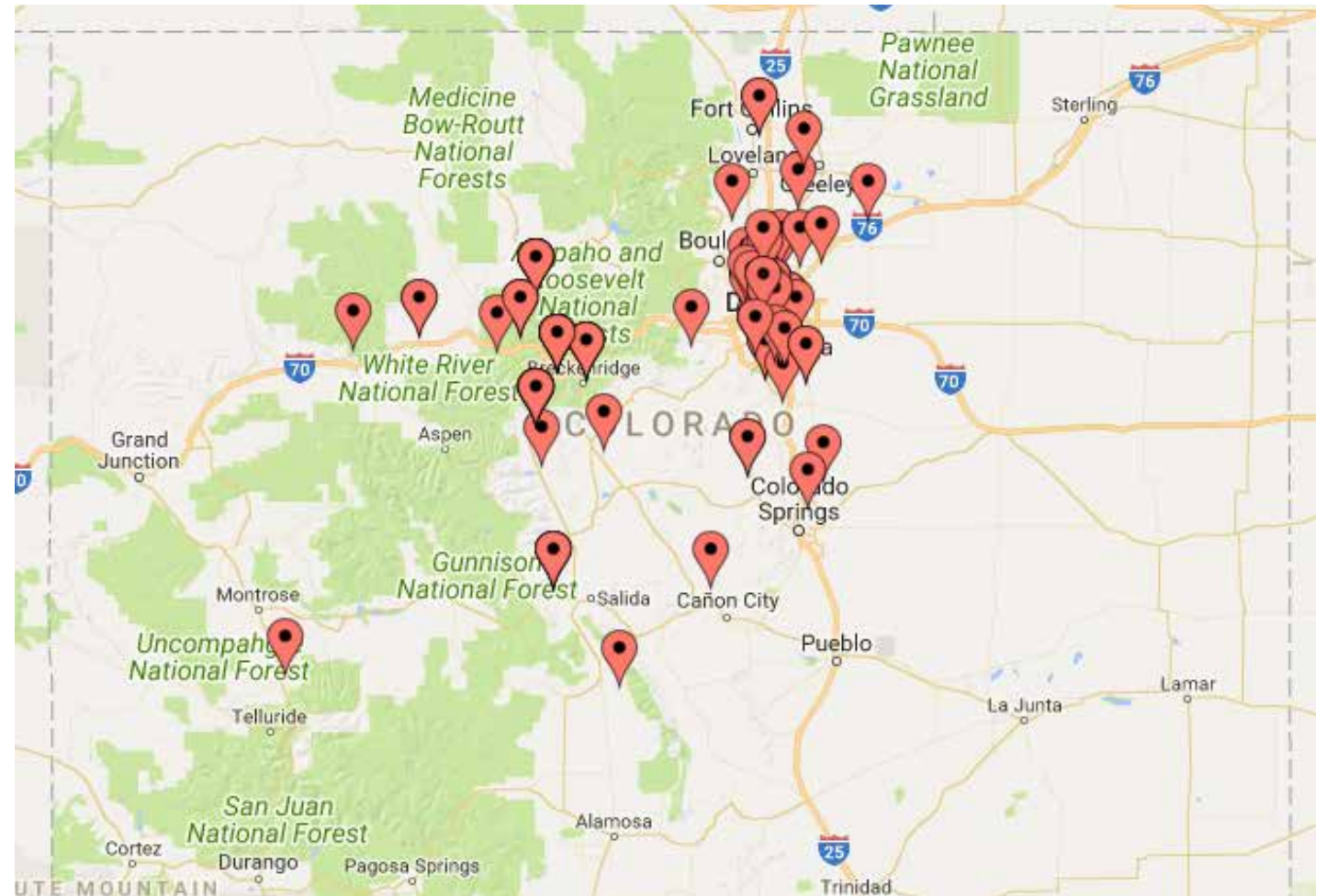


INTERCEPT SURVEY RESULTS

'A Little About You' Question Responses

This question section helped establish the demographic profiles of survey-takers, including where they live and their age range. This information is useful on its own (it's especially helpful to understand where visitors to Leadville are coming from), but it's also an important metric to use in correlation with the other data fields, such as how frequently people visit Leadville/Lake County, and how aware they are of different regional and local destinations/amenities.

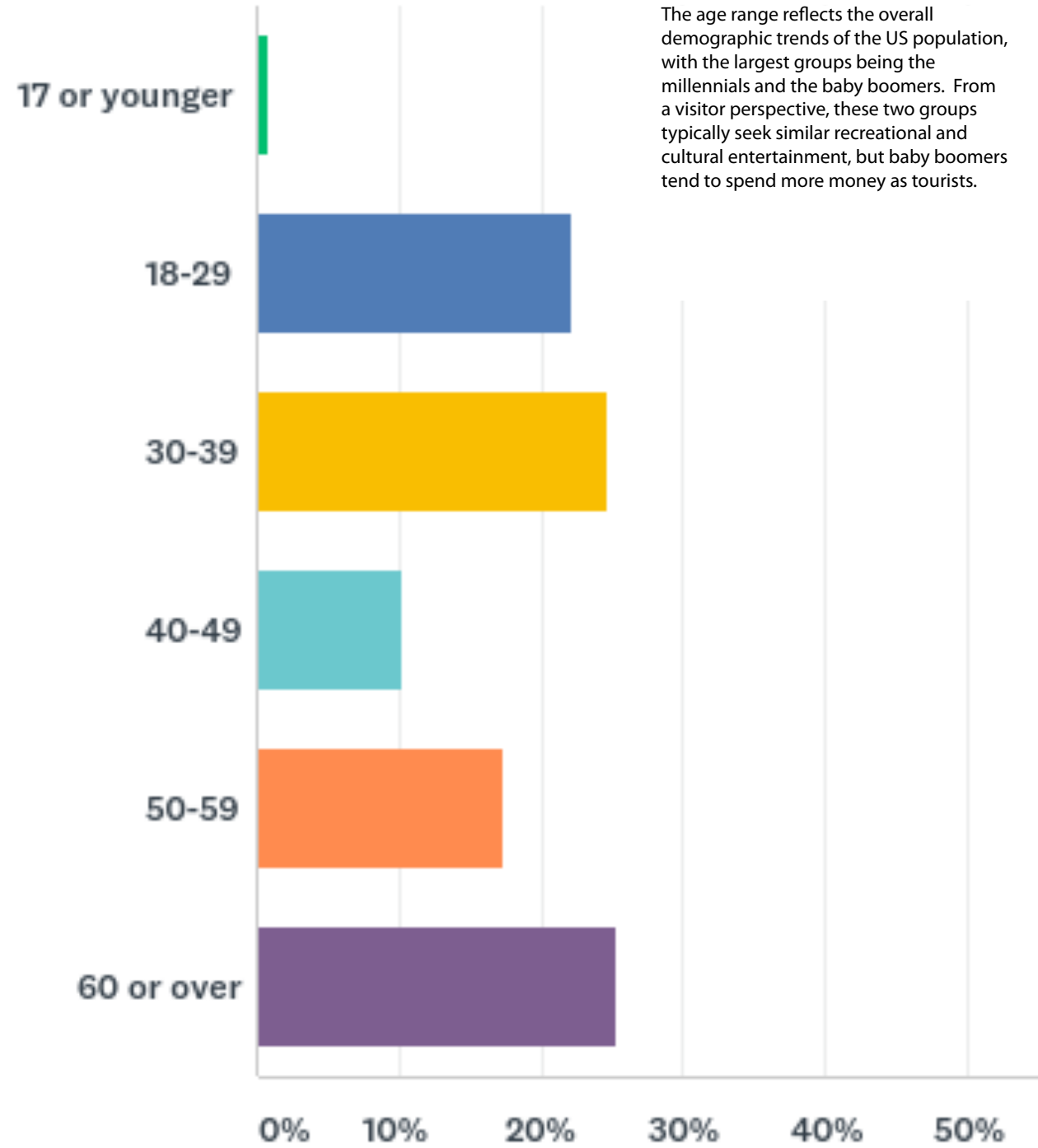
Question 1: In what zip code is your home located?



Tracking the zip codes of visitors who completed the Ski Joring intercept survey illustrates the appeal of the Leadville area to local, regional, statewide, and nationwide tourists. During conversations with the survey-takers, many of the tourists from other states said they'd come to Colorado to ski, but were looking for other things to do to enrich their holiday.

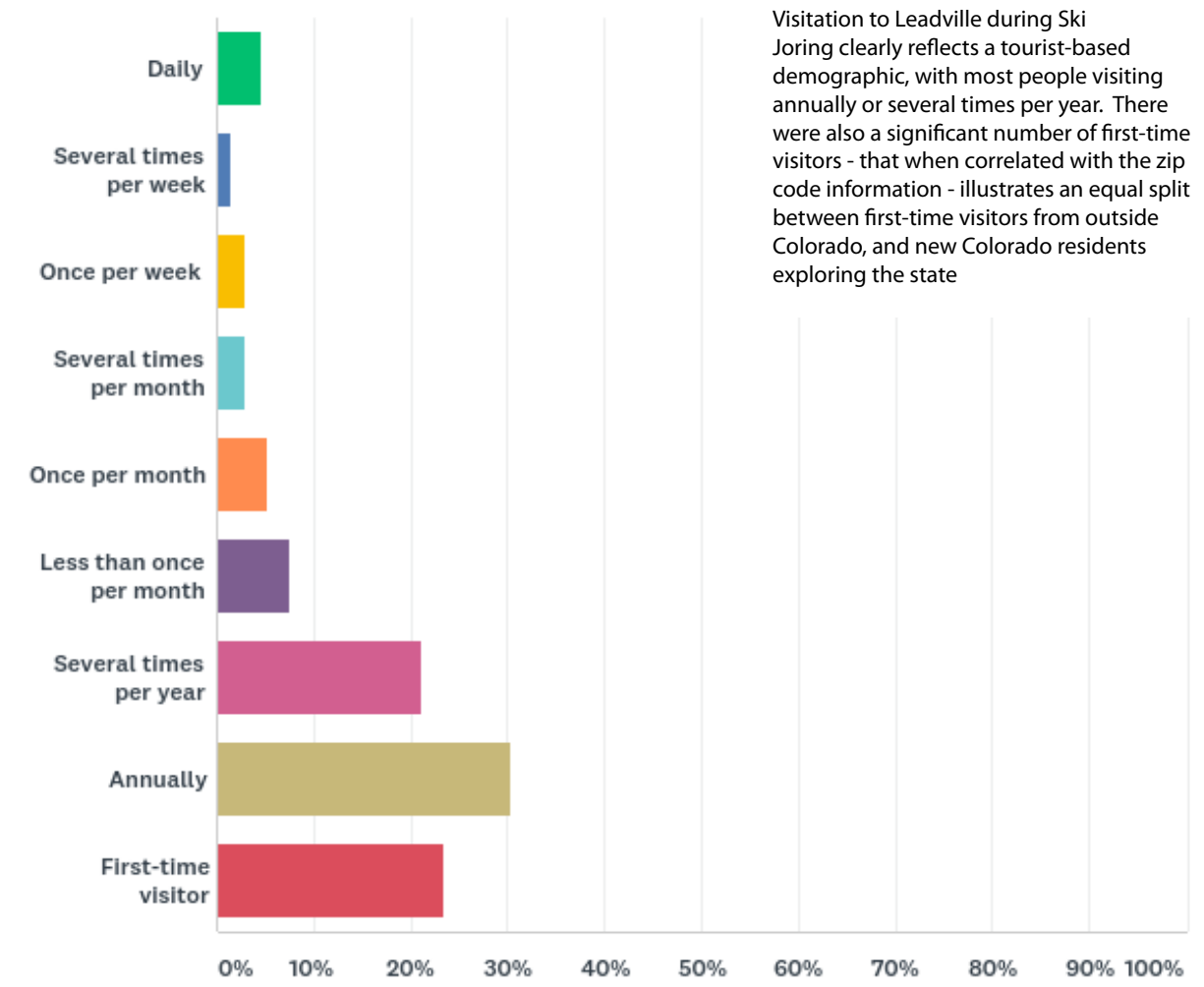


Question 2: Which category includes your age?



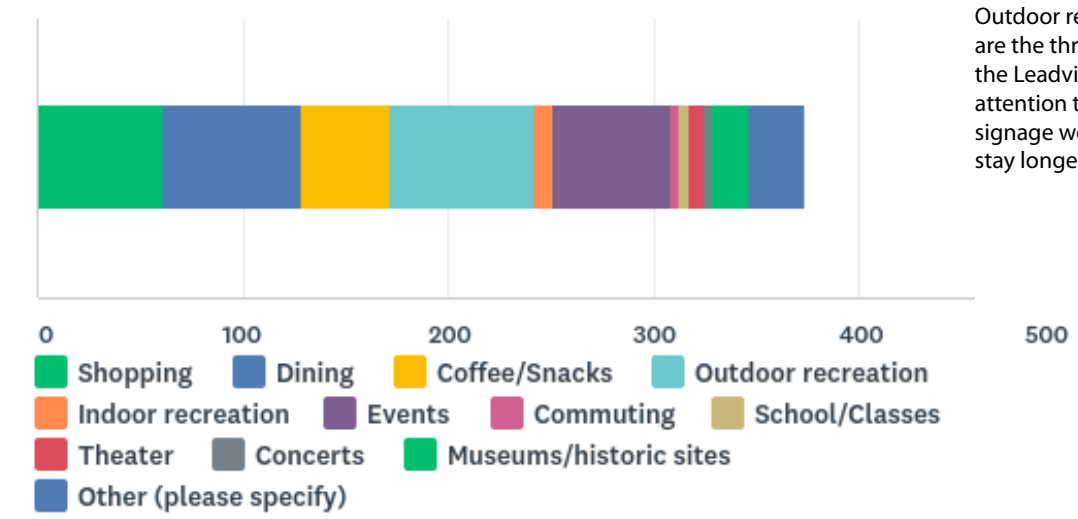
The age range reflects the overall demographic trends of the US population, with the largest groups being the millennials and the baby boomers. From a visitor perspective, these two groups typically seek similar recreational and cultural entertainment, but baby boomers tend to spend more money as tourists.

Question 3: How often do you visit Leadville/Lake County?



Visitation to Leadville during Ski Joring clearly reflects a tourist-based demographic, with most people visiting annually or several times per year. There were also a significant number of first-time visitors - that when correlated with the zip code information - illustrates an equal split between first-time visitors from outside Colorado, and new Colorado residents exploring the state

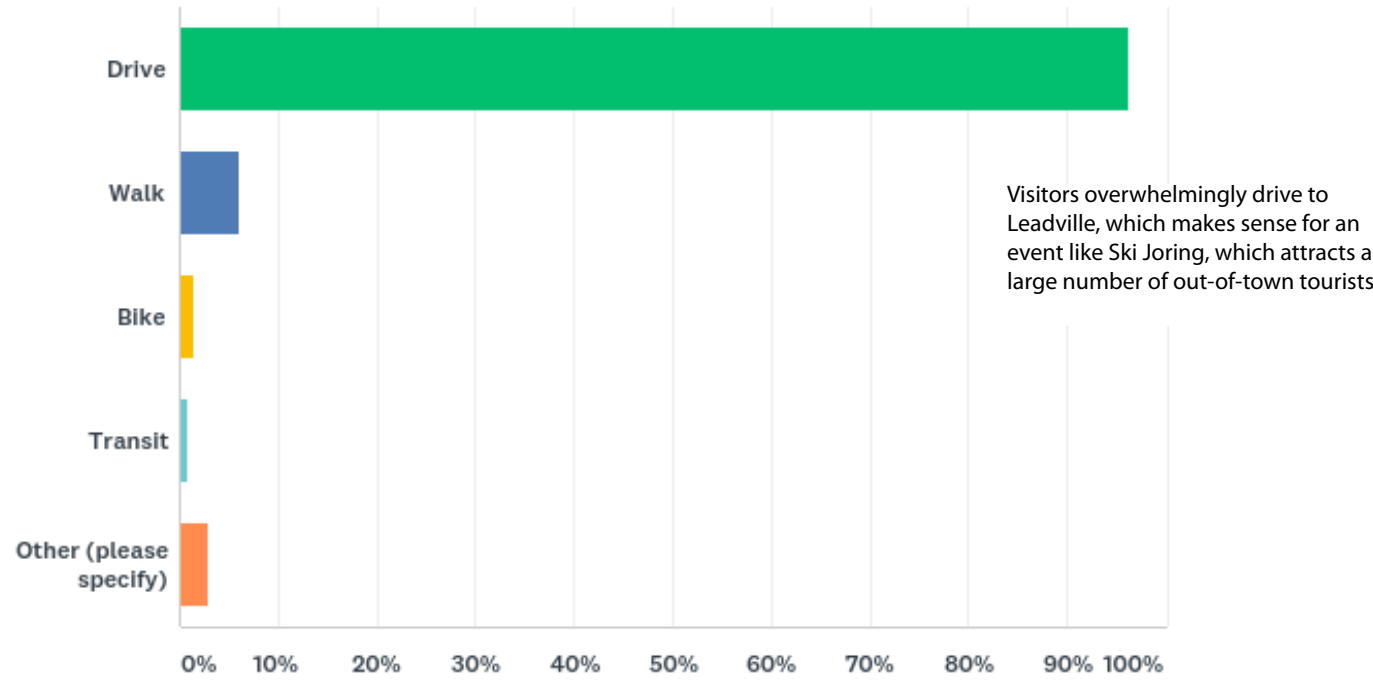
Question 4: When you visit Leadville & Lake County, what do you do?



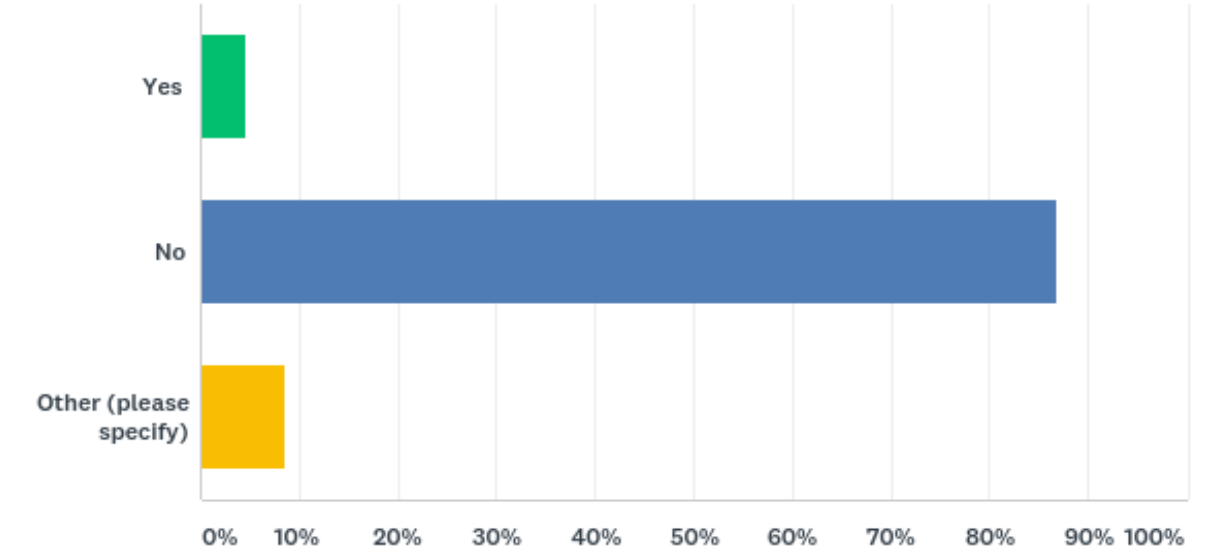
Outdoor recreation, shopping, and dining are the three largest tourist draws to the Leadville/Lake County area. Calling attention to these assets in the new signage would help encourage visitors to stay longer and come back



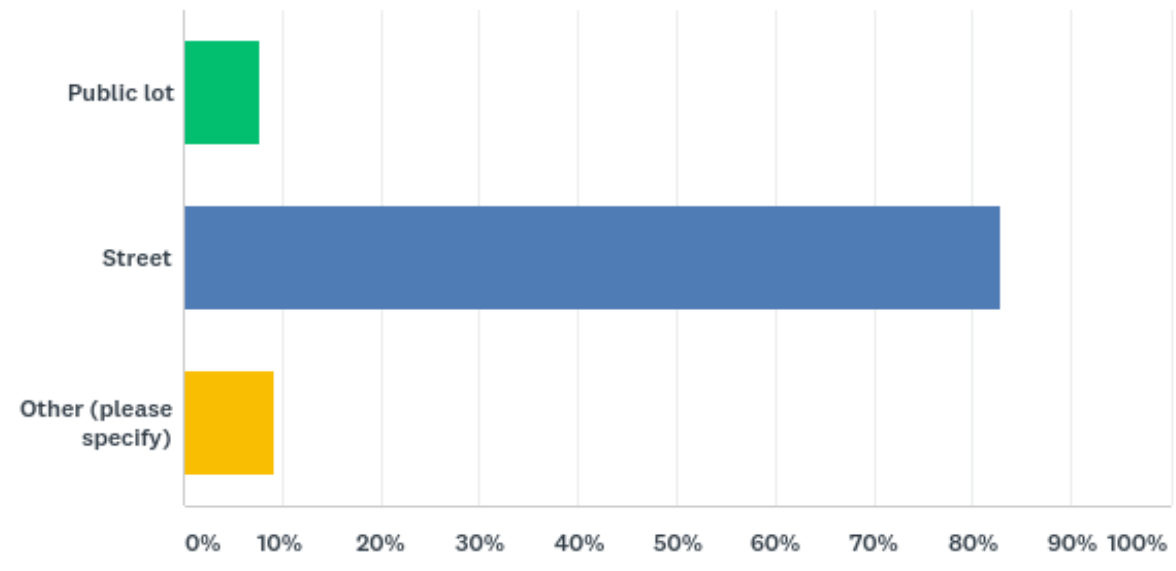
Question 5: How do you usually get to Leadville?



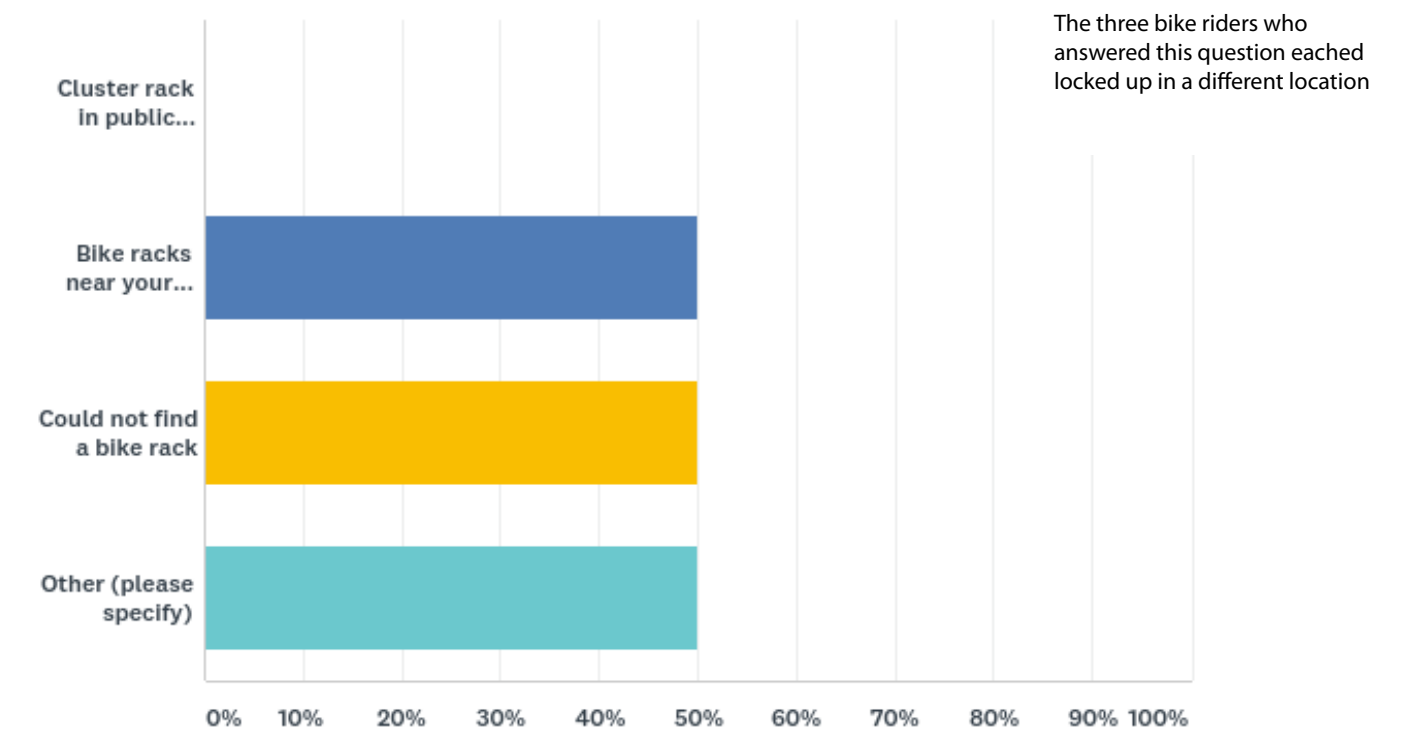
Question 7: Did you second-guess your decision to come based on parking difficulties or navigation issues?



Question 6: If you drove to today's event, where did you park?



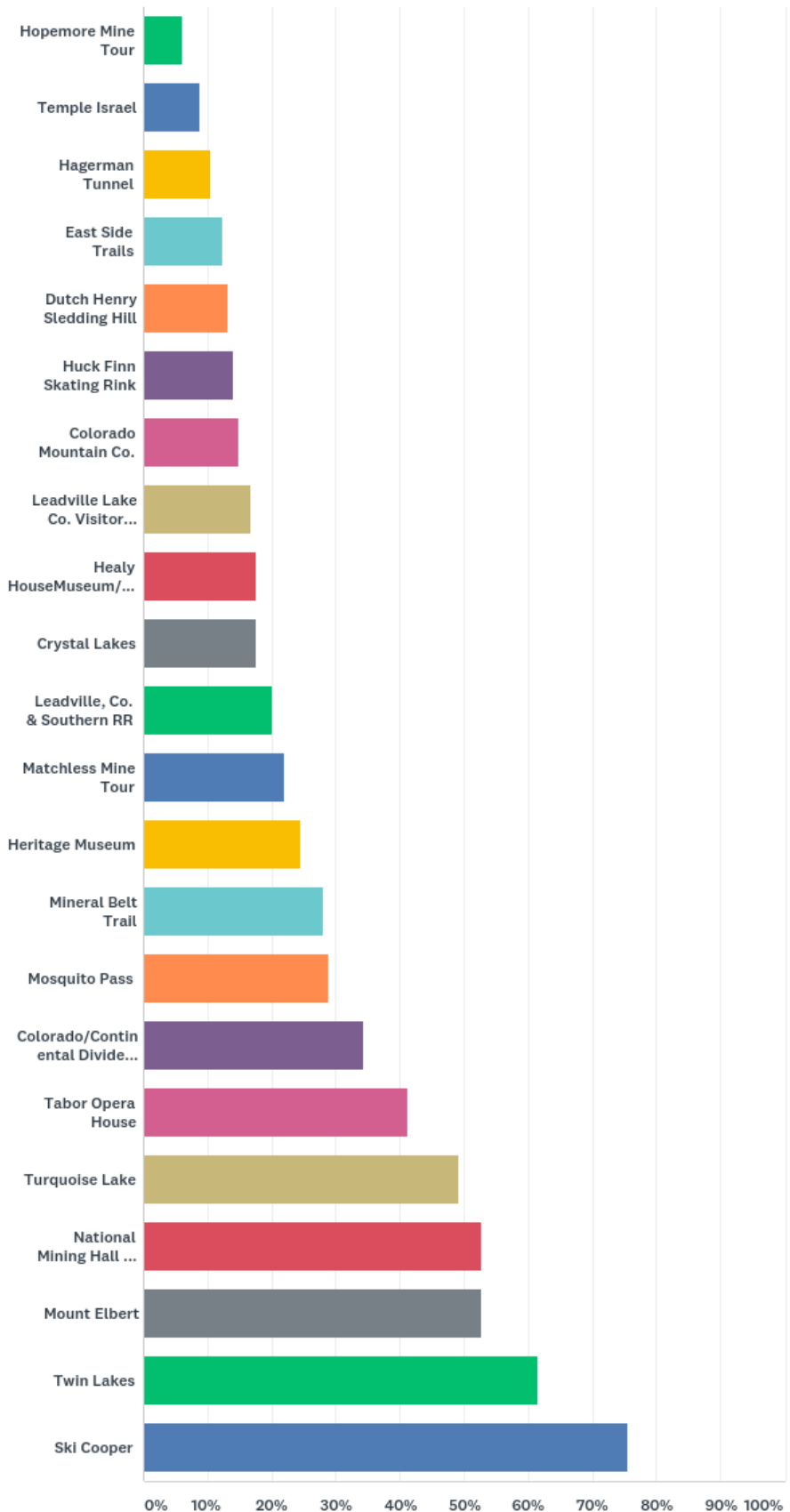
Question 8: If you biked to today's event, where did you lock up?



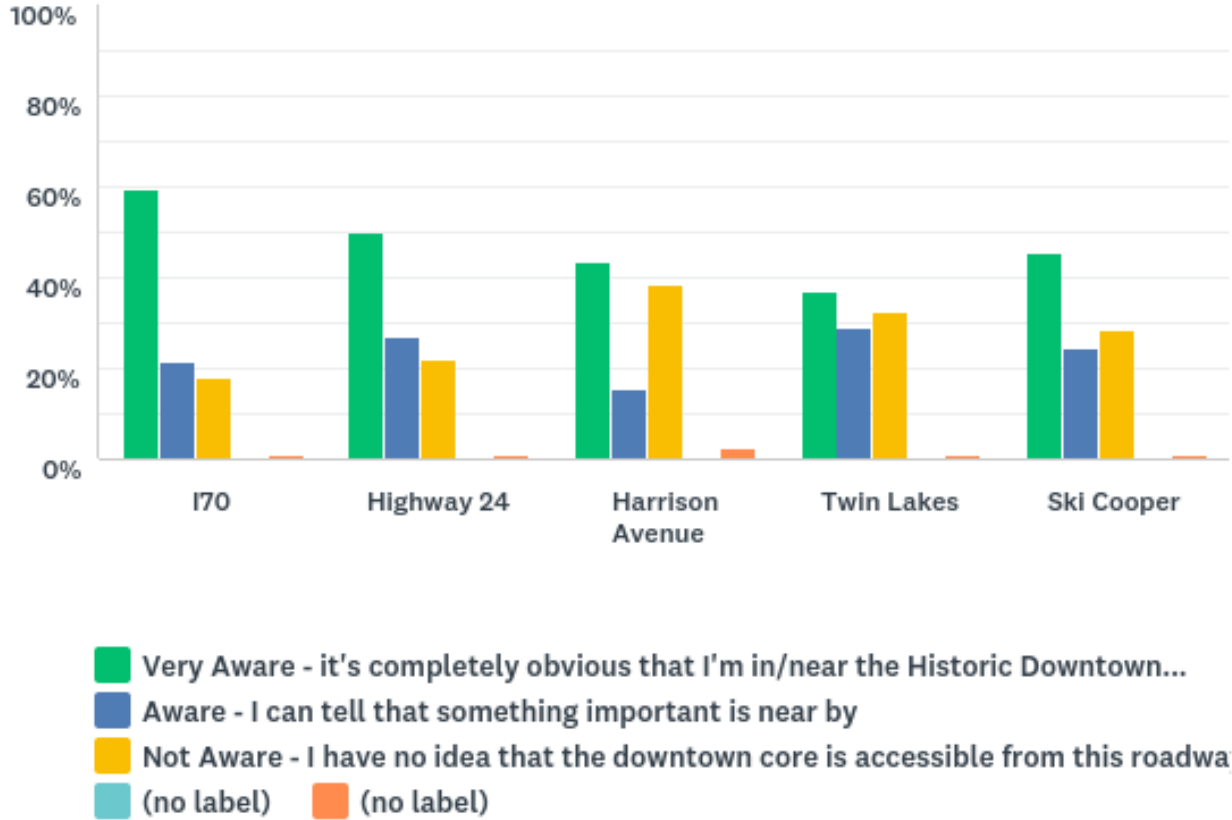
Most people attending the Ski Joring event parked along the street, either indicating that the public lots are not signed well, or there is adequate on-street parking for this event. In the 'other' category were tourists staying at the Delaware hotel, and used the free hotel parking.



Question 9: Are you aware of these destinations/amenities within Leadville/Lake County?



Question 10: Are you aware (or were you aware before today) of Leadville from these major locations/arterials?



■ Very Aware - it's completely obvious that I'm in/near the Historic Downtown...
■ Aware - I can tell that something important is near by
■ Not Aware - I have no idea that the downtown core is accessible from this roadwa
■ (no label) ■ (no label)



COMMUNITY SURVEY

The community survey was open from March 1st through March 29, 2018. The survey was distributed through social media advertisements, and community email lists, and 131 responses were received. The primary goal of the community survey was to understand the places and amenities within Leadville/Lake County that residents would like to emphasize, and what sign types would be most useful.

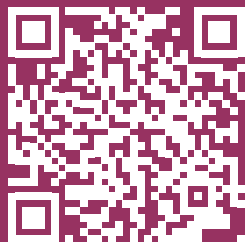
3

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La encuesta de la comunidad reunirá ideas, comentarios y dirección que ayudará al equipo de diseño a entender cómo mejorar la marca, la señalización y la orientación dentro de el distrito del condado de Leadville-Lake. La encuesta será abierto desde el 1 de marzo hasta el 29 de marzo de 2018.

<https://www.surveymonkey.com/r/LeadvilleLakeCountySignage>



Question 1: When friends and family visit you, where in Leadville/Lake County do you take them?



Question 2: Where do you go in Leadville/Lake County in the evenings and weekends?

Tennessee Pass
 Fish Hatchery Forebay Cafe Dinner
 Treeline Kitchen Gym Turquoise Lake Blanca
 Hiking East Side Ski Cooper Mining District
 Twin Lakes Camping Restaurants Eat
 Mineral Belt Kayaking Events Elbert
 High Mountain
 Pies Hill Dutch Henry
 Pies House Harrison Ave Dinner Quincys Bars
 East Side Resistance s Green Hour
 Turquoise Lake Ski Cooper
 Twin Lakes Mining District
 Restaurants Pass Cafe Treeline CMC
 Trails Dining Hiking Eat Downtown Pool Main Street
 Downtown Leadville Scarlet Sanchez Twin Lakes Hayden
 East Side Shooting Star Gallery Ski Cooper
 Fish Hatchery Restaurants Wilde's Green
 Trails Opera House Hiking
 Turquoise
 Lake
 Tennessee Pass Cafe
 Mining
 District Grill Shops River
 Mineral Belt Field Treeline Meetings Community
 Ice Rink

Question 3: What are Leadville/Lake County's 3 best assets?

Small Town Library Shops Events Community Elbert
 Mineral Belt Trail Main Street Mining Quiet
 Ski Cooper Hospital Lakes
 Tabor Opera House Downtown Affordability
 Outdoor Activities Location Museums Hiking
 Mountain Surrounding History Historic
 Natural Beauty Wonderful Fish Hatchery Leadville Train
 County Museum Wildlife Recreation Massive
 Mountains Small Town Lakes
 Outdoor Activities Trails Community History
 Wilderness Historic I-70 Ski Cooper Facilities
 Scenery River Access Main Street
 East Side Town Open Space Affordable Scenery Elbert
 History Community Outdoor Mining District
 Lakes Tabor Opera House Mountains
 Public Lands Trails Cooper Hiking Scenic Beauty
 Location Recreation Historical



Question 4: What do you think are the 3 biggest challenges, or negatives, about Leadville/Lake County?

Tourism Remote Property Little Lodging Communication
 Businesses PLACE Leadville Customer Service
 Grocery Food Options Town Trash
 Housing Local Jobs Restaurants Twin Lakes
 County Boy Funds Enforcement Conditions Negative
 Parking Snow
 Main Street Eat Visitors Winters Affordable Housing
 Economic Grocery Trail Twin Lakes Options
 Leadville Public Services Snow Removal
 Town Harrison County Signage
 Restaurants Business Community Past Jobs
 Downtown Locals Shopping High Altitude
 Sidewalks Trash Not Enough Staff Signage
 Forest Service Locals Infrastructure Traffic
 Main Street Stores Affordable Housing
 Poor Winter Living Job Quality Leadville
 Code
 Tourists Enforcement Drugs Activities
 Shop Bedroom Community Tourism
 Snow
 Removal Weather Care Growth

Question 5: What could or should be done in Leadville/Lake County to get people to spend more time/money here?

Year
 Round Spending Advertising Infrastructure History
 Friendly Trails Short Term Rentals Activities
 Buena Vista Parking Internet Town Hiking
 Restaurants Movie Theater Businesses
 Harrison Ave Events Effective Clean Groups Options
 Promote Historical Worth Twin Lakes

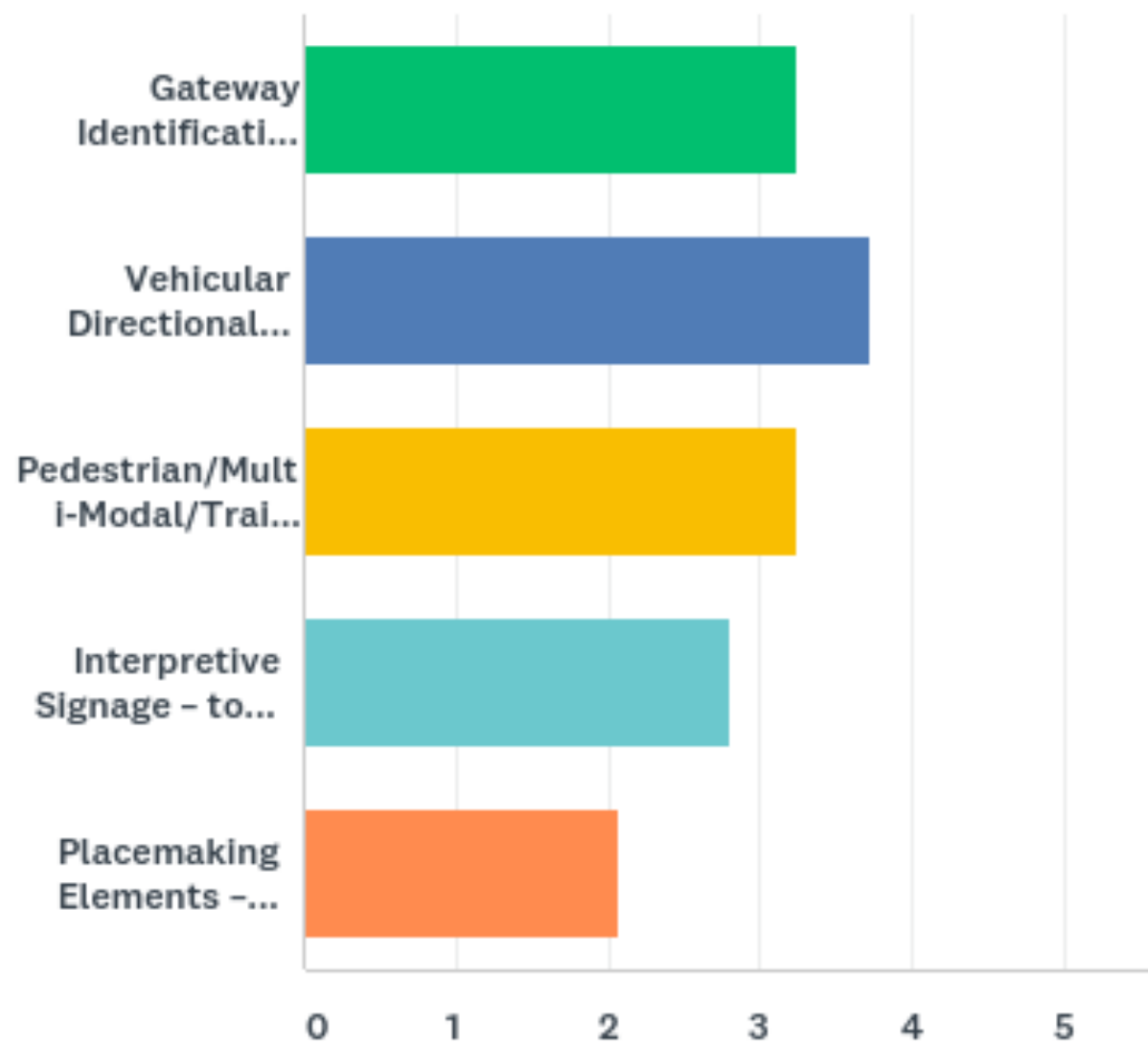
Question 6: What do you think Leadville/Lake County should be known for?

Affordable Fun Wonderful Lakes Destination Leadville Events
 Town Open Space Mountain
 Highest Incorporated City Outdoor Front Range
 History Amazing Views Recreation Rich Mining
 Beautiful Conditioning Historical Vistas Natural
 High Altitude



Question 7: If you were designing a signage & wayfinding system for people visiting Leadville/Lake County for the first time, how important would each of the following sign types be?

- Gateway Identification Signage – to let people know they’ve arrived in Leadville/Lake County
- Vehicular Directional Signage – to navigate drivers to locations within Leadville/Lake County
- Pedestrian/Multi-Modal/Trail Directional Signage – to navigate walkers & bikers to locations within Leadville/Lake County
- Interpretive Signage – to inform people of Leadville/Lake County’s history, culture, and special places
- Placemaking Elements – things like public art, temporary/seasonal banners, and other public space elements that would help promote Leadville/Lake County



Question 8: The new signage & wayfinding system will be designed to point to destinations within the Leadville/Lake County area, like Twin Lakes. What are the 5 top destinations the new signage & wayfinding system should point to?



Question 9: What are the hardest 3 places to find within Leadville/Lake County?

EAST SIDE Mines CMC Library Turquoise Lake
 Route of the Silver Kings Trails Good Grocery
 Parking Cooper Fish Hatchery Public
 Mineral Belt Recreational Places Golf Course
 Restrooms Ask County Library Fish Hatchery Grill
 Golf Course Family Style Restaurants Mining
 Mineral Belt Parking Halfmoon Trails
 Twin Lakes Turquoise Lake Food
 Interlaken Grounds Hospital Pass Ice Rink Huck
 Historical
 Hagerman Pass Places Trail Museums Matchless Bike
 Turquoise Lake
 Hospital East Side
 Twin Lakes Parking CMC Trailheads Center
 Fish Hatchery Pool Golf Course Historical

Question 10: What are your hopes or expectations for the new signage & wayfinding system?

Ease Shops Friendly Increase Lake County Cohesive
 Clear Traffic Visitors Mining Heritage Historical
 Harrison Look Fits Leadville Park Town
 Easier to Navigate Signs Middle Tourists Enjoy
 Design Overall Bilingual Appealing Twin Lakes
 Downtown

Question 11: What would you like visitors to Leadville/Lake County to remember about the area after they've left (artistic, friendly, unique, etc)?

Visitors Culture Community Safe Welcoming Inviting
 Artistic Food Historic Scenery History
 Affordable Beautiful Architecture Town Access
 Leadville Oriented Place Unpretentious Fun Outdoor



INDIVIDUAL & GROUP STAKEHOLDER MEETINGS

Understanding individual group perspectives regarding the new signage designs provided critical insights into the comprehensive community signage needs of Leadville/Lake County. Different users often have very different requirements for successful signage for their members, and one-on-one conversations with a variety of members of the Leadville/Lake County community allowed the design team to dig deeply into the breadth of what signage types, quantities, locations, and designs would best serve unique users.

When speaking to user groups, the following questions helped unearth signage ideas and the overall project design direction:

- ➔ What are your goals for the new signage program?
- ➔ What are the biggest challenges your group faces that signage could help address?
- ➔ Does your organization/group currently have installed signage? If so, what do you like about it? What don't you like about it?
- ➔ Are there any other communities whose signage you admire? Why?



Slides from the one-on-one individual and group powerpoint presentation

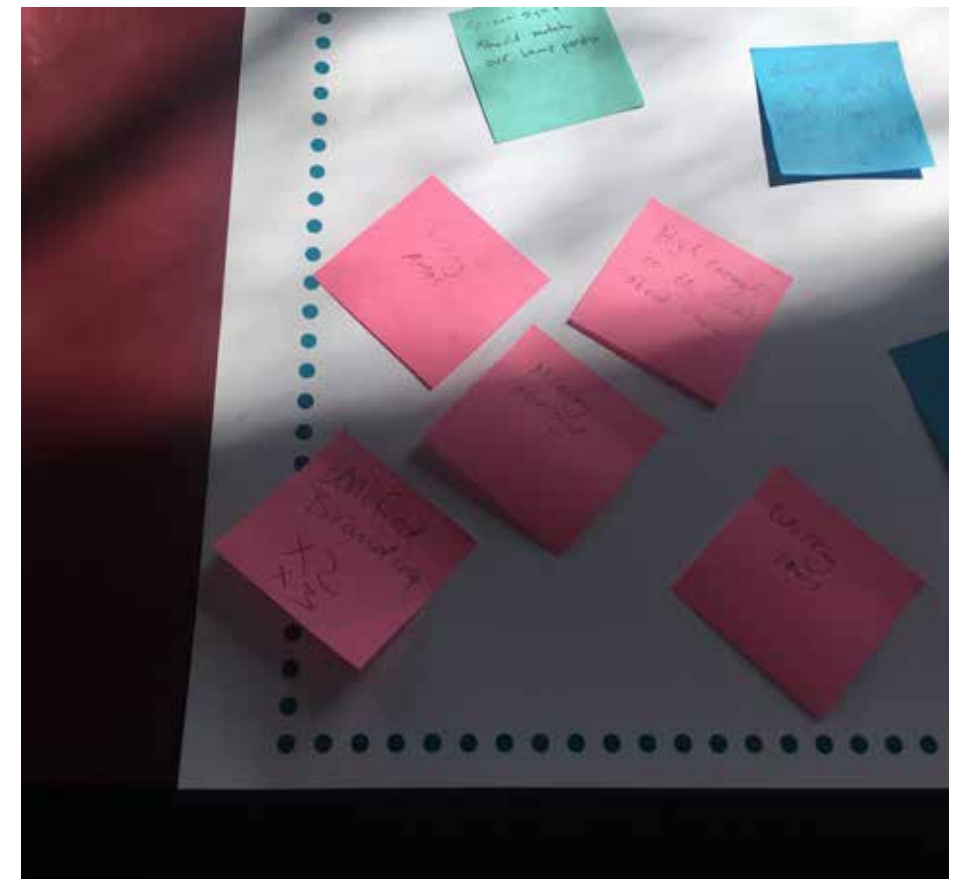


Individual and group meetings allowed the design team to better understand the types of signage that would be most useful to various groups within Leadville/Lake County. As a way to save overall project fees, C+B worked with the City of Leadville and Lake County staff to design a 'meeting in a box' that enabled conversations with local stakeholders to be facilitated by Leadville/Lake County representatives.



Individual & Group Meetings

- Board of County Commissioners
- Chamber of Commerce
- City Planning & Zoning
- City Road and Bridge Dept
- Cloud City Conservation Center
- Cloud City Wheelers
- Community Coffee
- Complete Streets Committee
- County Planning & Zoning/Planning Commission
- County Streets/Maintenance Dept
- CMC
- East Fork Neighborhood Community
- Economic Development Corporation
- Friends of Twin Lakes
- High Riders Snowmobile Club
- Historic Preservation Committee
- Lake County Build A Generation
- Lake County Directors/Elected Officials
- Lake Fork Neighborhood Community
- LCSD Board of Education
- Leadville Arts Coalition
- Leadville City Council
- Leadville Main Streets
- Leadville-Lake County Tourism Panel
- Mineral Belt Trail Board
- Mountain View Neighborhood Community
- Recreation Advisory Board
- Schools' Community Meetings at LCHS
- Senior Center/Senior Board
- Tabor Board
- "We Love Leadville" Group
- Women's Empowerment Group - Full Circle



STAKEHOLDER OUTREACH GOALS

Signage Core Values & Goals

During the individual stakeholder meetings, the meeting participants were asked to record their core values and goals related to Leadville/Lake County signage and wayfinding. Using sticky notes displayed on a large goals/values sheet, a cumulative summary of the stakeholder project goals was collected.



Workshop participants used sticky notes to record their individual ideas, and then combined these with other members of their table team on sheets provided at each table



STAKEHOLDER ONE-ON-ONE MEETING CORE VALUES AND GOALS SUMMARY

Character Goals

Unified/Tied to Existing Leadville Character

- Unified branding (X2, X3)
- Street sign posts should match our lamp posts
- Iconic selfie-status marketing
- Sense of identity
- Sense of place, identity – rustic, grit, tough
- Liked original ‘We Love Leadville’ sign, and you will, too!
- Love the Mineral Belt Trail branded mile markers and print type
- Use treated beetlekill as material and hopeful a boardwalk from 9th Street to 3rd Street

Mining/Victorian/Historic/Rustic

- Mining heritage
- Mining theme
- Rustic metal and mining themes
- I’d like to see more huge old mining machines and equipment crushers, mills, pulley, mainframes, etc.
- Mine carts – head frame (I like this idea for gateway)
- Themes: Victorian, mining, western
- Victorian font
- Victorian, but also mining/industrial – we need a non-cheesy marriage of the two
- Historic, not too modern
- Representing of our historic mountain town
- Not a modern look
- Neo-rustic
- Natural materials
- Not too polished but classy and not cheap-looking. Something we can have pride in
- Not cheesy (X2)
- Timeless

Elements to Sign

- Walking tours
- Bicycle routes
- Parking areas
- Recycling center part of the system – go green!
- Zaitz Park signage / public restrooms
- Directory kiosk at Zaitz Park
- More map and distance markers on the Mineral Belt
- Giant arch over road with “We Love Leadville”

Logistical Considerations

Snow/Weather/Climate

- High enough to be visible above snow
- Not too bright – dark skies
- Solar-powered audio and braille #54
- Solar lights on signs

Durable/Adaptable/Affordable

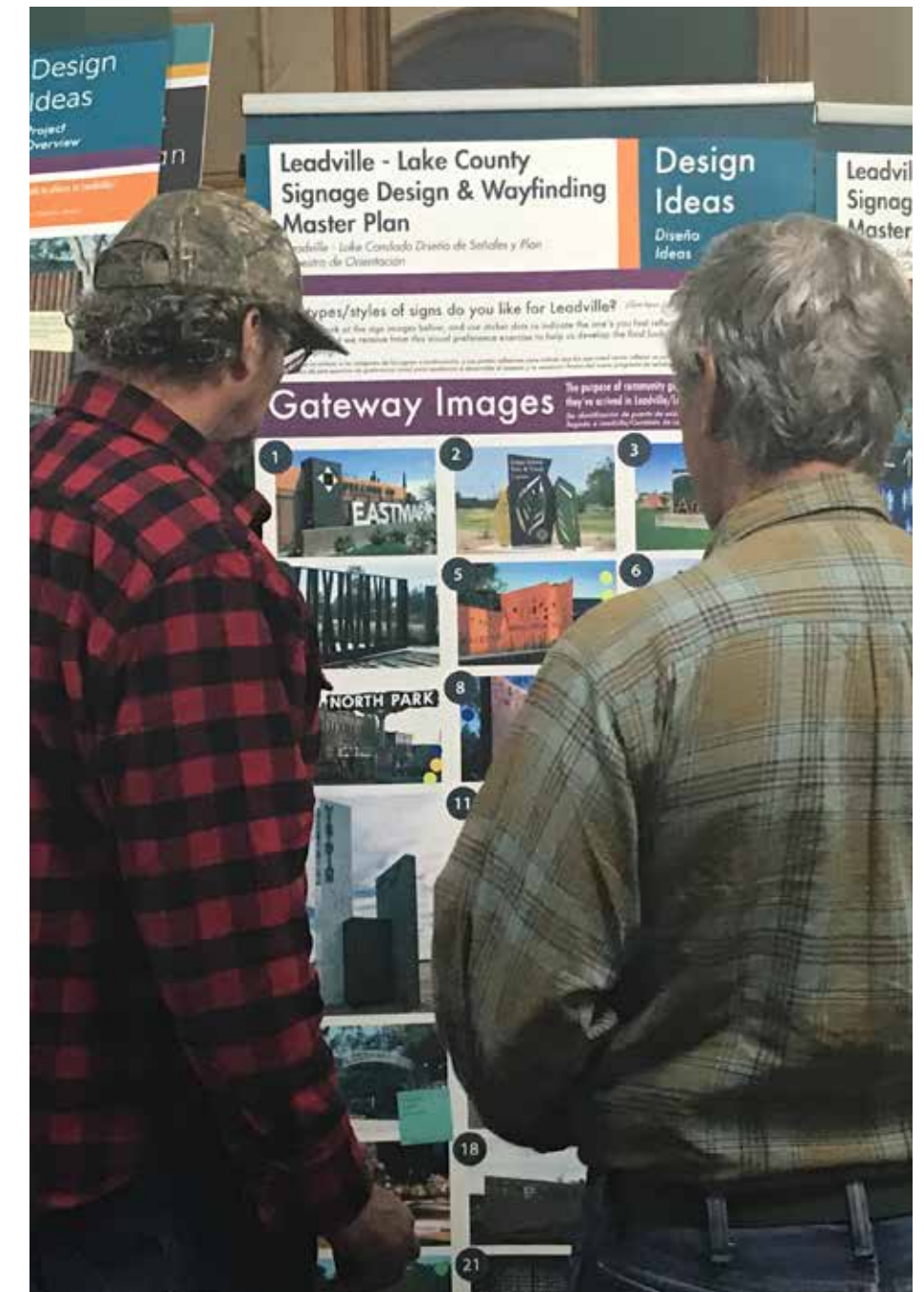
- Easy to switch out (seasonal recreation, business existence and location)
- Changeable signs
- Durable – long-lasting
- Durability
- Durable materials that weather well
- Cost

Signage Standards

- Different signs for different facility types
- Future tie to an app
- Consistency
- Statewide standards

Sign Content

- Clear, large fonts – not wordy or “fussy”
- Culturally inclusive – bilingual
- User-friendly / easy to read
- Consistency
- Font from 1970’s
- Use icons
- Feels like YOU discovered Leadville



Stakeholder workshop participants recording their preferences for different signs types/styles



STAKEHOLDER SURVEY RESULTS

In order to capture as many stakeholder ideas as possible, an on-line survey was designed to accompany the individual group stakeholder meetings. The survey enabled stakeholders to add their input after the meeting - either for those who wished to share more ideas, or for stakeholders unable to attend the in-person meeting. Thirteen (13) stakeholders completed the on-line survey.

Question 1: What signage group are you representing (for this survey)?

- Cloud City Conservation Center (C4)
- Get Outdoors Leadville
- Lake County Public Works
- Local Business
- Friends of Twin Lakes
- Mt. Massive Golf Course
- Downtown Wayfinding, City Planning & Zoning Commission
- Cloud City Wheelers

Question 2: Does your group currently have signage in Leadville? Are there signs you're particularly happy with? Unhappy with?

- We have a small banner for the Cloud City Farm. We are planning a more permanent sign.
- Yes on our location: Bank
- No, not really happy with any signage. Unhappy with the amount of random signs that scatter the roadway.
- Happy with the mix of Victorian: Delaware, Visitor Center, Tabor Grand businesses; and the revival historic: Manhattan, Golden Burro. Very unhappy with the laminated signs hanging on the sidewalk chains that the City put up, very low rent!
- Yes, The Tabor created new signs with the funding they received a few years ago. I do like our sign, because it was by mom that initially came up with the logo.
- We have a few directional signs but they are not in places where many see them. They don't do much good.
- There are not signs that direct folks to public places and spaces, or business' off of Harrison. I know that this is not something typically included in wayfinding, but perhaps we are considering something unique and specific to our community.
- Yes we have signage one problem with the signage is the fading quickly do to sun exposure
- We have signs located on the trails we maintain on Lake County and CMC land. Sign pollution is a problem in Lake County. Mostly signs for county facilities.

Question 3: If you do have signage, who paid for it, and who's responsible for maintaining it?

- Lake County
- Yes, owned by the Bank
- No signage, do not want to add to the clutter.
- We will be responsible for our own
- The Tabor paid for this and to my understanding is responsible to maintain.
- The signs came through Lake County, the golf course installed them and maintain them.
- Signage along Harrison in in part provided by the City and CDOT. There are also illegal sandwich board signs that are technically not allowed along Harrison as it is CDOT right of way.
- Depending on what the sign is for but it comes out of our budgets
- Cloud City Wheelers, Mountainworks, and Karta Maps helped produce them locally

Question 4: Do you have future signage planned/designed? If so, please email me any documents that would help me better understand where you are in regard to signage: kristin@cplusbdesign.com

- Yes, at the entrance to the Cloud City Farm, 440 McWethy. Also a painted sign on the side of our future shed to the north of the current greenhouse dome.
- Warning/regulatory//construction
- Yes, we have need for signage on the golf course itself. I will send you an email about that.
- P&Z has discussed this effort numerous times over the last several years. We have had informal discussions at our public meetings including design, placement, and content. With a goal to support Main Street Program, the Economic Development Corporation/local business', and comply with CDOT, we also addressed this to a degree in our Comprehensive Plan. Parking and place making are also considerations.
- Just recycling sign but work with C4 on designing
- We will need to update our signs after adding new trails but this will be limited to being displayed on the trails themselves



Question 5: From the perspective of your group, what types of new/updated signage would be most helpful?

- Signs to the recycling center at the landfill and the two drop sites at the Community field and on the north end of CR10, from Harrison Ave.
- Maps to locate where anything is off of main street. Signage pointing signs off of main street.
- Signs directing to our office and to our Gear Library at CMC.
- Public Restrooms in Park next door
- Improved traffic signage, Parking/ restroom signage would be great.
- This is not in the wayfinding responsibility, but I would certainly like to see Harrison return to four lanes. This three-lane farce creates too much traffic and confusion. No signage program will fix the current situation.
- Signage showing our Village, Mt Elbert and Interlaken
- Directional signage on Harrison/Hwy 24 at town entry points and in the downtown core would be most helpful.
- Those that directed locals and tourists (with symbols for dual language considerations) to public places and spaces, to business' that are located off of Harrison (as the future land use map proposes expanding the Retail Core zone further to one block off of Harrison), parking, and historical and broader recreational assets in the county (that are linked from Downtown).
- A community sign with showing a map and location of thing the can do like rec, museums
- Creating a standard for wayfinding and signs addressing community focal points

Question 6: Do you have any hopes for the new signage plan? Worries?

- Full faith that it will be an improvement.
- I hope it will be manipulable. When we have businesses coming off or online or moving from one location to the next.
- I hope they are beautiful and in character with Leadville, and are in English and Spanish.
- Not sure what and where they are needed
- Directional signage for guests
- Worried that the plan will not really improve any issues in town and after serveys and meetings my time will be wasted when i could just focus on my business.
- I hope that the signs are subtle and feel like Leadville. I am worried that the program will look like some of the samples presented on the 3 stand-up banners. Those look like any typical urban or suburban too-quickly-growing-Colorado-neighborhood. Our program should be a bit quirky and not slick.
- Hoping to have Twin Lakes a part of the signage.

- I hope it will make it easier for folks to know about places/activities and find them.
- I hope that we will find a balance in symbols and text in order to try and meet the need of our dual language population. I also hope that we can consider including business' off of Harrison Ave, as long as we also consider the clutter and density of signage (which I am sure we will). I hope that the design is subdued and relates well to the historic context of our magical Downtown. I also hope that we find a design that allows for additions and subtractions, as we may consider moving business', different recreational seasons and therefor assets/facilities that should be highlighted appropriately.
- Worries on cost and maintenance
- I would like to see these signs incorporate the mining heritage and the recreation future of Leadville.

Question 7: Are there any signs in town you want me to take a closer look at? (either to see the things you like about them, or to see the things you don't like about them, or for other reasons)

- All our signs are so faded, none of them stand out in my mind
- No but follow the MUTCD
- Consider our most photogenic events: Boom Days and SkiJoring. The best photos include the Hat & the Delaware. No one wants a picture of the stoplight and Pueblo Bank. Each block on Harrison deserves a photo-op. I don't like the billboards at both entrances of town. They look cheap.
- The signs on the Tabor Grand Apartment building are nice and the uniformity is nice. #24, 30 might be closest to the design that might resonate most with the downtown, with specific text and colors chosen. #28,29,38 are also nice but I think that they would need to have different text/font and color in order to fit best.
- The Lake County entrance signs located at the county lines on the highway are too small and they are very hard to figure out.



Question 8: Do you have any preferences for specific sign elements, like potential illumination or material types (wood, metal, etc)?

- Raw or rusted metal, not painted metal. Painted metal makes me think of urban areas in the 90's.
- Something durable! Everything breaks down up here over time in the sun exposure and weather.
- Metal and wood
- RETRO REFLECTIVE
- Consistency
- Mining materials! Iron, wood, bolts, rails, cables. The samples showing illuminated signs, and those with plexiglass and vinyl are unacceptable.
- The most sturdy that holds up against the weather.
- Potential lighting.
- Metal would probably be best for maintenance, though expensive. A combination of wood and metal would be great. I think that the important thing will be the font/text and the colors, then the size and density of signage.
- Need to remember maintenance issues, being legal
- RUSTY METAL

Stakeholder feedback helped inform the design direction of the preliminary and final design options



VISUAL PREFERENCE IMAGE DISPLAY BANNERS



Visual Preference Exercise

The purpose of the visual preference banner exercise was to help members of the Leadville community identify the materials, colors, and signage types that would fit the character of the new signage. The visual preference images were drawn from 'best practice' signage examples designed and installed in other locations throughout the US and globally. In order to help identify the different signage types, the images were grouped into the following categories:

- Gateway Images
- Auto Signs
- Pedestrian Signs
- Kiosk Signs
- Bike/Trail Signs
- Historic/Interpretive Signs

Design preference banners displayed images of different signage types, materials, sizes, and colors. Preferences for what types of signage examples were selected helped the design team develop the preliminary signage palette ideas.



VISUAL PREFERENCE DOT VOTING RESULTS

After a week of being on display within Leadville/Lake County, there were some clear themes that emerged from the community dot voting preferences.

Materials

There is a strong preference for natural, authentic materials. Many of the selected signs were made of naturally rusting (cor-ten) steel, wood, stone, and metal. The materials all reflected their 'natural' state, with little to no added color or 'overworking' of the materials (especially stone). The organic, naturally evolving patina of rusting steel was especially prevalent, but stone and wood were also used in their natural, unrefined states (where possible).

Colors

Due to the preference for natural materials, there were very few selected signage images that illustrated strong or bright colors. The exception to this rule were the 'placemaking' images - especially murals - that used bright, eye-catching palettes and more contemporary graphics. Where color was selected, the colors were very muted and natural (for example, preferring golden amber and brown powdercoated auto signs, versus the blue/green/purple auto signs that looked very similar, except for the color palette).

Forms/Massing

Most of the preferred signage forms were comprised of very simple/strong rectilinear or circular shapes. However, although the forms themselves were strongly geometric, the preferred images all bisected these strong forms with laser-cut patterns and openings that gave the overall structure a lighter and more open appearance. Many of these cut-outs were also organic and irregular, standing in contrast to the formal geometry of the overall global sign shapes.

The massing of elements was another striking feature of the preferred signage images. Many of the larger geometric forms (such as rectangles or circles) were comprised of several smaller, repeated forms that came together to create the greater whole. Multiples and repetition were a common massing theme among the preferred sign images.

Lighting

When lighted images were selected, the preference was for soft, glowing, warmly-hued, star-like lighting that accentuated the mass-void of laser-cut structures. It should be noted that all the illuminated signage examples were preferred, which illustrates a preference for having illuminated signs, at least in the larger gateway areas.

Messaging

Although there were many signs selected that did not have prominent text or naming, there were several preferred signs that incorporated the community or destination name in the overall design. There was a strong preference for signs utilizing icons and images to convey amenities and directional information. Natural, organic forms also were preferred as a messaging/icon shorthand. The scale of messages was also consistent, with a preference for not too many messages on one sign - not too much clutter on the sign faces. Overly, the naming seems to take a secondary seat to a more prominent, sculptural statement that alludes to character, rather than direct naming.

Maps & Graphics

For more pedestrian-level signage, it appears that the overall style and design of the preferred signs was given preference over the signage content. In order to better understand community preferences for things like maps and historic/interpretive information, we will need to show more concrete examples during the preliminary design phase, and gauge the community desire for these elements during that time.

Scale

Even among the large gateway signs, there was a strong preference for more pedestrian-scaled and humbly sized signs. Although smaller signs were chosen, there were several images in which multiple signage elements created a larger sense of signage through having more than one stand-alone sign.



03

Existing Conditions Analysis

EXISTING CONDITIONS

The current Leadville/Lake County signage reflects a variety of styles, eras, and purposes. As is typical in long-established communities, there are many layers of signage in the physical environment, and the placement and messaging of these signs can be traced back to regulatory needs (parking limits, rules and regulations), marketing and promotion (business advertisement signage), informational (interpretive or historic signs), destination directional (auto or pedestrian signs pointing to the location of different amenities), or pedestrian maps (often trail maps). Overall, the history of Leadville signage is one in which signs were designed and installed in response to community needs, desires, and aesthetics - all of which have grown and evolved over time.

One of the benefits of a new signage system is its ability to not only design new signage, but to also make recommendations regarding how older, existing signage can be replaced and updated. Especially as new signage is installed, direction regarding what signs can be removed will ensure sign clutter is reduced, and that the new signs are not added as an additional layer into the signage environment.

In order to understand the character and type of existing signage, a review of the current state of signage in Leadville/Lake County was undertaken. The existing conditions analysis documents the impact, messaging, condition, and type of the current signage within the project area.



Downtown Destination Signage

Signage for community amenities and resources (parks, trails, town offices, recreation centers, etc) is an important branding opportunity for the town. Done in a consistent way, the resources signage helps to unify town amenities, and call attention to public spaces and destinations. Sometimes it can be difficult to differentiate between private property and public open space, or a private club and a public recreation center, for example, and signage that clearly brands public amenities as public helps visitors and community members understand and better use these spaces.

A consistent 'brand' across resource signage will also ensure that town amenities and resources are unified and clear, and important amenities (like the public restrooms in the pocket park). Currently, the existing resource signage reflects a variety of eras, styles, materials, and scales, and designing a flexible and unified palette for these features will help reinforce community character and sense of place.



Historic/Informational/ Amenity Signage

Signage that tells the story of Leadville and Lake County is an important way to communicate the history of the community to residents and visitors, and is often sought-out by tourists as one of the first places they look for information.

Similar to story-telling signage, signs that explain transportation systems and where and when visitors can find parking are also one of the first signs that visitors will interact with, and the clarity of their messages can have a significant impact on the perceived friendliness of the community.



Existing Maps/Trail Mapping

Trails and connections to outdoor recreation are an important pillar of the Leadville/Lake County community, and not only provide amenities for the local population, but also serve as a strong marketing attractor for casual tourists and outdoor recreation enthusiasts. Currently, all signage is in English only, which does not reflect the cultural demographics of the Leadville/Lake County population, and new signage should ideally be bilingual English/Spanish.

“Right Message at Right Time - Existing Kiosks”

Currently, there are privately-funded paper maps available at several existing kiosks. These maps are not only clear, they point out the location of community amenities, and some important trail loops and alignments accessible from the Mineral Belt Trail. Having the community invest in these maps could ensure a wider distribution of this helpful marketing tool, and ensure it is designed to fit the specific dimensions of the kiosk panels.



“Right Message at Right Time - Historic Storytelling”

Telling the story of the history and development of different amenities and assets within Leadville and Lake County can help connect residents and visitors to the community growth and development. Here, a historic informational panel outlines some of the important parts of Leadville’s past to park visitors.



“Right Message at Right Time - Mineral Belt Trail”

New trail identification signage provides helpful cues to the trailheads and mile markers for the Mineral Belt Trail. However, without additional mileage, trail surfacing, trail difficulty, and what amenities may be located along the trail at the trailhead, potential trail users are left to find mapping that could reveal these details. Locating this information adjacent to the trail would make the trails more user-friendly.

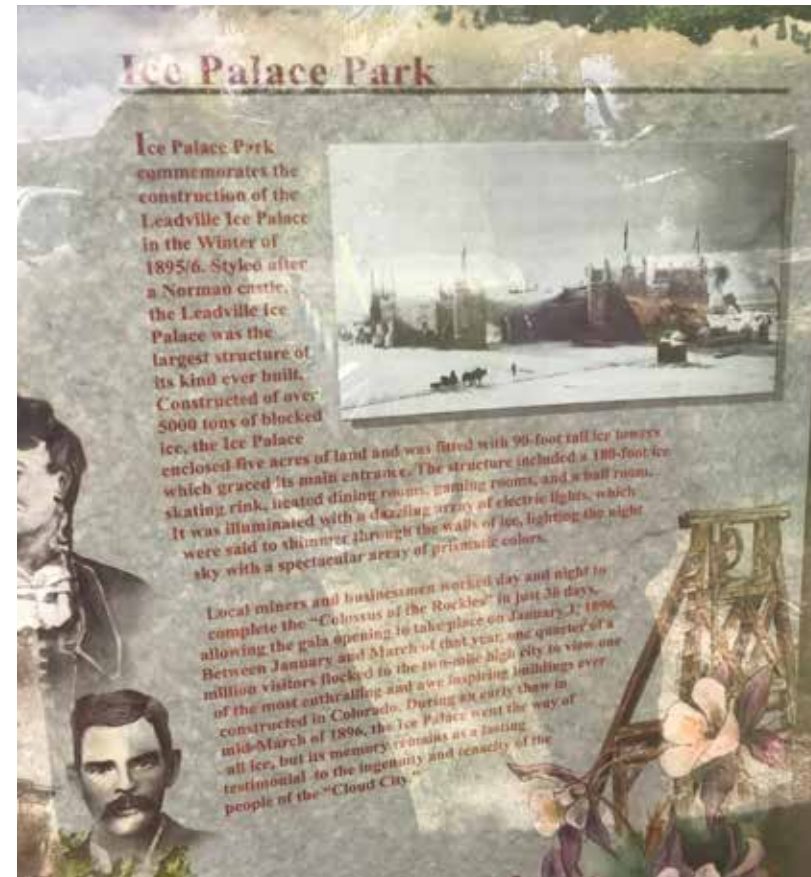




Trail Maps - Consistent Messaging

At the existing informational kiosks, there are currently several versions of available trail maps, each with different information (but all in English-only). Some maps list walking distances and times for each segment of the trail, but do not offer information like grade and relationship to the downtown district. Moving forward, the following mapping information would be helpful to include on all trail maps:

- Trail walking distances/times (grouped by trail loops, where possible)
- Trail surfacing/accessibility
- Trail grades (showing steep grades) or difficulty levels
- Overall topography
- Relationship of trail network to downtown/Lake County areas
- Trail etiquette/user expectations
- List of trail amenities (either at trailheads or along the trail, including lookouts and historic/cultural features)



Resource Signage

Signage for community amenities and resources (parks, trails, town offices, recreation centers, etc) is an important branding opportunity for the town. Done in a consistent way, the resources signage helps to unify town amenities, and call attention to public spaces. Sometimes it can be difficult to differentiate between private property and public open space, or a private club and a public recreation center, for example, and signage that clearly brands public amenities as public helps visitors and community members understand and better use these spaces.

A consistent 'brand' across resource signage will also ensure that town amenities and resources are unified and clear. Currently, the existing resource signage reflects a variety of eras, styles, materials, and scales, and designing a flexible and unified palette for these features will help reinforce community character and sense of place.



Existing Signage Palette

There is currently a wide variety of signage palettes within Leadville/ Lake County, including signs made from wood, metal, plastic, and stone. The most recent signage and public space improvements reflect a fairly consistent palette of naturally weathering corten steel and wood, with dark brown informational panels. Moving forward, this established palette will be built upon in the proposed signage. Older signage elements not in keeping with this aesthetic (existing wooden gateway signs) will be updated in the new signage designs.

Signage Rules & Regs

Although rules and regulations are important, keeping posted rules short, clear and universally presented/ understood in both English and Spanish will ensure these important user messages are clearly communicated.

There is also a trend at the skate park for attaching stickers to available signs, and building this type of personalization space into the new signage will ensure the stickers have room/space, and don't cover the regulatory information.





Note Regarding Destination Information

Creating an inexpensive but memorable palette for community destinations like playgrounds and ballfields will create a visual vocabulary that allows visitors to Leadville/ Lake County to easily identify amenities.



Creating User Clarity for Community Destinations

Destinations like the Dutch Henry Winter Sports Complex are important and heavily-utilized community resources, but the existing signage pointing to and explaining how to use these areas is uneven and - sometimes - confusing. Information has also only been displayed in English, a limitation for the large native-/mono-Spanish speaking population in Leadville/Lake County. For users already familiar with the area, signage is not as important, but for those new members to the community, having signage that helps explain how to access and use recreational amenities is critical. It's also important to balance the need for cautionary messages at these recreational destinations with an understanding that heavy-handed messages pointing to all the dangers of a place can often be daunting to potential new users. Use of text over symbols also makes it difficult for non-English speakers to understand the information on display, and where possible, icons should be used to communicate regulatory and etiquette information.



Daylighting Hidden Amenities

There are several destinations in town that are very difficult for visitors or new users to locate, and destination signage at these facilities will help make them more attractive and user-friendly. The Aquatic Center is an excellent example of an important destination that is invisible to anyone unfamiliar with its location within the middle school complex. Signage at the roadway and building entrances here would help market this amenity to residents and visitors alike.



NOTE: Sign Clutter

Although there are many areas in the Leadville/Lake County region that do not currently have any signage, there are a few locations in the project area where signage messages seem to accumulate and create confusion and visual clutter. Designing new signage that allows for temporary messaging and recommends removal of unnecessary signage can help create a less cluttered and confusing signage presence.



Existing Gateway Features

Leadville/Lake County both benefits and suffers from its location adjacent to a major State Highway. Beneficially, the location adjacent to a major thoroughfare presents a wonderful opportunity to capture both destination and pass-through tourist/visitor traffic, which provides important revenue potential to the community. The current Highway 24 district leading into downtown Leadville reflects the nature of creating businesses and amenities that cater to highway users.

However, in addition to the promise and potential the local highways provide, they also create significant challenges to navigating travelers into the non-highway destinations within the community. Although many of these destinations (parks, museums, trails, historic places) are located directly adjacent to the highway, their presence and visibility from the highway is limited, and many of these locations remain hidden from potential

tourists and visitors - even those who have passed through Lake County for many years. There has been a long-standing awareness of the difficulties of orienting highway travelers into the Matchless Mine (as just one example), and many of Leadville's past and present planning and design documents outline the need for signage and gateways that help draw people into all areas of Lake County.



Park & Recreation Sign Clutter

Nowhere in town are there more grandfathered-in, multiple-messaging signs than in the park and open space areas. Clearly installed over time, these multiple signs are often grouped together, and are each providing a different piece of the puzzle in regard to the park name, rule/regs, park amenities, and navigational elements to available parking, restrooms, etc. In order to create a unified palette for these recreational areas, the new signage palette will need to understand what messages are appropriate for each recreational destination, and design a flexible and unified signage palette that will replace all the existing sign clutter.



Historic Character & Historic/Cultural Resources

The new signage and wayfinding palette can draw important lessons from the historic materials, forms, massing/scale, and themes of long-standing community signs. In locations like the historic cemetery, existing signage and designed entryway monumentation provides a rich window into the traditional/historic designs of elements in the built environment.

Apart from providing a design example, cultural resource areas are also important amenities that are often hard for visitors to find, and which would benefit from a sign program that points to their location(s).



Connecting to National Forests and Public Lands

Leadville/Lake County benefits from having a number of spectacular public land areas within its borders. Although these publicly-managed lands already benefit from their own internal directional and interpretive signage, helping to point visitors to these locations will help ensure they can be easily accessed and utilized. Coordinating with the agencies that manage these lands will also enable discussions to be had regarding the benefits of allowing Leadville/Lake County to install new signage that incorporates messaging that serves both the public agencies and Leadville/Lake County.



04

Context Analysis

REGULATORY AGENCIES SIGNAGE STANDARDS

CDOT

With a major highway running through its main street, Leadville and Lake County are heavily influenced by highway traffic and highway signage standards. Updating the highway signage will be a critical recommendation of the new signage and wayfinding plan. More than any other sign type, these updated highway signs will help raise awareness of, and interest in, visitor and tourist traffic in the off-highway community destinations, assets, and amenities.

Highway Messaging

Existing private business advertising and directional signage located along Highway 24 helps direct travelers to regional destinations



CDOT - Type 4 Political Boundary/Identification Signs (from the CDOT 2012 Guide Signing Policies and Procedures)

From a regulatory standpoint, CDOT currently classifies the existing wooden Leadville gateway sign as a 'Type 4' Political Boundary/Identification sign. In order to design a new 'Type 4' gateway sign, the following regulations must be honored:

- The signs must be designed in good taste
- The signs must be sponsored by a local government, and accompanied by a resolution from the local governing body
- The signs must adhere to the guidelines from Table 1 (shown opposite)

CDOT - Type 4 Political Boundary/Identification Sign Examples (from the CDOT 2012 Guide Signing Policies and Procedures)



CDOT - Type 4 Political Boundary/Identification Sign Requirement Chart (from the CDOT 2012 Guide Signing Policies and Procedures)

The guidelines for **TYPE 3** and **TYPE 4** signs are shown below in **Table 1**:

Table 1

Requirements	Type 3	Type 4
All sign requests must be in writing to Region Traffic Engineer (or Designee).	■	■
The sign layout shall consist of four sets of detailed plans showing sign face, post(s) [if applicable], lettering, construction details, dimensions (including distance from edge of paved shoulder, location and colors, etc.). The four sets of the sign layout and the sign location (with dimensions shown from the edge of asphalt), along with a permit application, shall be submitted to CDOT for review and comment.	■	■
All location of the signs shall be determined by CDOT with input from the entity. Final locations of the signs shall be determined by CDOT so that the signs are outside the clear zone and a minimum of 30 feet from the edge of the paved shoulder, unless the sign is located behind guardrail.	■	■
One boundary sign shall be placed in each direction of each state highway that crosses the boundary of the entity on the right-hand side of the roadway it faces.	■	■
The signs shall be located within ¼ mile of the entity's boundary, and the first intersection/interchange encountered after passing the sign must lead to that entity.		■
Maximum area of the sign face.	32 SF	150 SF
No commercial logos or advertising is allowed on the signs or support, including acknowledgements or sponsorship.	■	■
No personal acknowledgements to the mayor, councilors, etc. are allowed on signs or supports.	■	■
Signs shall have neutral colors only.	■	■
*Sign material shall be 1.5 inches thick Signfoam II or comparable material.	■	
Signs shall have the look of a wooden sandblasting sign.	■	
Signs to be erected on 4"X4" wooden post(s), maximum, coated with oil-based enamel paint.	■	
All sign posts shall be directly buried 36 inches into the ground, but not in concrete.	■	
Bottom of sign shall be set at minimum height of 18 inches above ground.	■	
No electrical lines shall be installed for the sign.	■	■
Signs shall be officially authorized by local ordinance or resolution.	■	■
All installation and maintenance of signs shall be done by the entity. A minimum radius of 20 feet around the sign and surrounding area shall also be maintained (grass-mowed, etc.) by the entity.	■	■
Any future relocation and/or removal of the signs due to roadway improvements shall be the responsibility of the entity.	■	■
No access from interstate/freeway will be allowed for installation	■	■

*Signfoam II is a high density urethane material that won't shrink or crack from changing weather conditions



CDOT - Community Wayfinding Signs (from the CDOT 2012 Guide Signing Policies and Procedures)

Because it will also be important to have community wayfinding signs along the state highways leading into Leadville/Lake County, the CDOT regulations for “Community Wayfinding Signs” are also important to understand. For these wayfinding signs, the following standards must be honored:

- Community wayfinding signs should adhere to the guidelines contained in Section 2D.50 of the 2009 MUTCD
- Applications and a color drawing of the sign(s) shall be submitted to the appropriate CDOT Region Traffic Engineer for initial review and approval prior to fabricating the sign
- The sign supports shall be breakaway wooden posts
- The location of the sign shall be approved by CDOT personnel
- CDOT permits will be required prior to installing the sign
- Signs installed shall be the sole responsibility of the entity installing the signs

CDOT - Community Wayfinding Sign Examples (from the CDOT 2012 Guide Signing Policies and Procedures)



Section 2D.50 of the 2009 MUTCD

Section 2D.50 Community Wayfinding Signs

Support:

01 Community wayfinding guide signs are part of a coordinated and continuous system of signs that direct tourists and other road users to key civic, cultural, visitor, and recreational attractions and other destinations within a city or a local urbanized or downtown area.

02 Community wayfinding guide signs are a type of destination guide sign for conventional roads with a common color and/or identification enhancement marker for destinations within an overall wayfinding guide sign plan for an area.

03 Figures 2D-18 through 2D-20 illustrate various examples of the design and application of community wayfinding guide signs.

Figure 2D-18 Examples of Community Wayfinding Guide Signs

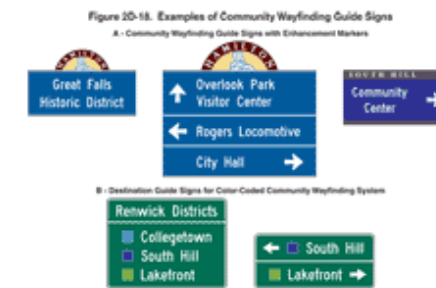
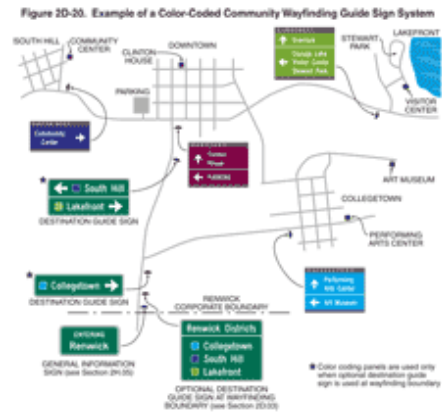


Figure 2D-19 Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway



Figure 2D-20 Example of a Color-Coded Community Wayfinding Guide Sign System



Standard:

04 **The use of community wayfinding guide signs shall be limited to conventional roads. Community wayfinding guide signs shall not be installed on freeway or expressway mainlines or ramps. Direction to community wayfinding destinations from a freeway or expressway shall be limited to the use of a Supplemental Guide sign (see Section 2E.35) on the mainline and a Destination sign (see Section 2D.37) on the ramp to direct road users to the area or areas within which community wayfinding guide signs are used. The individual wayfinding destinations shall not be displayed on the Supplemental Guide and Destination signs except where the destinations are in accordance with the State or agency policy on Supplemental Guide signs.**

05 **Community wayfinding guide signs shall not be used to provide direction to primary destinations or highway routes or streets. Destination or other guide signs shall be used for this purpose as described elsewhere in this Chapter and shall have priority over any community wayfinding sign in placement, prominence, and conspicuity.**

06 **Because regulatory, warning, and other guide signs have a higher priority, community wayfinding guide signs shall not be installed where adequate spacing cannot be provided between the community wayfinding guide sign and other higher priority signs. Community wayfinding guide signs shall not be installed in a position where they would obscure the road users' view of other traffic control devices.**

07 **Community wayfinding guide signs shall not be mounted overhead.**

Guidance:

08 *If used, a community wayfinding guide sign system should be established on a local municipal or equivalent jurisdictional level or for an urbanized area of adjoining municipalities or equivalent that form an identifiable geographic entity that is conducive to a cohesive and continuous system of signs. Community wayfinding guide signs should not be used on a regional or statewide basis where infrequent or sparse placement does not contribute to a continuous or coordinated system of signing that is readily identifiable as such to the road user. In such cases, Destination or other guide signs detailed in this Chapter should be used to direct road users to an identifiable area in which the type of eligible destination described in Paragraph 1 is located.*

Support:

09 The specific provisions of this Section regarding the design of community wayfinding sign legends apply to vehicular community wayfinding signs and do not apply to those signs that are intended only to provide information or direction to pedestrians or other users of a sidewalk or roadside area.

Guidance:

10 *Because pedestrian wayfinding signs typically use smaller legends that are inadequately sized for viewing by vehicular traffic and because they can provide direction to pedestrians that might conflict with that appropriate for vehicular traffic, wayfinding signs designed for and intended to provide direction to pedestrians or other users of a sidewalk or other roadside area should be located to minimize their conspicuity to vehicular traffic. Such signs should be located as far as practical from the street, such as at the far edge of the sidewalk. Where locating such signs farther from the roadway is not practical, the pedestrian wayfinding signs should have their conspicuity to vehicular traffic minimized by employing one or a combination of the following methods:*

- A. *Locating signs away from intersections where high-priority traffic control devices are present.*
- B. *Facing the pedestrian message toward the sidewalk and away from the street.*
- C. *Cantilevering the sign over the sidewalk if the pedestrian wayfinding sign is mounted at a height consistent with vehicular traffic signs, removing the pedestrian wayfinding signs from the line of sight in a sequence of vehicular signs.*

11 *To further minimize their conspicuity to vehicular traffic during nighttime conditions, pedestrian wayfinding signs should not be retroreflective.*

Support:

12 Color coding is sometimes used on community wayfinding guide signs to help road users distinguish between multiple potentially confusing traffic generator destinations located in different neighborhoods or subareas within a community or area.

Option:

13 At the boundaries of the geographical area within which community wayfinding guide signing is used, an informational guide sign (see Figures 2D-18 and 2D-20) may be posted to inform road users about the presence of wayfinding signing and to identify the meanings of the various color codes or pictographs that are being used.

Standard:

14 **These informational guide signs shall have a white legend and border on a green background and shall have a design similar to that illustrated in Figures 2D-1 and 2D-18 and shall be consistent with the basic design principles for guide signs. These informational guide signs shall not be installed on freeway or expressway mainlines or ramps.**

15 **The color coding or a pictograph of the identification enhancement markers of the community wayfinding guide signing system shall be included on the informational guide sign posted at the boundary of the community wayfinding guide signing area. The color coding or pictographs shall apply to a specific, identifiable neighborhood or geographical subarea within the overall area covered by the community wayfinding guide signing. Color coding or pictographs shall not be used to distinguish between different types of destinations that are within the same designated neighborhood or subarea. The color coding shall be accomplished by the use of different colored square or rectangular panels on the face of the informational guide sign, each positioned to the left of the neighborhood or named geographic area to which the color-coding panel applies. The height of the colored square or rectangular panels shall not exceed two times the height of the upper-case letters of the principal legend on the sign.**

Option:

16 The different colored square or rectangular panels may include either a black or a white (whichever provides the better contrast with the color of the panel) letter, numeral, or other appropriate designation to identify the destination.

17 Except for the informational guide sign posted at the boundary of the wayfinding guide sign area, community wayfinding guide signs may use background colors other than green in order to provide a color identification for the wayfinding destinations by geographical area within the overall wayfinding guide signing system. Color-coded community wayfinding guide signs may be used with or without



Section 2D.50 of the 2009 MUTCD (continued)

the boundary informational guide sign displaying corresponding color-coding panels described in [Paragraphs 13](#) through [16](#). Except as provided in [Paragraphs 18](#) and [19](#), in addition to the colors that are approved in this Manual for use on official traffic control signs (see [Section 2A.10](#)), other background colors may also be used for the color coding of community wayfinding guide signs.

Standard:

18 **The standard colors of red, orange, yellow, purple, or the fluorescent versions thereof, fluorescent yellow-green, and fluorescent pink shall not be used as background colors for community wayfinding guide signs, in order to minimize possible confusion with critical, higher-priority regulatory and warning sign color meanings readily understood by road users.**

19 **The minimum luminance ratio of legend to background for community wayfinding guide signs shall be 3:1.**

20 **All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective (see [Sections 2A.07](#) and [2A.08](#)).**

Guidance:

21 *Community wayfinding guide signs, exclusive of any identification enhancement marker used, should be rectangular in shape. Simplicity and uniformity in design, position, and application as described in [Section 2A.06](#) are important and should be incorporated into the community wayfinding guide sign design and location plans for the area.*

22 *Community wayfinding guide signs should be limited to three destinations per sign (see [Section 2D.07](#)).*

23 *Abbreviations (see [Section 1A.15](#)) should be kept to a minimum, and should include only those that are commonly recognized and understood.*

24 *Horizontal lines of a color that contrasts with the sign background color should be used to separate groups of destinations by direction from each other.*

Support:

25 The basic requirement for all highway signs, including community wayfinding signs, is that they be legible to those for whom they are intended and that they be understandable in time to permit a proper response. [Section 2A.06](#) contains additional information on the design of signs, including desirable attributes of effective designs.

Guidance:

26 *Word messages should be as brief as practical and the lettering should be large enough to provide the necessary legibility distance.*

Standard:

27 **The minimum specific ratio of letter height to legibility distance shall comply with the provisions of [Section 2A.13](#). The size of lettering used for destination and directional legends on community wayfinding signs shall comply with the provisions of minimum letter heights as provided in [Section 2D.06](#).**

28 **Interline and edge spacing shall comply with the provisions of [Section 2D.06](#).**

29 **Except as provided in [Paragraph 31](#), the lettering style used for destination and directional legends on community wayfinding guide signs shall comply with the provisions of [Section 2D.05](#).**

30 **The lettering for destinations on community wayfinding guide signs shall be a combination of lower-case letters with initial upper-case letters (see [Section 2D.05](#)). All other word messages on community wayfinding guide signs shall be in all upper-case letters.**

Option:

31 A lettering style other than the Standard Alphabets provided in the "Standard Highway Signs and Markings" book may be used on community wayfinding guide signs if an engineering study determines that the legibility and recognition values for the chosen lettering style meet or exceed the values for the Standard Alphabets for the same legend height and stroke width.

Standard:

32 **Except for signs that are intended to be viewed only by pedestrians, bicyclists stopped out of the flow of traffic, or occupants of parked vehicles, Internet and e-mail addresses, including domain names and uniform resource locators (URL), shall not be displayed on any community wayfinding guide sign or sign assembly.**

33 **The arrow location and priority order of destinations shall follow the provisions described in [Sections 2D.08](#) and [2D.37](#). Arrows shall be of the designs provided in [Section 2D.08](#).**

Option:

34 Pictographs (see definition in [Section 1A.13](#)) may be used on community wayfinding guide signs.

Standard:

35 **If a pictograph is used, its height shall not exceed two times the height of the upper-case letters of the principal legend on the sign.**

36 **Except for pictographs, symbols that are not approved in this Manual for use on guide signs shall not be used on community wayfinding guide signs.**

37 **Business logos, commercial graphics, or other forms of advertising (see [Section 1A.01](#)) shall not be used on community wayfinding guide signs or sign assemblies.**

Option:

38 Other graphics that specifically identify the wayfinding system, including identification enhancement markers, may be used on the overall sign assembly and sign supports.

Support:

39 An enhancement marker consists of a shape, color, and/or pictograph that is used as a visual identifier for the community wayfinding guide signing system for an area. [Figure 2D-18](#) shows examples of identification enhancement marker designs that can be used with community wayfinding guide signs.

Option:

40 An identification enhancement marker may be used in a community wayfinding guide sign assembly, or may be incorporated into the overall design of a community wayfinding guide sign, as a means of visually identifying the sign as part of an overall system of community wayfinding signs and destinations.

Standard:

41 **The sizes and shapes of identification enhancement markers shall be smaller than the community wayfinding guide signs themselves. Identification enhancement markers shall not be designed to have an appearance that could be mistaken by road users as being a traffic control device.**

Guidance:

42 *The area of the identification enhancement marker should not exceed 1/5 of the area of the community wayfinding guide sign with which it is mounted in the same sign assembly.*



Signage & Wayfinding Design Development

The preliminary signage and wayfinding design draws from feedback and direction received from a wide variety of stakeholders, community members, merchants, property owners, artists, historians and people walking, hiking, biking and shopping in Leadville/Lake County's character areas. As the conversations regarding preliminary design ideas progressed, the importance of being true to the intrinsic character of Leadville was at the forefront of every discussion. To this end, the preliminary design ideas – both large and small – grew from an increasingly deeper awareness of what it means to be in Leadville/Lake County, and how to bring this sense of place to life in the signage and wayfinding program. At a basic level, the signage was developed to provide clarity regarding what is available in Leadville/Lake County, and how to negotiate within the physical environment to find these resources, amenities and destinations. However, beyond the fundamental need for directional legibility, the signage also evolved into a means of bringing the underlying history and sense of place of the Leadville/Lake County community to light.

NO PARKING
2 AM

DESTINATIONS & AMENITIES

Recreational Destinations

- 6th Street Gym
- Aquatic Center
- Archery Range
- Baker Field
- Cloud City Wheelers Trails
- Community Field Park
- Cross-Country Skiing (golf course, east side, Turquoise Lake, Fish Hatchery, Pinery Creek Nordic Center, CMC)
- Disc Golf
- Dog Park
- Dutch Henry Tubing Hill
- Gun Range
- Harrison Field
- Hayden Meadows
- Hopemore Mine
- Huck Finn Ice Rink/White Top/Huck Finn Skate Park/Huck Finn Tennis Courts/Huck Finn Play Ground
- Ice Palace Park
- Kendrick Park
- Kiddie Corral
- LCIS Play Yard - Intermediate School Play Yard
- Leadville Backcountry Yurts
- Leadville Junction
- Leiter Field
- Mineral Belt
- Mosquito Pass
- Mt. Massive Golf Course
- Mt Elbert Moto
- Pump Track
- Rodeo Arena
- Ski Cooper
- Skyline Field
- State Street Park
- Triangle Park
- Weston Pass Hut
- West Park Play Yard
- Zaitz Park
- "14ers" - MT Elbert, MT Massive, MT Sherman, La Plata, Missouri/Belford/Oxford, Huron Peak, etc.

DESTINATIONS & AMENITIES

Historic Sites/ Landmarks

- Annunciation Catholic Church
- Cemeteries/Memorial Sites (Hebrew Cemetery, Catholic Cemetery, Veterans Memorial)
- Climax Mine
- Delaware Hotel
- Englebach House
- Evergreen Cemetery
- Fish Hatchery
- Hayden Ranch
- Healy House & Dexter Cabin
- Heritage Museum
- Historic Mining District
- House with the Eye
- Interlaken
- Irish Immigrant Section
- Matchless Mine/East Side Mining District
- Mining Museum
- Railroad
- St. George Episcopal Church
- St. Joseph's Church
- Tabor Grand Hotel
- Tabor House
- Tabor Opera House
- Temple Israel
- The Old Presbyterian Church
- Twin Lakes District
- Twin Lakes Schoolhouse

City/County Municipal

- City Hall
- Fire Station
- Lake County Courthouse
- Landfill
- Parking Areas
- Police Station
- Recycling
- Sanitation District Dump Station
- Sheriff Department

DESTINATIONS & AMENITIES

Recreational Assets

- 10th Mountain Hut System & Parking
- Camp Hale
- City Park
- Crystal Lakes
- Elm Street Park
- Stringtown Park
- Trailheads
- Turquoise Lake
- Twin Lakes

Community/Visitor Amenities

- Airport
- C4 Community Gardens & Greenhouse
- Gear Library (CMC)
- Gyms
- Hospital
- Laundry Mat (with shower)
- Leadville USFS Ranger District Offices
- Photo spot for the long view down Harrison (safe spot on Capitol Hill)
- Post Office
- Public Library
- Public Parking Lots
- Public Restrooms
- RV Park
- Senior Center
- Visitor's Center/Chamber of Commerce



06

Preliminary Design Options

Preliminary Design Options

Drawing from the background research and community outreach, the design team created three (3) options for the new Leadville/Lake County signage palette, for the community to review.

Leadville - Lake County Signage Design & Wayfinding Master Plan
Leadville - Lake County Diseño de Señales y Plan Maestro de Orientación

Option A
Opción A

Option A Overview - "Steampunk Mining Treils"
This design takes the inspiration of Leadville's iconic Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone. The design is inspired by the Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone. The design is inspired by the Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone.

Design Inspiration

LEADVILLE

Leadville - Lake County Signage Design & Wayfinding Master Plan
Leadville - Lake County Diseño de Señales y Plan Maestro de Orientación

Option B
Opción B

Option B Overview - "Mountain Industrial Modern"
This design is a modern take on the industrial theme, featuring a mix of materials and textures. The design is inspired by the Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone. The design is inspired by the Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone.

Design Inspiration

LEADVILLE

Leadville - Lake County Signage Design & Wayfinding Master Plan
Leadville - Lake County Diseño de Señales y Plan Maestro de Orientación

Option C
Opción C

Option C Overview - "Oragami Modern"
This design is a modern take on the industrial theme, featuring a mix of materials and textures. The design is inspired by the Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone. The design is inspired by the Steep Rock Falls, and merges it with the industrial and history of the District. The design features a mix of materials and textures, with the signposts featuring a mix of wood, metal, and stone.

Design Inspiration

LEADVILLE

DESIGN OPTION A - STEAMPUNK MINING TRELLIS

Option A Overview - Steampunk Mining Trellis

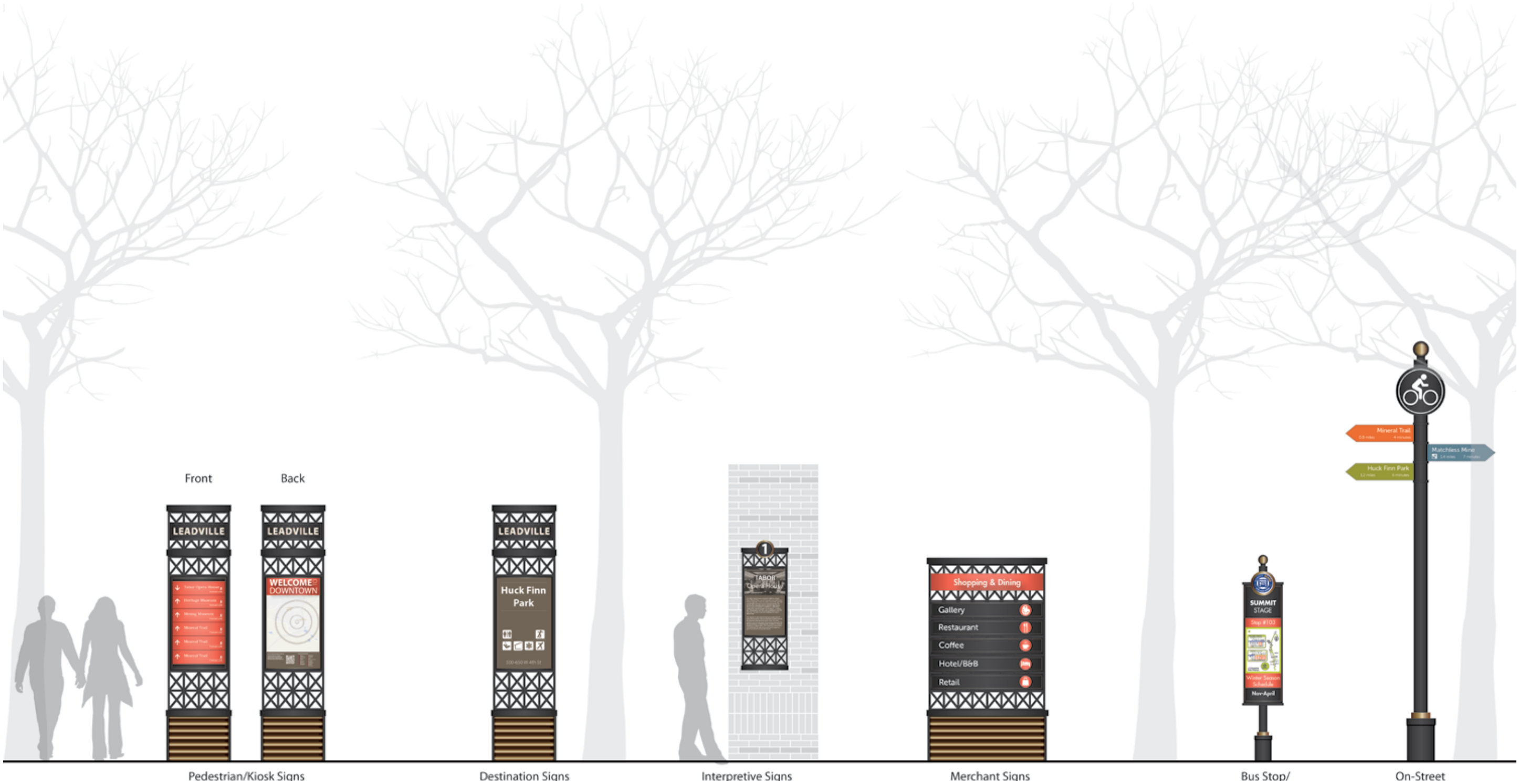
Option A takes the abstract form of Leadville's iconic Matchless Mine trellis, and marries it with the materials and character of the historic Victorian buildings within the downtown area. This design focuses on a more refined and geometric form, with the open trellis structure allowing views through and beyond the signage elements. The overall forms of this option also emphasize verticality and the tall structure of both the mine trellis, as well as the high elevation of Leadville itself (although this option does not call out the 10,200 of some of the other design options). The dark charcoal gray powdercoating of the trellis portions of this option help to reinforce its more elegant design, as do the subtle brushed bronze accents.

Option A Materials

1. Powdercoated charcoal gray aluminum trellis
2. Corrugated steel with bronze-ish rust finish
3. Powdercoated aluminum
4. Dimensional lettering with open/transparent center
5. Laminate Panels (maps)
6. Steel mesh panels (in trellis frame)



DESIGN OPTION A - STEAMPUNK MINING TRELLIS



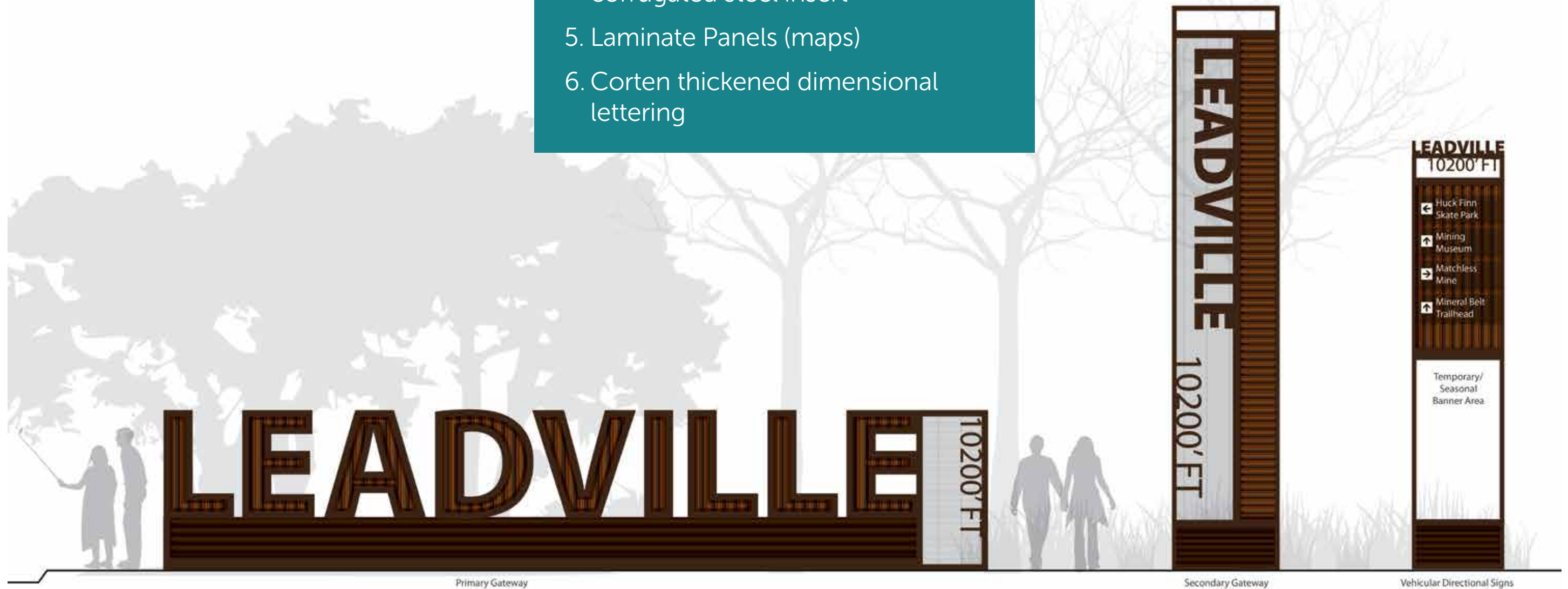
DESIGN OPTION B - MOUNTAIN INDUSTRIAL MODERN

Option B Overview - Mountain Industrial Modern

Option B uses a naturally-weathered corrugated steel as its design framework. The corrugated steel is an increasingly common construction element in Colorado's mountain environment, and its industrial feel is a good fit for Leadville's historic past. The corrugated steel also creates vivid shadow patterns, making the surfaces rich and inviting - even from a distance. In keeping with the high texture of this design, the lettering of this option is bold and thick - either constructed from thickened corten steel, or corten box lettering with a corrugated steel insert. Overall, Option B is intended to be both simple and rich - simple, bold forms, and rich, textured materials.

Option B Materials

1. Corten steel (or powdercoated aluminum)
2. Corrugated steel with natural rust finish and dark rust finish
3. Powdercoated aluminum
4. Dimensional lettering with corrugated steel insert
5. Laminate Panels (maps)
6. Corten thickened dimensional lettering



DESIGN OPTION B - MOUNTAIN INDUSTRIAL MODERN



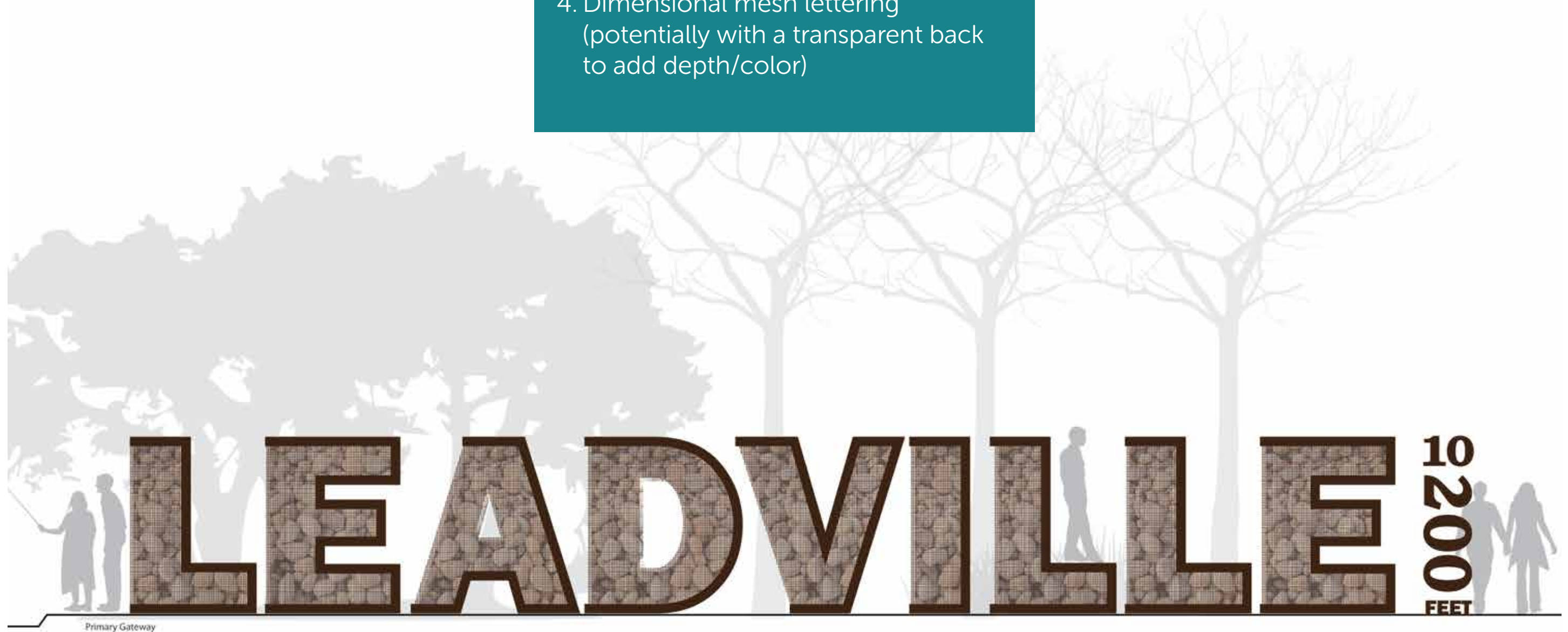
DESIGN OPTION C - ORAGAMI MODERN

Option C Overview - Oragami Modern

Option C uses rustic materials (naturally rusted steel, naturally rusted square mesh) in a modern, unexpected way. The design is derived from a primary folded element that is repeated across the sign family. This folded element not only allows for a variety of ways to display information, its folds and surfaces create a compelling shape that draws people in. The balance of thick and thin surfaces is also at play in this design option, allowing some elements of the sign to recede from certain viewpoints, while others pop. Cutouts in the solid corten reinforce this solid/void design, while also creating views through the signs to the landscape beyond.

Option C Materials

1. Corten (naturally rusting) steel or aluminum with corten powdercoat
2. Powdercoated aluminum colored panels
3. Laminate panels (maps)
4. Dimensional mesh lettering (potentially with a transparent back to add depth/color)



DESIGN OPTION C - ORAGAMI MODERN



PRELIMINARY SIGNAGE DESIGN - COMMUNITY FEEDBACK & PREFERENCES

Overall Comments - Common Likes

- Durability
- Height
- Heritage/mining/recreation combined
- Lighting
- Metal – tie into existing
- Substantial/heavy not frilly
- Voids/cutouts

Overall Comments - Common Dislikes

- Fancy/frilly
- Mesh
- Modern
- Costs

Overall Comments - Overall Themes

- Need to speak more to outdoor recreation
- Can wood be part of things?
- No separate bike signs
- Like dark color in all themes
- Make professional, not polished
- Overall too modern (Not OUR identity)
- Not outdoorsy enough
- Good colors, but too much corrugated

STEAMPUNK MINING TRELLIS - OPTION (A)

General Comments

- Patina the steel blue
- I like these signs from this option but not the others (pointing at two vehicular directional signs as the preferred signs)
- Top of poles matches Victorian (pointing at Bus Stop and On-Street Bike)
- 50/50 #2
- Black Victorian element maybe
- Simplify
- More wood integrated into the pattern (written on the primary gateway page)
- Mesh plan A+B together with a little more detail (rosetts/handmade style)
- Cut-outs on top like plan B (pointing to the top of the destination sign, indicating that an open top with 'Leadville' as a cutout)
- Need several size options
- Missing the symbolism/lattice pattern takes away from the info (pointing to Pedestrian/Kiosk Signs)
- Street name added

Likes

- Tie in with mining/MBT theme
- Victorian theme
- Like Victorian theme
- Height (snow)
- Like height
- Black (paint color)
- Like the baked-on paint
- Direction on one side and mapping on other
- Room for interpretive signage
- Likes summit stage signage
- Heart drawn around vehicular directional (pole option)
- We like lighting of gateway
- Love the pattern (pointing to the trellis pattern of the vehicular directional signs)
- Love interpretive signs
- Like interpretive signs
- Like building signs, polished
- Like posts (referring to on-street bike signs)
- I like all the pole-based signage from this option but not the larger square versions
- Like simple (next to bus stop and on-street bike)

- Nice to be elevated higher (pointing at letters in gateway)
- I like the small footprint
- Like signs + ratio (pointing to Vehicular Directional Signs)

Dislikes

- Doesn't feel Victorian
- Not the Leadville character
- Too frilly/fancy
- Too fancy
- Too busy – not Leadville
- Pattern too busy (pointing at the destination signs)
- Lattice is too busy
- Lattice too busy
- Too ornamental, too busy
- Large size of building signage
- Don't like multiple wayfinding colors
- Multi-color not a fan
- "X" over the round bike symbol at the top of the on-street bike sign pole
- Hate river rock – not the type of rocks here! (in reference to the large 'Leadville' sign)
- Don't like this font (pointing to the 'Leadville' font at the top of the vehicular directional signs)
- Don't like color and material (referring to the primary gateway)
- Don't like base
- Don't Like
- Seems too high
- Don't like the height (pointing to On-Street Bike Signs)
- Too high – a little raised (in reference to the primary gateway – make it less tall)
- No bouyes please! + no Hollywood or Chicago (pointing to Primary Gateway)



MOUNTAIN INDUSTRIAL MODERN - OPTION (B)

General Comments

- Walk only (next to Destination sign arrows)
- Difficult to read with rust (next to gateway)
- Need text on some areas
- Design is simple
- Use serif decorative font – less bland
- Font theme: prefer serif font or slightly more decorative font for signage
- Car mechanic paint for contrast
- How will people read the cutouts backwards?
- Bigger (pointing at bike cutout atop the on-street bike sign)
- Primary gateway of C to replace B
- Preferred material themes: metal (painted?), bolts and bricks, not rock/mesh
- Bold/not bold looks better (pointing to the ‘Leadville’ and ‘11000ft’ at the top of the vehicular directional signs)
- Mapping circle bullseye. How does it work?
- Lighting, open letters (pointing to primary gateway sign)
- Mining icons (pointing to the open top area of the destination signs)
- Earthtone colors on directional pole
- Arrow indicating a switch between the orange and green arrows on the Icon destination sign

Likes

- Temporary Banner
- Cutout letters
- Name as a whole
- Likes regional adaptability
- Distance component
- Metal
- Like corrugated metal
- Love the corrugated steel
- Corrugated steel = nice! Fits with culture
- Like through community
- Depth
- Durability
- Bike
- Bold
- Likes street name
- Simple
- Likes elevation

- Likes the void
- Like cut-outs
- Love contrast of void
- Like use of void
- I like the top cut out lettering with open space
- See-through top great
- Icons – easy and clean
- Like the multi-color icon signs
- Like icons to show uses (pointing at Destination Signs)
- Like elevation (pointing to secondary gateway)
- Like distance time walkability (pointing to auto/pedestrian/kiosks signs)
- Love mounted interpretive
- Rusty is Great
- Good, simple, doesn’t block view (next to on-street bike)
- Like the footprint and multi-color signs
- Metal weathers well – like depth and elevation included
- Like this – simple, not fussy
- Like poles
- Like the bike cut-out
- Love street name
- Like hardy “beefy” use of materials
- Like change of destinations signs
- Like adding time amounts of walking destinations
- Like size + Font (pointing at the Primary Gateway)
- Like the compact simplicity (pointing at Vehicular Directional Signs)
- Like the top (pointing at the Vehicular Directional Signs)
- Love top (referring to top of Icon Destination Sign)
- Love the walking shed distances +The two-sided usefulness (pointing to Auto/Directional/Kiosk Signs)
- Like the same branded top (pointing to Interpretive Signs)
- Like auto/ped design better than Destination Signs (pointing to Auto/Pedestrian/Kiosk Signs)
- <3 Colors
- <3 Bold fonts
- <3 Simple fonts
- <3 Vertical/Horizontal
- <3 Icons, scale and form (pointing to Destination Signs)
- I like this one best (general)

Dislikes

- Borderline modern
- Street name not on merchant sign
- Font is too modern on normal signs (pointing to primary gateway)
- Don’t like radius on map (pointing to auto/pedestrian/kiosk signs)
- I don’t like the post (pointing to on-street bike signs), prefer the metal posts in Option A
- Feels too simple for this type of sign (pointing at auto/ped/kiosk)
- Too high (bike pole sign), placement is important. How high would these be? Sometimes bike signs are too high to see when you are actually on a bike!
- Can’t read at speed (pointing at auto side of auto/ped/kiosk)
- Neg/concern: hard to see?
- Dislike vertical writing
- Maybe too modern?
- Don’t like the overuse of corrugated steel
- Don’t care for arrows sticking out (pointing at Destination Signs)
- Not crazy about numbered key, (visitors) need a map (pointing to Interpretive Signs)
- Too high + confused as to bike symbol meaning (paths, destinations?) (pointing to On-Street Bike Signs)
- Over corrugated
- Not enough contrast with natural background (next to gateway)
- Costs/durability concerns



ORAGAMI MODERN - OPTION (C)

General Comments

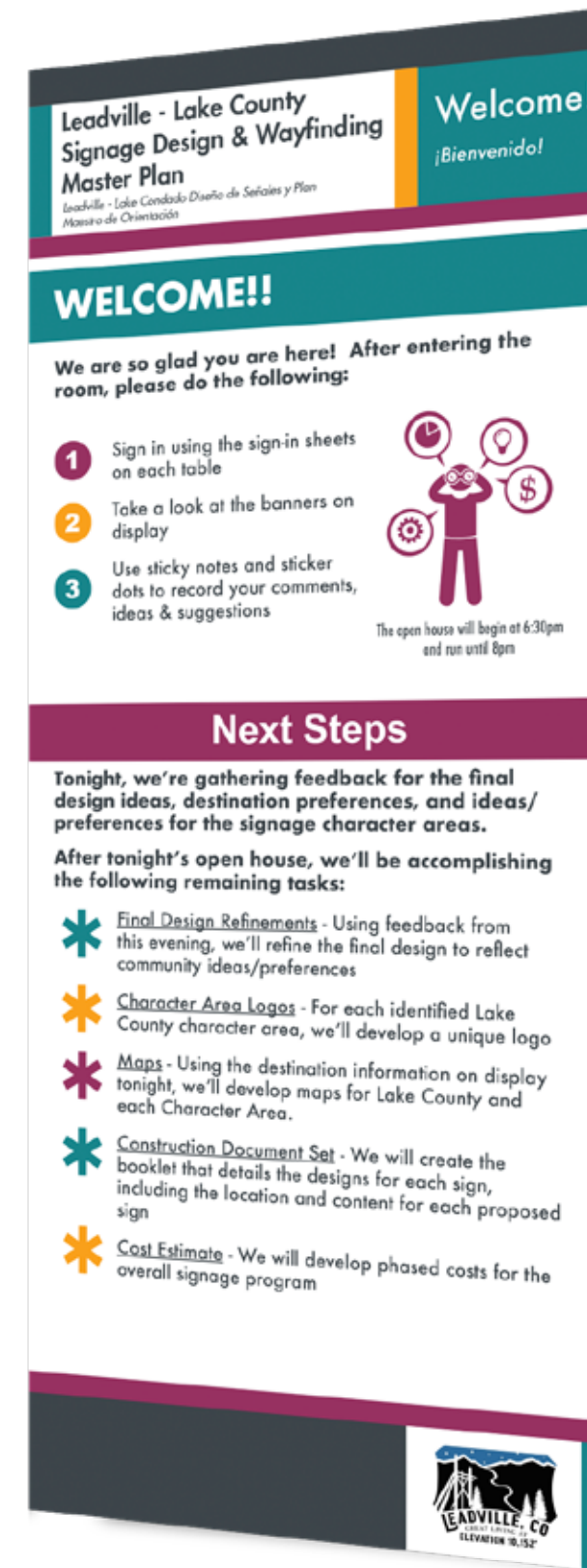
- Ideal materials: bolt, ornate washer, star. Brick, stone, arch.
- Need mining artifacts/shapes
- 50/50 #2
- Stone to B.V?
- Add riser
- Messing with mesh – negative concern of vandalism
- Worried of kid hitting corners
- Want wood, not stone
- Want full outline
- Afraid of bending
- All bike signs too high (pointing at On-Street Bike Signs)

Likes

- Welcome sign on and in
- Attractive
- Steel
- Rusty steel
- Corrugated steel
- Really like the steel; local rocks; price?
- Bend in steel and space use
- Like the bend concept
- Like origami but may not be durable
- Like different surface areas
- Cutouts
- Void
- Like bold cut-outs
- Like cut out steel
- Like the cut-out
- Like cutout idea (pointing to the '11,000 feet' toward the bottom of the secondary gateway)
- Like secondary gateway sign in this plan
- Shiny/reflective idea
- Like people can get on
- Like all the info + Creativity
- Simplicity
- Walking circle
- Like this mostly but not grass at the bottom (pointing toward the vehicular directional sign)
- Really like these (the fronts of the auto/pedestrian/kiosk and destination signs)
- See through is good texture. Not about landscape! Beyond.
- Like simple colors

Dislikes

- Not sure welcome sign is tall enough – snow – platform?
- (People) messing with mesh
- Maintenance
- Stone dated?
- Least favorite – don't like the rocks
- Too similar to BV
- Are 3d too dangerous?
- Too modern?
- Too modern + don't like the sideways type
- Cost
- Message on sign?
- Heat on steel?
- Not genuine
- Maybe too modern
- Not quite Leadville
- Hate the mesh
- Vertical letters (don't like)
- Cost of fabricating thick steel (concern)
- Seeing through letters - no
- Hate grass (pointing to the grass icon on the secondary gateway)
- Elevation is over emphasized on all concepts
- Doesn't reflect character (referring to the primary gateway page)
- We don't like the bent metal (pointing to the merchant signs)
- Looks cheap
- Cost concerns
- Not loving mesh ; may be southwest not mountainish
- Sideways writing is hard to read
- Sideways too hard to read
- NOT! Fake – pure function is not sophisticated
- Snow concerns – negative



Preliminary design community meeting welcome banner



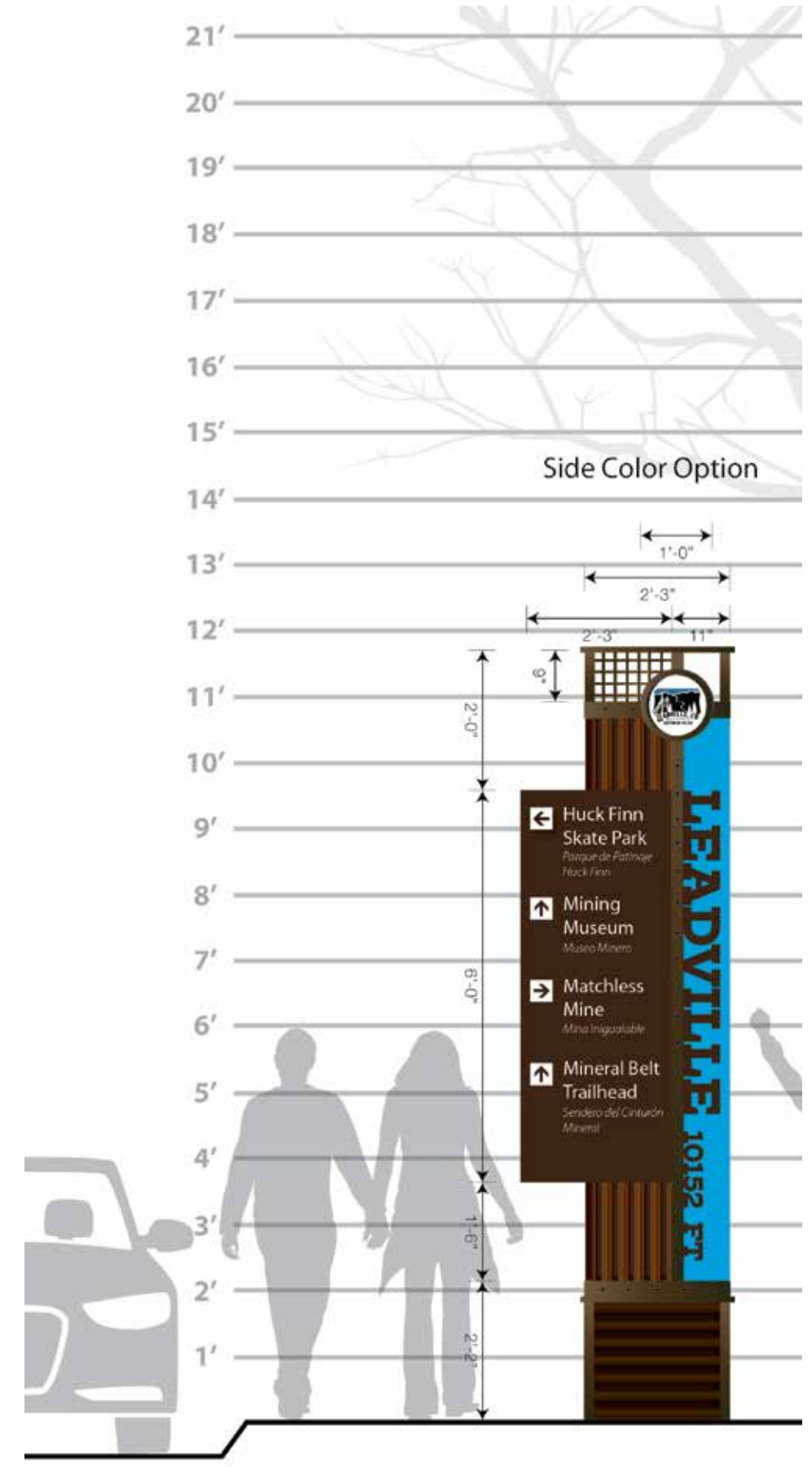
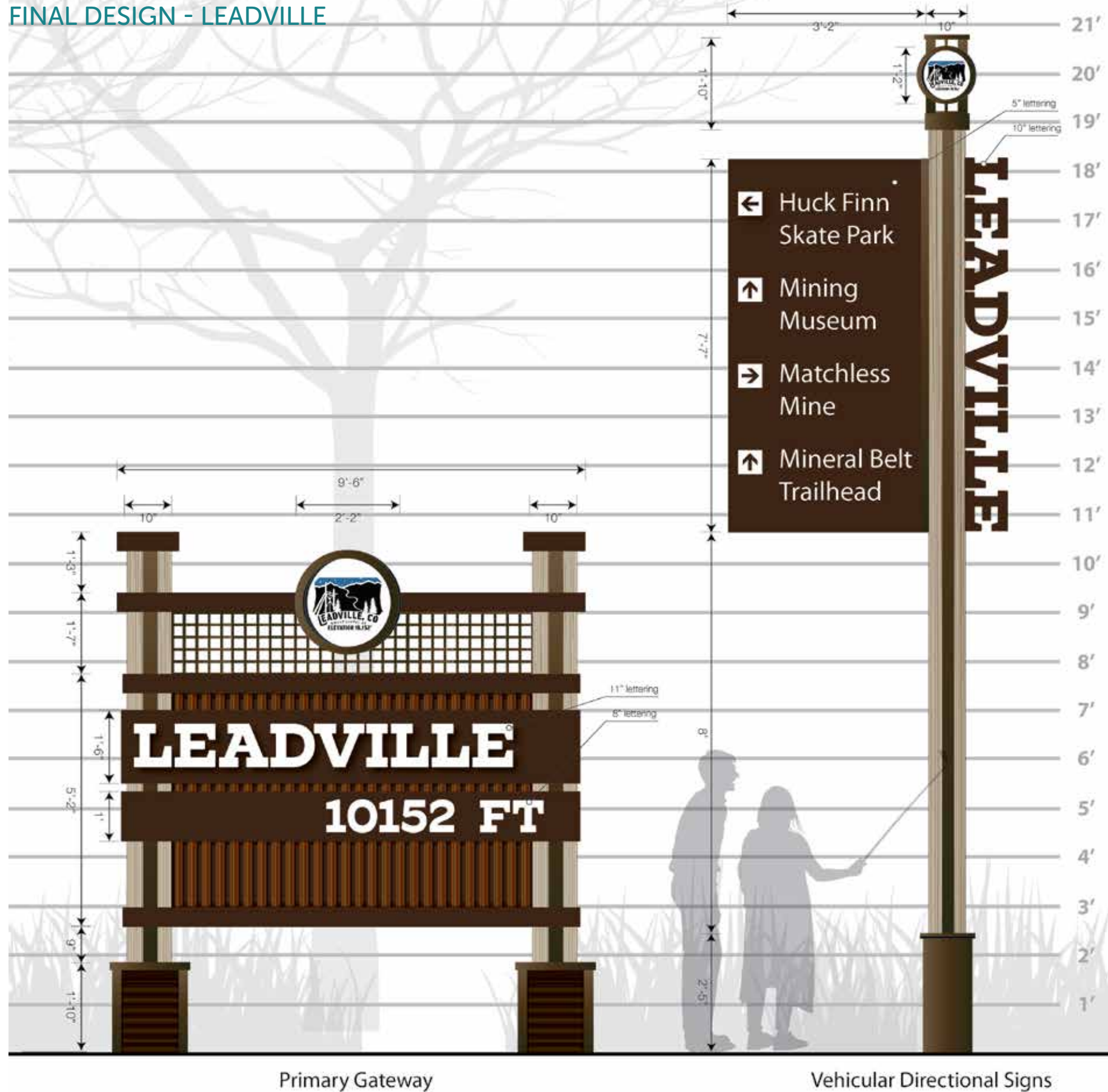
07

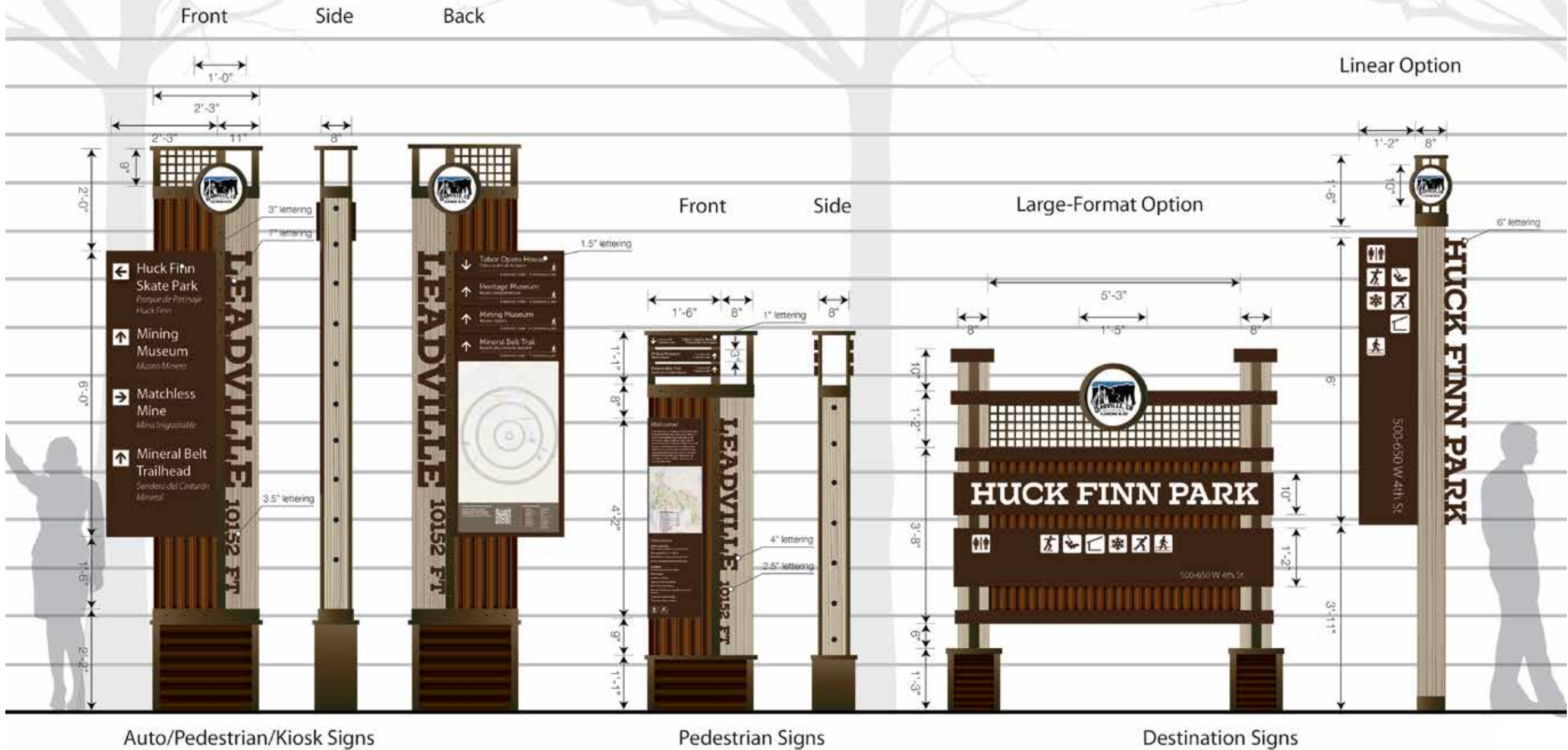
Final Design



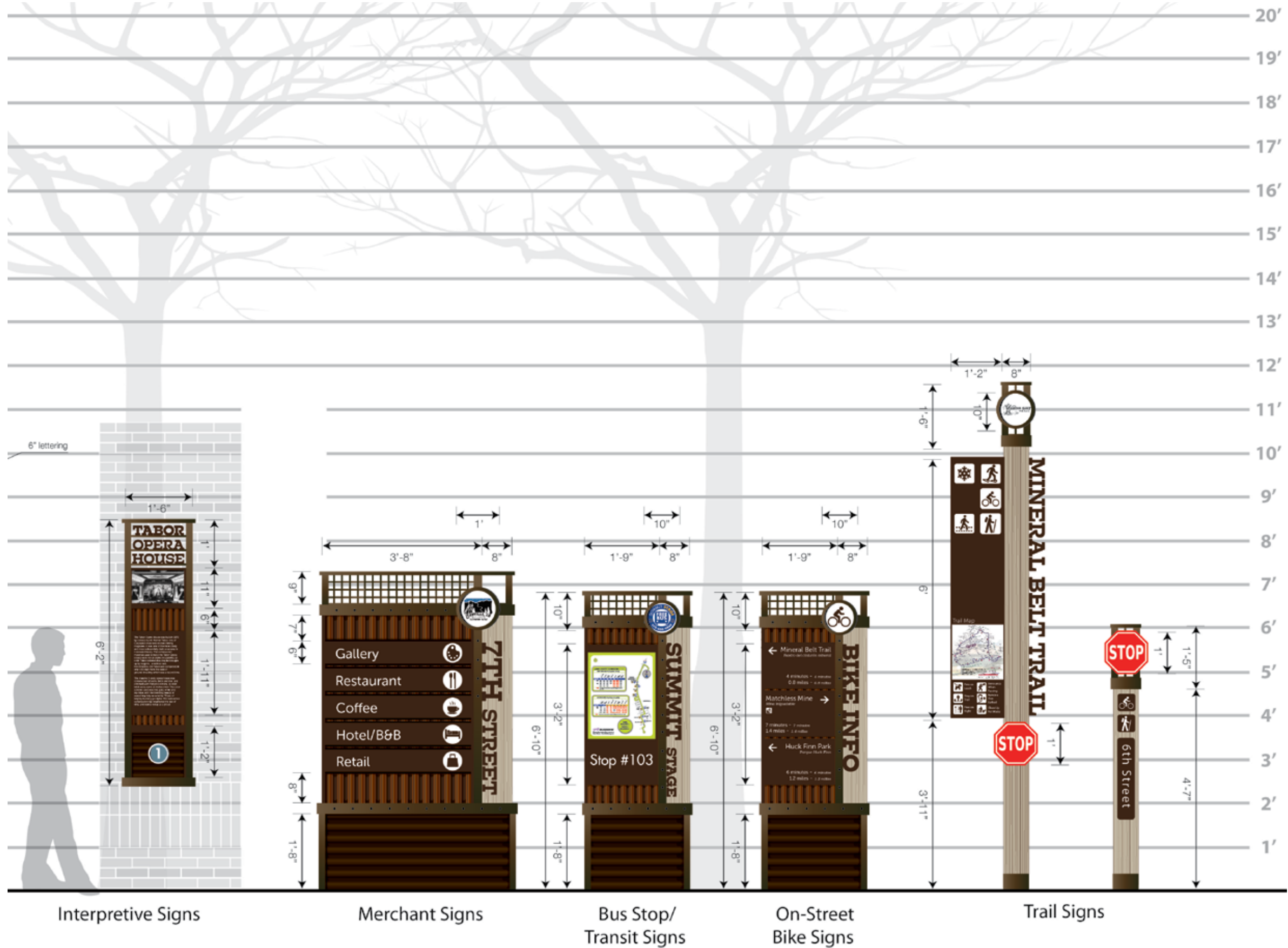
We Love Leadville Monument

FINAL DESIGN - LEADVILLE





FINAL DESIGN - LEADVILLE



FINAL DESIGN - CHARACTER AREAS

Customizing Each Character Area

In order to create greater clarity and distinction for the overall Lake County signage, it is recommended that each character area (Leadville, Twin Lakes, Turquoise Lake, Historic Mining District) customize their signs with a unique laser-cut aluminum screen punch and logo, as well as with their unique character area name. Although subtle, this distinction between character areas will help visitors understand where they are in Lake County, and what resources, destinations, and amenities are affiliated with each character area. In the example shown here, a leaf-like aluminum screen creates a unique look for the Twin Lakes character area signage. Representatives from each character area should work with the signage fabricator to choose the aluminum screen punch that best reflects their sense of place and identity, and then all the signs in their character area should reflect this iconic aluminum screen punch.

Aluminum laser screen examples



Character Area Logos

To further reinforce the united character of the County, it is also recommended that the character area logos all be based on the existing 'Leadville - Twin Lakes' logo. During discussions with stakeholders, this logo was the most preferred of all the existing character area logos, and utilizing this same square banner format with the mountains above but unique, character-area-specific names in the banner area, and icons below will help create visual unity for the County and its character areas. Each character area could also choose a custom color palette to apply to the unified logo, so that color can begin to serve as navigational shorthand.



The existing 'Leadville - Twin Lakes' logo can be altered to have the unique character area name in the gold banner, and 'Lake County' in the current Twin Lakes secondary name. Each character area logo could also have unique colors and a unique icon in the circle at the bottom right corner.



Secondary Gateway

Auto/Pedestrian/Kiosk Signs



8

Sign Quantities & Cost Estimate

SIGN QUANTITIES & COST ESTIMATE

\$10,000- \$13,000/each	A 4	Primary Gateway	\$40,000- \$52,000
\$3,500- \$5,000/each	B 35	Vehicular (Auto) Directional	\$122,500- \$175,000
\$10,000- \$12,500/each	C 5	Auto/Pedestrian Kiosk	\$50,000- \$62,500
\$6,000- \$8,000/each	D 2	Pedestrian Navigation	\$12,000- \$16,000
\$5,000- \$7,000/each	E 6	Merchant Signs	\$30,000- \$42,000
\$5,000- \$7,500/each	F1 10	Large-Format Destination	\$50,000- \$75,000
\$3,500- \$5,000/each	F2 24	Small Format Destination	\$84,000- \$120,000
\$4,000- \$6,000/each	G 2	Bus Stop/Bike Signs	\$8,000- \$12,000
\$1,800- \$3,000/each	H 26	Trailhead/Trail Directional Signs	\$46,800- \$78,000
\$3,000/each	I 4	Interpretive Signs	\$12,000
Total Costs			\$455,300- \$644,500

A PHASED APPROACH TO IMPLEMENTATION

Phasing the implementation and construction of the signage and wayfinding palette ensures the overall costs are not encumbered within one fiscal year, while also providing opportunities to apply for grants and outside funding opportunities that can offset the overall project costs.

Benefits of a Multi-Year Signage & Wayfinding Roll-Out:

- Reduces the cost burden of a one-time Capital fund allocation
- Allows for the system to be tested at each phase
- Provides the ability to observe the fabrication and installation process (and recommend potential adjustments)
- Ensures adequate timeframes for alternate financing opportunities (grant applications, creation of special districts, potential development impact fees, etc)
- Builds community enthusiasm for the project and desire to see additional signage installed

PHASING PRIORITIES

Ideally, the recommended signage will be installed in as few phases as possible, as fewer phases will ensure that the overhead costs of mobilization and purchasing of raw materials will be reduced. However, it is also understood that funding the signage will be dependent on acquiring outside grants and funding, and therefore, some sign types that could be funded through specific grants (like trail signs) may need to be installed as funds are available. Overall, the project phasing will be a collaborative effort between the City of Leadville and Lake County, and will be done on a case-by-case basis.

Regardless of funding, the overall recommendations for installation of the signs are as follows:

Priority 1 - Gateways & Auto Directional Signs Along Major Arterials (including parking ID signage)

Currently, there is a lack of awareness of the destinations in and around Leadville/Lake County from major arterial roadways, like Highway 24. With an average of 6,000 cars per day traveling through Leadville per day along Highway 24 (in the summer months), there is a tremendous potential for advertising the destinations and amenities of the City and County from this major roadway, and therefore, installing auto signs that help orient visitors to what is available in the area will help encourage these travelers to stop for things like eating, recreation, dog walking, information, or just to explore further. In the same way, announcing arrival into first Lake County, and then the City of Leadville allows travelers along Highway 24 to understand when they're arrived, so they are aware of entering a unique and interesting section of the larger Highway 24 corridor.

Do not have it by agency, but by year. Grants and outside funding – collaborative between Sarah and Beth, partnership. In the downtown, this will primarily be the city, but there may be opportunities, case-by-case, and collaborative.

Priority 2 - Destinations

Once the highway signs are installed to point people to the destinations in and around Leadville/Lake County, the second priority will be to install the signs that let them know they're arrived at each destination. Although some destinations are obvious (like the golf course), many of the sports fields and recreational assets can be difficult to find, or hard to identify as public resources. Identifying destinations will also help those buildings with more than one destination (like the school/aquatic center) to have more transparency for visitors or those unfamiliar with the area.

Priority 3 - Downtown Kiosks - Pedestrian, Bike, Shuttle

Installation of the downtown Leadville pedestrian kiosks will provide walkers and bikers with mapping and destination information that will both highlight what is available within a 5, 10, and 15-minute walk, as well as some of the larger regional destinations and amenities. Kiosks help call attention to amenities and assets, and can serve as community ambassadors that help provide visitor information (similar to the Chamber of Commerce). Walking times to destinations on the kiosks also helps visitors explore areas of the community that are off the main arterials, letting them know that amenity-rich destinations (like Huck Finn Park) are just a 10-15 minute walk away.

In addition to the pedestrian kiosks, there are also unique kiosks designed to highlight the Summit Stage bus route, and the on-street and dedicated biking network. Each of these kiosks not only provide important user information for bikers and transit users, they also draw attention to these community assets.

Priority 4 - Mineral Belt Trail Penetration Points

The Mineral Belt Trail is a tremendous community asset, and although there are beautiful existing signs and informational kiosks installed along its length, it can be difficult for visitors or infrequent trail users to understand where the trail connects to their home, their place of work, or to amenities like downtown Leadville and the Rodeo Grounds. In order to daylight these connections, the new penetration point signage helps raise awareness of the trail from every arterial it crosses - letting people know the trail is there, and providing mapping and destination information that lets people know what amenities can be accessed through the trail.

Priority 5 - Historic Interpretive Signage

The Leadville/Lake County area has a rich and unique history, but there are few permanent signs at historic sites and historic buildings that help identify them as important and tell their story. History provides a critical link to the past, and is also a sought-out tourist draw, and signs that provide a self-guided 'history walk' or 'history tour' can encourage travelers to spend more time and money in a location. These types of signs are also easy to fund through historic preservation grant monies or public support donations, which may allow them to be bumped up in the priority list, depending on community interest.

Overall, the recommended project phasing is meant to serve as a guide for understanding the role of each sign type, and how phased implementation can best support tourism and economic development, while still allowing for flexibility and responsiveness to grants and potential funding.

Removing Older Signs

An important part of installing the new signage will entail removing older signs that are no longer needed, or which contain information that the new signage will replace. In this example, the new Community Park sign both replaces the older permanent signs, while also being tall enough to accommodate temporary message banners that can be strung across the sign (below the main sign face), which will also help reduce the visual clutter of numerous temporary messaging signs that are currently an issue in this location.



SIGN-BY-SIGN LOCATIONS & DETAILS

- A 1** Primary Gateway
- A 2** Primary Gateway
- A 3** Primary Gateway
- A 4** Primary Gateway



SIGN-BY-SIGN LOCATIONS & DETAILS

A
1 Primary Gateway



A
3 Primary Gateway



A
2 Primary Gateway



A
4 Primary Gateway

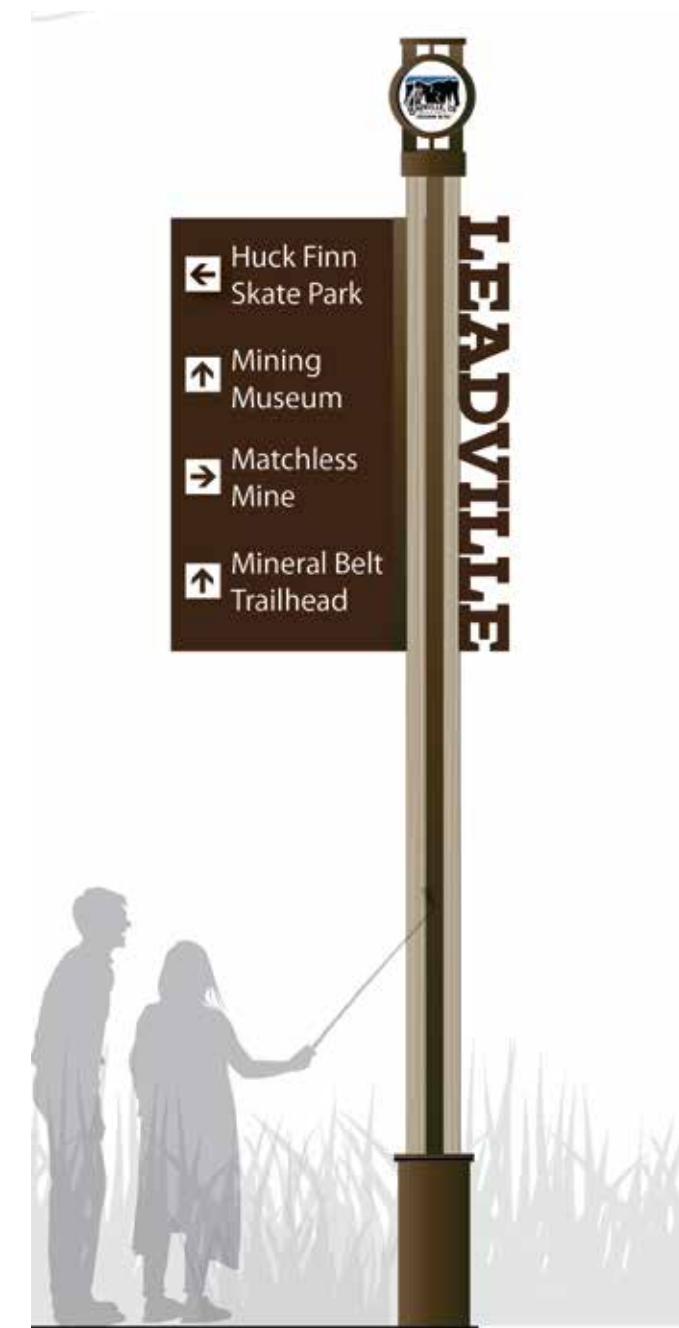


SIGN-BY-SIGN LOCATIONS & DETAILS

- B 1** Vehicular (auto) Directional
- B 2** Vehicular (auto) Directional
- B 3** Vehicular (auto) Directional
- B 4** Vehicular (auto) Directional
- B 5** Vehicular (auto) Directional
- B 6** Vehicular (auto) Directional
- B 7** Vehicular (auto) Directional
- B 8** Vehicular (auto) Directional
- B 9** Vehicular (auto) Directional
- B 10** Vehicular (auto) Directional
- B 11** Vehicular (auto) Directional
- B 12** Vehicular (auto) Directional
- B 13** Vehicular (auto) Directional
- B 14** Vehicular (auto) Directional
- B 15** Vehicular (auto) Directional
- B 16** Vehicular (auto) Directional

- B 17** Vehicular (auto) Directional
- B 18** Vehicular (auto) Directional
- B 19** Vehicular (auto) Directional
- B 20** Vehicular (auto) Directional
- B 21** Vehicular (auto) Directional
- B 22** Vehicular (auto) Directional
- B 23** Vehicular (auto) Directional
- B 24** Vehicular (auto) Directional
- B 25** Vehicular (auto) Directional
- B 26** Vehicular (auto) Directional
- B 27** Vehicular (auto) Directional
- B 28** Vehicular (auto) Directional
- B 29** Vehicular (auto) Directional
- B 30** Vehicular (auto) Directional
- B 31** Vehicular (auto) Directional
- B 32** Vehicular (auto) Directional

- B 33** Vehicular (auto) Directional
- B 34** Vehicular (auto) Directional
- B 35** Vehicular (auto) Directional



SIGN-BY-SIGN LOCATIONS & DETAILS

B1 Vehicular (auto) Directional



B3 Vehicular (auto) Directional



B2 Vehicular (auto) Directional



B4 Vehicular (auto) Directional



SIGN-BY-SIGN LOCATIONS & DETAILS

B 5 Vehicular (auto) Directional

Sign Location

- > Historic Downtown Leadville
- > Heritage Museum
- > National Mining Museum
- > Chamber of Commerce
- > Leadville Town Hall

Between Hwy markers 175.39 & 177.25, between 9th & 10th Streets

B 7 Vehicular (auto) Directional

Sign Location

FACING SOUTH

- ^ Colorado Mtn College
- ^ Community Park Field
- ^ Aquatic Center
- ^ Mineral Belt Trailhead
- ^ Dutch Henry Tubing Hill
- ^ Airport

FACING NORTH

- ^ Matchless Mine
- ^ Huck Finn Park
- ^ Hospital
- ^ Chamber of Commerce
- ^ Mining Museum
- ^ Library

Between Hwy markers 175.39 & 177.25, between Chestnut & 2nd Streets

B 6 Vehicular (auto) Directional

Sign Location

- > Heritage Museum
- ^ National Mining Museum
- < Historic Downtown Leadville
- < Chamber of Commerce
- < Leadville Town Hall

Between Hwy markers 175.39 & 177.25, on 9th St, btw Poplar St & Harrison Ave

B 8 Vehicular (auto) Directional

Sign Location

FACING EAST

- < Colorado Mtn College
- > Community Park Field
- > Aquatic Center
- ^ Mineral Belt Trailhead
- ^ Dutch Henry Tubing Hill
- ^ Airport

FACING NORTH

- ^ Matchless Mine
- ^ Huck Finn Park
- ^ Hospital
- ^ Chamber of Commerce
- ^ Mining Museum
- ^ Library

Between Hwy markers 175.39 & 177.25, on 9th St, btw Poplar St & Harrison Ave



SIGN-BY-SIGN LOCATIONS & DETAILS

B 9 Vehicular (auto) Directional

Sign Location

B9 - Auto Directional

Destination - Multiple

FACING EAST

- > Colorado Mtn College
- < Community Park Field
- < Aquatic Center
- ^ Matchless Mine
- ^ Chamber of Commerce

FACING WEST

- < Mineral Belt Trailhead
- < Dutch Henry Tubing Hill
- ^ Airport

Between Hwy markers 175.39 & 177.25, west of College Road

B 11 Vehicular (auto) Directional

Sign Location

B11 - Auto Directional

Destination Sign

FACING EAST

- > Airport
- ^ Mineral Belt Trailhead
- ^ Dutch Henry Tubing Hill
- ^ Colorado Mtn College
- ^ Community Park Field

FACING WEST

- ^ Turquoise Lake
- ^ Crystal Lake
- ^ Twin Lakes

Between Hwy markers 178 & 179

B 10 Vehicular (auto) Directional

Sign Location

B10 - Auto Directional

Destination Sign

FACING EAST

- ^ Mineral Belt Trailhead
- ^ Dutch Henry Tubing Hill
- ^ Colorado Mtn College
- ^ Community Park Field
- ^ Matchless Mine
- ^ Chamber of Commerce

FACING WEST

- ^ Airport
- ^ Turquoise Lake
- ^ Crystal Lake
- ^ Twin Lakes

At Hwy marker 178

B 12 Vehicular (auto) Directional

Sign Location

B12 - Auto Directional

Destination Sign

FACING NORTH

- ^ Airport
- ^ Mineral Belt Trailhead
- ^ Dutch Henry Tubing Hill
- ^ Colorado Mtn College
- ^ Community Park Field

FACING SOUTH

- > Turquoise Lake
- ^ Crystal Lake
- ^ Twin Lakes

At Hwy marker 180



SIGN-BY-SIGN LOCATIONS & DETAILS

B 13 Vehicular (auto) Directional

Sign Location

B13 - Auto Directional

Between Hwy markers 180 & 181

FACING NORTH
 < Turquoise Lake
 ^ Airport
 ^ Mineral Belt Trailhead
 ^ Dutch Henry Tubing Hill
 ^ Colorado Mtn College

FACING SOUTH
 ^ Crystal Lake
 ^ Twin Lakes

B 15 Vehicular (auto) Directional

Sign Location

Destination - Large Format

B15 - Auto Directional

Between Hwy markers 182 & 183

FACING NORTH
 < Crystal Lake
 ^ Turquoise Lake
 ^ Airport
 ^ Mineral Belt Trailhead
 ^ Dutch Henry Tubing Hill
 ^ Colorado Mtn College

FACING SOUTH
 ^ Twin Lakes

B 14 Vehicular (auto) Directional

Sign Location

B14 - Auto Directional

Between Hwy markers 182 & 183

FACING NORTH
 ^ Turquoise Lake
 ^ Airport
 ^ Mineral Belt Trailhead
 ^ Dutch Henry Tubing Hill
 ^ Colorado Mtn College

FACING SOUTH
 > Crystal Lake
 ^ Twin Lakes

B 16 Vehicular (auto) Directional

Sign Location

B16 - Auto Directional

Between Hwy markers 191 & 192

FACING NORTH
 ^ Crystal Lake
 ^ Turquoise Lake
 ^ Airport
 ^ Colorado Mtn College
 ^ Downtown Leadville

FACING SOUTH
 >Twin Lakes



SIGN-BY-SIGN LOCATIONS & DETAILS

B 17 Vehicular (auto) Directional



Sign Location

B17 - Auto Directional

FACING NORTH
 < Turquoise Lake
 ^ Airport
 ^ Mineral Belt Trailhead
 ^ Dutch Henry Tubing Hill
 ^ Colorado Mtn College

FACING SOUTH
 ^ Granite
 ^ Buena Vista

Between Hwy markers 191 & 192

B 19 Vehicular (auto) Directional



Sign Location

B19 - Auto Directional

FACING EAST
 ^ Twin Lakes
 ^ Crystal Lake
 ^ Turquoise Lake
 ^ Airport
 ^ Colorado Mtn College
 ^ Downtown Leadville

FACING WEST
 <> Twin Lakes Recreation Area
 ^ Downtown Twin Lakes

Between roadway markers 81 & 82

B 18 Vehicular (auto) Directional



Sign Location

B18 - Auto Directional

FACING EAST
 < Twin Lakes
 < Crystal Lake
 < Turquoise Lake
 < Airport
 < Colorado Mtn College
 < Downtown Leadville

FACING WEST
 ^ Twin Lakes Recreation Area
 ^ Downtown Twin Lakes

Between roadway markers 84 & 85

B 20 Vehicular (auto) Directional



Sign Location

B20 - Auto Directional

FACING EAST
 < Airport
 < Mineral Belt Trailhead
 < Dutch Henry Tubing Hill
 < Colorado Mtn College
 > Twin Lakes

FACING WEST
 > Turquoise Lake
 > Mt Massive Golf Course
 > Kendrick Park
 ^ Evergreen Lakes

Between roadway markers 0 & 1, east of Rd. 5



SIGN-BY-SIGN LOCATIONS & DETAILS

B 21 Vehicular (auto) Directional

Sign Location

Auto Directional

Destination Sign - Large

B21 - Auto Directional

48

On Rd 5, north of Mt Massive Golf Course

FACING SOUTH

- > Mt Massive Golf Course
- > Kendrick Park
- ^ Evergreen Lakes

FACING NORTH

- < Turquoise Lake
- > Aquatic Center
- > Community Park Field
- > Downtown Leadville

B 23 Vehicular (auto) Directional

Sign Location

Auto Directional

B23 - Auto Directional

4

North of the intersection of roadway 4 & roadway 9

FACING SOUTH

- > Turquoise Lake
- > Mt Massive Golf Course
- < Aquatic Center
- < Community Park Field
- < Downtown Leadville

FACING NORTH

- ^ Turquoise Lake
- ^ Ski Cooper

B 22 Vehicular (auto) Directional

Sign Location

Auto Directional

B22 - Auto Directional

B21 - Auto Directional

48

On Rd 4, East of Rd 5

FACING WEST

- ^ Turquoise Lake
- < Mt Massive Golf Course
- < Kendrick Park
- < Evergreen Lakes

FACING EAST

- ^ Aquatic Center
- ^ Community Park Field
- ^ Downtown Leadville

B 24 Vehicular (auto) Directional

Sign Location

Auto Directional

B24 - Auto Directional

Hwy 24

North of the intersection of Hwy 24 & roadway 99

FACING SOUTH

- < Ski Cooper
- > Downtown Leadville

FACING NORTH

blank (doesn't face auto traffic)



SIGN-BY-SIGN LOCATIONS & DETAILS

B 25 Vehicular (auto) Directional

Sign Location

B25 - Auto Directional

On Hwy 24, between markers 169 & 170

- FACING SOUTH
 - ^ Ski Cooper
- FACING NORTH
 - ^ Downtown Leadville
 - ^ Turquoise Lake

B 27 Vehicular (auto) Directional

Sign Location

B27 - Auto Directional

On McWethy Dr, west of the aquatic center

- FACING NORTH
 - ^ Turquoise Lake
 - ^ Mt Massive Golf Course
 - ^ Kendrick Park
 - ^ Evergreen Lakes
- FACING SOUTH
 - < Aquatic Center
 - < Huck Finn Park
 - < Downtown Leadville
 - > Community Park Field

B 26 Vehicular (auto) Directional

Sign Location

B26 - Auto Directional

On Rd 4, East of Rd 4C

- FACING WEST
 - ^ Turquoise Lake
 - ^ Mt Massive Golf Course
 - ^ Kendrick Park
 - ^ Evergreen Lakes
- FACING EAST
 - ^ Aquatic Center
 - ^ Community Park Field
 - ^ Huck Finn Park
 - ^ Downtown Leadville

B 28 Vehicular (auto) Directional

Sign Location

B 28 - Auto Directional

East of the intersection of McWethy Dr & 6th St

- FACING WEST
 - > Aquatic Center
 - > Turquoise Lake
 - > Mt Massive Golf Course
 - > Kendrick Park
 - < Community Park Field
- FACING EAST
 - ^ Huck Finn Park
 - ^ Downtown Leadville
 - ^ Chamber of Commerce
 - ^ Tabor Opera House



SIGN-BY-SIGN LOCATIONS & DETAILS

B 29 Vehicular (auto) Directional

Sign Location

B29 - Auto Directional
Destination Sign - Small Format

On 6th St, north of Huck Finn Park

- FACING WEST
 - ^ Aquatic Center
 - ^ Community Park Field
 - ^ Turquoise Lake
 - ^ Mt Massive Golf Course
 - ^ Kendrick Park
- FACING EAST
 - > Huck Finn Park
 - ^ Downtown Leadville
 - ^ Chamber of Commerce
 - ^ Tabor Opera House
 - ^ Mining Museum

B 31 Vehicular (auto) Directional

Sign Location

B31 - Auto Directional

On 5th St, between Hemlock & Hazel

- FACING EAST
 - ^ Matchless Mine
 - ^ Mineral Belt Trail
- FACING WEST
 - ^ Zeitz Park
 - ^ Tabor Opera House
 - ^ Chamber of Commerce
 - ^ Mining Museum
 - ^ Huck Finn Park

B 30 Vehicular (auto) Directional

Sign Location

B30 - Auto Directional
Destination Sign - Large Format

North of the intersection of 6th St and Leiter St

- FACING WEST
 - < Huck Finn Park
 - ^ Aquatic Center
 - ^ Community Park Field
 - ^ Turquoise Lake
 - ^ Mt Massive Golf Course
- FACING EAST
 - > Huck Finn Park
 - ^ Downtown Leadville
 - ^ Chamber of Commerce
 - ^ Tabor Opera House
 - ^ Mining Museum

B 32 Vehicular (auto) Directional

Sign Location

B32 - Auto Directional

On 5th St (roadway 1), south of the Matchless Mine

- FACING EAST
 - < Matchless Mine
 - < Mineral Belt Trail
- FACING WEST
 - ^ Zeitz Park
 - ^ Tabor Opera House
 - ^ Chamber of Commerce
 - ^ Mining Museum
 - ^ Huck Finn Park



SIGN-BY-SIGN LOCATIONS & DETAILS

B 33 Vehicular (auto) Directional

Destination Sign (arrival)

Destination Sign - Info (map, rules/regs, amenities)

Sign Location

B33 - Auto Directional

McWethy Dr

FACING NORTH

- < Community Park Field
- ^ Aquatic Center
- ^ Turquoise Lake
- ^ Mt Massive Golf Course
- > Huck Finn Park
- > Downtown Leadville

FACING SOUTH

- ^ Colorado Mtn College
- ^ Mineral Belt Trail
- ^ Dutch Henry Tubing Hill
- ^ Airport

On McWethy Dr, east of the Rodeo Grounds

B 35 Vehicular (auto) Directional

Sign Location

B35 - Auto Directional

E-12th

FACING WEST

- < Public Library
- < Mineral Belt Trail
- < Ice Palace Park
- > Harrison Field
- ^ Skyline Field

FACING EAST

- ^ Triangle Park
- ^ Mineral Belt Trail

On 12th St, between Harrison and Hwy 24

B 34 Vehicular (auto) Directional

Sign Location

B34 - Auto Directional

Interpretive Signage (Healy House)

FACING NORTH

- ^ Ice Palace Park
- ^ Mineral Belt Trail
- ^ Public Library
- ^ Harrison Field
- ^ Skyline Field

FACING SOUTH

- > Mining Museum
- < Kiddie Korral
- ^ Chamber of Commerce
- ^ Zeitz Park
- ^ Tabor Opera House

On Harrison Ave, between 9th & 10th St



SIGN-BY-SIGN LOCATIONS & DETAILS

- C 1** Auto/Pedestrian Kiosk
- C 2** Auto/Pedestrian Kiosk
- C 3** Auto/Pedestrian Kiosk
- C 4** Auto/Pedestrian Kiosk
- C 5** Auto/Pedestrian Kiosk



SIGN-BY-SIGN LOCATIONS & DETAILS

C 1 Auto/Pedestrian Kiosk

- ^ Historic Downtown
- ^ Huck Finn Park
- ^ Zeitz Park
- ^ 6th Street Gym
- ^ Post Office
- ^ Tabor Opera House
- ^ Shuttle Stop

Between Hwy markers 175.39 & 177.25, between 8th & 9th Streets

C 3 Auto/Pedestrian Kiosk

- > Huck Finn Park
- > Hospital
- > Mineral Belt Trail
- > Aquatic Center
- > Rodeo Grounds

Between Hwy markers 175.39 & 177.25, between 6th & 7th Streets

C 2 Auto/Pedestrian Kiosk

- ^ Chamber of Commerce
- ^ Heritage Museum
- ^ National Mining Museum
- ^ Ice Palace Park
- ^ Mineral Belt Trail
- ^ Public Library

Between Hwy markers 175.39 & 177.25, between 7th & 8th Streets

C 4 Auto/Pedestrian Kiosk

- > Matchless Mine
- < Huck Finn Park
- < Hospital
- < Mineral Belt Trail
- < Aquatic Center
- < Rodeo Grounds

Between Hwy markers 175.39 & 177.25, between 4th & 5th Streets



SIGN-BY-SIGN LOCATIONS & DETAILS

C 5 Auto/Pedestrian Kiosk



SIGN-BY-SIGN LOCATIONS & DETAILS

D 1 Pedestrian Navigation/Kiosk

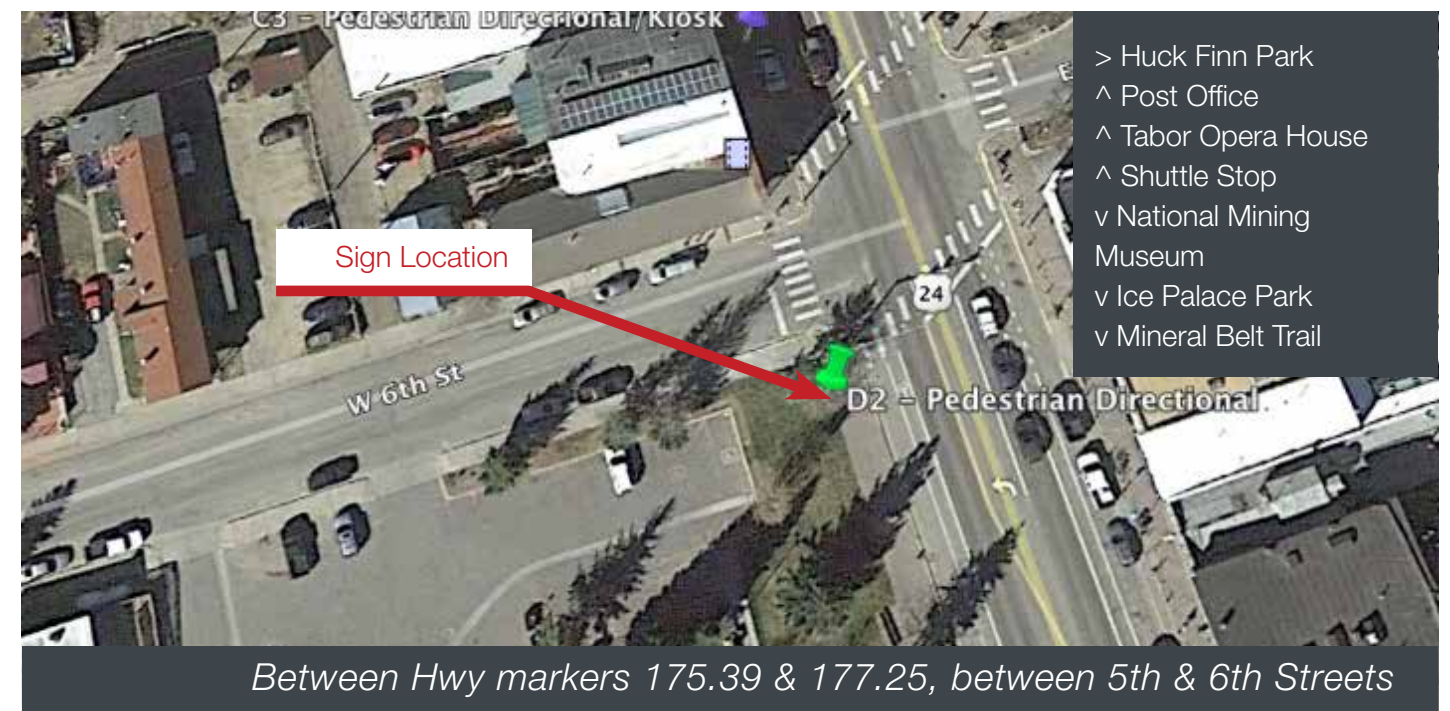
D 2 Pedestrian Navigation/Kiosk



D 1 Pedestrian Navigation/Kiosk



D 2 Pedestrian Navigation/Kiosk



SIGN-BY-SIGN LOCATIONS & DETAILS

- E 1** Merchant Sign
- E 2** Merchant Sign
- E 3** Merchant Sign
- E 4** Merchant Sign
- E 5** Merchant Sign
- E 6** Merchant Sign



- E 1** Merchant Sign

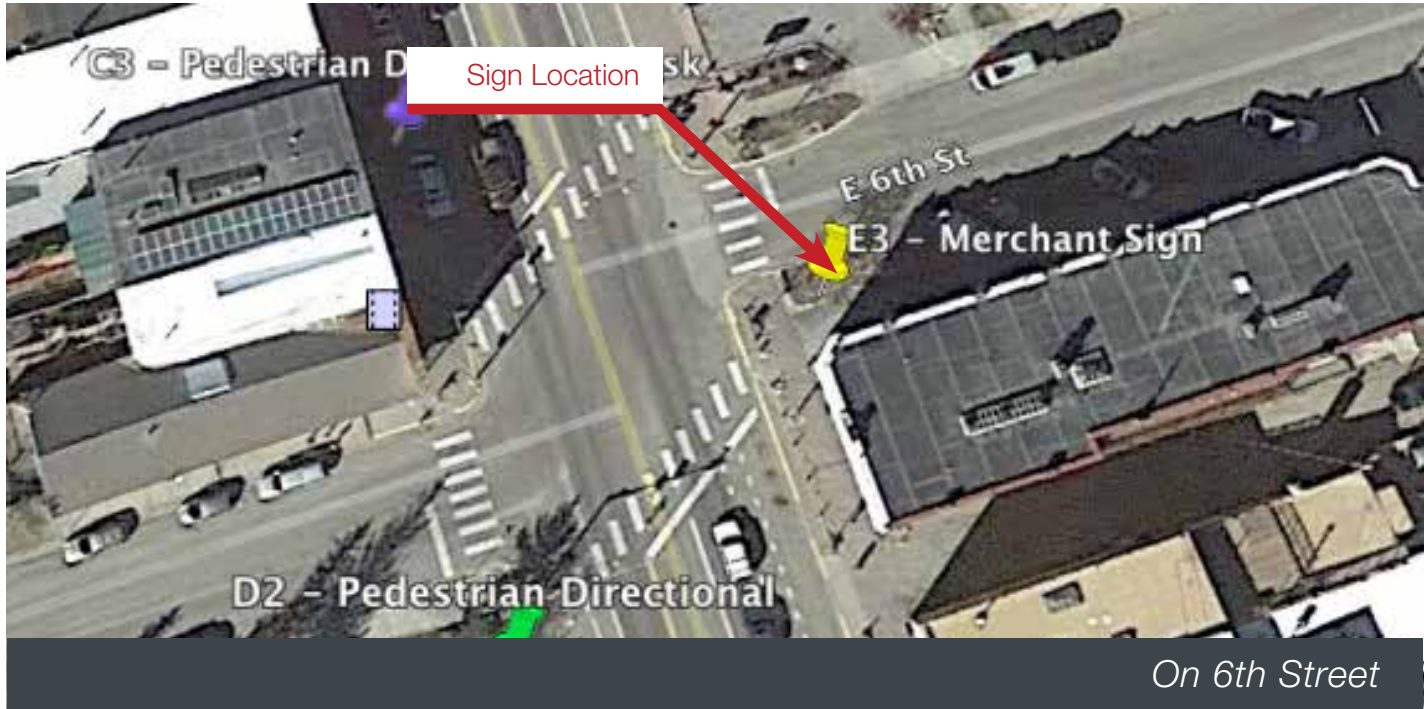


- E 2** Merchant Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

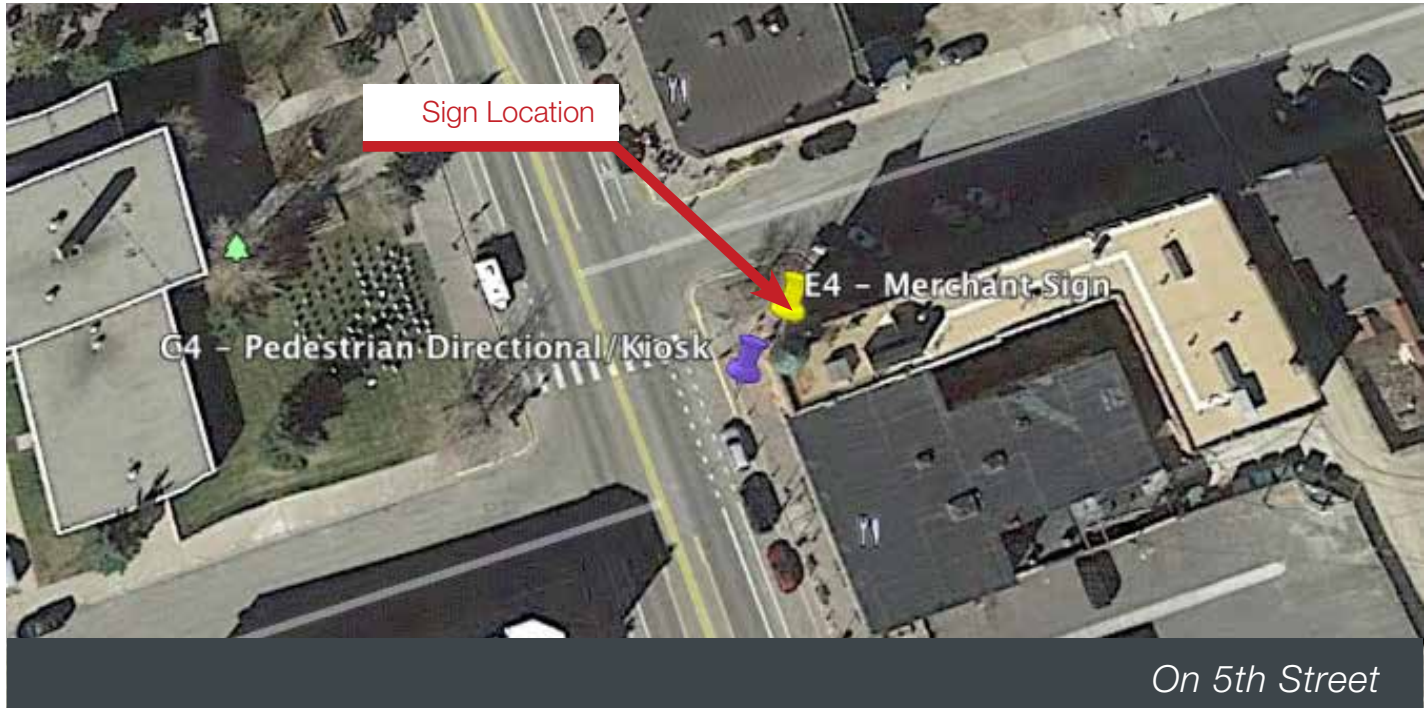
**E
3** Merchant Sign



**E
5** Merchant Sign



**E
4** Merchant Sign



**E
6** Merchant Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

- | | | | |
|-----------------------|--------------------------|------------------------|--------------------------|
| F1
1 | Large-Format Destination | F1
6 | Large-Format Destination |
| F1
2 | Large-Format Destination | F1
7 | Large-Format Destination |
| F1
3 | Large-Format Destination | F1
8 | Large-Format Destination |
| F1
4 | Large-Format Destination | F1
9 | Large-Format Destination |
| F1
5 | Large-Format Destination | F1
10 | Large-Format Destination |



- F1**
1 Large-Format Destination



- F1**
2 Large-Format Destination

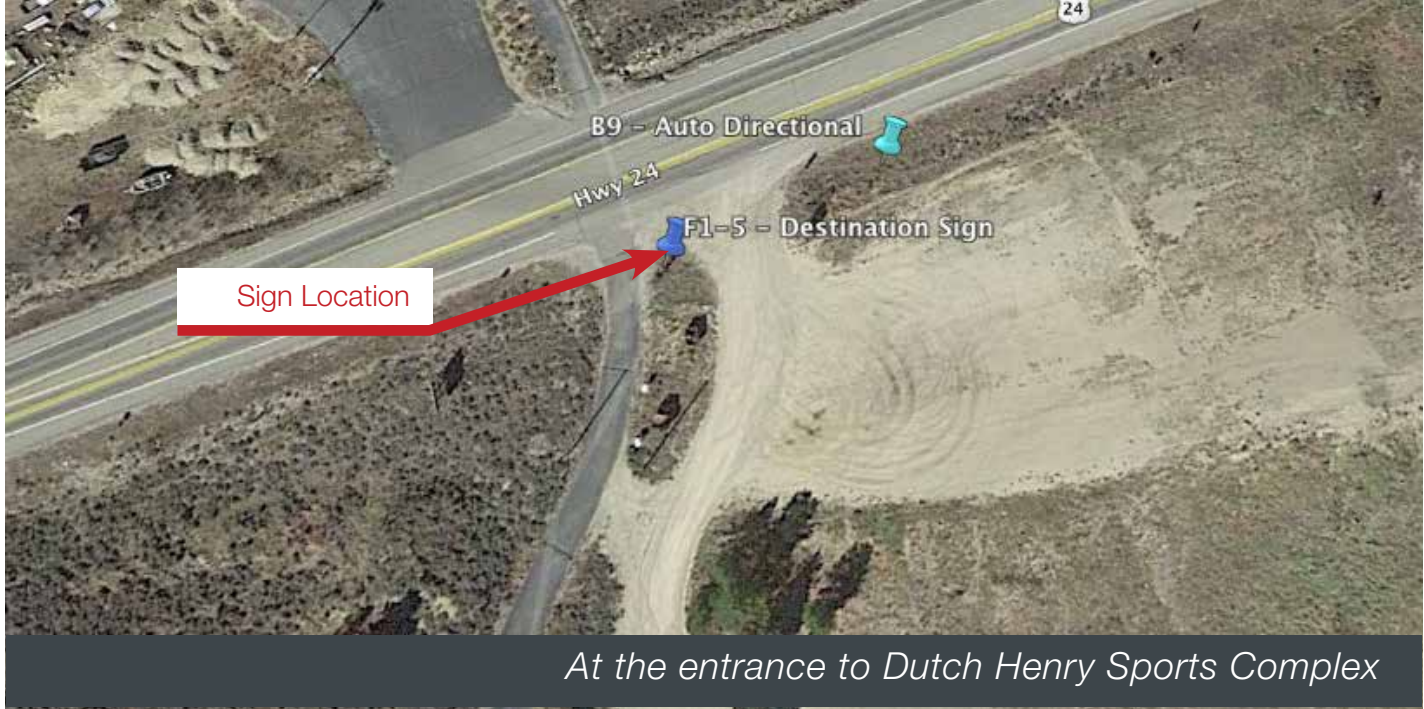


SIGN-BY-SIGN LOCATIONS & DETAILS

**F1
3** Large-Format Destination



**F1
5** Large-Format Destination



**F1
4** Large-Format Destination



**F1
6** Large-Format Destination



SIGN-BY-SIGN LOCATIONS & DETAILS

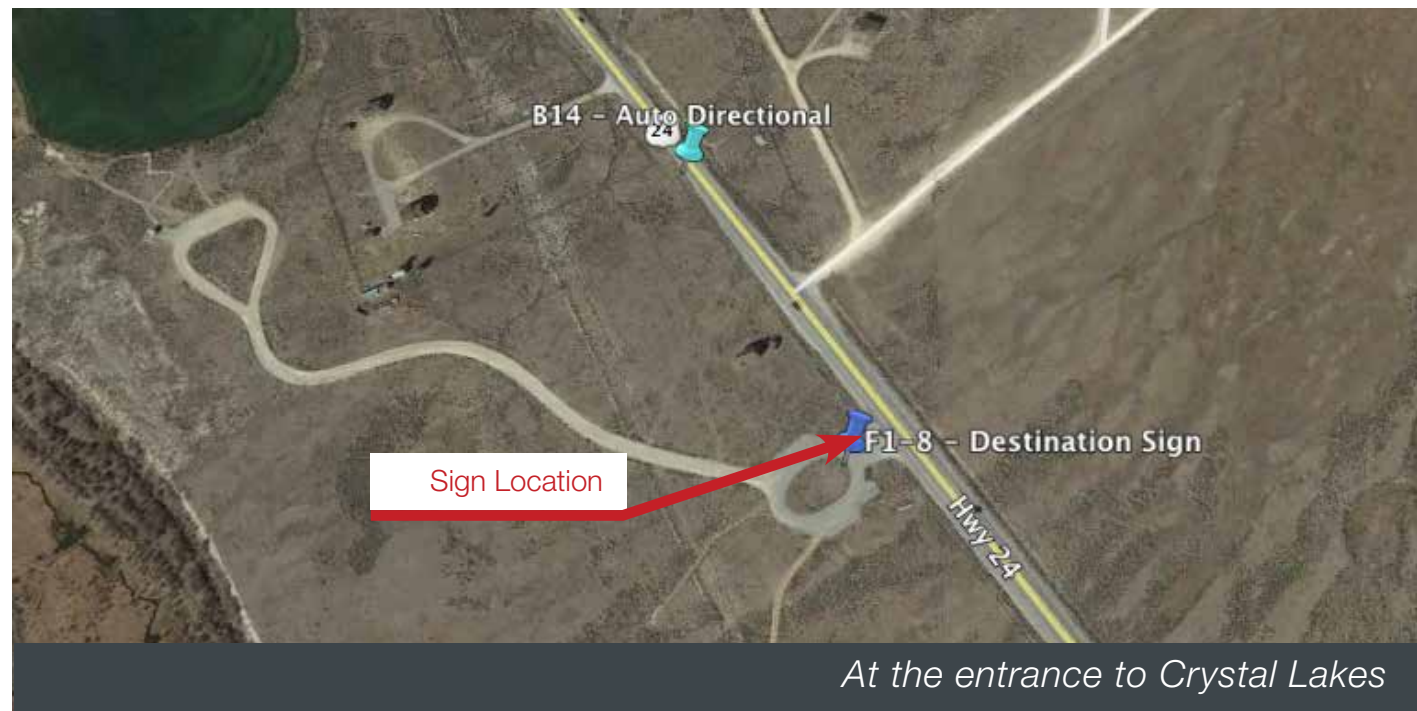
F1 7 Large-Format Destination



F1 9 Large-Format Destination



F1 8 Large-Format Destination



F1 10 Large-Format Destination



SIGN-BY-SIGN LOCATIONS & DETAILS

- F2**
1 Destination Sign
- F2**
2 Destination Sign
- F2**
3 Destination Sign
- F2**
4 Destination Sign
- F2**
5 Destination Sign
- F2**
6 Destination Sign
- F2**
7 Destination Sign
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8 Destination Sign
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9 Destination Sign
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11 Destination Sign
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12 Destination Sign
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17 Destination Sign
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21 Destination Sign
- F2**
22 Destination Sign
- F2**
23 Destination Sign
- F2**
24 Destination Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

F2 1 Destination Sign



F2 3 Destination Sign



F2 2 Destination Sign



F2 4 Destination Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

**F2
5** Destination Sign



**F2
7** Destination Sign



**F2
6** Destination Sign



**F2
8** Destination Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

F2 9 Destination Sign



F2 11 Destination Sign



F2 10 Destination Sign



F2 12 Destination Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

**F2
13** Destination Sign



At the City Cemetary entrance (near the intersection of Elm & Washington)

**F2
15** Destination Sign



At the entrance to State Street Park

**F2
14** Destination Sign



At the Elm Street Park entrance

**F2
16** Destination Sign



At the entrance to Skyline Park



SIGN-BY-SIGN LOCATIONS & DETAILS

**F2
17** Destination Sign



**F2
19** Destination Sign



**F2
18** Destination Sign



**F2
20** Destination Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

**F2
21** Destination Sign



**F2
23** Destination Sign



**F2
22** Destination Sign



**F2
24** Destination Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

G 1 Bus Stop/Bike Signs

G 2 Bus Stop/Bike Signs



G 1 Bus Stop/Bike Signs



On Harrison Ave, to replace existing shuttle stop sign

G 2 Bus Stop/Bike Signs



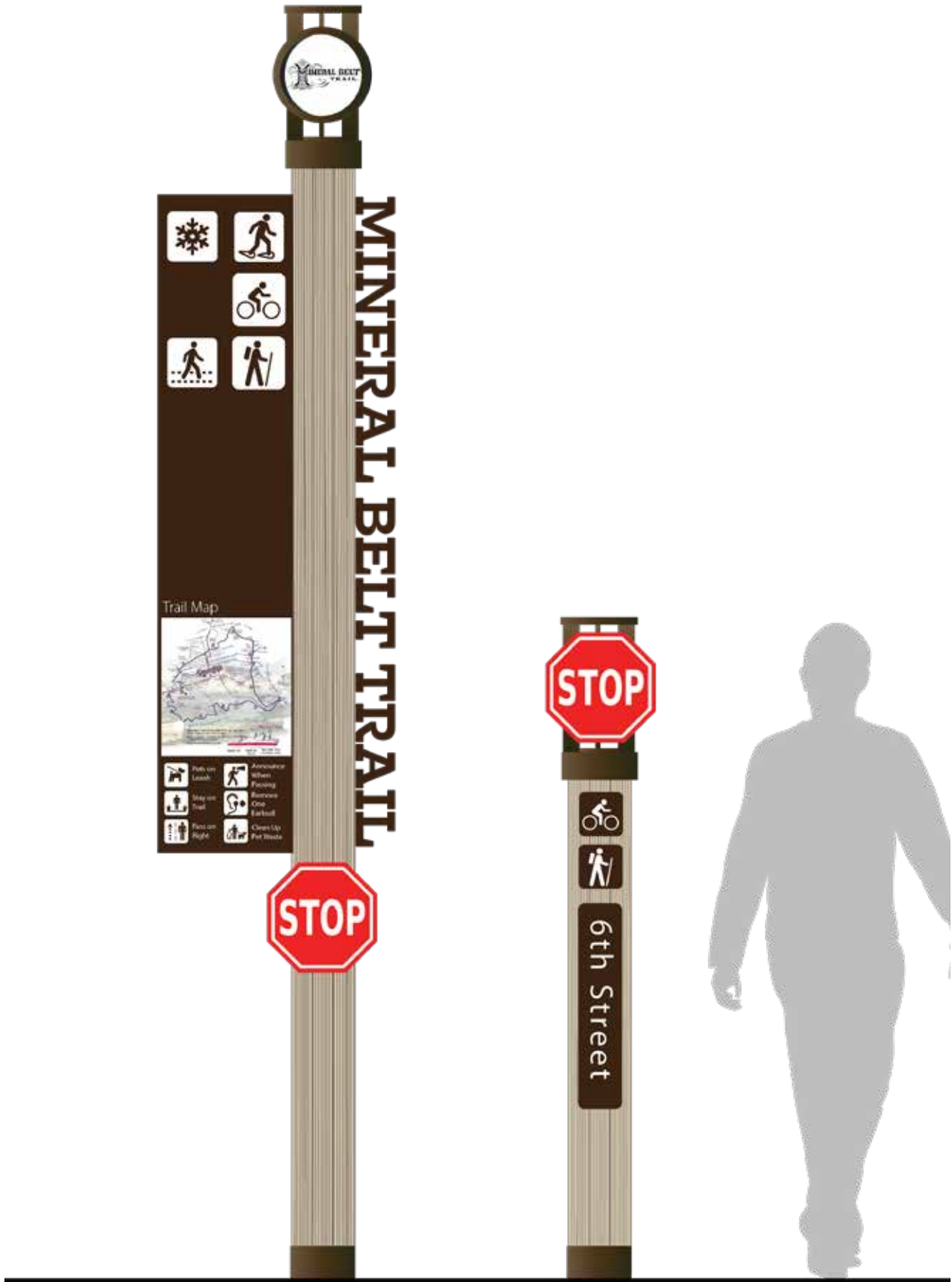
On Harrison Ave, near the entrance to the Chamber of Commerce



SIGN-BY-SIGN LOCATIONS & DETAILS

- H 1 Trailhead/Trail Directional Signs
- H 2 Trailhead/Trail Directional Signs
- H 3 Trailhead/Trail Directional Signs
- H 4 Trailhead/Trail Directional Signs
- H 5 Trailhead/Trail Directional Signs
- H 6 Trailhead/Trail Directional Signs
- H 7 Trailhead/Trail Directional Signs
- H 8 Trailhead/Trail Directional Signs
- H 9 Trailhead/Trail Directional Signs
- H 10 Trailhead/Trail Directional Signs
- H 11 Trailhead/Trail Directional Signs
- H 12 Trailhead/Trail Directional Signs
- H 13 Trailhead/Trail Directional Signs
- H 14 Trailhead/Trail Directional Signs
- H 15 Trailhead/Trail Directional Signs
- H 16 Trailhead/Trail Directional Signs

- H 17 Trailhead/Trail Directional Signs
- H 18 Trailhead/Trail Directional Signs
- H 19 Trailhead/Trail Directional Signs
- H 20 Trailhead/Trail Directional Signs
- H 21 Trailhead/Trail Directional Signs
- H 22 Trailhead/Trail Directional Signs
- H 23 Trailhead/Trail Directional Signs
- H 24 Trailhead/Trail Directional Signs
- H 25 Trailhead/Trail Directional Signs
- H 26 Trailhead/Trail Directional Signs



SIGN-BY-SIGN LOCATIONS & DETAILS

H 1 Trailhead/Trail Directional Signs



H 3 Trailhead/Trail Directional Signs



H 2 Trailhead/Trail Directional Signs



H 4 Trailhead/Trail Directional Signs



SIGN-BY-SIGN LOCATIONS & DETAILS

H 5 Trailhead/Trail Directional Signs



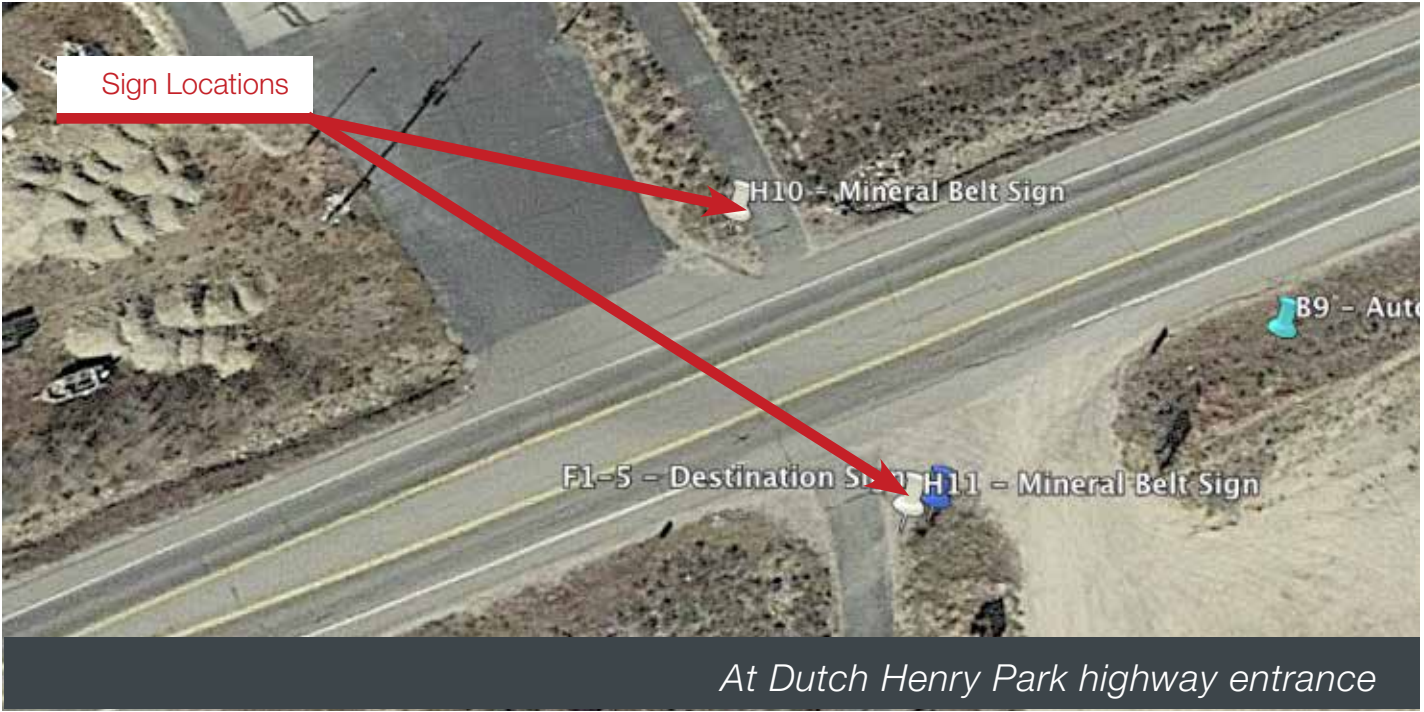
H 8 **H 9** Trailhead/Trail Directional Signs



H 6 **H 7** Trailhead/Trail Directional Signs



H 10 **H 11** Trailhead/Trail Directional Signs

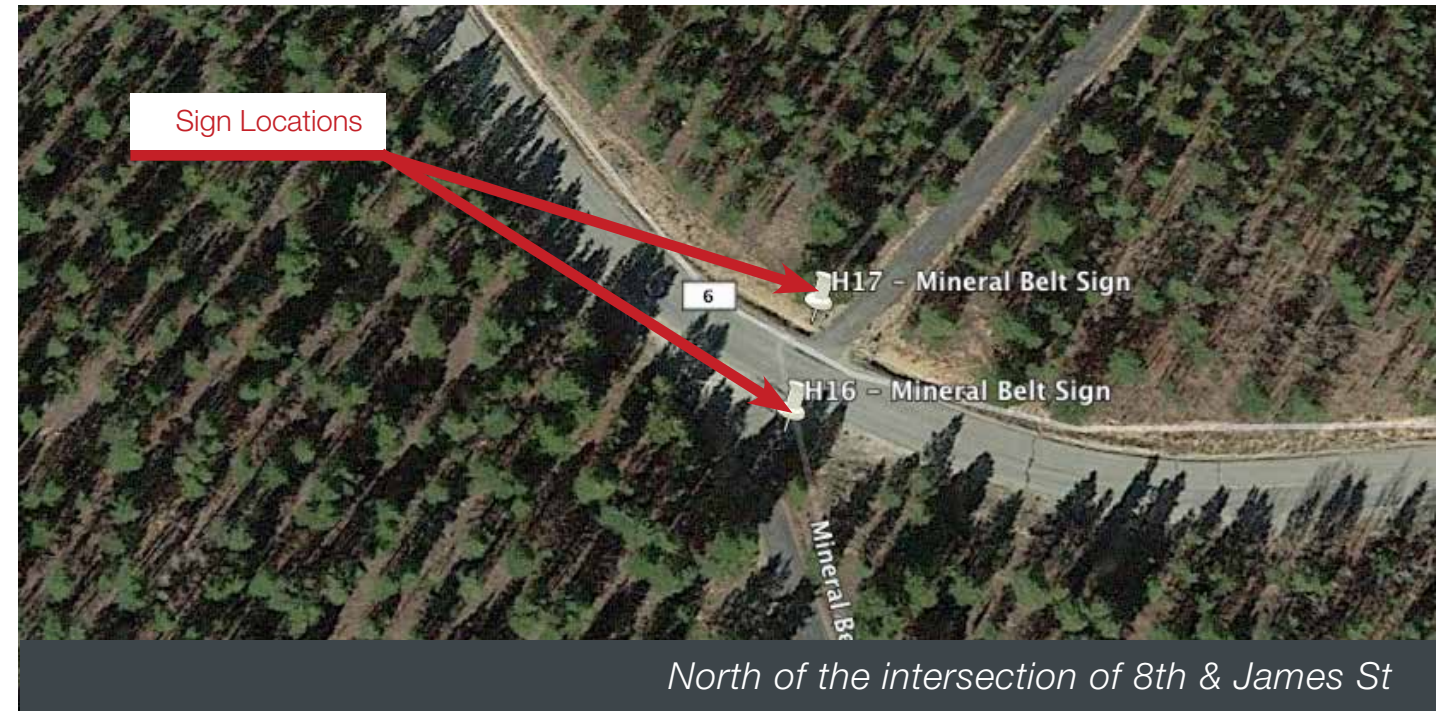


SIGN-BY-SIGN LOCATIONS & DETAILS

| | | |----|----| | H | H | | 12 | 13 | Trailhead/Trail Directional Signs



| | | |----|----| | H | H | | 16 | 17 | Trailhead/Trail Directional Signs



| | | |----|----| | H | H | | 14 | 15 | Trailhead/Trail Directional Signs



| | | |----|----| | H | H | | 18 | 19 | Trailhead/Trail Directional Signs

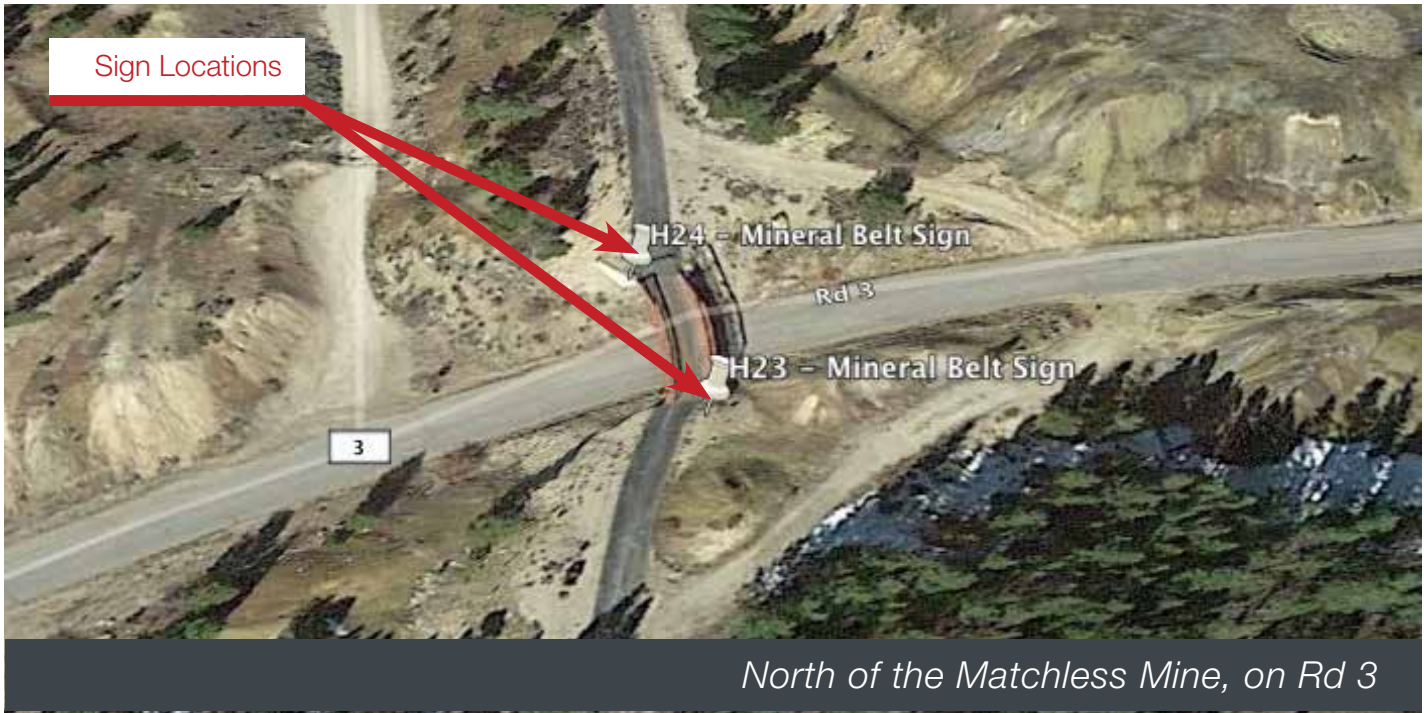


SIGN-BY-SIGN LOCATIONS & DETAILS

H 20 **H 21** Trailhead/Trail Directional Signs



H 23 **H 24** Trailhead/Trail Directional Signs



H 22 Trailhead/Trail Directional Signs



H 25 Trailhead/Trail Directional Signs



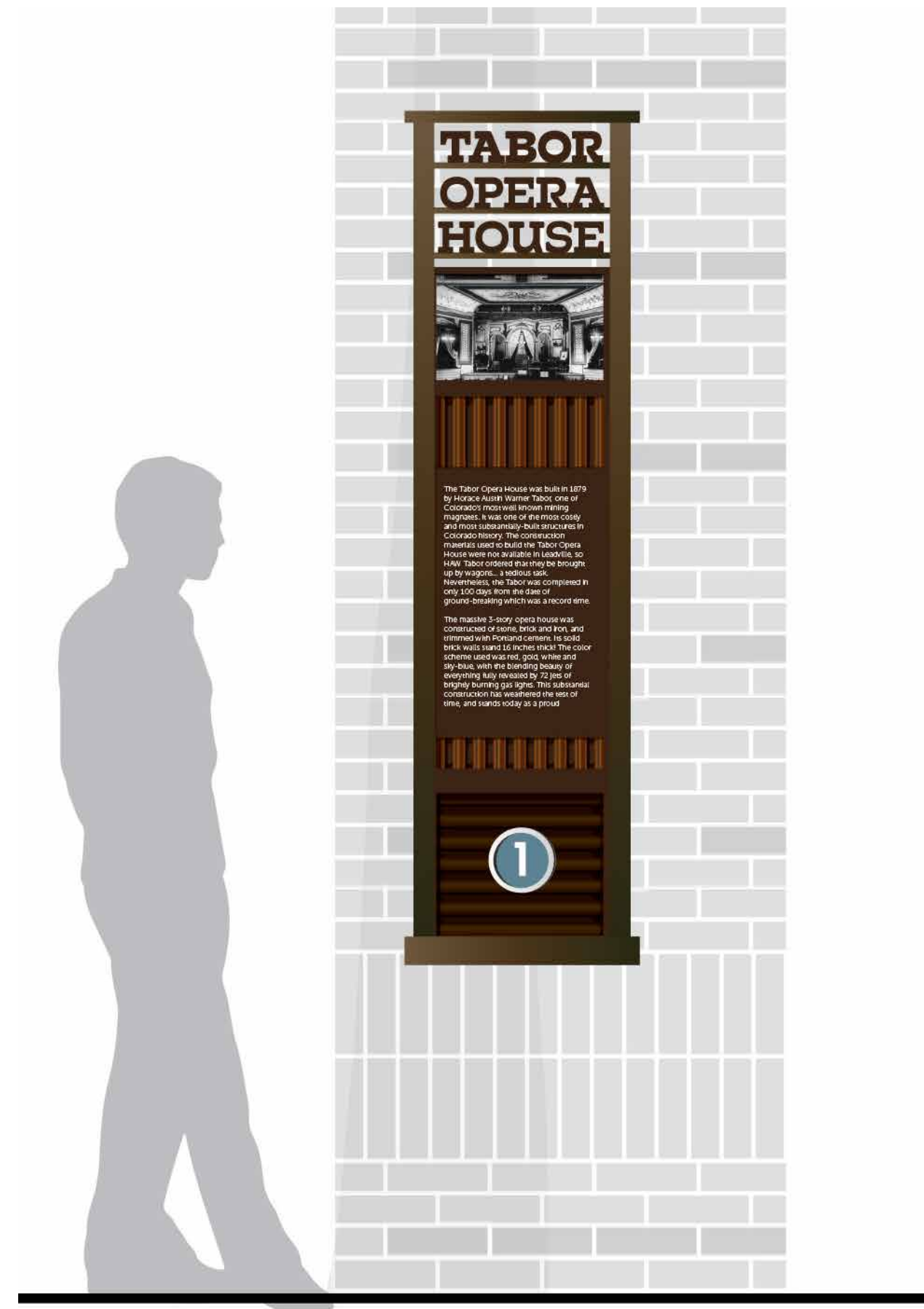
SIGN-BY-SIGN LOCATIONS & DETAILS

H **26** Trailhead/Trail Directional Signs



SIGN-BY-SIGN LOCATIONS & DETAILS

- 1 Interpretive Signs
- 2 Interpretive Signs
- 3 Interpretive Signs
- 4 Interpretive Signs



SIGN-BY-SIGN LOCATIONS & DETAILS

1 1 Interpretive Signs



1 3 Interpretive Signs



1 2 Interpretive Signs



1 4 Interpretive Signs



Implementing the Final Design Vision

What makes a great public space??

- If you could redesign...

better restrooms

What does a complete street look like to you?

Beginning with installation of the first signage phase, the new Leadville/Lake County signage and wayfinding program represents a multi-year commitment from the community and its elected officials. Although the first signage installed will fill an important wayfinding need for the community, as subsequent portions of the signage plan are installed, the impact of the signage on the economic development and sense of place within Leadville/Lake County will continue to grow. In order to shepherd the community through funding and implementation of the signage and wayfinding program, the implementation plan provides examples of how the new signs can be funded and installed, and outlines the commitment and stewardship needed from the Leadville/Lake County community to support the new signage program.

9

Implementation Plan

REALIZING THE LEADVILLE/LAKE COUNTY SIGNAGE & WAYFINDING PLAN

Although funding covered creation of the signage and wayfinding plan, funding construction of the improvements will require a commitment from the City of Leadville, Lake County, and its staff and elected officials. Beyond funding the project, the new signage and wayfinding elements will also require on-going maintenance and upkeep. The benefits of the new signage program are many, but the overall success of the program rests on both short-term and long-term commitments from the Leadville/Lake County community.

Short-Term Implementation Actions

Support from Elected Officials

- Gaining approval for the signage and wayfinding plan from the City Council and Lake County Board of County Commissioners will empower staff to begin the process of implementing the new signage and wayfinding elements.
- NOTE: The ability to gain approval from CDOT for community gateway and boundary signs requires an approved resolution from the local governing body (City Council or BOCC)
- Solicit bids from contractors to install the first phase of the signage and wayfinding plan.

Securing Funding for the New Signage Program: Potential Signage & Wayfinding Funding Mechanisms:

Local and State Grant Programs

- Special Districts (BID, URA, DDA, etc)
- Tax Increment Financing (TIF)
- Community Development Block Grant Program (CBDG – administered through DOLA in Colorado) <https://www.colorado.gov/pacific/dola/community-services-block-grant-csbg>
- Development Impact Fees
- Transportation Equity Act (TEA-LU)
- Division of Local Government Grants
- Office of Economic Development and International Trade Grants
- Surface Transportation Block Grant Program (STBG) <https://www.fhwa.dot.gov/specialfunding/stp/>
- Governors Energy Office (GEO) and USDA Rural Development (RD) Energy Programs (to fund energy-efficient new lighting)
- Colorado Health Foundation Activating Places and Spaces Together <http://www.coloradohealth.org/funding-opportunities/funding-opportunity-activating-places-and-spaces-together>

Public-Private Partnerships

- Side street signage costs can be offset through the sale of sign blades
- Crowd-funding campaigns can be used to raise funds for historic walking tour signs and trail signage

Tax Assistance from General Funds

- Allocate specific funds for the signage and wayfinding improvements

Long-Term Implementation Actions - List of Responsible Parties to Act as Stewards for the Final Plan:

City of Leadville/Lake County – Administration & Economic Development

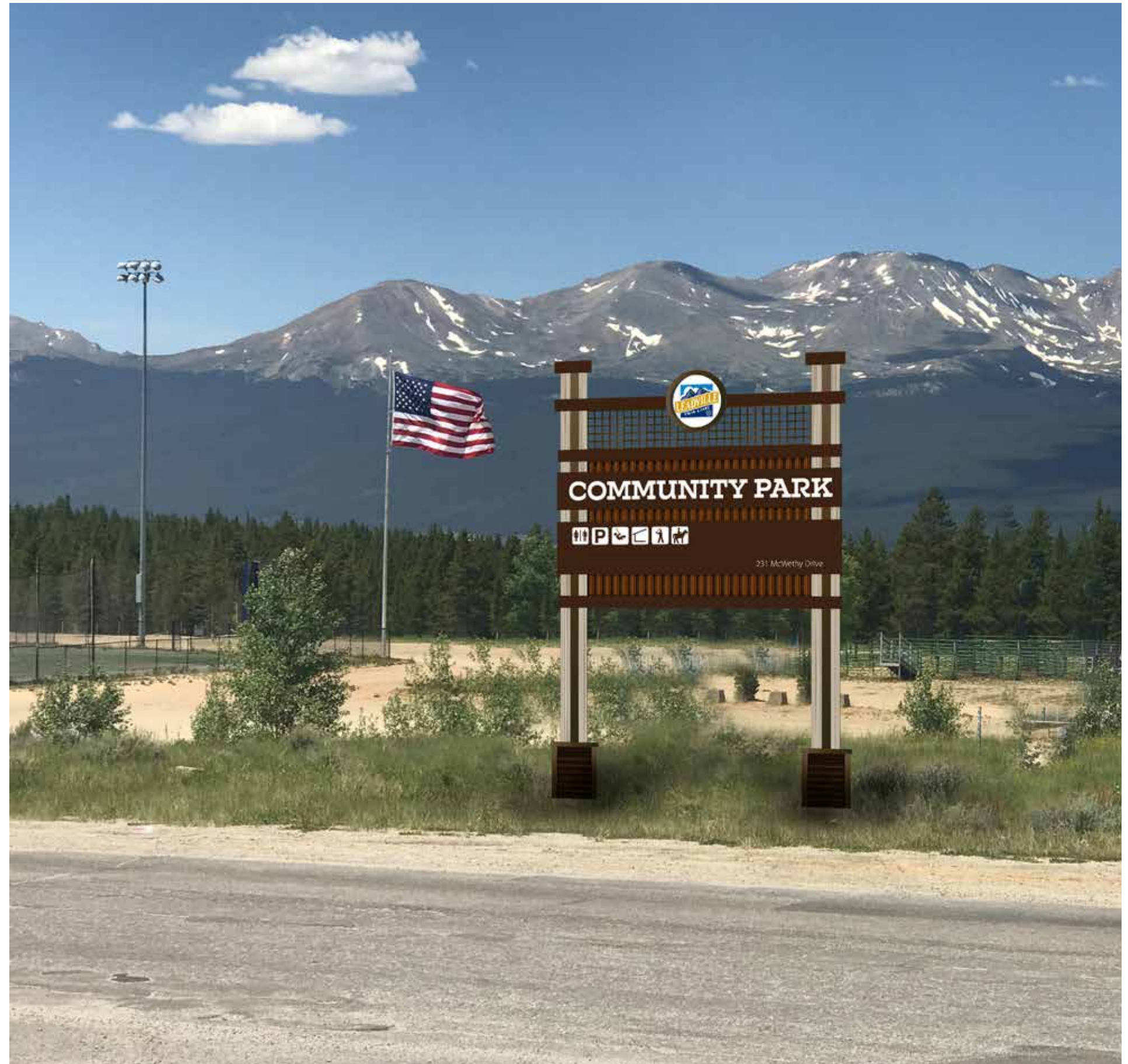
- Coordinate budget cycles & advocate for budget dollars
- Communicate with Leadville businesses to advertise, promote and implement the merchant sign blade program
- Research and apply for signage & wayfinding grants
- Manage consultant efforts related to BID and CD packages
- Manage consultant efforts for yearly signage maintenance contract

City of Leadville/Lake County – Public Works

- Fabricate and install new street signs (or coordinate the fabrication with a local sign shop)
- Locate needed electrical service within signage installation zones (prior to bidding of signage & wayfinding project)

Signage & Wayfinding Working Group

- Commit to meet quarterly to discuss needed improvements within the downtown core
- This group has the potential to solidify into an elected DDA or other special district planning board, if needed



10

Construction Documentation

FABRICATION SPECIFICATIONS

A. Quality Standards

The materials, products, equipment and performance specifications described within, establish a standard of required function, dimension, appearance, performance and quality to be met by the Fabricator.

B. Structural Design

Details on design intent drawings indicate a design approach for sign structure but do not necessarily include all fabrication details required for the complete structural integrity of the signs, including consideration for static, dynamic and erection loads during handling, erecting, and service at the installed locations, nor do they necessarily consider the preferred shop practices of the individual Fabricators. Therefore, it shall be the responsibility of the Fabricator to perform the complete structural design and engineering of the signs and to incorporate all the safety features necessary to adequately support the sign for its intended use and purpose and to protect the Owner. Fabricator shall also be responsible for ensuring that all signs meet local, state and federal codes.

C. Vandalism Design

Fabrication and installation design is to withstand severe abuse and souvenir theft vandalism, but not less than the equivalent of resisting simple hand implements and tools (screwdrivers, knives, coins, keys, and similar items), and adult physical force. All hardware and fasteners within reach shall be vandal resistant.

D. Substitution

No substitution will be considered unless the Owner has received written request for approval.

E. Pre-Fabrication Submittals

The awarded fabricator must submit a copy of the following items to the Owner and Designer for their review prior to fabrication proceeding:

1. Detailed engineered shop drawings for each sign type are to be submitted as electronic PDF no larger than 11"x 17". Final Shop Drawings are to be stamped by an Engineer licensed in the state of the project. The shop drawings for each sign type shall illustrate/describe the following:

- Elevations and cross sections – front, sides, top and back (if necessary); side sections; internal structure section/details; enlarged details such as of extrusions, dimensional letter mounting, mounting plate, etc.; with all final dimensions and call-outs for:
- Components – construction details/information related to individual elements
- Materials – color, type, gauge, and thickness (including substrates and overlays)
- Finishes – color, type of product, manufacturer, and sheen
- Fonts, graphics specifications and message fields
- Exploded view (optional) – isometric view with components, materials, and finishes.
- Cross-section of corners – one illustration for each corner condition. Items to be illustrated: seams, joints, layers, internal support and fasteners.
- Fabricator will subcontract with glass artist or glass manufacturer to cut and illuminate all illuminated glass signage elements (pedestrian, kiosk, and primary gateway sign types all include glass elements).
- Mounting/installation details – provide foundation cross-sections (including hardware), bracket/post details, elevations, materials, finishes and fasteners.
- Electrical details are to be provided for all elements that require electricity. All lighting shall be LEDs. Specific lighting/electrical/construction items to be listed are:
 - ➔ Light source and/or fixture type and manufacturer
 - ➔ Power supply (transformer)
 - ➔ Amperage and voltage per sign
 - ➔ Electrical service required (source)
 - ➔ Lighting detail – provide an internal view of light fixtures, LED layout, transformers, external cut-off switch, light sensor, and timer.
 - ➔ Engineering for wind load
 - ➔ Removable panels (where applicable)
 - ➔ Solar lighting electrical panels (where possible, solar electrical power is preferred for the primary gateway signs).

- Identify any dimensional or other changes in the overall sign required by virtue of the fabrication materials, techniques and/or engineering.

2. ADA recommendations suggest that signs faces be uniformly illuminated with between 100 to 300 lux (10 to 30 foot candles) of light and that the illumination level on the sign face is “not significantly exceeded by the ambient light or visible bright lighting source behind or in front of the sign.” This is useful in that it provides a range of footcandles required to be visible by folks with visual limitations, however it is a TOTAL value, taking into consideration both the ambient lighting (streetlights, nearby bright signs, etc) and any light produced by the sign itself.

3. Ultimately, the amount of light emitted by the sign must overcome the ambient light in the surrounding without appearing overly bright or becoming a distraction/hazard to pedestrians or motorists and (based on location). Signs should have the ability to be adjusted by the fabricator to compensate for ambient conditions.

4. Three (3) samples of each material (paint, vinyl, river rock, glass, etc.) to be used on the sign using actual substrate materials should be supplied. One sample will be returned, one sent to the Owner and one kept in the Designer’s records.

5. A proofing document of final production keystroking for all sign messages to verify line breaks, character and word spacing, and interline spacing should be submitted. The proofs are to be scaled production art files, not full sized. Each layout is to be identified with the sign number.

6. The fabricator must prepare and submit a full-scale structural sample of the structure of pedestrian kiosk and auto directional sign types. Sample must use final materials and include a complete horizontal cross section of the sign and at least 1’ of height to show how the internal system works. Applicable material samples (#4 above) may be included in this structural sample if the fabricator desires, or the sample may be unfinished. This sample will be retained by the Designer.

7. The fabricator must submit a 12” x 12” to-scale sample segment of the map insert product to the Designer for approval before producing the final map inserts.

8. Fabricator must submit a schedule detailing how far in advance artwork will be required for printed maps and directories.

9. Fabricator must provide weekly status reports to the Owner and Designer detailing fabrication and installation progress and the expected completion schedule.

F. Material Handling

The Fabricator is to pack, wrap, crate, bundle, box, bag, or otherwise package, handle, transport, and store all fabricated work as necessary to provide protection from damage by every cause. Fabricator shall provide clear and legible identifying information on all product packaging to ensure proper on-site identification and installation.

G. Construction Methodology

The drawings call for a variety of fabrication techniques. Fabricators are given leeway to fabricate the signs to meet the intent of the designs depicted by the drawings.

1. Because different systems of extrusions may result in slightly different dimensional requirements, the total height and width dimensions described in the sign construction on the drawings may be considered “nominal” for the purposes of cost quote.
2. Sign faces are to be fabricated using steel/aluminum plate of varying thicknesses, as specified on design intent drawings, with a minimum thickness of .125” inches unless otherwise noted.
3. Sign cabinet seams shall be sealed to ensure they are watertight.
4. All finishes are to be satin finish, free from fading, peeling or cracking. Paint preparation of all exterior metal surfaces of the sign to include removal of all scratches and imperfections, sanding and chemical etching. Substrate cleaning, preparation, paint application and paint thickness to be in strict compliance with Matthews Paint or AkzoNobel published recommendations. Acceleration of the drying process is not allowed.
5. Except where approved otherwise by Owner, conceal fasteners.
6. Any sign faces smaller than 8’ by 20’ are to be fabricated from 1 piece of seamless material.
7. On welded joints, dimensional and structural welding defects will not be accepted, including but not limited to: poor weld contours, including excessive bead convexity and reinforcement, and considerable concavity or undersized welds; cracks; undercutting; porosity; incomplete fusion; inadequate penetration; spatter; and non-metallic inclusions. Welding is to be performed by AWS (or similar) certified personnel, following AWS Standard Welding Procedure Specifications (SWPSs) for steel, aluminum, and stainless steel as appropriate.
8. Non-welded joints between various portions of signs must have

a tight, hairline-type appearance, without gaps. Provide sufficient fastenings to preclude looseness, racking, or similar movement.

9. Provide drain holes as needed to prevent accumulation of water within signs. Holes must be inconspicuous and be in inconspicuous locations; holes must be located such that drainage does not occur onto signs, or other surfaces subject to staining. Provide internal system of baffles to prevent “light leaks” through drain holes of illuminated signs. Provide color-coordinated insect screening over drain holes.
10. Non-illuminated sign faces are to have lettering and graphics created as surface-applied vinyl typography using Avery or 3M exterior grade, minimum 5-year warranty, unless otherwise noted in the design intent drawings (such as dimensional lettering specified for the kiosks and other sign types).
11. High pressure laminate panels with embedded artwork are to be printed at a minimum of 1200 DPI using exterior inks. The panel must be a solid, one-piece panel with all graphic elements inseparable from the substrate in which they are embedded (izone, 888.464.9663).
12. Digitally printed graphics are to be printed at a minimum of 1200 DPI using exterior inks and covered with exterior grade, graffiti resistant clear lamination.
13. Visible metal joints must adhere to a fit tolerance of .01”.
14. Aluminum and steel components are to be isolated to prevent galvanic corrosion.
15. Steel components are to be powder coated per the coating manufacturers specifications to prevent corrosion.

H. Fonts/Typefaces

The fonts used for this project were selected specifically for this project by the Designer and Owner, and include those listed in the graphic standards.

It is the responsibility of the fabricator to purchase the fonts.

No substitution of any other typefaces may be made. Under no circumstances are typefaces to be electronically distorted (“squeezed” or “extended”) for purposes of fitting to the specified sign or general alteration of the sign face composition unless noted in the drawings. This includes (but is not limited to) stretching, squeezing, tilting, outlining or shadowing.



1. All letterforms, symbols or graphics shall be reproduced either by photographic or computer-generated means. Hand-cut characters are not acceptable. Cutting shall be done in such manner that edges and corners of finished
2. letterforms will be sharp and true. Letterforms with nicked, cut, ragged, rounded corners, and similar disfigurements will not be acceptable.
3. All letterforms shall be made from material and gauge as indicated on design intent drawings. Typefaces shall be replicated as indicated on the drawing.
4. Ligatures are to be turned off.
5. Apostrophes are to be used, not footmarks. Note that there is a difference in most fonts.
6. Silk-screened and vinyl copy is to match the sheen of the copy panel background (satin). Edges of letters shall be straight and corners sharp. Surface of letters shall be uniform in color finish, and free from pinholes and other imperfections.
7. Silk-screened images shall be executed with photo screens prepared from original art. No hand-cut screens will be accepted. Original art shall be defined as artwork that is a first generation reproduction of the specified art.
8. Silk-screening shall be highest quality, with sharp lines and no sawtooths or uneven ink coverage. Screens shall be photographically produced. Application of inks through screens shall consist of one flood pass and one print pass. Images shall be uniform in color and ink thickness. Images shall be free from squeegee marks and lines resulting from improper print stroke or screen off contact height. Signs shall be placed in adequate drying racks with minimum of 2 inches between racks for ample airflow. Sign racks shall have system of forced airflow between layers to provide proper drying and curing of inks. After signs have dried completely according to the ink manufacturer's time allowance, signs may be packaged.
9. The edges and corners of routed dimensional and vinyl letterforms shall be sharp and true. Letterforms with nicked, cut, ragged, rounded (positive or negative) corners, and similar disfigurements will not be acceptable.
10. Letterforms shall be aligned so as to maintain a base line parallel to the sign format, with margins and layout as indicated on design intent drawings and approved shop drawings. Vertical strokes shall be plumb.

11. Mechanically fasten center of letters to surface materials as described in the design intent.
12. Vinyl graphics and letterforms shall be computer-cut.

I. Permits and Variances

Fabricator shall be knowledgeable of relevant local code requirements and honor same in fabrication and installation. Where applicable, it is the responsibility of the Fabricator to secure any and all necessary permits for signage installation. It is the responsibility of the Owner to secure variances, should any be required. It is the Owner's responsibility to call the appropriate agency to have all underground utilities properly located and marked. Any damage to below-grade utilities or structures for which the Owner has provided adequate location information is the responsibility of the Fabricator.

J. Site Visit

Prior to installation of the signs, the Fabricator is to visit the proposed site to observe existing conditions and verify all signage required and its location with Owner. At this time the locations shall be staked using a non-permanent visible device such as spray chalk or non-permanent paint. Certain signs may be located on sloped grades and may require uneven footings for each post. Site-verify all locations to determine special requirements for footing templates, if required.

The final Sign Message Schedule and Sign Location Plan shall be consulted together and shall be approved by the Owner to determine the precise location for each sign. Any necessary adjustments will be made with the approval of the Owner.

K. Masonry/Footings

Any concrete bases for signage are to be poured in place and footings are to extend beneath the frost line, or deeper to meet local code. All footings or bases should be poured within a form and level with grade unless otherwise specified in the design intent drawings. Foundation/footings should be level with grade unless otherwise noted or as specified by state or local code. Foundation/footings should not extend above grade more than 2" and exposed edges should be finished with a bevel to prevent chipping. It's recommended that the concrete be floated by machine or hand before finishing in order to embed larger aggregates especially when part of the footing or base extends above ground. Concrete surface should have a smooth or brushed finish grade appearance. All concrete bases and footings should be edged to break any bond with the form and create a neat appearance. All forms should be removed once the

concrete has properly cured. Concrete and reinforcement specifications shall be shown on shop drawing submittals. The fabricator is responsible for the necessary templates, mounting plates and hardware for concrete and masonry bases.

All masonry (concrete block, poured concrete, river rock, slab, veneer, mortar, etc.) is to be properly treated and protected to maintain the structural integrity of the masonry work with exposure to all environmental conditions found at the site. For exposed or visible masonry, this shall include the application of protective sealers or similar finishes to diminish the effects of close-proximity sprinkling or irrigation systems.

Signs are to be mounted on J-bolt footings, centered on the concrete base or footing, and engineered per code, unless otherwise specified in the design intent drawings.

L. Wind Load

Signs, banners and mounting devices shall be engineered to withstand a minimum 90 MPH wind load normal to the sign, or greater as per local code, in addition to the weight of the sign. The Fabricator shall determine appropriate method of anchoring signs to the locations specified to meet these requirements as well as all local code requirements.

M. Mounting

All signs to be mounted level and true. All exposed hardware is to be touch-up painted on site as required. It is preferred that all bolts, nuts, washers, or other fasteners shall be stainless steel. However galvanized steel is acceptable, so long as all exposed surfaces are sealed.

While sign type drawings may specify or indicate possible mounting and/or mounting hardware details, the fabricator will be able to substitute equal or better hardware and techniques, based upon their experience with similar mounting situations and as long as the visual appearance of the sign is not compromised from that shown in the design intent drawings.

All signage products must be installed such that there are no misalignments between visible components. Sign elements intended to be removable or changeable after installation must function as intended without binding, sticking or blocking. It will be the responsibility of the Fabricator to correct any installation misalignments at no charge.

Fabricator and their installers are expected to have knowledge of ADA mounting guidelines and city zoning codes, general sign locating practices, and any particular unique installations defined by Designer. It is the desire of the Owner that the fabricator follow these guidelines as well



as architectural cues in installing for the best visual placement, keeping a reasonable distance from protruding objects. Any signage that is improperly located is to be moved to the proper location by the fabricator, and repairs to wall surfaces and signage are to be at the fabricator's expense.

Specific locations provided within this document are the preferred locations of the Designer, but those locations may be adjusted by the fabricator and Owner if necessary (for example, to avoid underground utilities or meet standard roadway offset requirements). If the installers are unable to make a decision about any sign locations, they can contact the Designer, providing a graphic representation of the questionable area, or contact the Owner for on-site options.

N. Demolition

The fabricator is responsible for the removal and disposal of certain signs if identified in the sign message schedule. In addition to the above grade sign removal the sign foundations, sign anchors and posts must also be removed. If there are electrical connections, they must be properly terminated.

O. Site Safety and Restoration

During the installation period, the fabricator is responsible for their own safety, and are expected to maintain a safe environment for pedestrians. The fabricator is to keep the Owner's premises and the adjoining premises, driveways and streets clean and clear. The job site shall be left safe, neat and clean at the completion of each day's operation. The fabricator is also expected to temporarily maintain old signs in order to continue their directional and identification functions, as well as to maintain signage that meets MUTCD standards during the installation period. At the completion of work, the fabricator shall remove all rubbish, tools, equipment, and surplus materials, from and about the premises, and shall leave the site as originally found. The fabricator shall be responsible for repairing or correcting damage to other contractors' work resulting from Installer's work.

P. Punchlist

It is required that the fabricator complete a walk through with the Owner immediately following installation to identify any errors, such as construction or installation issues. Such errors are to be corrected in a timely manner, and to the satisfaction of the Owner.

Q. Signage Warranty

Fabricator is solely responsible for applying products (paints, finishes, components, etc.) according to manufacturers' specifications and validating the warranty. The fabricator is to provide a written five (5) year full replacement warranty to the Owner that all signs will be free of defects due to craft work and materials including, but not limited to:

- bubbling, chalking, rusting or other disintegration of the sign panel, graphics or of the edges;
- corrosion appearing beneath paint surfaces of panels, brackets, posts or other support assemblies (except as an obvious result of vandalism or other external damage);
- corrosion of fasteners;
- assemblies not remaining true and plumb on their supports;
- fading, chalking and discoloration of the colors and finishes within the vinyl and paint manufacturer's stated warranty period;
- peeling, delamination or warping ("oil canning"); and
- repair and reinstallation of signage due to failed mountings.

Fabricator shall also extend in writing to the Owner all manufacturers' warranties for materials and components used within the signs. It is the fabricator's responsibility to obtain extended 5-year manufacturer warranties on all paint and powder coat applications. Warranty issues will be addressed by the fabricator within a 2-day time period (either through email communication or a phone call).

R. Repair or Replacement

Without additional cost to the Owner the fabricator shall repair or replace, including installation, any defective signs or hardware that develop during the warranty period and repair any damage to other work due to such imperfections. The fabricator will be required to fully replace all signs that are in error relative to the working documents (sign message schedule and sign type drawings) that were submitted to the fabricator upon award of contract. Replacement of any warranty items shall occur within a 60-day timeframe.

S. Maintenance

Fabricator is responsible for providing maintenance and inspection of the signage for a 5-year period. Maintenance responsibilities will include cleaning and inspection of the signage, creation of a punchlist for any needed repairs and/or replacements, and estimated costs and timeframes for the repairs/replacements. Inspection and punchlists will be performed every 6 months for the 5-year period.



COLOR, TYPOGRAPHY & ARTWORK

Sign Color/Materials Palette

Fabricator is responsible for supplying samples for all colors/materials in the palette.



01 PMS 7490 C
Satin Finish Powdercoat
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



02 PMS 7461 C
Satin Finish Powdercoat
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



03 Perspex / LuciteLux White
Translucent Acrylic - Polar White 030
Satin Finish
(Gateway Signs)



07 Reflective White
ORALITE 5800 White
(Sign Text)



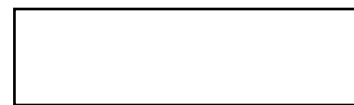
08 Naturally Rusting Corrugated Corten Steel
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



04 Dark Bronze Opalescent
Satin Finish Powdercoat
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



05 PMS 4975C
Satin Finish Powdercoat
(All Sign Waterjet Metal Elements)



06 Clear Coat
Anti-Graffiti Clear Coat
(On All Powdercoated Sign Faces/Surfaces/
Lettering)



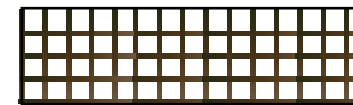
09 High Pressure Laminate
(Maps)



10 Glulam - Laminated Wood
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



11 Powdercoated Corrugated Corten Steel
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



12 Naturally Rusting Flat-Welded Steel Strips
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)

Typography

Fabricator is responsible for acquiring all listed fonts.

HEADLINE: HATCH

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODY COPY PRIMARY: MYRIAD PRO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

BODY COPY ALTERNATE: ITC BOOKMAN STANDARD - LIGHT ITALIC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

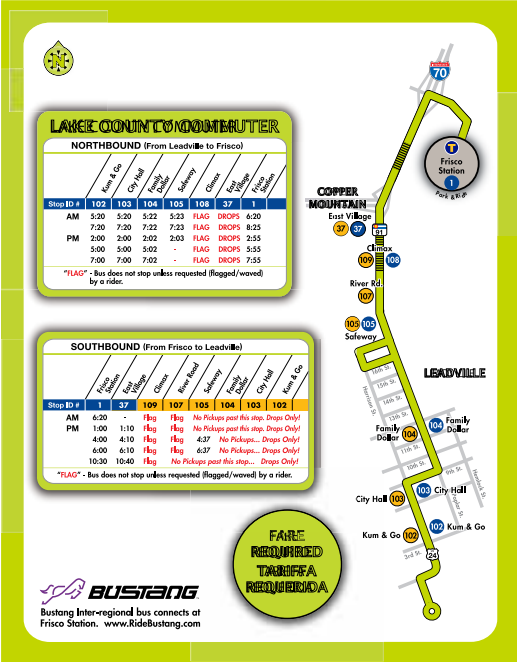


COLOR, TYPOGRAPHY & ARTWORK

Artwork

All artwork shown in the document is for placement only – it is the responsibility of the Fabricator to obtain original vector art from the Designer.

The Designer will provide all original vector art and photography to the Fabricator via FTP, Dropbox, or other electronic means.



Buena Vista Brand Stamps/Logos

Summit Stage Route Map and Schedule



DOCUMENT PREPARED BY:

Kristin Cypher

C+B Design