



Signage & Wayfinding Plan

January 18, 2018

Prepared for the Town of Buena Vista, 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.

Buena Vista Signage & Wayfinding Plan

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Purpose & Goals of the Signage & Wayfinding Plan

- ✦ Design signage & wayfinding that helps direct residents and visitors to destinations within Buena Vista
- ✦ Develop a signage & wayfinding plan that identifies the style, quantity and type of signage needed in Buena Vista
- ✦ Develop an implementation plan that outlines the costs and resources needed to implement the new signage & wayfinding designs



PROJECT CONTEXT & BACKGROUND

Signage and wayfinding has been a recurring subject of discussion in town as recent, sustained economic and demographic growth has begun to unearth potential impediments to harnessing forward momentum as well as exposing opportunities for capitalization on increasing tourism traffic. Growth has also directed energy towards the alignment and reinforcement of our town marketing, branding and community vision. The development and progression of Buena Vista signage and wayfinding initiatives has been the result of coordination of four distinct but collaborative initiatives taking place over the previous four years:

DCI Downtown Assessment: The BV Wayfinding Committee, a subcommittee of the Buena Vista Beautification Advisory Board, was formed in response to the Buena Vista community and local business owners expressing their desire and the need for more comprehensive and clear wayfinding signage. In May 2013, at the request of the Town of Buena Vista, a downtown assessment team visited from Downtown Colorado, Inc. (DCI). The assessment of the downtown and community revitalization was meant to provide tools, insight, and direction to assist the community with its downtown revitalization goals. The DCI report singled out wayfinding and signage as a recommendation to:

- Create a cohesive, iconic, and welcoming wayfinding system that celebrates the community and directs visitors through Downtown Buena Vista
- Alert and direct visitors and residents into downtown Buena Vista, as well as create more significant directional signage from Highway 285
- Identify travel paths and key decision points for the different travel modes of visitors to Buena Vista to help guide decision making about investments in wayfinding
- Consider decision points for pedestrians, vehicles, and bicycles

Comprehensive Plan: Concurrent with the formation and recommendations of the BV Wayfinding Committee, the Town of Buena Vista initiated the process of creating a new and revised Comprehensive Plan, which was released in 2015 to identify a variety of strengths, weaknesses, opportunities, and threats to town and to guide future projects and policy decisions. The completed Comprehensive Plan contains a variety of general recommendations for wayfinding implementation.

Branding & Wayfinding Master Plan: Following the adoption of an initial signage and wayfinding plan submitted by the BV Wayfinding Committee in 2014, the Buena Vista Board of Trustees moved forward with marketing, branding, and wayfinding by contracting a marketing and design firm,

Norris Design, to complete a comprehensive Branding & Wayfinding Master Plan. The purpose of the Norris plan was to work with the Buena Vista community to create a cohesive identity for the Town that could be implemented in conjunction with a comprehensive wayfinding signage program and marketing plan. The document was intended to serve as a guide, with parallels to the marketing plan, for understanding the Town's identity and strategic implementation and phasing of signage. Many of the branding and marketing elements from this plan have been modified or thrown out, but the signage maps included in the plan will serve as the guiding foundation for wayfinding design and engineering.

Preliminary Signage Designs: As part of the Branding & Wayfinding Master Plan efforts, some preliminary sign designs were completed by CO Creative and submitted to the Board of Trustees. These sign designs will serve as the foundation for the signage designed in this project.

Citizen Committee Input: In conjunction with the development of the Branding & Wayfinding Master Plan, a citizen committee (the BMW subcommittee) dedicated to branding, marketing, and wayfinding was formed to guide the creation of the plan, coordinate with the Town government and Norris Design, identify problem areas, and move forward with branding and marketing efforts in town.

Project Description

In a continuation of efforts to transform Buena Vista into a primary travel destination with a distinctive shopping, dining, and entertainment area, a variety of public recreation amenities, and services for residents and visitors alike, the Town of Buena Vista seeks to develop distinct signage and wayfinding that can be phased in, modified, or expanded as the town develops and new destinations are added. The wayfinding signage program should meet the needs of the residents as well as visitors. All transportation modes within the town 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 Buena Vista, reduce inefficiencies in traffic flow (considering interactions of all modes of transportation), and enhancing & reinforcing placemaking in conjunction with the Town of Buena Vista brand.

Goals & Objectives of the Signage & Wayfinding System Design

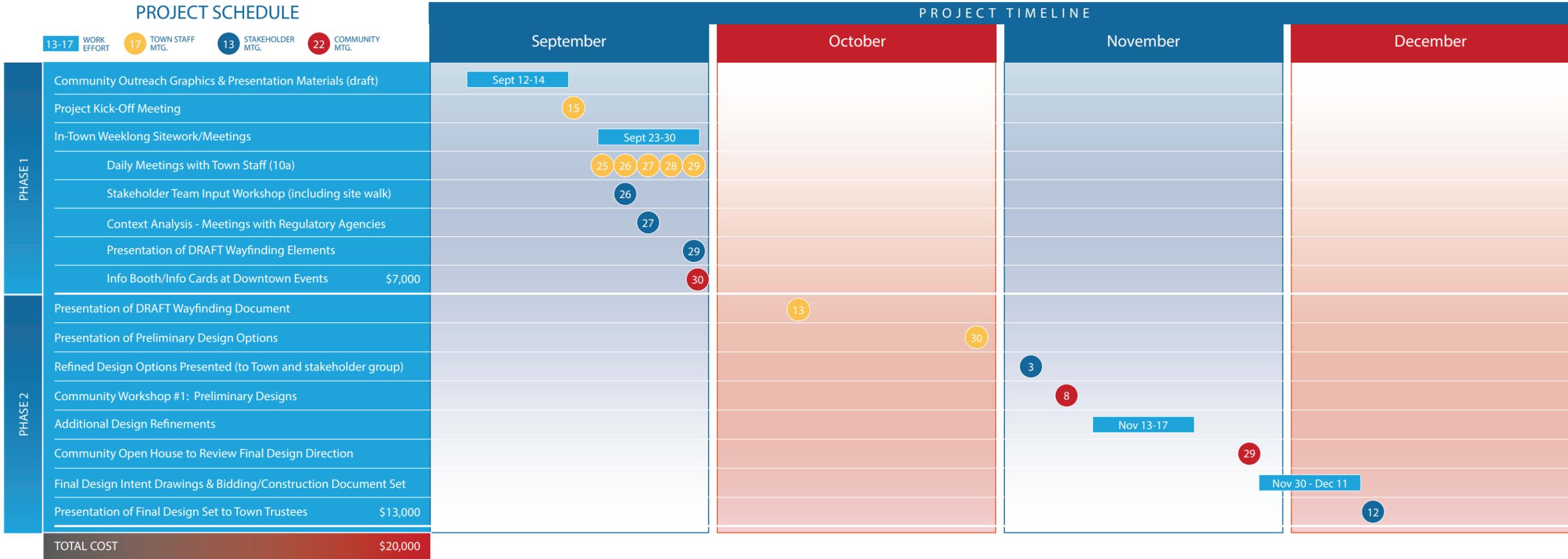
- ➔ Placemaking – Reinforce a sense of place for Buena Vista & enhancing Buena Vista's image and brand
- ➔ Brand Awareness - Support, brand, and identify a distinct identity for the Town of Buena Vista with signage that blends with the historic yet modern feel of the town
- ➔ Legibility – Highlight important community resources and destinations, and how to access them through clearly defined directional information
- ➔ Character Area Awareness - Raise community and visitor awareness of Buena Vista's character areas, including their location and amenities
- ➔ Highway Visibility - Direct visitors to Buena Vista's character areas from major transportation arteries
- ➔ Economic Development – Increase awareness of the BV character areas, helping to increase sales tax revenues, general interest in the community, 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



PROJECT SCHEDULE & MILESTONES



01

Project Communication

ADVERTISING THE SIGNAGE & WAYFINDING PROJECT TO THE BUENA VISTA COMMUNITY

Getting the word out to the Buena Vista 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.



4"x9" project information cards were distributed during outreach events, and left behind at BV community locations, like the Library, Town Hall, the Community Center, and other private and public locations within town.

BV SIGNAGE & WAYFINDING PLAN

Together, we're going to develop a community-created signage & wayfinding plan for Buena Vista.

Please join us in creating final signage & wayfinding ideas for the Buena Vista!



The project goals are:

- * Design signage & wayfinding that helps direct residents and visitors throughout Buena Vista and its destinations and amenities
- * Develop an implementation plan that outlines the costs and resources needed to implement the new signage & wayfinding designs

TEMPORARY PROJECT SIGNAGE

5'x3' temporary project signage made from chloroplast was created to help promote the project info station, and installed at the People's Stage in downtown Buena Vista.

Community Feedback Opportunities

BUENA VISTA SIGNAGE & WAYFINDING PLAN

Your Input is Important!!

<p>1</p> <p>Project Info & Feedback Booth</p> <p>Project Goals & Direction</p> <p>September 29, 2017 2pm - 6pm</p> <p>Buena Vista People's Stage 320 East Main Street Buena Vista, CO 81211</p>	<p>2</p> <p>Survey & Social Media</p> <p>Community Survey Sept 25 - Oct 7 www.surveymonkey.com/r/BVWayfinding</p> <p>BV Facebook Page www.facebook.com/tobvco/</p> 	<p>3</p> <p>Workshop & Open House</p> <p>Community Workshop Preliminary Designs November 8, 2017, 6pm</p> <p>Community Open House Final Signage Designs & Next Steps November 29, 2017, 6pm</p> <p>BV Community Center 715 E Main Street Buena Vista, CO 81211</p>
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Together, we're going to develop a community-created signage & wayfinding plan for Buena Vista.

- The project goals are:**
- * Design signage & wayfinding that helps direct residents and visitors throughout Buena Vista and its destinations and amenities
 - * Develop an implementation plan that outlines the costs and resources needed to implement the new lighting & signage designs



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 Emily Katsimpalis - Project Manager - Town of Buena Vista - Direct: (719) 395-8643 ext.21 - Email: bvanalyst@buenvistaco.gov

BV SIGNAGE & WAYFINDING PLAN Project Overview

Thank you!!

We are so glad you are interested in Buena Vista Signage & Wayfinding! When approaching the banner displays, please do the following:

- 1 Take a look at the banners on display
- 2 Use sticky dots and sticky notes to record your preferences & ideas



Project Overview

Together, we're going to develop a community-created signage & wayfinding plan for Buena Vista. **The project goals are:**

- * Design signage & wayfinding that helps direct residents and visitors throughout Buena Vista and its destinations and amenities
- * Create a signage design palette that celebrates the unique character and sense of place within Buena Vista
- * Develop an implementation plan that outlines the costs and resources needed to implement the new signage & wayfinding designs

For more information about the project and the upcoming public workshops, please contact:

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Direct: (719) 395-8643 ext.21
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BV SIGNAGE & WAYFINDING PLAN Public Outreach

How Are You Reaching Out to Community Stakeholders?

Project Info Cards

Project informational cards outlining the project goals, community workshops, project contact, and a list of the project information were created to spread the word about the project to the BV community. This card is one example of the project info station at the People's Stage in downtown BV.



Social Media

Facebook & Twitter Post
Email to Share Project Information
Availability for Personal Communications

www.facebook.com/tobvco/

On-Line and Paper Community Survey

The community survey is a way to gather input, ideas, and preferences for lighting & signage from the BV community



www.surveymonkey.com/r/BVWayfinding

Project Info Point September 2017



Project Info Temporary Sign

The temporary sign is printed on double-sided paper and will be on display at the People's Stage in downtown BV. This sign provides information about the project and opportunities for public comment and project input.



Community Events

The workshop and open house will provide opportunities for community members to design their vision for the signage & wayfinding plan. Each event is structured so that participants can develop final plan ideas and designs, and workshop participants will vote on the final preferred signage & wayfinding plan direction.

Along with the one-on-one conversations, the community events will form the backbone of the Signage & Wayfinding Plan process.

- Community Workshop - November 8, Project Goals & Direction
- Community Open House - November 29, Final Design Plan & Next Steps





Communicating the project goals and soliciting ideas and direction from the Buena Vista community was a critical component of the overall project success



02

Project Research & Information-Gathering

SIGNAGE & WAYFINDING INFO POINT - SEPTEMBER 25 - 29

During the week of September 25-29, the design team hosted a project information point above the Pinon Real Estate Office along East Main Street. The goal of the project information point was to provide a drop-in location for members of the BV community to talk about their ideas, direction, and goals for the new community signage.

On the Street Project Info Station - September 29-30

In order to provide additional opportunities for input, the design team hosted an on-the-street project info station in conjunction with the '14er Fest,' a planned community event that was marketed broadly throughout Colorado. For this event, the design team set up a booth at the People's Stage in downtown BV, and talked with people about the new BV signage project. In addition to introducing the project and pointing people to the community survey, the design team also asked visitors if this was their first time visiting Buena Vista, and if they had any difficulty locating the downtown festival area. The design team also asked visitors if they were aware of some of the other character areas in BV (such as River Park or South/West Main).

Project Information Point Advertisement Poster



INDIVIDUAL & GROUP MEETINGS

Understanding individual group perspectives regarding the new signage designs provided critical insights into the comprehensive community signage needs of Buena Vista. 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 BV 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?
- ➔ Do you have any concerns about the new signage program?



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

Individual & Group Meetings

- Branding, Marketing & Wayfinding Committee
- Main Street
- Recreation Advisory Board
- Trails Advisory Board
- Beautification Advisory Board
- Economic Vitality Advisory Board (EVAB)
- West Main Street Group
- Planning & Zoning Commission
- Individual Businesses - East/West/South Main Street
- BV Town Staff
- Historic Preservation Commission



Individual and group meetings allowed the design team to better understand the types of signage that would be most useful to various groups within Buena Vista (photo from the Main Street group meeting, held at the Lariat at the end of October 2017).



THEMES THAT EMERGED FROM THE SIGNAGE & WAYFINDING INFO POINT/STATION & STAKEHOLDER GROUP MEETINGS

The wayfinding info point and info station provided several insights regarding what types of signage would be most helpful for Buena Vista, and goals and ideas for the new signage palette.

Direction Received from the Info Point/Station

- Focus on the longevity of the signs with an emphasis on quality materials and manufacturing techniques that would withstand time and the elements
- Emphasize efficiency and low energy use by employing LED lighting within the signs and limiting illuminated signs to prominent pedestrian locations
- Share BV's story by including historic imagery, storytelling and interpretation
- Support the pedestrian experience of the BV and its character areas by including a walking map with destinations, distances and times
- Plan for the future by arranging for continued, contracted maintenance of the signs
- BV isn't 285 or just 24. Let people know BV is more than the highway! There's a misconception among travelers that BV is either the truck stop along 285, or just the highway businesses along 24, and people have expressed their desire to daylight all the special areas within BV. For people who live in town, this is expressed as a need. For visitors that came to the info point, when asked if they knew about South Main, River Park, or West Main, many of them had no idea about these other BV destinations.
- Character and Design Are Important. Ensure the signage expresses the unique character, community, and sense of place within BV. When asked to tell me a little more about what this means, the things people noted is that BV is a 'real' community, not just a tourist destination (like Vail), and that it's also an outdoor recreation destination (not a ski resort) for those people who are coming into the area as tourists. They also pointed to the uniqueness of being located along the river, but also the frustration of not being able to see the river from Main Street, and that many people coming into town as visitors "don't even know it's there" and hope the signage can help with this.

- Reduce Sign Clutter. Ensure that as new signs go up, older signs that express the same information are removed/replaced. There has been a desire to reduce sign clutter as new signs are installed.
- Unique Character Areas. There are several unique character areas/destinations within BV (West Main, East Main, South Main, River Park, Highway 24, etc), and each of these areas represents a unique part of the BV community. Signage that helps define and celebrate these areas can help visitors find all the places within BV, while also creating unique and targeted marketing opportunities for the groups/businesses/resources within each district.
- Speciality Signs. Don't forget historic and trail signage! Ensure the new palette helps define a palette for trail and historic signage. Also daylight bike lanes/safe routes to school.
- Define Entrances. Many people expressed a desire to create a gateway-type entrance near the intersection of Main Street and Highway 24. The hope is a larger gateway at this location will help encourage people to stop and explore the different Main Street areas.
- Be Frugal. Although everyone expressed the desire to create a signage palette they can be proud of, they also noted that keeping costs reasonable and fiscally responsible is very important, too. There was a vocalized hope that the new signage could be a blend of beautiful materials and frugal costs, and the importance of keeping costs in mind was stressed.



Project Info Point above Pinon Real Estate

- Murals as Signage. Creating painted murals that celebrate the history and character of BV was discussed as something that could be an easy way to highlight community entrances or create opportunities for tourists to make a 'selfie stop.'
- Celebrate Valley Assets. Consider including maps or directional information to local assets around BV, like the hot springs, St. Elmo, and other areas.

Temporary Project Information Sign helped point people to the upstairs project info point



COMMUNITY SURVEY

Available on-line and in paper form, the community survey was designed to ask members of the Buena Vista area about their general impressions of the assets, amenities, and challenges facing BV, and what types of signage would be most helpful/useful/desirable.

Survey Questions and Responses

General Questions About Buena Vista

When friends and family visit you, where in Buena Vista do you take them?

Where do you go in Buena Vista in the evenings and weekends?

What are Buena Vista's 3 best assets?

What do you think are the 3 biggest challenges, or negatives, about Buena Vista?

What could or should be done in Buena Vista to get people to spend more time/money here?

Buena Vista Signage & Wayfinding Questions

If you were designing a signage & wayfinding system for people visiting Buena Vista for the first time, how important would each of the following sign types be? (rank in order of importance, 1 being most important, and 5 being least important)

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

The new signage & wayfinding system will be designed to point to destinations within the Buena Vista area, like the Visitor's Center. What are the 5 top destinations the new signage & wayfinding system should point to?

What are the hardest 3 places/amenities to find within Buena Vista?

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

What would you like visitors to Buena Vista to remember about the community after they've left (artistic, friendly, unique, safe, etc)?

Question #1: When friends and family visit you, where in Buena Vista do you take them?



Question #2: Where do you go in Buena Vista in the evenings and weekends?



Question #3: What are Buena Vista's 3 best assets?

COMMUNITY OUTDOOR MOUNTAINS HISTORIC
NATURAL BEAUTY WHIPPLE TRAILS RIVER
PARK MOUNTAINS BUSINESSES
OUTDOOR ACTIVITIES SMALL TOWN
MAIN STREET

Question #4: What do you think are the 3 biggest challenges, or negatives, about Buena Vista?

CITY MARKET CHAMBER OF COMMERCE
AFFORDABLE HOUSING UNFRIENDLY
GROCERY GROWTH RENTALS
JOBS BUSINESS TOWN
EVENTS LIMITED EMPLOYMENT

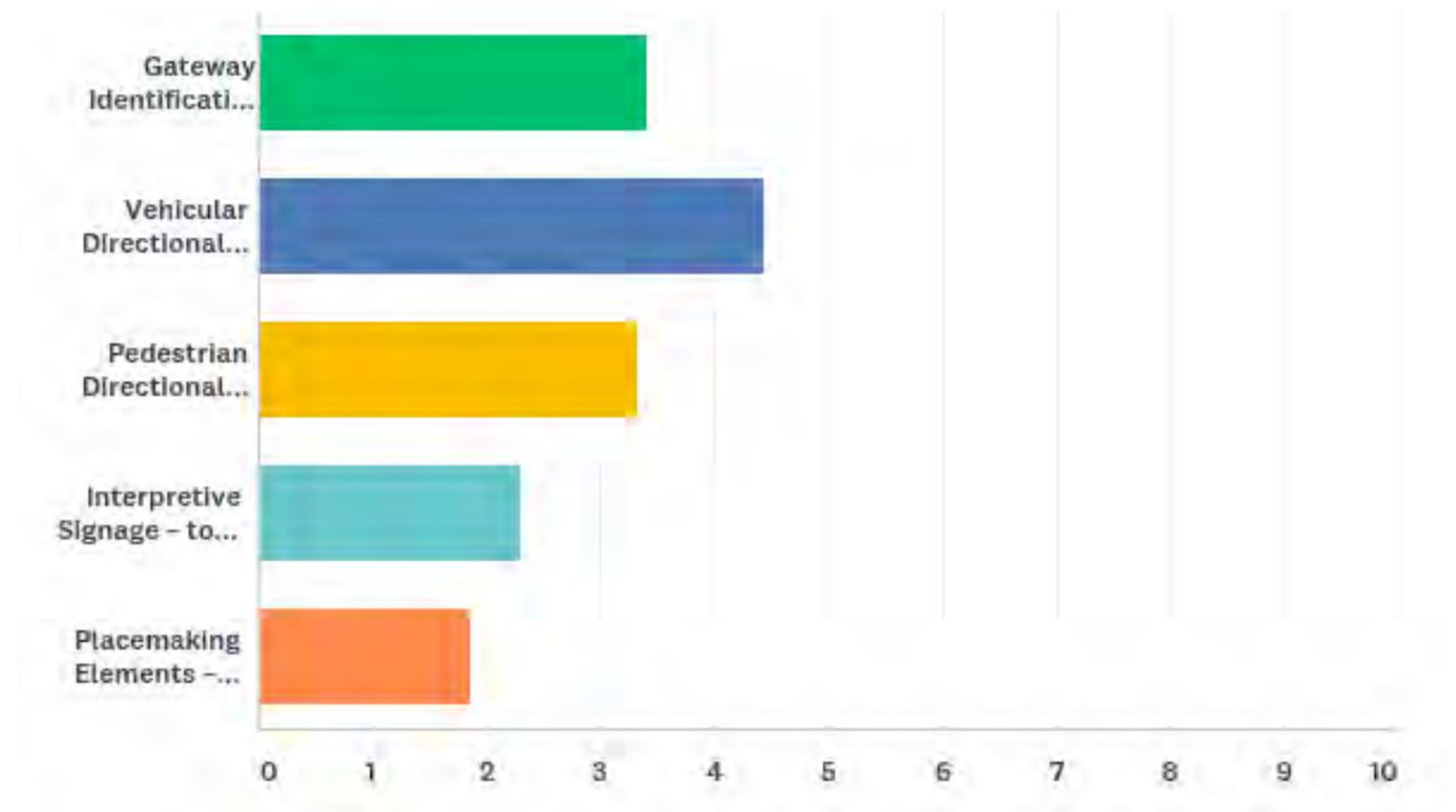


Question #5: What could or should be done in Buena Vista to get people to spend more time/money here?



Question #6: If you were designing a signage & wayfinding system for people visiting Buena Vista for the first time, how important would each of the following sign types be? (rank in order of importance, 1 being most important, and 5 being least important)

- Gateway Identification Signage – to let people know they’ve arrived in Buena Vista
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- Interpretive Signage – to inform people of Buena Vista’s history, culture, and special places
- Placemaking Elements – things like public art, temporary/seasonal banners, and other public space elements that would help promote Buena Vista



Question #7: The new signage & wayfinding system will be designed to point to destinations within the Buena Vista area, like the Visitor's Center. What are the 5 top destinations the new signage & wayfinding system should point to?

Question #8: What are the hardest 3 places/amenities to find within Buena Vista?

Word cloud for Question #7 (Blue background):

- PARKS
- MAIN STREET
- DOWNTOWN
- BUSINESSES
- VISITOR CENTER
- COMMUNITY CENTER
- RIVER PARK
- LIBRARY
- JAILHOUSE
- TOWN
- TRAILS
- RIVER

Word cloud for Question #8 (Yellow background):

- PARKING
- MAIN STREET
- TRAILS
- TOWN CENTER
- RIVER
- COLORADO MOUNTAIN COLLEGE
- GOLF COURSE

Question #9: What are your hopes or expectations for the new signage & wayfinding system?

Question #10: What would you like visitors to Buena Vista to remember about the community after they've left (artistic, friendly, unique, safe, etc)?

Word cloud for Question #9 (Blue background):

- SIMPLE
- REDUCE SIGN CLUTTER
- REFLECT TOWN PRIDE/TALENT
- HIGHLIGHT HISTORIC AND CULTURAL ASSETS
- GET PEOPLE TO TURN OFF HIGHWAYS
- REFLECT COMMUNITY
- BEAUTIFUL
- CREATIVE
- ARCHWAY
- HIGHLIGHT TOWN ENTRANCE
- BETTER TRAFFIC CONTROL/PARKING
- SHOWCASE WHAT BV HAS TO OFFER
- BRING MORE PEOPLE TO TOWN
- LEGIBLE/CLEAR

Word cloud for Question #10 (Red background):

- FRIENDLY
- CHARMING
- RELAXING
- TRAILS
- GREAT FOOD/MUSIC/ART
- SMALL TOWN
- SPECIAL & UNIQUE
- SAFE
- COMMUNITY-FOCUSED
- GREAT ACCESS TO OUTDOORS
- RIVER
- AFFORDABLE
- BEAUTIFUL
- WELCOMING



VISUAL PREFERENCE IMAGE DISPLAY BANNERS

Design Ideas

What types/styles of signs do you like for BV?
Please take a look at the sign images below, and use sticker dots to indicate those you feel reflect a BV-esque character. We'll use the input we receive from this visual preference exercise to help us develop the final look and feel for the new signage & wayfinding program.

Gateway Images The purpose of community gateways is to let people know they've arrived in Buena Vista.

Design Ideas

Auto Signs The purpose of auto signage is to navigate people to places in town who are driving.

Pedestrian Signs The purpose of pedestrian signage is to navigate people to places in town who are walking.

cbDESIGN

Design Ideas

Bike/Trail Signs The purpose of bike/trail signage is to best encourage biking & hiking in and around BV.

Interpretive Historic signage that illustrates the themes and stories of BV's history, culture, and people.

Design Ideas

Info Kiosks The purpose of info kiosks is to provide notices, maps, and event information to BV residents and visitors.

cbDESIGN

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 EXERCISE

The purpose of the visual preference banner exercise was to help members of the Buena Vista 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



Visual preference image banner display at the Buena Vista Public Library (banners were on display during the last week of October, 2017).

In addition to the visual preference banners, the banner display also included a banner summarizing what would happen at the first community workshop on November 8, 2017.



VISUAL PREFERENCE DOT VOTING RESULTS

After a week of being on display at the Buena Vista Public Library, 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.

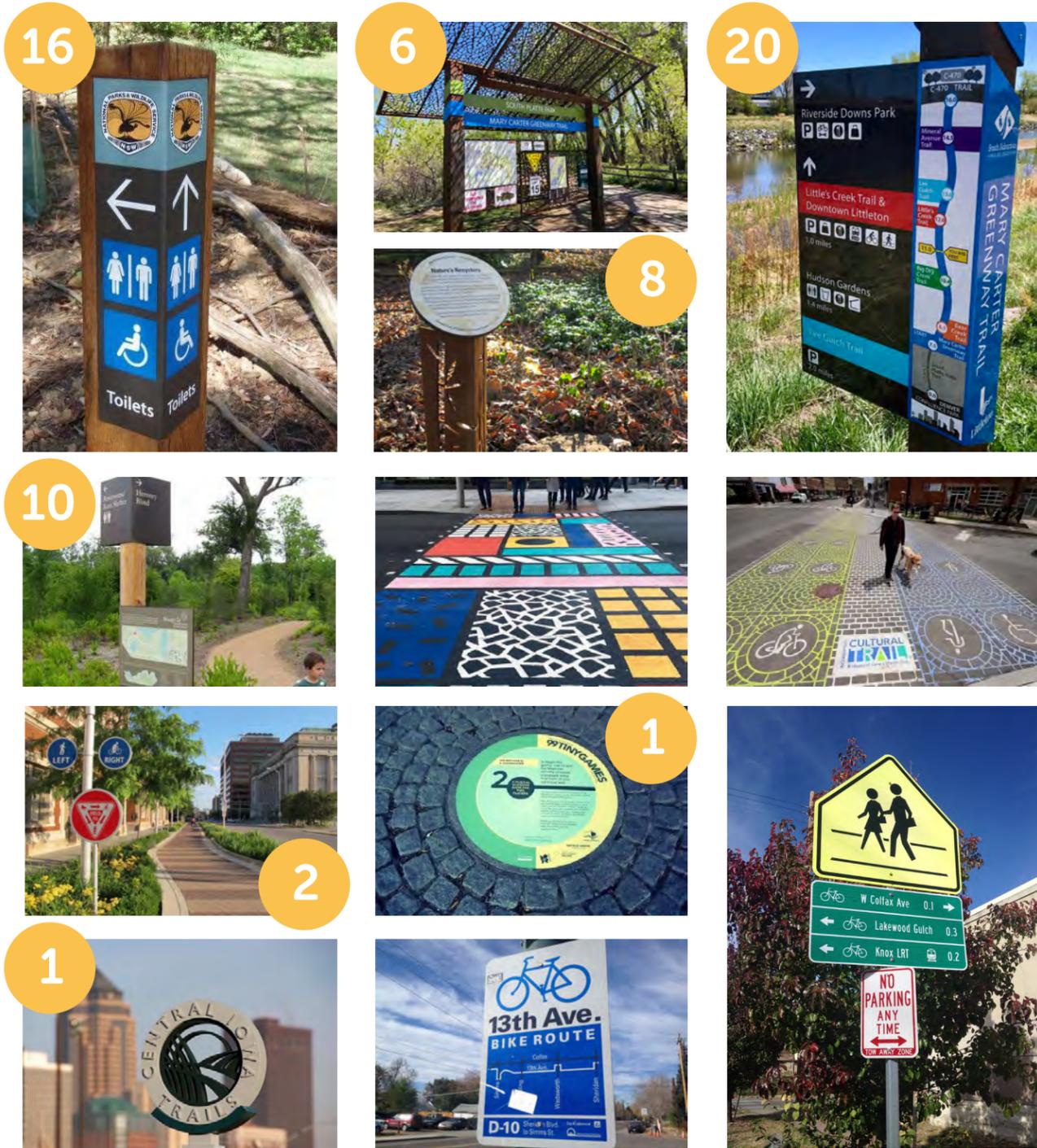


Bike/Trail Signs

The purpose of bike/trail signage is to help encourage biking & hiking in and around BV

Interpretive

Historic signage that illustrates the themes and stories of BV's history, culture, and people

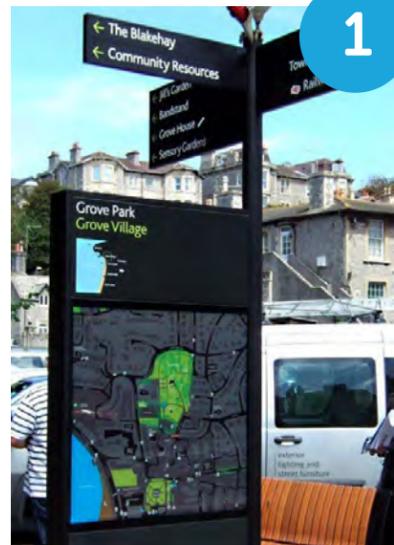


Number of Dot Votes



Pedestrian Signs

The purpose of pedestrian signage is to navigate people to places in town who are walking



Auto Signs

The purpose of auto signage is to navigate people to places in town who are driving

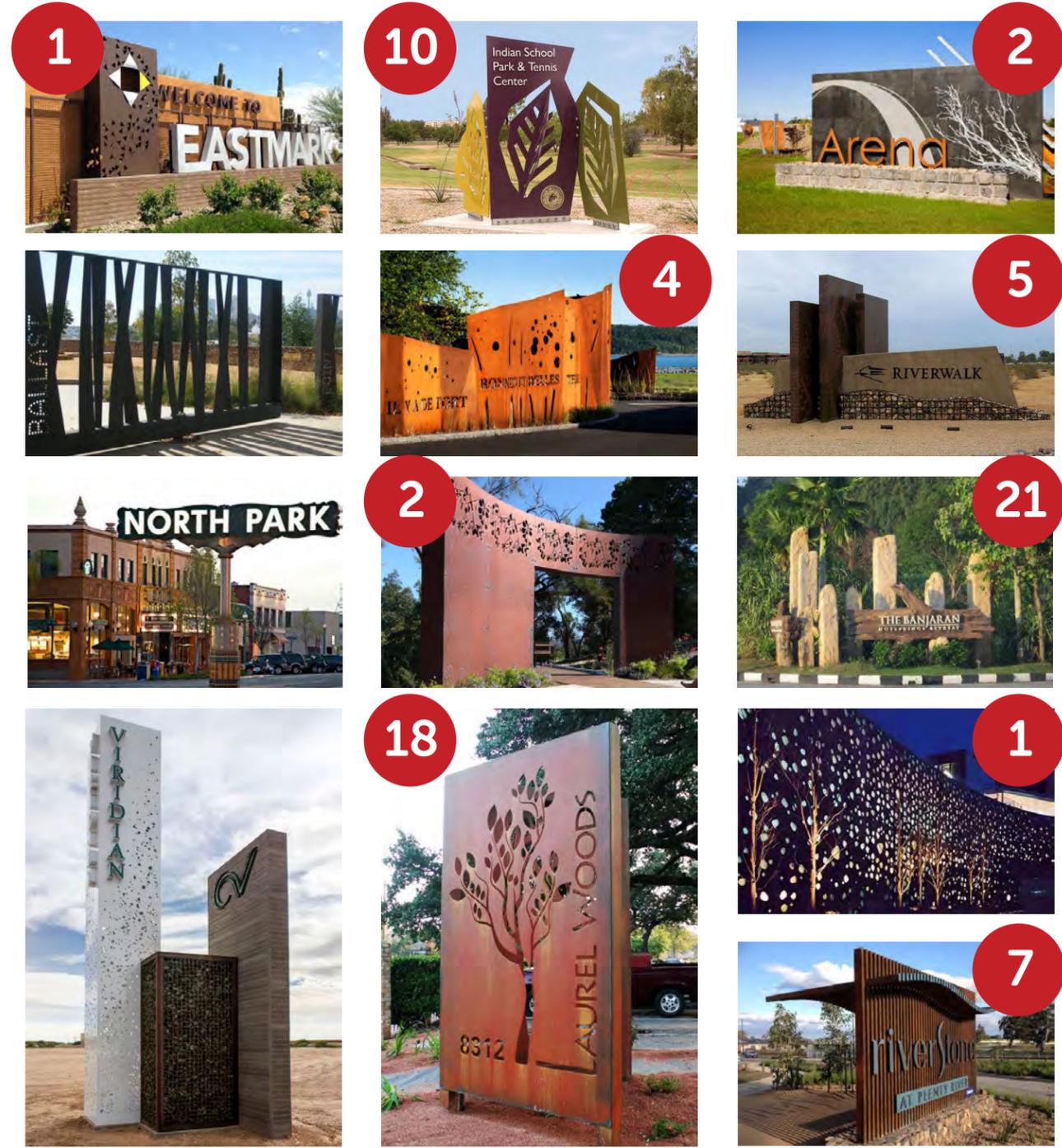


Gateway Images

The purpose of community gateways is to let people know they've arrived in Buena Vista

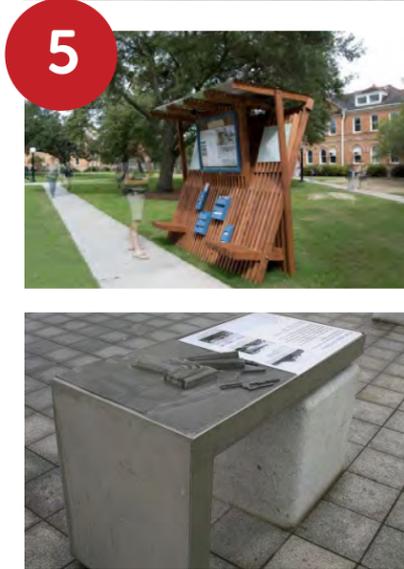
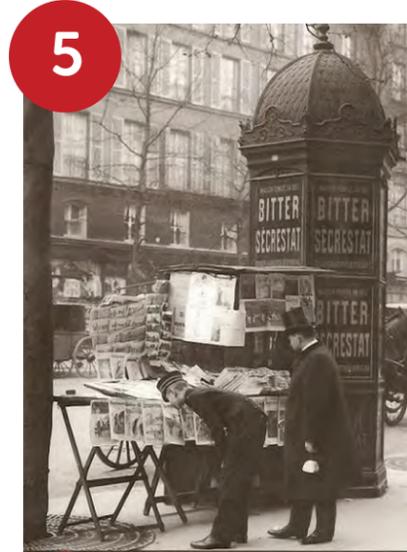
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Info Kiosks

The purpose of info kiosks is to provide notices, maps, and event information to BV residents and visitors



Info Kiosks

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03

Document Review

Documents Reviewed

- The Town of Buena Vista Brand and Logo Guidelines
- The Town of Buena Vista Branding & Wayfinding Master Plan
- The Town of Buena Vista Wayfinding Maps
- The Town of Buena Vista Logo, Brand Identity & Signage (March 22, 2016)
- The Town of Buena Vista 2015 Comprehensive Plan

DOCUMENT REVIEW

Reviewing existing design and regulatory information related to signage and wayfinding provides a detailed perspective regarding what types, sizes, quantities, and materials are appropriate for the new signage palette. Much work has been done in regard to thinking and designing Buena Vista signage, and honoring these past efforts ensures the design team is building on this foundation.

All documents reviewed were analyzed for both detailed content and overall design intent, with the goal of capturing both the technical details and general tenor of each.

The Town of Buena Vista Brand and Logo Guidelines

Character-defining features of BV:

- Welcoming Community
- Recreational Opportunities
- Arkansas River & Mountains
- Health & Wellness
- Entrepreneurial Spirit
- Firmly Rooted Community
- Historic Downtown & Heritage

Core Values of BV (from the Comprehensive Plan, repeated in the Brand and Logo Guidelines):

- A safe, quiet community in which to live, work, and play
- Friendly people with a spirit of self-determination
- A defined sense of place, expressed in the town's history and architecture
- Accountability, visibility, and efficiency in getting things done
- Environmental responsibility and sustainability
- Economic diversity and stability that ensure all residents feel welcome

Signage and wayfinding is designed to reinforce community spirit, but its primary audiences are visitors and people new to town. In the Brand and Logo Guidelines, the keywords associated with appealing to visitors are:

- Community
- Nature
- Solitude

Using these words as a basis for designing a new signage system will ensure it reflects the community goals for attracting visitors.



Word cloud created for the Brand and Logo Guidelines illustrates some of the critical character features of the BV community

Buena Vista Signage Authenticity & Uniqueness

One of the key visitor messages from the Logo Guidelines is the Colorado local tourist seeking something more low-key and genuine than the “typical mountain town” crowds and ski culture. In regard to signage, this points toward a more rustic and handmade type of signage, rather than the more “polished” or “Colorado Western” signage types typical found in other mountain towns.

“Mountain Rustic” Aesthetic

Many of Buena Vista’s competitor communities use a rustic aesthetic based in painted wood, stone, and steel (either natural/rusted, or powdercoated). Understanding how Buena Vista can reflect its own unique community character will benefit from understanding how proposed community signage design ideas fit into the larger Colorado mountain tourist town sign design aesthetic. Unlike communities that cater almost exclusively to tourists, Buena Vista has a strong year-round community, and a deep sense of authentic community-first connection.



“Mountain Modern” Aesthetic

In contrast to the rustic aesthetic of some of Buena Vista’s competitor communities, there is also a modern aesthetic that some Colorado mountain towns have embraced. These more modern signage designs feel much more international and tourist-based, which is in contrast to the community-grounded character of Buena Vista. Care should be taken to ensure future BV signage doesn’t feel too glossy, flat, or mass-produced.



The Town of Buena Vista Brand and Logo Guidelines - Logo, Colors, Fonts, Tagline

The new BV logo provides important design direction for the new signage and wayfinding palette. The logo will be incorporated into the new signage, and its signature colors, fonts, and style should be acknowledged in the proposed signage ideas.



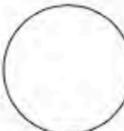
**SURROUND YOURSELF
WITH WHAT MATTERS**

The Town of Buena Vista Brand and Logo Guidelines - Preferred Color Palette

PRIMARY

	pantone 299 C cmyk 86 8 0 0 rgb 0 163 224 hex # 00A3E0		pantone 641 C cmyk 100 23 0 19 rgb 0 103 160 hex # 0067A0
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SECONDARY

	pantone 7620 C cmyk 0 95 94 28 rgb 0 178 240 hex # B7312C		pantone 142 C cmyk 0 24 78 0 rgb 241 190 2 hex # F1BE48
	pantone N/A cmyk 0 0 0 0 rgb 255 255 255 hex # FFFFFFFF		pantone N/A cmyk 0 0 0 100 rgb 0 0 0 hex # 000000

The Town of Buena Vista Brand and Logo Guidelines - Preferred Fonts

HEADLINE: FETRIDGE

A A B B C C D D E E F F G G H H I I J J K K L L M M N N O O P P Q Q R R S S T T U U V V W W X X Y Y Z Z
1 2 3 4 5 6 7 8 9 0

BODY COPY PRIMARY: Museo Sans Rounded 100

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: Calibri

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



The Town of Buena Vista Branding and Wayfinding Master Plan

Completed in 2016, the Branding & Wayfinding Master Plan was the first community effort to design a signage and wayfinding palette. Although not approved and accepted by the community, this effort reflects some central ideas about the materials and types of signage preferred by the BV community. Looking to this palette as an idea reference provides some insight into past community thinking about what stakeholders like and don't like in regard to signage.

Signage Concepts Identified in the Branding & Wayfinding Master Plan:

- The vacant gas station is an opportunity to create a visitors center park, or other community amenity in this location.
- Main Street has several different areas, and connecting these while also differentiating between them would help create orientation clarity.
- Intersections were identified as important locations for future signage, especially the intersection of Main Street and 24, and 24 and 285. The intersection of 24 and Main Street was also identified as a critical community gateway.
- Highlighting the Arkansas River in the new signage would help highlight the town's connection to the river, and raise awareness of this amenity.
- Buena Vista has an identity that is unique and authentic, and the signage should reflect this character.
- The repainted signs in red and yellow really increased their visibility, and the importance of using eye-catching was noted by stakeholders.
- Close, interconnected quality of life in BV was highlighted by stakeholders.
- High-quality, artesian foods and crafts were noted as contributing to the creativity of the BV community.
- The town is a pathway to the mountains and the river - connections to each were seen as important community identifiers.
- It was noted that the town needs better visibility from the surrounding highways, and signs should help daylight the town.
- Being able to locate available parking - especially larger public parking lots - was identified as a signage challenge.

Public Comments on the 2016 Signage Designs (from the September 2017 Project Info Point)

- The materials of the palette feel appropriate to BV
- Incorporating rock is a nice tie to the river and the surrounding natural environment
- The very angular shape of the message panels feels too modern and corporate
- The larger gateway seems generic, and it's hard to see the 'Buena Vista' lettering against the stone backdrop
- The signage text font is overall hard to read
- Not sure why there are two types of rock shown that look the same - maybe incorporate more rounded, river-looking rock?

Goals From the Branding and Wayfinding Master Plan

Create a sense of arrival

- On HWY 24 - let people know they are entering the community of BV
- At the entrance into the historic downtown, create a gateway to fill vacant space

Clearly identify routes

- Alert visitors to available opportunities
- Have clear, visible signage
- Direct visitors to the Town Core
- Create destination signs for sense of arrival within Town limits

Build connection between segments of Main Street and across Town

- Create consistent signs
- Incorporate local identity in signage so it is relevant to all neighborhoods.
- Strategic placement of signs in areas between neighborhoods

Create a more vibrant downtown

- Draw visitors into town year-round by boasting amenities
- Promote walkability through well-defined pedestrian connections

Promote the local identity

- Include recreation, historical and cultural opportunities on signage
- Use local materials for construction

Past design ideas from the Branding & Wayfinding Master Plan were displayed during the September 2017 Project Info Point Station, and members of the BV community commented on the aspects of this design they valued and would like to see incorporated into the new signage ideas



The Town of Buena Vista Wayfinding Maps

Completed as part of the 2016 wayfinding efforts, the wayfinding maps were edited and updated by members of the BV Wayfinding Committee in 2017. Both the original maps and the updated maps identify important intersections, destinations, and potential signage locations.

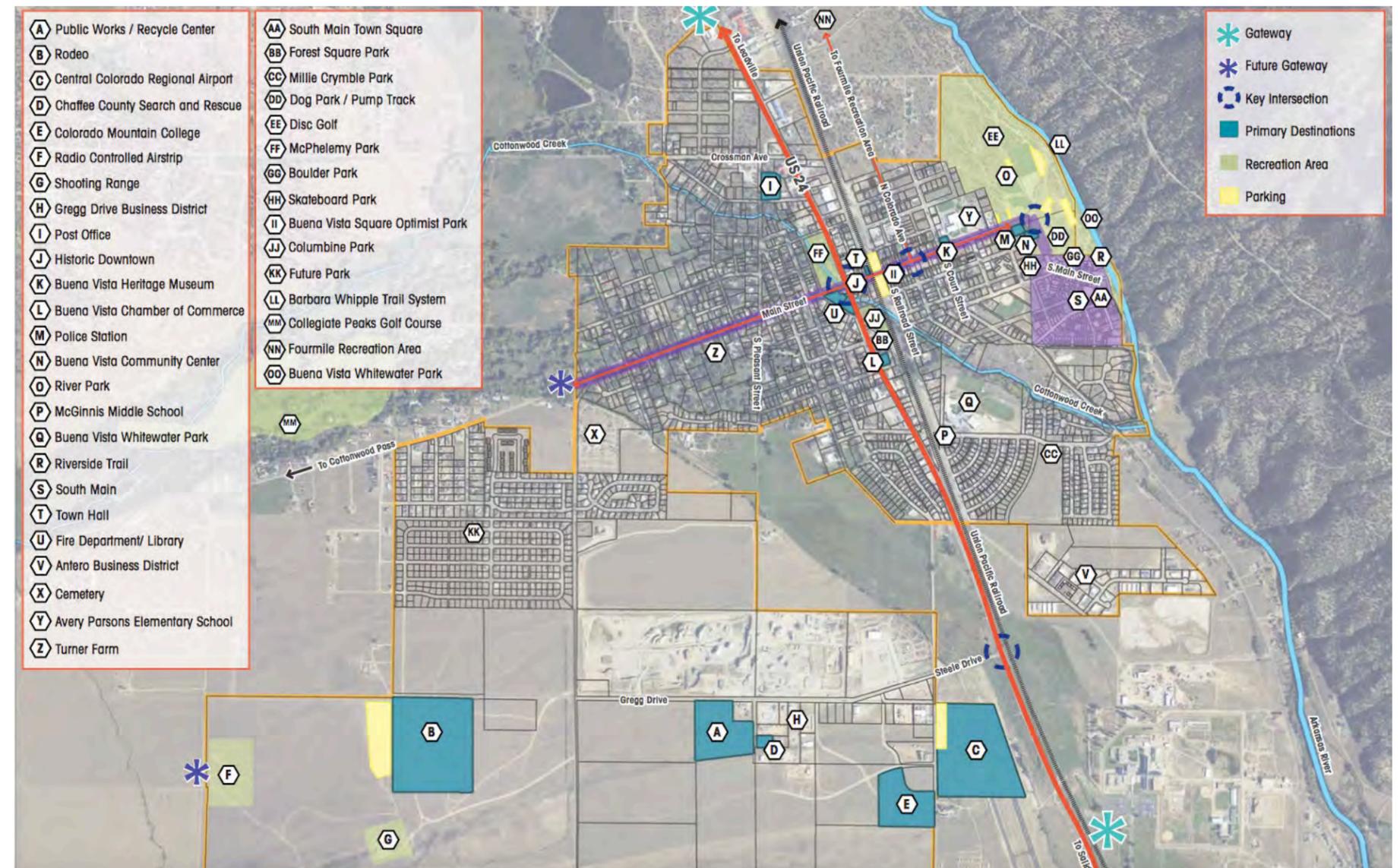
Destinations Identified in the 2016/2017 Wayfinding Maps:

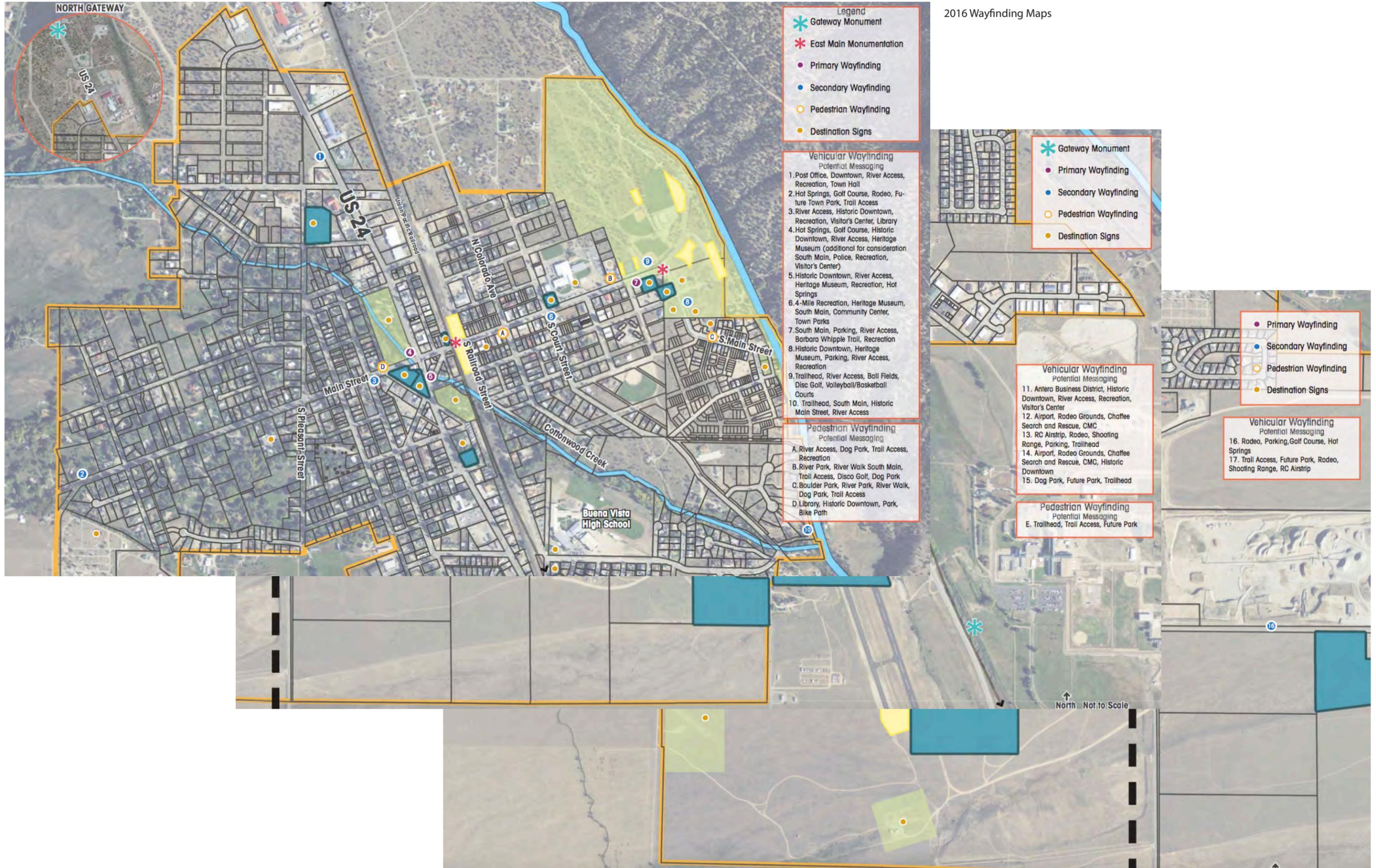
- Public Works / Recycle Center
- Rodeo Grounds
- South Main Town Square Forest Square Park
- Central Colorado Regional Airport
- Chaffee County Search and Rescue
- Millie Crymble Park
- Dog Park / Pump Track
- Colorado Mountain College
- Radio Controlled Airstrip
- Shooting Range
- Gregg Drive Business District
- Post Office
- Buena Vista Chamber of Commerce
- Disc Golf
- McPhelemy Park
- Historic Downtown
- Buena Vista Whitewater Park
- Riverside Trail
- Buena Vista Heritage Museum
- Buena Vista Chamber of Commerce
- Police Station
- Buena Vista Community Center
- River Park
- McGinnis Middle School
- Buena Vista Whitewater Park
- Riverside Trail
- South Main

- Town Hall
- Fire Department/ Library
- Antero Business District
- Cemetery
- Avery Parsons Elementary School
- Turner Farm
- Boulder Park
- Skateboard Park

- Buena Vista Square Optimist Park JJ Columbine Park
- Barbara Whipple Trail System
- Collegiate Peaks Golf Course
- Fourmile Recreation Area
- Buena Vista Whitewater Park

2016 Wayfinding Map - Downtown Buena Vista





- Legend**
- Gateway Monument
 - East Main Monumentation
 - Primary Wayfinding
 - Secondary Wayfinding
 - Pedestrian Wayfinding
 - Destination Signs

- Vehicular Wayfinding Potential Messaging**
1. Post Office, Downtown, River Access, Recreation, Town Hall
 2. Hot Springs, Golf Course, Rodeo, Future Town Park, Trail Access
 3. River Access, Historic Downtown, Recreation, Visitor's Center, Library
 4. Hot Springs, Golf Course, Historic Downtown, River Access, Heritage Museum (additional for consideration South Main, Police, Recreation, Visitor's Center)
 5. Historic Downtown, River Access, Heritage Museum, Recreation, Hot Springs
 6. 4-Mile Recreation, Heritage Museum, South Main, Community Center, Town Parks
 7. South Main, Parking, River Access, Barbara Whipple Trail, Recreation
 8. Historic Downtown, Heritage Museum, Parking, River Access, Recreation
 9. Trailhead, River Access, Ball Fields, Disc Golf, Volleyball/Basketball Courts
 10. Trailhead, South Main, Historic Main Street, River Access

- Pedestrian Wayfinding Potential Messaging**
- A. River Access, Dog Park, Trail Access, Recreation
 - B. River Park, River Walk South Main, Trail Access, Disco Golf, Dog Park
 - C. Boulder Park, River Park, River Walk, Dog Park, Trail Access
 - D. Library, Historic Downtown, Park, Bike Path

- Gateway Monument
- Primary Wayfinding
- Secondary Wayfinding
- Pedestrian Wayfinding
- Destination Signs

- Vehicular Wayfinding Potential Messaging**
11. Antero Business District, Historic Downtown, River Access, Recreation, Visitor's Center
 12. Airport, Rodeo Grounds, Chaffee Search and Rescue, CMC
 13. RC Airstrip, Rodeo, Shooting Range, Parking, Trailhead
 14. Airport, Rodeo Grounds, Chaffee Search and Rescue, CMC, Historic Downtown
 15. Dog Park, Future Park, Trailhead

- Primary Wayfinding
- Secondary Wayfinding
- Pedestrian Wayfinding
- Destination Signs

- Vehicular Wayfinding Potential Messaging**
16. Rodeo, Parking, Golf Course, Hot Springs
 17. Trail Access, Future Park, Rodeo, Shooting Range, RC Airstrip

- Pedestrian Wayfinding Potential Messaging**
- E. Trailhead, Trail Access, Future Park

North Not to Scale



Comprehensive Plan

A comprehensive plan captures the character of a place, and helps direct the future growth and development. The Town completed a new/updated Comprehensive Plan in 2015, which helps bring the ideas established during the 2008 plan into a present-day frame of reference. The goals below are from the 2008 planning document (relationship of this goal to the current signage designs is in italic below each goal).

Comprehensive Plan Goals Related to Signage/Wayfinding:

GOAL 1.A - Buena Vista desires to maintain, expand and promote local businesses and entrepreneurs.

If possible, use the new signage to help promote local business

GOAL 1.E - Buena Vista will continue to promote East Main Street and the historic commercial core as an important community asset in terms of its central location for walking, biking, shopping and its function as a connector between the library, McPhelemy Park, the Museum and the Arkansas River Park.

The historic commercial core is an important community center, and should be identified and promoted through the new signage plan

GOAL 4.C - Buena Vista will highlight and enhance public understanding of the community's heritage.

The new signage palette should incorporate historic/interpretive signage elements

GOAL 5.F - Buena Vista will emphasize and improve the community's gateways.

The new signage palette should design gateways that announce arrival into town at each community entrance

GOAL 6.A - Buena Vista will proceed with the development of new trails and the expansion of the existing trail system

Trail signage should be designed as part of the new signage system, and the trail signage should be developed so it can be easily expanded as the community continues to improve its trail and open space network

Comprehensive Plan Ideas Related to Signage/Wayfinding:

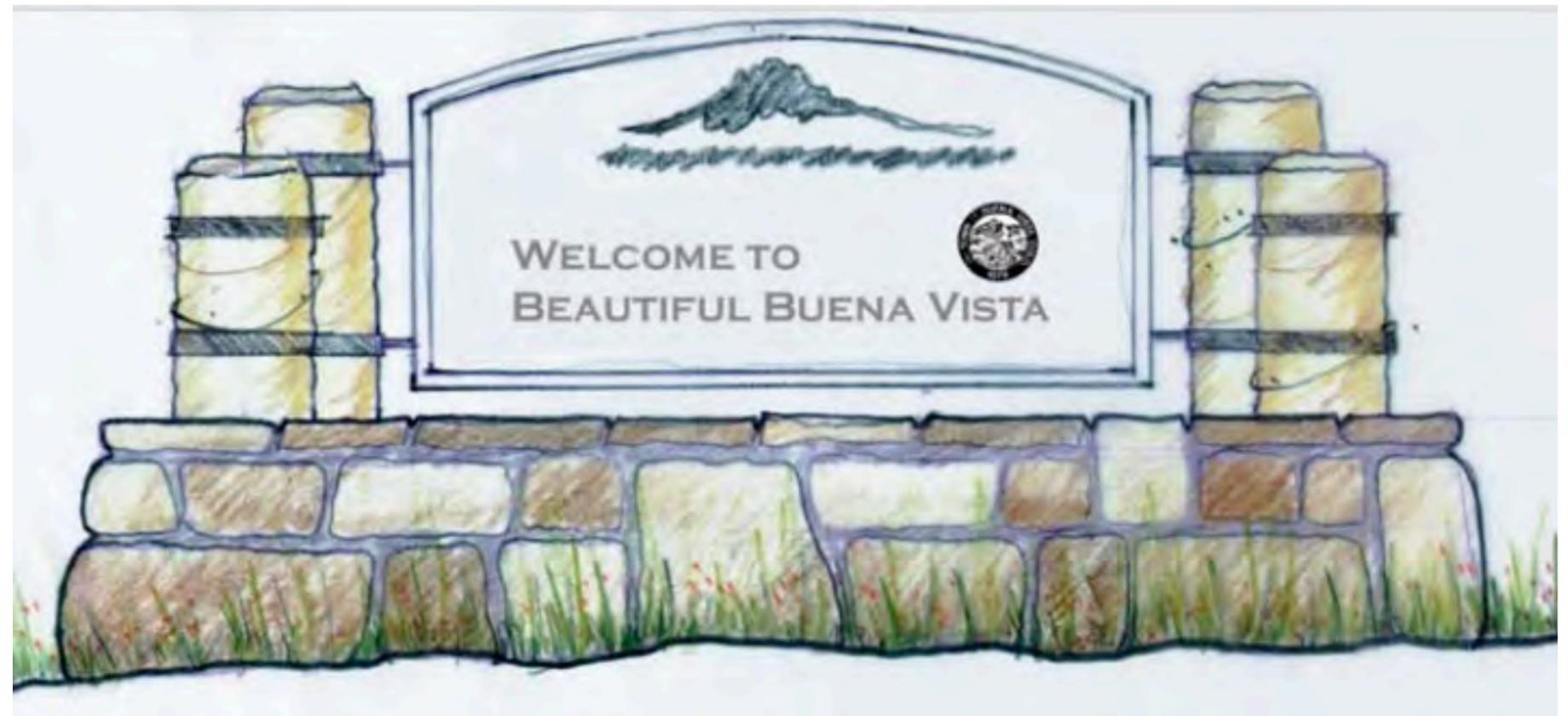
Create Gateways Into Town

"Buena Vista is a unique community within a powerful landscape context and as such needs to clearly define where the community starts and orient visitors to all attractions available. The development of these features is clearly a subsequent community design effort, but citizens believe this is critical for the long-term success of economic development here. A kiosk with information for visitor attractions is an important component for this entry feature. A vernacular that reflects the mountains and picturesque Arkansas Valley context are important messages to be communicated with a signage style that can be extrapolated to include trail and park signage, downtown orientation signs and all community messaging throughout the Town."

Highlight Trail & Open Space Connections

"An important next step for the Town of Buena Vista is to update the community's parks, trails and open space plans where specific citizen desires for recreational activities can be matched with available parks and facilities."

The long-term need for community gateways goes back to the 2008 Comprehensive Plan (and longer). This sketch from the 2008 Comprehensive Plan illustrates the long-standing desire to create visible entryways into Buena Vista.



04

Existing Conditions Analysis

EXISTING CONDITIONS

The current Buena Vista 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 Buena Vista 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 Buena Vista was undertaken. The existing conditions analysis documents the impact, messaging, condition, and type of the current signage within Buena Vista.

Amenities like the Arkansas River are compelling community assets, and need to be clearly signed, advertised, and marketed to visitors.

This photo was taken from a vantage point that's a 5 minute walk from the historic downtown core. However, there are currently no signs in the downtown core than direct visitors to the river and its assets, which makes it difficult for visitors to know that such a stunning amenity is accessible from the Main Street core..



Existing Maps/Trail Mapping

Trails and connections to outdoor recreation are an important pillar of the Buena Vista 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.

“Right Message at Right Time - Paper/Portable Mapping”

Currently, there are privately-funded paper maps available at several downtown businesses and the Visitor Center. These maps are not only clear, they point out the location of community amenities, and some important trail loops and alignments accessible from the downtown core. Having the Town invest in these portable maps (or digital mapping) could ensure a wider distribution of this helpful marketing tool, and brand it with the town logo and information, rather than relying on private business sponsorships.



“Right Message at Right Time - Community Character Area Entrances”

Although the content of this map for the River Park is helpful, its location adjacent to a playground and parallel to East Main Street makes it seem like the sign is related to the playground, rather than referencing the entire River Park Character Area. Placing the mapping information prominently at the River Park entrance would help users understand that this sign provides mapping and destination information for River Park.



“Right Message at Right Time - Trailheads”

New trail identification signage provides helpful cues to the trailheads for BV trails. 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.

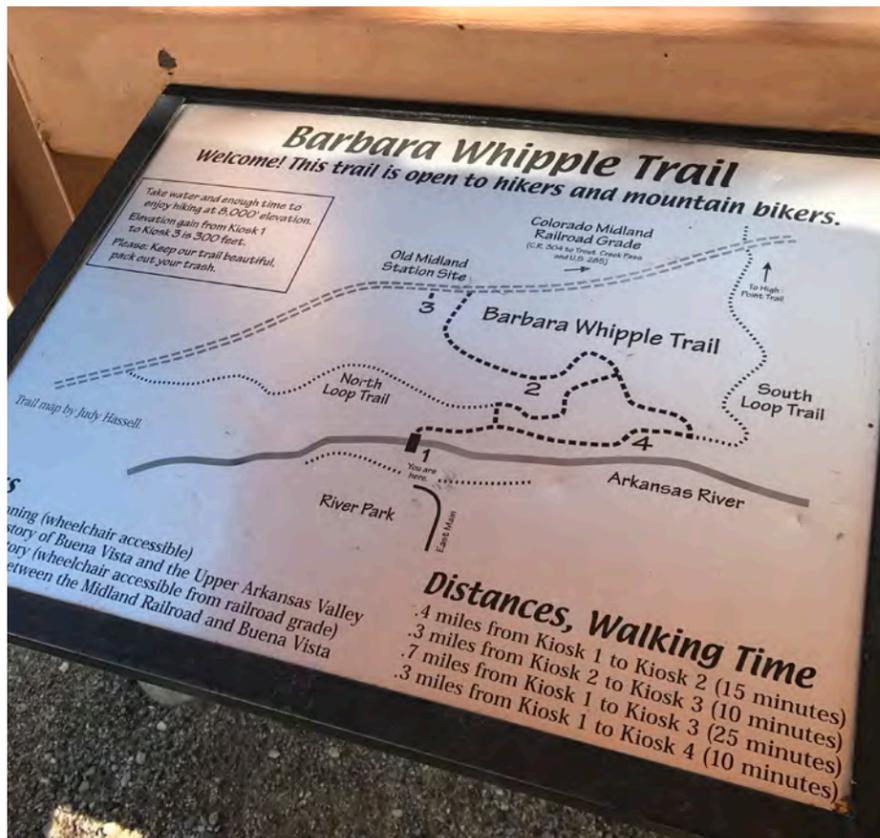




Trail Maps - Consistent Messaging

At the trailhead rest area, there are currently several versions of available trail maps, each with different information. The brushed aluminum Barbara Whipple Trail sign lists walking distances and times for each segment of the trail, but does 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 (consider having a trail loop begin in the downtown?)
- Trail etiquette/user expectations
- Trail names/icons/colors for each trail loop within the larger "Barbara Whipple" or "Midland" or "Four Mile" trail systems (make sure colors used for each trail are consistent across all mapping)
- 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.



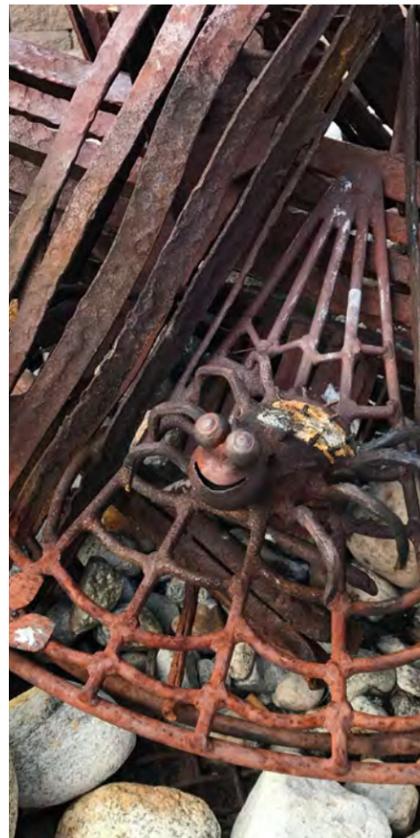
Existing Signage Palette

There is currently a wide variety of signage palettes within BV, 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, stone, and aluminum, 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.

Whimsical Charm in Existing Signage & Streetscape Elements

Although somewhat subtle to the casual observer, it should be noted that there is a relaxed and charming whimsy that can be found in many of the subtle details of Buena Vista public improvements. Hidden dueling lizards, hand-painted accents, and charming community-pride elements abound (if you look closely). In the future signage palette, room to design these relaxed and friendly discoveries would help reinforce this very characterful part of the BV community.





Note Regarding Brushed Aluminum in Colorado

Aluminum is a very soft material, and in our dry, high-wind and intense sun climate, the soft surface of aluminum is easily marred by sandy particles being blown through the air, sun exposure, and human contact. As an accent (as is the case on the existing BV trash cans and planters) brushed aluminum works well, but it should not be used as a messaging surface in a Colorado outdoor environment.



Existing Bike Route Infrastructure

Buena Vista is a very bikeable community, and biking - either for recreation or transport - is an important part of the community culture. Recreational mountain biking and trail biking is also a significant tourist draw, and the proximity of excellent bike trails adjacent to the downtown core is a tremendous community asset.

Although there are some existing on-street painted bike lanes, and highway-type signage indicating community bike routes, there are few visible acknowledgments of the importance of biking culture in the physical environment - especially in the downtown core.

In order to draw attention and give importance to biking, the new signage designs should incorporate robust bike signage and infrastructure (like bike racks and bike repair stations) that reflect the overall signage palette. The bike lanes, too, should be considered as opportunities to express the whimsy and creativity of the local community, and enhanced with elements like murals, or unique biking icons that incorporate mountain bike tires, the BV logo, or other subtle adjustments that give these universal icons a unique BV flair.



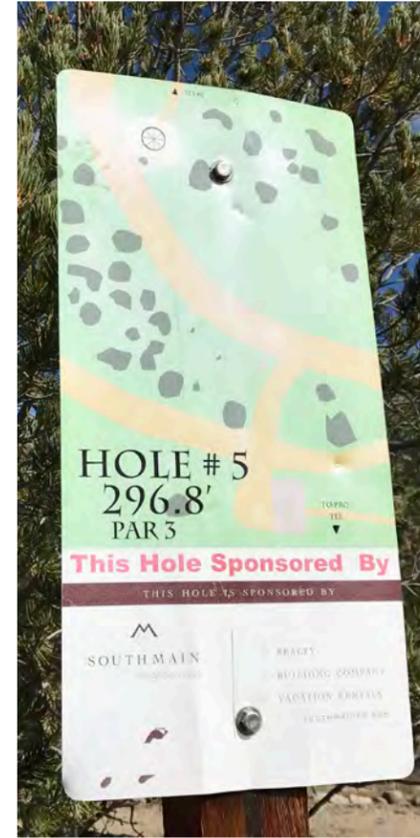
Public Art Locations/Types

There are few prominent public art pieces in the Buena Vista core, but there is a handcrafted, artistic aesthetic to many of the existing urban design elements and signage. Murals and hand-painting, locally sourced and sculpted signs, and unique artistic elements on benches, trash cans, and planters abound. The common thread uniting all these pieces is a relaxed, take-your-time joy that is part of the BV community character, and which is wonderful to see in the physical environment. Building on this subtle but important artistic whimsy will be an important goal of the new signage designs.



NOTE: Signage for Unique Amenities

Calling attention to unique and desirable community resources is an important signage function. BV has many surprising and compelling amenities, but they are often hidden or hard to find. Ensuring the new signage identifies these amenities as destinations, and points to their unique resources, will help to market and promote these areas.



Existing Gateway Features

Buena Vista both benefits and suffers from its location adjacent to two major State Highways. Beneficially, the location adjacent to two major thoroughfares 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 within downtown Buena Vista 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 districts within Buena Vista. Although many of these districts (East Main, West Main) are located directly adjacent to a 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 BV for many years. There has been a long-standing awareness of the difficulties of orienting highway travelers into the East Main Street, West Main Street, South Main Street, and Airport districts accessible from the highways, and many of Buena Vista's past and present planning and design documents outline the need for signage and gateways that help draw people into all areas of BV. The current gateway features are a reflection of the need to identify both entrances into Buena Vista, and also the non-highway community amenities and destinations. The current official gateway feature along Highway 24 is a painted wooden sign with the older goat community brand. Blue State of Colorado businesses signage also functions as a quasi-gateway along Highway 285, alerting travelers to businesses within downtown Buena Vista, and their distances from the highway.



Urban Design Streetscape Conditions

Along East Main, the streetscape reflects the historic settlement patterns of Colorado Main Street communities, with a combination of single and multi-story Victorian storefronts, ground floor retail, and wide streets. Currently, the East Main streetscape has parallel on-street parking, two travel lanes, and large bulb-outs that shorten the distance for pedestrians at both mid-block crossings and intersections. These bulb-outs are fairly new, and many are accented with custom planters, benches, and trash cans made of corten steel with aluminum accents. Acorn pedestrian lights provide sidewalk illumination, and several large cobra-head lights supplement the acorn lighting to illuminate the street. An accented edge of colored and stamped concrete is located along the sidewalk edge, adjacent to the parking areas, and surrounding the on-street trees, many of which are planted below the sidewalk grade and protected with a tree grate.

As East Main Street reaches toward the Arkansas River, the land uses along the street become less dense, and the sidewalk is protected from the auto travel lanes by a green tree lawn. This separated tree lawn sidewalk also continues into the more residential areas of West Main, and the entrance into South Main. In the core of South Main, the sidewalk and land uses reflect a more 'Main Street' attached storefront character.



Community Amenities & Resources

One of the most significant community amenities within Buena Vista is also one of the hardest for tourists and first time visitors to find: The Arkansas River and its surrounding trails, open space, and recreational opportunities. Located just east of East and South Main Street and the downtown core, the river and its natural beauty are within easy walking distance of the Main Street areas. However, due to the lowered grade of the river and the lack of good pedestrian signage and walking routes that connect the downtown to this resource, many people visiting town are unaware of the river or how it can be accessed.

The river is not the only amenity area in Buena Vista that is difficult for visitors and tourists to locate. Destinations like South Main and West Main are also rich with amenities and resources, but drawing people into this districts has proven to be an ongoing challenge.

One of the intangible but important resources of Buena Vista are its people and strong sense of community, both of which are identified as critical components of the town's sense of place and character (comprehensive plan survey, signage & wayfinding survey).

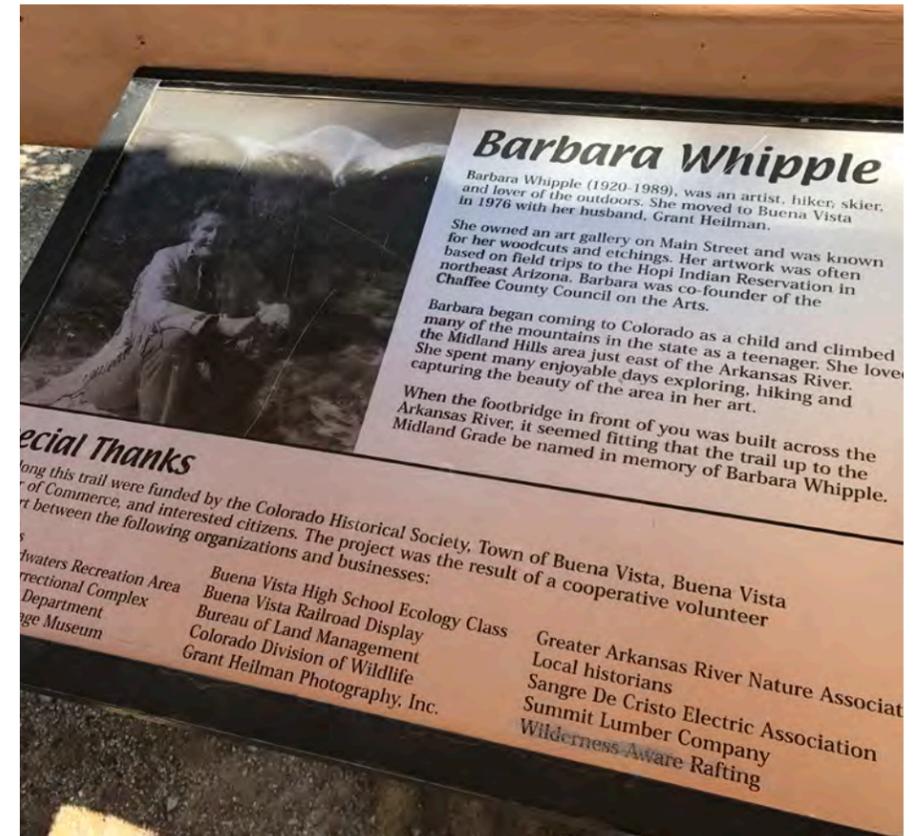


Historic/Cultural Resources

The history of Buena Vista parallels the post-1800's settlement of Colorado, and many of the major state milestones and eras (RR development, mining, agricultural production, recreational tourism) can be found in the buildings, historic sites, and natural landscapes within and around Buena Vista.

In addition to resources that reflect larger State historical eras, Buena Vista also has many examples where local community history is revered and celebrated. Historic plaques, historical timelines, and special places named for local people can be found in many areas of Buena Vista, and these locations tell a story of a tight-knit community that both honors its roots and past, while also presenting a humble but welcoming and friendly 'front door' to new visitors and residents.

One of the most recent examples of celebrating local community and history can be found in the newly-created custom benches along East Main Street, which feature images and remembrances of local individuals.



05

Context Analysis

REGULATORY AGENCIES SIGNAGE STANDARDS

CDOT

With a location adjacent to two major highways, Buena Vista is heavily influenced by highway traffic and highway signage standards. Currently, several businesses within downtown Buena Vista advertise along Highway 285, using the CDOT-approved blue highway signage. These signs allow for the business name, direction, and distance, and help let travelers know there are amenities on offer near 285. These blue highway signs continue after the turn to Highway 24, again pointing travelers to both Highway 24 BV amenities, as well as additional businesses located off the highway (largely in the East Main Street district).

In order to celebrate the community amenities and help direct travelers into Buena Vista, 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 areas, such as East Main, West Main, River Park, and South Main.

Blue CDOT Private Business Signage

Existing private business advertising and directional signage located along Highway 285 (not signs pointing to downtown Buena Vista businesses and 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 Buena Vista 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 Buena Vista, 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

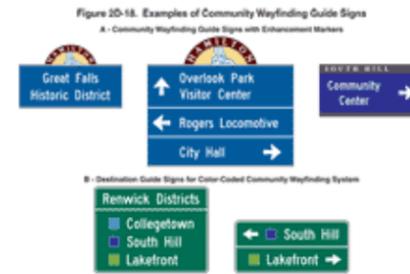
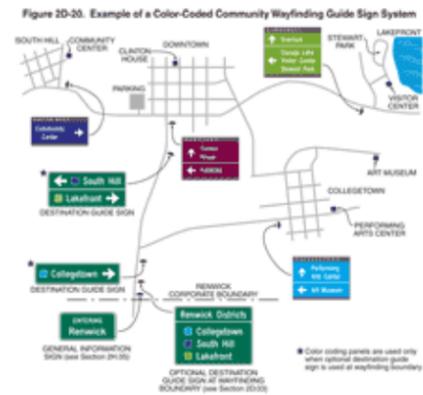


Figure 2D-19 Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway



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 Buena Vista's character areas. As the conversations regarding preliminary design ideas progressed, the importance of being true to the intrinsic character of Buena Vista 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 Buena Vista, 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 BV, 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 Buena Vista community to light.

06

Messaging Plan

MESSAGING PLAN - COMMUNITY DESTINATIONS

Destinations form the backbone of a community signage & wayfinding system. Creating a list of special places and amenities tells a story about community character and values, and helps to attract visitors and resources to unique and memorable places.

EAST MAIN DESTINATIONS & AMENITIES

East Main - Destinations

- Historic Downtown
- Town Hall
- Buena Vista Square Optimist Park
- Buena Vista Heritage Museum
- Avery Parsons Elementary School
- Police Station
- Buena Vista Community Center
- Skateboard Park

East Main - Amenities

- Public Parking/Car Charging Station
- Historic Downtown
- Shopping
- Dining
- Restrooms
- Splash Pad
- Historic Sites/Point of Interest
- Live Music/Performances
- Alcohol
- Bike Repair
- Coffee
- Information

RIVER PARK DESTINATIONS & AMENITIES

River Park - Destinations

- Disc Golf
- Barbara Whipple Trail System
- Buena Vista Whitewater Park
- Dog Park / Pump Track

River Park - Amenities

- Public Parking
- River Access
- Trails (walking and biking)
- Restrooms
- Car Charging Station
- Information
- Tennis Courts
- Water Fountain
- Fishing
- RV Parking
- Ball Park/Playing Fields (near River Park)

SOUTH MAIN DESTINATIONS & AMENITIES

South Main - Destinations

- Boulder Park
- Riverside Trail
- South Main Town Square

South Main - Amenities

- Public Parking
- River Access
- Trails (walking and biking)
- Restrooms
- Information
- Hotel
- Shopping
- Dining
- Coffee
- Performance Stage/Ampitheater
- Fishing
- Art Gallery

WEST MAIN DESTINATIONS & AMENITIES

West Main - Destinations

- Collegiate Peaks Golf Course
- Cemetery
- Turner Farm
- Fire Station
- Library
- McPhelemy Park
- Rodeo Grounds
- Shooting Range
- Radio Controlled Airstrip

West Main - Amenities

- Public Parking
- Parks
- Information
- Hotel
- Shopping
- Hot Springs
- Continental Divide
- Cottonwood Pass
- Golf Course
- Cemetery

HIGHWAY 24 DESTINATIONS & AMENITIES

Highway 24 - Destinations

- Buena Vista Chamber of Commerce & Visitor Center
- Forest Square Park
- Columbine Park
- McGinnis Middle School
- Post Office
- Depot & Caboose

Highway 24 - Amenities

- Parks
- Information
- Hotels
- Shopping
- Grocery Store
- Coffee
- Dining



AIRPORT DISTRICT DESTINATIONS & AMENITIES

Airport District - Destinations

- Public Works / Recycle Center
- Chaffee County Search and Rescue
- Colorado Center
- Colorado Mountain College
- Central Colorado Regional Airport

Airport District - Amenities

- Recycling
- Safety/First Aid
- Colorado Mountain College
- Airport
- Shopping/Retail

MESSAGING PLAN - SIGN TYPES

The messaging plan outlines the location and content for each proposed sign, illustrating the details of what directional, informational, or other information is needed.

Sign Types

-  **Primary Gateway**
-  **Secondary Gateway (character area)**
-  **Auto Navigation (character area branded)**
-  **Pedestrian Navigation (character area branded)**
-  **Informational Kiosk (character area branded)**
-  **Destination Signage**
-  **Trailhead Signage**
-  **Historic/Interpretive Signage (templates only)**
-  **Merchant Signage (character area branded - templates only)**



07

Preliminary Design Options

Preliminary Design Options

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

BV SIGNAGE & WAYFINDING PLAN Design Option A

Option A Overview - "Historic Connections"

Option A builds on Buena Vista's railroad and mining history, and its industrial, historic, and rugged terrain character. Designed to reflect an interconnected mesh-like design of the signposts and their connections, the design allows for light to pass through the sign, and create shadow patterns on the surrounding ground. The naturally weathering corten steel is accented with bold geometric patterns that emphasize the industrial and historic character of this region. In contrast to the rough texture of the sign body, the face of each sign is accented with circular, geometric patterns. At the base of the sign, forward-leaning concrete creates a solid foundation for the sign, and acts in contrast to the open mesh-like character of the sign body.

Option A Materials

- 1. Corten Steel
- 2. Corten Steel with Bold Geometric Patterns
- 3. Corten Steel with Bold Geometric Patterns
- 4. Corten Steel with Bold Geometric Patterns
- 5. Corten Steel with Bold Geometric Patterns
- 6. Corten Steel with Bold Geometric Patterns
- 7. Corten Steel with Bold Geometric Patterns
- 8. Corten Steel with Bold Geometric Patterns

Design Inspiration

cbDESIGN

BV SIGNAGE & WAYFINDING PLAN Design Option B

Option B Overview - "Community Bonds"

Option B reflects the connections and strong sense of community present in Buena Vista. Recycled and plan-laminated wood beams create the foundation of the sign, and are bolted together to create a strong, connected form. At the bottom of the form (in the B2 option), the unified nature of the community is further emphasized by the corten steel grid that acts as a glue, holding together a bed of smooth river rocks. At the top, the steel pattern is open, allowing the sun and welcoming nature of BV, and the possibility of allowing room for new community members.

In both the B1 and B2 options, the informational panels display mapping, walking distances, and a list of map destinations, as well as a welcome call to action that makes people feel connected with the pedestrian sign.

Overall, the palette of recycled, layered wood, naturally weathering corten steel, and rounded river rocks reflects both the historic regional architectural character of wood and steel buildings, as well as the community connection to the river.

Option B Materials

- 1. Corten Steel
- 2. Recycled Wood
- 3. Recycled Wood
- 4. Recycled Wood
- 5. Recycled Wood
- 6. Recycled Wood
- 7. Recycled Wood
- 8. Recycled Wood

Design Inspiration

cbDESIGN

BV SIGNAGE & WAYFINDING PLAN Design Option C

Option C Overview - "River & Recreation"

Option C emphasizes Buena Vista's connection to the Arkansas River, its scenic recreation, and its history. The palette of corten steel, corten steel, and water-like glass are combined in a geometric form that reflects the flowing, interconnected nature of the river. The signpost information - mapping and directional content - is displayed on the corten steel, while the body of the sign is accented with the heavy forms of the gold corten and the rounded river rocks. In the center, the glass mosaic, transparent at first reflects the beauty of the river and the heavy forms of the gold corten and the rounded river rocks. In order to highlight this element, lighters LED will provide a subtle glow through the material.

The rounded river rocks can also be designed as an artistic element, if smaller rounded river rocks are placed in flowing, artistic patterns. More than any of the other sign options, Option C allows for urban and artistic personalization of each sign.

Option C Materials

- 1. Corten Steel
- 2. Corten Steel
- 3. Corten Steel
- 4. Corten Steel
- 5. Corten Steel
- 6. Corten Steel
- 7. Corten Steel
- 8. Corten Steel

Design Inspiration

cbDESIGN

DESIGN OPTION A - HISTORIC CONNECTIONS

Option A Overview - Historic Connections

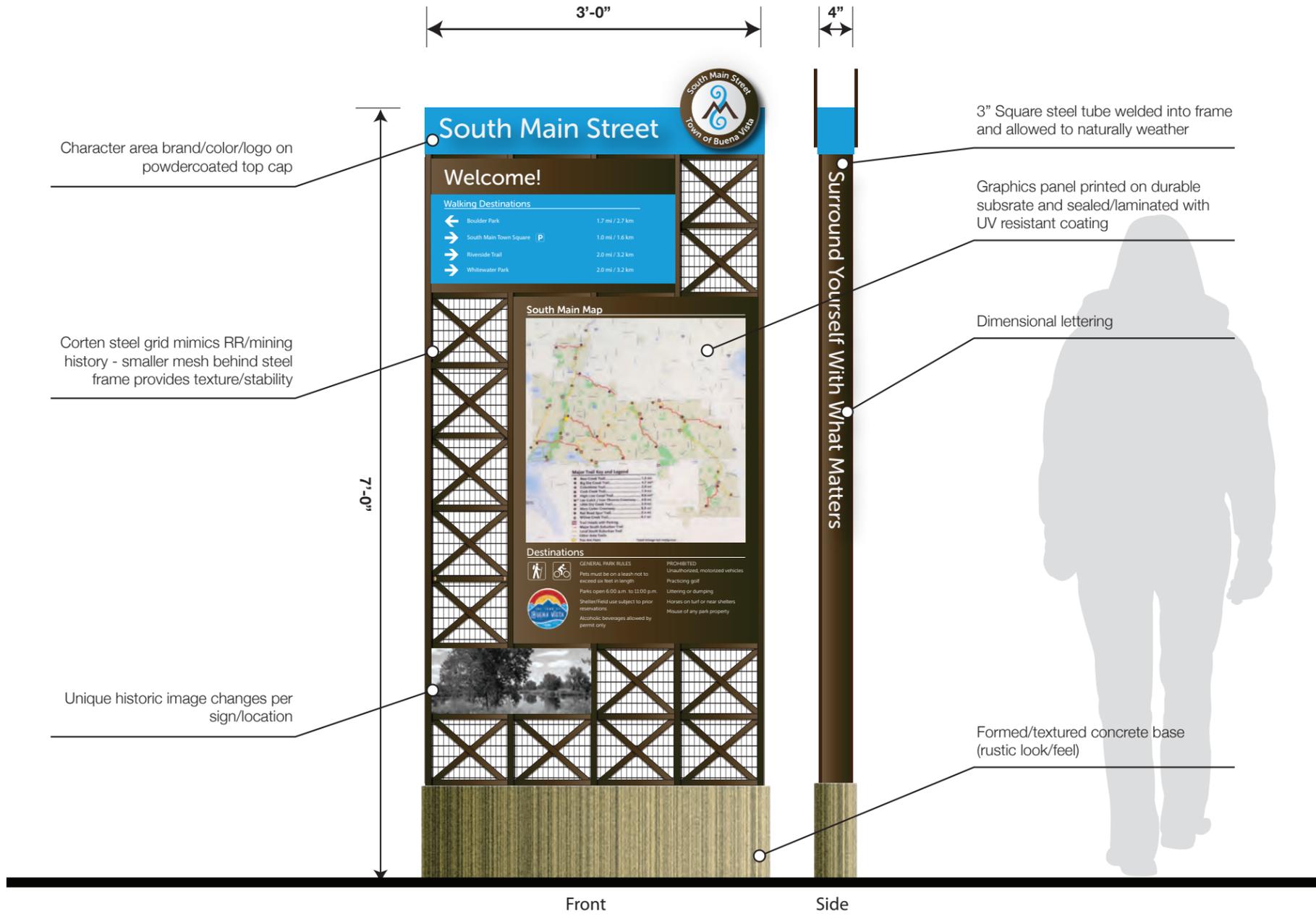
Option A builds on Buena Vista's railroad and mining history, and its industrial materials and rough-hewn character. Designed to reflect an interwoven pattern, the mesh-like design of the sign panels and their connections alludes to the interwoven nature of the Buena Vista community and its people and culture. The mesh of Option A also allows for light to pass through the sign, and create shadow patterns on the surrounding groundplane.

The naturally weathering corten steel is accented with bolted connections that emphasize the links between bands, as well as the industrial character of this design option. In contrast to the rough character of the sign body, the top of each sign is accented with colorful powdercoated caps branded to each character area.

At the base of the sign, formed textured concrete creates a solid foundation for the sign, and acts in counterpoint to the open mesh-like character of the sign body.

Option A Materials

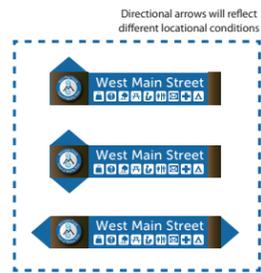
- Corten Steel Interwoven Bolted Lattice
- Formed Textured Concrete Base
- Aluminum Character Area Symbols
- Powdercoated Steel Sign Cap
- Dimensional Letters
- Laminate Panels (maps)



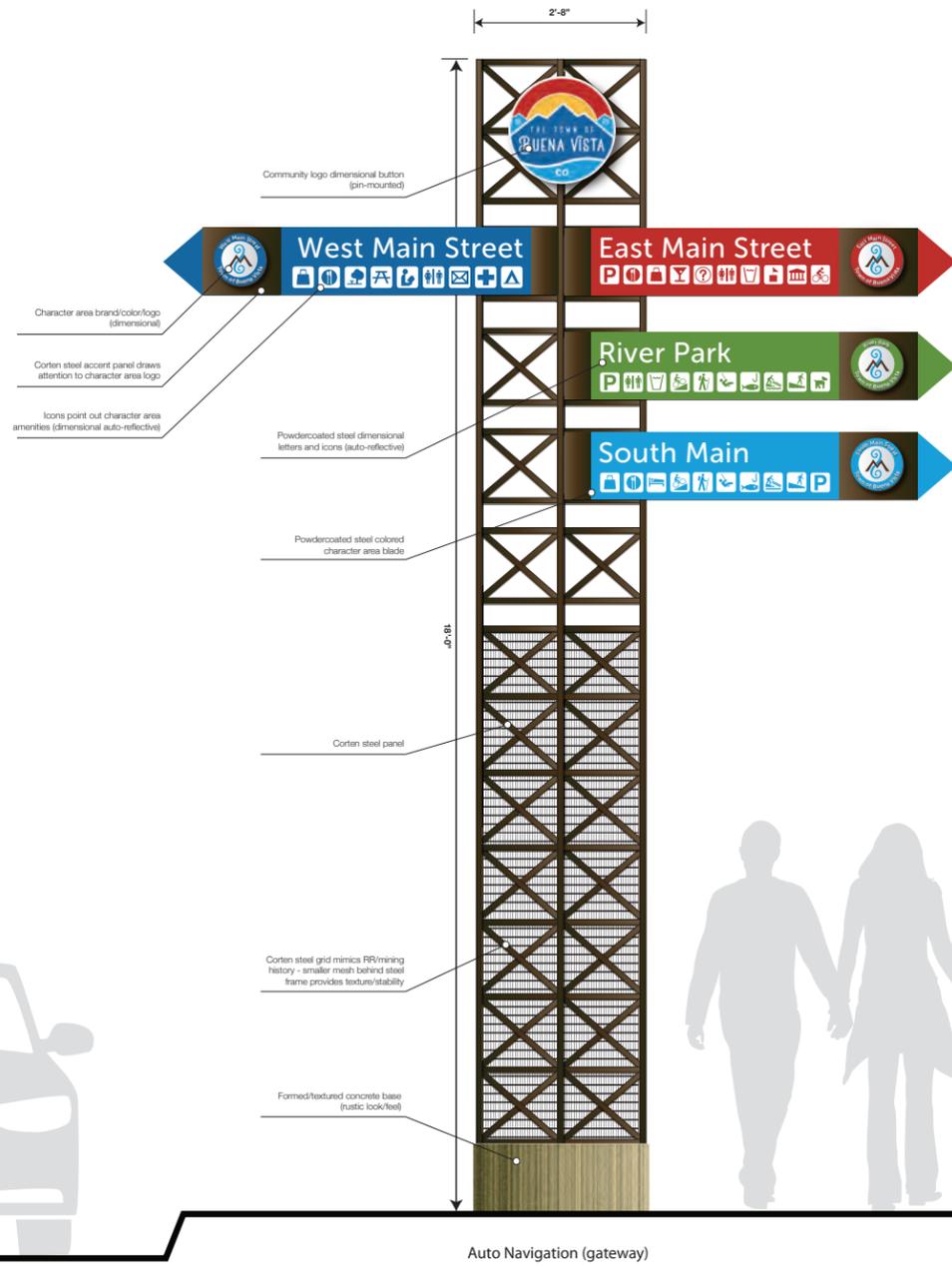
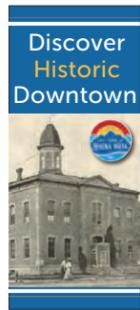
Design Option A



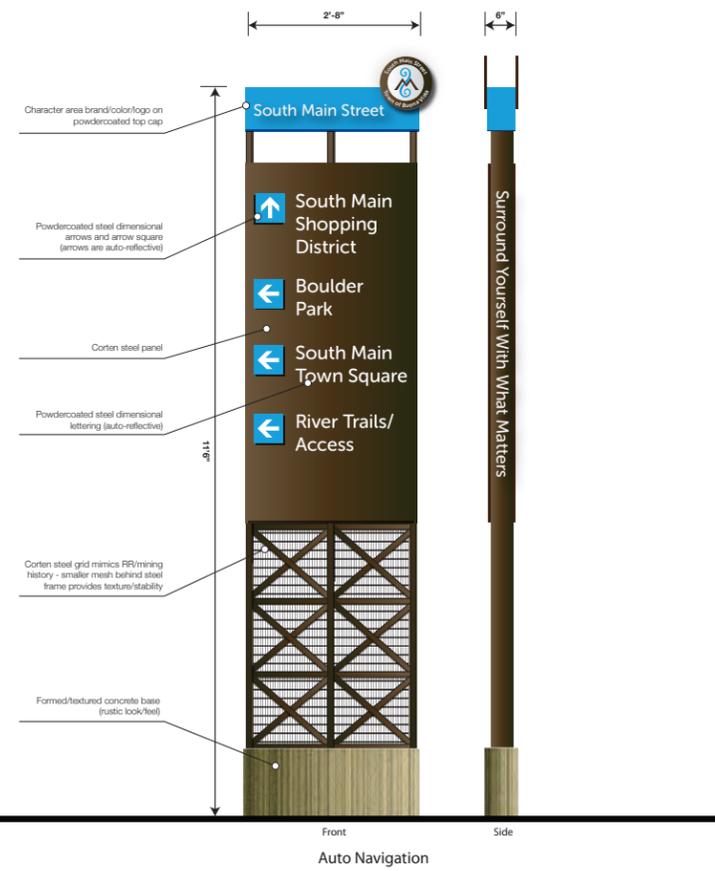
DESIGN OPTION A - HISTORIC CONNECTIONS



Seasonal/Event Banners can be located on the Auto Gateway Signs



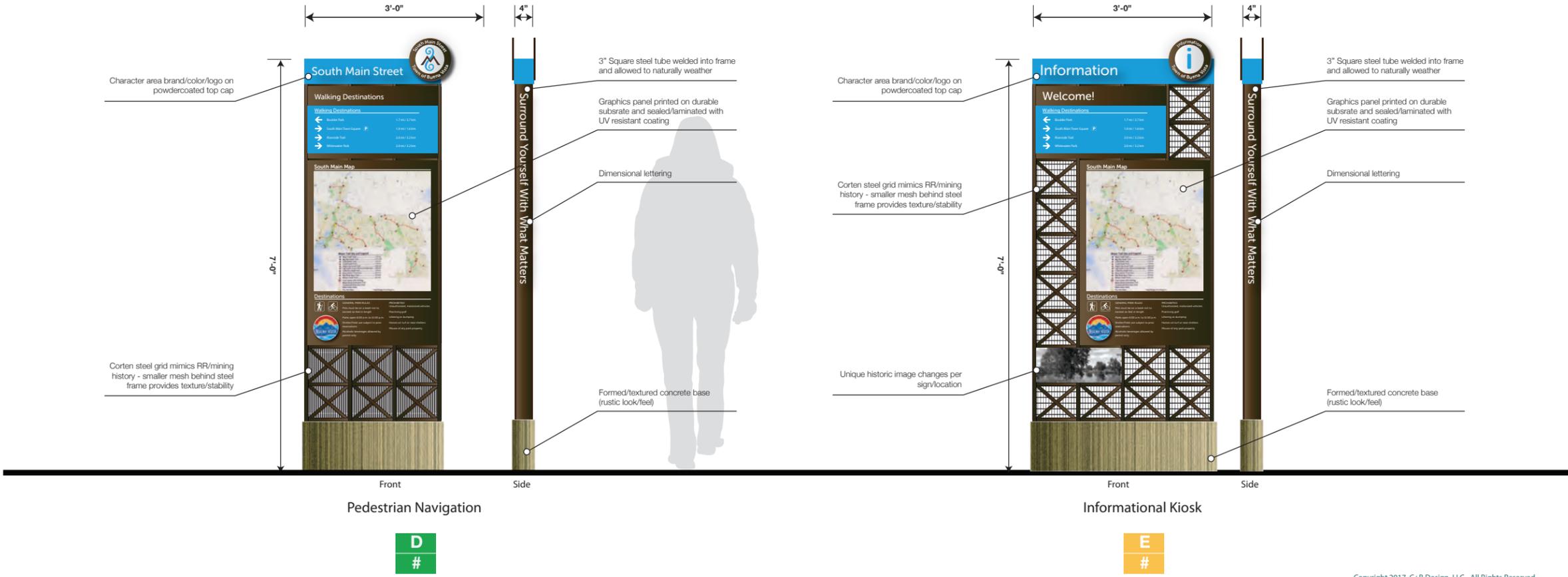
B #



C #



DESIGN OPTION A - HISTORIC CONNECTIONS



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Primary Gateway
A
#

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DESIGN OPTION B - COMMUNITY BONDS

Option B Overview - Community Bonds

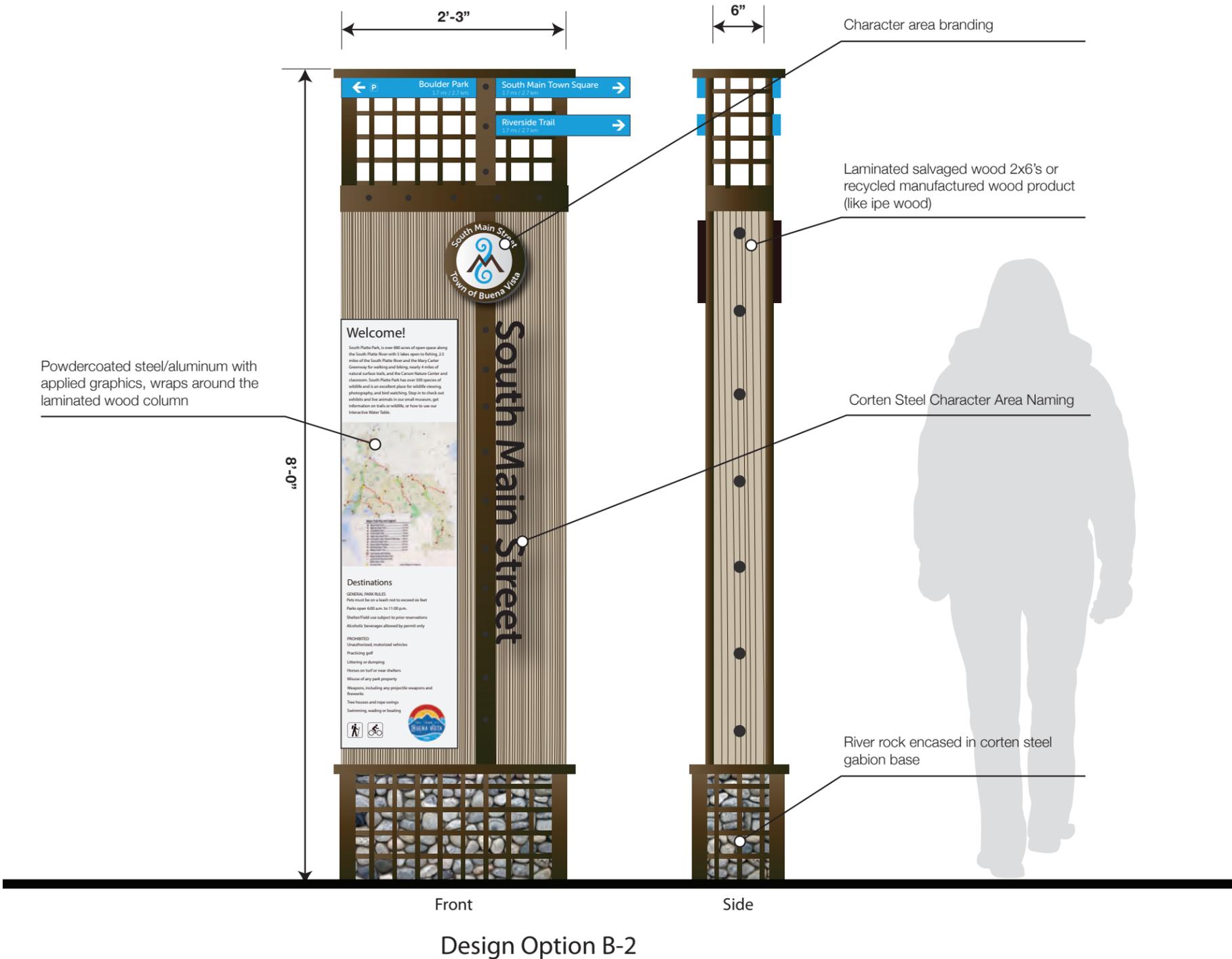
Option B reflects the connections and strong sense of community present in Buena Vista. Recycled and glue-laminated wood beams create the foundation of the sign, and are bolted together to create a strong, connected form. At the bottom of this form (in the B2 option), the unified nature of the community is further emphasized by the corten steel grid that acts as a gabion, holding together a textured base of smooth river rocks. At the top, the steel gabion is open, illustrating the open and welcoming nature of BV, and the symbolism of allowing room for new community members.

In both the B and B2 options, the informational panels display mapping, walking distances, and a list of map destinations, as well as a 'welcome' call to action that invites people to interact with the pedestrian signs.

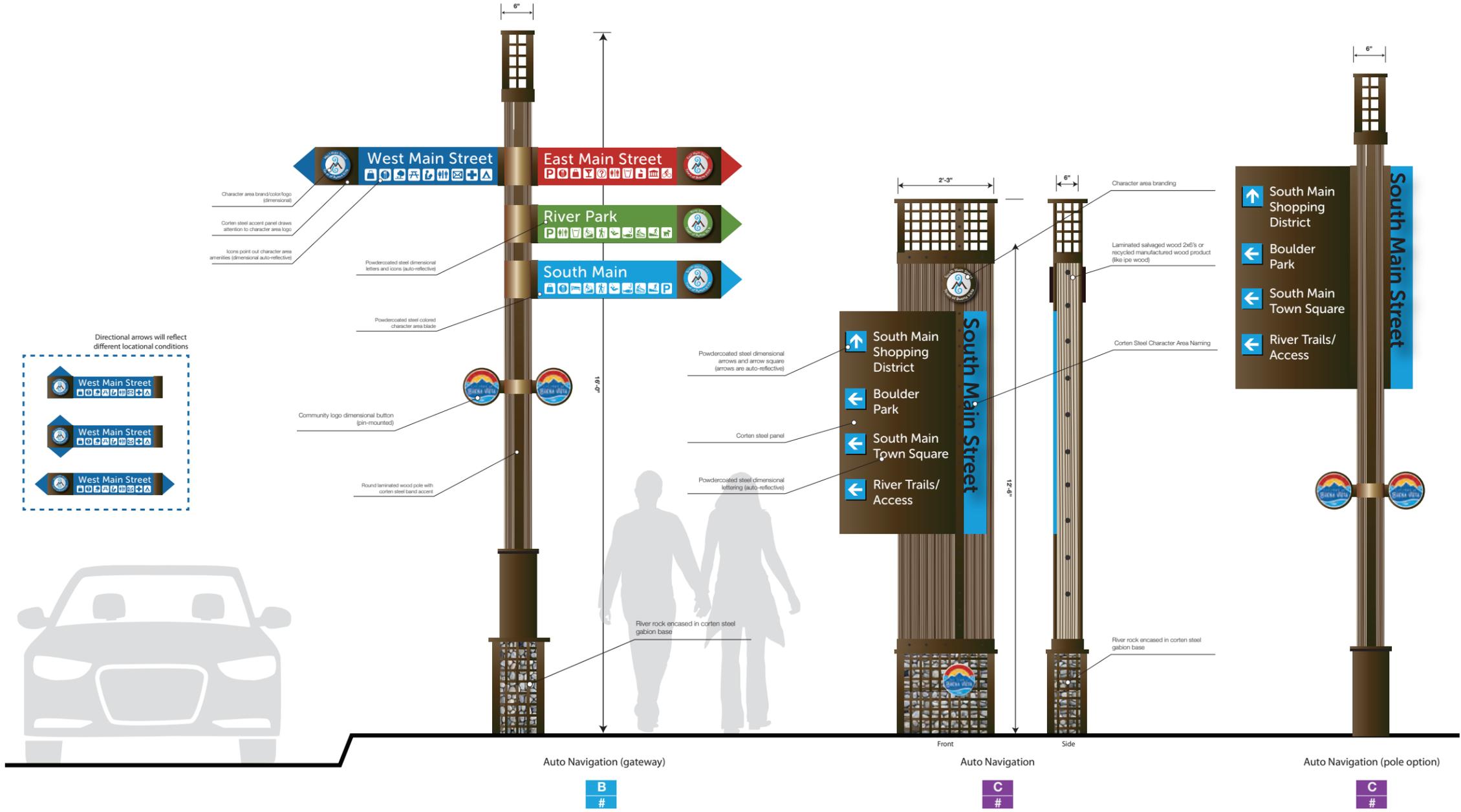
Overall, the palette of recycled, layered wood, naturally weathering corten steel, and rounded river rocks reflects both the historic regional architectural character of wood and steel buildings, as well as the community connection to the river.

Option B Materials

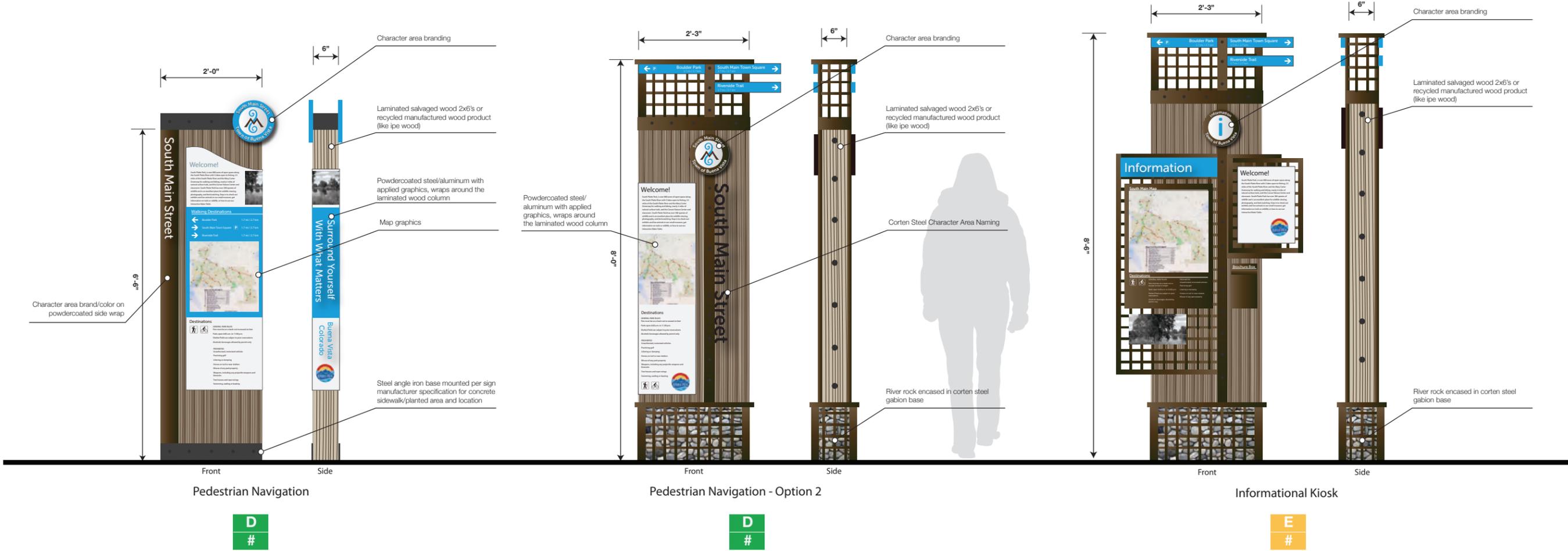
- Corten Steel Interwoven Bolted Lattice
- Laminated Wood (glulam)
- Corten Steel Accents
- Rounded River Rock
- Powdercoated Steel
- Laminate Panels (maps)
- Dimensional Lettering



DESIGN OPTION B - COMMUNITY BONDS



DESIGN OPTION B - COMMUNITY BONDS



DESIGN OPTION C - RIVER & RECREATION

Option C Overview - River & Recreation

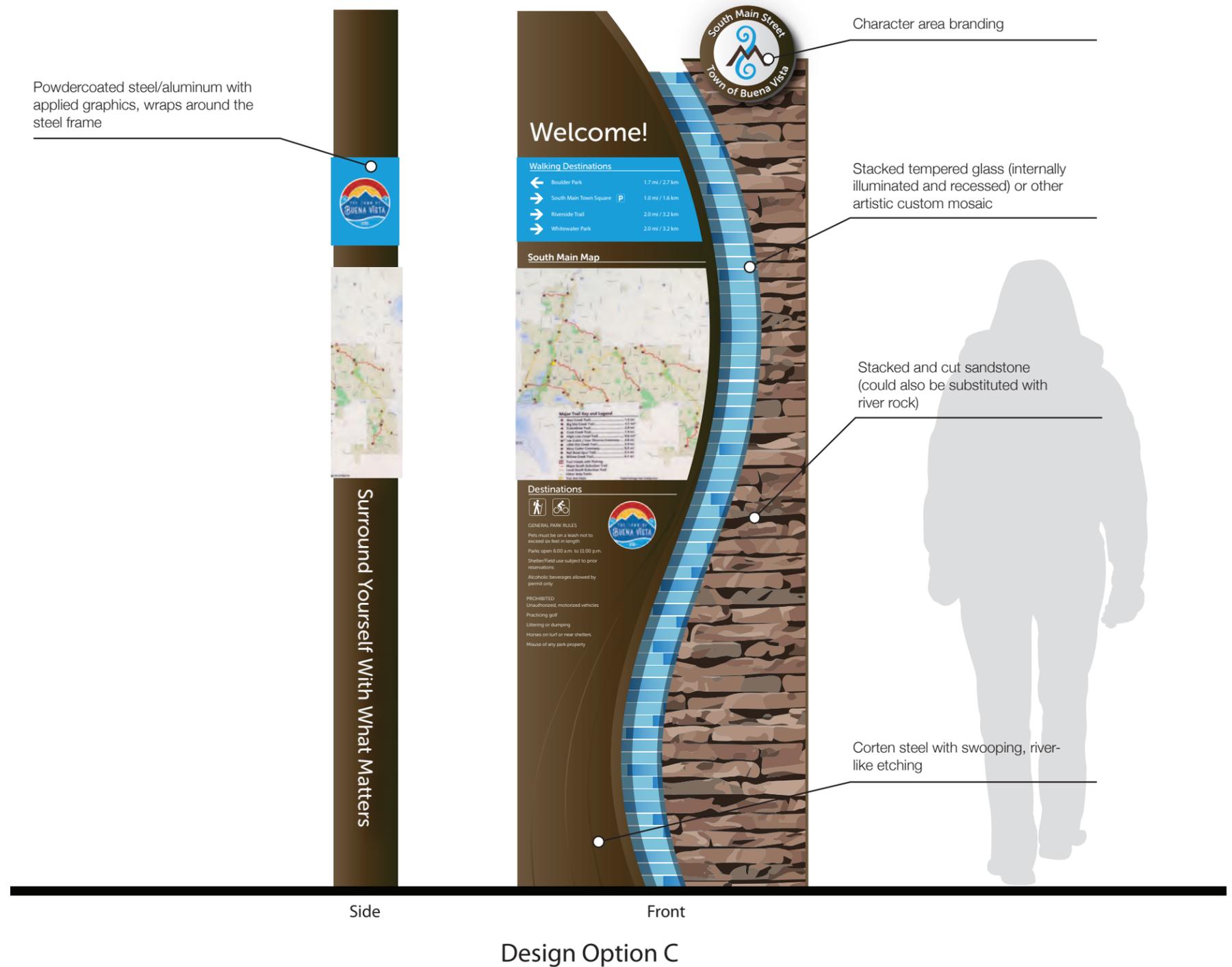
Option C emphasizes Buena Vista's connection to the Arkansas River, nature, outdoor recreation, and art. The layers of rock, corten steel, and water-like glass are combined in a geometric form bisected by a swooping, river-esque art piece. The signage information - mapping and directional content - is displayed on the corten steel panel, while the texture of the river rock anchors the opposite side and highlights the character area symbol.

In the center, the glass/mosaic transparent art piece reflects the beauty of the river, and lightens the heavier forms of the solid corten and the rounded river rocks. In order to highlight this element, nighttime LED's will provide a subtle glow through the material.

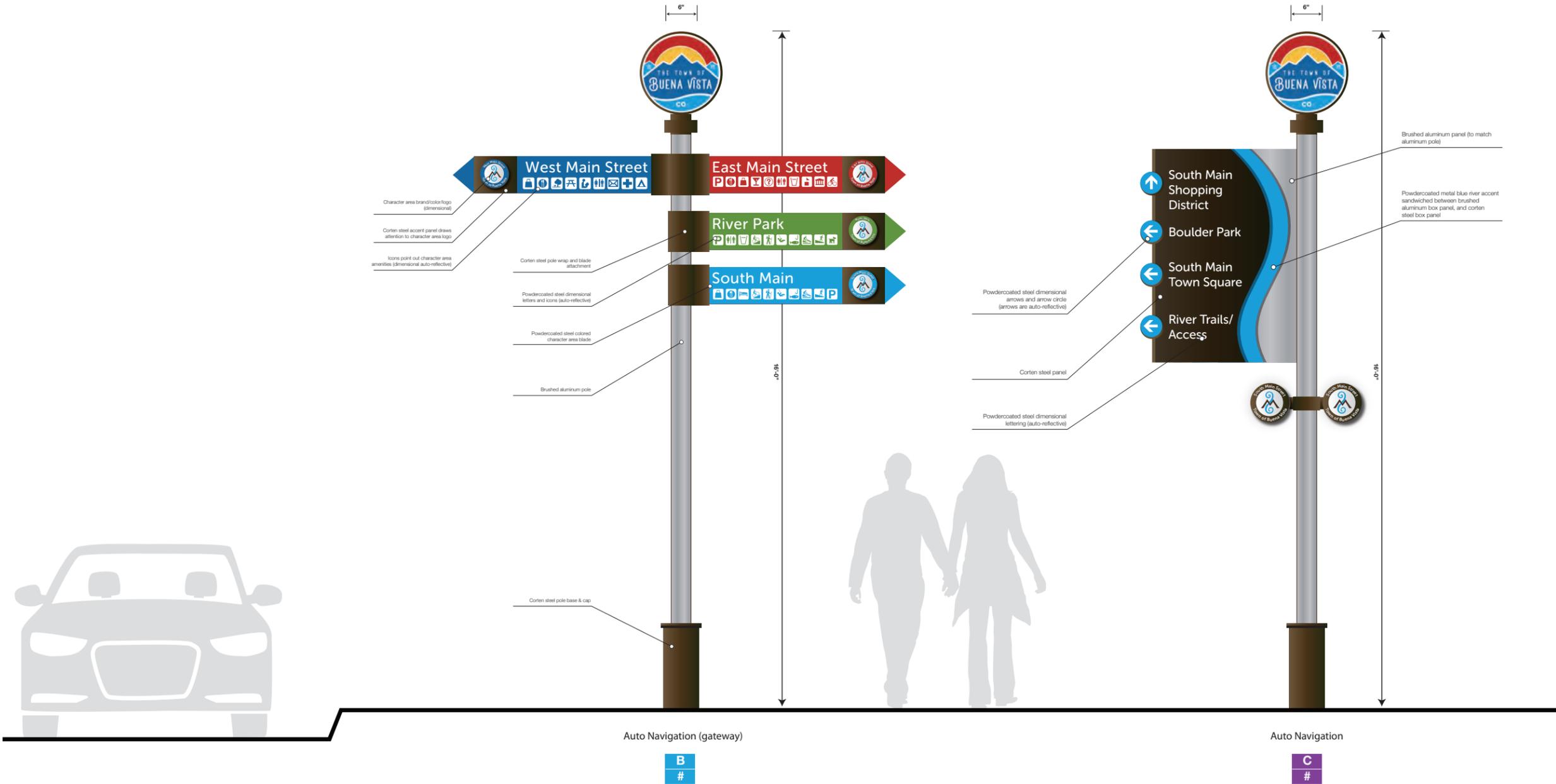
The stacked river rock can also be designed as an artistic element, if smaller rounded river rocks are placed in flowing, artistic patterns. More than any of the other sign options, Option C allows for subtle and artistic personalization of each sign.

Option C Materials

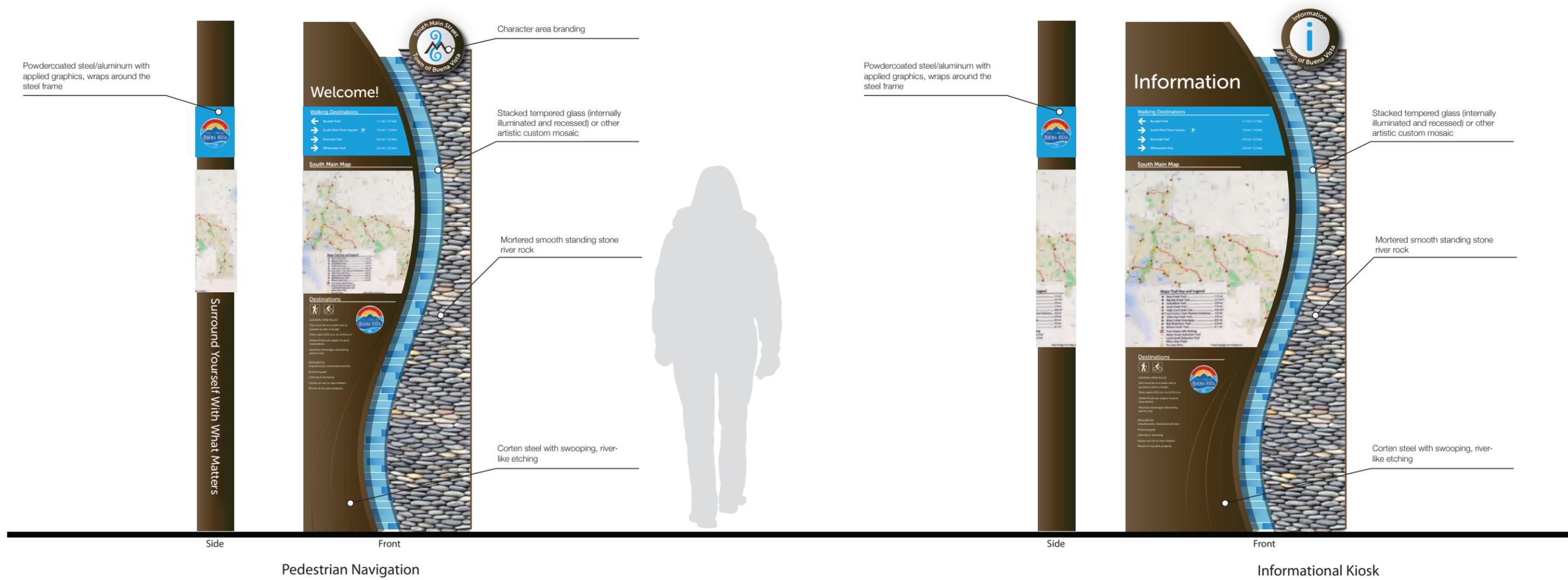
- Corten Steel
- Rounded River Rock
- Stacked/Recycled/Mosaic Glass
- Powdercoated Steel
- Laminate Panels (maps)
- Dimensional Lettering



DESIGN OPTION C - RIVER & RECREATION



DESIGN OPTION C - RIVER & RECREATION



D
#

E
#





- Character area designations can be added to the gateway sign.
- East Main Street
 - West Main Street
 - South Main
 - River Park
 - Highway 24

Primary Gateway
A
#



08

Community Workshop #1

Workshop Agenda

15 min

Design Team Presentation

60 min

Table Team Discussions

5 min

Table Team Exercise #1: Project Goals

30 min

Table Team Exercise #2: Design Options

15 min

Table Team Exercise #3: Character Areas

45 min

Table Team Presentations (5 min each)

15 min

Next Steps



Community Workshop - November 8, 2017

During the first community workshop, members of the Buena Vista community worked together to determine what they liked and didn't like about the preliminary design options, reaching a consensus regarding the final direction for the signage and wayfinding design palette



COMMUNITY WORKSHOP - TABLE TEAMS

During the workshop, members of the Buena Vista community worked together to talk through their preferences regarding the preliminary design options, and presented their individual table team ideas to the larger group.

Table Team Exercise #1: Project Goals

What are your overall goals for the signage & wayfinding project?

- Residents & Business Owners Want:
 - Town character and look*
 - Directional functionality*
 - Maintain and follow visual aesthetics*
 - Should "look right"*
- Get people initially to BV
- Inform people of places in BV (activities, shopping, lodging, restaurants - if not detail imply what exists)
- Reason to get them here is to spend money and increase tax revenues
- Bring people to town - turn off highway
- Point to points of interest - peak interest
- Orient - directional functionality
- Town brand - character
- Help people discover unseen areas
- Help direct people off 285/24
- Finality of process
- Simplicity and small town feel
- Longevity and low-maintenance
- Timeless design
- Clearly phased

Table Team Exercise #2: Design Options

What do you like/dislike about each option?

Option A - Likes

- Historic pictures
- LED lighting
- Like the larger rectangular structure of the Auto Gateway
- Clean - lots of room for information

Option A - Dislikes

- Too industrial, too linear, we don't have tressels here
- General dislike of the gateway in this option
- Not as aesthetically appealing
- Too industrial - doesn't evoke RR
- Too many lines/busy
- Prison - the entry gateway seems too industrial and looks like the prison

Option B - Likes

- It's clean
- LED lighting
- Simplicity and costs of gabions
- Like the flow of materials from the gabions at the bottom to the open top - like a tree
- Like the gabions and the large structural bolts
- Like the gateway of this option
- This is a 'safe' design option

Option B - Dislikes

- Gateway is too steel and square
- Could feel more unique to BV - what every other town has/dated
- Move "Mickey Mouse Ear" logos to top (just one at the top)
- Don't let corten dominate the signage materials

- The corten bolts and accents may bleed rust onto the laminated wood and the concrete sidewalks
- Overall design too busy
- Gateway not impressive
- We like the round town sign on top more than corten cage

Option C - Likes

- LED lighting
- Flow
- Glass
- "Surround Yourself With What Matters"
- Good representation of flow
- Entry gateway impressive (add a mountain on top)
- Like the curved element of blue light
- We like river rock
- Curves make this option approachable
- Like blue stone river rock
- Roller coaster area makes room for character area signs

Option C - Dislikes

- Don't like poles - want more of a structure
- Don't want gateways to look like a mall - don't want signs to look like billboards
- A little "roller-coaster-y" on the left side of gateway
- No character areas on the gateway
- Powder-coated river on auto signs is cliché
- Blue glass is common
- Looks like a steamboat
- The rocks stacked on their side look too much like a spa shower detail
- If you can take our local materials (river rock) and incorporate that instead of flat rock we would like that better



Table Team Exercise #2: Design Options (continued)

Which option family is the overall table team favorite?

Table Team #1: C

Table Team #2: C (if mountains are added to the top)

Table Team #3: C (if the flat rock is replaced with river rock)

Table Team #4: Combo of B & C (C looks like "Cadillac option")

Are there any specific elements of the options that weren't the first choice of your table team that you'd like to include in the final design?

- Gateway metal of C - make it with mountain line curve/mountain icon
- Include pictures of the tunnels and other historic photos (on the appropriate sign, not every one...that would be overkill)
- Include a touch of whimsy/surprise
- Blend the mountains and river elements
- More incorporation of mountain imagery
- Character areas on gateways are unnecessary
- Prefer 3-sided kiosk (suitable for multiple purposes) - is the kiosk info the same on both sides?
- Keep it simple
- Incorporate the mountain into the gateway (C option)
- The logo in the gateway needs to be larger
- Prefer the B & C directional signs

Table Team Exercise #3: Character Areas

Are there any character areas we missed?

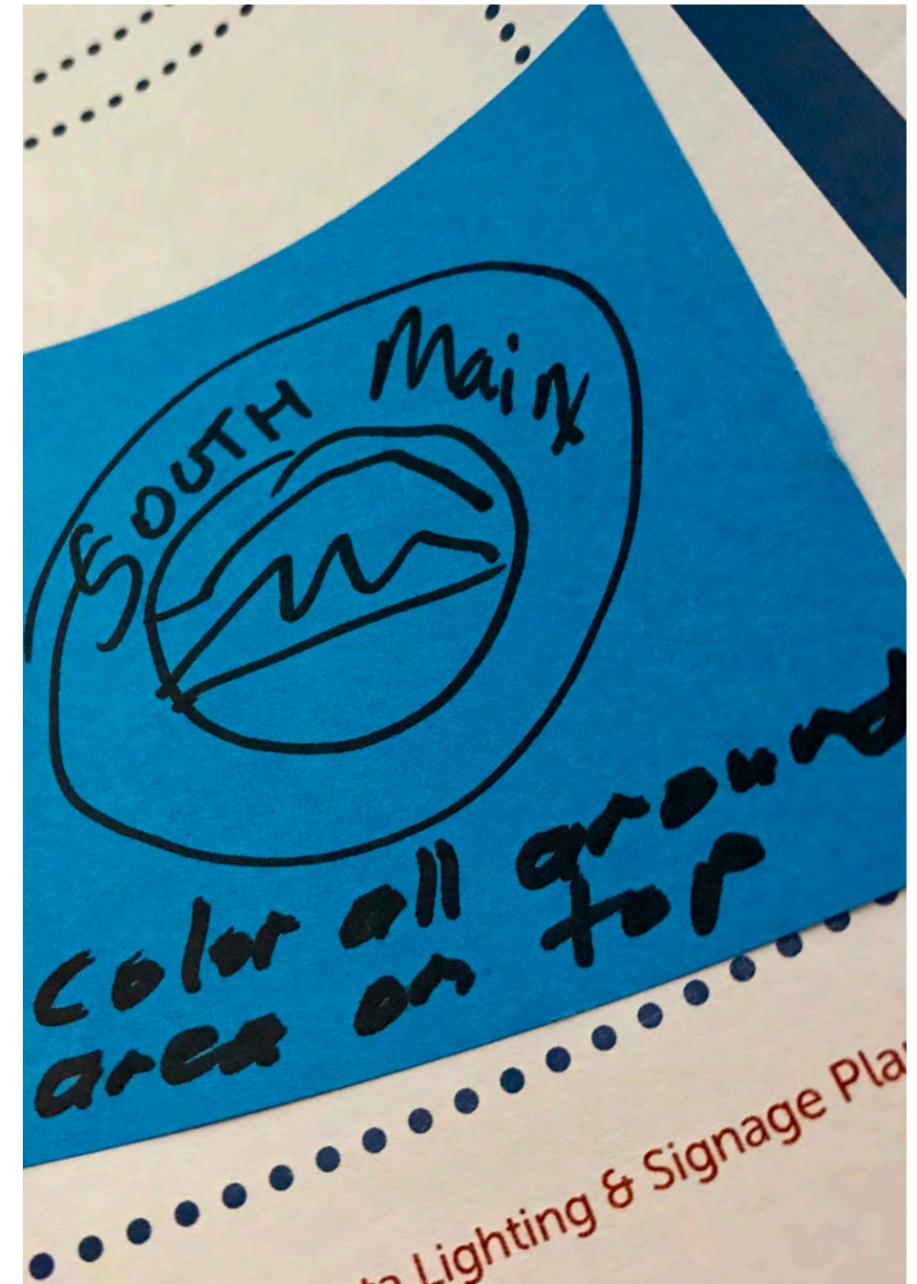
- Antero Circle Area (CR 317)
- Mini Mall
- HRRMC Clinic
- Soccer/Ball Fields
- Courthouse?
- Potentially Hot Springs
- Highway - Collegiate Peaks Blvd (new name of highway)
- Colorado Center - industrial areas across from the airport
- Historic downtown (instead of East Main Street)

Did we miss any character area destinations & amenities

- Antero Circle Area (CR 317)
- Maximize West East etc ("East Main") - once you turn into district kiosk or sign with more info
- Indicate live music as South Main amenity
- Hot Springs

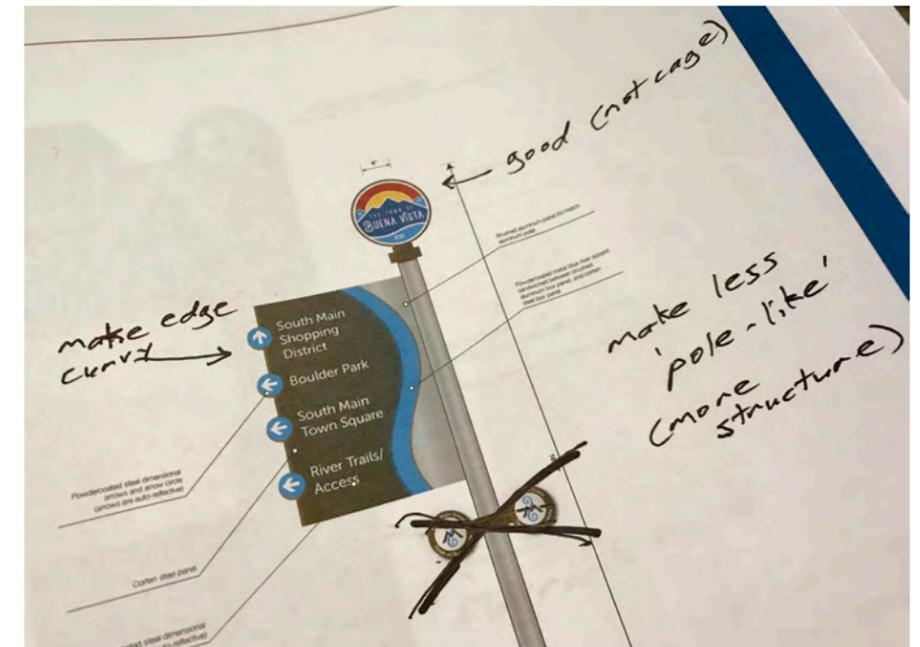
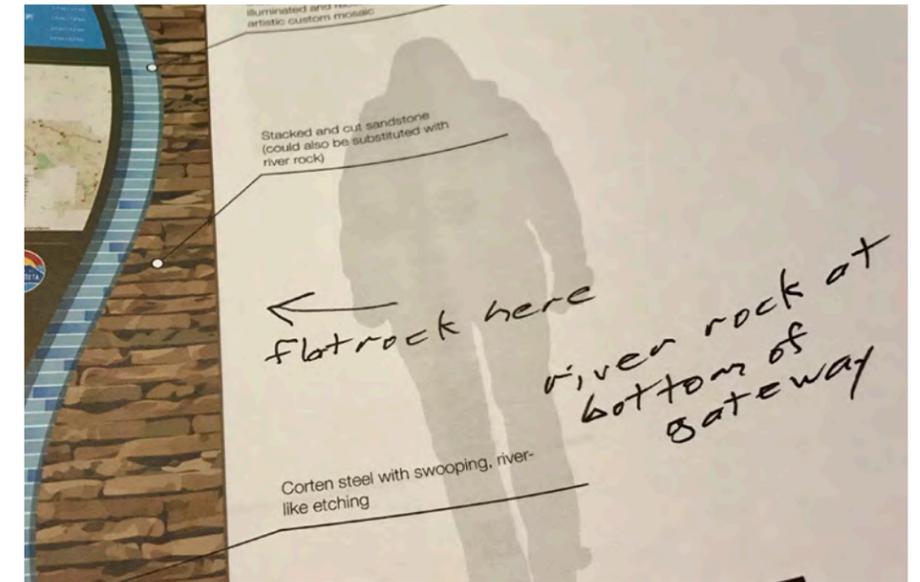
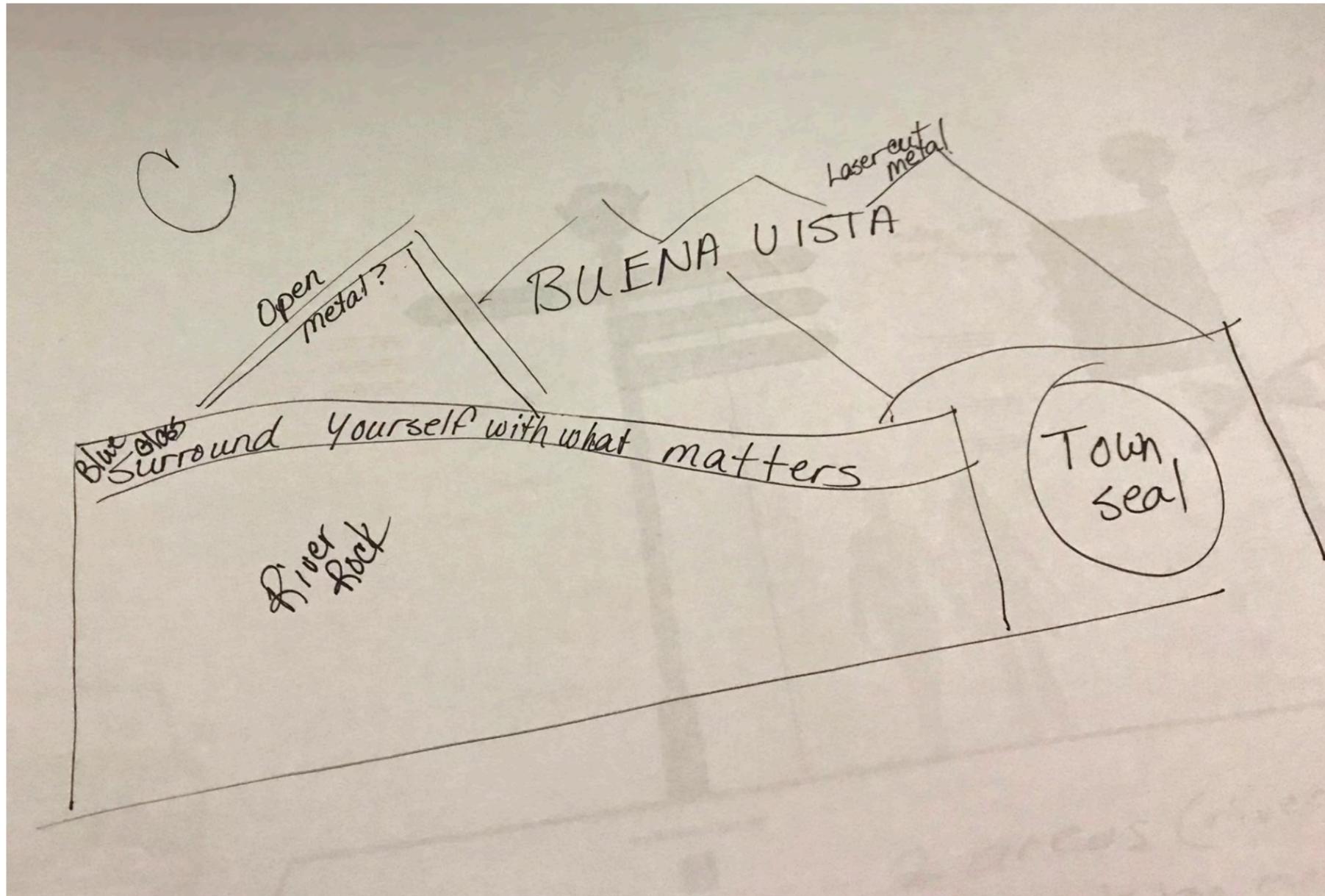
South Main has an existing symbol, but the other character areas will need to have identifiable icons. What types of symbols would be appropriate for each character area?

- BV logo for each surrounded by area color and areas name
- As long as its attractive, consistent W/S Main logical with system
- Courthouse - Cupola - East Main
- Legal conflict of South Main as a district and as a business
- If character areas, simplify logos to basics like pinecone, wave, etc to avoid going through design conflict and elongate overall process
- Consider not creating character area symbols (simply use colors and logos)

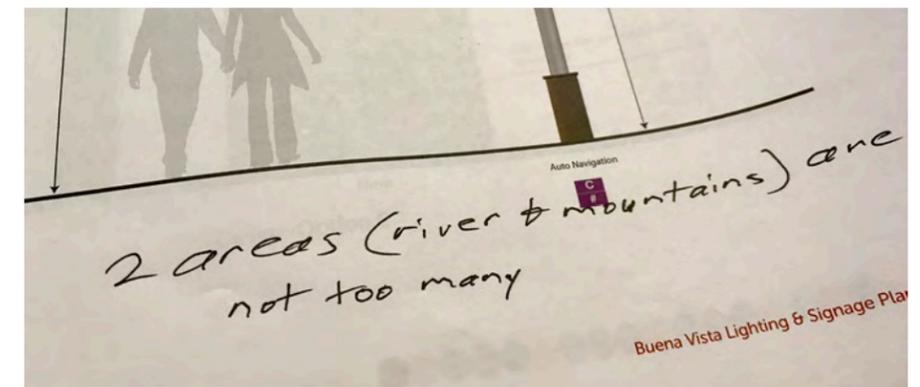
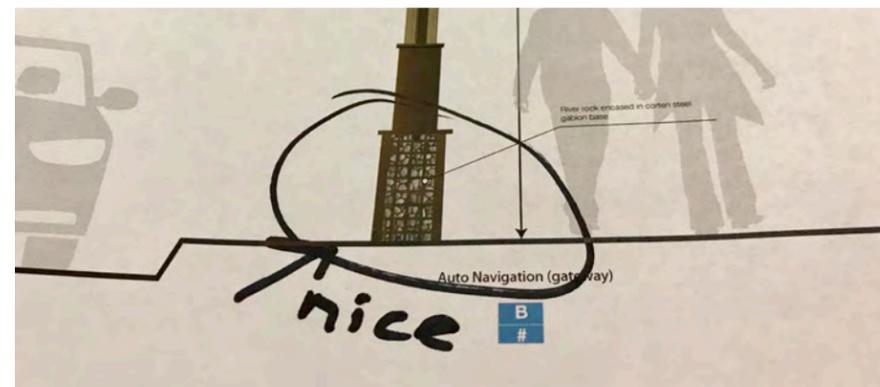
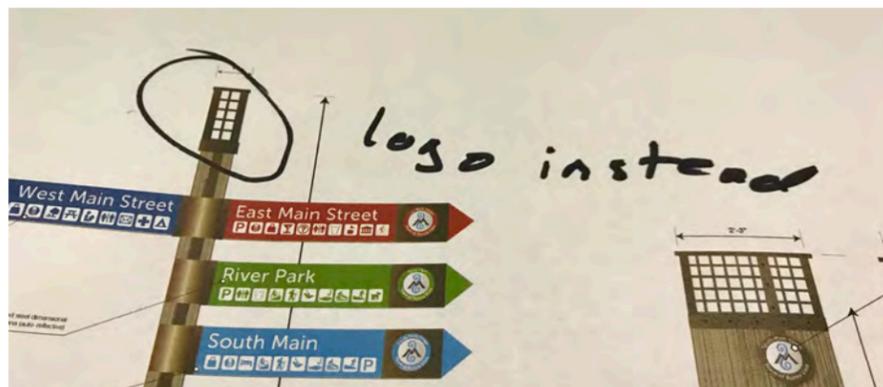


Sketch created by workshop participants illustrates how the character area designations can be added to the existing Buena Vista logo





Sketches and comments from the workshop participants provide greater clarity regarding what design ideas are preferred, and what new ideas could improve the existing design options



09

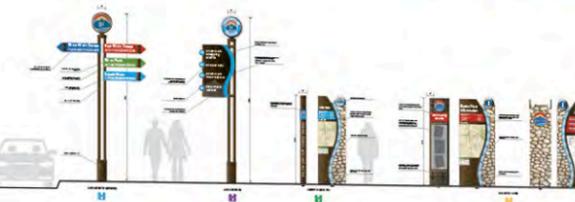
Refinement of Design Options & Community Open House

THE TOWN OF BUENA VISTA CO. BV SIGNAGE & WAYFINDING PLAN Final Design

Final Design Overview - "River & Recreation"

The final signage palette emphasizes Buena Vista's connection to the Arkansas River, nature, outdoor recreation, and art. The layers of rock, corten steel, and water-like glass are combined in a geometric form bisected by a swirling, river-esque art piece. The signage information - mapping and directional content - is displayed on the corten steel panel, while the texture of the river rock anchors the opposite side and highlights the character area symbol. In the center, the glass/mosaic transparent art piece reflects the beauty of the river, and lightens the heavier forms of the solid corten and the rounded river rocks. In order to highlight this element, nighttime LED's will provide a subtle glow through the material. The stacked river rock can also be designed as an artistic element, if smaller rounded river rocks are placed in flowing, artistic patterns - allowing for subtle and artistic personalizations of each sign.

Option C Materials:
1. Corten Steel
2. Stacked River Rock
3. Water-like Glass
4. Glass/Mosaic
5. Laminated Glass
6. Commercial Lighting



Design Inspiration



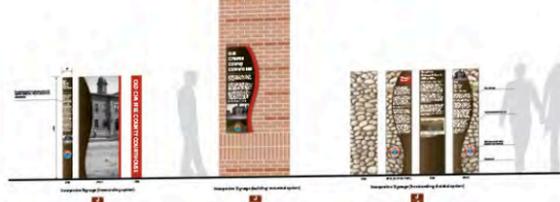
cbDESIGN

THE TOWN OF BUENA VISTA CO. BV SIGNAGE & WAYFINDING PLAN Final Design

Final Design Overview - Signage Templates

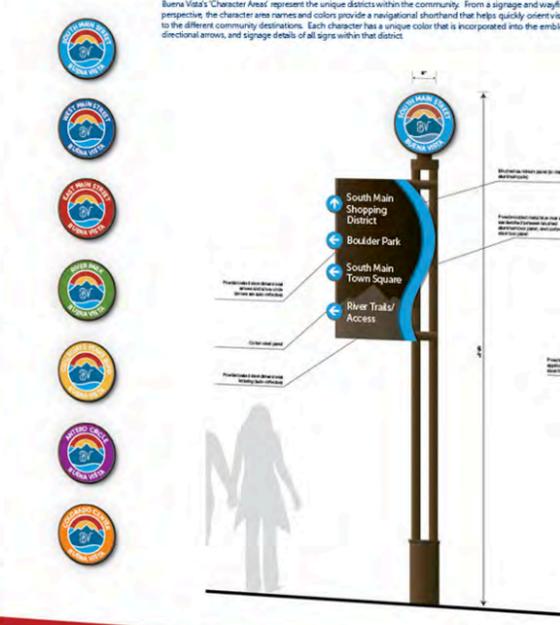
Signage Templates: For Future Implementation

Not all the signage designs will be included within the final design and construction package. These signs will be detailed in construction document package, but the individual content (maps, graphics, text, etc) for each will need to be completed at a later date, incorporating input from Buena Vista groups with specialized interest in these sign types, locations, and content. Although these signs will not be given specific content, including their design into the overall sign package will ensure they will coordinate with the established Buena Vista signage design family.



Final Design Overview - Character Areas

Buena Vista's 'Character Areas' represent the unique districts within the community. From a signage and wayfinding perspective, the character area names and colors provide a navigational shorthand that helps quickly orient visitors to the different community destinations. Each character has a unique color that is incorporated into the emblems, directional arrows, and signage details of all signs within that district.



cbDESIGN

Final Open House design banners illustrate the signage family details and concepts

FINAL OPEN HOUSE DESIGN OPTIONS

During the final community open house, the final design options were displayed, and stakeholders were asked to take in the information on display at their own pace, asking any questions or clarifications needed. After the open house, members of the design team compiled the stakeholder comments, and adjusted the final designs accordingly.

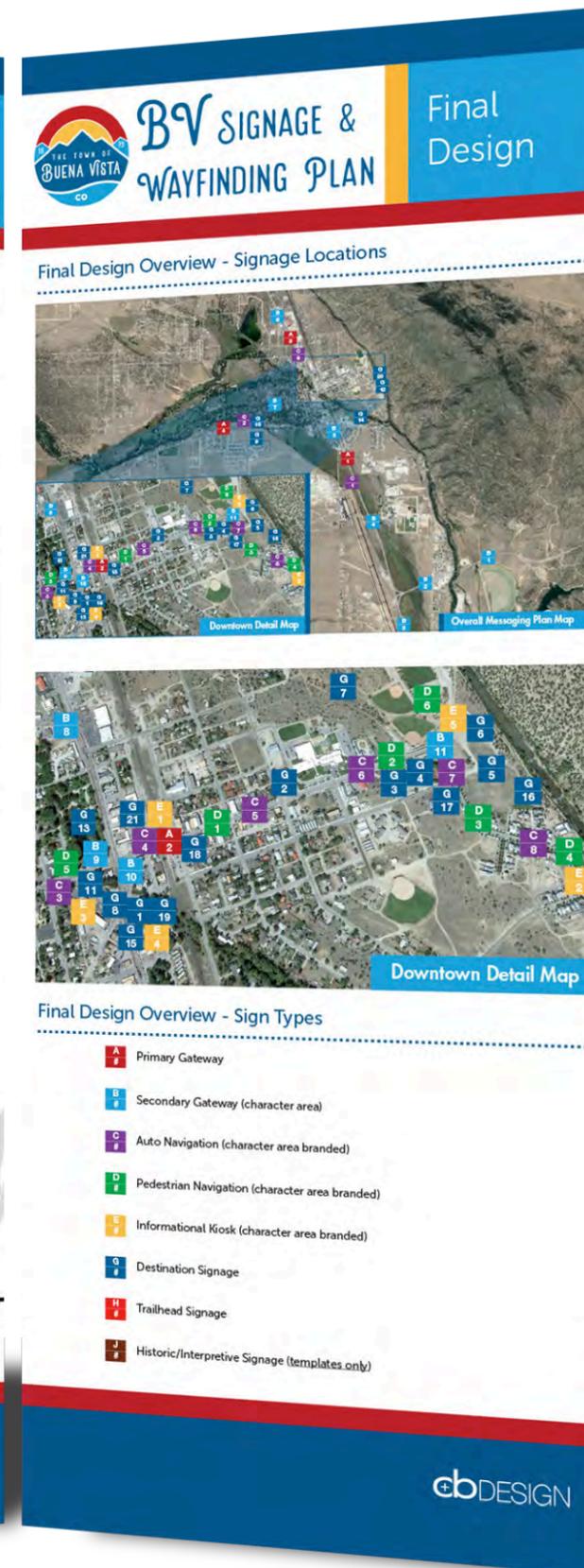
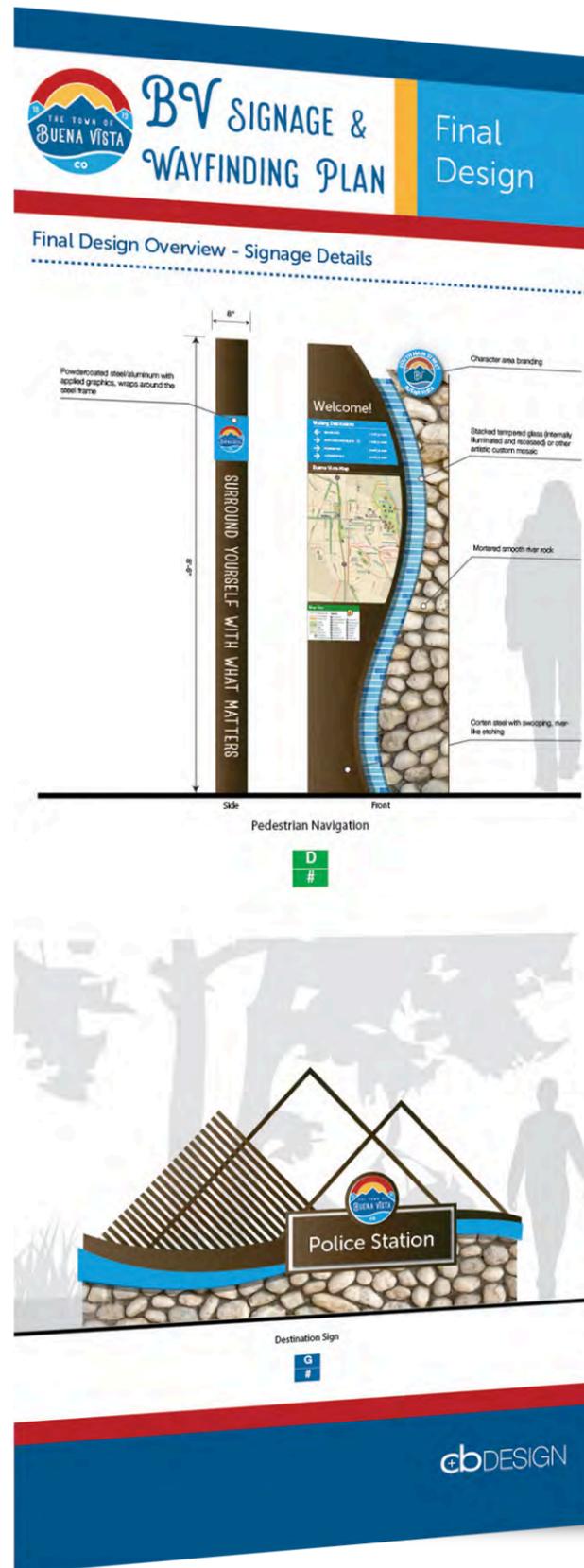
Community Open House Comments

Major Gateway

- Remove the extra mountain-like triangular ends to create a stronger overall mountain shape
- Add a 'snow cap' top to the larger central mountain
- Consider adding a material to fill the capped area of the largest central mountain

Kiosk

- Remove the illustrated notice box from the side of the kiosk, and narrow the overall kiosk. Instead of including the temporary notice board within the primary sign, design a secondary notice board to be installed adjacent to the kiosk.

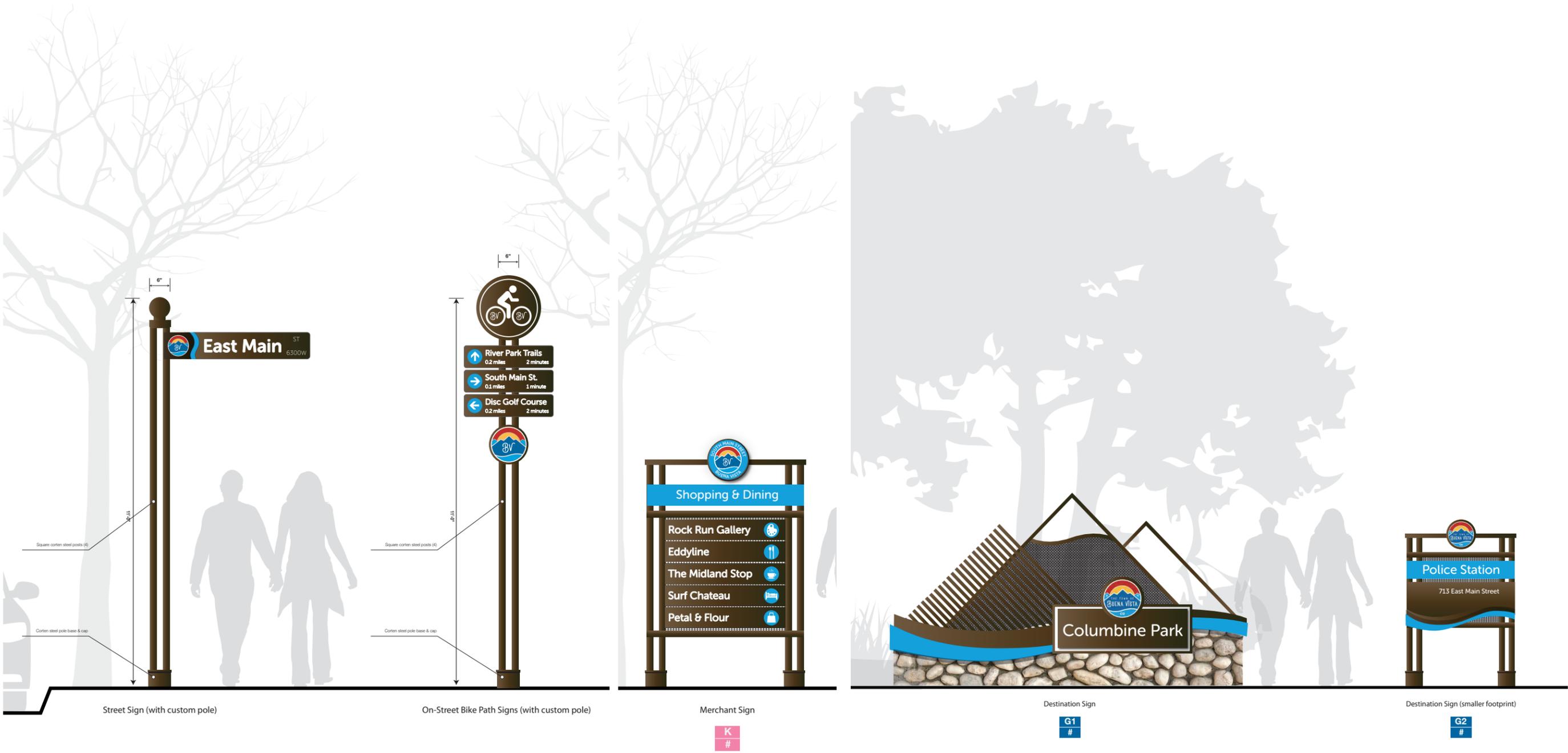




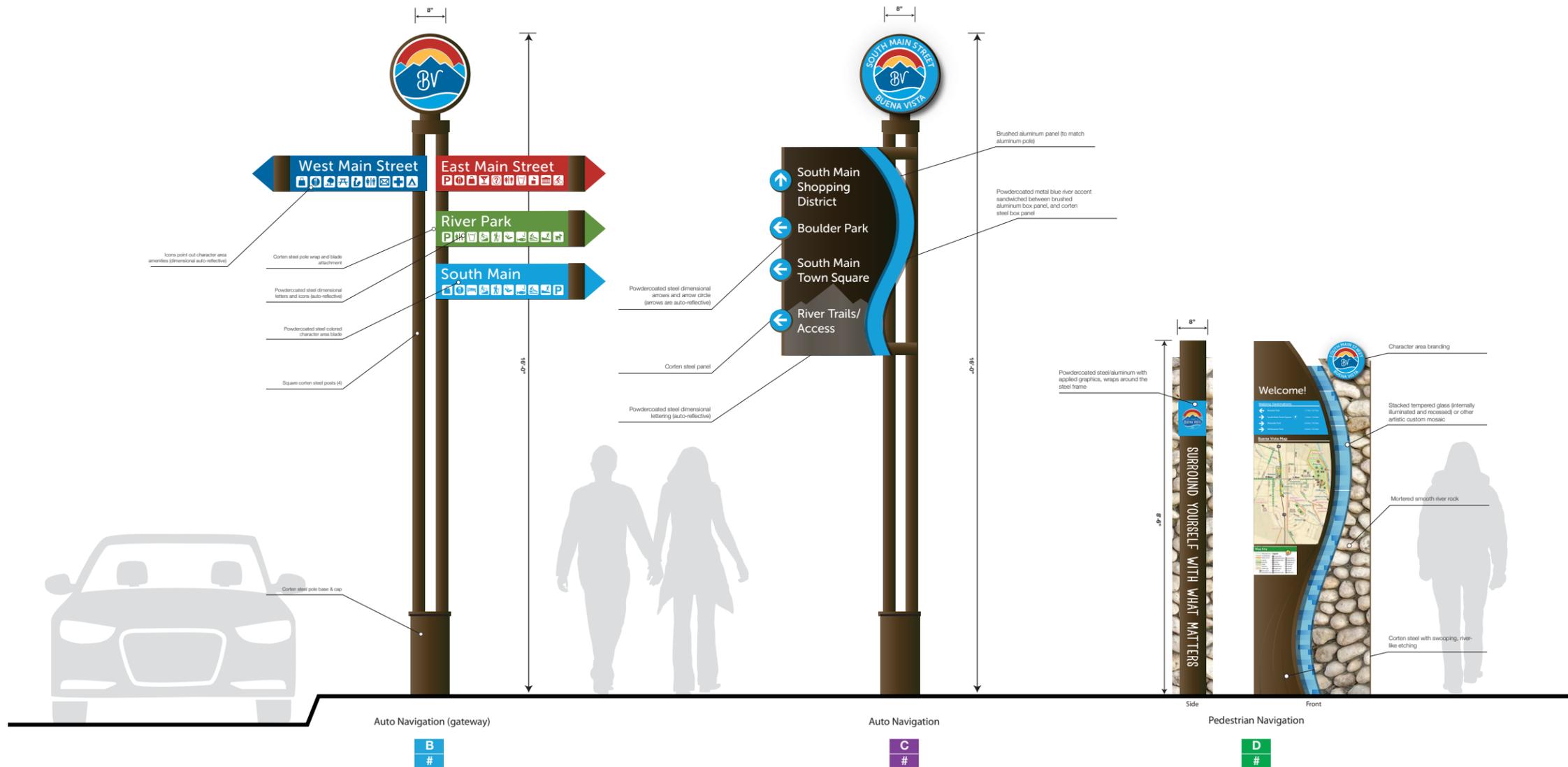
Primary Gateway



REFINED FINAL SIGNAGE DESIGNS - STREET SIGNS, ON-STREET BIKE SIGNS, MERCHANT SIGNS, DESTINATION SIGNS



REFINED FINAL SIGNAGE DESIGNS - SECONDARY GATEWAYS, AUTO DIRECTIONAL SIGNS, PEDESTRIAN SIGNS



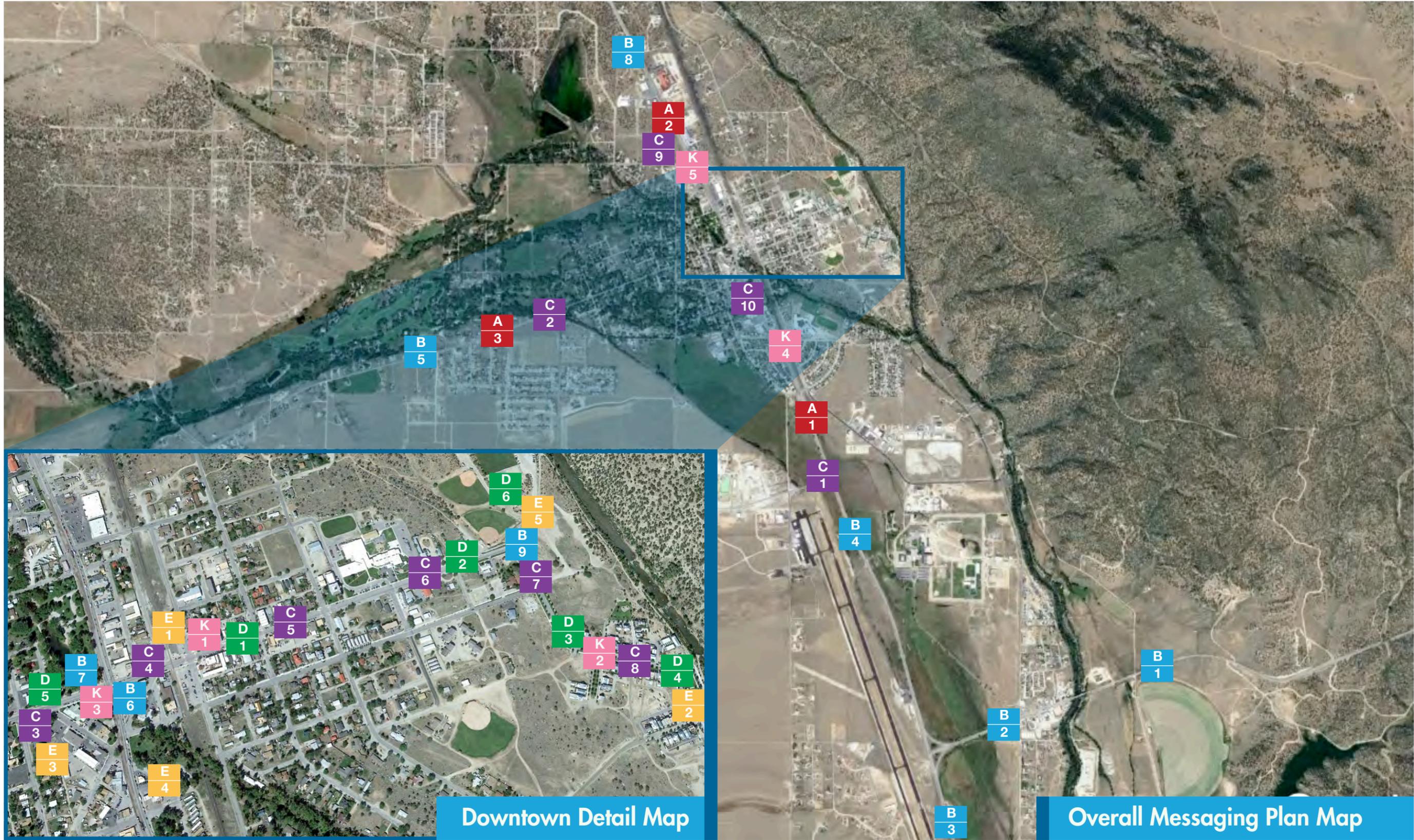
REFINED FINAL SIGNAGE DESIGNS - INFO KIOSK & TEMPORARY MESSAGE BOARD, TRAILHEAD SIGN, TRAIL NAME/ETIQUETTE SIGN



REFINED FINAL SIGNAGE DESIGNS - HISTORIC IMAGE SIGN, HISTORIC ON-BUILDING SIGNS, HISTORIC INTERPRETIVE KIOSK SIGNSS



REFINED FINAL SIGNAGE DESIGNS - SIGNAGE LOCATION MAP (NOTE: INDIVIDUAL DESTINATIONS NOT INCLUDED ON THIS MAP)



10

Sign Quantities, Cost Estimate, and Phasing Plan

SIGN QUANTITIES & COST ESTIMATE

\$18,000/each	A 3	Primary Gateway	\$54,000
\$3,200/each	B 9	Secondary Gateway	\$28,800
\$3,200/each	C 10	Auto Navigation	\$32,000
\$4,000/each	D 6	Pedestrian Navigation	\$24,000
\$5,000/each	E 5	Informational Kiosk	\$25,000
\$8,000/each	G1 5	Destination Signage	\$40,000
\$1,500/each	G2 16	Destination Signage (smaller footprint)	\$24,000
\$1,200-3,000/ each	H TBD	Trailhead Signage	TBD
\$1,000-4,000/ each	J TBD	Historic/Interpretive Signage (<u>templates only</u>)	TBD
\$2,000/each	K 5	Merchant Signage (<u>templates only</u>)	\$10,000
Total Costs			\$237,800

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 Town of Buena Vista project costs.

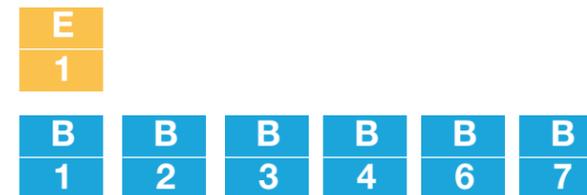
Benefits of a Multi-Year Signage & Wayfinding Roll-Out:

- Reduces the cost burden of a one-time CIP 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

2018 - \$24,200

The goal of the first project phase is to direct visitors into the community from the major highways leading into town (24 and 285). There is also money allocated for 2018 that must be used to construct an informational kiosk.

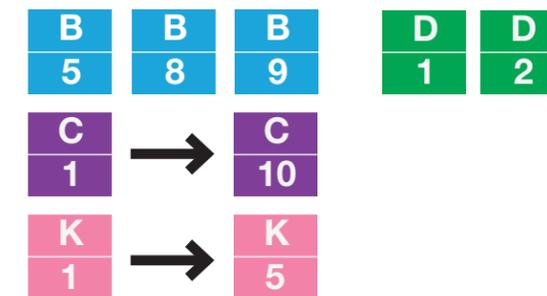
Recommended Signage:



2019 - \$59,600

The goal of the 2019 project phase is to complete the highway signage directing visitors into town, and install additional auto directional signs that orient visitors to the destinations within each character area. The merchant signage will also be installed during this project phase, as well as two pedestrian informational signs.

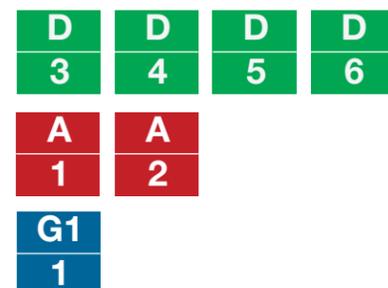
Recommended Signage:



2020 - \$60,000

The goal of the 2020 project phase is to complete the pedestrian navigational signage, while also beginning to install the park destination signs. The two primary north and south gateway signs along Highway 24 will also be installed during this project phase.

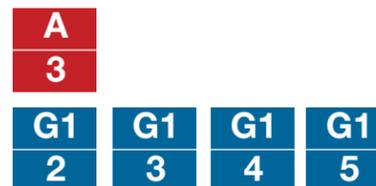
Recommended Signage:



2021 - \$50,000

The goal of the 2021 project phase will be to install the remaining primary gateway signage, as well as the remaining park destination signage.

Recommended Signage:



2022 - \$44,000

The goal of the 2022 project phase is to install all smaller destination signage, as well as the remaining 4 informational kiosks.

Recommended Signage:





Implementing the Final Design Vision

Beginning with installation of the first signage phase in 2018, the new Buena Vista signage and wayfinding program represents a multi-year commitment from the Town and its elected officials. Although the first phase of signage will fill an important wayfinding need for the BV community, as subsequent phases of the signage plan are installed, the impact of the signage on the economic development and sense of place within Buena Vista 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 BV community to support the new signage program.

11

Implementation Plan

REALIZING THE BUENA VISTA SIGNAGE & WAYFINDING PLAN

Although funding exists for the first year of signage construction, the remaining funded improvements will require a commitment from the Town of Buena Vista, 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 Buena Vista community.

Short-Term Implementation Actions

Support from Elected Officials

- Gaining approval for the signage and wayfinding plan from the Town Trustees 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 (Town Trustees)

2018 - Bidding and Fabrication of Phase 1 Signage

- Solicit bids from contractors to install the first phase of the signage and wayfinding plan.
- Oversee the bidding process, and select the preferred fabricator
- Act as the project manager for the construction process, providing resources and support for the selected fabrication shop (utility locates, permit acquisitions)

2018 - Applying for Grants and/or Matching Funds to Construct Additional Signage Phases

- 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

CHARACTER AREA IMPLEMENTATION

One of the critical components of the signage and wayfinding plan is organizing the Buena Vista community according to the different character areas within town. Each character area reflects a unique district within BV, with its own sense of place. The character areas help visitors understand what types of amenities and locations exist within BV, and each character area has a unique color and name. Most character areas are named according to the long-held community shorthand of naming different parts of town according to the principle street leading into them (East Main, West Main, South Main, etc). As BV grows and expands, new character areas can be named and given a color, and these can be added to the existing signs. The signage palette was designed to accommodate the addition of new character areas to the secondary gateway signs, and the colors of any new character areas can be added to new signage for these districts.



Character area icons for each district within Buena Vista (each with a unique color)



MESSAGING PLAN - SIGNAGE LOCATIONS & TYPES (OVERVIEW)



Primary Gateway Signs

The primary gateway signs announce arrival into Buena Vista, and are located at entrances into the community. The primary gateways are intended to be welcoming 'front doors' into Buena Vista, and their design is meant to establish the character of the community. The primary gateway signs are the largest elements within the proposed signage palette.

- A** Primary Gateway
- 1** Facing South - One Sided - 30' Wide

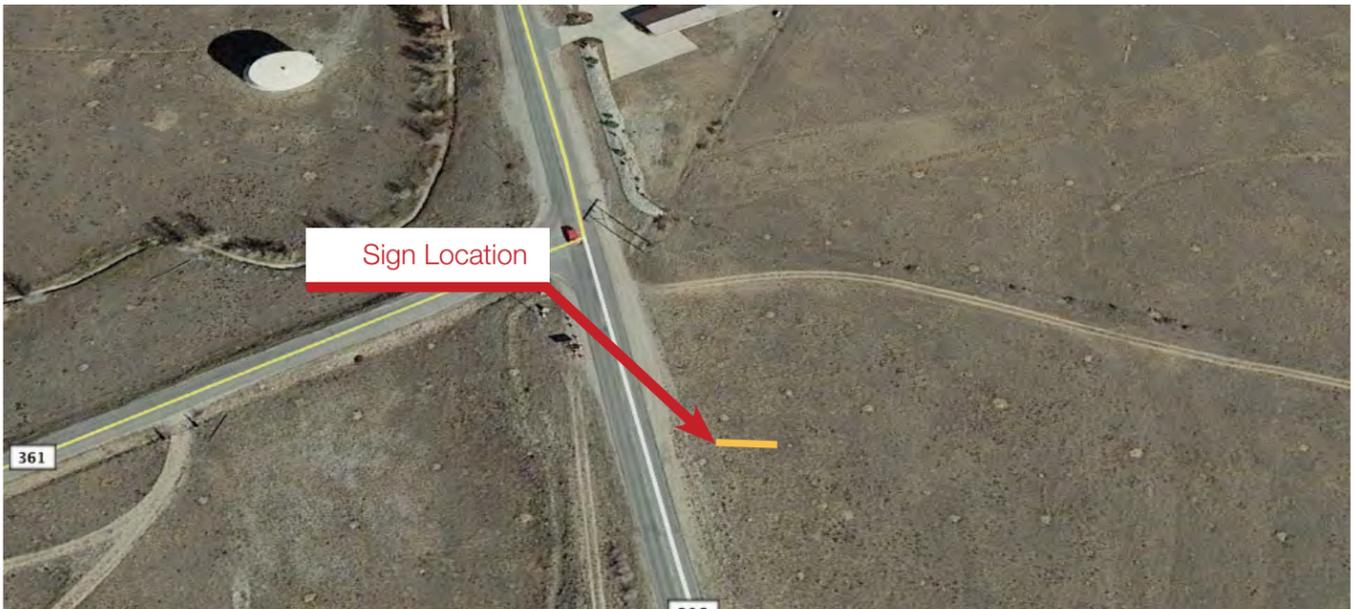


MESSAGING PLAN - SIGNAGE LOCATIONS & TYPES - PRIMARY GATEWAYS

A Primary Gateway
2 Facing North - One Sided - 30' Wide



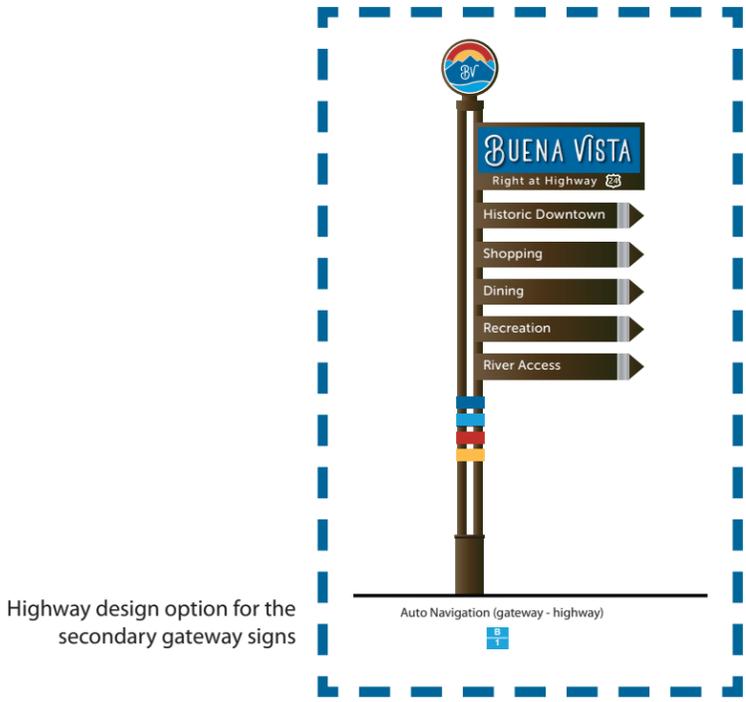
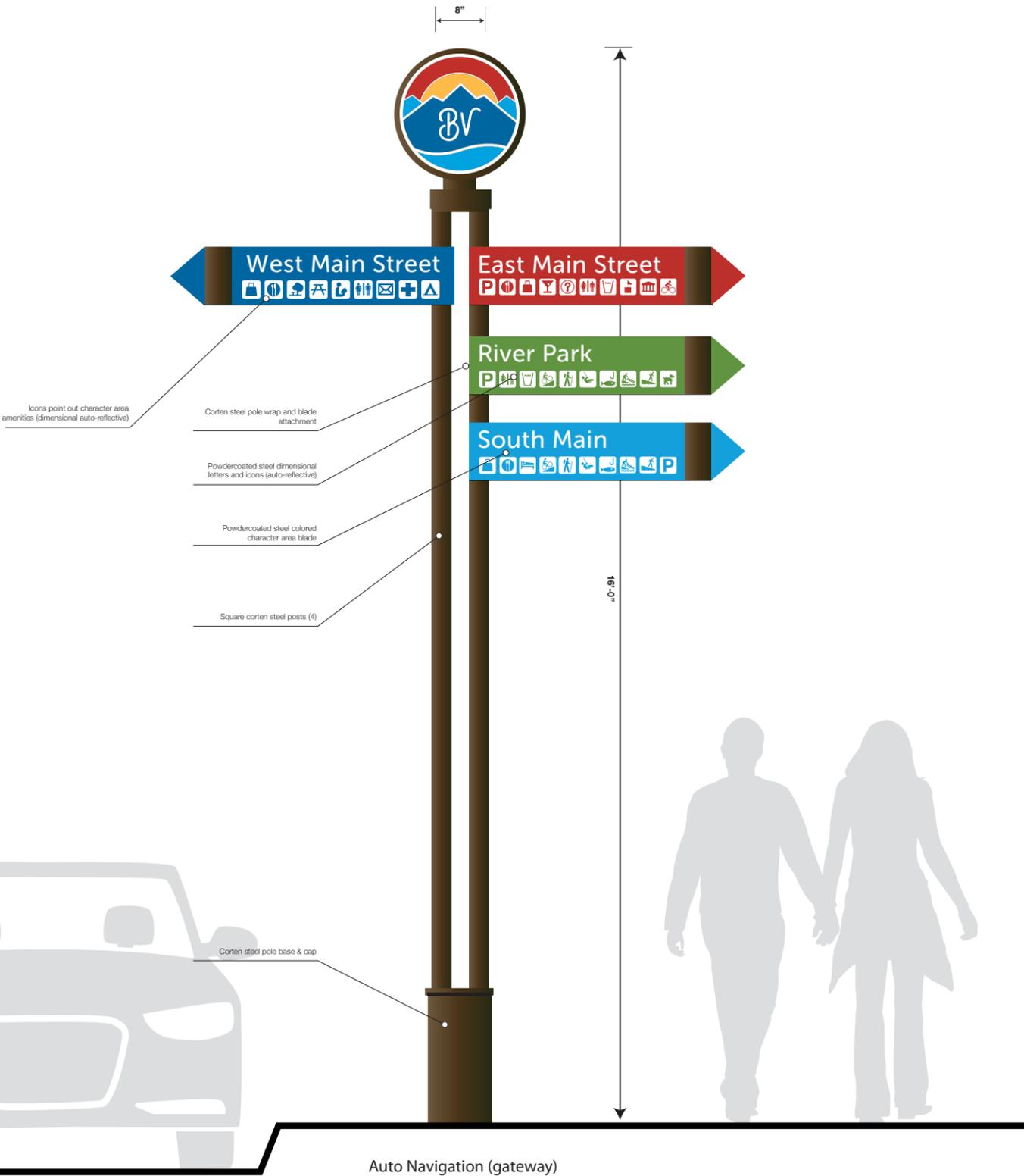
A Primary Gateway
3 Facing West - One Sided - 30' Wide



Secondary Gateway Signs (character area & highway)

The secondary gateway signs highlight the different character areas within Buena Vista, and their respective assets and amenities. The secondary gateways are designed around a 4-sided pole system. Each character area blade has a unique, signature color, that carries through into the signage within that character area.

Prior to arriving into downtown Buena Vista, the secondary gateway signs take on a more general appearance appropriate for their locations along the major highways leading into downtown Buena Vista.



Highway design option for the secondary gateway signs



B Secondary Gateway - Perpendicular to Highway 285

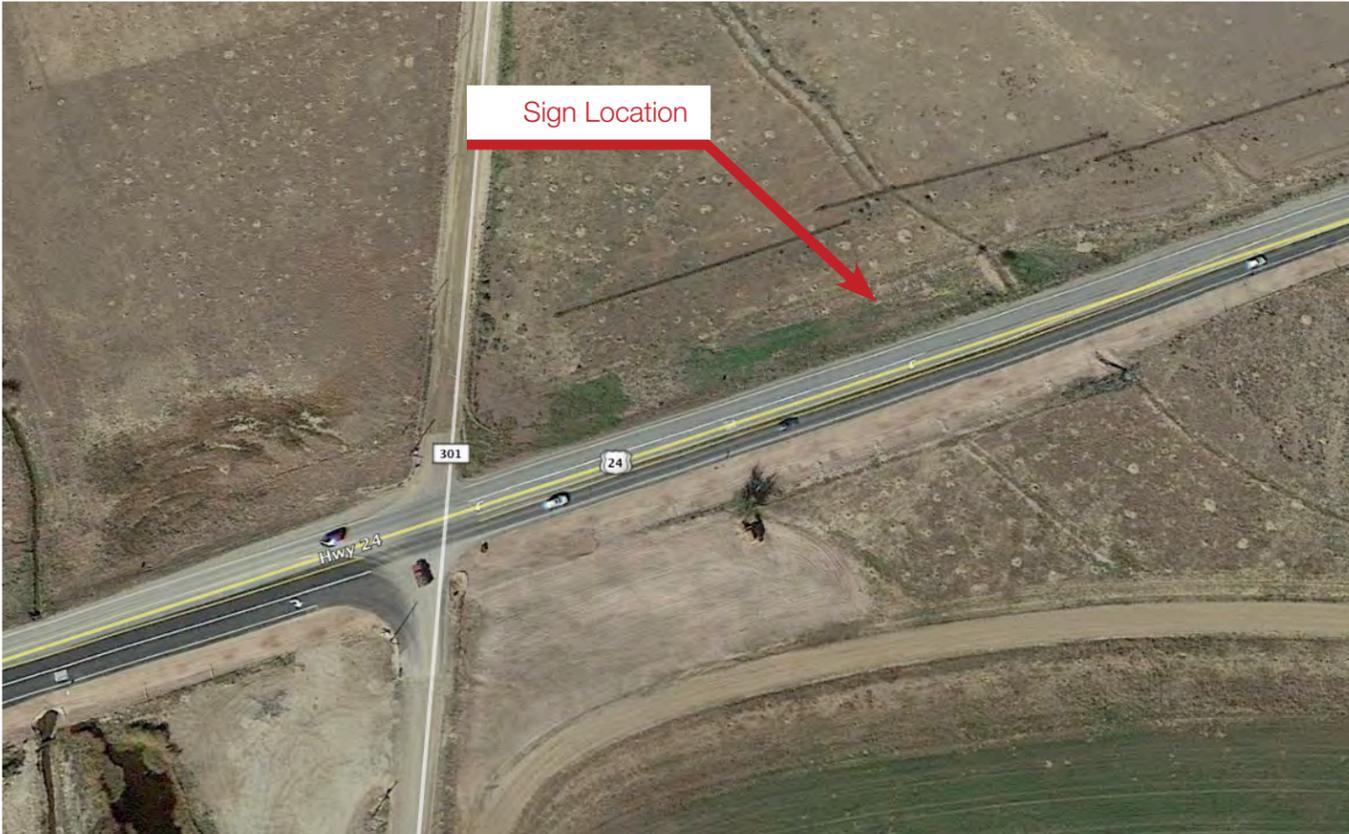
1

Directional Panel - 1-Sided



Auto Navigation (gateway - highway)

B
1



B
2 Secondary Gateway - Perpendicular to Highway 285

Directional Panel - 1-Sided



Auto Navigation (gateway - highway)

B
2



B Secondary Gateway - Perpendicular to Highway 24
3

Directional Panel - 1-Sided



B Secondary Gateway - Perpendicular to Highway 24

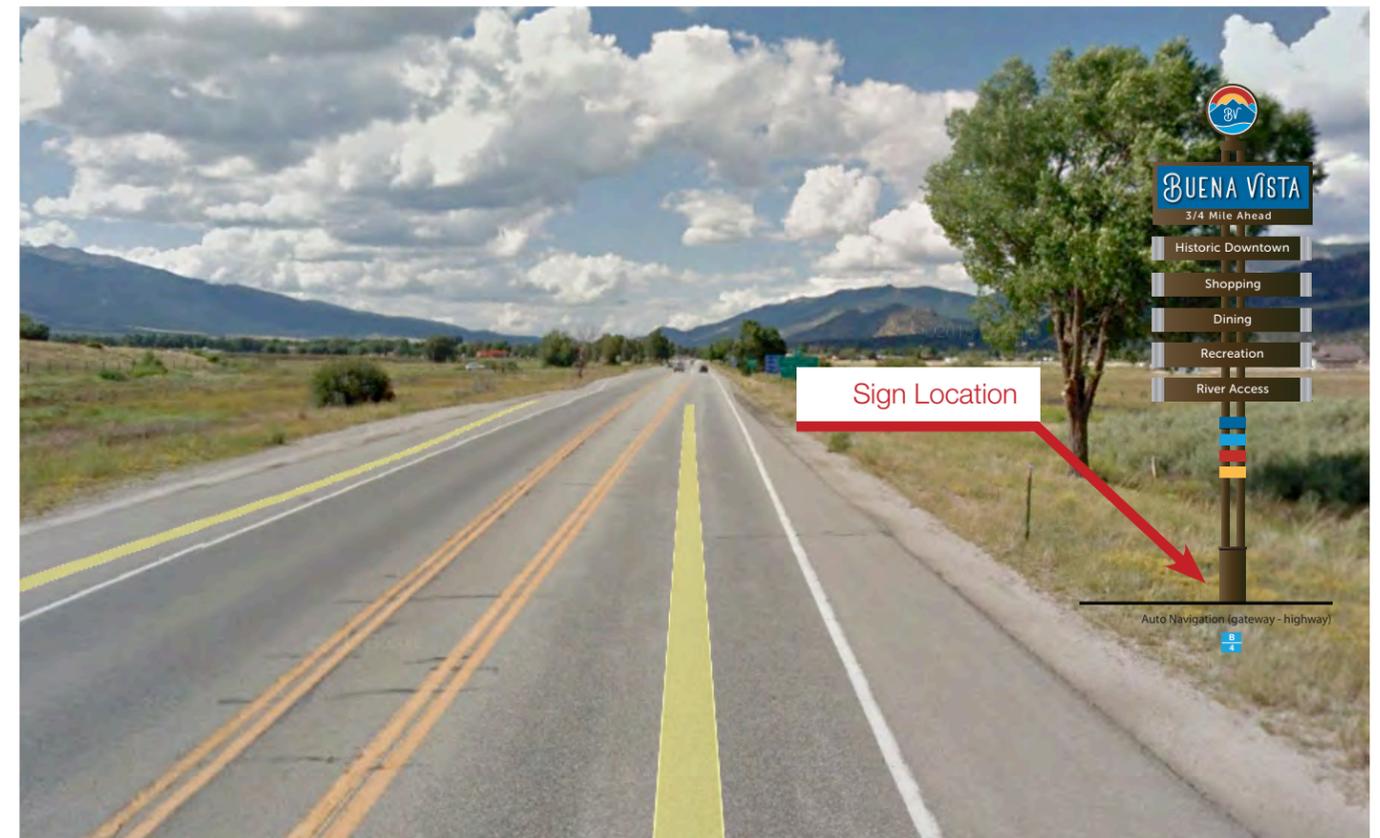
4

Directional Panel - 1-Sided



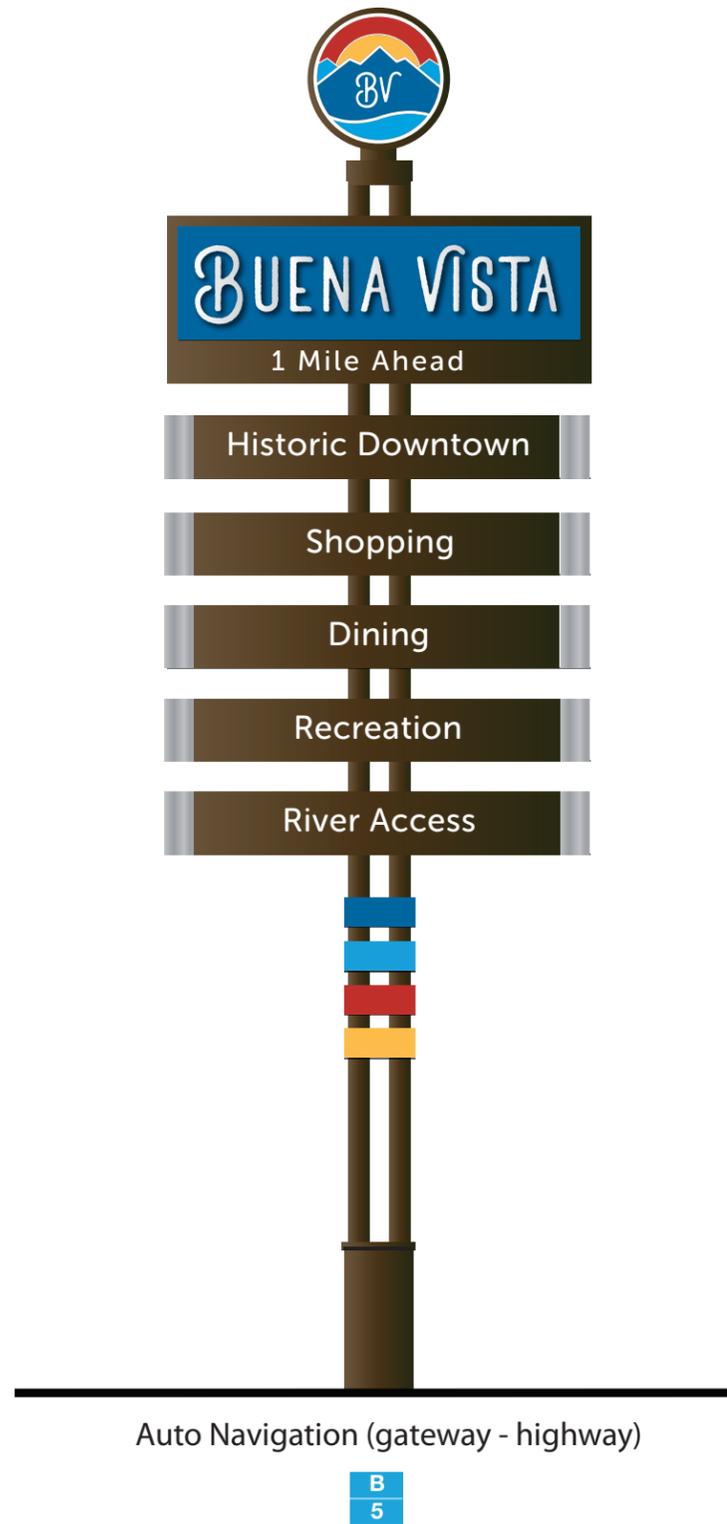
Auto Navigation (gateway - highway)

B
4



B Secondary Gateway - Perpendicular to West Main
5

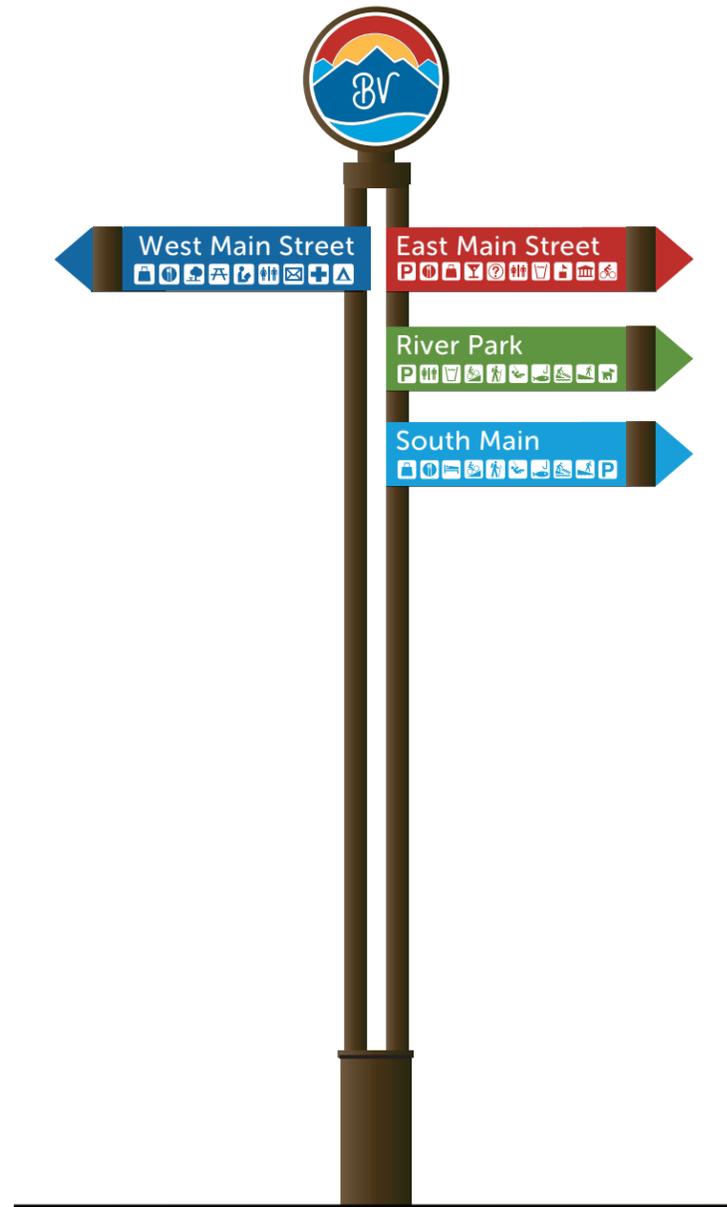
Directional Panel - 1-Sided



B Secondary Gateway - Perpendicular to Highway 24

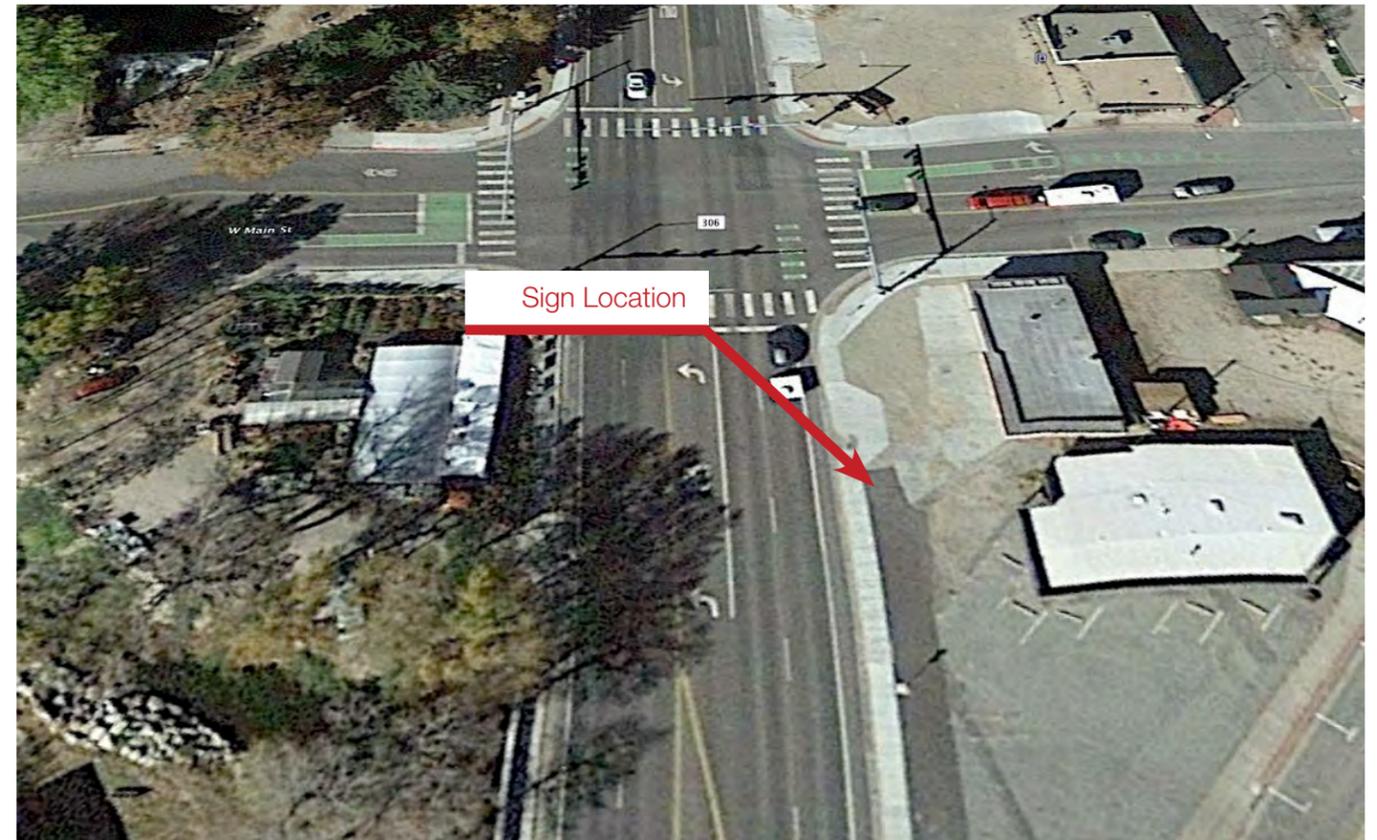
6

Directional Pole - 4-Sided



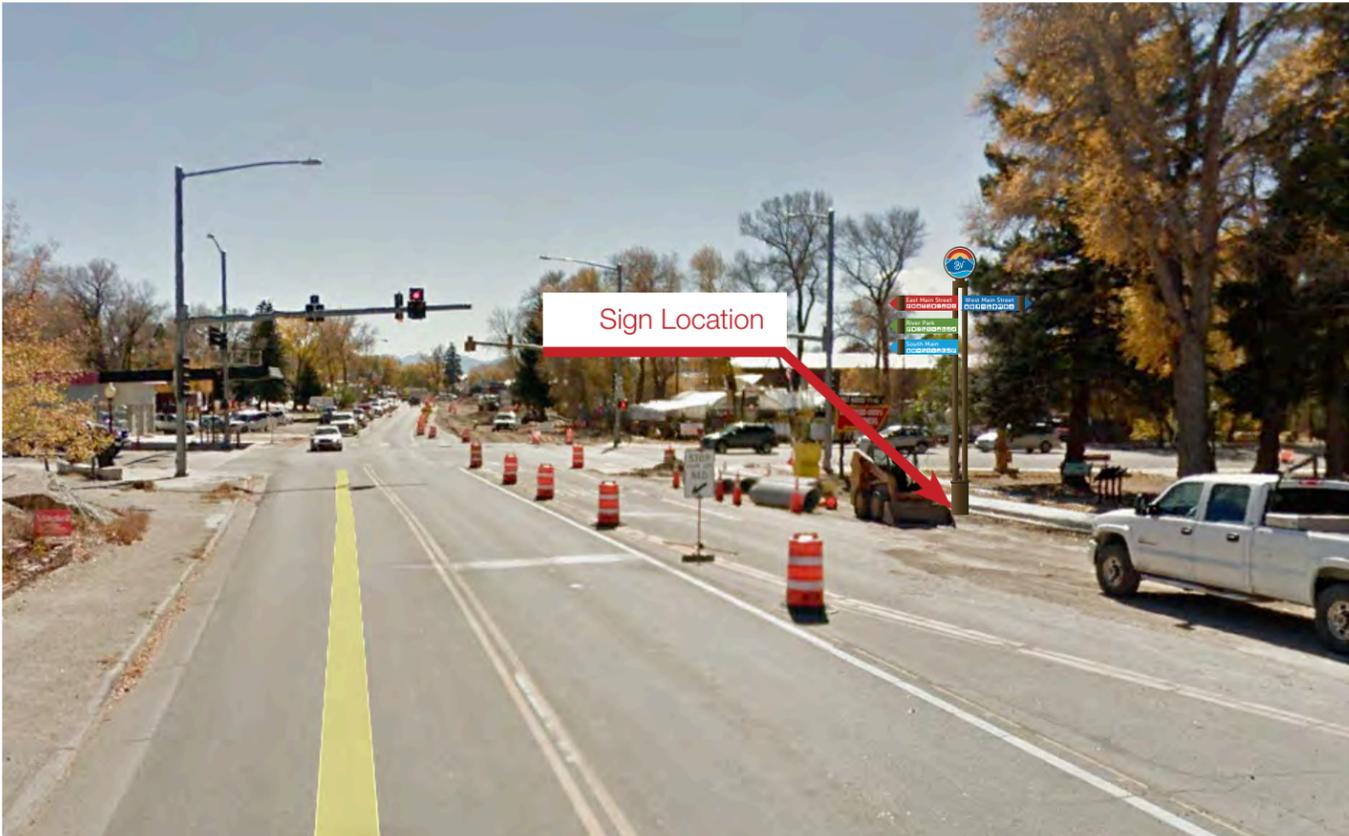
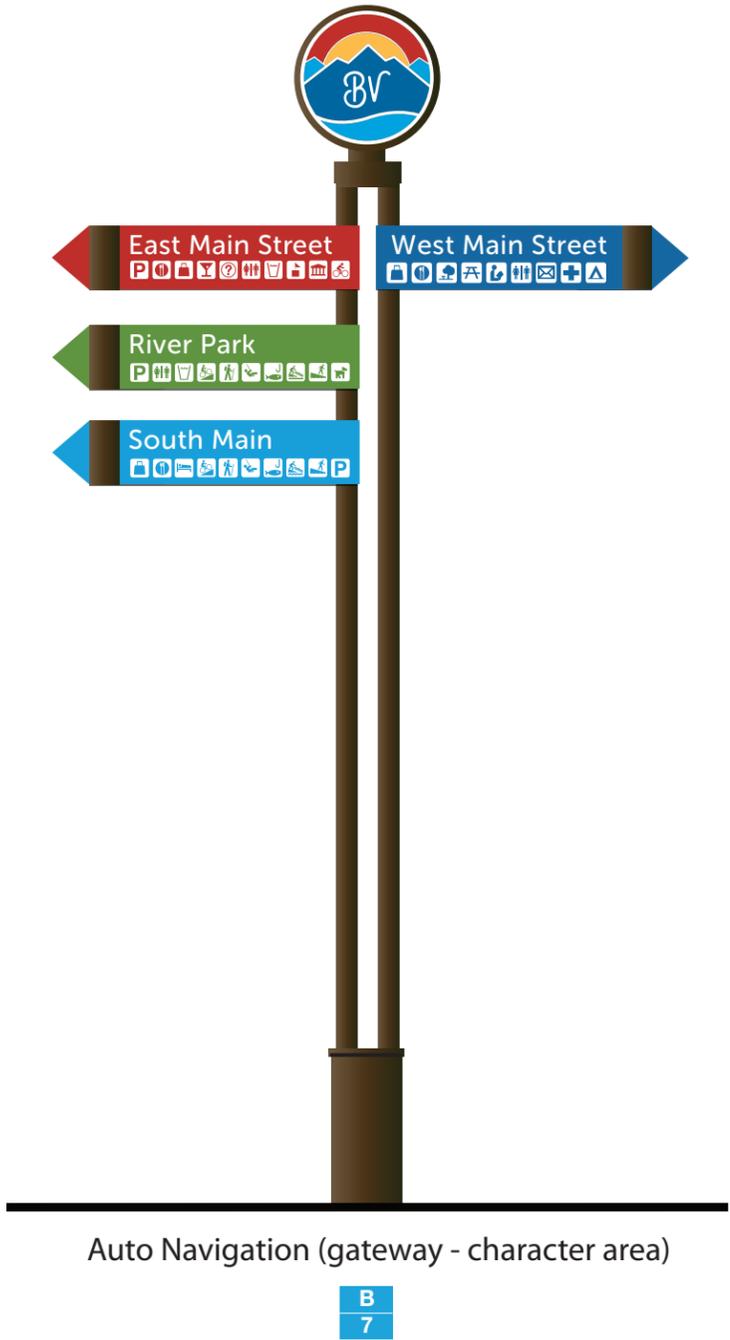
Auto Navigation (gateway - character area)

B
6



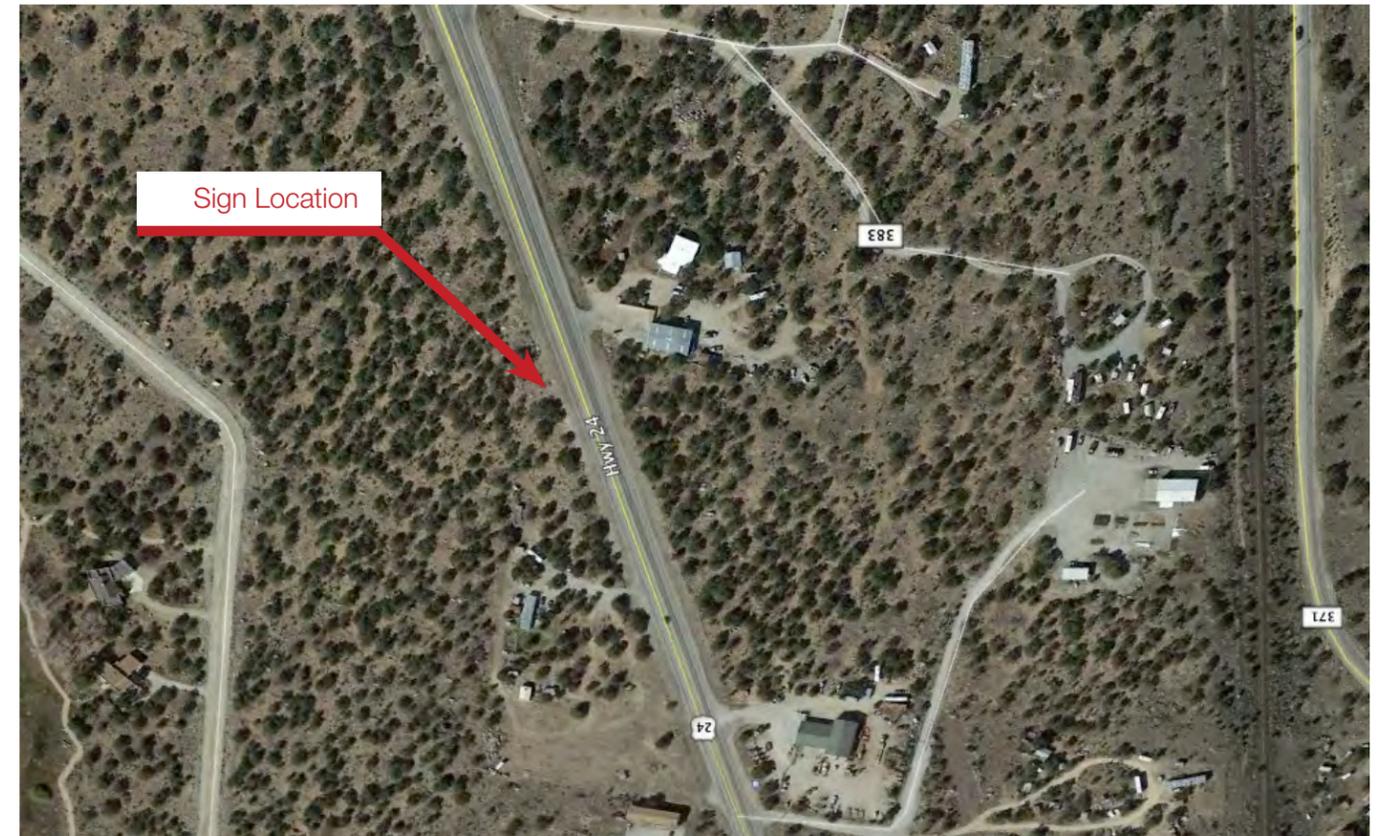
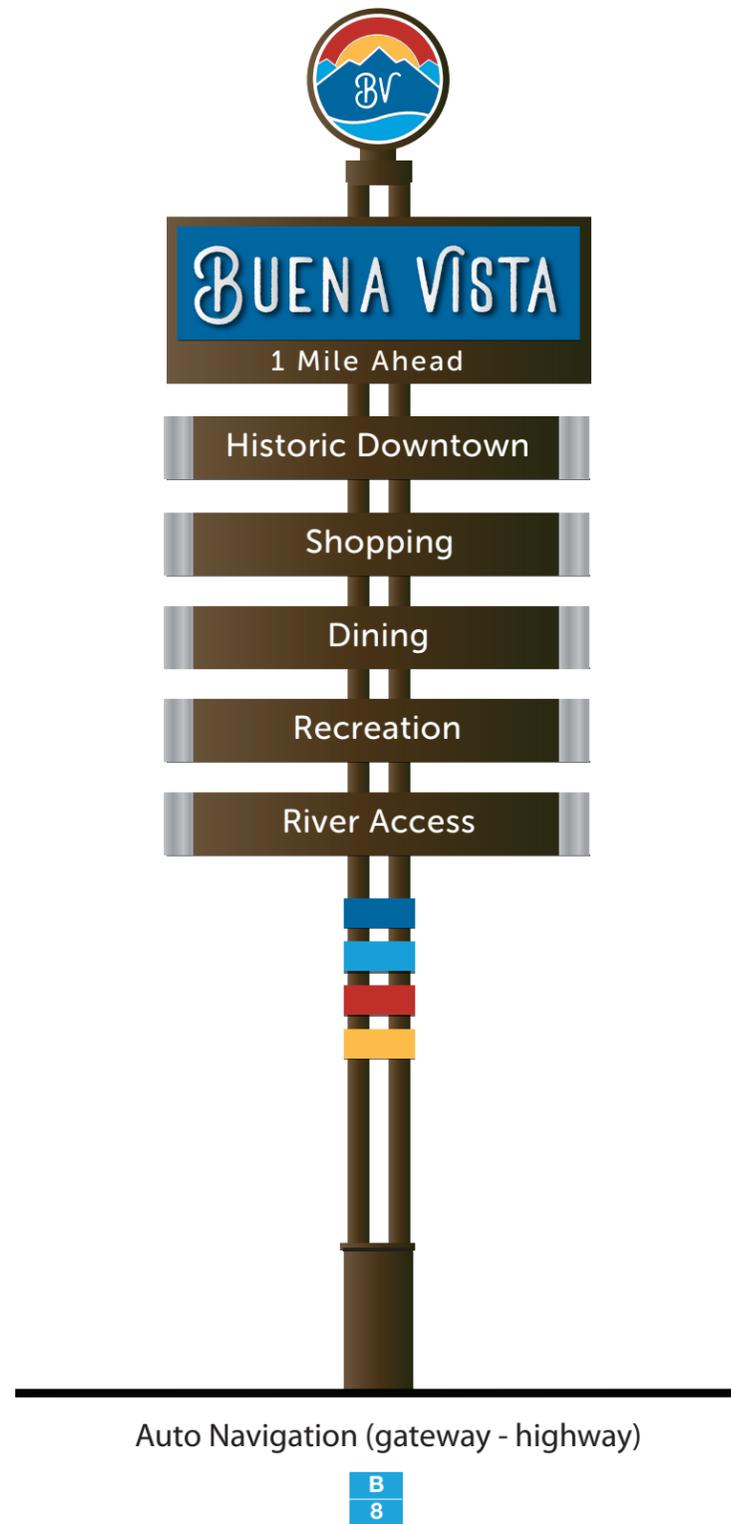
B Secondary Gateway - Perpendicular to Highway 24
7

Directional Pole - 4-Sided



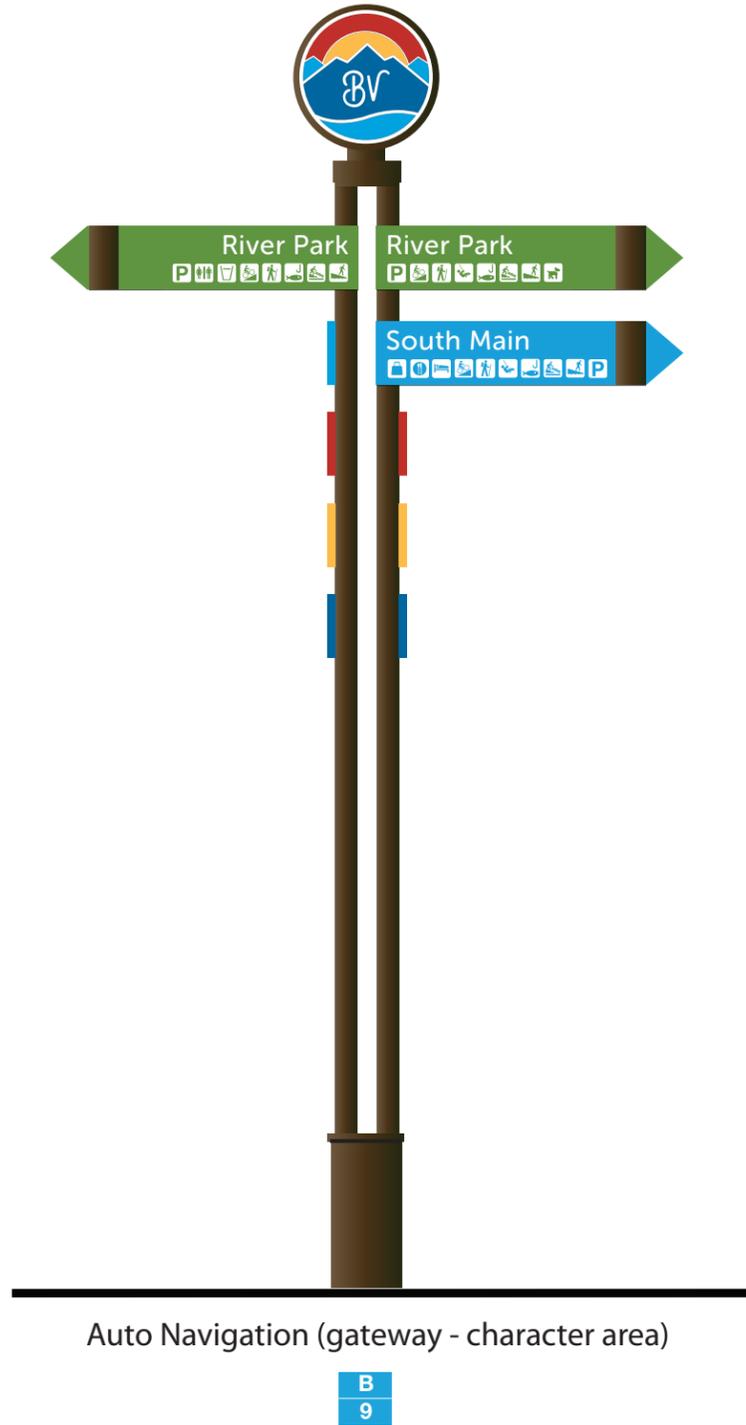
B Secondary Gateway - Perpendicular to Highway 24
8

Directional Panel - 1-Sided



B **9** **Secondary Gateway - Perpendicular to South Main**

Directional Pole - 3-Sided - Western Side

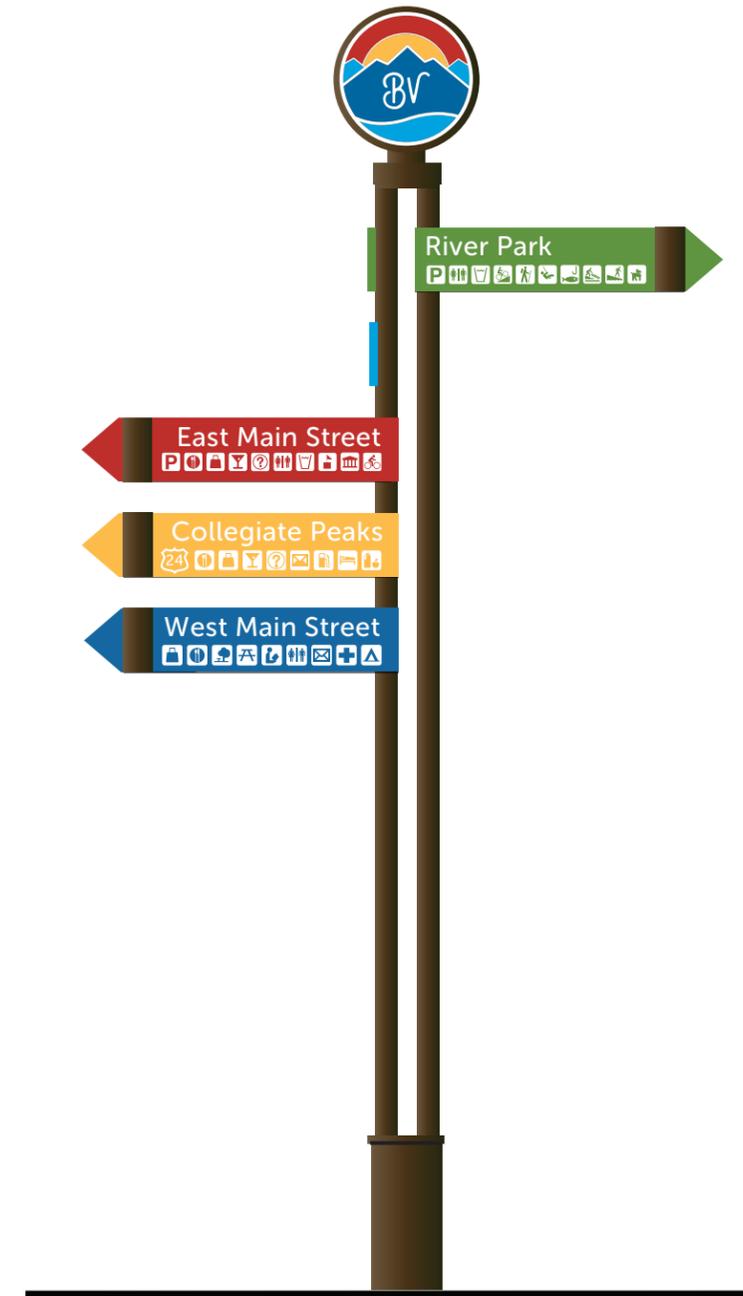


B **Secondary Gateway - Perpendicular to South Main**
9

Directional Pole - 3-Sided - Northern Side

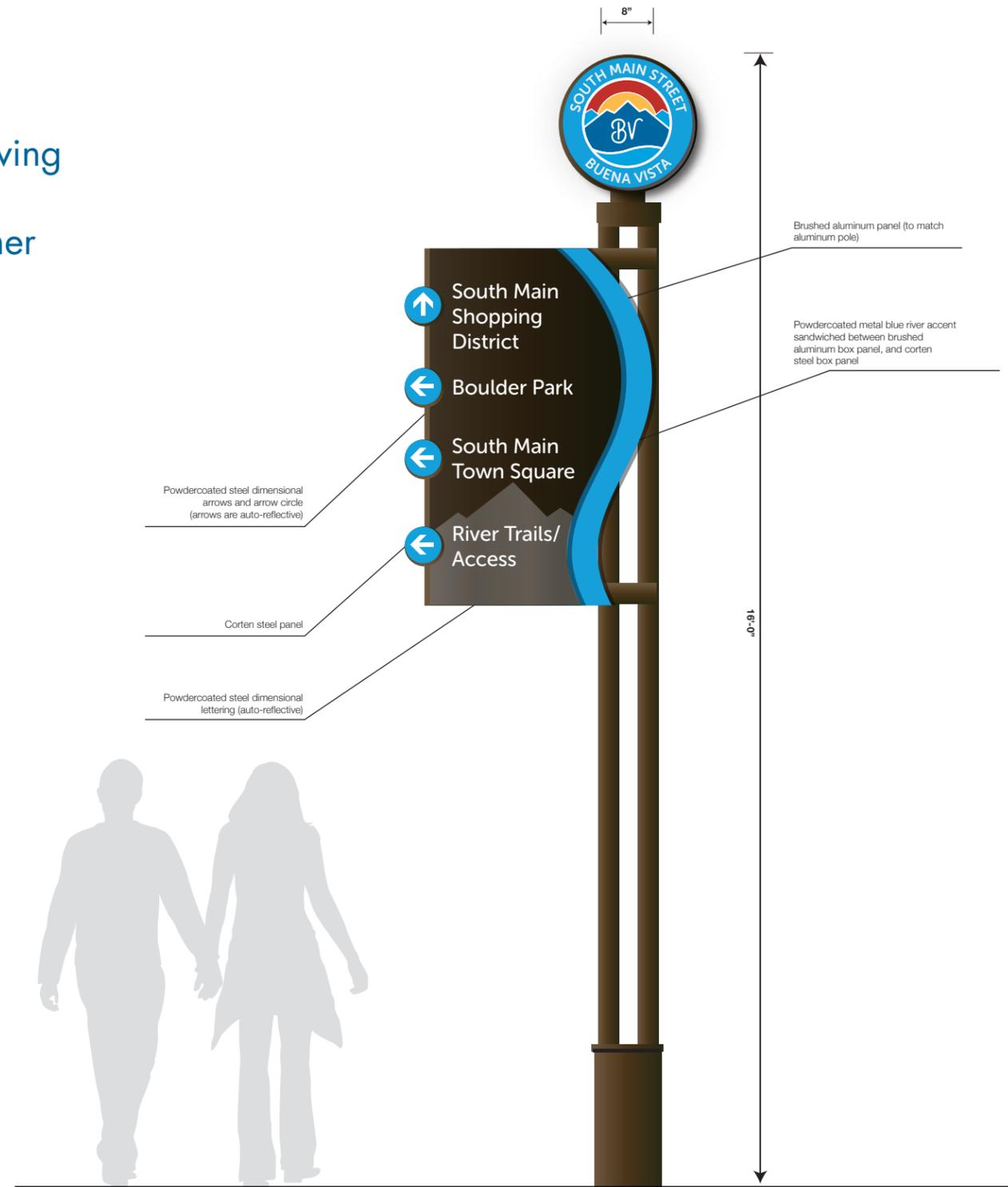


Directional Pole - 3-Sided - Southern Side



Auto Navigation Signs (character area branded)

The auto navigation signage provides information regarding driving destinations within each character area. Each auto navigation sign is branded for the character area in which it's located, further reinforcing the character area branding established with the secondary gateway signage.



Auto Navigation



C
1 **Auto Directional** - Perpendicular to Hwy 24

Auto Directional Panel - Facing North/South

Highway 24 District
(South Facing)

- ← Airport
- ← Rodeo Grounds
- ← Chaffee Search & Rescue
- ← BV Public Works
- ← Colorado Mountain College

Highway 24 District
(North Facing)

- Airport
- Rodeo Grounds
- Chaffee County Search & Rescue
- BV Public Works
- Colorado Mountain College



C
2 **Auto Directional - Perpendicular to West Main**

Auto Directional Panel - Facing East/West

**West Main
(East Facing)**

- ↑ Highway 24 District
- ↑ East Main Street/
Historic Downtown
- ← Golf Course
- Mount Olivet
Cemetery
- Rodeo Grounds
- Hot Springs

**West Main
(West Facing)**

- Golf Course
- ↑ Hot Springs
- ↑ Cottonwood Lake
- ↑ Cottonwood Pass



C
3 **Auto Directional** - Perpendicular to West Main

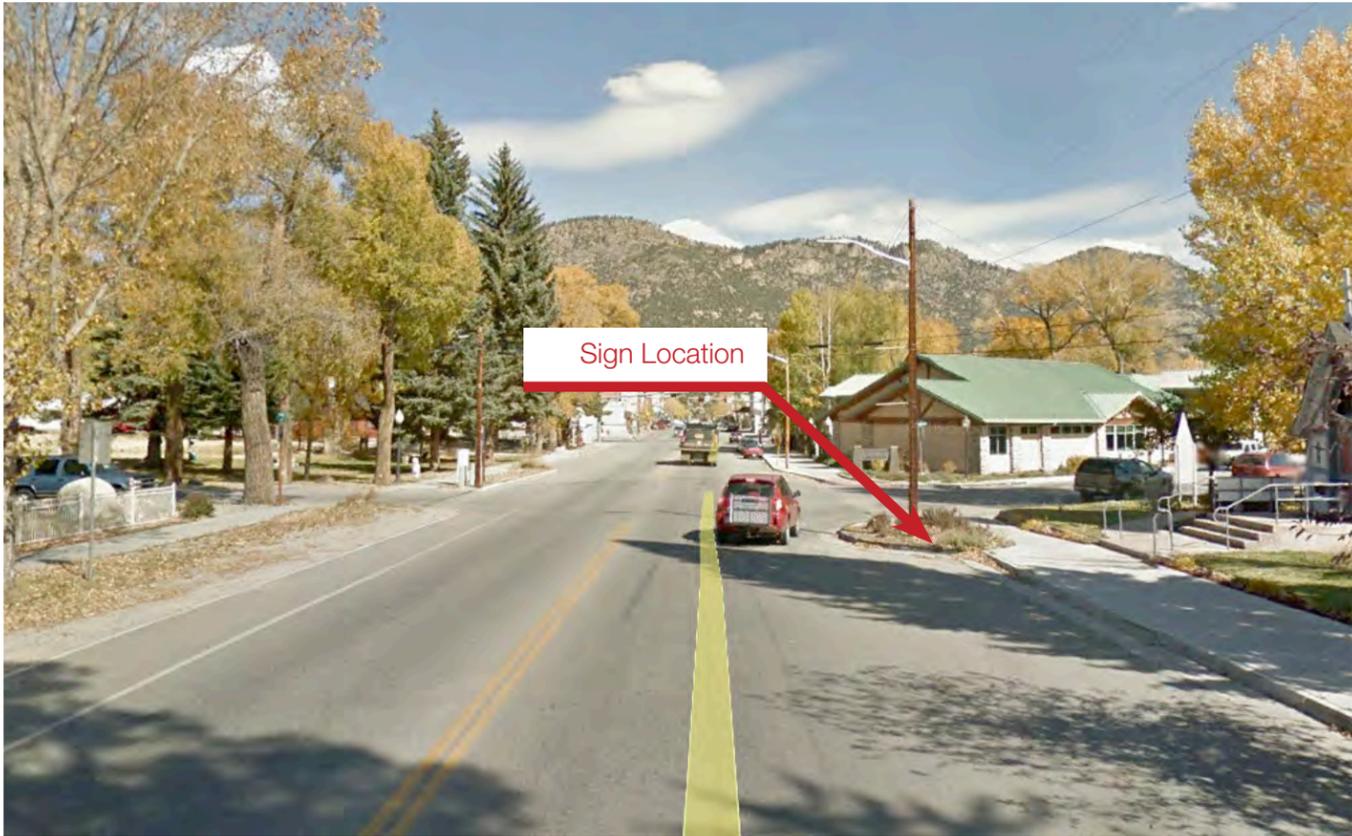
Auto Directional Panel - Facing East/West

**West Main
(East Facing)**

-  Golf Course
-  Mount Olivet Cemetary
-  Rodeo Grounds
-  Hot Springs
-  Cottonwood Lake & Cottonwood Pass

**West Main
(West Facing)**

-  Library
-  McPhelemy Park
-  Highway 24 District
-  East Main Street/
Historic Downtown
-  River Park
-  South Main Street



C
4 **Auto Directional - Perpendicular to East Main**

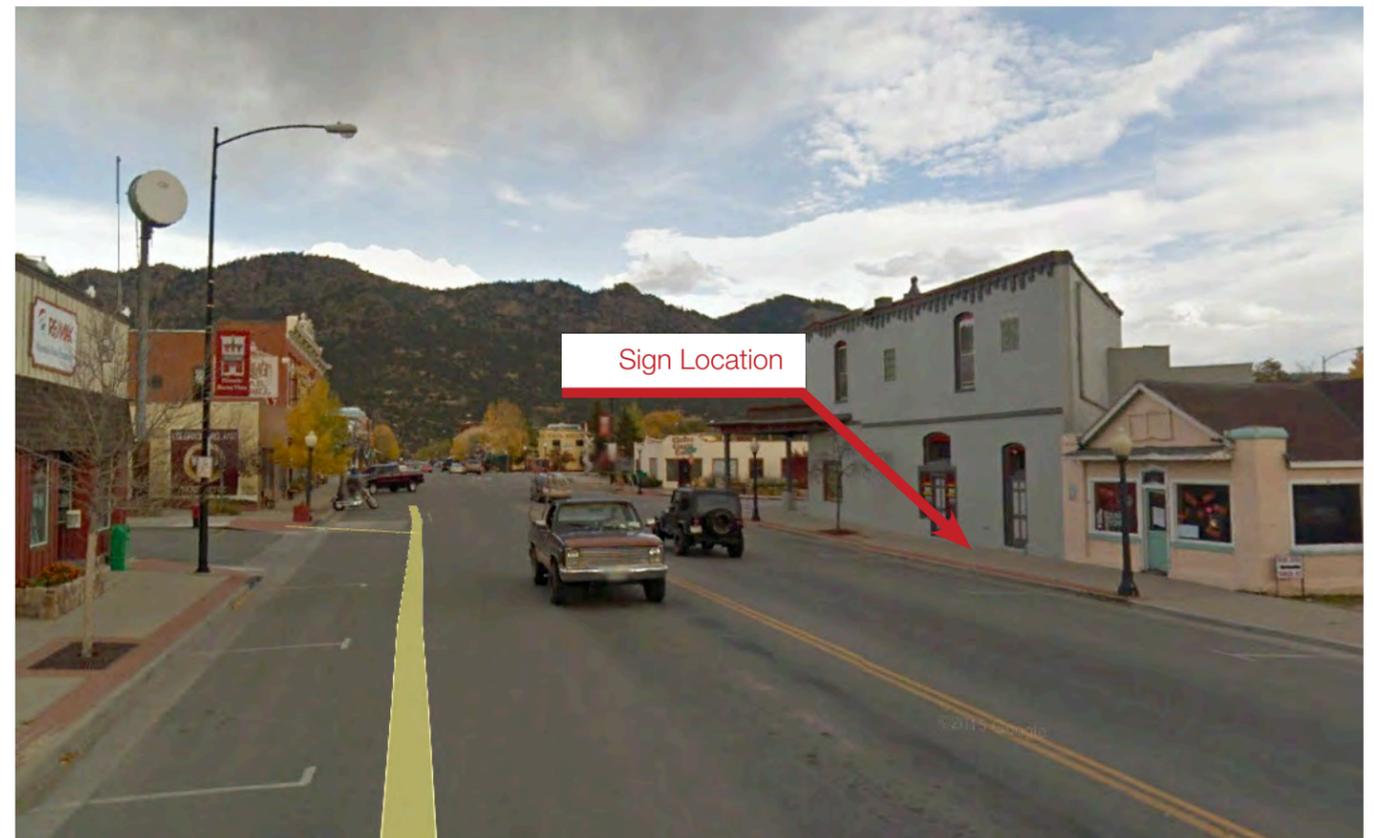
Auto Directional Panel - Facing East/West

**East Main
(East Facing)**

- ← Town Hall
- ↑ Public Parking
- ↑ Splash Pad Plaza
- ↑ Heritage Museum
- ↑ River Park
- ↑ Community Center
- ↑ South Main Street

**East Main
(West Facing)**

- ↑ Highway 24 District
- ↑ West Main Street
- ↑ Library
- ↑ McPhelemy Park
- ↑ Hot Springs
- ↑ Cottonwood Lake & Cottonwood Pass



C
5 **Auto Directional - Perpendicular to East Main**

Auto Directional Panel - Facing East/West

East Main (East Facing)	East Main (West Facing)
← Heritage Museum	↑ Highway 24 District
↑ School	↑ West Main Street
↑ Ballfields	↑ McPhelemy Park
↑ River Park	↑ Library
↑ Community Center	↑ Hot Springs
↑ Police Station	↑ Cottonwood Lake & Cottonwood Pass
↑ South Main Street	



C
6 **Auto Directional - Perpendicular to East Main**

Auto Directional Panel - Facing East/West

**East Main
(East Facing)**

- ← Ballfields
- ← Disc Golf Course
- ↔ River Park
- Community Center
- Police Station
- South Main Street

**East Main
(West Facing)**

- School
- Heritage Museum
- ↑ Highway 24 District
- ↑ West Main Street
- ↑ McPhelemy Park
- ↑ Library



C
7

Auto Directional - Perpendicular to South Main

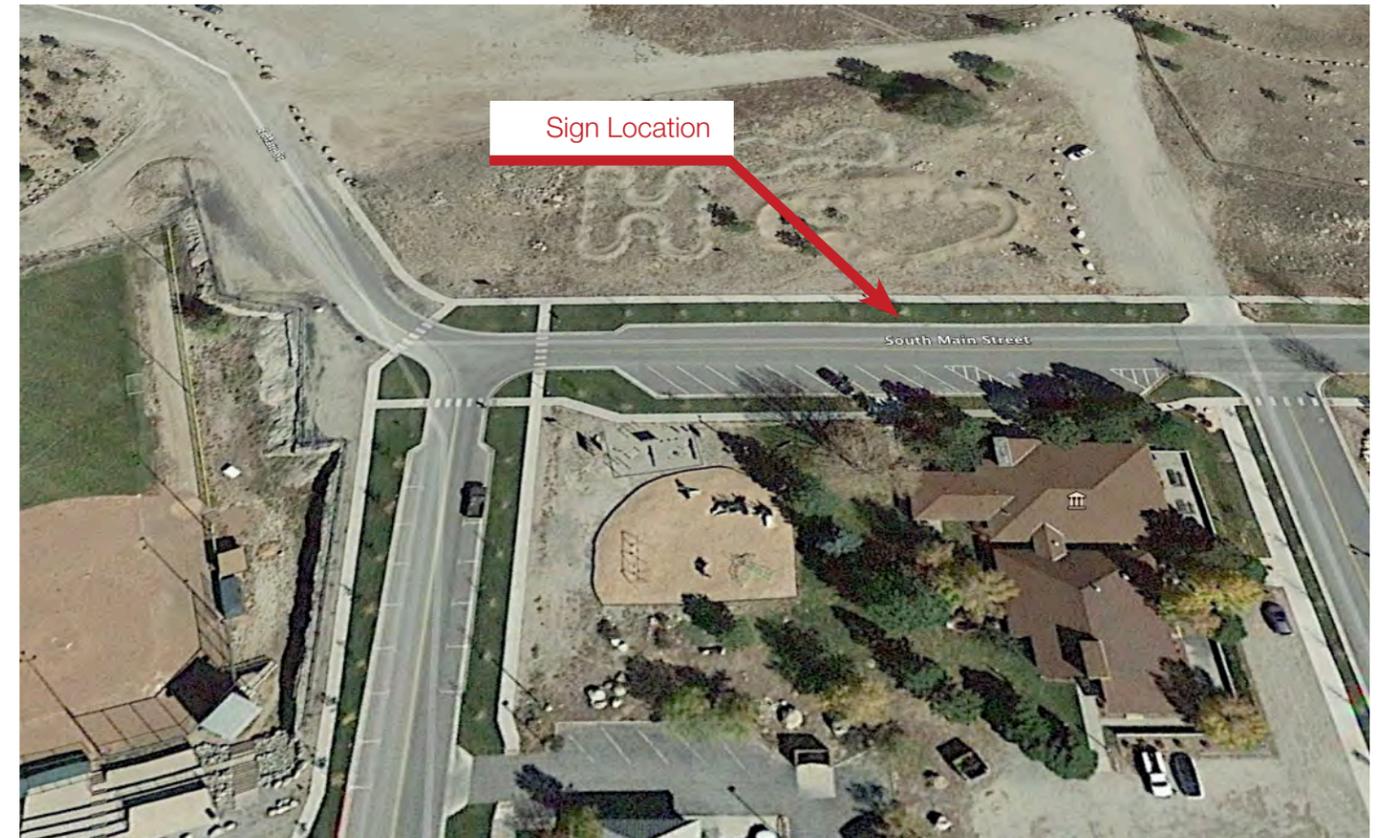
Auto Directional Panel - Facing North/South

**South Main
(North Facing)**

- ➔ Community Center
- ← Dog Park
- ↑ Boulder Park
- ↑ South Main Shopping District
- ↑ South Main Town Square

**South Main
(South Facing)**

- ← Community Center
- ↑ River Park
- ↑ Disc Golf Course
- ← East Main Street
- ← School
- ← Heritage Museum



Auto Directional - Perpendicular to South Main

Auto Directional Panel - Facing North/South

**South Main
(Northwest Facing)**

- ↑ South Main Shopping District
- ↑ Boulder Park
- ↑ South Main Town Square
- ↑ River Trails/Access

**South Main
(Southeast Facing)**

- ➔ Boulder Park
- ↑ Dog Park
- ↑ Community Center
- ↑ River Park
- ↑ Disc Golf Course
- ↑ East Main Street/
Historic Downtown



Auto Directional Panel - Facing North/South

**Highway 24 District
(South Facing)**

**Highway 24 District
(North Facing)**

- ← Post Office
- ↑ Arkansas River Rim Campground
- ↑ Town of Granite
- ↑ City of Leadville

- ↑ McPhelemy Park
- ↑ East Main Street/
Historic Downtown
- ↑ South Main Street
- ↑ West Main Street
- ↑ Chamber of
Commerce &
Visitor Center



C
10 **Auto Directional** - Perpendicular to Hwy 24

Auto Directional Panel - Facing North/South

Highway 24 District
(South Facing)

- ➔ Columbine Park
- ⬆ East Main Street/
Historic Downtown
- ⬆ McPhelemy Park
- ⬆ West Main Street
- ⬆ South Main Street

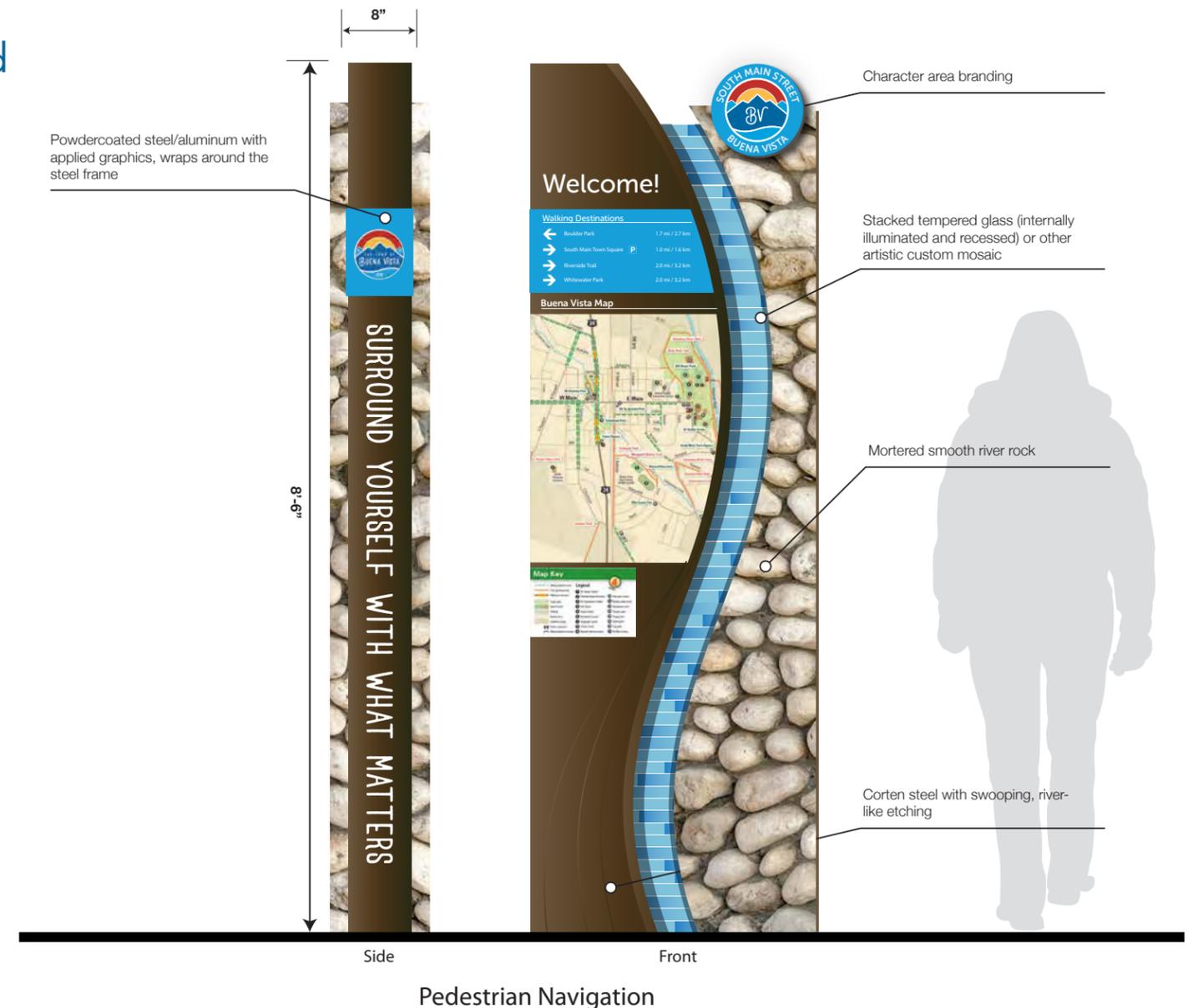
Highway 24 District
(North Facing)

- ⬅ Chamber of
Commerce &
Visitor Center
- ⬆ Colorado Center/
Airport
- ⬆ Highway 285



Pedestrian Navigation Signs (character area branded)

The pedestrian navigation signage provides information regarding walking destinations within each character area. Each pedestrian navigation sign is branded for the character area in which it's located, further reinforcing the character area branding established with the secondary gateway signage. Each pedestrian navigation sign includes a detailed character area map, and a less detailed overall map of the entire BV community and local amenities.



D Pedestrian Navigation - East Main

1 Facing East/West - Two-Sided

East Main Character Area Map

Walking Destinations

- Visitor Center & Chamber of Commerce
- Town Hall
- Heritage Museum
- Community Center
- Columbine Park
- River Access/Trails

Overall BV Community Map



D Pedestrian Navigation - East Main

2 Facing East/West - Two-Sided

East Main Character Area Map

Walking Destinations

- Visitor Center
- Town Hall
- Heritage Museum
- Community Center
- Columbine Park
- River Access/Trails
- South Main Street

Overall BV Community Map



D Pedestrian Navigation - South Main

3 Facing North/South - Two-Sided

South Main Character Area Map

Walking Destinations

- Dog Park
- South Main Town Square
- Skateboard Park
- Boulder Park
- Community Center
- River Access/Trails

Overall BV Community Map



D Pedestrian Navigation - South Main

4 Facing North/South - Two-Sided

South Main Character Area Map

Walking Destinations

- Dog Park
- South Main Town Square
- Skateboard Park
- Boulder Park
- Community Center
- River Access/Trails

Overall BV Community Map



D Pedestrian Navigation - West Main

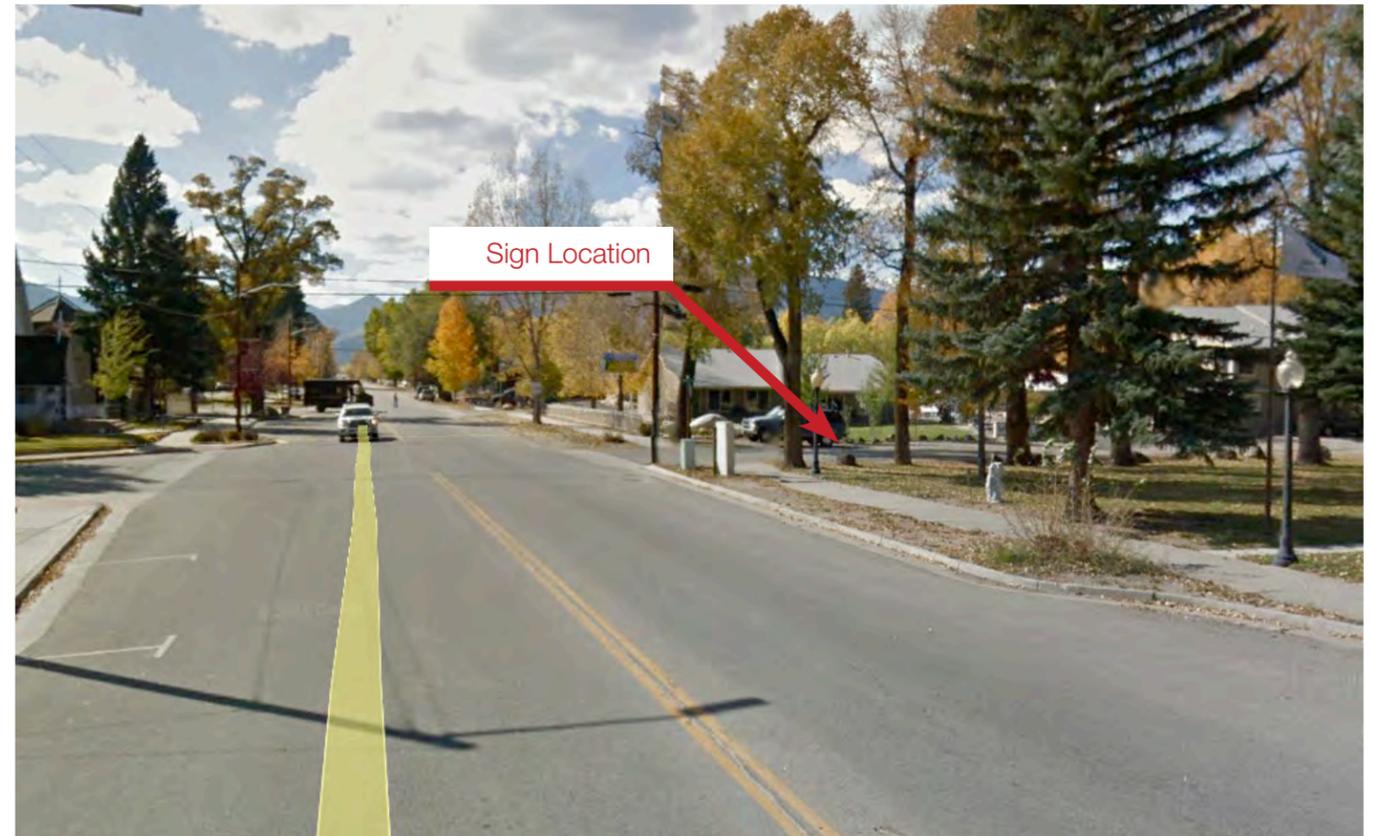
5 Facing East/West - Two-Sided

West Main Character Area Map

Walking Destinations

- McPhelemy Park
- Library
- Chamber of Commerce & Visitor Center
- Trails

Overall BV Community Map



D Pedestrian Navigation - River Park

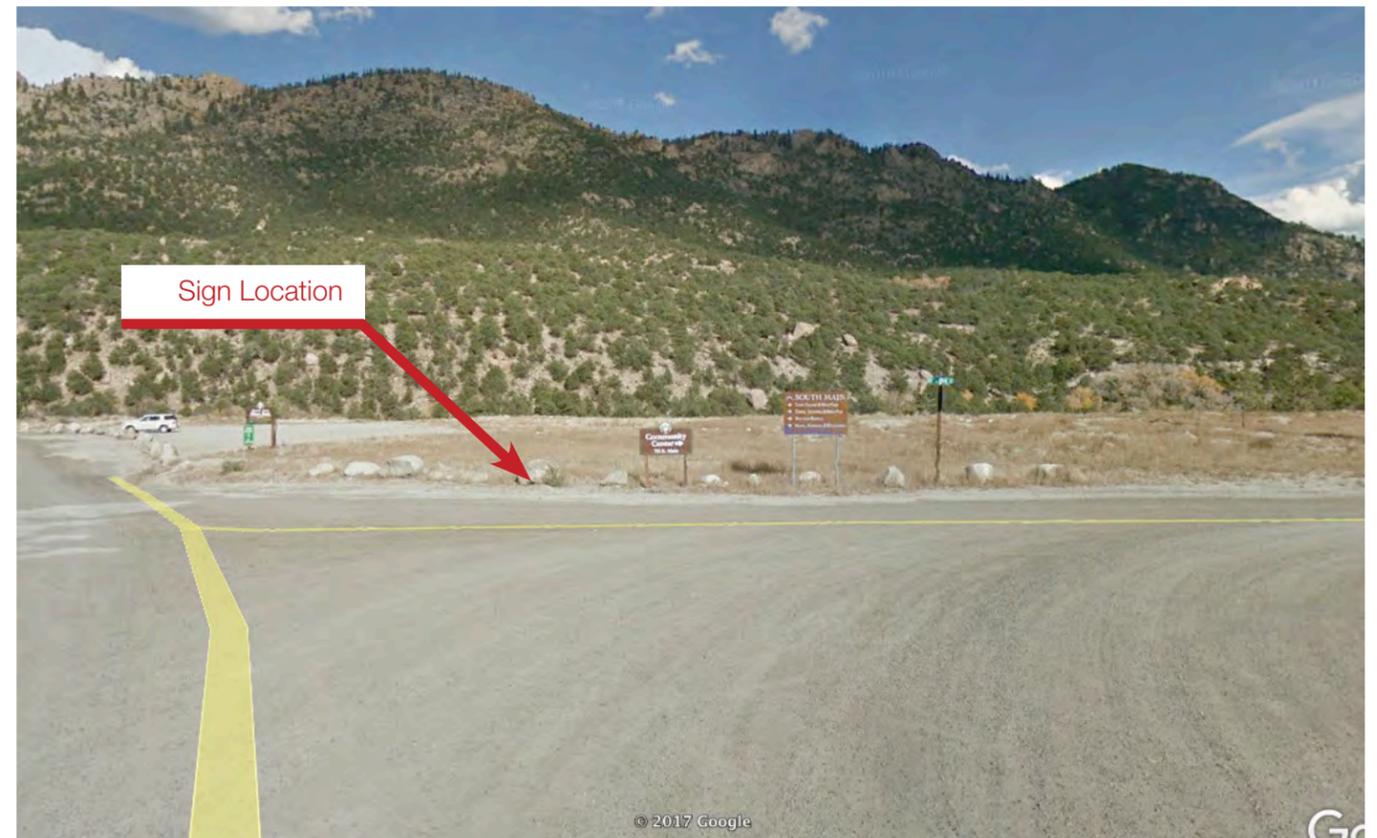
6 Facing North/South - Two-Sided

River Park Character Area Map

Walking Destinations

- Dog Park
- Community Center
- Skateboard Park
- River Access/Trails

Overall BV Community Map



E **Informational Kiosk - East Main**

1 Facing East/West - Two-Sided

East Main Character Area Map

Walking Destinations

- Visitor Center
- Town Hall
- Heritage Museum
- Community Center
- Columbine Park
- River Access/Trails

Overall BV Community Map

Regional Destination Map/Attractions

Directory Box/Protected Box

Potential: Historic interpretive story panel



E **Informational Kiosk - South Main**

2 Facing North/South- Two-Sided

South Main Character Area Map

Walking Destinations

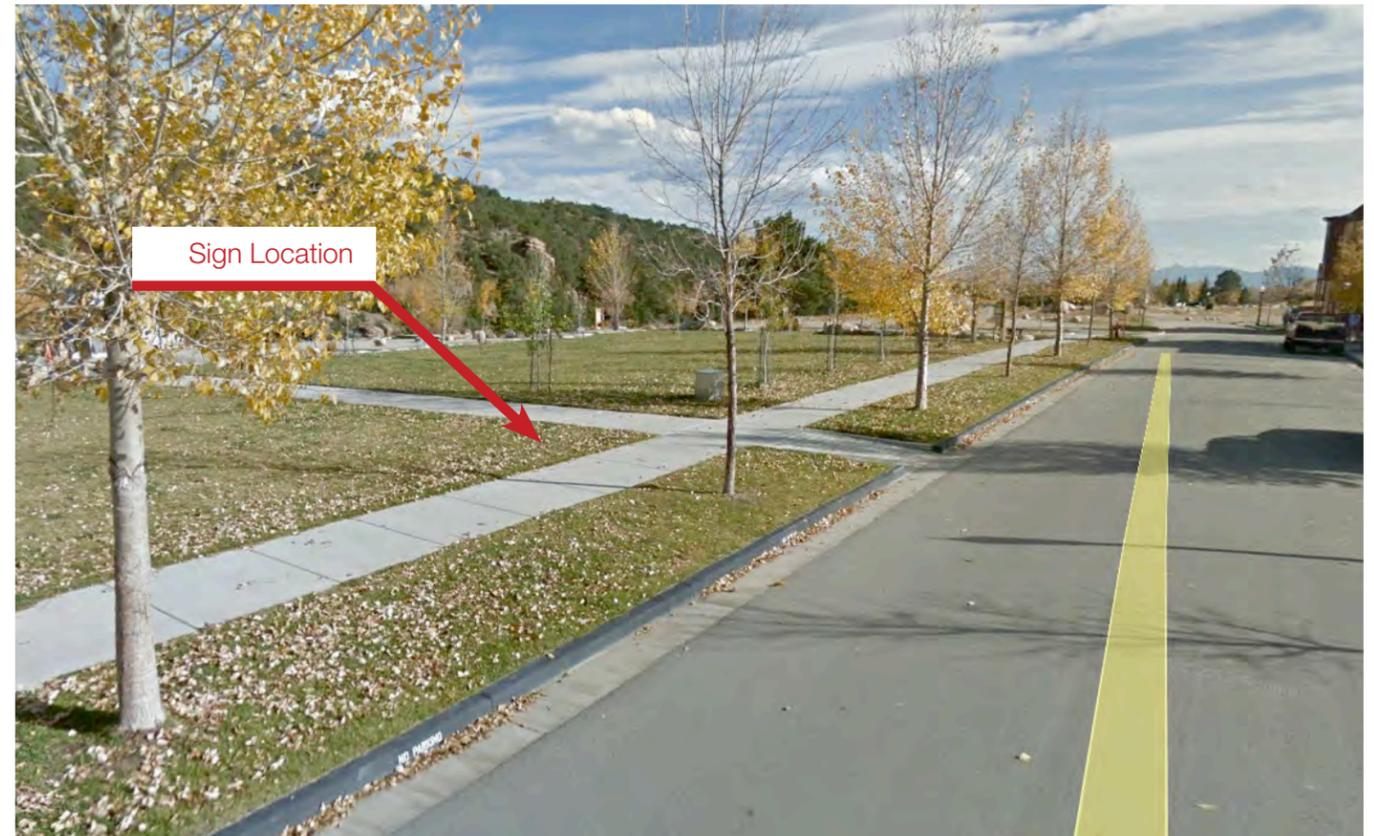
- Dog Park
- South Main Town Square
- Skateboard Park
- Boulder Park
- Community Center
- River Access/Trails

Overall BV Community Map

Regional Destination Map/Attractions

Directory Box/Protected Box

Potential: Historic interpretive story panel



E **Informational Kiosk - West Main**

3 Facing East/West - Two-Sided

West Main Character Area Map

Walking Destinations

- McPhelemy Park
- Library
- Visitor Center
- Trails

Overall BV Community Map

Regional Destination Map/Attractions

Directory Box/Protected Box

Potential: Historic interpretive story panel



E **Informational Kiosk - Highway 24**

4 Facing North/South - Two-Sided

Highway 24 Character Area Map

Walking Destinations

- McPhelemy Park
- Library
- Visitor Center
- Trails

Overall BV Community Map

Regional Destination Map/Attractions

Directory Box/Protected Box

Potential: Historic interpretive story panel



E Informational Kiosk - River Park

5 Facing East/West - Two-Sided

River Park Character Area Map

Walking Destinations

- Dog Park
- Community Center
- Skateboard Park
- River Access/Trails

Overall BV Community Map

Regional Destination Map/Attractions

Directory Box/Protected Box

Potential: Historic interpretive story panel

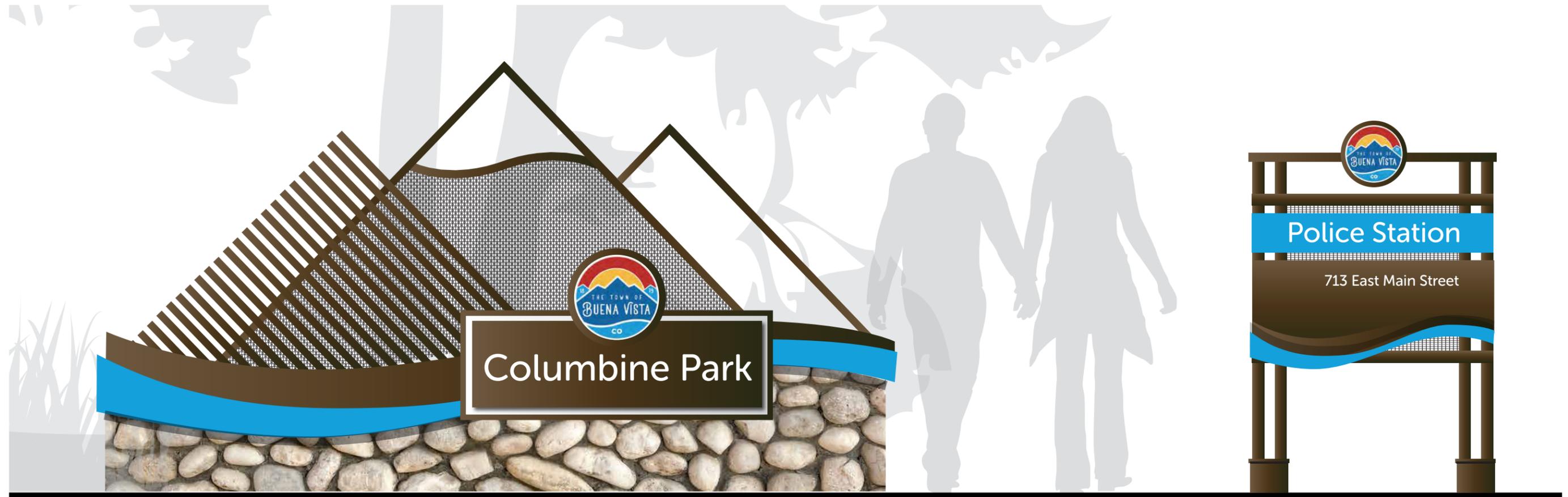


Destination Signage

Destination signage helps people find and recognize the important amenities and assets within Buena Vista. Although some of the destinations within Town already have destination signs, creating a unified palette for all the destinations will ensure BV assets are clearly identified and understood to be part of the community.

For the parks, a larger, gateway-like design for the destination signage was designed. For the other destination signs, a smaller footprint sign type was developed.

Destinations that currently have signage should be the last to receive the new sign types. The larger park signs should be installed in visible locations adjacent to major roadways, ideally flanked by newly installed planted beds. The smaller signs should also be installed parallel to adjacent to roadways, facing auto and pedestrian traffic.



Destination Sign

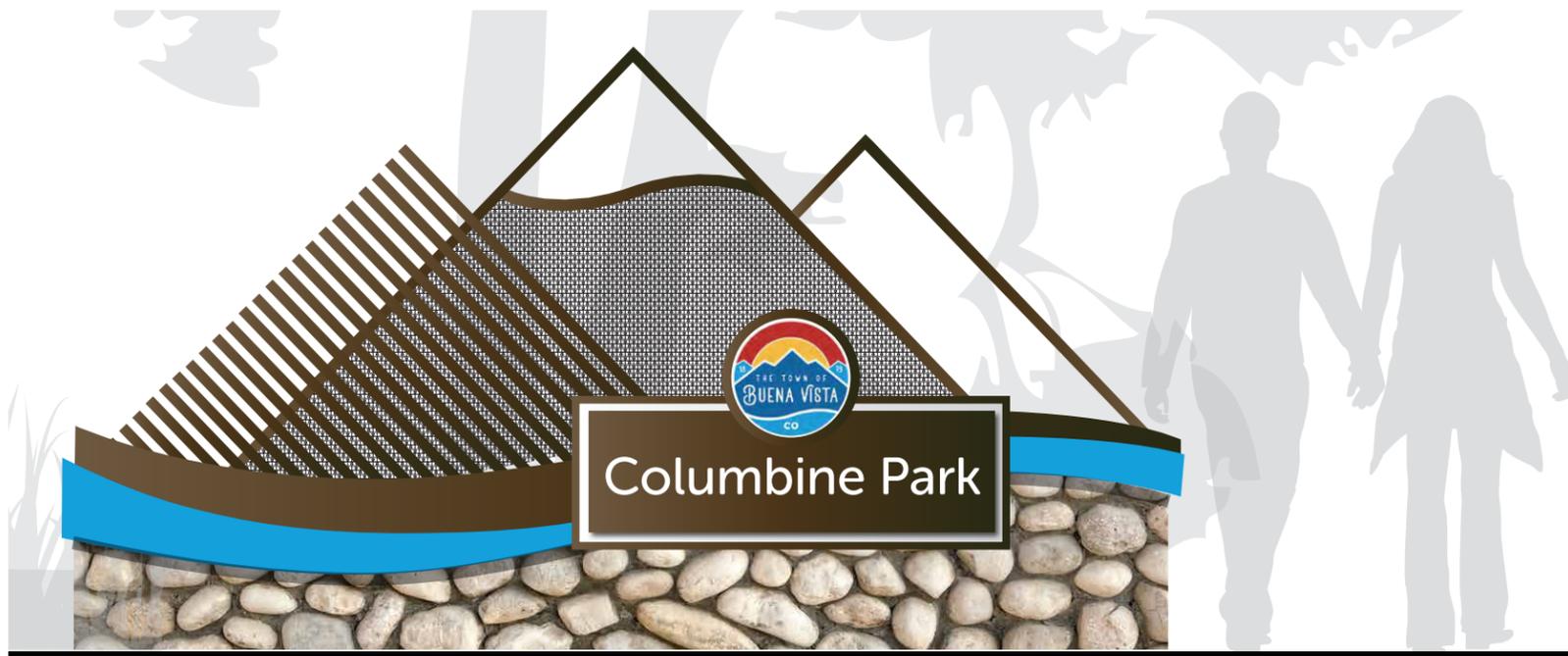
Destination Sign (smaller footprint)



- G1** Destination Signage
1 Columbine Park
- G1** Destination Signage
2 McPhelemy Park
- G1** Destination Signage
3 Mille Cryble Park
- G1** Destination Signage
4 Forest Square Park
- G1** Destination Signage
5 Boulder Park

- G2** Destination Signage
1 Buena Vista Chamber of Commerce & Visitor Center
- G2** Destination Signage
2 Buena Vista Heritage Museum
- G2** Destination Signage
3 Police Station
- G2** Destination Signage
4 Community Center
- G2** Destination Signage
5 Dog Park
- G2** Destination Signage
6 Pump Track
- G2** Destination Signage
7 Disc Golf Course
- G2** Destination Signage
8 Fire Department

- G2** Destination Signage
9 Mount Olivet Cemetary
- G2** Destination Signage
10 Turner Farm
- G2** Destination Signage
11 Buena Vista Public Library
- G2** Destination Signage
12 South Main Town Square
- G2** Destination Signage
13 Skateboard Park
- G2** Destination Signage
14 Optimist Splash Park
- G2** Destination Signage
15 Buena Vista Whitewater Park
- G2** Destination Signage
16 Town Hall



Destination Sign

G1
#



Destination Sign (smaller footprint)

G2
#



12

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 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 135 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 7620
Satin Finish Powdercoat
(Character Area Sign Graphics)



02 PMS 299
Satin Finish Powdercoat
(Character Area Sign Graphics)



03 PMS 158
Satin Finish Powdercoat
(Character Area Sign Graphics)



10 Reflective White
ORALITE 5800 White
(Sign Text)



11 Mortered River Rock
(Gateway Signs, Kiosks, Pedestrian Signs, Larger
Destination Signs)



04 PMS 142
Satin Finish Powdercoat
(Character Area Sign Graphics)



05 PMS 641
Satin Finish Powdercoat
(Character Area Sign Graphics)



06 Perspex / LuciteLux White
Translucent Acrylic - Polar White 030
Satin Finish
(LED Light Covering)



12 High Pressure Laminate
(Maps and Character Area Symbols, Icons)



13 Tempered Stack Glass
(Gateway Signs, Kiosks, Pedestrian Signs)



07 PMS 362
Satin Finish Powdercoat
(Character Area Sign Graphics)



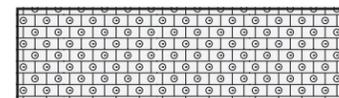
08 PMS 254
Satin Finish Powdercoat
(Character Area Sign Graphics)



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



14 Naturally Rusting Corten Steel
(Auto Signs, Pedestrian Signs, Kiosks,
Gateway Signs, Destination Signs, Sign
Text & Graphics)



15 Naturally Rusting Corten Steel Mesh
(Gateway Signs, Destination Signs,
Merchant Signs, Tail Signs)

Typography

Fabricator is responsible for acquiring all listed fonts.

HEADLINE: FETRIDGE

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: Museo Sans Rounded 100

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: Calibri

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 Town Wordmark

SURROUND YOURSELF WITH WHAT MATTERS

Buena Vista Tagline



Buena Vista Brand Stamps/Logos



Map



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Logos for use on Character Area signage



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Kristin Cypher

C+B Design