



Paonia Creative District Signage & Wayfinding Plan

August 9, 2018

Prepared for the Paonia Creative District & the Town of Paonia, Colorado



A photograph of a large, arched wooden structure made of logs, serving as an entrance to a park. A dark wooden sign with the words "Paonia River Park" in a light-colored, sans-serif font is suspended from the center of the arch by two metal rings. The background shows a clear blue sky and lush green trees. A small bird is perched on the right side of the arch.

Paonia River Park

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.

Paonia Creative District Signage & Wayfinding Plan

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The background image is a composite. The top half shows a building with a large mural of a mountain range. The bottom half shows a concrete picnic table in a park-like setting with a dirt path and greenery. A semi-transparent red box covers the middle section, containing the text.

Purpose & Goals of the Signage & Wayfinding Plan

Design signage & wayfinding that helps direct residents and visitors to destinations within Paonia

Develop a signage & wayfinding plan that identifies the style, quantity and type of signage needed in Paonia

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

PROJECT CONTEXT & BACKGROUND

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

The Project Goals:

- Create a cohesive, iconic, and welcoming wayfinding system that celebrates the community and directs visitors into and through the Paonia community
- Alert and direct visitors and residents into downtown Paonia, as well as create more significant directional signage from Highway 133 (West Elk Loop Road)
- Identify travel paths and key decision points for the different travel modes of visitors to Paonia to help guide decision making about investments in wayfinding
- Consider decision points for pedestrians, vehicles, and bicycles

Project Description

In a continuation of efforts to support Paonia as a Creative District and 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 Paonia Creative District seeks to develop distinct signage and wayfinding that can be phased in, modified, or expanded as needed. The wayfinding signage program should meet the needs of the residents as well as visitors. All transportation modes within the 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 Paonia, reduce inefficiencies in traffic flow (considering interactions of all modes of transportation), and enhancing & reinforcing placemaking in conjunction with the Town of Paonia.

Goals & Objectives of the Signage & Wayfinding System Design

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

Project Deliverables

- ➔ Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time
- ➔ Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types, and locations
- ➔ Develop design plans in collaboration with local fabricators and artists for fabrication and installation of the new signs

PROJECT SCHEDULE & MILESTONES

Phase 1: 2018

“Welcome to Paonia” Gateway Signs on Highway 133 and Creative District Signs/Banners on Grand Avenue

- ➔ Task 1: Project Initiation - On-Site Kick-Off Meeting & Site Analysis
- ➔ Task 2: Document Existing Conditions
- ➔ Task 3: Context Analysis
- ➔ Task 4: Preliminary Design Options
- ➔ Task 5: DRAFT & FINAL Wayfinding Elements and Recommendations Document

Phase 2: 2018

Wayfinding Signage & Visitor’s Kiosk - Final Design & Construction Documentation

- ➔ Task 1: Refinement of Design Options
- ➔ Task 2: Sign Quantities & Cost Estimates
- ➔ Task 3: Community Open House to Review Final Design Direction
- ➔ Task 4: Additional Design Refinements
- ➔ Task 5: Final Design Intent Drawings, Mock-Ups, Cost Estimate, and Bidding/Construction Document Set

Phase 2: 2019

Historic Walking Tour Signage

- ➔ Task 1: Refinement of Design Options
- ➔ Task 2: Sign Quantities & Cost Estimates
- ➔ Task 3: Community Open House to Review Final Design Direction
- ➔ Task 4: Additional Design Refinements
- ➔ Task 5: Final Design Intent Drawings, Mock-Ups, Cost Estimate, and Bidding/Construction Document Set

01

Project Communication & Information-Gathering

DESIGN WEEK - MAY 30TH TO JUNE 5TH

In order to kick-off the Signage & Wayfinding Master Planning process, the NORTH FORK VALLEY CREATIVE COALITION sponsored a community-wide “Design Week” of fun events, community-created improvements, and “Neighbors are Designers” events in which community members can help design the new signage and wayfinding improvements.



Design Week promotional poster/handout was distributed via social media and posted throughout town to help promote community participation in the signage & wayfinding events

PAONIA CREATIVE DISTRICT
Small Town • Big Personality

Signage & Wayfinding Master Plan

Collaborating to Create Signage & Wayfinding for Paonia, Colorado

What is a Signage & Wayfinding Plan?

Signage & Wayfinding illuminates what is special about your community, and encourages residents and visitors to linger, explore and discover. Wayfinding and signage helps people feel more connected has a direct line to economic development, because signage and brands that compellingly tell a story of the collective shared experience of a place are powerful place attractors and builders.

HOW WILL WAYFINDING HELP PAONIA? ???

- 1 Identify local resources and destinations, and promote them
- 2 Support community-led efforts to grow arts and culture within Paonia
- 3 Help make connections to trails, open space, and recreational amenities
- 4 Identify local resources for designing and fabricating the new signage

DESIGN WEEK : MAY 30TH - JUNE 5TH

In order to kick-off the PAONIA Signage & Wayfinding Master Planning process, NORTH FORK VALLEY CREATIVE COALITION is sponsoring a community-wide “Design Week” of fun events, community-created improvements, raffles for prizes, and “Neighbors are Designers” events in which community members can help design the new signage and wayfinding improvements. Please join us in celebrating place and community in Paonia!

WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY
May 30th 12pm - 5pm	May 31st 9am - 7pm	June 1st 9am - 7pm	June 2nd 9am - 11am	June 3rd 9am - 4pm	June 4th 9am - 7pm	June 5th 5pm - 7pm
TOWN HALL 214 Grand Ave Paonia	TOWN HALL 214 Grand Ave Paonia	TOWN HALL 214 Grand Ave Paonia	TOWN HALL 214 Grand Ave Paonia	TOWN HALL 214 Grand Ave Paonia	TOWN HALL 214 Grand Ave Paonia	TOWN HALL 214 Grand Ave Paonia
“Neighbors are Designers” Community Conversations	Research & Info-Gathering	Research & Info-Gathering	Pancake Breakfast Design Check-in	Preliminary Design Refinements	Preliminary Design Refinements	DESIGN PRESENTATION & OPEN HOUSE
5pm - 7pm Community Workshop	Drop in to provide your input & direction for the new signage!	Drop in to provide your input & direction for the new signage!	Come have breakfast & see some preliminary design ideas!	We’ll be working on preliminary designs - stop by & say hello!	We’ll be working on preliminary designs - stop by & say hello!	Presentation at 5pm Open House 5:30pm to 7pm

“Neighbors Are Designers” Community Conversations
Community conversations are open sessions for gathering ideas, direction, and input from the Paonia community. Drop in when you can to talk to us about Paonia signage & wayfinding!

The community workshop will provide a hands-on opportunity to talk to your neighbors about your goals, ideas, and direction for the new Paonia signage.

Community Workshop
5pm - 7pm
Wednesday, May 30

Pancake Breakfast Design Check-In
Come have pancakes and see some of the first-draft signage design ideas! Let us know if we’re heading in the right direction.

DESIGN PRESENTATION & OPEN HOUSE
We’ve worked hard to capture the preliminary signage design ideas, and we’ll be presenting them to the Paonia community during the open house!

NEED MORE INFO?

Kristin Cypher
C+B Design
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Susie Kaldis Lowe
North Fork Valley Creative Coalition
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ART WORKS. **Notions Endowment for the Arts** **CO** **Colorado Creative Industries**

DESIGN WEEK - MAY 30TH TO JUNE 5TH



SIGNAGE CORE VALUES AND GOALS

Character

- Heritage quirkiness
- “Rustic Chop”
- People should know they’re in a creative district
- Rural charm
- Pioneering spirit
- Valley – iconic image and pace
- “Invitation” want people to feel invited (hospitality culture)
- Friendly signage messaging – Iceland speeding signs (green happy face, red frowning face)
- Modern and rustic
- Make the signs fun! (and informative)
- Longevity and artifact-like quality
- Consistent theme
- Nod to history with timeless style
- Keep it simple – prevent from looking too ‘Denver’
- Legible but not too industrial/modern/urban in character
- Texture and transparency – things that play with light and change with the light
- Honoring legacy – coal mining and agriculture

Destinations/Amenities

- Overflow parking in the soft lot behind Town Hall
- Bike parking
- Restrooms
- Parks
- Trails
- Wineries Map
- Bike signs!
- Event signs
- More recreation signage
- Mt. Jumbo
- Wineries

- Town Park
- Recreation
- Multiple destination signage (AVA wineries)
- Services – bathrooms
- Restaurants
- Wineries
- Galleries
- Historic Sites

Signage Design – Sign Types

- Interested in gateway sign to help promote the arts and crafts and farm-to-table
- Kiosk at 3rd and Grand, with poster space for temporary events
- Kiosk at/near the parking lots with info
- Temporary info point at Cirque – can the town help support this?
- Temporary signs – events, dates, and integrating temporary messages
- Kiosk/Billboard for special events
- Kiosk or shared info point (combined community schedule?)
- Painted crosswalks on the street
- No bike lanes or bike signage, but surrounded by beautiful biking – need bike lanes!
- Iceland – 3D crosswalks slow people down



SIGNAGE CORE VALUES AND GOALS (CON'T)

Signage Design – Materials

- ➔ Natural materials, but highly visible
- ➔ Recycled materials for signs
- ➔ Recycled/vintage wood and metal – “one shot” painting
- ➔ Solar-powered lights

Signage Design – Overall Design

- ➔ Low maintenance (fading, painting, weather)
- ➔ Landscape is not cluttered with signs, how do we keep it that way?
- ➔ How do we present Paonia?
- ➔ Make artists part of the design
- ➔ Is there a plan to maintain signs over time?
- ➔ Don’t overwhelm the town with signs
- ➔ Direct
- ➔ Stuff moves around, how would it be designed to change over time?
- ➔ “Makers on Display” - 2nd story studio on Grand Avenue – would like to have their location in a place where people walking down the street can see into the studio and see things created

Signage Content/Messaging

- ➔ Maps – evocative & artist-created
- ➔ Maps, can they be art?
- ➔ A map
- ➔ “2nd friendliest town around” ;)
- ➔ Welcoming – where is the parking? Is it 2-hour?
- ➔ Easy and cost-effective sign updates (changeable messages)
- ➔ Emphasize TOWN, not a city
- ➔ Know they’ve arrived in Paonia, and where to turn off highway
- ➔ Signs pulling travelers into Paonia highlighting the art and landscape
- ➔ Creative District logo and colors
- ➔ Signs/directions to schools
- ➔ Farms/food/wineries – where are they?

- ➔ Does Paonia have a city logo? Use in signage?
- ➔ Emphasize wine
- ➔ Emphasize farms/orchards
- ➔ Emphasize Robini Art – haha!
- ➔ Helping people know what to do once they’re in town is important (wineries, artist studios, restaurants, farms)
- ➔ Inform how to get into town off the highway and from Crawford Road

Existing Signage

- ➔ Landfill sign – remove
- ➔ Parking messaging – currently negative, instead, “Welcome to Paonia, stay as long as you’d like!”
- ➔ Take down parking signs that aren’t enforced, replace with welcoming messages
- ➔ Less signs at highway 133 turnoff...it is disorderly (landfill sign on highway 133)

Use Local Fabricators

- ➔ Ellza (marble/stone sculpture - marble yard in Delta)
- ➔ Andrea Lecos (artist & graphic designer)
- ➔ Ira Housewort (metalwork at the park)
- ➔ Phil Wassell (created icons for the school)
- ➔ Ellie Roberts (safe routes to school – 970-274-1878, francis.roberts@deltaschools.com)
- ➔ Peter Heller (“The Painter” “The Dogstar”)
- ➔ Steve Clisset (720 280 9826 – copper roofs)
- ➔ Erick Ingraham (graphic design)
- ➔ Ben deLeiris (802 585 7057 – timber framed structures)
- ➔ Shawn Guerreo (did the benches and design elements at Crested Butte)
- ➔ Josh Milner (wood and metalwork)
- ➔ Ben Lehman (photographer, benlehmanimages.com)



Written notes on the community input banners

VISUAL PREFERENCE IMAGE DISPLAY BANNERS



Visual Preference Exercise

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

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

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

VISUAL PREFERENCE DOT VOTING RESULTS

After a week of being on display at Paonia Town Hall, 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.

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.

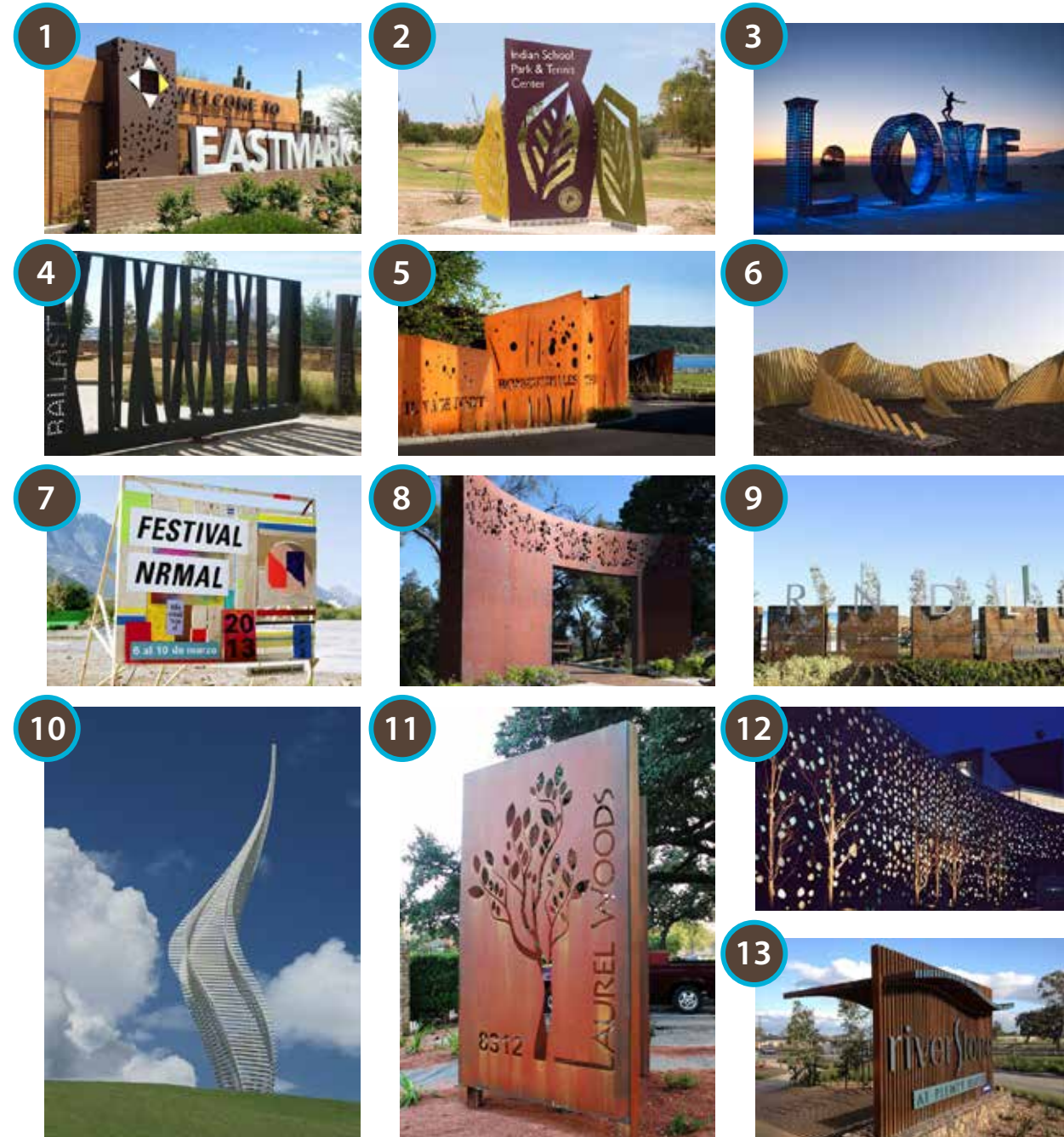
Scale

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.



Gateway Images

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



GATEWAY IMAGE COMMENTS AND DOT VOTES

#1 - Zero Dots

- ➔ Too busy – keep it simple
- ➔ This one reminds me too much of the city
- ➔ Avoid fads
- ➔ Too corporate!!!

#2 - 3 Dots

- ➔ Glass or reflective elements in something like this – catches the light and angled
- ➔ Joy – lightness – movement – openness
- ➔ Use the Paonia Creative District icon in something like this, and embed with glass
- ➔ Use Paonia cherries and 4th of July as symbols
- ➔ Font in this one doesn't match (the design character of the rest of the sign)

GATEWAY IMAGE COMMENTS AND DOT VOTES (CONTINUED)

#3 - 10 Dots

- ➔ No way too happyish
- ➔ Symbol/art instead of “Paonia” for gateway?
- ➔ Impossible
- ➔ This one is amazing
- ➔ Selfie sign – use the outline of Lambourne and Land’s End mountains
- ➔ Amazing, I LOVE!!! It
- ➔ When did love become happyish – love it!

#4 - Zero Dots

- ➔ Negative feel
- ➔ Very unattractive

#5 - 1 Dot

- ➔ On the right track! (referring to the cutouts in the metal)
- ➔ Artistic – makes a statement
- ➔ Low maintenance

#6 - Zero Dots

- ➔ Not a sign
- ➔ Reminds me of the desert

#7 - Zero Dots

- ➔ Not
- ➔ No
- ➔ Nope
- ➔ Eesh

#8 - 4 Dots

- ➔ Mountainscape with eagles (pointing to the cut-outs at the top of the sign)
- ➔ Good (pointing to the cutouts at the top of the sign)
- ➔ Cutouts visually interesting
- ➔ Can the local forge make these?

#9 - 2 Dots

- ➔ Not too bad

#10 - 3 Dots

- ➔ No
- ➔ Eh
- ➔ This one is terrible

#11 - 22 Dots (most preferred)

- ➔ Cutout of the mountains (referring to the cutout design)
- ➔ Great start
- ➔ Metal signs – small, large
- ➔ Low maintenance
- ➔ Like the materials and the cutouts
- ➔ City logo in image (referring to the cutouts)
- ➔ Clean but airy and text easy to read
- ➔ Add amenity categories to this sign – shopping, dining, art, wineries, local food
- ➔ Don’t like the box – organic edge?

#12 - 13 Dots

#13 - 6 Dots

- ➔ Unreadable
- ➔ Interesting/characterful font

#14 - 1 Dot

- ➔ Nope, this is not Central Park, NYC
- ➔ Like the new (river, town) park gateway
- ➔ Meh
- ➔ Like the arch aesthetic

#15 - 9 Dots

- ➔ Clever
- ➔ Riverpark animals repurposed feel – good for Paonia

#16 - 2 Dots

- ➔ Too generic

#17 - 11 Dots

- ➔ Texture and richness and origami feel
- ➔ Hawks (pointing to doves on sign)
- ➔ Beautiful & elegant
- ➔ Very artistic and unique
- ➔ Would love it to be kinetic and change with the seasons!
- ➔ Howzabout a...wait for it...PEONY!!!

#18 - 1 Dot

- ➔ Too industrial
- ➔ Too contemporary

#19 - 11 Dots

- ➔ Like the idea of SYMBOL instead of “Paonia”
- ➔ Could be incorporated into local art (e.g. Strands weaving)

#20 - 5 Dots

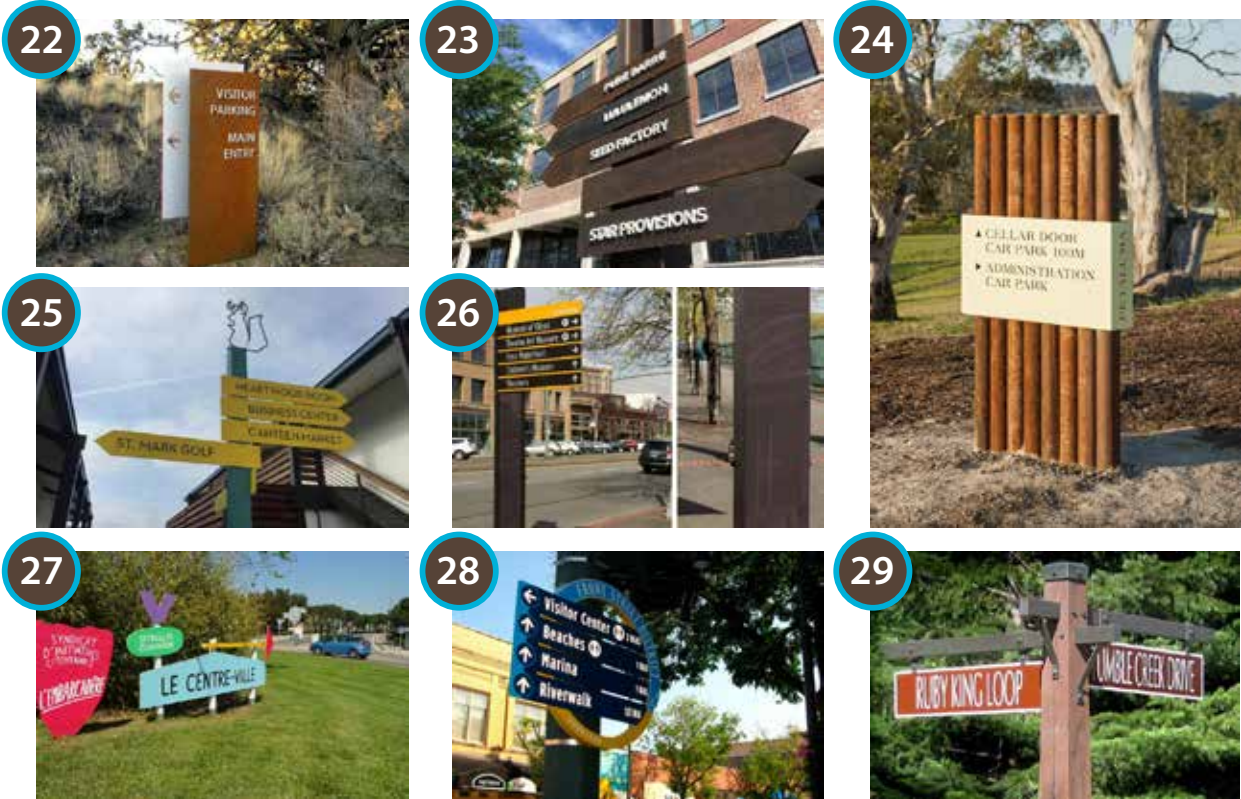
- ➔ Unreadable

#21 - 1 Dot

- ➔ Too Denver/Boulder-ish
- ➔ Retro – old-fashioned – something more funky?

Auto Signs

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



AUTO SIGN IMAGE COMMENTS AND DOT VOTES

#22 - 5 Dots

#23 - Zero Dots

#24 - 9 Dots

- ➔ Hello, my name is FUGLY

#25 - 12 Dots

- ➔ Cute!

#26 - 3 Dots

- ➔ Very clean - easy to read
- ➔ Too sterile – not unique enough for our town

#27 - 1 Dot

- ➔ No (check mark, blue dot)

#28 - 3 Dots

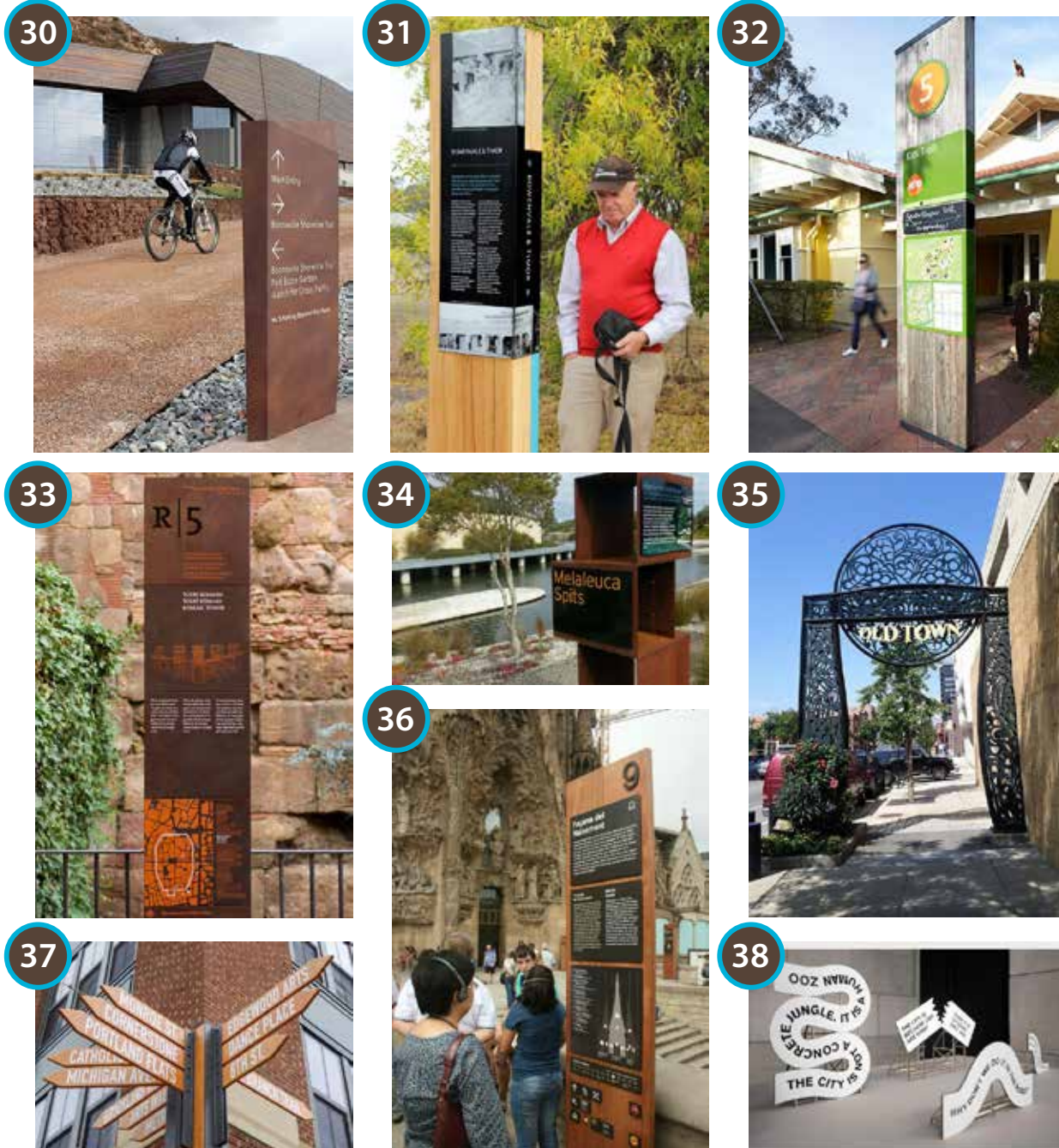
- ➔ Yes – low maintenance materials
- ➔ Easy to read – large font size
- ➔ No

#29 - 7 Dots

- ➔ Makes me feel like I'm in the forest
- ➔ This one is very cute for our signs in Paonia
- ➔ Even this along highway?
- ➔ Like the Delta pointing signs (this is similar)
- ➔ No

Pedestrian Signs

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



PEDESTRIAN SIGNS IMAGE COMMENTS AND DOT VOTES

#30 - Zero Dots

- Too much like a hospital – SECOND
- YES!!!
- Triangular kiosk style sign and poster boards on a couple of corners

#31 - 2 Dots

- Wood <3 <3
- No images boo
- Historic images on top or part of sign?
- Yakisugi burnt cedar
- YAY historic pix!

#32 - 2 Dots

- Natural materials and a map

#33 - 1 Dot

- Map – special interest info – nice slim signage profile

#34 - 5 Dots

#35 - 18 Dots

- Bad font
- This one is very cute and suits our town
- Mimic the new park signs – sidewalk arch
- On Grand Ave – can we incorporate art into poles, bridges – gateway at bridge
- Bridge on Samuel will be redone – new bridge art!
- I would want the sign to just say Paonia

#36 - Zero Dots

#37 - 1 Dot

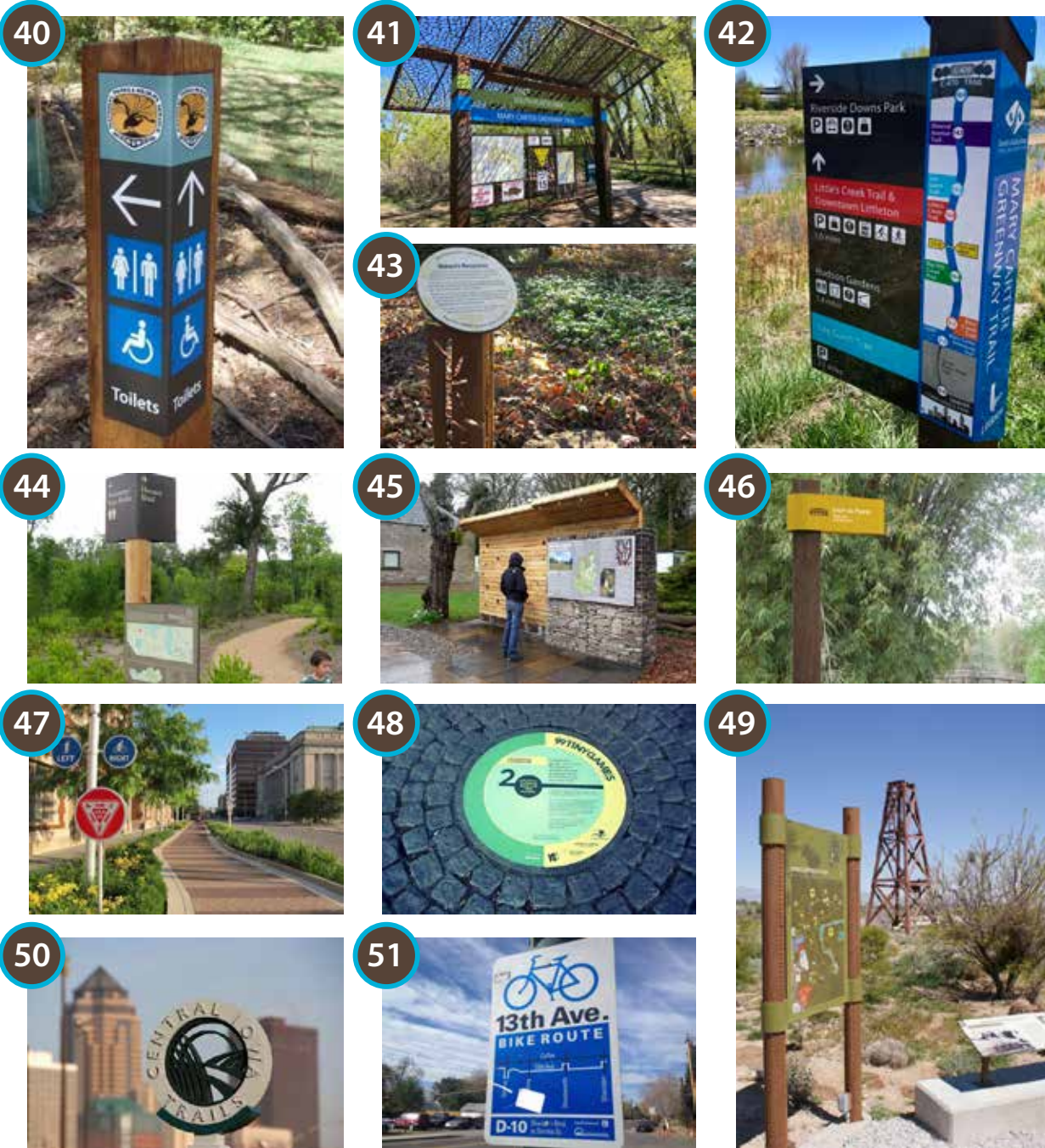
- Too busy

#38 - 1 Dot

- Lame

Bike/Trail Signs

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



BIKE/TRAIL SIGNS IMAGE COMMENTS AND DOT VOTES

#40 - 4 Dots

- Too national park-ish
- Like this one

#41 - 7 Dots

- Interesting shadows
- Good at the River Park
- No
- Interpretive and nature signs
- Natural feel <3 <3

#42 - Zero Dots

- Too generic!!!
- Consider referring bike/hike rural pathway and farm/wine visiting signage near 'The Warm Farm' in Wisconsin and Willamette Valley in Oregon
- <3

#43 - 9 Dots

- Circle is nice
- Simplicity and cost – important

#44 - 4 Dots

- Not 'country' enough

#45 - 10 Dots

- Overhang is nice, and nice materials
- Info & history 'storytelling' and nature info
- Super useful for town
- Places and events – need an info point
- Thanks in advance for going with local
- Just metal or just wood... MIX is better

#46 - 5 Dots

#47 - Zero Dots

- No

#48 - Zero Dots

BIKE/TRAIL SIGNS IMAGE COMMENTS AND DOT VOTES (CONTINUED)

- #49 - 3 Dots
- ➔ Needs a roof
 - ➔ Awning with shade draws people in (yes, blue sticker dot)
 - ➔ Too industrial and like oil and gas – no

- #50 - 3 Dots
- ➔ See through it – good
 - ➔ Cutouts that capture the views

- #51 - Zero Dots
- ➔ No
 - ➔ YES!!

INTERPRETIVE SIGNS IMAGE COMMENTS AND DOT VOTES

- #52 - 7 Dots
- ➔ Nice but unreadable

- #53 - Zero Dots
- ➔ Cool technique

- #54 - 14 Dots
- ➔ Rocks (with a drawing of a rock)
 - ➔ Different groups in town – what are their stories?
 - ➔ Fused glass in openings
 - ➔ Tell the historic story of the town
 - ➔ Could these be glass in the openings (some)?
 - ➔ Circles look like nodes
 - ➔ Like the in-depth story design

- #55 - 5 Dots
- ➔ Not practical
 - ➔ YES please!
 - ➔ Natural materials local

- #56 - Zero Dots
- ➔ No
 - ➔ Big city artsy

Interpretive

Historic signage that illustrates the themes and stories of Paonia’s history, culture, and people



- #57 - Zero Dots
- ➔ No (blue sticker dot)

- #58 - 9 Dots
- ➔ Too bulky

- #59 - Zero Dots
- ➔ Great start
 - ➔ For historic info

02

Info Point & Intercept Survey

PAONIA RIVER PARK FESTIVAL INFO POINT & INTERCEPT SURVEY

During the June 2, 2018 River Park Festival event, the design team hosted a project information point and asked visitors to complete a one-page survey that asked questions about visitor's knowledge and experience with Paonia destinations. The goal of the project information point was to provide a drop-in location for members of the Paonia community to talk about their ideas, direction, and goals for the new community signage.

Festival Booth Info Station - June 2, 2018

In order to provide additional opportunities for input, the design team hosted a project info station in conjunction with the 'River Park Festival,' a planned community event that was marketed broadly. For this event, the design team set up a booth in River Park, and talked with people about the new Paonia signage project. In addition to introducing the project and asking people to complete the intercept survey, the design team also asked visitors if this was their first time visiting Paonia, and if they had any difficulty locating the River Park area and other community assets. The design team also asked visitors if they were aware of some of the other regional and community amenities within the larger Paonia area.

One-page intercept survey



Paonia Signage & Wayfinding Survey

A Little About You:

1) In what Zip Code is your home located?
(write 5-digit ZIP code; for example, 00544 or 94305)

2) Which category includes your age?
☐ 17 or younger
☐ 18 to 29
☐ 30 to 39
☐ 40 to 49
☐ 50 to 59
☐ 60 or Over

Visiting Paonia:

3) How often do you visit the Paonia area?
☐ Daily
☐ Once per month
☐ Several times per month
☐ Less than once per month
☐ Once per week
☐ First time visitor
☐ Several times per year
☐ Annually

4) When you visit Paonia, what do you do? (check all that apply)
☐ Shopping
☐ Dining
☐ Events
☐ Theater
☐ Other
☐ Coffee/Snacks
☐ School/Classes
☐ Museums/Historic Sites
☐ Outdoor Recreation
☐ Indoor Recreation

5) How do you usually get to Paonia? (check your 2 primary modes)
☐ Drive
☐ Walk
☐ Bike
☐ Other

6) If you drove to today's event, where did you park?
☐ Public Lot
☐ Street
☐ Other

7) Did you second-guess your decision to come based on parking difficulties or because you had trouble finding the park/river??
☐ Yes
☐ No
☐ Other

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

Destinations Within Paonia:

9) Are you aware of these destinations/amenities within (or adjacent to) downtown Paonia? (check all that apply)
☐ Town Park
☐ River Park/River Trail
☐ Jumbo Mountain Trailhead
☐ Apple Valley Park
☐ Wineries/Vineries (West Elk AVA)
☐ Solar Energy International
☐ Edesia & Paonia Creative District
☐ Volunteer Park
☐ Ditch Trail
☐ Library
☐ Organic Farms, Farm-to-Table
☐ Art Galleries
☐ Elsewhere Artist Co-Op
☐ Polis Park
☐ Food Truck Area
☐ Slip Rock Bike Trail

10) Are you aware (or were you aware before today) of Paonia from these major locations/arterials? (check all that apply)
 Very Aware - I can tell that something important is near by
 Aware - I have no idea that the downtown core is accessible from this roadway
 Not Aware - I have no idea that the downtown core is accessible from this roadway
 Highway 133
 Grand Avenue
 3rd Street/Samuel Wade Road
 Black Bridge Road
 Mathews Lane

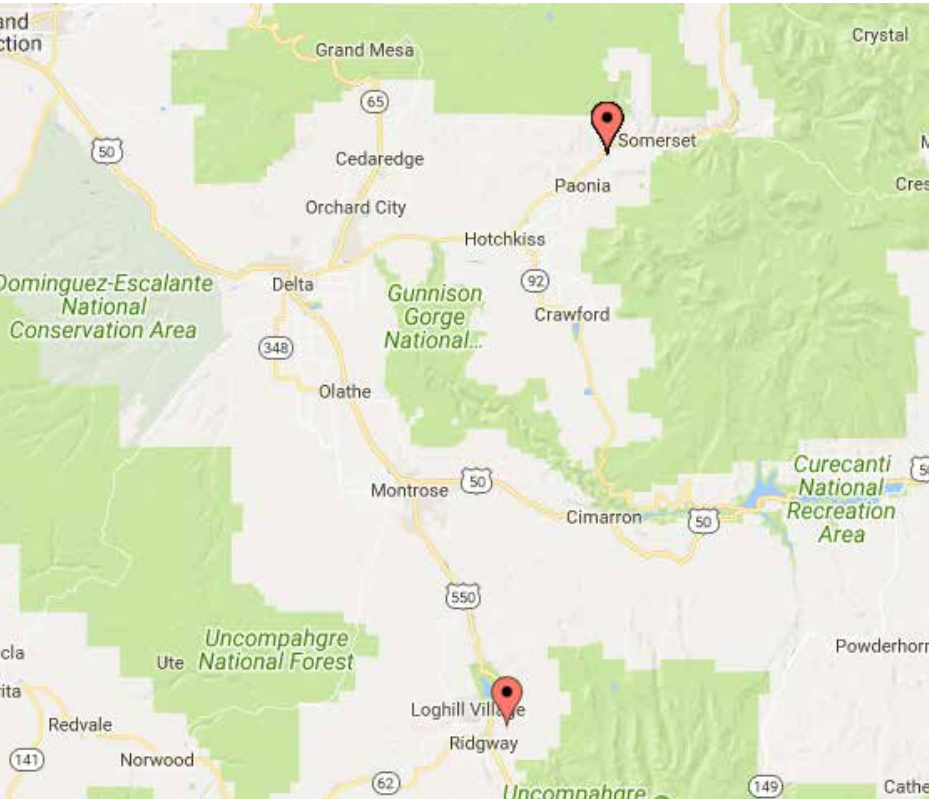


INTERCEPT SURVEY RESULTS

'A Little About You' Question Responses

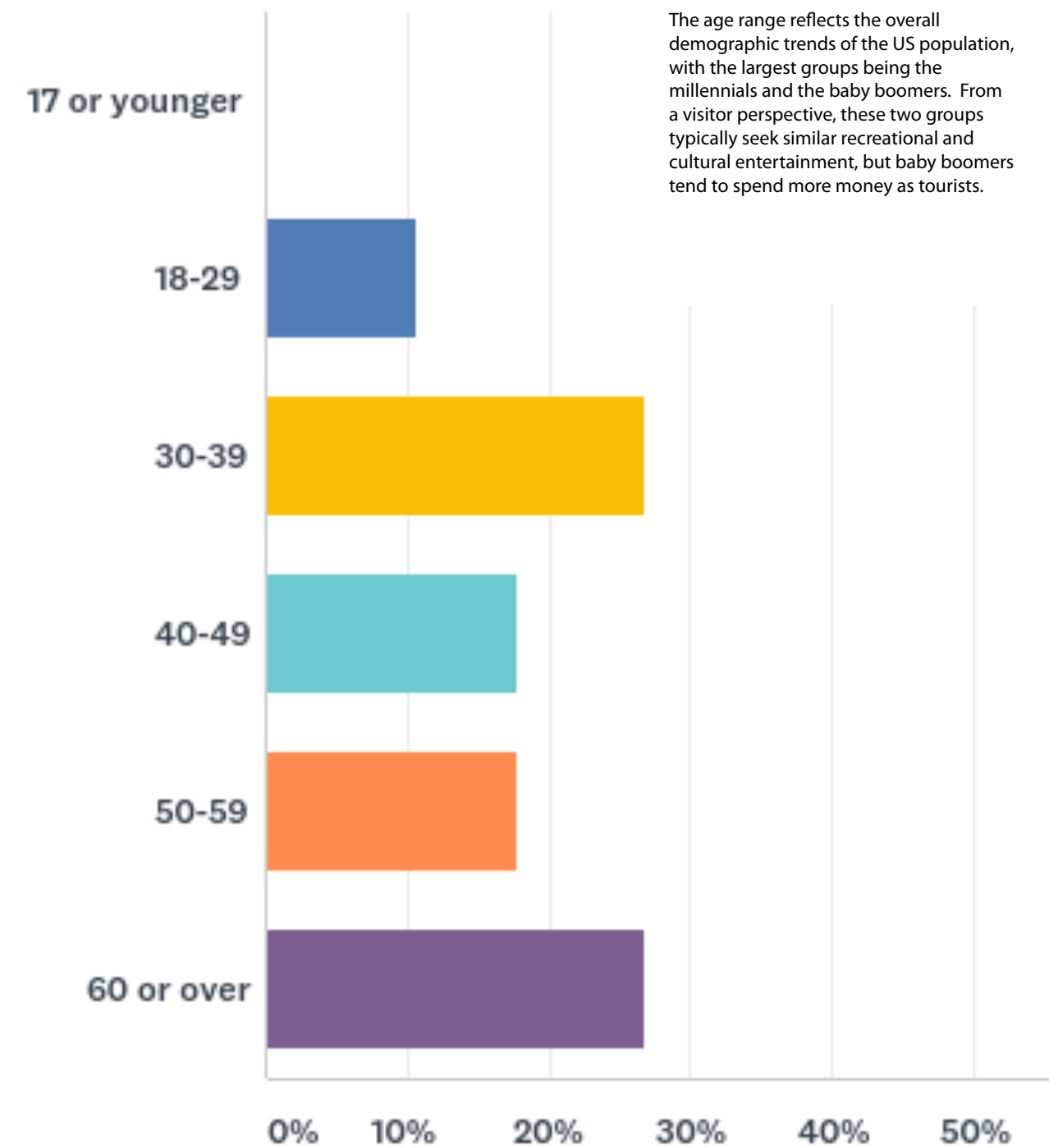
This question section helped establish the demographic profiles of survey-takers, including where they live and their age range. This information is useful on it's own (it's especially helpful to understand where visitors to Paonia are coming from), but it's also an important metric to use in correlation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

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

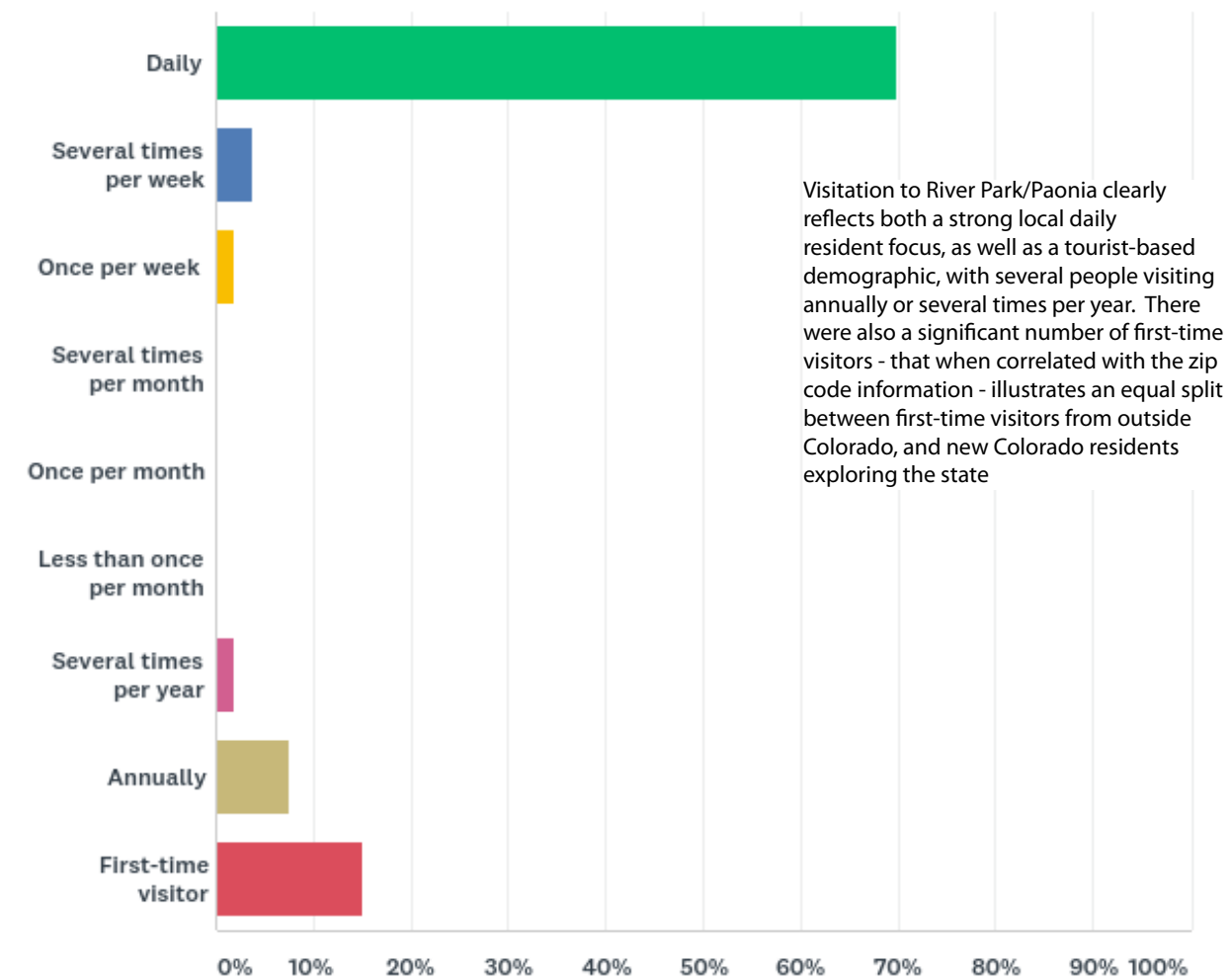


Tracking the zip codes of visitors who completed the River Park intercept survey illustrates the appeal of the Paonia area to local, regional, statewide, and nationwide tourists. During conversations with the survey-takers, many of the tourists from other states said they'd come to Colorado to enjoy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

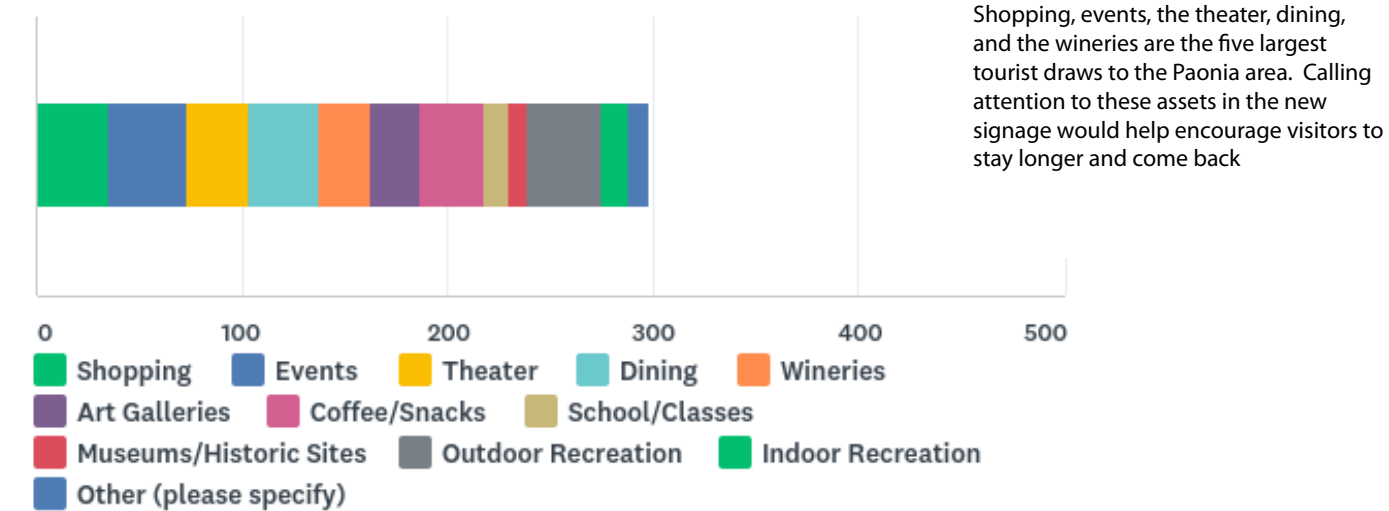
Question 2: Which category includes your age?



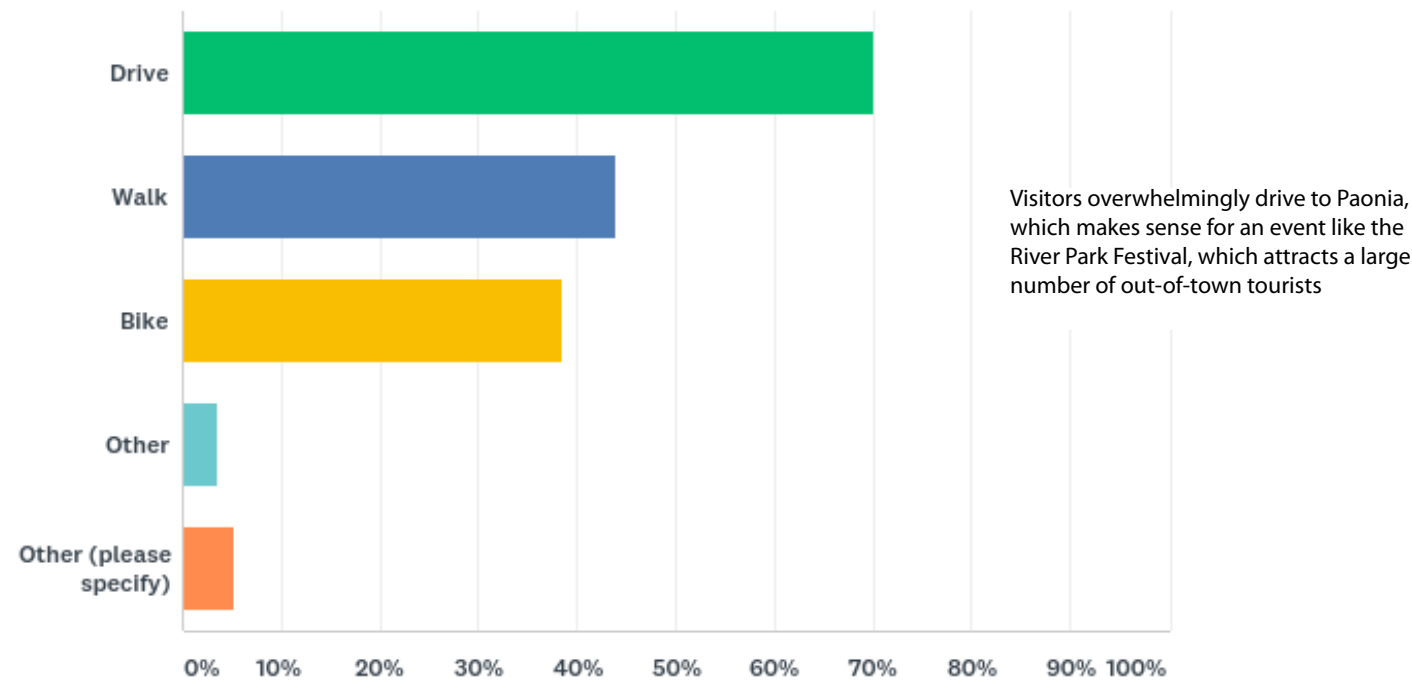
Question 3: How often do you visit Paonia?



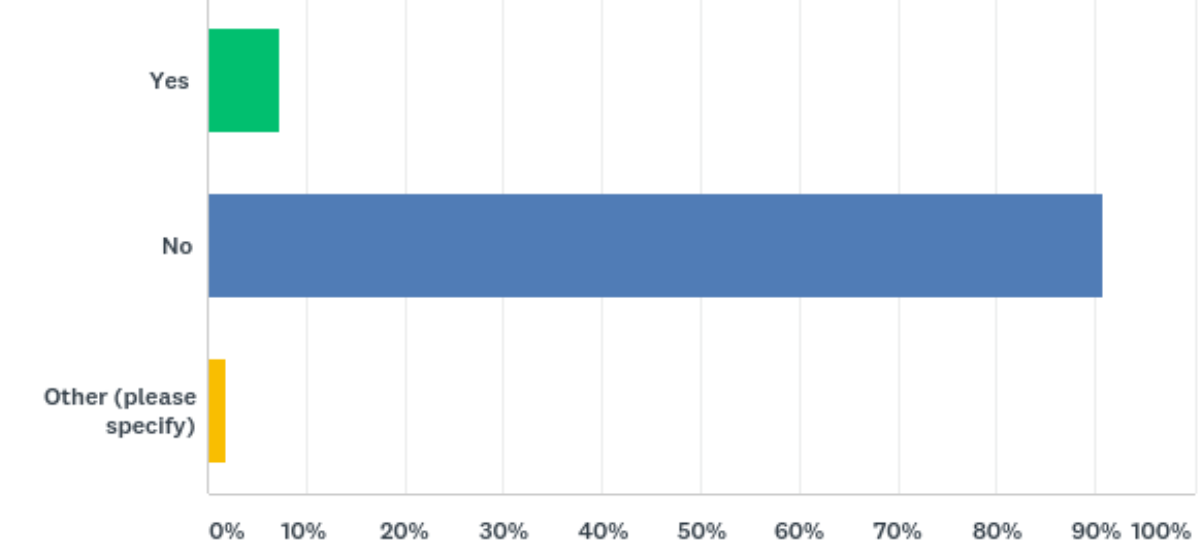
Question 4: When you visit Paonia, what do you do?



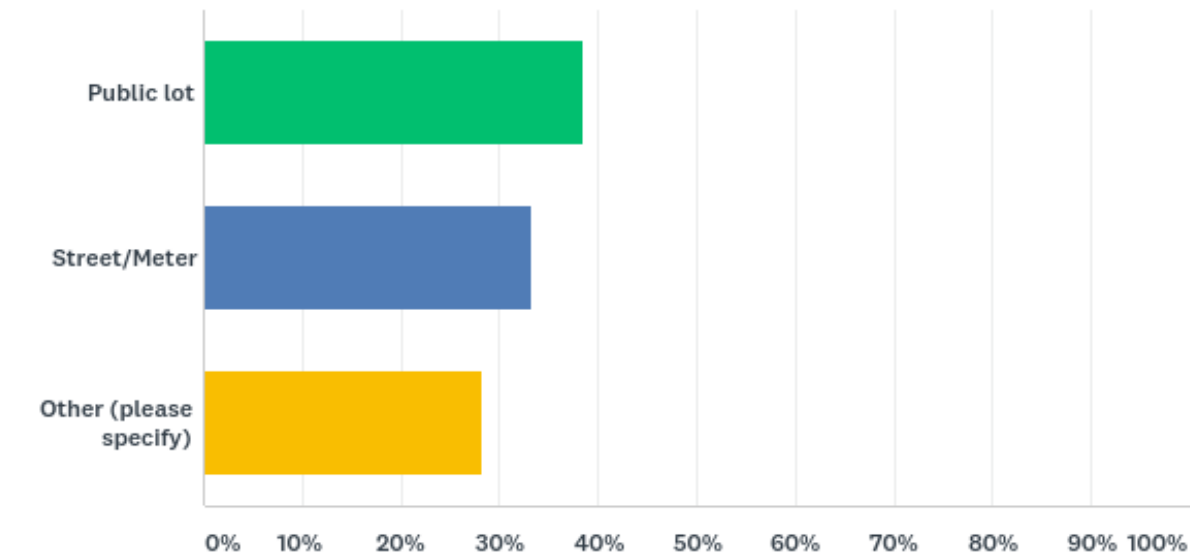
Question 5: How do you usually get to Paonia?



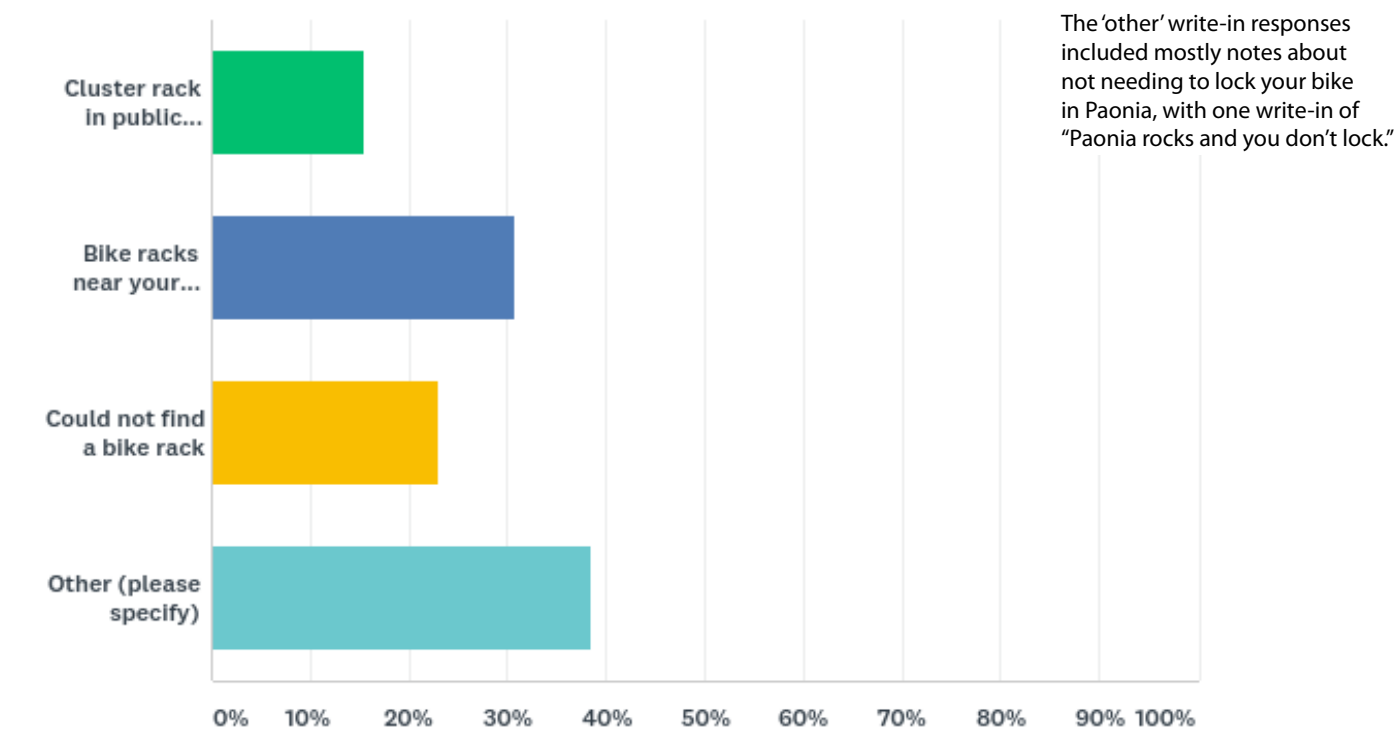
Question 7: Did you second-guess your decision based on parking difficulties or because you had trouble finding the park/river?



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

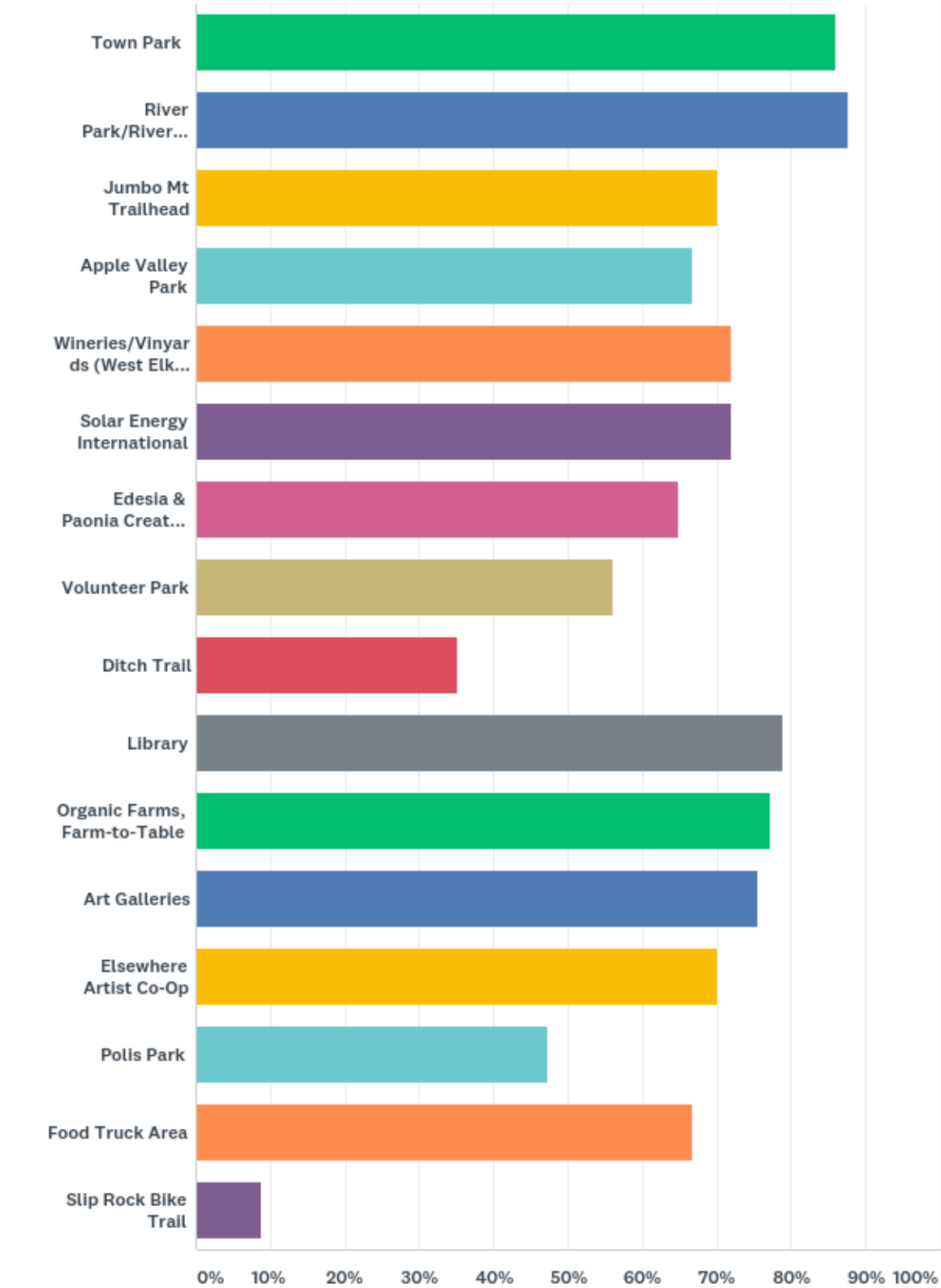


Question 8: If you biked to today’s event, where did you lock up?

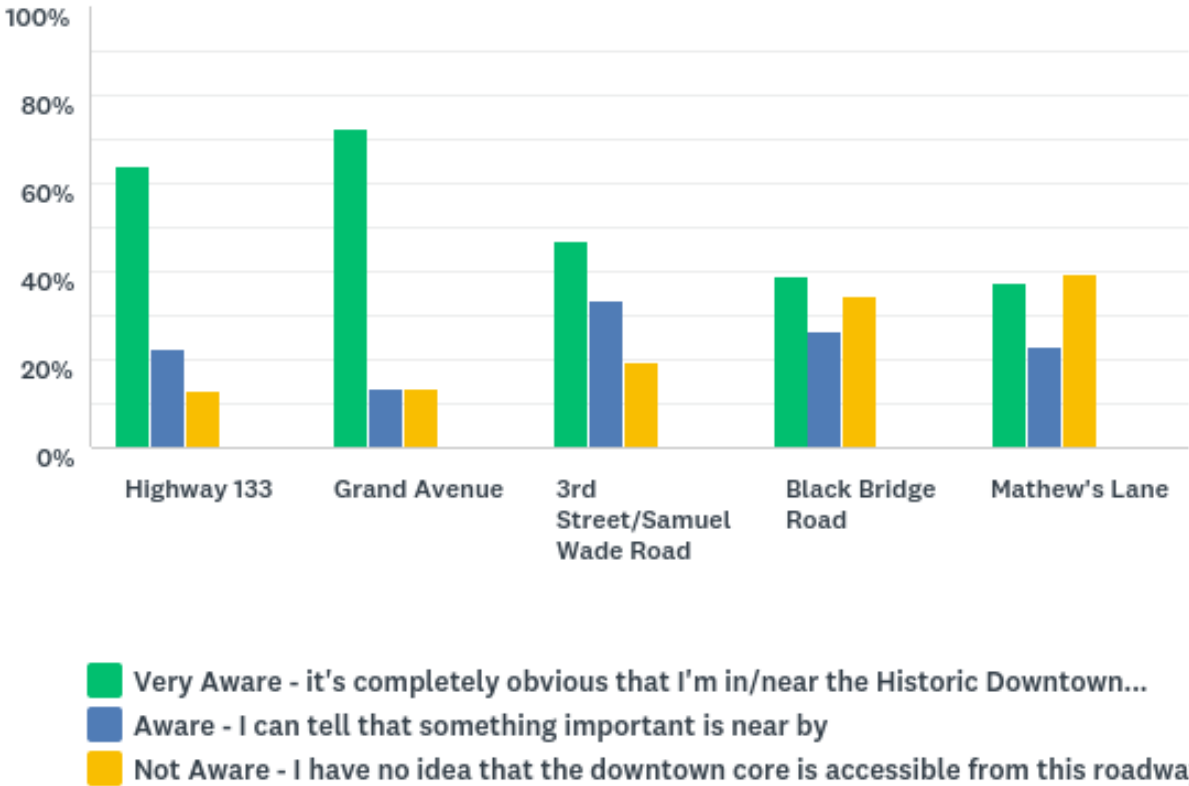


In addition to parking in the public lot or on the street, visitors to the River Park Festival also wrote in that they parked at the High School (10 responses), or ‘in town’ (1 response).

Question 9: Are you aware of these destinations/amenities within Paonia?



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



03

Context Analysis

REGULATORY AGENCIES SIGNAGE STANDARDS

CDOT

With a major highway running perpendicular to its main streets, Paonia is heavily influenced by highway traffic and highway signage standards. Currently, several businesses within Paonia advertise along Highway 133, 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 133.

In order to celebrate the community amenities and help direct travelers into Paonia, updating the highway signage will be a critical recommendation of the new signage and wayfinding plan. More than any other sign type, these highway signs will help raise awareness of, and interest in, visitor and tourist traffic in the Paonia area.

Blue CDOT Private Business Signage

Existing private business advertising and directional signage located along Highway 133



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

From a regulatory standpoint, CDOT currently classifies larger gateway signs as a ‘Type 4’ Political Boundary/Identification signs. 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 Paonia, 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

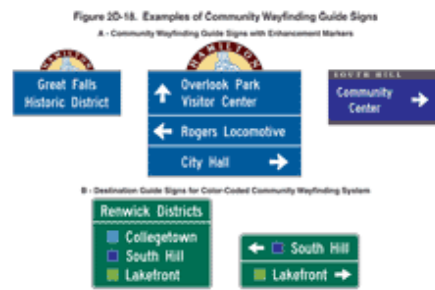
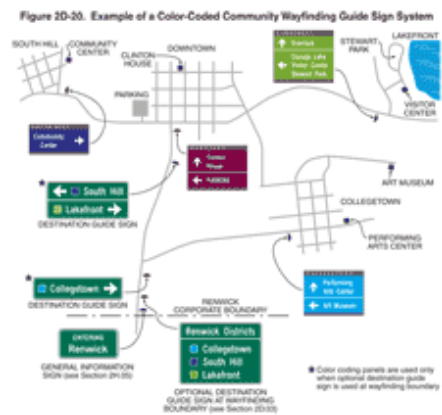


Figure 2D-19 Example of a Community Wayfinding Guide Sign System Showing Direction from a Freeway or Expressway



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.*

04

Existing Conditions

EXISTING CONDITIONS OVERVIEW

In order to design the new signage system, it's important to understand the existing conditions within Paonia - the current signage types and locations, and the routes and destinations that are important to help emphasize to tourists and visitors. During the design week, an analysis of the Paonia area was completed, using photos to help illustrate the different sign types. The following summary draws attention to what's important to consider when designing the new signage and wayfinding plan.

Highway Signage

Being aware of Paonia from the major arterials that surround it is perhaps the most important function of the new community signage. The existing highway signs are limited to either CDOT-designed destination and amenity signs (the green and brown signage), or private business signage that is either the blue CDOT signs that can be rented on a yearly basis (in the public right-of-way), or custom-designed signage installed in private land adjacent to the highway.

In order to better announce and celebrate arrival into Paonia, the new signage and wayfinding plan will include larger gateway signs at major entrances into town, and auto directional signs within the CDOT right-of-way that point to the larger destinations and character areas ("Historic Downtown" and "Town Park", for example).



The existing highway signage is a mixture of CDOT signage and private business advertisement signage

EXISTING CONDITIONS OVERVIEW

Existing Paonia Signage - Town Park/River Park

Over the course of the design week, many members of the community mentioned the newly-constructed signs at Town Park and River Park, commenting on how much they liked the character and materials of these signs, and expressing their hope that the new signage palette will draw from and coordinate with these existing signs.

The new signs were constructed locally, and fabricated from naturally-rusting steel. Their most prominent character feature are the 'swoop' at the top of the arches, and the intricately crafted whimsical elements added to the signs (also rendered in naturally rusting steel). Overall, there is a strong sculptural quality to the existing signage, which is combined with robust and bold forms.



EXISTING CONDITIONS OVERVIEW

Existing Paonia Signage - Private Signage Character

The character of Paonia’s private business signage reflects both the nature of the business, as well as its location within the community. For the businesses along Grand Avenue and within the downtown core, the signage is much more pedestrian-scaled and detailed, whereas the signage along the major highways leading into town is understandably much larger and bolder. In order to help advertise the highway destinations in a more coherent/consistent way, the new signage will encourage the creation of a ‘Paonia’ branded highway sign, which will have space for each Paonia business to advertise. This type of multi-tenant highway sign could also support the existing blue CDOT sign blades, allowing them to be installed under the larger ‘Paonia’ banner-head.



EXISTING CONDITIONS OVERVIEW

Existing Paonia Signage - Private Signage Character
(continued)



Existing Paonia Signage - Murals and Artistic Signage

Historically (and currently expanding in presence), artistic murals and artistic embellishments to walls and structures within Paonia have been undertaken, and over time many of these pieces have become beloved community touchstones. In keeping with this tradition, the new signage palette can include recommendations for new mural projects, such as utilizing a mural on the open wall between Town Hall and the walkway connecting Grand Avenue to the public parking lot. A mural here would help to call attention to this parking lot and its pedestrian access point.

A mural on the blank wall adjacent to Town Hall and the pedestrian walkway that connects the sidewalk to the parking lot behind the building could include artistic directional information highlighting the parking lot.



EXISTING CONDITIONS OVERVIEW

Information-Point Locations

Without a Visitor Center, Paonia relies on a number of ways to spread information to tourists and visitors about the amenities, destinations, and happenings in and around town. There is currently an informational display located within one of the private businesses downtown, and a short-term idea for creating an info point could be renting a larger space for this info display in the current business, and funding a part-time staff person to be on-site to help tourists and visitors discover Paonia.

Beyond this temporary solution, there are several key areas in the downtown where informational kiosk-type signs could help provide mapping, brochures/flyer's, and thematically organized amenity information that would be available to visitors 24/7. The most prominent location for this type of info-point is at the intersection of Grand Avenue and 3rd Street, but secondary info points could also be designed for Polous Park, in Town Park, and at River Park. Ideally, these info points will be designed as natural gathering places, with shade, seating, and public art to draw people in and let them take in information at their leisure.





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 the Paonia area. As the conversations regarding preliminary design ideas progressed, the importance of being true to the intrinsic character of Paonia 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 Paonia, 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 Paonia, 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 Paonia community to light.

05

Messaging Plan

MESSAGING PLAN - COMMUNITY DESTINATIONS & AMENITIES

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. During the community design week, stakeholder participants were asked about the destinations within/around Paonia that should be referenced with the new signage. The maps and the listed categories on the banner were used to help encourage stakeholders to share what they would like the new signage to highlight and direct visitors to (using sticky notes and dots to locate and name destinations & amenities).

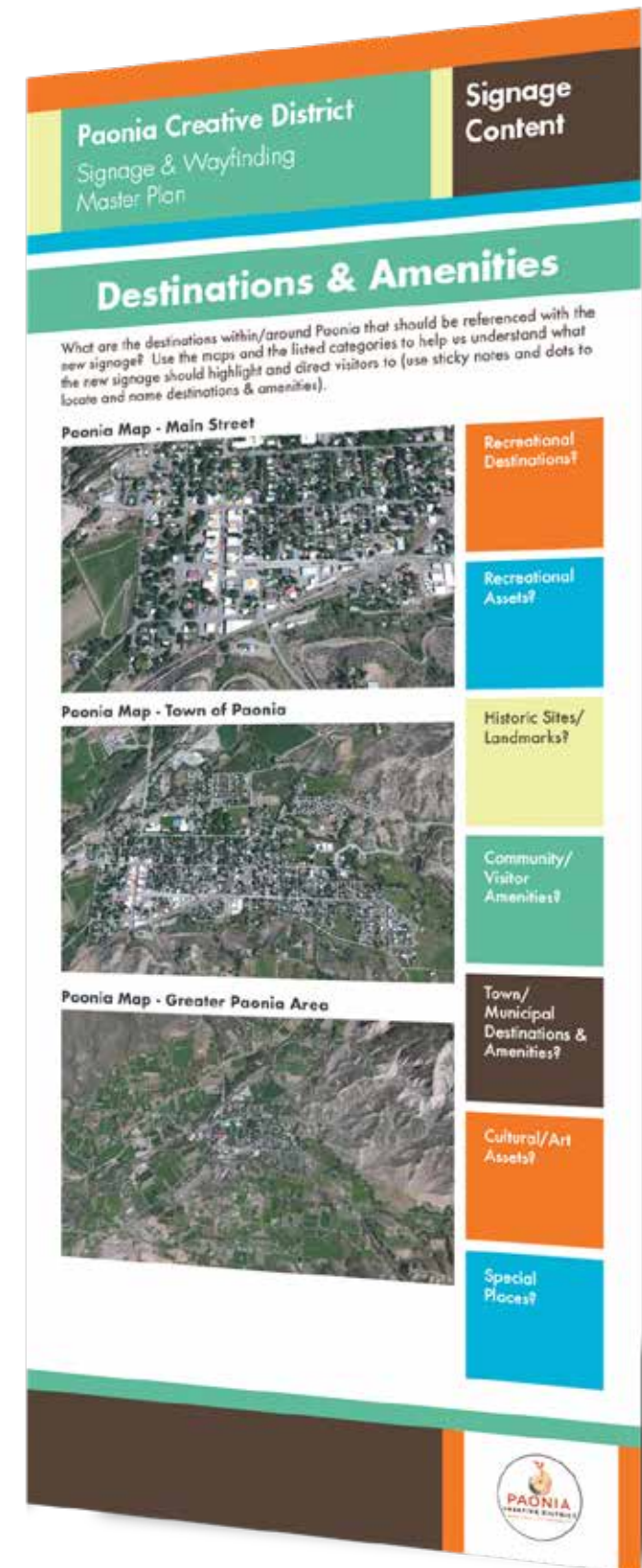
DESTINATIONS & AMENITIES COMMENTS AND DOT VOTES

Character

- Reinvest from past
- Downtown is real and active – highlight from the major entrances

Signage Needs

- Destination signage for parks and trails
- How to find (hike to) the “P”
- Can we create a trail loop? This may need to include trails through private land
- Definitely signage that helps walkers and bikers stay safe from high speed traffic
- Bike Maps – on-street, off-street (Jumbo Mt), mechanical/ motorized biking areas, road biking routes for Mathews/Back River and Stewart/Crawford (maybe use the ski run ranking system to designate the level of bike trail difficulty)
- Information Kiosk (also paper maps for businesses) – Polous Park, Town Park
- Farm tour signage
- 2nd and 3rd access a number of important destinations – how can signs help point down these streets?



Destination banner that was on display during the Design Week

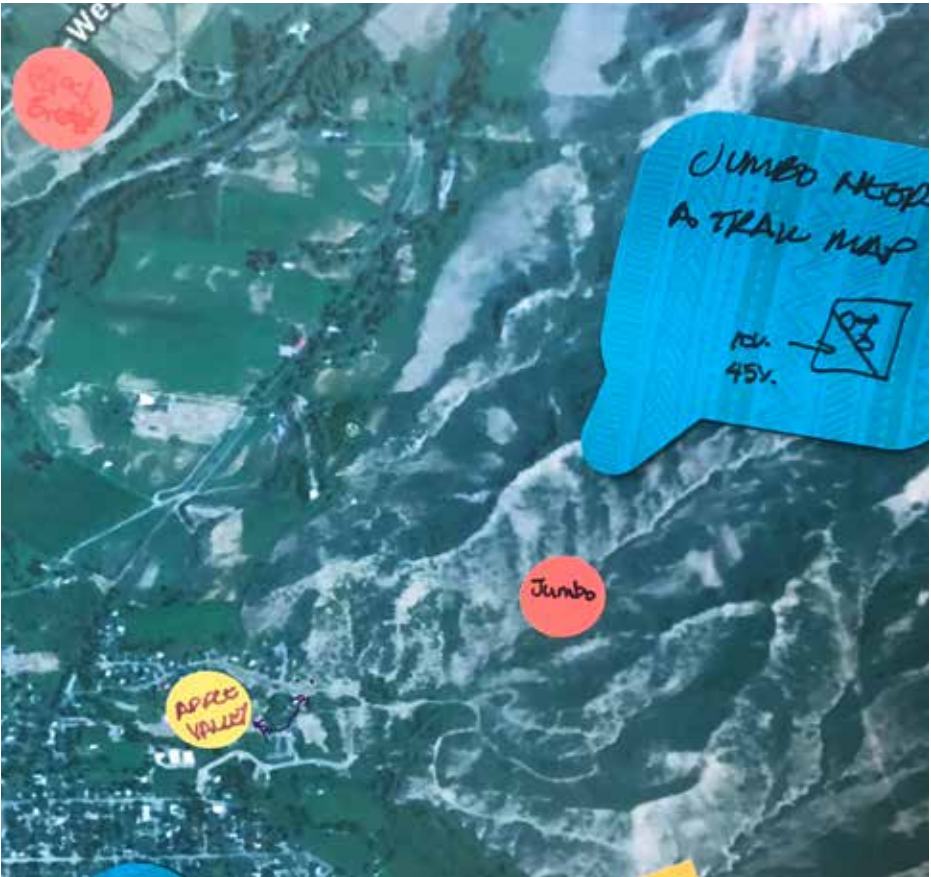
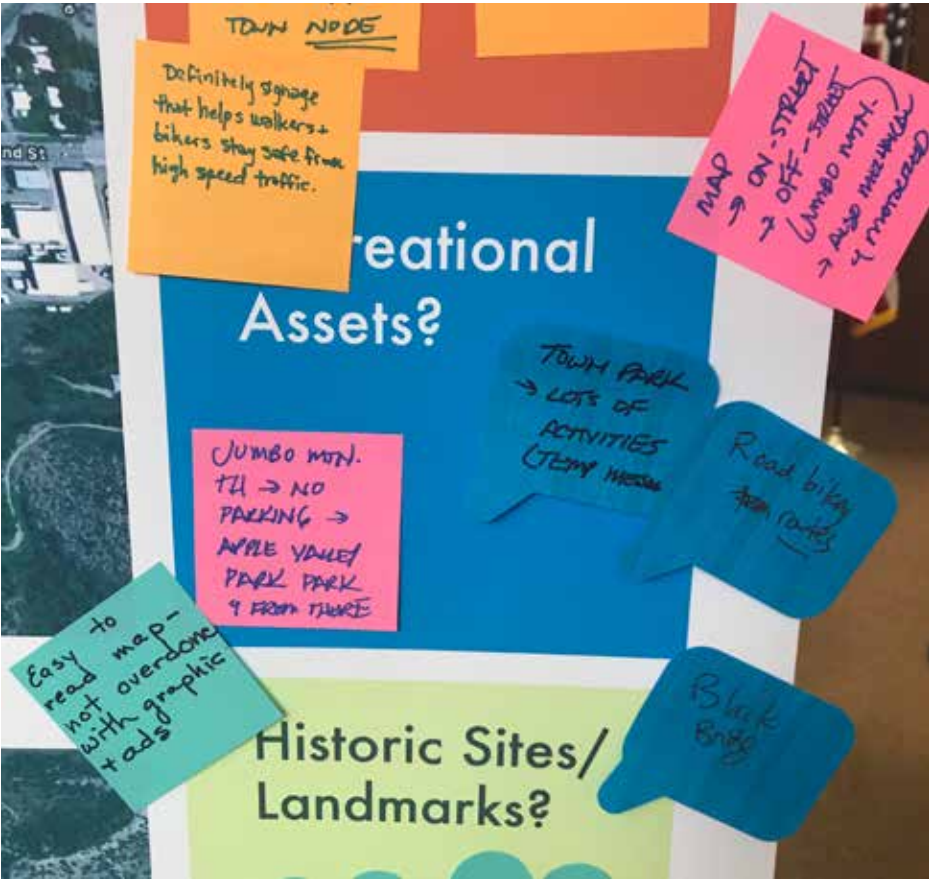
DESTINATIONS & AMENITIES COMMENTS AND DOT VOTES (CONTINUED)

Destinations

- Farm stands
- Orchards open to the public
- Wineries (indicate if they have café's restaurants, tasting rooms)
- The producers out of town
- Elsewhere artist co-op/artist residency
- Small potatoes bakery/farm
- Lodging/B&B/Inn (on the map?)
- Garvin Mesa Loop (road to several wineries/farms)
- West Elk AVA (one of two AVA's in the state)
- Steven's Gulch – public lands access
- Slip rock bike trail (people come with large trailers)
- Town Park (natural swamp cooler – interpret this story, important town node, potential kiosk and temporary messaging area, tennis courts, restrooms, historic/interpretive information, picnic areas)
- Black Bridge
- Museums (by River Park)
- Cemeteries
- Solar Energy International (free tours, car charging, classes)
- Car Charging Stations (SEI)
- Library (wifi, restrooms)
- Gas Stations (the historic gas station in the downtown area is charming and unique)
- Earth-Friendly Supplies (Lamborn Mesa)
- Schools (high school, elementary school, safe routes to school)
- Farms
- VRBO/B&B signage (to show their registered)
- Apple Valley Park (tennis courts, restrooms, disc golf, access to Mt Jumbo trails)
- Edesia (bakery, community kitchen/restaurant/live music)
- Volunteer Park (baseball fields)
- Jumbo Mt Trailhead/trails (needs a trail/bike map, and better parking management)
- Black Bridge
- Stevens Gulch
- Land's End (sculpture foundry)
- Delicious Orchards (Big B's)
- Ditch Trail (are there 2?)
- PES
- Vo-Tech
- River Park (2 museums, restrooms, interpretive information, river access, USCC trails – make a loop, parking)

- Dependable Lumber
- Laundry mat
- Paradise Theater
- Polous Park
- Walk-in Clinic
- Bread Works
- NFSIS
- PES
- Blue Sage Center for the Arts
- Food Truck area

Written notes collected from stakeholders during the Design Week

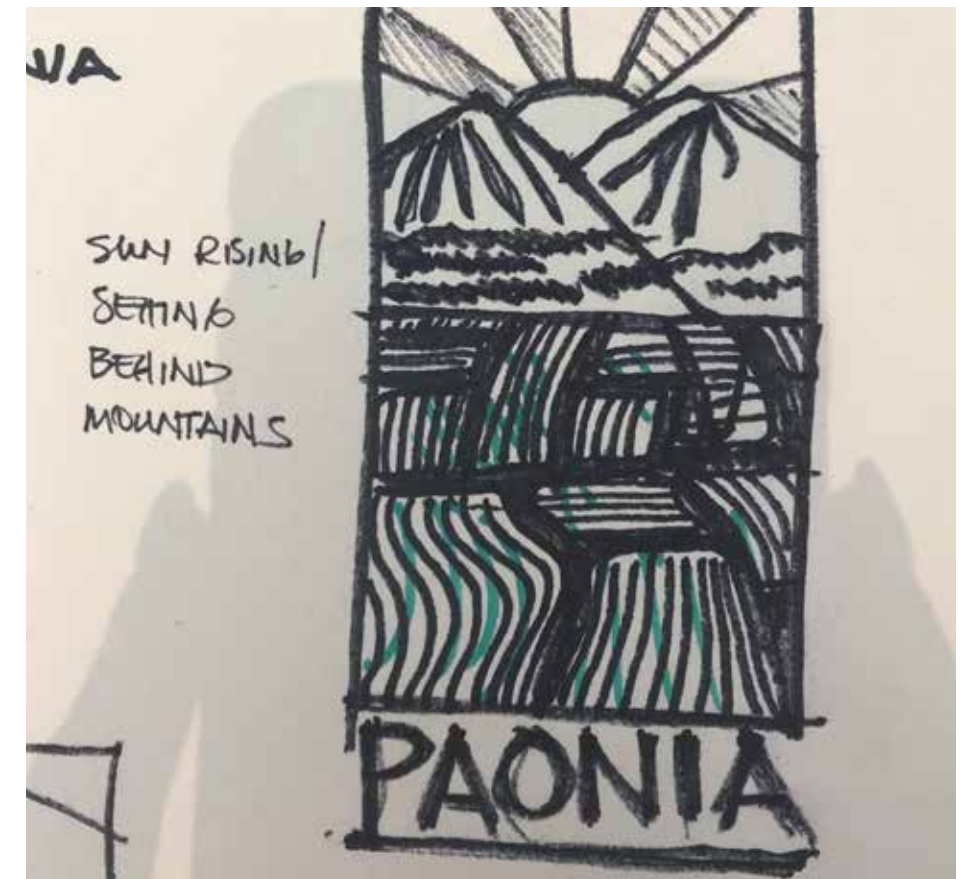


06

Preliminary Design Options

PRELIMINARY DESIGN OPTIONS

Drawing from the background research and community outreach, the design team created three (3) options for the new Paonia signage palette, for the community to review. These initial hand-drawn sketches were reviewed by community members, and the preliminary designs emerged from these discussions.



DESIGN OPTION A - FRUIT LABEL NOSTALGIA

Option A Overview - Fruit Label Nostalgia

Option A builds on Paonia’s agricultural history, and its industrial materials and rough-hewn character. Designed to reflect a reference to historic fruit label packages from the early 1900’s, the design of the sign panels and their details focus on color and a strong graphic presence, all mounted into a naturally rusting corten frame. The corten frame 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 painted graphics that help celebrate Paonia’s character.

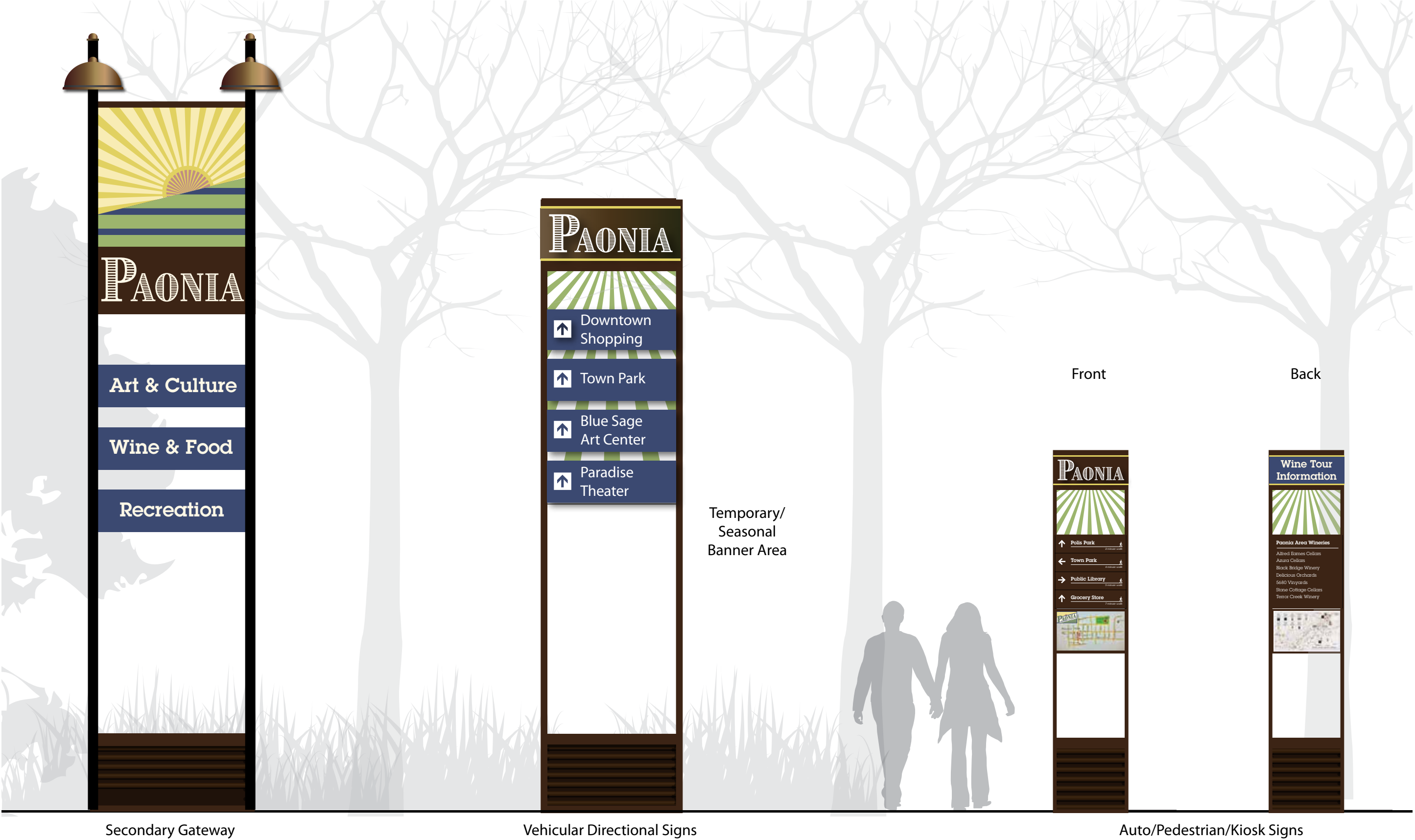
Option A Materials

- Corten Steel Interwoven Bolted Lattice (at base)
- Corten Steel Framework
- Burnished Brass Goose-neck Lighting (in a barn-like rustic style)
- Painted Wood Signage Panel (layered to create depth - each color a different layer)
- Laminate Panels (maps)
- Dimensional Lettering



Primary Gateway

DESIGN OPTION A - FRUIT LABEL NOSTALGIA



DESIGN OPTION B - ART GLASS ACCENTS

Option B Overview - Art Glass Accents

Option B reflects the connections and strong sense of art, openness, and community present in Paonia. Accented by rounded art glass elements surrounded and protected by a steel edge, the signs in this family express a more delicate and open character, highlighted by the dynamic movement of light through the art glass elements.

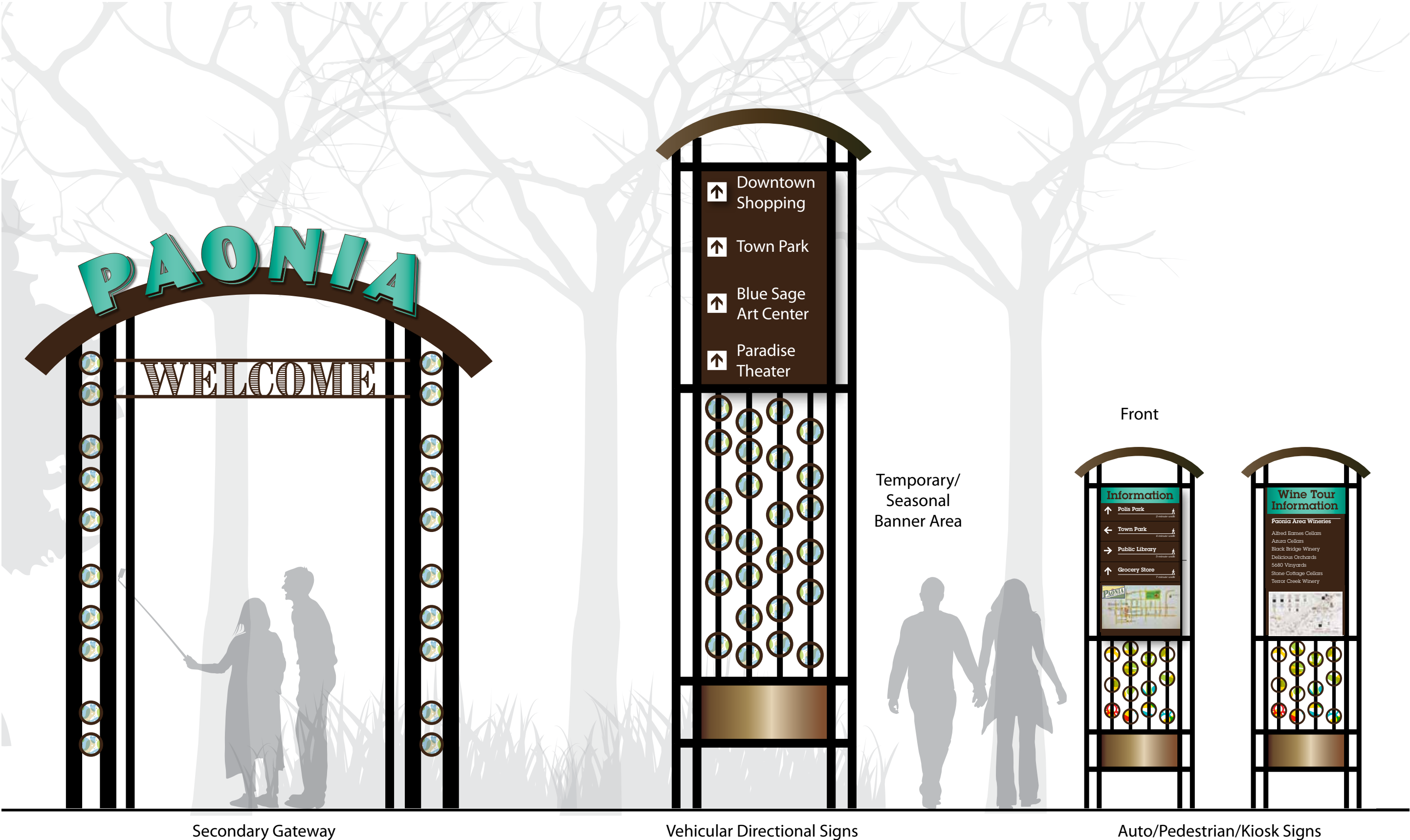
Similar to the new signage for River Park and Town Park, this signage family utilizes a rounded steel arch at the top of the signs. The art glass elements also echo the finely detailed and whimsical elements found in association with the River Park archway and metal railing designs, further tying this design into the existing signage palette of Paonia.

Option B Materials

- Corten Steel (overall framework)
- Art Glass Accents (circular elements)
- Large Dimensional Corten/Aluminum Lettering with Strong Colorful Painted Sides (at gateway sign top)
- Copper/Brass Accents
- Laminate Panels (maps)
- Dimensional Lettering



Primary Gateway



DESIGN OPTION C - STEEL SILHOUETTE

Option C Overview - Steel Silhouette

Option C has a very discrete material palette that primarily consists of naturally rusting corten steel, with a waterjet cut woodblock-type pattern that reflects the elements of the North Fork Valley - the mountains and the rows of agricultural fields. Although simple in design, the signs of this palette have a strong sense of contrast and a dynamic presence, while also reflecting the rugged, handcrafted, and artistic nature of the Paonia community.

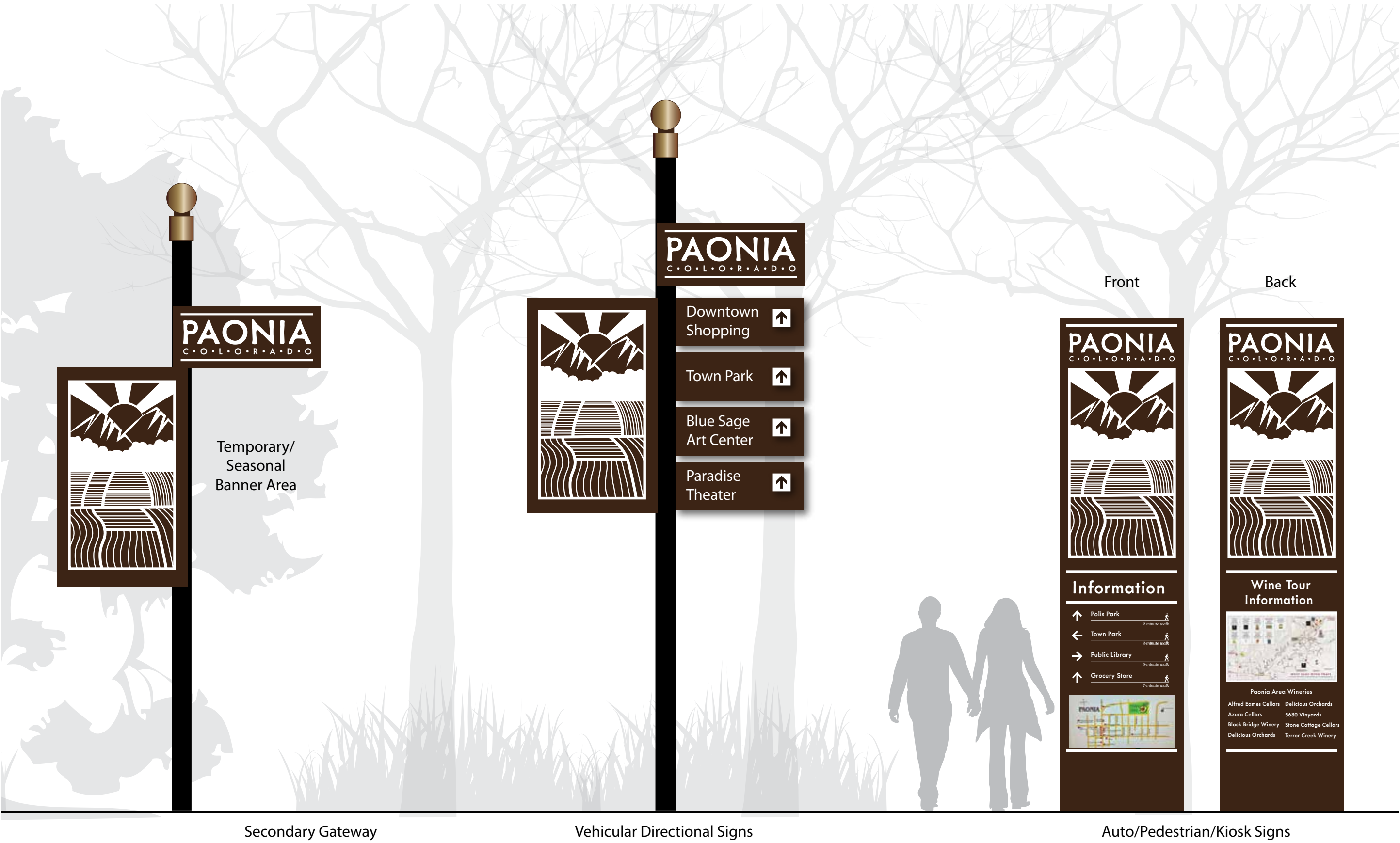
Option C Materials

- Corten Steel
- Laminate Panels (maps)
- Dimensional Lettering



Primary Gateway

DESIGN OPTION C - STEEL SILHOUETTE



PRELIMINARY SIGNAGE DESIGN - COMMUNITY FEEDBACK & PREFERENCES

Comments from the Paonia Creative District Facebook Page

"I'm a fan of the 1st and 3rd! But I'm leaning towards the 3rd... beautiful work!" (2 likes)

"i like the 3rd! <3" (2 hearts, 1 like)

"Love love love #3" (2 likes)

"I like the gate way as well...and maybe art, wine , food, music ... cut out of #3 sign base" (3 likes)

"#2"

"I really enjoy the colors of the first. Colors are welcoming, although I enjoy the design of the third" (2 likes)

"Beautiful! 1 or 3." (1 like)

"Individual images would help for those of us viewing on our little phones :) At a glance, I prefer 2 or 3." (1 like)

"There will be color!"

"Like 1 and 3; prefer 1 because it highlights Paonia attributes..." (1 like)

"1" (1 like)

"1st for sure! It feels warm, playful and welcoming like Paonia!" (1 like)

"No to the first, just doesn't grab me. I like the 2nd and 3rd." (1 like)

"1 or 3."

"I like number 3!" (3 likes)

"Going down a highway, #2 is going to grab my attention. Like the curves -- looks artistic. #3 is too static. #1 symbolizes the past, not future." (1 like)

"Paonia is a real thriving community, not a stop on the Monorail at Disney World. I like #3 but with some color added. And that design below the mountain motif looks like the 'Merican flag and is boring, especially if it's repeated on all of the signs. Needs a river on it, and the mountains should be OUR mountains, the iconic outline of Lambourne and Lands end. #3 is also boxy and full of straight edges with an inorganic feel. Let's ad some life to it with little sculptural details like a "Houseweart" bird/ horse/sheep/goat on at least the large one for the roadway. Also a cutout

the road sign that can be lit from behind or inside... them's my 2¢" (2 likes)

"#3" (1 like)

"#3!" (1 like)

"Thank you all for weighing in! We'll have a revised design for you to comment on later this week" (1 like)

"The wayfaring signs are, imho, a little out of scale - too tall compared to the people who will be wanting to read them" (1 like)

Overall Assessment of the Three (3) Preliminary Design Options

- Option A** - Community members liked the emotional quality of this design, as well as it's use of warm, welcoming color.
- Option B** - There was an awareness that the arch and the materials of this design reflect the existing River Park/Town Park signs, and that was appreciated. Also the use of art glass was seen as reflective of the Paonia Creative District character.
- Option C** - There was a strong favorable response to the symbolism (mountains, valley, fields) shown in this option, as well as it's reflection of the materials of existing Paonia signage. This option received the most favorable community response.

The preliminary design reveal community event was promoted through social media, and facebook live-streamed from Paonia Town Hall, so that members of the community unable to attend the meeting in person could view it during/afterwards.

Signage & Wayfinding Master Plan



Collaborating to Create Signage & Wayfinding for Paonia, Colorado

DESIGN REVEAL!

OPEN HOUSE

TUESDAY 6/5 . 5-7PM

TOWN HALL

214 GRAND AVE, PAONIA











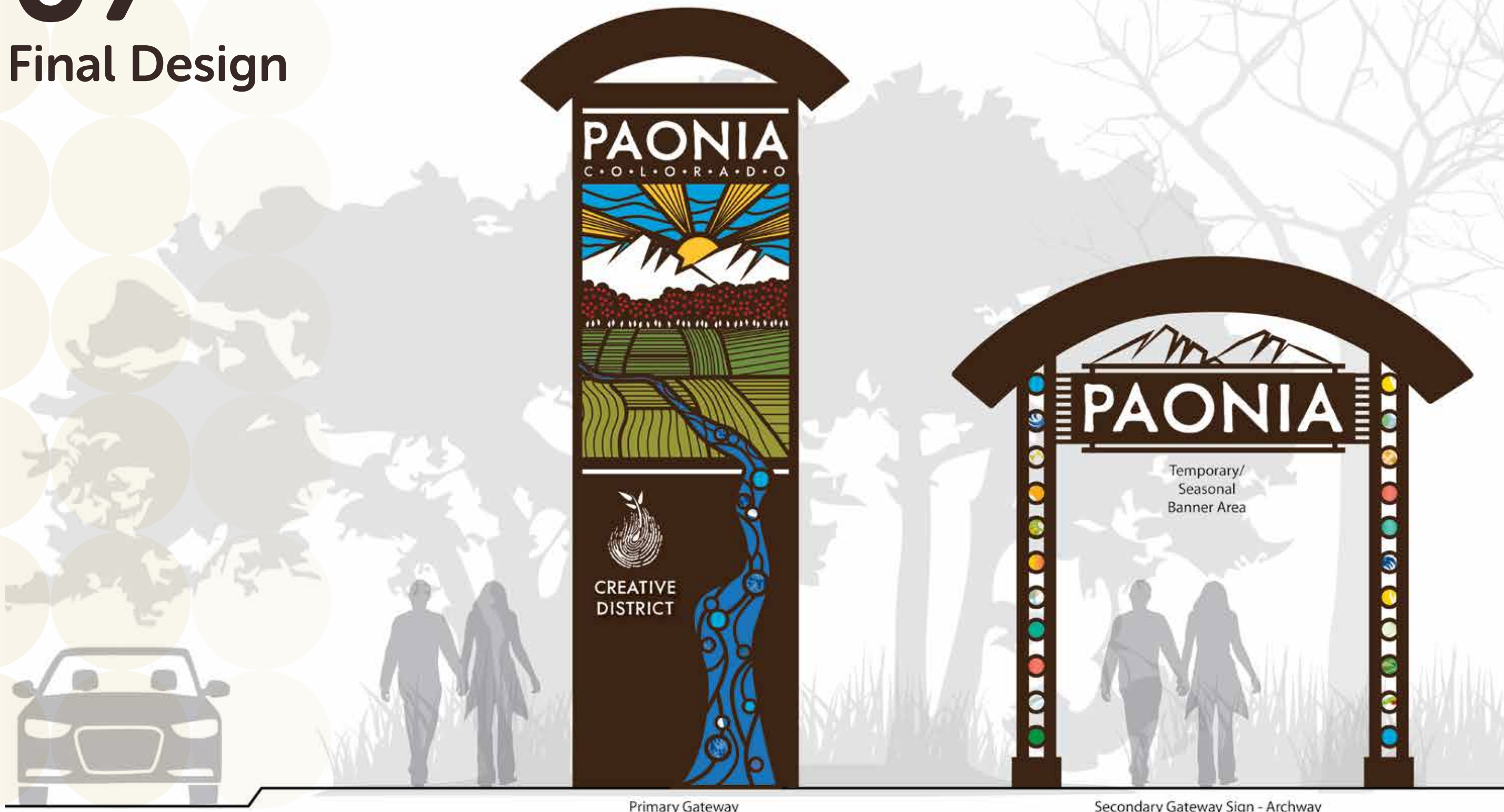
Paonia Creative District shared a live video.

June 5 at 5:29pm · 🌐



07

Final Design



Primary Gateway

A
2

Secondary Gateway Sign - Archway

B
2



Vehicular Directional Signs - In-Town Scale

D
12

Vehicular Directional Signs - Highway Scale

D2
6

Business Directional Signs

E
2

Parking Signs

H
2

Auto/Pedestrian/Kiosk Signs

F
7



Destination Signs

G
2

Info/Event Signs

G
2

Information Kiosk - Front

C
1

Information Kiosk - Side

Implementing the Final Design Vision

Beginning with installation of the first signage phase in 2018/2019, the new Paonia 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 Paonia community, as subsequent phases of the signage plan are installed, the impact of the signage on the economic development and sense of place within Paonia 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 Paonia community to support the new signage program.

This calling is for
our handicapped
guests
Please
Do not use it for
bicycles or pets

08

Implementation Plan

REALIZING THE PAONIA SIGNAGE & WAYFINDING PLAN

Although funding for the signage can be secured from grants and outside sources, the signage improvements will benefit from a commitment from the Town of Paonia, and its staff and elected officials. Beyond funding the initial construction, 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 Paonia 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 local fabricators/artists 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-csbgr>
- 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/special_funding/stp/
- Governors Energy Office (GEO) and USDA Rural Development (RD) Energy Programs (to fund energy-efficient new lighting)
- Colorado Health Foundation Activating Places and Spaces Together <http://www.coloradohealth.org/funding-opportunities/funding-opportunity-activating-places-and-spaces-together>

Public-Private Partnerships

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

Tax Assistance from General Funds

- Allocate specific funds for the signage and wayfinding improvements

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

Town of Paonia & Creative District

- ➔ Coordinate budget cycles & advocate for budget dollars
- ➔ Communicate with Paonia businesses to advertise, promote and implement the merchant sign blade program
- ➔ Research and apply for signage & wayfinding grants
- ➔ Manage consultant efforts related to BID and CD packages
- ➔ Manage consultant efforts for yearly signage maintenance contract
- ➔ Fabricate and install new street signs (or coordinate the fabrication with a local sign shop)
- ➔ Locate needed electrical service within signage installation zones (prior to bidding of signage & wayfinding project, as needed)

Signage & Wayfinding Working Group

- ➔ Commit to meet quarterly to discuss the status of the wayfinding plan
- ➔ Oversee the selection of signage fabricators and signage construction efforts

09

Sign Quantities, Cost Estimate, and Phasing Plan

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 Paonia and Creative District 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

Unit Cost	Unit Cost Adjusted 50% for Local Fabrication	Sign Type/Quantity		Total Cost	Total Cost Adjusted 50% for Local Fabrication
\$18,000- \$25,000/ each	\$9,000- \$12,500/ each	A 2	Primary Gateway	\$36,000- \$50,000	\$18,000- \$25,000
\$14,000- \$18,000/ each	\$7,000- \$9,000/ each	B 2	Secondary Gateway (archway)	\$28,000- \$36,000	\$14,000- \$18,000
\$12,000- \$15,500/ each	\$6,000- \$7,750/ each	C 1	Large Info Kiosk/Shelter	\$12,000- \$15,500	\$6,000- \$7,750
\$10,000- \$14,000/ each	\$5,000- \$7,000/ each	D 12	Vehicular Directional - Town	\$120,000- \$168,000	\$60,000- \$84,000
\$12,000- \$18,000/ each	\$6,000- \$9,000/ each	D2 6	Vehicular Directional - Hwy	\$72,000- \$108,000	\$36,000- \$54,000
\$12,000- \$18,000/ each	\$6,000- \$9,000/ each	E 2	Business Directional Sign	\$24,000- \$36,000	\$12,000- \$18,000
\$8,000- \$12,500/ each	\$4,000- \$6,250/ each	F 7	Destination/Info Sign	\$56,000- \$87,500	\$28,000- \$43,750
\$5,500- \$8,000/ each	\$2,750- \$4,000/ each	G 3	Destination/Event Sign	\$16,500- \$24,000	\$8,250- \$12,000
\$3,000- \$6,000/ each	\$1,500- \$3,000/ each	H 2	Parking Signs	\$6,000- \$12,000	\$3,000- \$6,000
Total Costs				\$370,500-\$537,000	
Total Costs Adjusted 50% for Local Fabrication					\$185,250-\$268,500

SIGN-BY-SIGN LOCATIONS & DETAILS

- A1

 Primary Gateway
- A2

 Primary Gateway



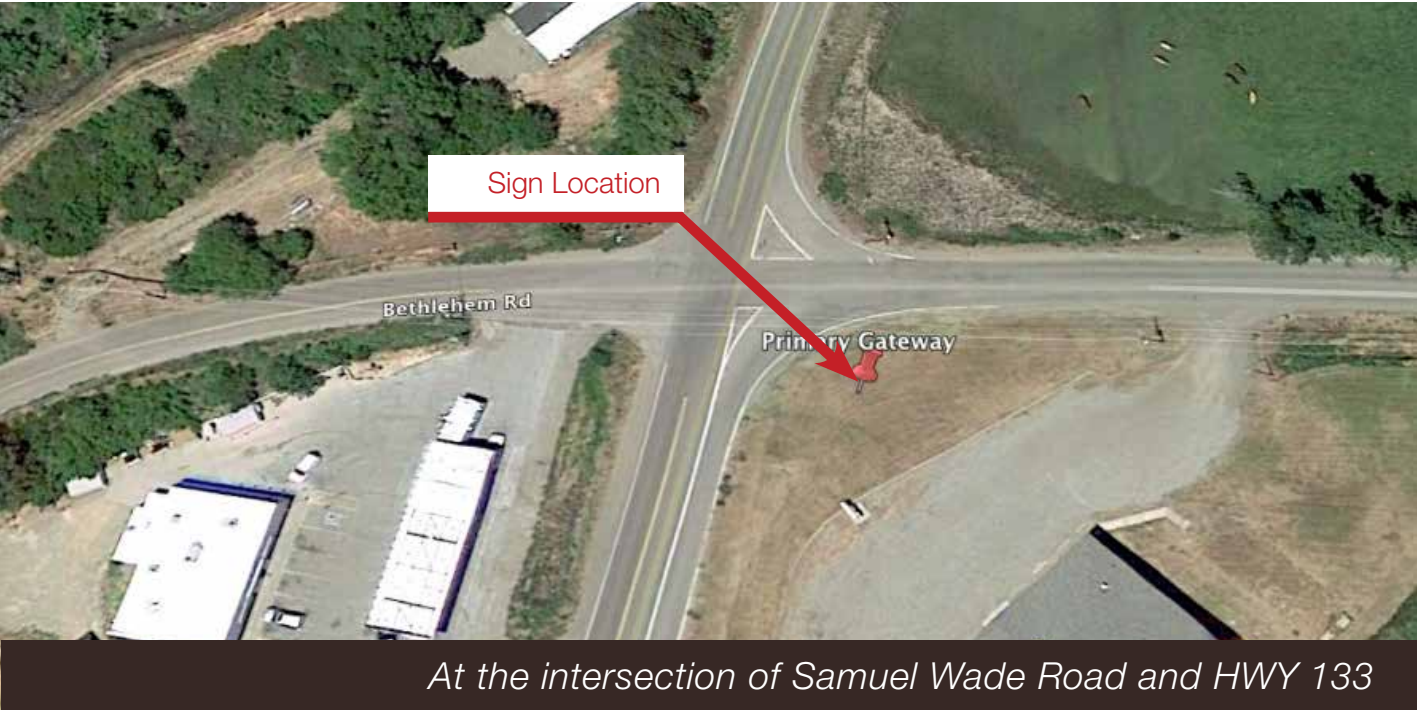
- A1

 Primary Gateway



- A2

 Primary Gateway



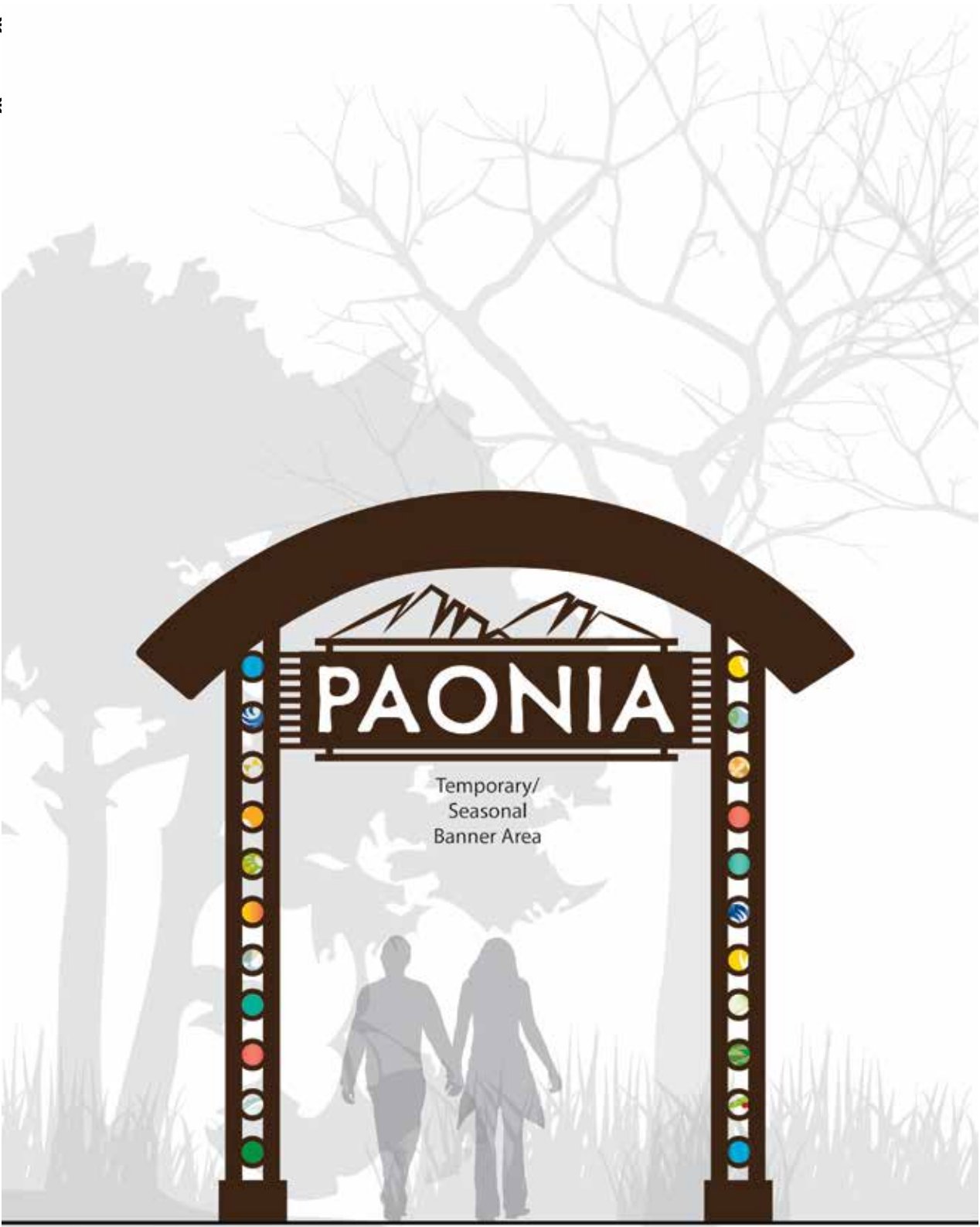
SIGN-BY-SIGN LOCATIONS & DETAILS

B
1

Se

B
2

Se



Secondary Gateway Sign - Archway

B
1

Secondary Gateway (archway)



At the northern end of the Grand Avenue Bridge

B
2

Secondary Gateway (archway)



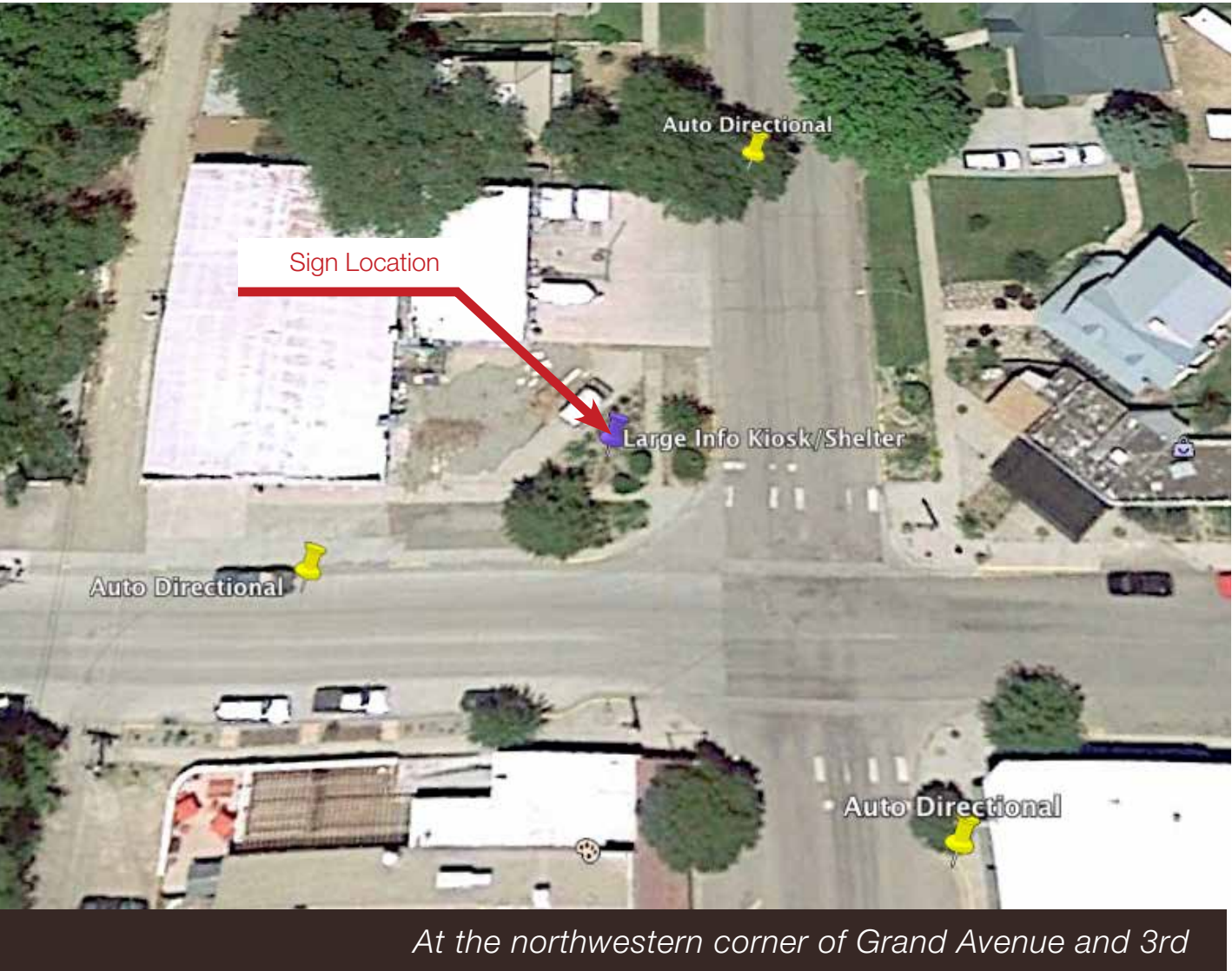
At the northwestern end of the Samuel Wade Ave Bridge

SIGN-BY-SIGN LOCATIONS & DETAILS

C 1 Large Info Kiosk/Shelter



C 1 Large Info Kiosk/Shelter



SIGN-BY-SIGN LOCATIONS & DETAILS

D 1	Auto Directional - In-Town Scale	D2 1	Auto Directional - Highway Scale
D 2	Auto Directional - In-Town Scale	D2 2	Auto Directional - Highway Scale
D 3	Auto Directional - In-Town Scale	D2 3	Auto Directional - Highway Scale
D 4	Auto Directional - In-Town Scale	D2 4	Auto Directional - Highway Scale
D 5	Auto Directional - In-Town Scale	D2 5	Auto Directional - Highway Scale
D 6	Auto Directional - In-Town Scale	D2 6	Auto Directional - Highway Scale
D 7	Auto Directional - In-Town Scale		
D 8	Auto Directional - In-Town Scale		
D 9	Auto Directional - In-Town Scale		
D 10	Auto Directional - In-Town Scale		
D 11	Auto Directional - In-Town Scale		
D 12	Auto Directional - In-Town Scale		



Vehicular Directional Signs - In-Town Scale

Vehicular Directional Signs - Highway Scale

SIGN-BY-SIGN LOCATIONS & DETAILS

D2
1 Auto Directional



D2
3 Auto Directional



D2
2 Auto Directional



D2
4 Auto Directional



SIGN-BY-SIGN LOCATIONS & DETAILS

D2
5 Auto Directional



D
1 Auto Directional



D2
6 Auto Directional



D
2 Auto Directional



SIGN-BY-SIGN LOCATIONS & DETAILS

**D
3** Auto Directional



Sign Location

D3 - Auto Directional

FACING EAST
< Public Parking
^ Public Library

FACING WEST
> Town Hall
> Performing Arts Center
^ Apple Valley Park (trailhead symbol)
^ Creative District & Edesia Kitchen

Along 3rd St, east of Main Street

**D
5** Auto Directional



Sign Location

D5 - Auto Directional

FACING SOUTH
< Town Hall (parking)
> Apple Valley Park (trailhead)
^ Paradise Theatre
^ Blue Sage Center for the Arts

FACING NORTH
> Solar Energy International
> Airport (remove from current Yield sign)
> Sanitation & F1 (remove from current Yield sign)

Along Grand Ave, north of 1st Ave

**D
4** Auto Directional



Sign Location

D4 - Auto Directional

G1 - Destination/Info Sign - Polous Park

FACING NORTH
> Town Park
> Apple Valley Park
> Creative District & Edesia Kitchen
< Library
^ River Park

FACING SOUTH
> Town Hall (parking)
< Apple Valley Park (trailhead symbol)
^ Solar Energy International

Along Grand Ave, mid-block between 2nd & 3rd St

**D
6** Auto Directional



Sign Location

D6 - Auto Directional

FACING WEST
< Library
^ Blue Sage Center for the Arts
^ Paradise Theatre
^ Town Hall

FACING EAST
^ Solar Energy International

At the intersection of 1st Ave, Niagra, & Mathews Ave, on the southwest corner

SIGN-BY-SIGN LOCATIONS & DETAILS

**D
7** Auto Directional



D7 - Auto Directional

Sign Location

FACING WEST
^ Town Park (.3mi)
^ Creative District & Edesia Kitchen (.6 mi)
^ Apple Valley Park (.7 mi)

FACING EAST
^ Public Library
< Performing Arts Center
< Town Hall (parking)
< Post Office

Along 3rd St, east of Onarga Ave

**D
9** Auto Directional



D9 - Auto Directional

Sign Location

FACING WEST
< Apple Valley Park (trailhead)
^ Creative District & Edesia Kitchen

FACING EAST
> Apple Valley Park (trailhead)
^ Performing Arts Center
^ Town Hall (parking)
^ Public Library

Along 3rd St, east of Rio Grande Ave

**D
8** Auto Directional



D8 - Auto Directional

Sign Location

FACING WEST
< Town Park (parking)
^ Apple Valley Park (trailhead)
^ Creative District & Edesia Kitchen

FACING EAST
> Town Park
^ Performing Arts Center
^ Town Hall (parking)

Along 3rd St, east of North Fork Ave

**D
10** Auto Directional



D10 - Auto Directional

Sign Location

FACING WEST
< Creative District
< Edesia Kitchen

FACING EAST
^ Apple Valley Park (trailhead)
^ Performing Arts Center
^ Town Hall (parking)
^ Public Library

Along 3rd St, east of Clark Ave

SIGN-BY-SIGN LOCATIONS & DETAILS

**D
11** Auto Directional



Sign Location

D11 - Auto-Directional

FACING WEST


- < Town Park (parking)
- ^ Apple Valley Park (trailhead)
- ^ Creative District & Edesia Kitchen

FACING EAST

- ^ Public Library
- < Performing Arts Center
- < Town Hall (parking)
- < Post Office

Along 2nd St, east of North Fork Ave

**D
12** Auto Directional



Sign Location

D12 - Auto Directional

FACING WEST

- ^ Public Library
- ^ Town Hall
- ^ Blue Sage Center for the Arts
- ^ Apple Valley Park (trailhead)
- ^ Creative District & Edesia Kitchen

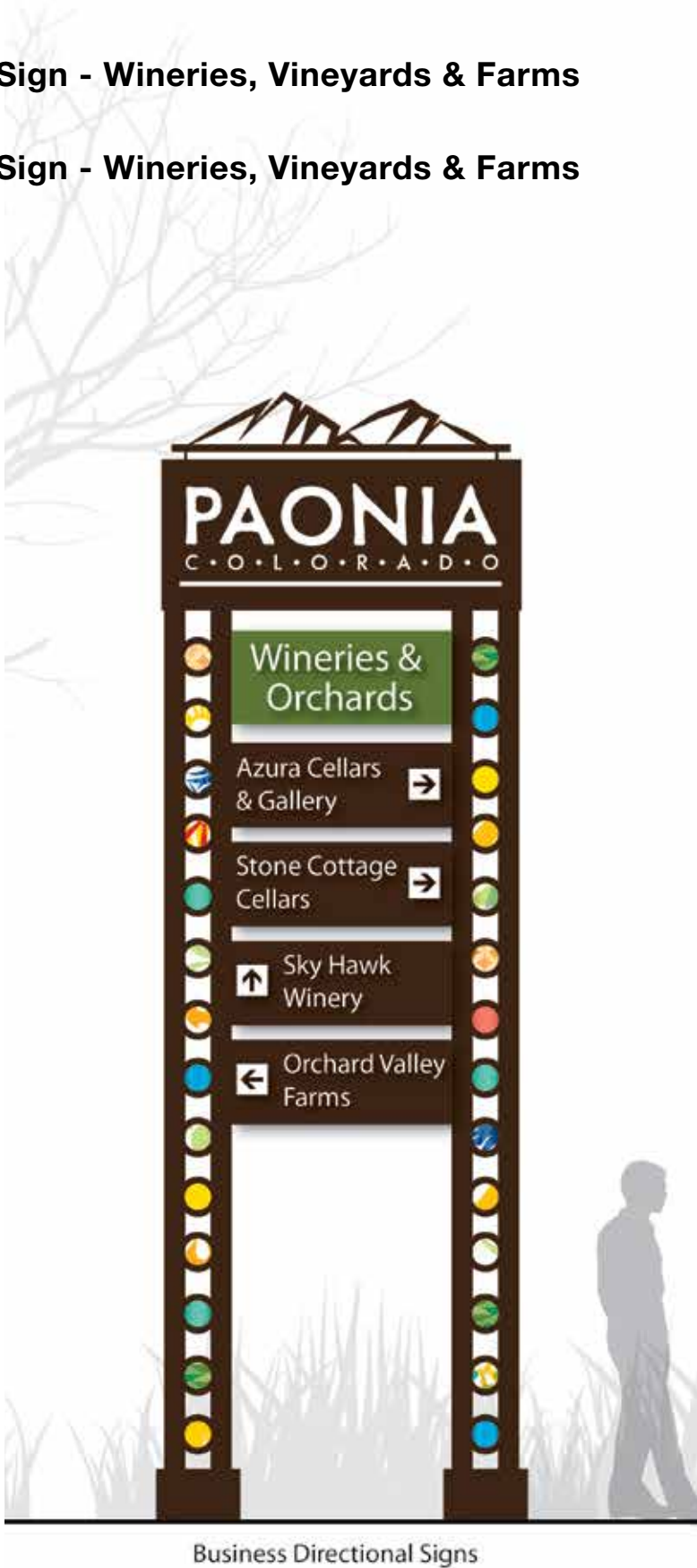
Along Samuel Wade Rd, west of Stahl Rd

SIGN-BY-SIGN LOCATIONS & DETAILS

- E1

Multi-Tenant Sign - Wineries, Vineyards & Farms
- E2

Multi-Tenant Sign - Wineries, Vineyards & Farms



Business Directional Signs

- E1

Multi-Tenant Sign - Wineries, Vineyards & Farms



- E2

Multi-Tenant Sign - Wineries, Vineyards & Farms



SIGN-BY-SIGN LOCATIONS & DETAILS

F1

Destination/Info Sign

F2

Destination/Info Sign

F3

Destination/Info Sign

F4

Destination/Info Sign

F5

Destination/Info Sign

F6

Destination/Info Sign

F7

Destination/Info Sign

Front

Back

PAONIA

C.O.L.O.R.A.D.O

Information

↑ Polous Park

← Town Park

→ Public Library

↑ Grocery Store

PAONIA

C.O.L.O.R.A.D.O

Wine Tour

Paonia Area Wineries

Alfred Eames Cellars

Azura Cellars

Black Bridge Winery

Delicious Orchards

Delicious Orchards

5600 Vineyards

Stone Cottage Cellars

Terror Creek Winery

Auto/Pedestrian/Kiosk Signs

F1 Destination/Info Sign



F2 Destination/Info Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

F3 Destination/Info Sign



F5 Destination/Info Sign



F4 Destination/Info Sign

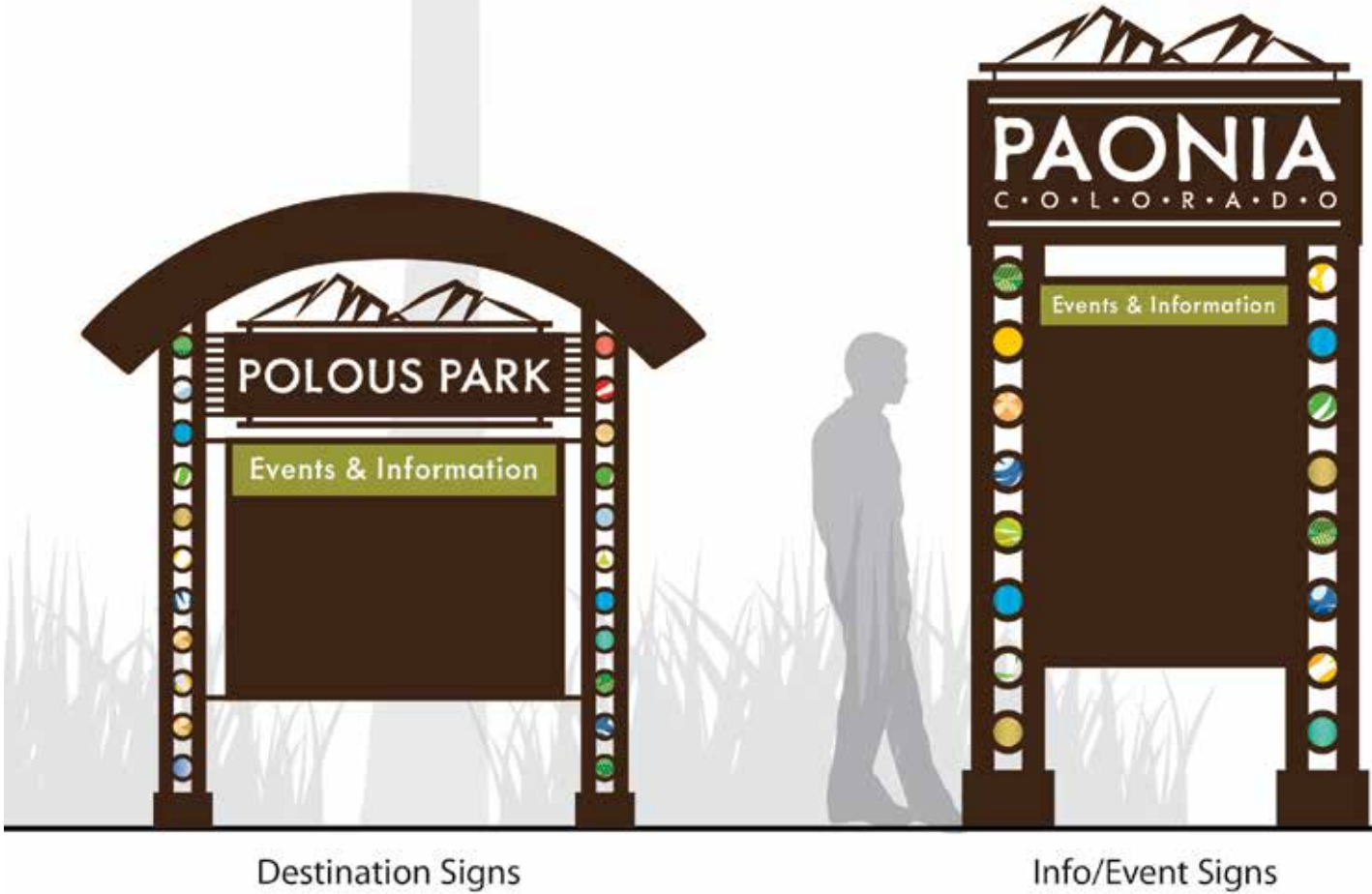


F6 Destination/Info Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

- G1 Destination/Event Sign
- G2 Destination/Event Sign
- G3 Destination/Event Sign



- G1 Destination/Event Sign



- G2 Destination/Event Sign



G
3

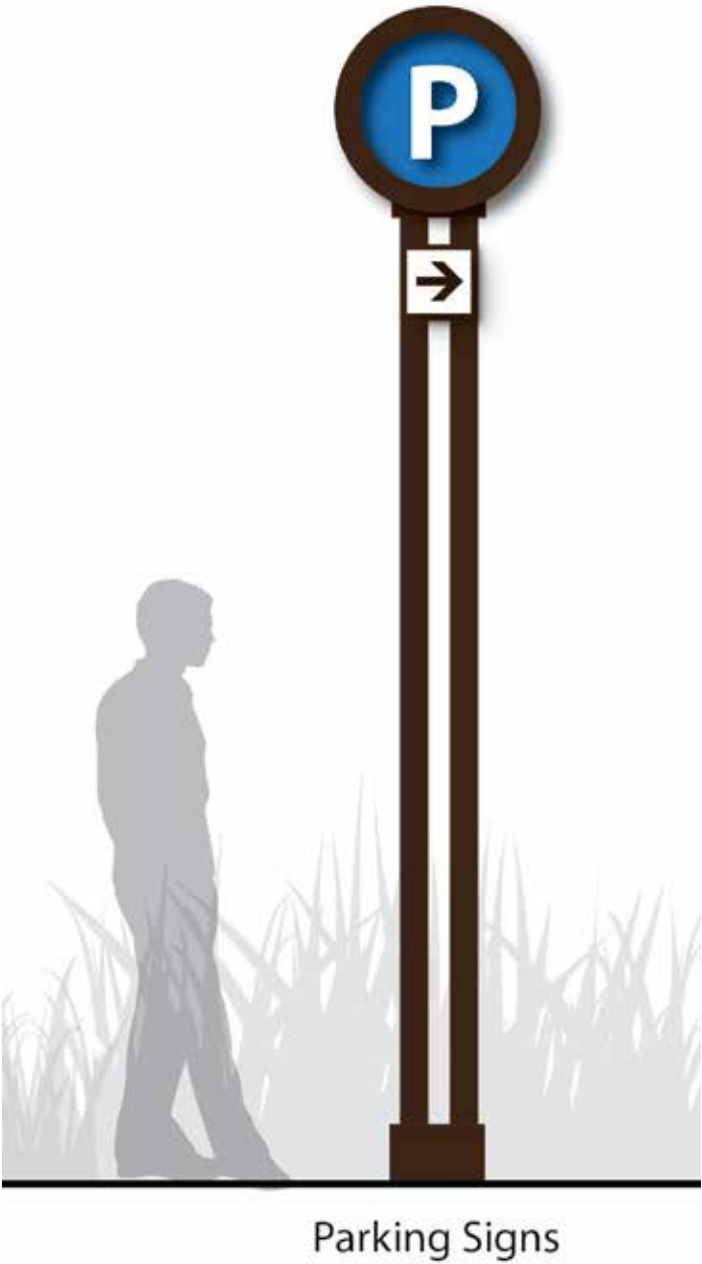
Destination/Event Sign



SIGN-BY-SIGN LOCATIONS & DETAILS

**H
1** Parking Destination Sign

**H
2** Parking Destination Sign



**H
1** Parking Destination Sign



**H
2** Parking Destination Sign



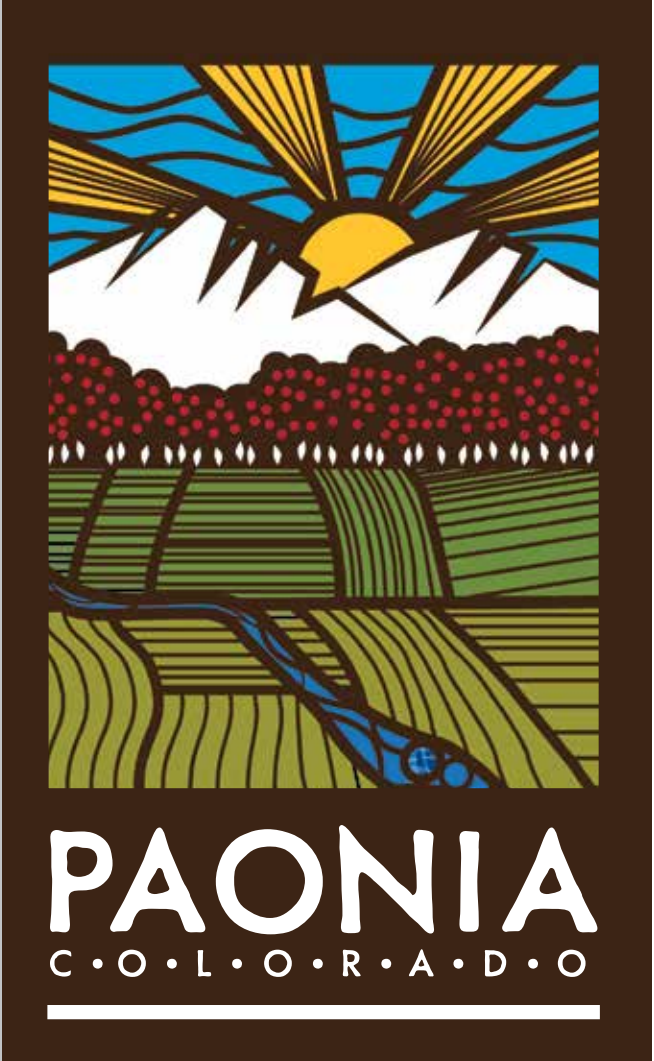
Street Sign Template



Street Banner Template for Existing Light Poles Along Grand Avenue



One Color



Full Color

10

Construction Documentation

FABRICATION SPECIFICATIONS

A. Quality Standards

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

B. Structural Design

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

C. Vandalism Design

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

D. Substitution

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

E. Pre-Fabrication Submittals

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

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

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

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

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

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

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

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

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

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

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

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

F. Material Handling

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

G. Construction Methodology

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

1. Because different systems of extrusions may result in slightly different dimensional requirements, the total height and width dimensions described in the sign construction on the drawings may be considered “nominal” for the purposes of cost quote.
2. Sign faces are to be fabricated using steel 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 (izione, 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 123C
Perspex - Satin Finish or Glass
(Gateway Signs)



02 PMS 299C
Perspex - Satin Finish or Glass
(Gateway Signs)



03 PMS 7621C
Perspex - Satin Finish or Glass
(Gateway Signs)



10 Reflective White
ORALITE 5800 White
(Sign Text)



11 Cooper Roof
(Informational Kiosk)



04 PMS 7490 C
Perspex - Satin Finish or Glass
(Gateway Signs)



05 PMS 7461 C
Perspex - Satin Finish or Glass
(Gateway Signs)



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



12 High Pressure Laminate
(Maps)



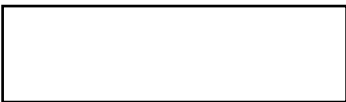
13 Art Glass
(Gateway Signs, Kiosks, Auto Navigation,
Pedestrian Signs)



07 PMS 7746C
Perspex - Satin Finish or Glass
(Gateway Signs)



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



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)

Typography

Fabricator is responsible for acquiring all listed fonts.

HEADLINE: METALLOPHILE 5P8

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

BODY COPY PRIMARY: MYRIAD PRO REGULAR

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

BODY COPY ALTERNATE: ITC BOOKMAN STANDARD - LIGHT ITALIC

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

Artwork

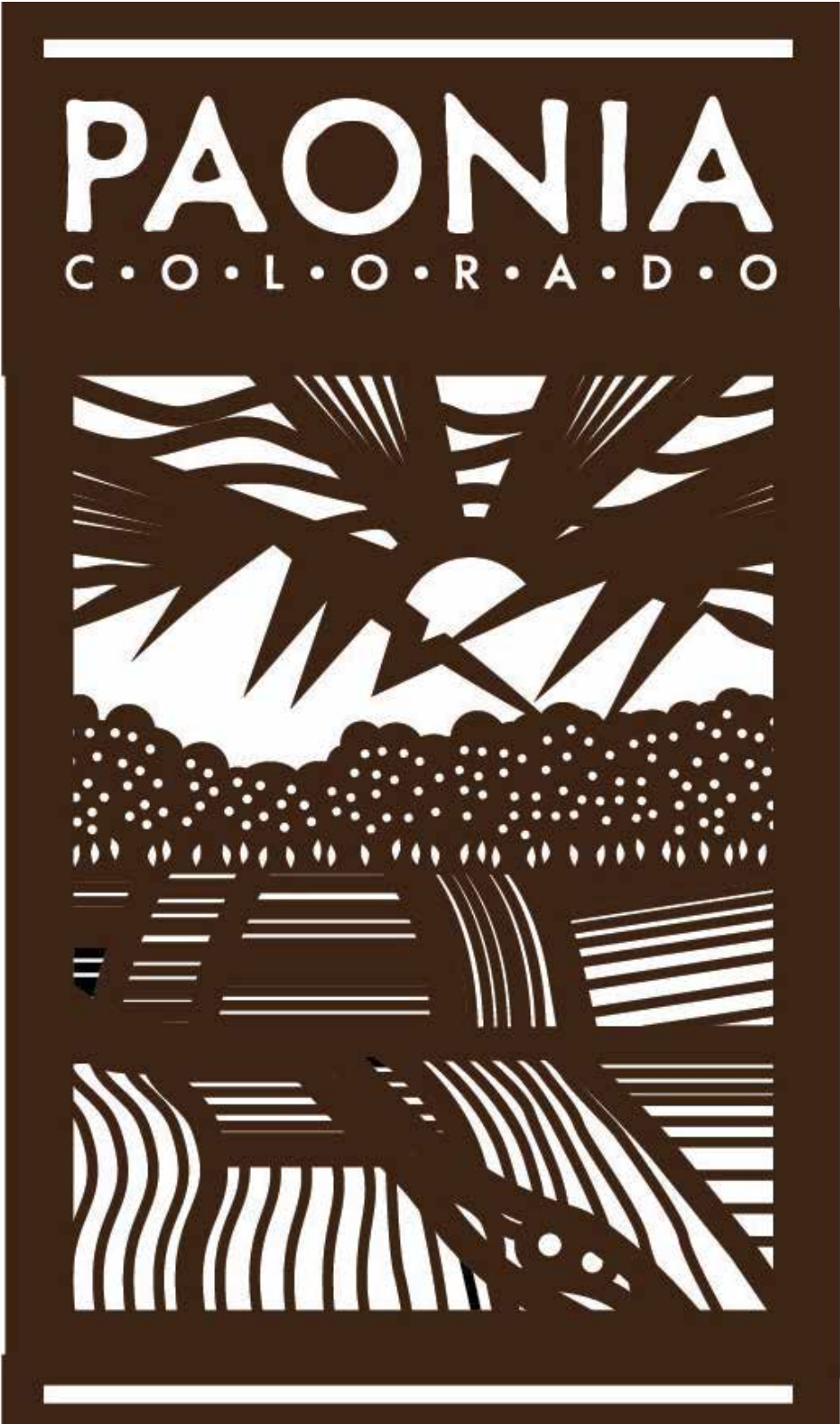
All artwork shown in the document is for placement only – it is the responsibility of the Fabricator to obtain original vector art from the Designer.
The Designer will provide all original vector art and photography to the Fabricator via FTP, Dropbox, or other electronic means.

PAONIA
C • O • L • O • R • A • D • O

Town Wordmark



Paonia Brand Stamps/Logos



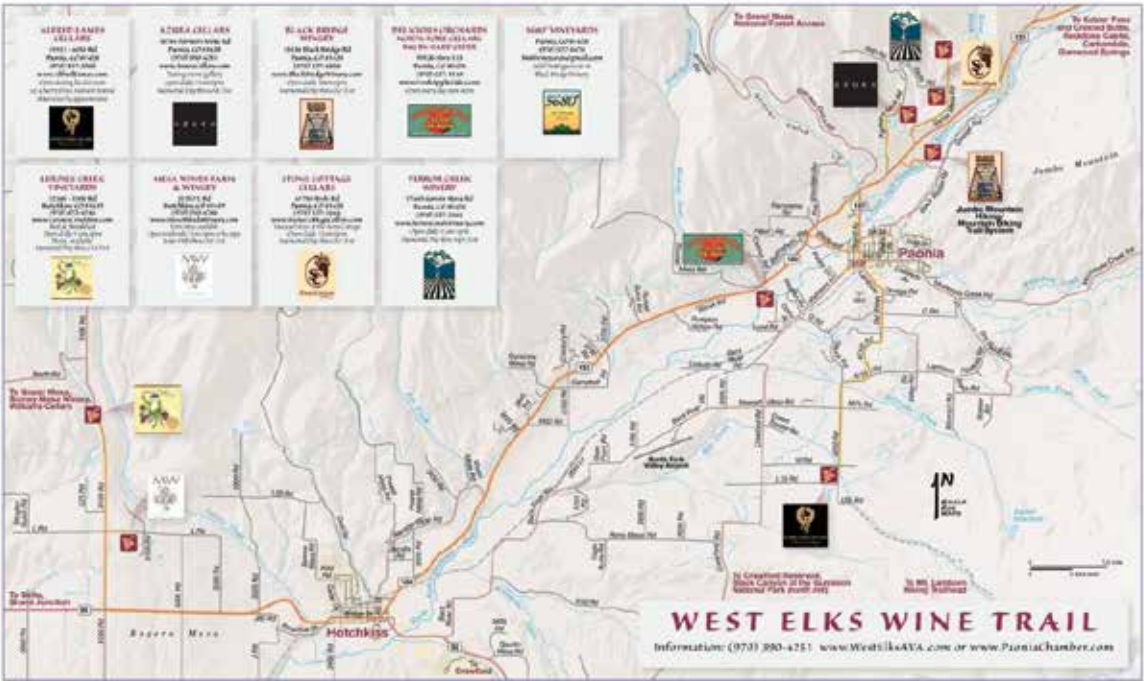
Artwork (waterjet cut graphic)

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.

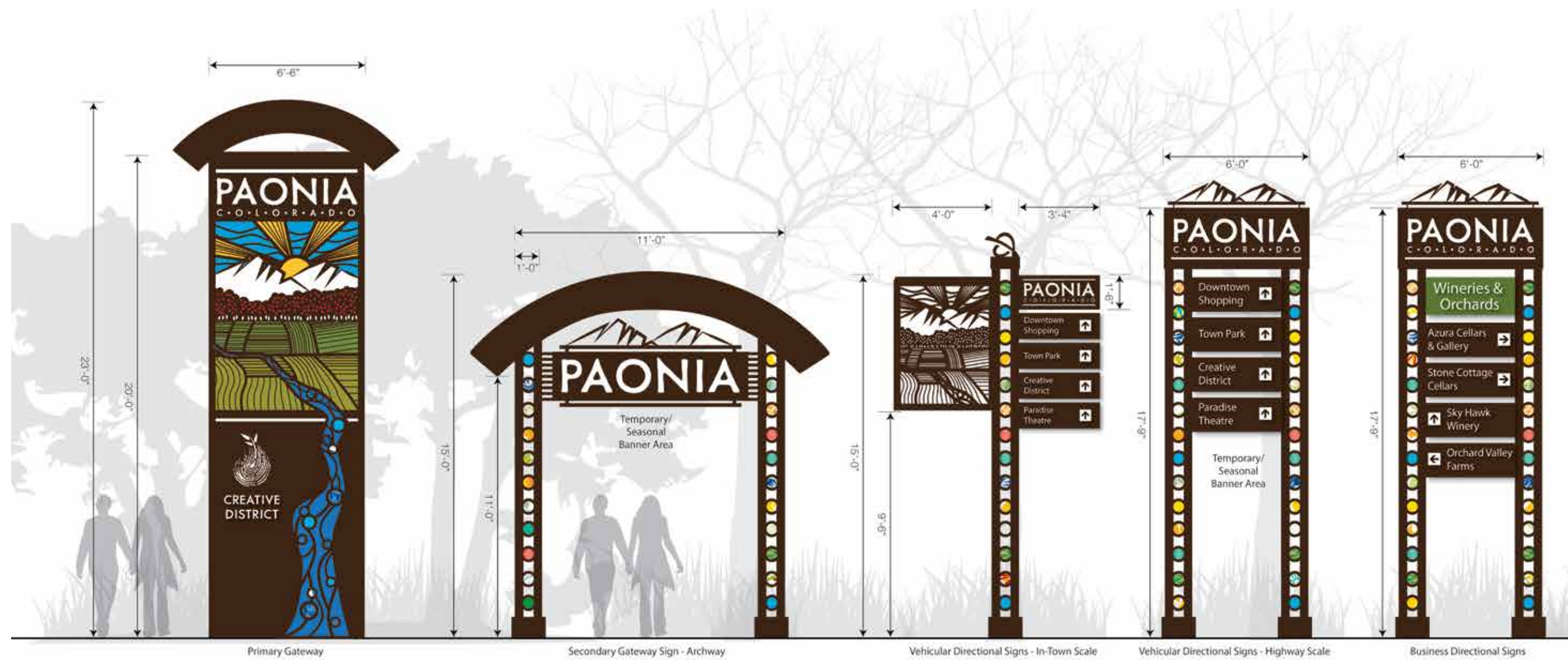


Wine Tour Map



Cast Art Glass Emblems - 8", 6" & 4" Sizes

SIGNAGE DIMENSIONS



SIGNAGE DIMENSIONS



DOCUMENT PREPARED BY:

Kristin Cypher

C+B Design