

TOWN OF LYONS SIGNAGE & WAYFINDING MASTER PLAN

MAY 2024

The background image shows a building with a light-colored tiled facade. On the left, there is a colorful mural depicting a landscape with a bridge, trees, and a small airplane. Above the mural, the word "GAP" is visible. To the right of the mural, there are two large, mature trees with thick trunks and green foliage. The sky is visible through the branches of the trees. The overall scene is outdoors, likely in a park or public space.

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, it also creates an emotional bond with residents and visitors, and provides stakeholders 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, and is able to communicate that sense of place back to residents and visitors.

TOWN OF LYONS SIGNAGE & WAYFINDING PLAN

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PURPOSE & GOALS OF THE SIGNAGE & WAYFINDING PLAN

- Help direct residents and visitors to destinations within Lyons
- Identify the style, quantity and type of signage needed in Lyons
- Outline the costs and resources needed to create an implementation and phasing plan for the new signage & wayfinding designs



PROJECT CONTEXT & BACKGROUND

As both a tourist destination and a deeply rooted Colorado community, the Town of Lyons is in a unique position to capitalize on recent progress toward a better understanding of how to tell its story through signage and wayfinding. The new signage will stand on the shoulders of both the existing materials and types of signs installed throughout town, as well as the history and culture of the Lyons community and its vibrant, eclectic, caring and creative spirit.

The Project Goals:

- Create a cohesive, iconic, inclusive, and welcoming wayfinding system that celebrates the community and directs visitors into and through the Town of Lyons
- Alert and direct visitors and residents into the Town of Lyons and its community destinations while driving, walking, biking and using transit
- Identify travel paths and key decision points for the different travel modes of visitors to Lyons

Project Description

In a continuation of efforts to support the Town of Lyons as a primary travel destination with distinctive shopping, dining, and recreational services for residents and visitors alike, the proposed Lyons signage and wayfinding plan establishes signage guidelines that can be phased in, modified, or expanded as needed. The wayfinding signage program is designed to meet the needs of both residents and visitors, with a focus on all transportation modes within the town and along major access roadways. Street level vitality, legibility, safety, maintenance, and replacement costs are all major considerations in creating an informational, user-friendly, wayfinding signage program. The primary goals of the new signage and wayfinding program include:

- ➔ Increase visitor and resident traffic to major destinations within and around Lyons
- ➔ Reduce inefficiencies in traffic flow and increase parking awareness (considering interactions of all modes of transportation)
- ➔ Enhance & reinforce connections to local recreational, cultural, and visitor amenities
- ➔ Help clarify/organize regulatory signage - especially along CDOT-managed corridors
- ➔ Let visitors know that Lyons is a great place to stop, eat, walk their dog, have a coffee, view art, walk/bike the trails, enjoy lunch in a restaurant or otherwise rest and collect themselves as part of their trip to-and-from Estes Park and RMNP

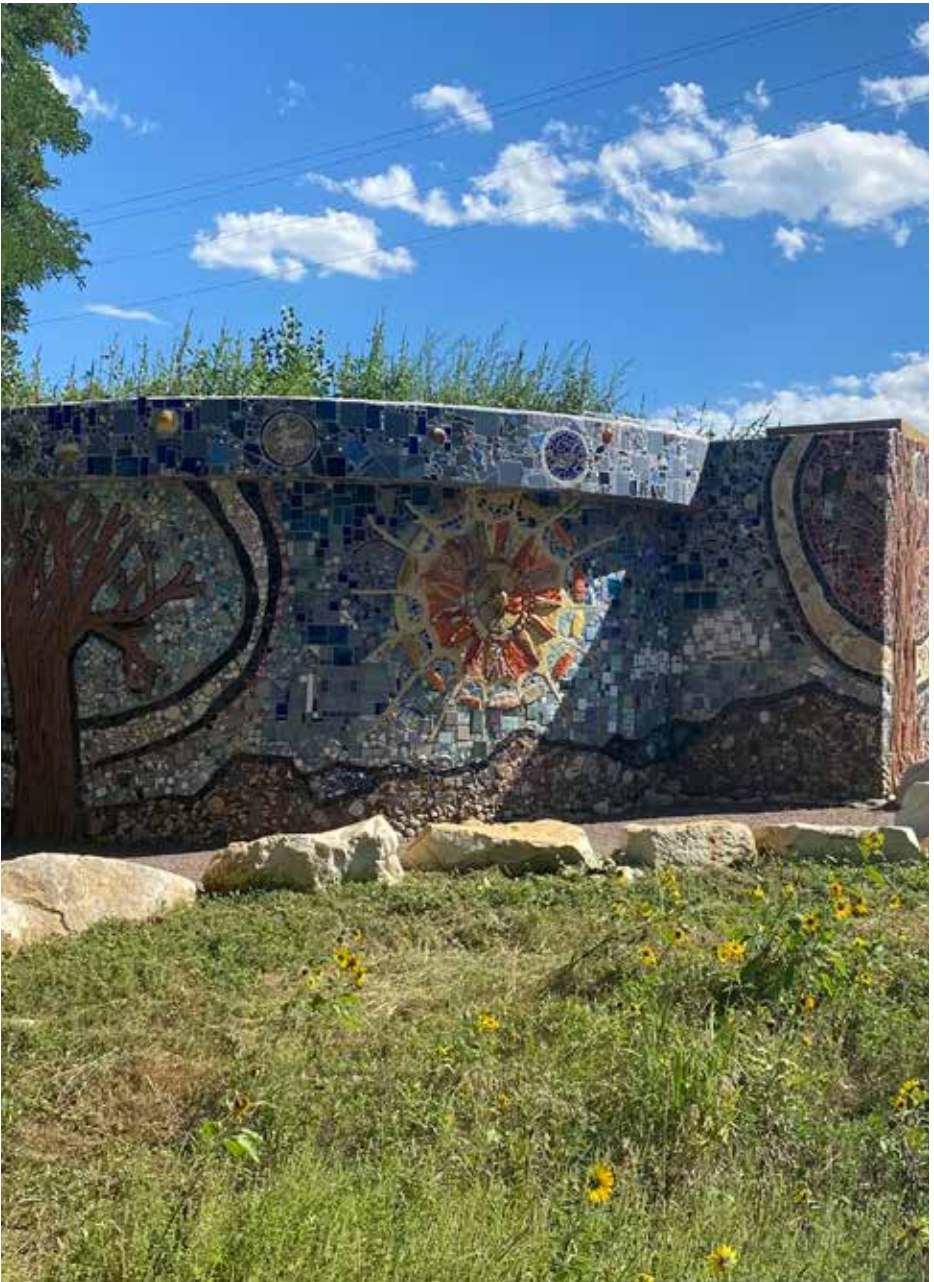
Objectives of the new Signage & Wayfinding System

- ➔ Placemaking – Reinforce a sense of place for the Town of Lyons, enhancing the community image and brand
- ➔ Brand Awareness - Support, brand, and identify a distinct identity for Lyons with signage that blends with the historic and creative character of the community, and the natural beauty of the surrounding landscape
- ➔ Legibility – Highlight important community resources and destinations, and how to access them through clearly defined directional information
- ➔ Roadway Visibility - Direct visitors to Town of Lyons destinations/amenities from major roadways (CDOT and others)
- ➔ Economic Development – Increase awareness of downtown Lyons shopping and dining, helping to increase sales tax revenues, general interest in the area, economic growth, tourism 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
- ➔ Bid documents for a competitive request for proposal for fabrication and installation bids

Project Timeline



Making connections between the Town of Lyons and the surrounding natural, cultural and recreational opportunities is an important cornerstone of the signage and wayfinding project.

Please visit us at the
Lyons Regional Library
to share your ideas
during **Design Week!**

1p-5p Monday, Sept. 18
2p-6p Tuesday, Sept. 19
1p-5p Wednesday, Sept. 20

TOWN OF LYONS

WAYFINDING

DESIGN WEEK
SEPT. 18-22

PLEASE TAKE THE WAYFINDING SURVEY

Scan Me
to take the
ENGLISH
survey

Scan Me
to take the
SPANISH
survey

Monday through Wednesday of Design Week, the wayfinding team met with over 60 Lyons community members at the Public Library

Visual Preference Exercise

The purpose of the visual preference banner exercise was to help community members and visitors identify the materials, colors, and signage types that would fit the character of Lyons. 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 Signage
- Pedestrian Signage
- Auto Signage
- Bike/Trail Signage
- Interpretive/Park/Placemaking Elements



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

VISUAL PREFERENCE DOT VOTING RESULTS

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

Natural/Organic/Recycled Materials and Patterns Preferred

There was a strong preference for materials that exhibited an organic, raw, and organic feel. Sandstone was the most preferred material, but many participants noted that they would like to see other materials use to expand the signage palette beyond sandstone. Examples of additional preferred materials included naturally rusting steel, wood (although there were some noted concerns regarding the longevity and maintenance of wood), and aluminum painted in colors that mimicked natural materials. Glass and bronze/brass were other materials selected by community members.

In addition to material types, there was also a strong preference for recycled or repurposed materials that could potentially find a 'second life' in the signage as supports or structural elements that could be used in unique or artistic ways.

In addition to preferring natural materials, there was also a strong preference for selecting patterns and accents that were drawn from natural elements like leaves, water, animals, and landscape forms. Organic and whimsical forms were also preferred for the overall shape and design of the sign, with participants noting the eclectic quality of the Lyons community and the desire to have the signage reflect this quirky character in its shape and overall form. One image that many participants made note of was an set of panels where the information on display was spread across several panels that each had a unique organic shape.

One preference that was selected by all participants was a desire for the signage to have texture and depth. Any signs that appeared flat or with finishes or materials that were too shiny or perfected were seen as inappropriate for Lyons. Additionally, materials or designs with bold, thick textures that could produce strong shadow lines and depths were uniformly preferred by community members.

Art Should Be Carefully Considered

Although many community members gravitated toward the artistic and sculptural elements in the example photos, they repeatedly cautioned against having the signage too closely resemble fine art. The rationale was that with all the current art pieces on display in Lyons, signage that looked too artistic could get lost and not be effective. With this concern in mind, participants also said they wanted art to be part of the new signage, but that the signage messaging should take precedence over the art, and the art should also exhibit some uniformity in location/style in the signage so that the overall signage palette elements could easily be recognized and clearly understood.

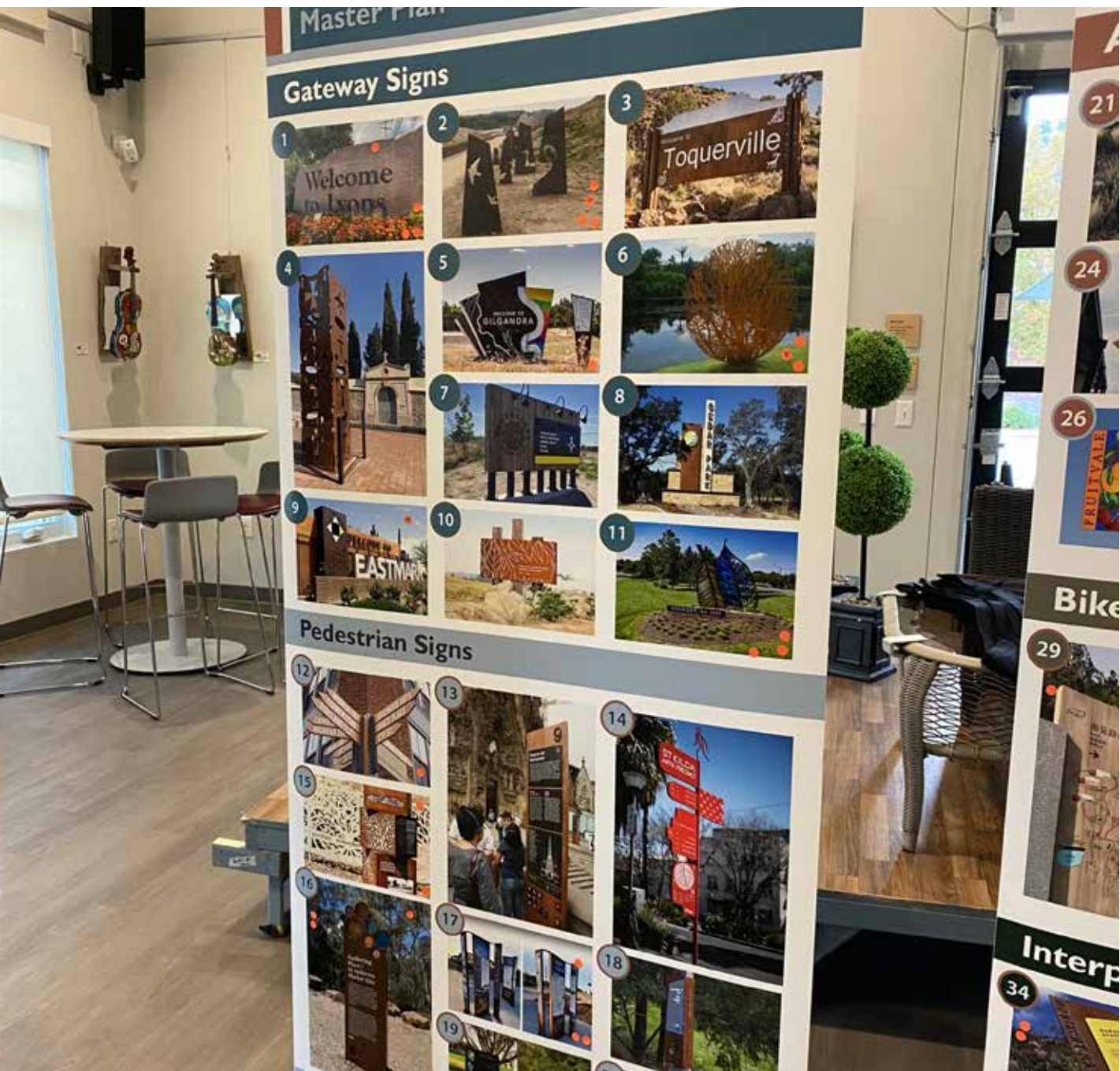
Natural Colors are the Best Fit for Lyons

Along with the preference for natural materials, colors that are drawn from nature were preferred over vibrant, strong colors. Signage examples with bold colors as their main statement were not considered a good fit for Lyons. However, when bold colors were used sparingly, they were noted as being an okay choice - but the signage itself should not have an overall vibrant color palette. Strong colors should be used sparingly. Several members of the community noted that the current color palette on the Town of Lyons website was great.

Clarity of Messaging is Critical

Several community members made note of the need for clear and easy-to-read messages. High contrast for signage text was preferred, and careful consideration for fonts and text sizes that were large and clear enough to easily and quickly read was noted as important. Many participants liked the engraved character of signage messaging on metal or stone, but they felt that this engraving should be either painted or done in such a way that the signage messages are clear and easily distinguishable. It was also noted that some of the existing Town of Lyons sandstone signs are difficult to read due to a lack of contrast, and that perhaps cleaning the sandstone and/or updating the color of the etched information to have greater contrast could help improve the messaging of the existing sandstone signage.

This photo taken mid-day during the first Design Week library day shows a clear preference for organic forms and materials and a dislike or strong colors or forms that are too 'slick' and geometric.



COMMUNITY SURVEY

The community survey in both English and Spanish was open from September 9 through October 2, 2023. The survey was distributed through social media advertisements and community email lists, and info stickers available at Town Hall and the Library. The primary goal of the community survey was to understand the places and amenities within Lyons that residents would like to emphasize, and what sign types would be most useful. We received 80 responses to the community survey.

Community Outreach - Key Points and Themes

A variety of outreach events allowed the signage design team to understand the Lyons community through many different perspectives and viewpoints. The following summary is a compilation of the key themes that emerged from the Design Week, the community survey, one-on-one meetings with Town of Lyons staff, and presentations to the Lyons Boards and Commissions (Arts and Humanities Commission, the Lyons Economic and Vitality Commission, and the Lyons Parks and Recreation Commission):

Experiential Signage Branding - Signage should be branded for different visitor experiences (downtown, parks, trails, shopping/dining, biking, entertainment, etc).

Walking Loops - Identify 'Lyons Loops' for walking and biking that connect key destinations in town and help encourage use and awareness of all Town of Lyons amenities.

Information Stations - Create information stations at key entrances into town, or at places where people transition from driving to walking, like the Bohn Park parking lot.

Connect New Signage and Mapping to Existing Town Sites & Resources - Ensure new physical sign branding is supported by updated Town of Lyons social media/websites so that all information has the same brand and character.

Daylight Historic Themes/Locations - Use signage to connect to historic places and themes (Sandstone Park is where they used to store sandstone).

Things and Places in Lyons Signage Should Help People Find:

- ➔ Parking
- ➔ Restrooms
- ➔ Dog Park
- ➔ Library
- ➔ Town Hall
- ➔ Downtown Businesses
- ➔ Trails/Trailheads
- ➔ Parks
- ➔ Electric Car Charging Stations
- ➔ Clarifier
- ➔ Bohn Park
- ➔ Museum
- ➔ Event Locations

Locations in Lyons Where Informational Signage is Needed/Would be Helpful:

- ➔ 2nd Avenue Parking Lot
- ➔ Library
- ➔ Dog Park
- ➔ Bohn Park (at least 2)
- ➔ LaVern M. Johnson Park
- ➔ Entrances to Town
- ➔ Sandstone Park/Visitors Center
- ➔ Black Bear Hole/Take-Out Area
- ➔ Skatepark
- ➔ St.Vrain Market
- ➔ Town Hall
- ➔ Dairy Bar Area
- ➔ Moxie Area

600 water bottle stickers in English and Spanish were distributed throughout the Lyons community, and handed out to participants during the Design Week events.

Community Outreach - Key Points and Themes

Signage Designs Should be Whimsical and Artistic - Lyons is a place of music and the arts and these should be woven into the signage.

Address Visual Prominence and ‘Clutter’ of CDOT Signage - Work with CDOT to blend their signage into the town character.

Signage Should Support Downtown Businesses - Use signage to daylight and connect to non Main Street shops/businesses.

Consider Branding Lyons ‘Districts’ - Consider organizing the community by district to help visitors find parking and destinations that are specific to downtown (like shopping, dining and entertainment) or the parks and natural areas (like the river, the parks and trails, and the campgrounds). Think about the scale of Lyons and if this is appropriate.

Improve Park Signage Messaging and Placement - More organized park info signage (right message, right location) would help reduce sign messaging clutter in the parks, and looking at the placement of park signs that have pedestrian information that isn't easily viewable/accessible (like map kiosks located in the middle of flower beds) would help make the park signs easier to use and understand. People like the newness of the park signs.

Real-Time Messaging for Park Capacity - Can signage communicate when parks are full and/or at capacity? Parks have times of the year where use is heavy and capacity limits are reached and people need to be turned away at the gates. Can the signage include real-time/electronic messaging in the directional signs to the park that let visitors know in advance that the parks are full or closed to the public? Is electronic messaging appropriate for Lyons or needed for these limited times?

Signage Needs to Point Visitors EARLY to Destinations - Use the signage to daylight amenities for tourists in enough time for them to plan/stop. The Lyons downtown area links to many, many community amenities (parking, downtown destinations, park destinations), but the historic downtown district doesn't allow enough time for people to be aware of what Lyons has to offer and how to get to these places. Signage leading up to the downtown district should let drivers know well in advance what's in Lyons, so they can have enough time to decide to choose to find a place to park and stop and explore. The Town limits include a much larger area than the downtown, and signage should extend into these areas.

Temporary/Seasonal Signage - Design temporary/seasonal signage that calls attention to amenities or special information. This can be through banners, temporary signage at gas stations or other destinations on the outskirts of town. The temporary signage could focus on ideas like the 'Lyons Loop' that could be road-tested before they're made permanent.

Create a Secondary Gateway (or Gateways) - Consider designing a new gateway/gateways that invite people to stop and take a photo of themselves 'In Lyons.' This gateway should be engaging, artistic, and include 'Town of Lyons' text and perhaps the existing tagline, 'Lyons Kind.' The new gateway should be easily visible and accessible to visitors, and include either new parking or take advantage of existing parking, and should also include maps and information about Lyons that can help visitors plan their trip while they're stopped and before they reach downtown.

Consider a ‘Call for Art’ for the New Signage Artistic Elements - Explore the idea of creating a Call for Art to help select an artist whose work and vision aligns with the new signage designs, and who could either add elements to signage fabricated by others, or create artistic frameworks in which the new signage information can be displayed.

Signage Should be Installed Where People Already Gather - Places like the Library, the downtown, the Visitors Center, and parking lots, and parks are great places to install signage that provides maps, walking directions, and other information that helps people understand all that Lyons has to offer. Signage in these locations should be a high priority.

Signage that Points to Parking is Critical - One of the largest barriers to visitors stopping in Lyons is a lack of awareness of where to easily park. Adding parking signage well in advance of parking lots/spaces is very important so that people have enough time to plan for parking. Branding parking lots and spaces for different areas in town like ‘Downtown’ and ‘Parks and Recreation’ would help people looking for parking to know where they can park to explore different Lyons experiences and destinations. Branded parking would also help during events, when people are looking for parking associated with a specific park or downtown location, or looking for good bicycle parking.

Use Desirable Destinations to Encourage People to Stop and Explore Lyons - Using the signage to daylight destinations that visitors are looking for like restrooms, food, parks/trails, playgrounds, picnic areas, and the dog park will create a reason for people to stop in Lyons to find services that are important to them. For example, the large, off-leash dog park that also has a walking trail for doggie parents is a very attractive amenity for visitors to stop and use, and would be a great location for signage that provides maps, walking destinations, events, and other community information that would encourage visitors to stay and explore longer once they're finished at the dog park.

Use Signage to Help Navigate the One-Way Couplet in the Historic Downtown - The urban design character of the historic downtown district is evolving to feel more pedestrian and bike-friendly along Broadway, and links and navigation between Main Street and Broadway aren't clear and can be confusing. The new signage can help clearly direct people through the one-way downtown couplet, helping visitors realize how to move through Town along all its streets (Main, Broadway, High, Railroad and all the side streets).

Coordinate with External Partners like Boulder County Open Space and the Lyons Flyer (Boulder County Transportation) for the New Signage - Lyons is surrounded by Boulder County Open Space, and communicating the Town of Lyons signage goals with these partners could help provide opportunities for signage to both include these amenities and partners, while also potentially having Town of Lyons messaging included in the existing Open Space and transit signage.



A word cloud taken from the community survey responses illustrates the destinations Lyons community members would like the signage to point to and/or highlight. Parks, parking, and the downtown were the highest ranked areas that Lyons visitors should be directed to.

02

SIGNAGE PRIORITIES & NEXT STEPS

SIGNAGE PRELIMINARY PRIORITIES, BUDGETING AND PHASING

The goal for the new signage and wayfinding is to work with the existing Town of Lyons budgets and timeframes. There are opportunities to help fund future signage through grants and future budget allocations, but these first signage priorities represent either the most pressing signage needs or some easy/quick/inexpensive ways to help people navigate Lyons and stop and experience its amenities. These are in no particular order, and would not all be done as part of Phase I, but they are the most critical initial recommendations for what signage is needed in Lyons.

Install Informational/Directional Signage in Locations Where People Visiting Lyons Already Go

The recommendation would be to install these informational/directional signs as inexpensive temporary signs during the first phase, and then determine how well they work or if they need any other design changes, and then formalize them with permanent signage in later fabrication/installation phases. Locations where these signs are needed are parks, the downtown, and trails.

Hard/Soft Costs

\$-\$\$\$

Create Temporary Signage that Helps Point Visitors to Key Town of Lyons Resources/Destinations

Temporary signage in several forms presents an opportunity to road-test potential signage messages and locations to see if they solve the most critical Lyons signage issue: visitor awareness of Lyons destinations and how to find them. After a period of several years, these simple/inexpensive signs could be replaced with more robust and characterful signage tailored to the feedback from the temporary signs. Installing temporary signage to solve the immediate Lyons signage needs also allows time to find and partner with artists for the permanent signage.

Hard/Soft Costs

\$

Update Current Kiosk Signage to Be More Accessible and Useful (at parks and in the downtown)

There are current kiosk signs in the parks and downtown that could be refurbished and moved to be more accessible and have more information related to mapping, walking destinations, and temporary/seasonal announcements. In future phases, these signs can be updated to the new signage palette, but the current signs could be repainted and repositioned in cost-effective ways that would ensure they're useful and accessible.

Hard/Soft Costs

\$\$

Create a 'Lyons Loop' that Helps Direct Visitors Around and Through Lyons

There are many locations in town where people currently stop and intersect with amenities, but they often just spend time at these places without knowing how easy it would be for them to walk/bike to other compelling places in Lyons. Creating a simple, temporary 'loop' that connects these destinations with simple maps that have walking distances and times between destinations, and icons either on the ground or on simple/inexpensive 'buttons' that could be mounted to existing poles and structures would help raise awareness of all that Lyons has to offer, and inspire visitors to spend more time/money in Lyons. If successful, the temporary/inexpensive Lyons Loop signage and information could be made permanent and more in line with the final signage design palette.

Hard/Soft Costs

\$-\$\$\$

Create New Parking Signage and Branding that Directs People to Parking Lots and Destinations

Being aware of where to park and finding parking lots and spaces is one of the most difficult things for visitors to find in Lyons. Temporary signage that brands parking lots for their use (downtown, parks, etc) is a high signage priority. Temporary signage could be replaced/updated with final signage if the branding is proven to be effective and useful for helping visitors find and use parking.

Hard/Soft Costs

\$-\$\$

Explore Partnerships that Could Support a Call for Art for the New Signage

Creating a call for art that outlines the goals for how art could support the signage designs in Lyons would be the most fair and equitable way to incorporate art into the signage palette. This is an easy first step, and will help determine if/what type of art is a good fit for the new signs.

Hard/Soft Costs

\$

Research and Document Grants and External Funding Opportunities for Lyons Signage

With limited budgets, outlining what monies are available to help fund the proposed Lyons signage is very important. As part of the signage plan, an outline of potential signage funding opportunities will be created and incorporated into the projected signage budgets.

Hard/Soft Costs

\$

Explore Costs/Locations for New Secondary Lyons Gateways

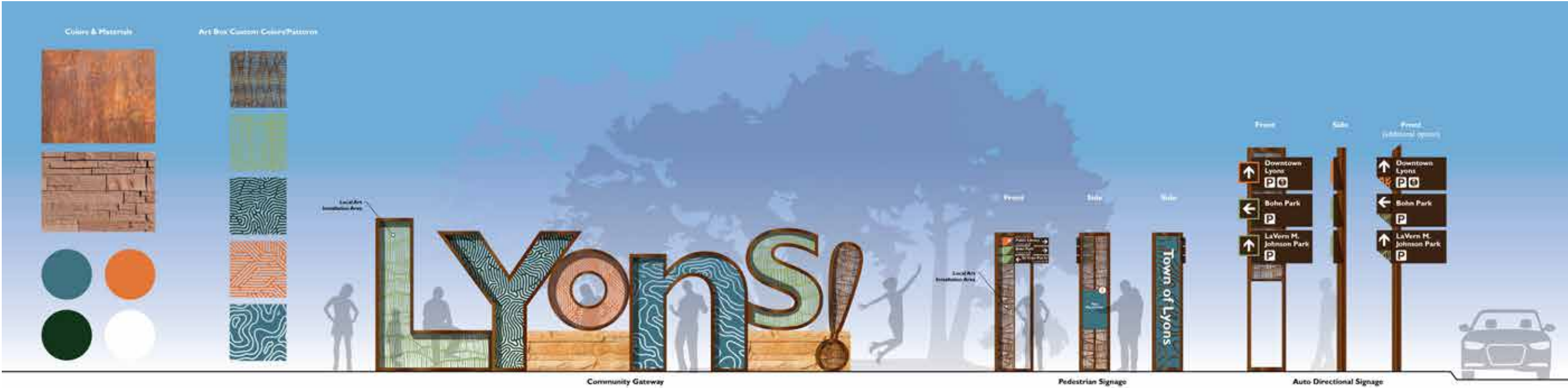
Secondary gateway locations and designs could serve a dual purpose in Lyons. Firstly, they will help mark the edges of Town so visitors are aware they're entering Lyons and can stop to take a photo of themselves with the signage. Secondly, new gateway signage could also provide information for visitors about Lyons destinations and amenities, and where to park to access them. The new gateways could also be incorporated into the Lyons Loop, and help be a jumping off point for visitors to walk in and around Lyons.

Hard/Soft Costs

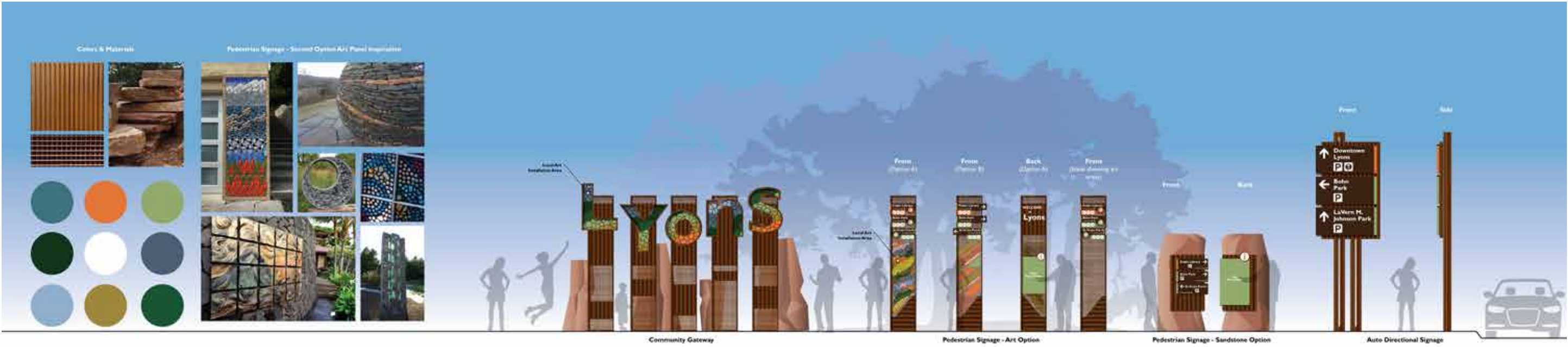
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[illegible]

Option #1: ArtBox

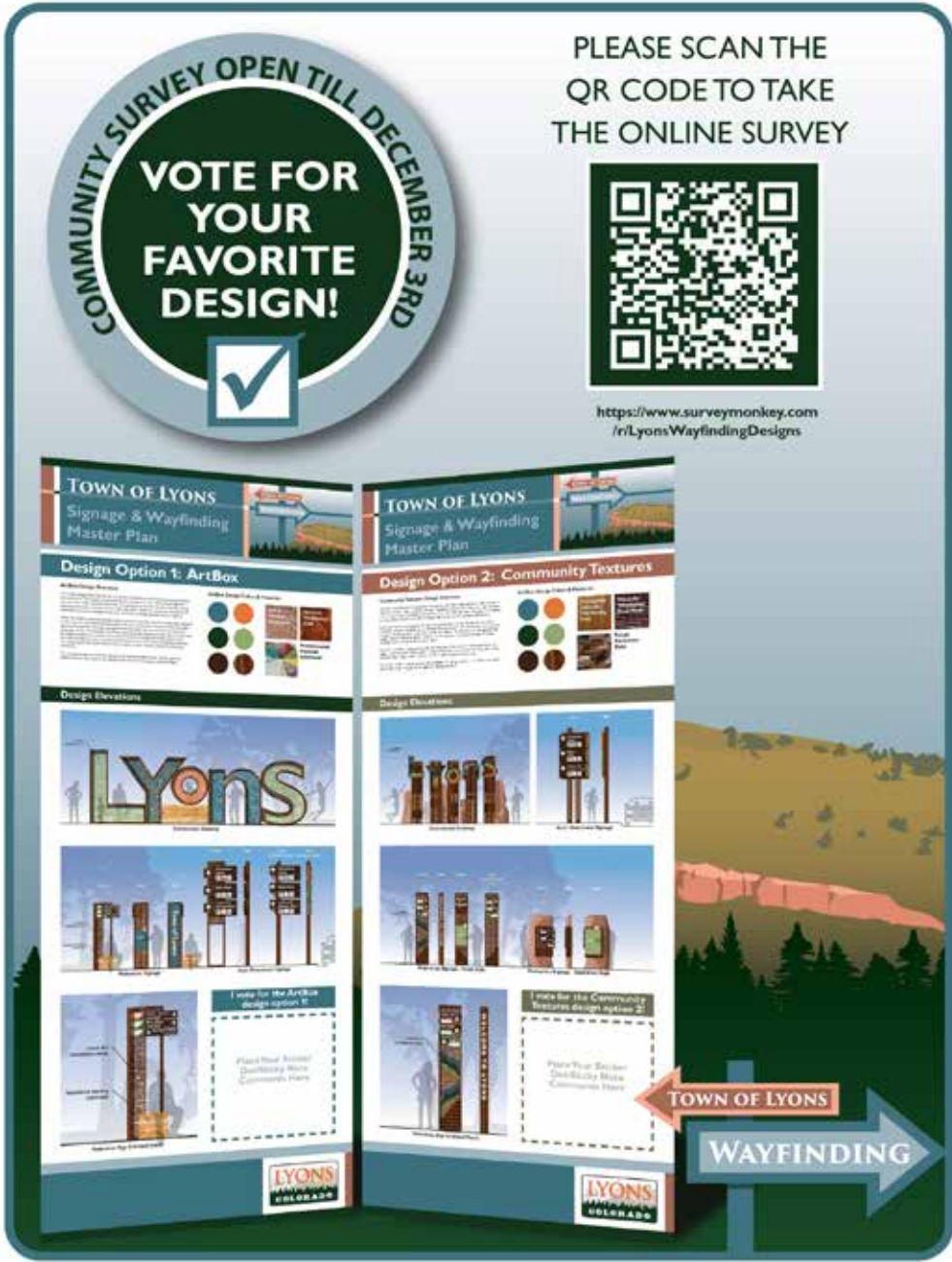


Option #2: Community Textures



PRELIMINARY DESIGN OPTIONS COMMUNITY OUTREACH AND FEEDBACK

The preliminary design option in-person and online input materials displayed to two design options to the community and asked them to share their likes/dislikes for each option, and then to choose their preferred final option. The survey on in-person event information was distributed to through social media advertisements and community email lists.



Social Media Posts to the Town of Lyons Facebook page helped promote on-line design voting to Lyons residents and businesses. The 72 votes from the online survey were combined with the in-person votes gathered during Lyons events and input stations at locations like the Public Library.

Community Feedback Results on the Preliminary Design Options

The community feedback results from the preliminary Lyons wayfinding design options was consistent across both the online survey and the in-person feedback events hosted in the Town of Lyons. Both preferred Option #1 “ArtBox” with a similar percentage breakdown (see pie chart graphics to the right for detailed breakdowns of the voting results for online and in-person votes). The total community votes gathered across the online and in-person events was **177 total community members who voted for their preferred preliminary design option.** Community members also provided comments on each design option (shown on page 17).

Social Media advertisement for the Preliminary Design online community survey

Lyons Wayfinding Preliminary Design Options SURVEY!

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

TownOf LyonsColorado

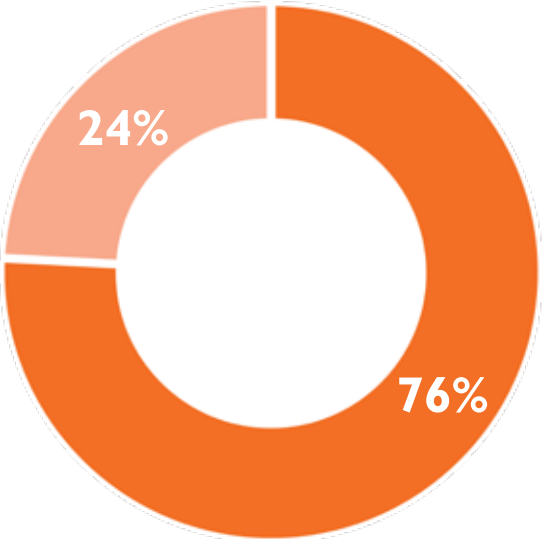
2m · 🌐

Wayfinding uses signage, color, and other design elements to help navigate a place. The goal of the new wayfinding plan is to help make it easier for folks to find their way around Lyons, while also creating designs that reflect the unique, friendly and colorful character of the community. Your comments and ideas will help us refine these preliminary options into the final draft design. Thank you!

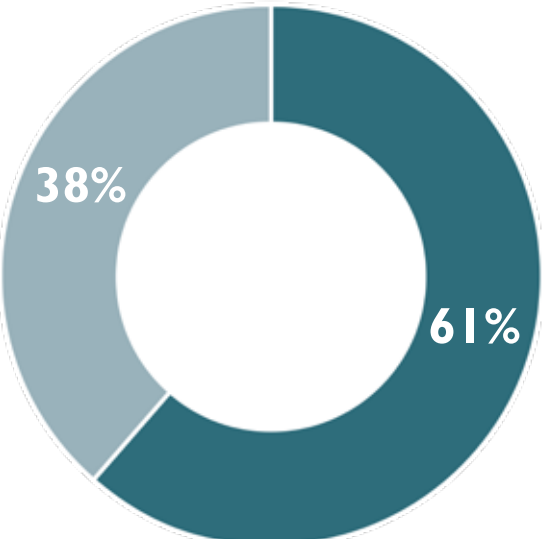
<https://www.surveymonkey.com/r/LyonsWayfindingDesigns>

We have two preliminary designs to share, based on all the input earlier this fall. Share your preferences and ideas regarding the preliminary signage & wayfinding options! The first part of the survey includes images and descriptions of the 2 design option banners. Please take a look at these 2 options and record your likes/dislikes for each. Then use the second part of the survey to choose the option you most prefer.

Online Survey Results



In-Person Survey Results



PRELIMINARY DESIGN OPTIONS COMMUNITY SURVEY

The preliminary design option survey displayed to two design options to the community and asked them to share their likes/dislikes for each option, and then to choose their preferred final option. The survey was distributed to through social media advertisements and community email lists. We received 72 responses to the community survey.

Option #1
ArtBox Comment Summary

What do you like about the ArtBox Option?

clear punched S clean good long option Size design bold letters metal
easy read elements signs will Lyons large signage
used sandstone fun art white feel much colors arrows make GATEWAY sign
look

What do you dislike/would change about the ArtBox Option?

large art big town people sandstone look colors Lyons pedestrian
signs might lettering design think local area Nothing

Option #2
Community Textures Comment Summary

What do you like about the Community Textures Option?

steel easy read natural Pedestrian mosaic town color Lyons better
design sign Welcome look art option artistic Love sandstone

What do you dislike/would change about the Community Textures Option?

read don t look Make letters see think less busy hard read
signs small Lyons metal option much feel seem color
signs seem design

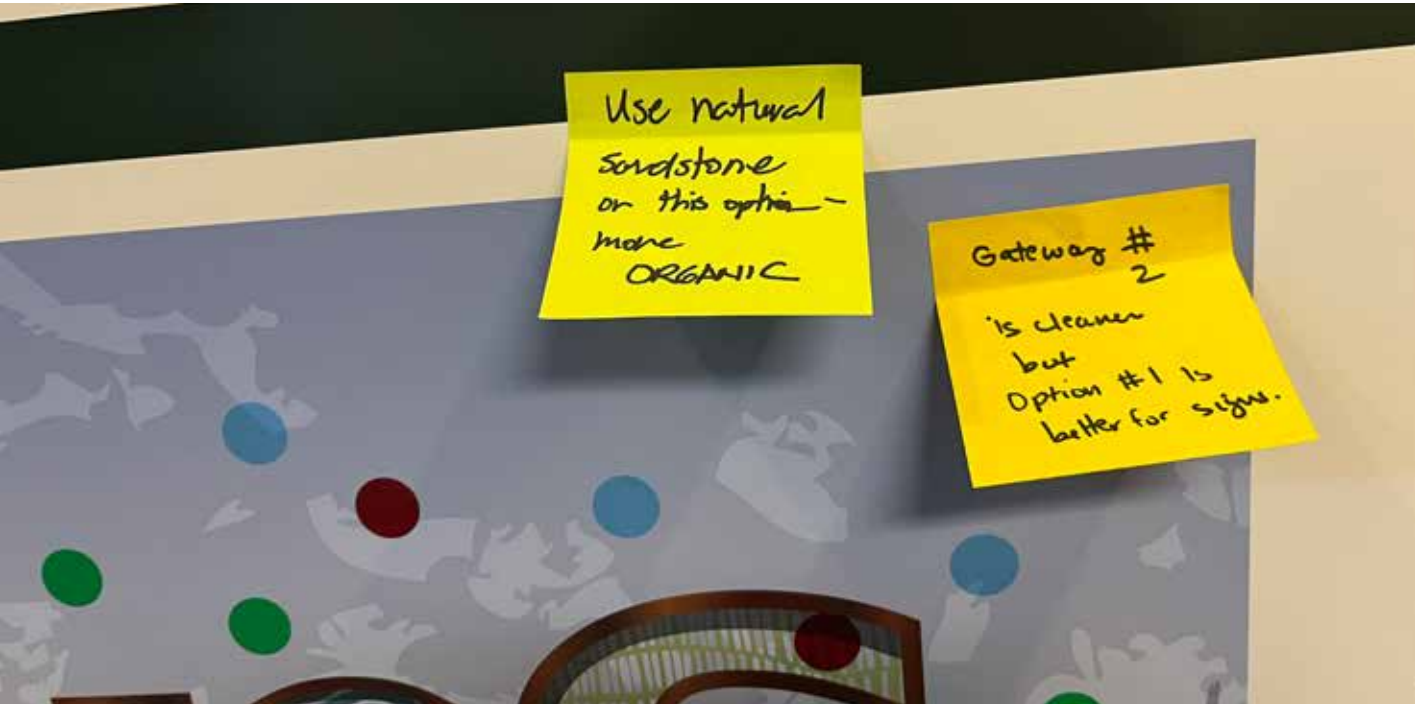
Over 75% of the survey respondents preferred
Design Option #1: ArtBox

Community Comment Overview - Option #1

- I like that it is easy to read from afar. If you were driving, it would be very easy to read. and there is a larger space for art from the community
- Love using rock in the designs. The sandstone continuity is key with the see through metal features.
- For me, these are easier to read
- Auto signs are easy to read
- I really like having Lyons sandstone used and being obvious. Plus nice that it is practical and you can sit on it, not just look at it. But we have to be sure that sitting people and those standing next to them do not block the sign/ wording.
- I vote for Option 1, but use the sandstone pedestrian signage from Option 2
- Yes to Sandstone!!!!!!!!!!!!!!!!!!!!!!
- Unique and three dimensional. I like the material choices. Feels like a river
- My preference is the community gate from option 1 and the sandstone pedestrian sign from option 2. I am most passionate about the community gate in option 1. I am less passionate about the pedestrian signs. All options for the pedestrian signs would work for me. I'm not sure making signage also a sitting option is a good idea. It might send the wrong impression.
- Thanks for all you do!
- I love the LYONS sign. Feels playful and friendly. Like the sandstone and space for local art
- Playful design w/ photo-opportunity built in... lightheartedness / verticality / heightened visibility
- Seating, sandstone elements, large letters with more area for art installations. More aesthetically pleasing than option 2
- It's immediately recognizable as directions.
- Lyons really pops!
- I like the rusted metal used throughout the designs. I like the playful nature of the design and the variety in the letters. I like the color palette as it represents the vibe of Lyons. I like the playfulness of the letters in LYONS. I like the look of all the signage better in this option because it is clear and modern looking
- The naturally rusting steel will give this design a long life. The punched pieces should fit well in a sunny place like Lyons, though I wonder if the lack of much afternoon light can affect the placement.
- The community gateway signage will provide "photo opps" for visitors to "strike a pose" and interact/ engage with the brand of Lyons. This signage is bold and impactful compared to option #2.
- I like the materials, especially the punched aluminum on the pedestrian signs, and the more artsy feel.
- Use of sandstone is nice and I hope it would be constructed with local Lyons sandstone. I like the color palette and the rusty metal. The punched metal will make pleasant shadows and have an airy yet solid feel.
- I like this design best because it's more massive and has big impact. I also like it has some sandstone included in the design.
- I like the scale of the gateway element— more appropriate than opt 2 for the scale of vehicular traffic.
- I like how fun and clear the signage is

Community Comment Overview - Option #2

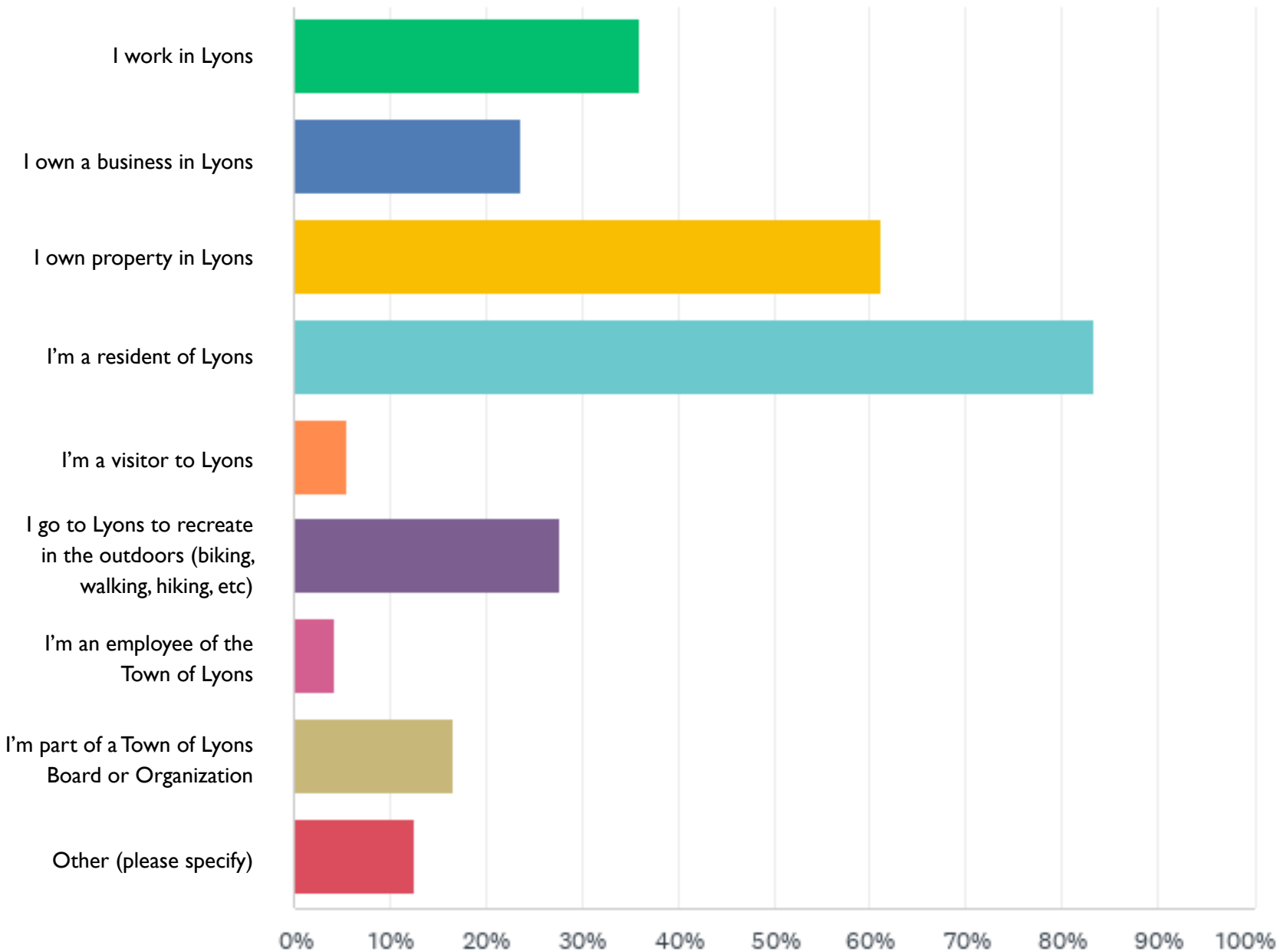
- Pedestrian signs are awesome. Love the mosaic.
- I like the mosaic look and the materials that will be used. I like the mesh and steel look.
- I like the steel patina It's versatile and will withstand time and weather as well as interchangeable display
- Auto sign is easy to read. Gateway sign is hip and modern. Pedestrian sign is easy to read, fun art, and nice design.
- In the AUTO signs, I like the BIG white arrows. The wrap around boulders 'signs' are unique and show off our sandstone, without being distracting to drivers
- Love this! Sophisticated yet artistic, love the integrated sandstone standing stones
- Easy to read and follow, very artsy, love the nature colors
- Seems like this would hold up better over the long term.
- I like how this incorporates local art into the design as "community texture"
- The large sandstone slabs tie to Lyons (but might be confusing as each would look different and appear to be shorter than other options so harder to see from a distance)
- More creative, better use of stone
- Much better design. I like the natural elements of using stone in some of the signs
- It matches our town aesthetic.
- It is creative and speaks to our artistic community
- i like the emphasis on weathering steel over stacked sandstone (we perhaps already have enough stacked sandstone in Lyons <gasp!>
- I like the concept but I think we would want to limit the color palate.



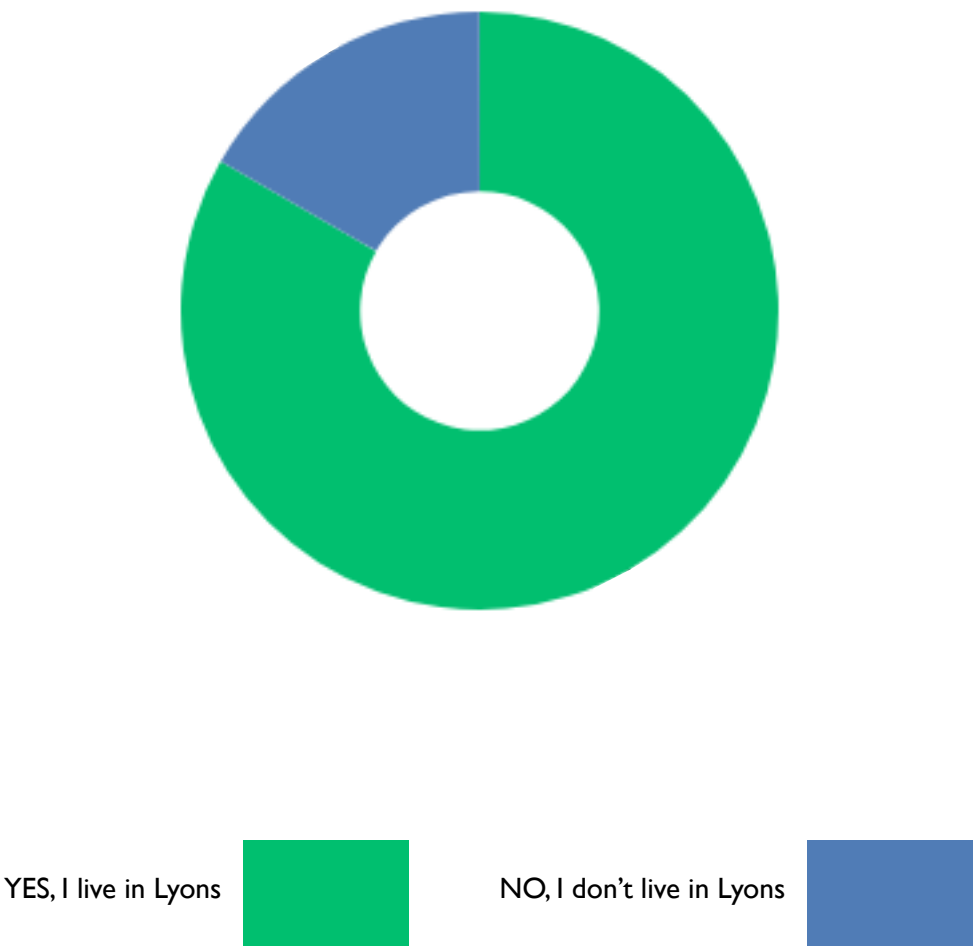
PRELIMINARY DESIGN OPTIONS RESPONDENT DEMOGRAPHICS

Demographics helped the project team understand the types of respondents that engaged with the online survey. This information provided insights into the types of community members interested in the new Lyons signage, as well as the individual preferences among types of community groups.

Tell us about you! How would you describe your relationship with Lyons? In order to better understand your relationship to Lyons, We'd like to know a little more about you. Please check as many of the following boxes that apply to you.



Tell us about you! Do you live in Lyons? In order to better understand your relationship to Lyons, we'd like to know if you live in Town or live outside of Town.



04

FINAL DESIGNS

SIGNAGE MATERIALS & COLORS

Signage Materials

- 1** Naturally Weathering
Corten Steel OR Rust
Texture Paint/
Powdercoat



- 2** Stacked Standstone
Face Stone



- 14** Corrugateed
Naturally Weathering
Corten Steel OR Rust
Texture Paint/
Powdercoat



Link for Perforated Metal Supplier:

[https://www.hendrickcorp.com/
architectural/](https://www.hendrickcorp.com/architectural/)

Signage Colors (Matthew's Paint)

- 3**
Teal Edge
(MP6679)



- 4**
Moline Orange
(MPI70)



- 5**
Gabon Green
(MPI0493)



- 6**
Duckweed
Green Metallic
(MP35003)



- 7**
Fudge Brownie
(MP6063)

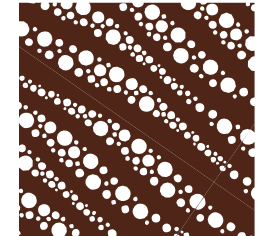


- 8**
White Atrium
(MP3673)

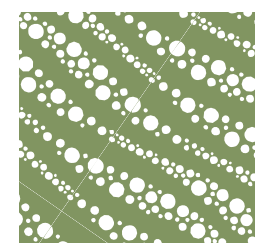


Perforated Metal Colors/Patterns

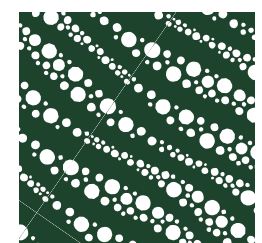
- 9**
Strata
(painted)



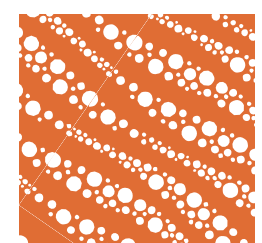
- 10**
Strata
(painted)



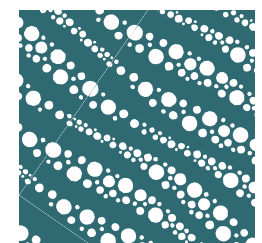
- 11**
Strata
(painted)



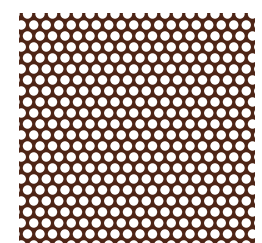
- 12**
Strata
(painted)



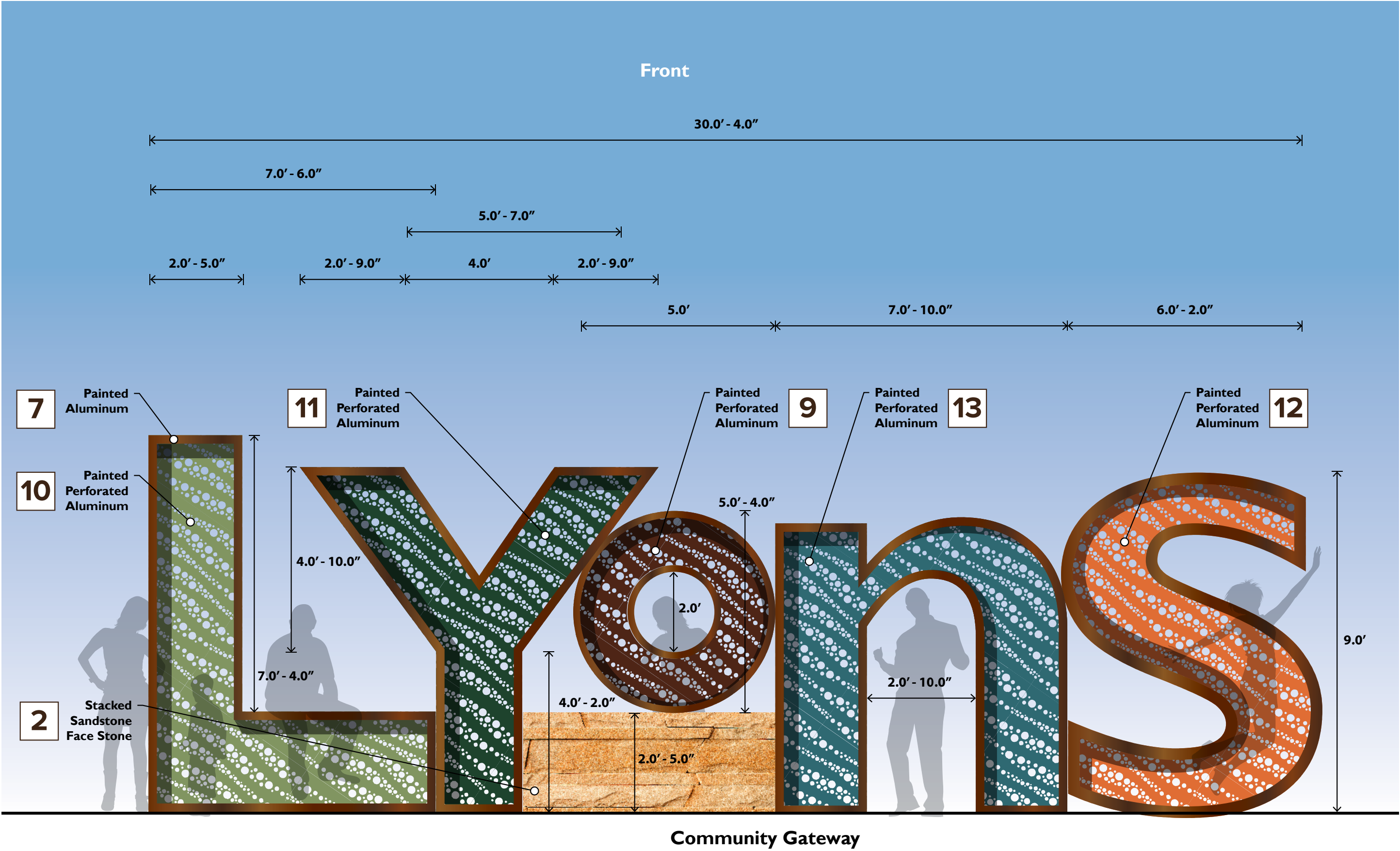
- 13**
Strata
(painted)

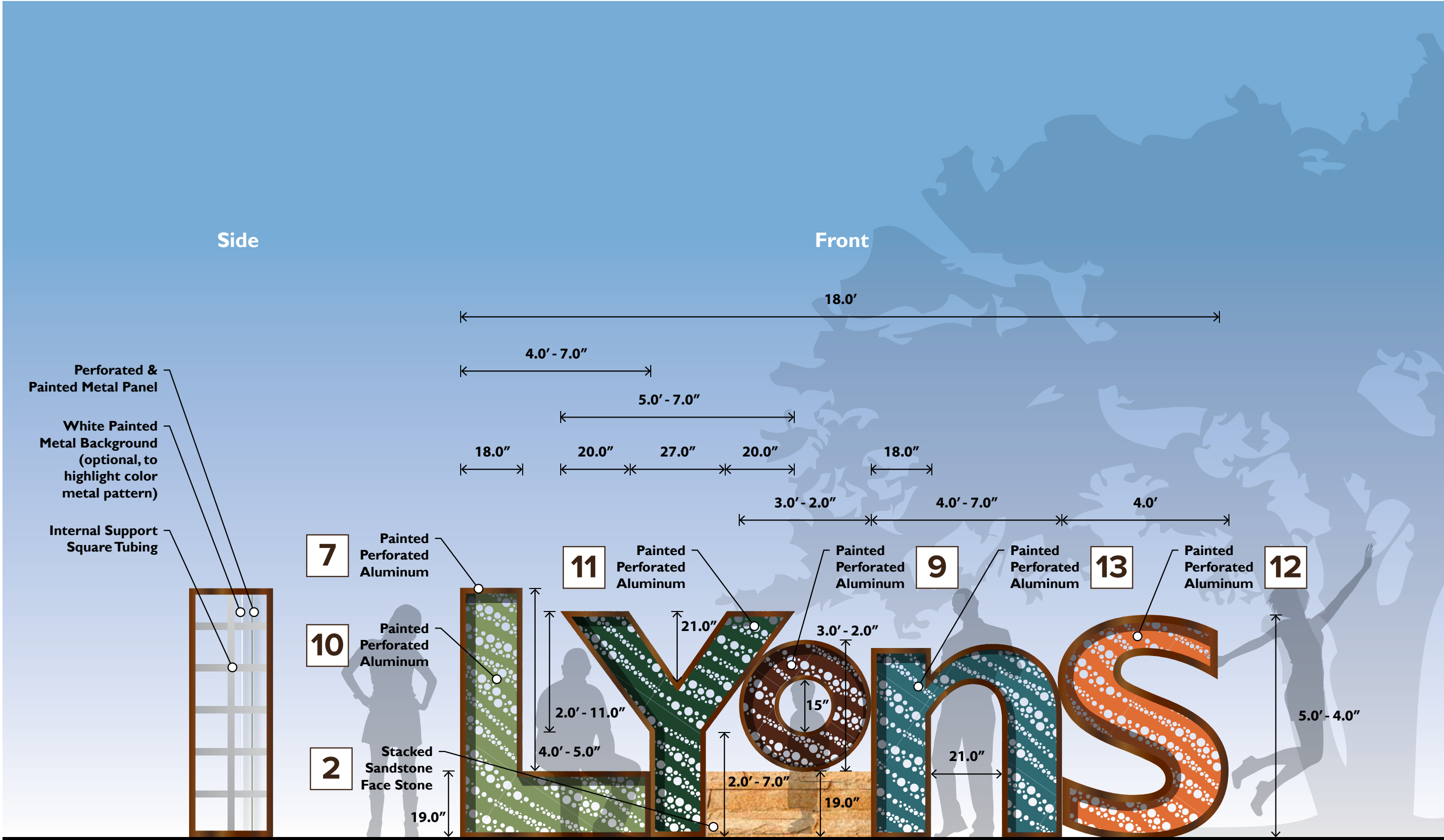


- 15**
Dots
(painted)



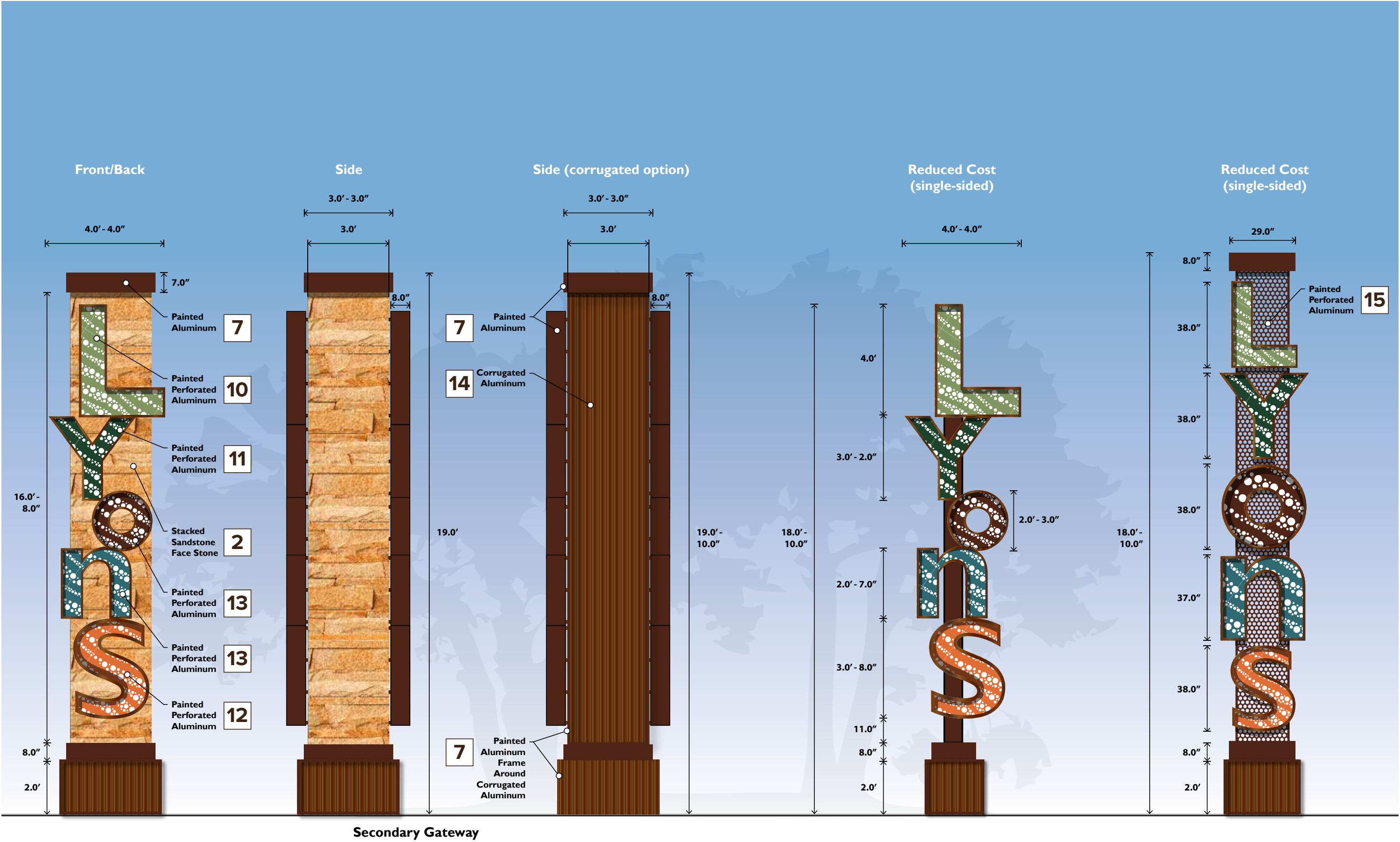
COMMUNITY GATEWAY SIGNAGE - LARGE

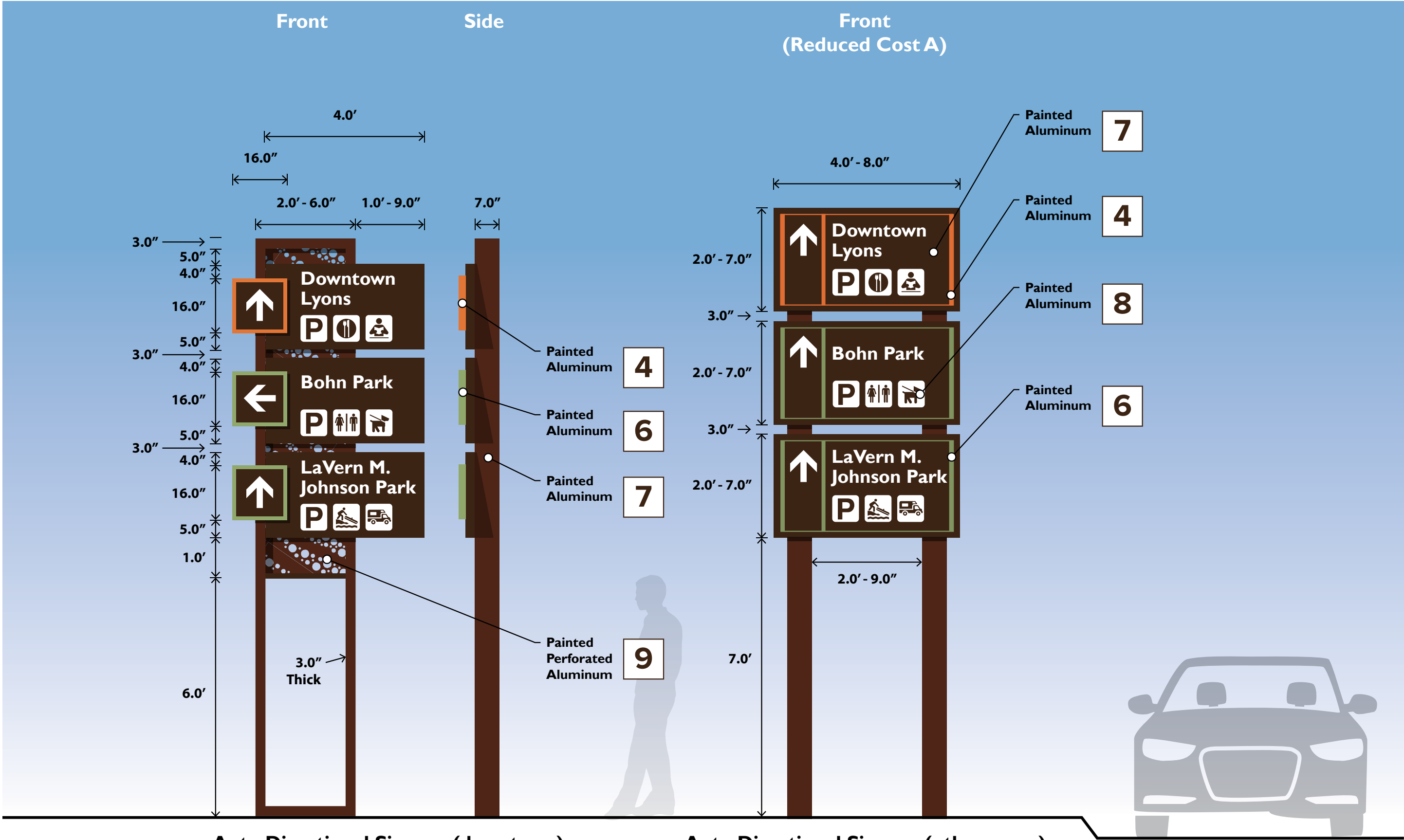


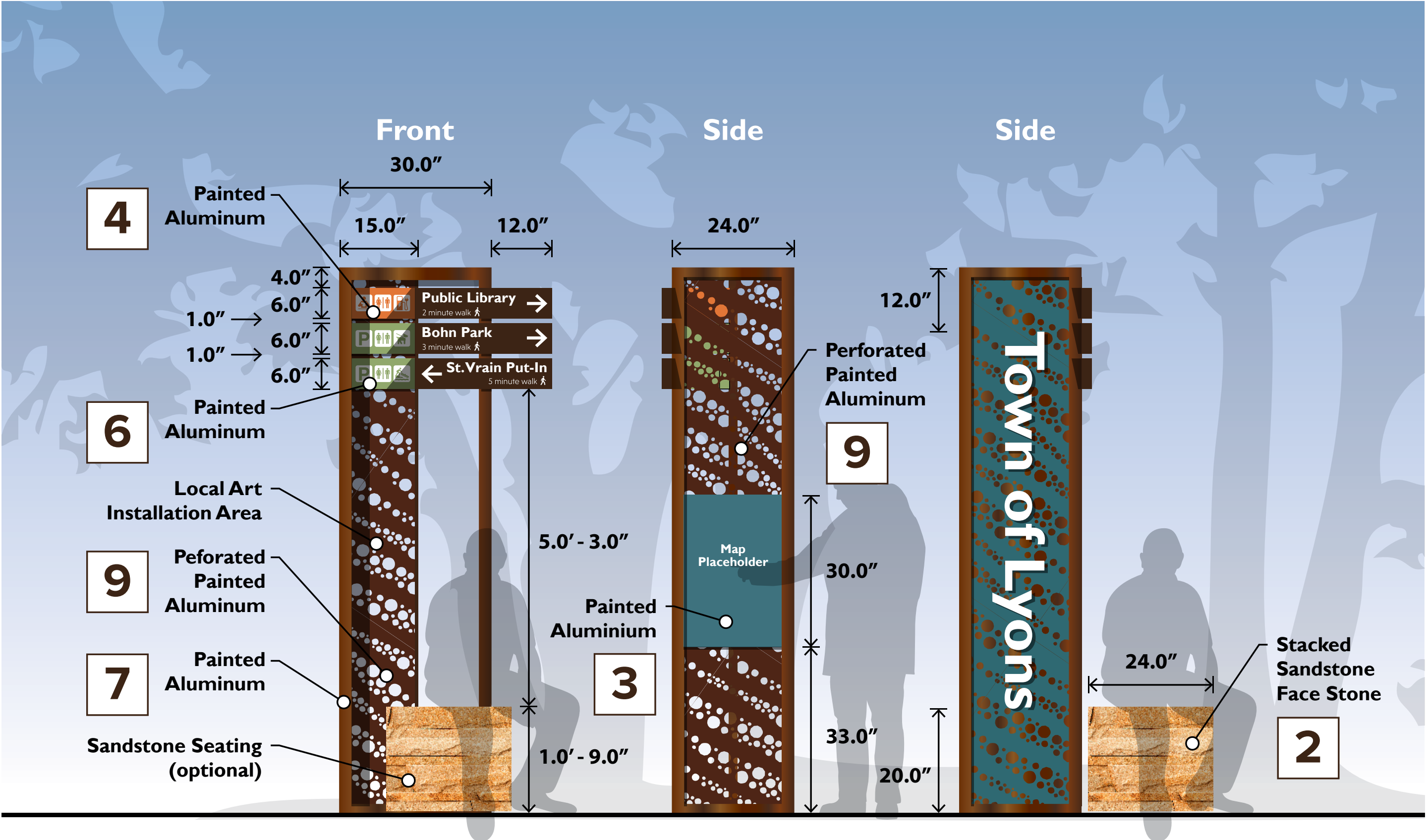


Community Gateway (reduced scale/cost to fit in CDOT triangle)

COMMUNITY GATEWAY SIGNAGE - COLUMNAR





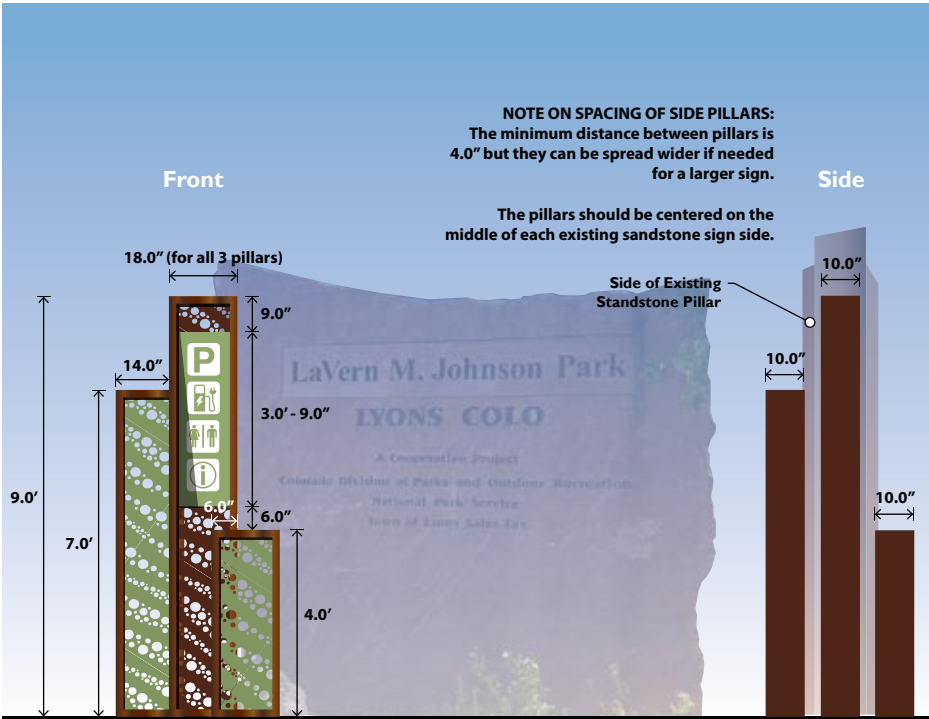


Pedestrian Signage

DESTINATION AND PARKING SIGNAGE

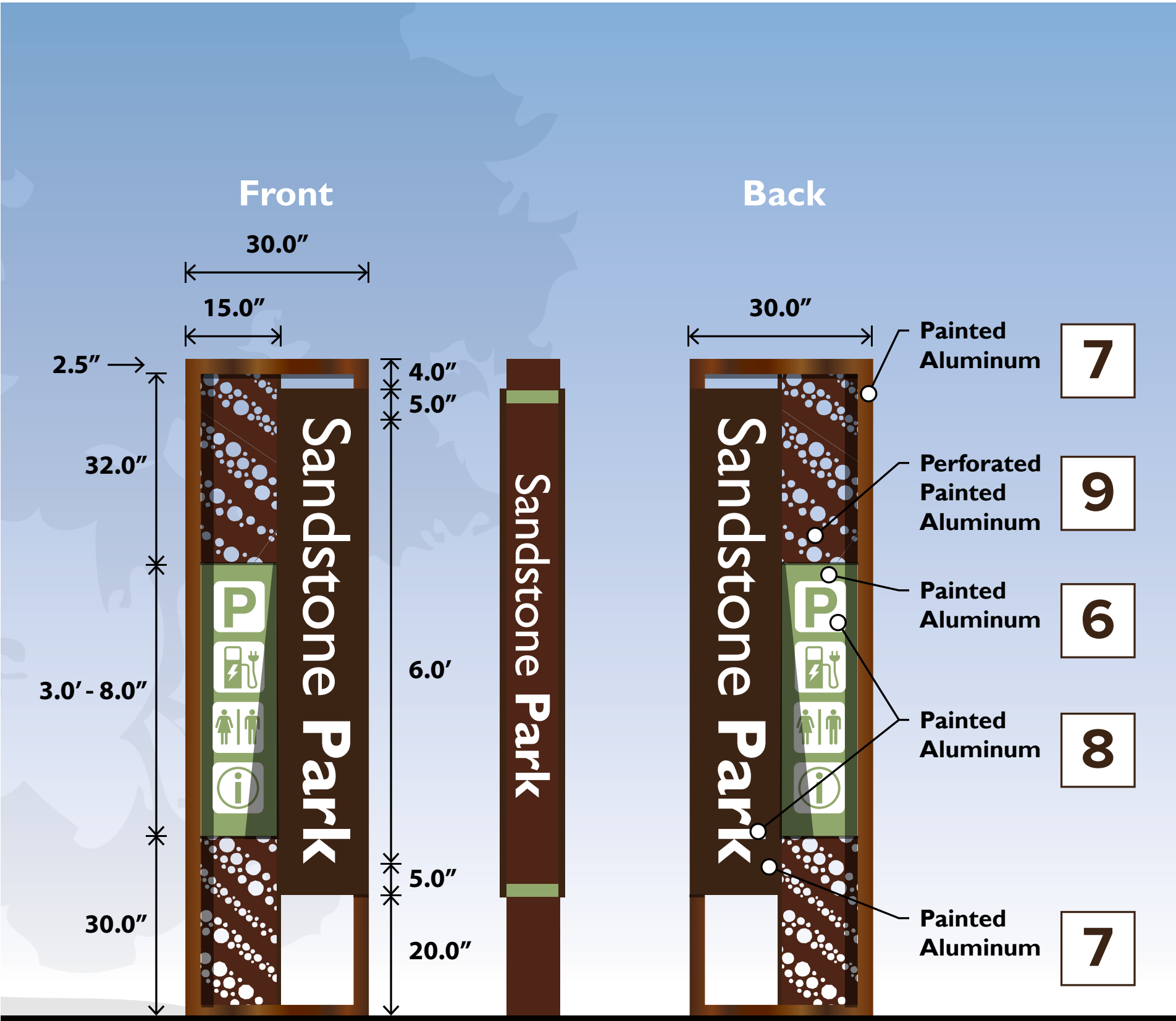
The new Lyons destination signage is intended to complement/supplement the places in Lyons that either have existing sandstone signage (like parks and the Town Hall), or for locations that currently don't have signage. The recommended roll-out of these signs is to first install the signage for destinations that currently don't have signage, and follow that with adding signage for destinations that are either undersigned (like Sandstone Park) or which have current sandstone signage that isn't in a visible location from the road (like Bohn Park).

For existing sandstone signage that is in a visible location and has legible/ADA compliant lettering, the recommendation is to install a version of the destination signage that includes several 'pillars' that are derivative of the full destination sign, but include the icons and perforated metal panel associated with the full destination signage, but not the naming side of the sign.



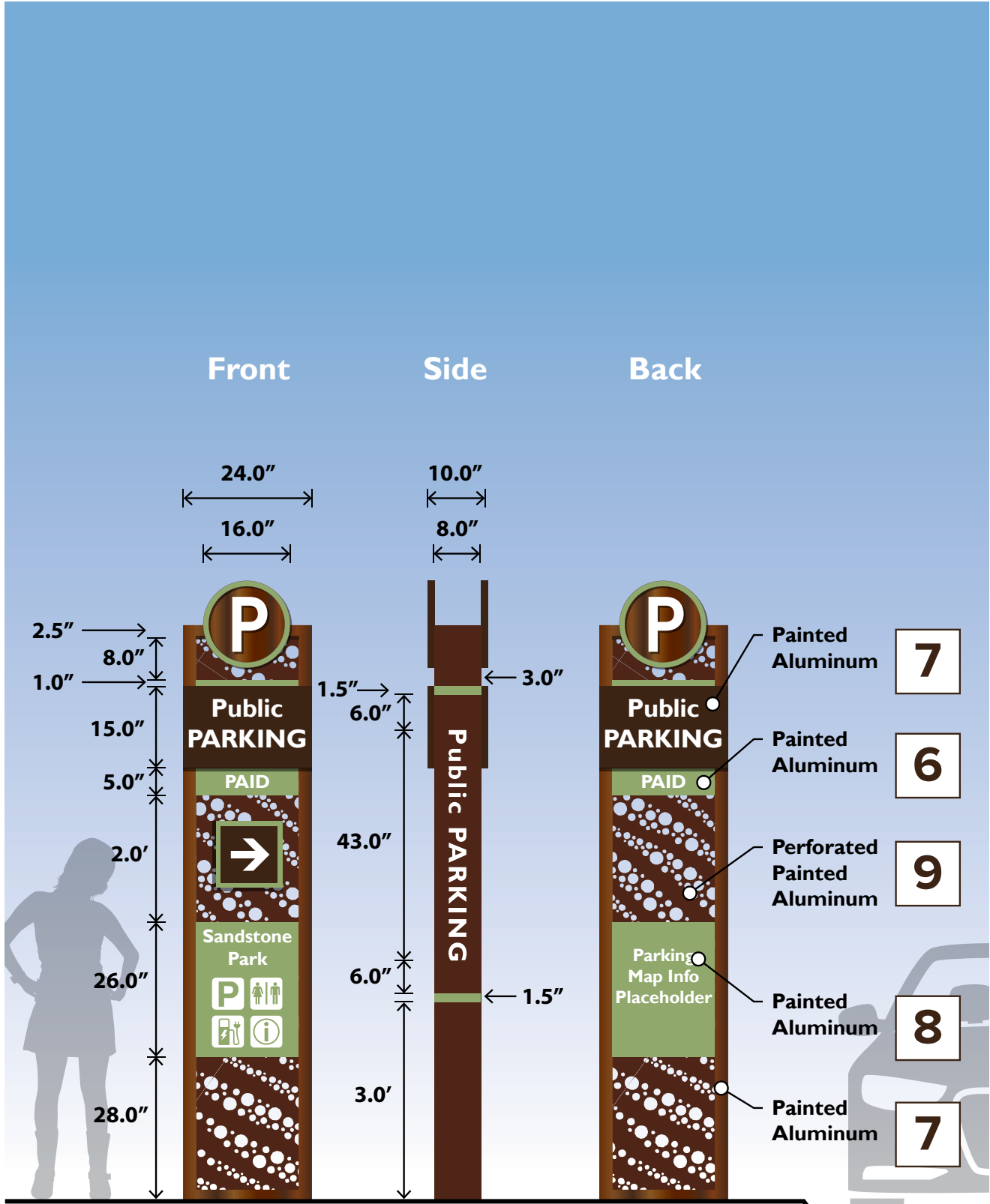
Illustrative example of how additional pillars designed in the new signage character can be added to existing sandstone destination signs to add additional information about the signage amenities, open hours, etc. (example from LaVern M. Johnson Park).

Note that these additive pillars should be scaled to the size of the existing sandstone signs, and the spacing between the pillars adjusted to reflect each unique existing sign scale and size. The messaging can also be tailored to each existing sign (the side pillars can be used for additional messaging).

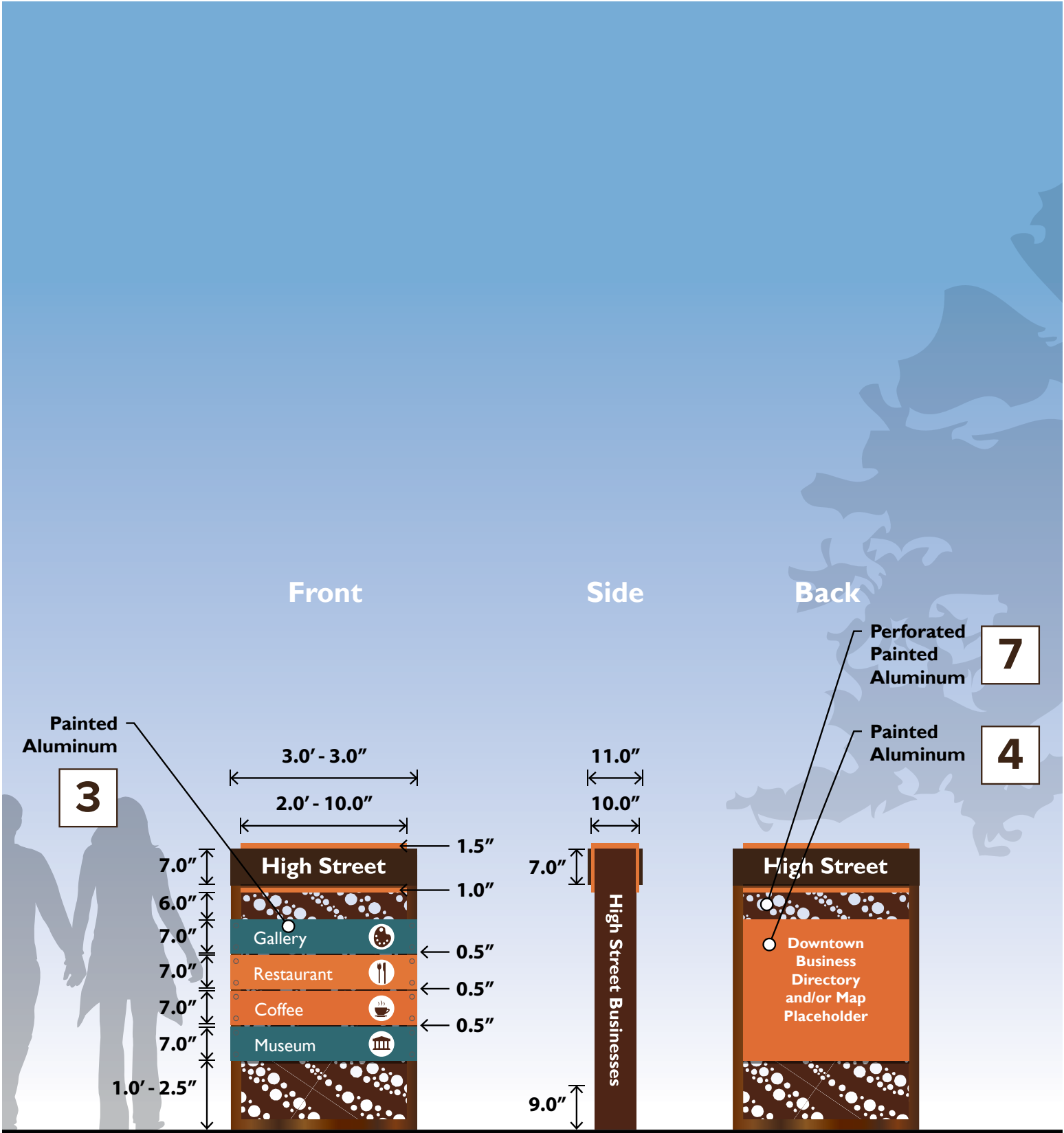


Destination Signage

MERCHANT & PARKING SIGNAGE



Parking Destination/Directional



Merchant Signage

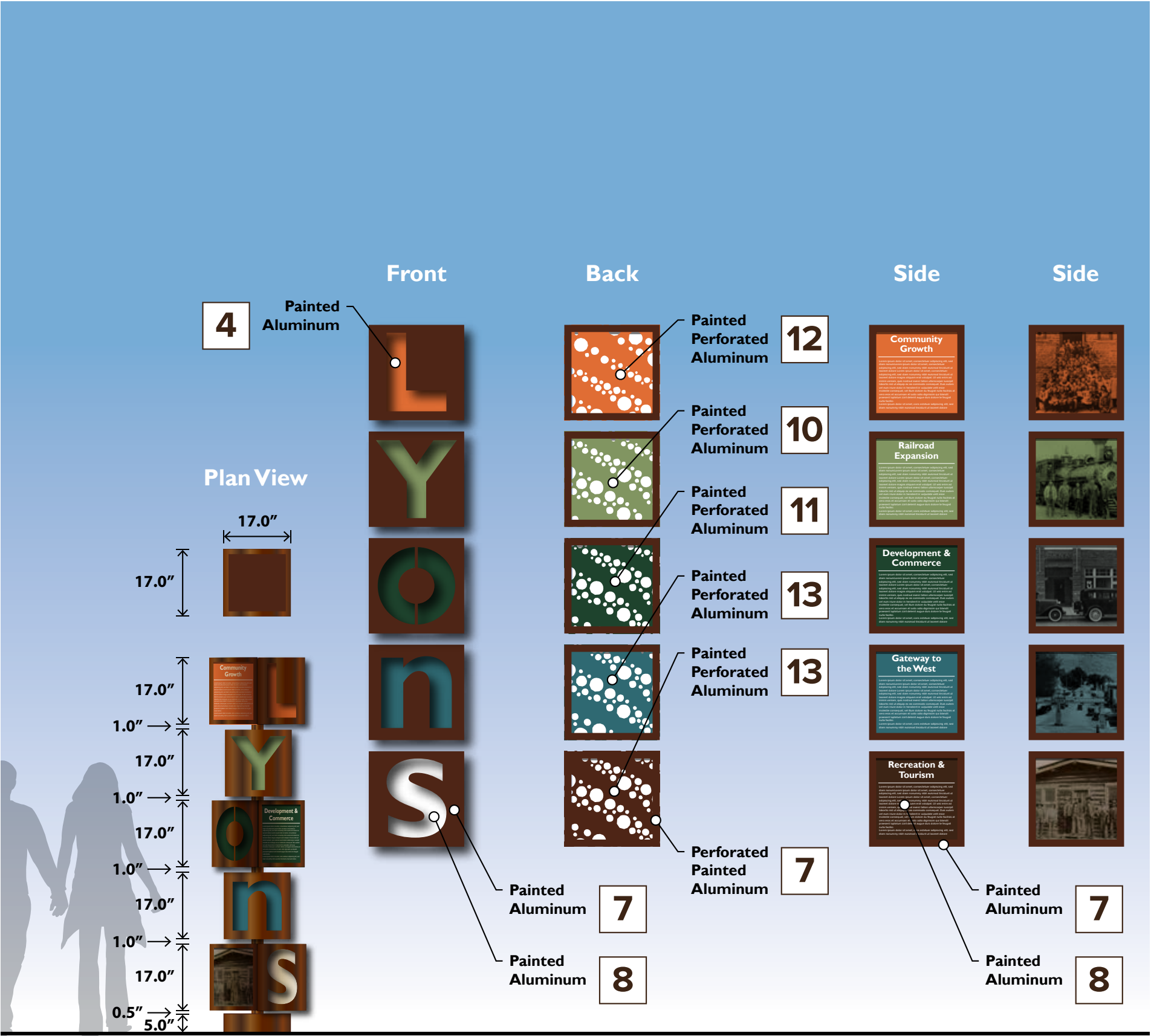
HISTORIC SIGNAGE

The Lyons historic signage will help tell the stories and highlight the people and places that are important to the community’s history and sense of place.

For the historic sign, the goal is to have the Town of Lyons fund the signage in partnership with the Museum and Town staff. It is anticipated that the new signage will also be supported with grant funding, and one of the purposes of this document is to provide the details and funding needed to construct each sign type, so target funding amounts can be championed and reached. It is also understood that not all messages, text, and images are currently available for all potential future historic signs, and that new signs will need to have unique text and images that help tell their story. The interpretive themes, photos, and text shown in this design are meant to be seen as templates that illustrate the overall available areas for different messages, text, and images, and as new messages or themes emerge, the signage can be adapted to include these ideas and needs.



Working in collaboration with the Museum and Town Staff, the new historic signage will showcase the images and themes of Lyon’s historic past (image from the Lyons Museum collection)



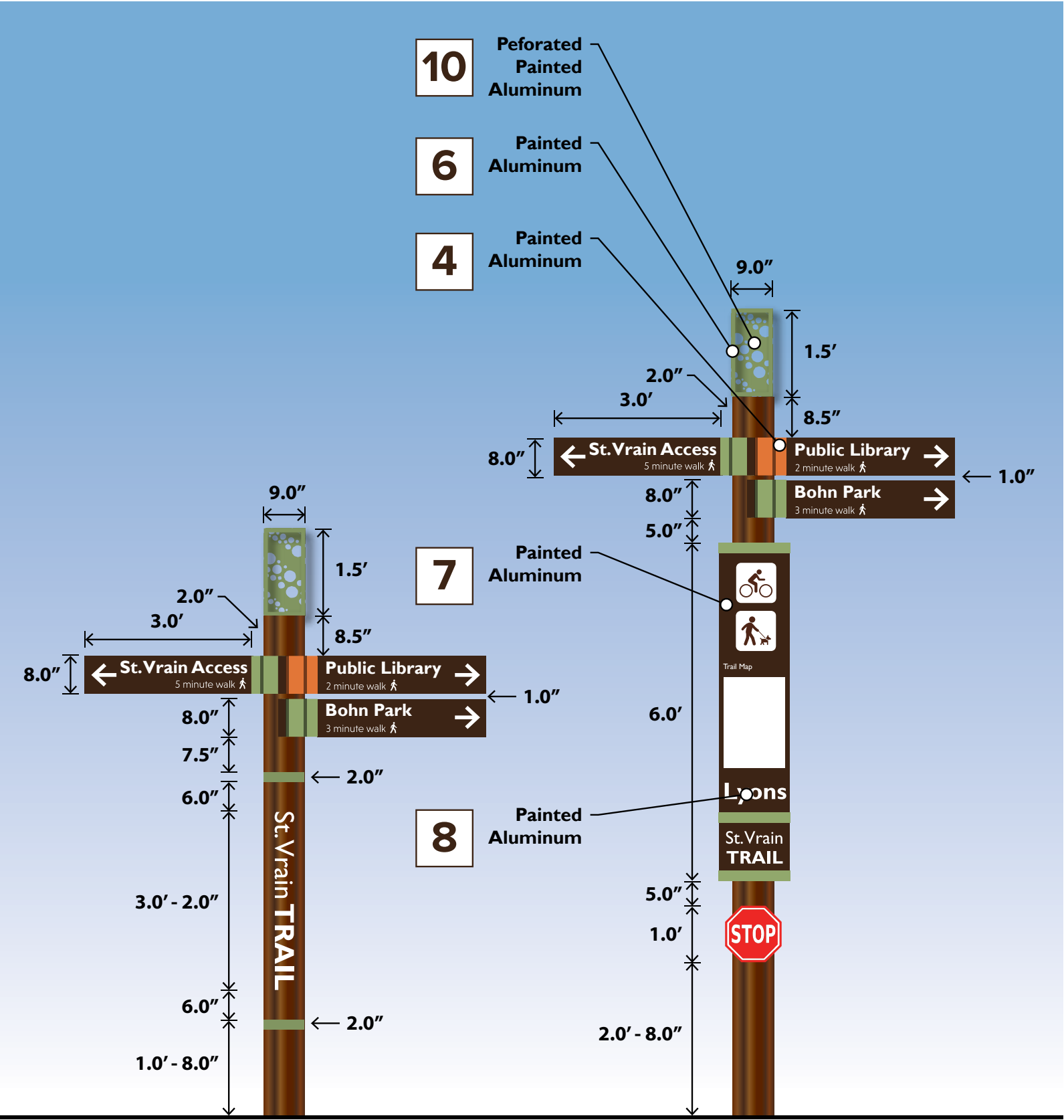
Historic/Interpretive Signage

TRAIL SIGNAGE

The proposed trail signage is a starting point for providing navigational and destination information to-and-from Lyon’s trail network. The two options shown are intended to be installed at trail entry points that connect the existing trails to the Town of Lyons. As additional trail signage needs grow, adding new sign types to the trail network (such as mile markers, interpretive signs, or larger trailhead signage with mapping and room for temporary messaging like rules/regs or sponsorship plaques). The trail signage shown is a starting point for a comprehensive system of future trail signage.



The smaller Trail Direction Point Signage is recommended for existing locations in town where multiple trails or park/open space pathways come together. These areas are often confusing for visitors and residents, and are opportunities to help highlight destinations/amenities that can be accessed from each decision-making point.

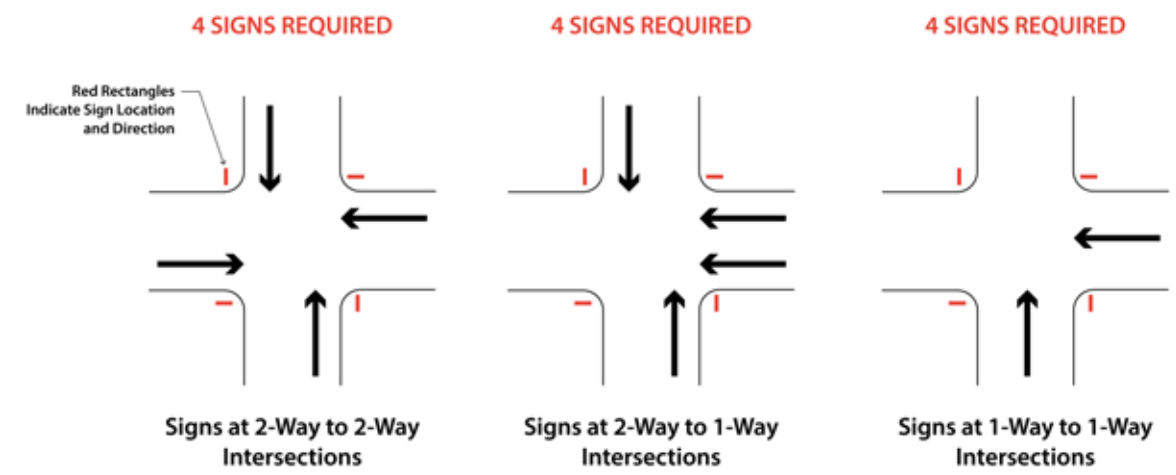


Trail Decision Point Signage

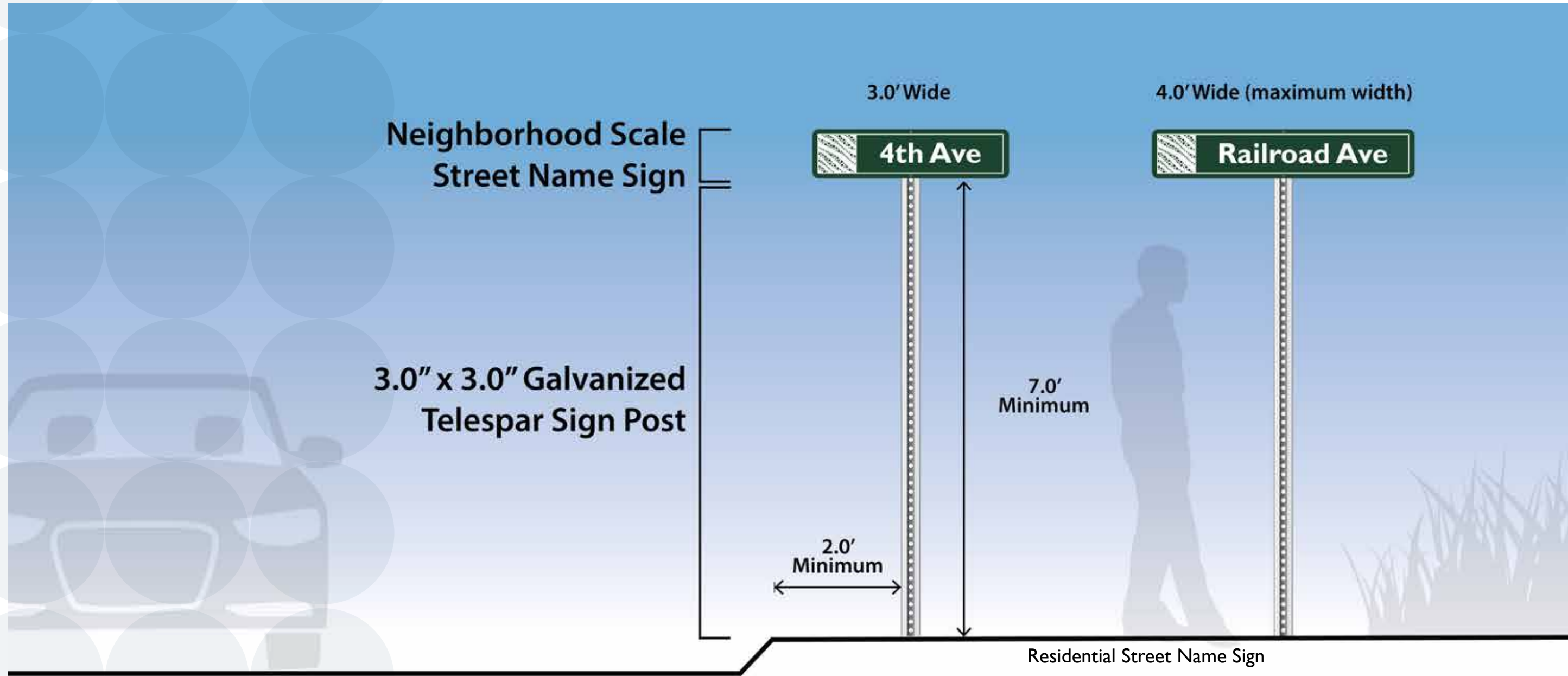
05

STREET NAME & REGULATORY SIGNS

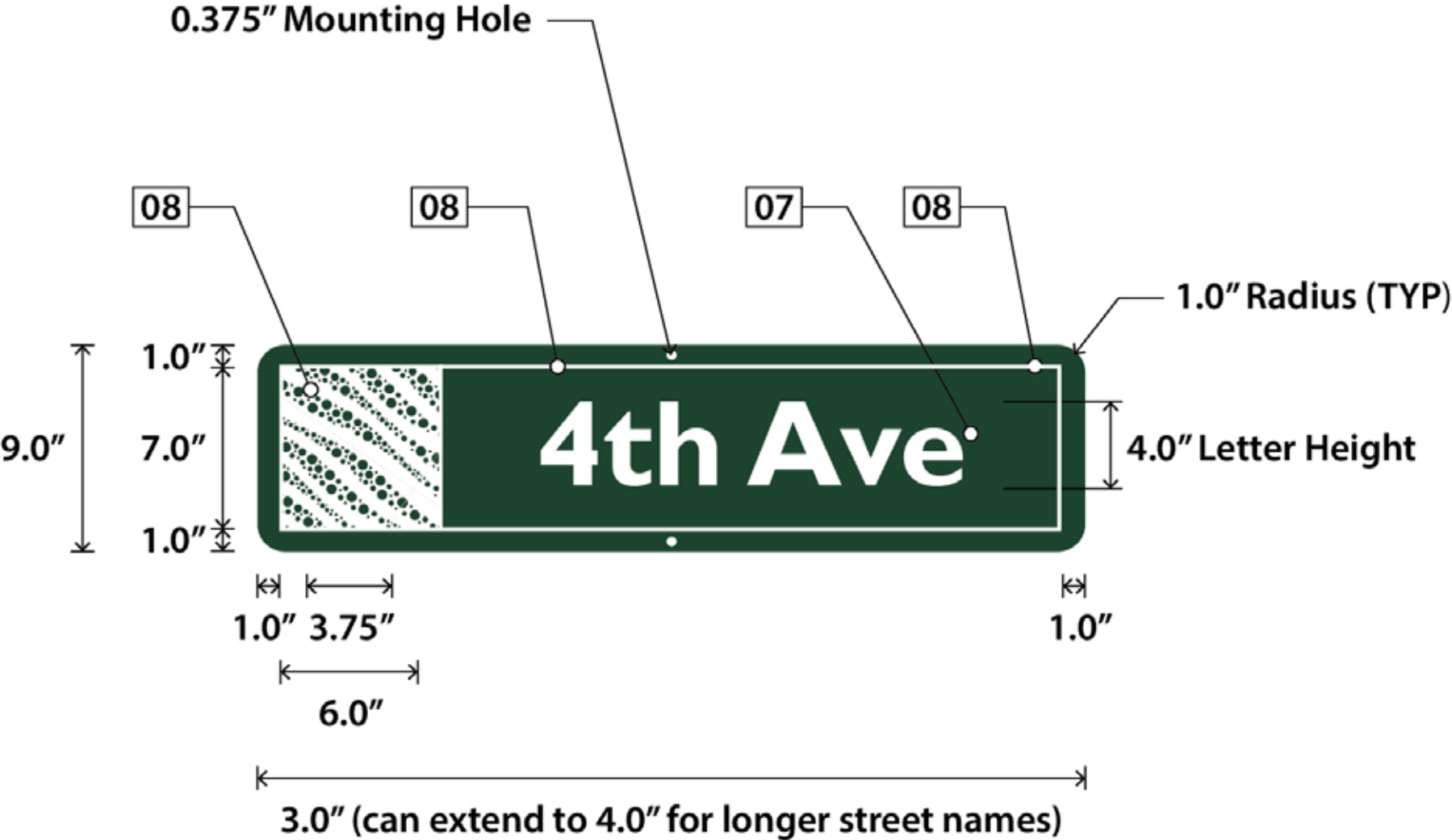
All intersections require 4 STREET NAME SIGNS, regardless of street configurations

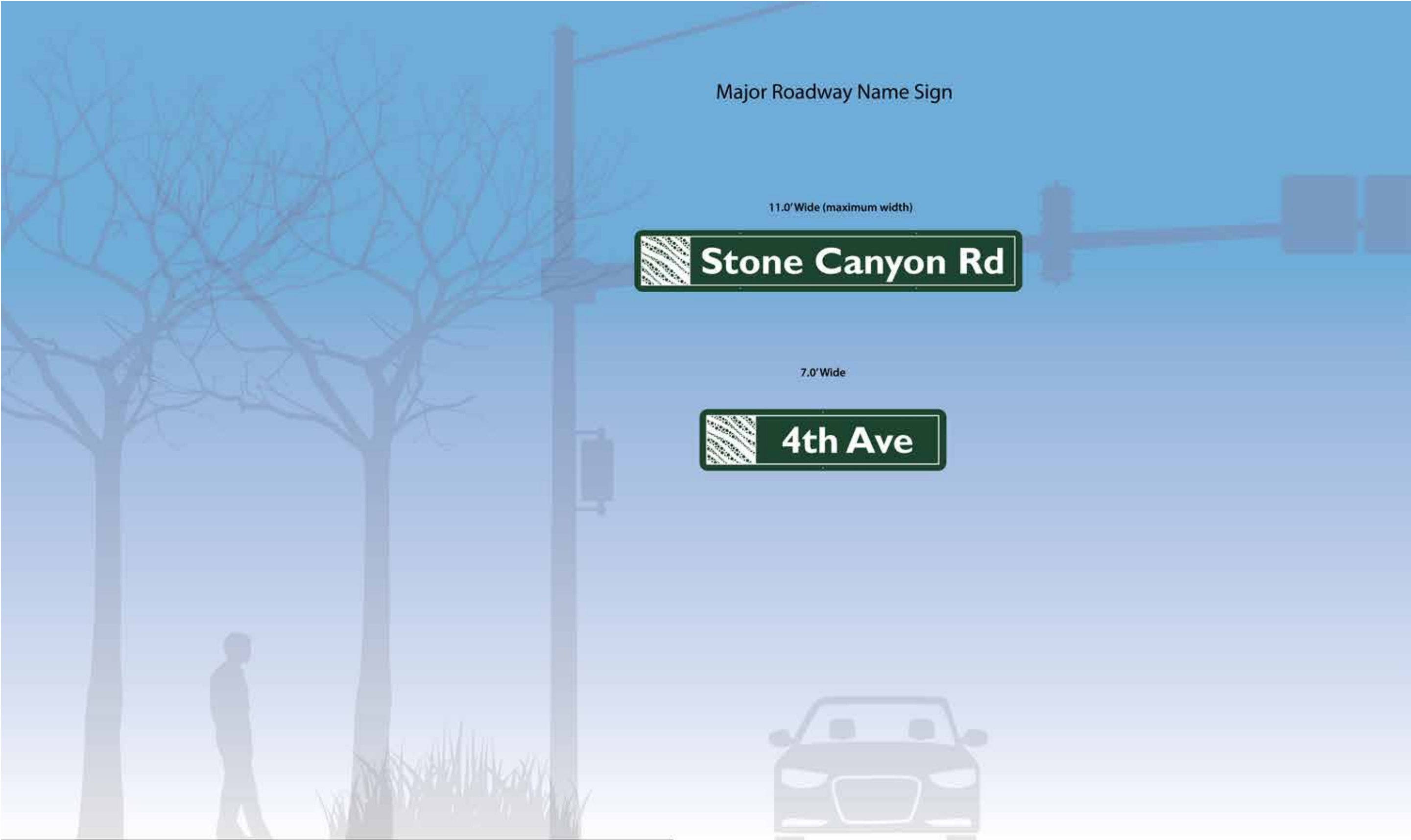


SMALL-SCALE (LOW SPEED) STREET NAME SIGNAGE



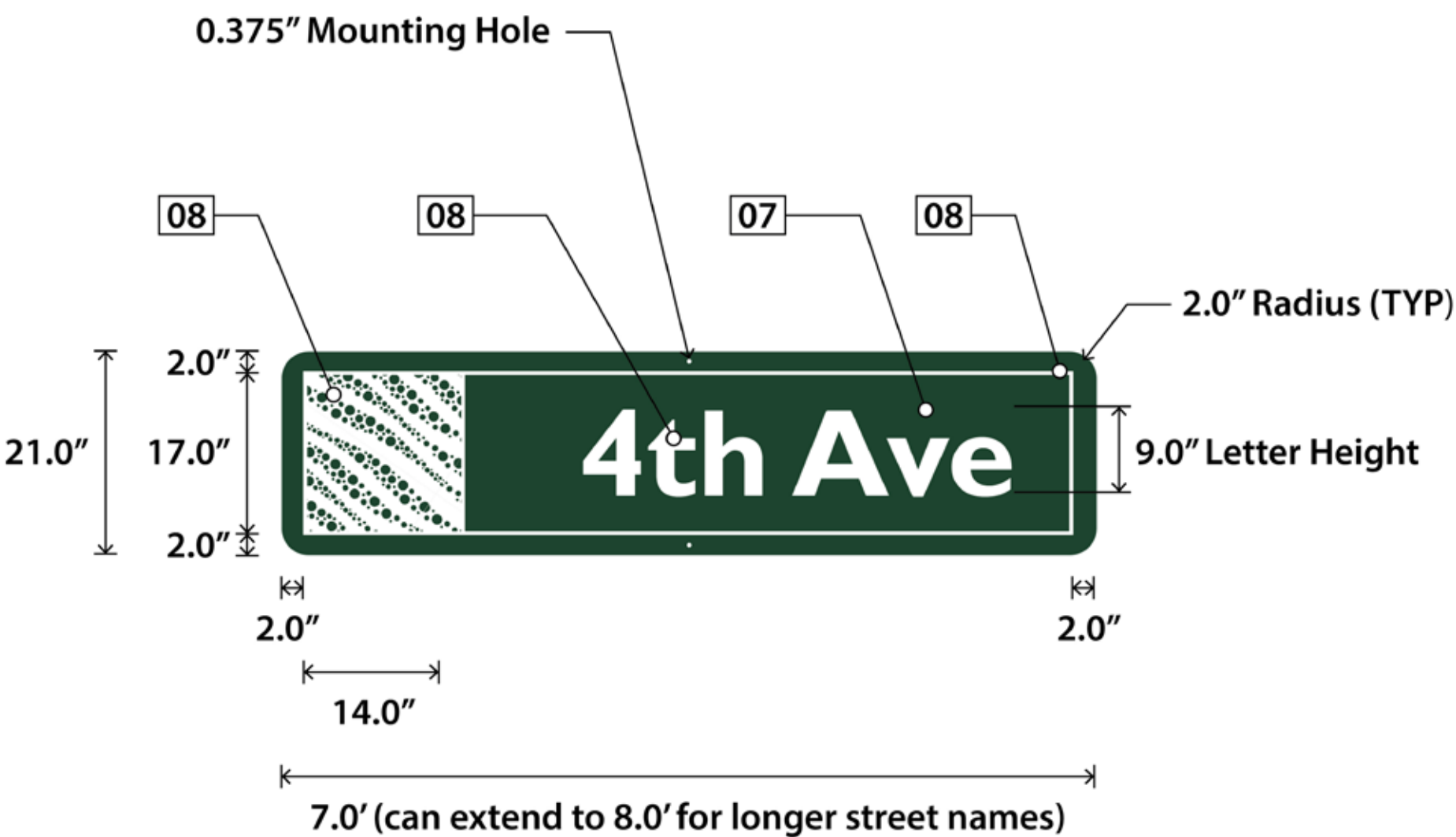
SMALL-SCALE (LOW SPEED) STREET NAME SIGNAGE DETAILS

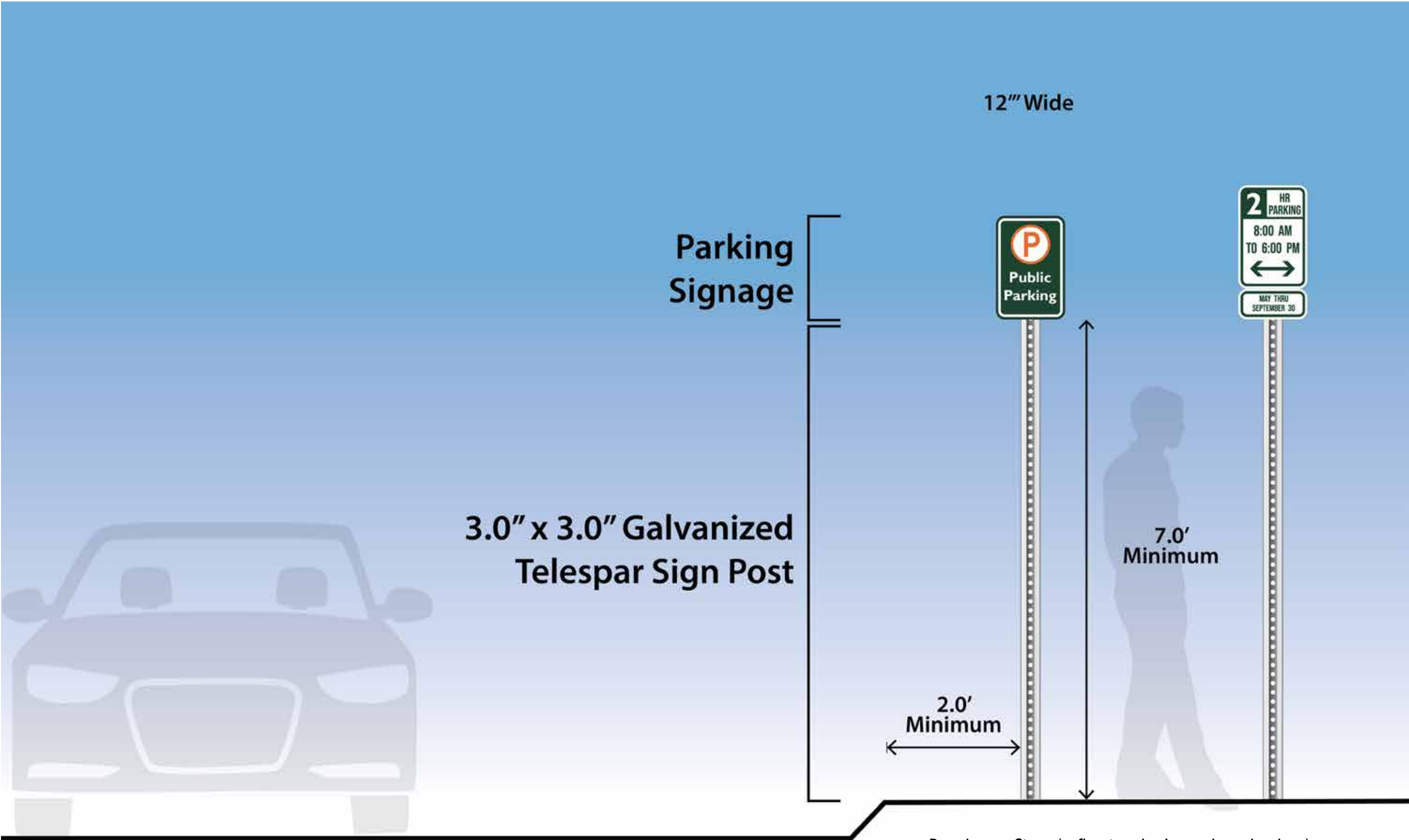




Major Roadway Street Name Sign

MAJOR ROADWAY STREET NAME SIGN DETAILS





Regulatory Signs (reflecting the Lyons brand colors)

REGULATORY PARKING SIGNAGE DETAILS



06

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. The fabricator shall check with the Town of Mt. CB regarding the final needed code standards. Any deviations from the from the specifications in this chapter or the design drawings must be agreed upon by the Town prior to finalization.

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 to scale on a sheet size not smaller than 11" x 17" (draft) and ARCH D 24" x 36" (final). 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 included in fabricator engineered drawings:
 - ➔ 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, internal cut-off switch
 - ➔ Engineering for wind load per Town code, which is a wind speed of 90 MPH (3 seconds), and 75 MPH (fastest mile), and Exposure C classification, "open terrain with scattered obstructions, with heights less than 30 feet".
 - ➔ Removable panels (where applicable)

- ➔ Solar lighting electrical panels (where possible, solar electrical power is preferred for signs without easy electrical access).
 - ➔ 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 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 auto directional signs. 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 scaled 12” x 12” draft sample segment of the map insert product to the Designer for approval before producing the final map inserts. This includes samples for the linear map(s), the trail map, and the base area map. Samples will be for all map printing types, including direct printed maps and high pressure laminate maps.
 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. Fabricator/installer shall coordinate with Owner in advance of each construction work day.

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, delivery and installation.

G. Construction Methodology

The drawings call for a variety of fabrication techniques. The fabricator is provided leeway to fabricate the signs to meet the intent of the designs depicted by the drawings.

1. Sign faces are to be fabricated using steel/aluminum plate of varying thicknesses, as specified on design intent drawings, with a minimum thickness of .125 inches unless otherwise noted.
2. Sign cabinet seams shall be sealed to ensure they are watertight.
3. All finishes are to be satin/matte (as indicated) 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.
4. Except where approved otherwise by Owner, conceal fasteners.
5. Any sign faces smaller than 8’ by 4’ are to be fabricated from 1 piece of seamless material. Where materials need to be seamed, there shall be no visible joints or weld marks.
6. 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.

7. 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.
8. Provide drain holes 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 permanent color-coordinated insect screening over drain holes.
9. Non-illuminated sign faces are to have lettering and graphics direct printed, minimum 5-year warranty, unless otherwise noted in the design intent drawings (such as dimensional lettering specified for the gateways and other sign types).
10. 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).
11. 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.
12. Visible metal joints must adhere to a fit tolerance of .01”.
13. Aluminum and steel components are to be isolated to prevent galvanic corrosion.
14. Steel components are to be powder coated per the coating manufacturers specifications to prevent corrosion.
15. Construction materials (i.e. metal) shall not be reflective.

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 or matte). 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. Town Codes, 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 and compatibility 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 (Owner frost depth code requires 36-inch depth), or deeper to meet local requirements. All footings or bases shall be poured within a form and level with grade unless otherwise specified in the final design drawings. In locations where sloped surfaces require exposure of the concrete footing/base, the exposed concrete shall have a light broom finish and be colored in 242 Sandstone (<https://www.denverconcretecompany.net/concrete-services/stamped-concrete/concrete-colors.html>) as noted in the drawing specifications. Foundation/footings should be level with grade unless otherwise noted or as specified by state or local code. Foundation/footings shall not extend above and exposed edges shall be finished with a bevel to prevent chipping. To meet industry best practices, the concrete shall 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 shall have a light broomed 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 shall 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/breakaway 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 meet Town of Lyons criteria regarding wind loads for signage design and installation. 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 and structural 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 Town 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 per written agreement with the Fabricator as 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 location(s), they shall notify the Owner and contact the Designer to provide a graphic representation of the questionable location(s), for the purpose of getting Owner and Designer site approval.

N. Town Design Standards & Coordination

To be added after electrical/solar is finalized.

O. 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.

P. Site Safety and Restoration

During the installation period, the fabricator is responsible for their own safety, and shall 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 Town of Lyons 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 resulting from Installer's work.

Q. 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. The Owner and Fabricator/

Installer shall jointly prepare a 'punchlist' of project installation deficiencies to be corrected by the Fabricator/Installer within a period of time specified in agreement by the Owner and Designer.

R. Signage Removals

There are several existing signs that will need to be removed prior to installation of the new signage. These removals may be undertaken by the Town of Lyons, but a separate addition-alternative bid shall be provided by the fabricator for removal of these signs. The number, type, and location of all signs to be removed can be found as a separate layer in the provided Google Earth file.

S. 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 provide and 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 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).

T. 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 any and 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.

U. Maintenance

Fabricator is responsible for providing maintenance and inspection of the signage for a 1-year time period, extendable for up to 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 first year period. Owner representatives shall accompany the Fabricator during the first year signage maintenance and inspection to provide guidance and direction regarding the inspection and maintenance of the installed signage. The Fabricator will provide the Owner with an inspection and maintenance punchlist after the first year, along with projected costs to continue yearly inspection and maintenance of each sign type as agreed upon.

07

FUNDING AND IMPLEMENTING THE NEW LYONS SIGNAGE & WAYFINDING

FUNDING SUPPORT FOR THE NEW TOWN OF LYONS SIGNAGE & WAYFINDING

There are many available funding mechanisms to help fund the new Lyons Signage & Wayfinding. The list below reflects the available grants for 2024. Some of these grants are time-sensitive, and the list will need to be verified at the point of signage implementation.

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

- Colorado Tourism Management Grant (<https://oedit.colorado.gov/tourism-management-grant>)
- CDOT Colorado Transportation Alternative Program (TAP), CDOT Safe Routes to School (overall CDOT Grant Page: <https://www.codot.gov/programs/planning/grants/grants>)
- CDOT Colorado Revitalizing Main Streets Grant (<https://www.codot.gov/programs/revitalizingmainstreets>)
- Open Space Grants (these are typically by County, and can only be used to fund park/trail/open space wayfinding)
- DRCOG Transportation Improvement Program (<https://drcog.org/planning-great-region/transportation-planning/transportation-improvement-program>)
- Colorado Health Foundation Activating Places and Spaces Together Funding (<https://coloradohealth.org/funding-opportunities/funding-opportunity-activating-places-and-spaces-together>)
- Preserve America Grants – For Historic/Interpretive Signage (<https://www.achp.gov/preserve-america>)
- Colorado Creative Industries Grants – Just for planning work, not wayfinding construction (<https://oedit.colorado.gov/colorado-creative-industries>)
- Our Town Grants – this link also provides information about their technical assistance grants that can help pay for wayfinding planning assistance (<https://www.arts.gov/grants/our-town>)
- DOLA Main Street LIVE Grants (<https://dlg.colorado.gov/main-street-live-livability-investments-for-vibrant-economies>)
- CDPHE Health Disparities and Community Grant Program – This one is new and I’m not sure if they count wayfinding as one of the things that help connect people to community health (<https://cdphe.colorado.gov/press-release/cdphe-announces-grant-opportunity-to-advance-health-equity-improve-health-outcomes>)
- CDC Grant to Colorado Department of Public Health – This is also really new (<https://cdphe.colorado.gov/press-release/cdc-grant-to-provide-44-million-to-improve-physical-activity-and-nutrition-in>)
- RAISE-BUILD-TIGER Grants – I’ve not been able to untangle all of these, but I’ve heard some of them fun wayfinding! (<https://ops.fhwa.dot.gov/freight/infrastructure/tiger/>)
- MPDG Program – This is new and looks promising for rural wayfinding (<https://www.transportation.gov/grants/mpdg-program>)
- DOLA Energy/Mineral Impact Assistance Fund Grant (EIAF) – You need to show social or economic impacts from energy and mineral production for this one (<https://dlg.colorado.gov/energy-mineral-impact-assistance-fund-grant-eiaf>)

PREFERRED TOWN OF LYONS WAYFINDING IMPLEMENTATION

A Phased Approach to Implementation

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

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

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

Ideally, the recommended signage will be installed in as few phases as possible, as fewer phases will ensure that the overhead costs of mobilization and purchasing of raw materials will be reduced. However, it is also understood that funding the signage may be dependent on acquiring outside grants and funding, and therefore, some sign types that could be funded through specific grants (like trail signs) may need to be installed as funds are available.

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

Priority 1 - Auto Directional Signs

Currently, there is a lack of awareness of the destinations in and around Lyons. With most of the tourist traffic using Main/Gothic, there is a tremendous potential for advertising the destinations and amenities of the town from these roadways and the CDOT roads they intersect with east and west of town. Installing auto signs that help orient visitors will help encourage these travelers to stop for things like eating, recreation, dog walking, information, or just to explore. In the same way, auto directional signs alter travelers to their arrival in town.

Priority 2 - Business Marketing Side-Street Signs

Along with the auto-directional signs, these will alert people driving through town to the awesome things that aren't on the two main thoroughfares, which is a lot of cool stuff! These signs will encourage business and redevelopment, too, so even though they're going to require a mix of public-private funding, they will be useful right away, which a great motivation to see them go up in the early project stages.

Priority 3 - Pedestrian & Trail Signs

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

Priority 4 - Secondary Gateway Signs

These are the smaller gateway signs west of town to the north and south. Because they're not accessible/interactive like the large gateway sign, these are lower on the priority list. Auto directional signs that will go up first along this St.Vrain/5th/36/Main Street corridor that will be the most useful for pointing people to Lyons things that will encourage them to stop, so the gateway signs are really just celebratory along this N-S corridor.

Priority 5 - Gateway Sign (large)

Once the functional Lyons signage is complete, the large, interactive sign will be an eye-catching addition to the Town. The large gateway sign will serve both residents and tourists. For residents, it will be a fun place to gather and celebrate the town they love, and for visitors it will be an eye-catching feature that will encourage them to stop, spend some time in Lyons, and document their visit to one of Colorado's most unique, funky, friendly, and historic small towns.

Priority 6 - New Message Board Sign

The new message board sign will replace the current sign on the east entrance into the Town that helps communicate with visitors and people passing through town the events and celebrations available in the community. This sign type will need to be designed after meeting with CDOT to determine the opportunities and constraints of where this sign type can be located and if it can include electronic messaging.

Funding-Responsive - Historic/Interpretive Sign

The historic/interpretive sign will rely on grant or outside funding to install, and the timing of its installation will be reliant on these available funds.

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

08

SIGNAGE LOCATIONS, QUANTITIES, & COST ESTIMATES

Google Earth Messaging Plan Link:



https://earth.google.com/earth/d/1304KYOB0HXqbMueMbIP15V_LTX0Et12J?usp=sharing

SIGNAGE QUANTITIES BY PHASE

PHASE 1: Auto Directional Signage (these could be done in more than 1 phase)

AUTO DIRECTIONAL SIGNS (AD)	AD SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Auto Directional Signs are used to direct vehicular traffic to Lyons destinations and amenities	21	FREESTANDING	NO (retro-reflective)

PHASE 2: Business Marketing Side-Street Signs (Merchant Signage)

MERCHANT SIGNAGE (M)	M SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Merchant Signs provide opportunities for private businesses to pay for temporary blades installed on a Town of Lyons permanent sign	5	FREESTANDING	NO (retro-reflective)

PHASE 3: Pedestrian & Trail Signs

PEDESTRIAN DIRECTIONAL SIGNS (PD)	PD SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Pedestrian signs help people on foot find amenities and destinations in Lyons. They include pointed directional information and maps	7	FREESTANDING	NO (retro-reflective)
TRAIL DECISION POINT SIGNAGE (TD)	TD SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Trail Decision Point Signs help trail and natural pathways point to destinations and amenities at key decision-making points	11	FREESTANDING	NO (retro-reflective)

SIGNAGE QUANTITIES BY PHASE

PHASE 4: Secondary Gateway Signs

GATEWAY SIGNS - COLUMNAR (G)	M SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Gateways mark the entrances into Lyons, and are scaled to reflect the size of the space they're located in, and the heirarchy of the gateway type	2	FREESTANDING	POSSIBLE

PHASE 5: Primary Gateway Signs

GATEWAY SIGNS - LINEAR (G)	M SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Gateways mark the entrances into Lyons, and are scaled to reflect the size of the space they're located in, and the heirarchy of the gateway type	2	FREESTANDING	POSSIBLE

PHASE 6: New Message Board Sign

GATEWAY SIGNS - MESSAGE BOARD (G)	M SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Gateways mark the entrances into Lyons - the Message Board Sign is intended to replace the existing message gateway located in the green space between Main Street and Broadway east of downtown Lyons	1	FREESTANDING	POSSIBLE

FUNDING-RESPONSIVE: Historic/Interpretive Sign

HISTORIC & INTERPRETIVE SIGNS (H)	H SIGNAGE QUANTITIES	INSTALLATION TYPE	ELECTRIFIED/LIGHTED
Historic and interpretive signs help bring the key Lyons historical themes to life for residents and visitors	1	FREESTANDING	POSSIBLE

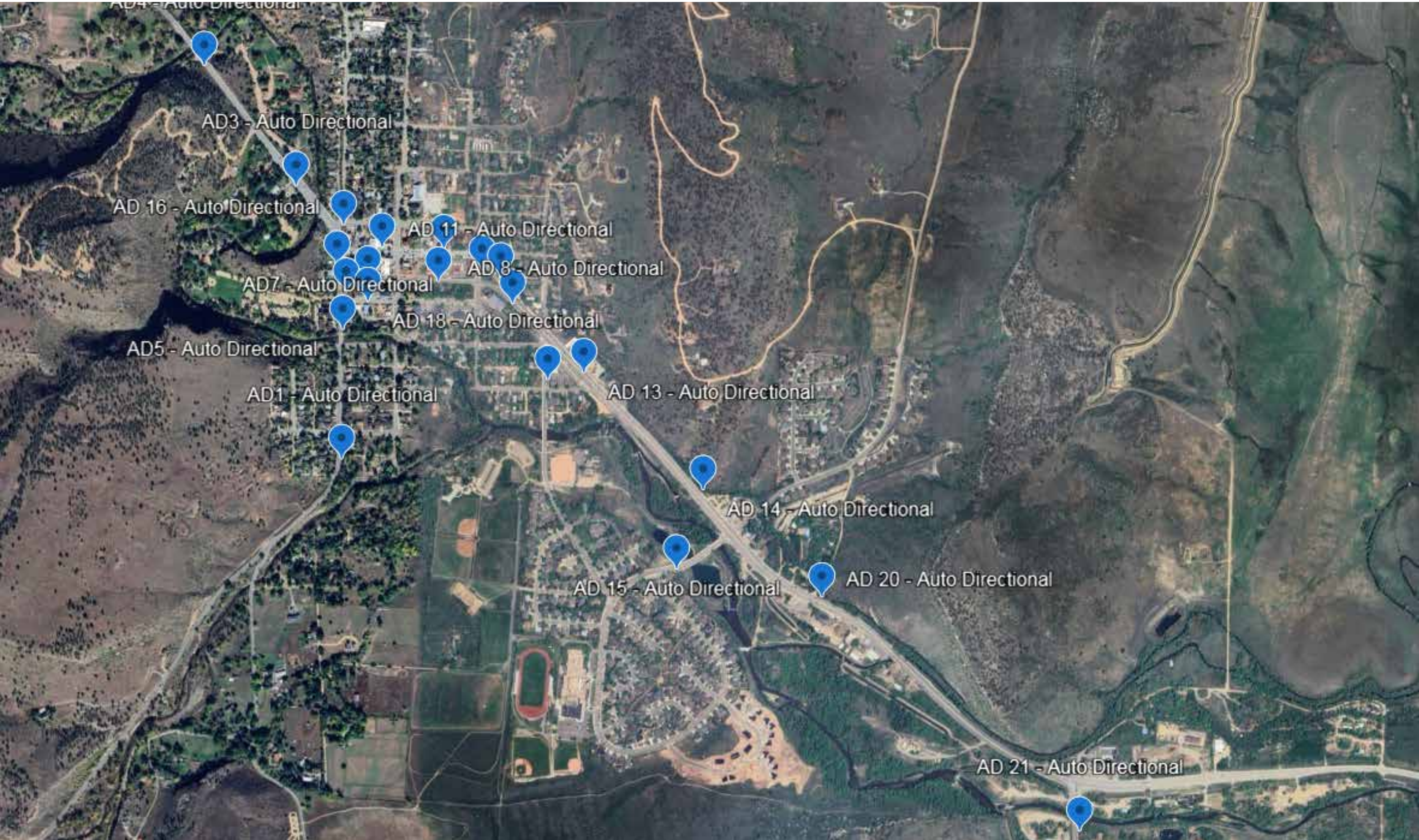
ELECTRICITY OPTIONS

Several of the signage designs include the potential for electrification. In some areas electrical service already exists at the signage location, and for these areas, it would be relatively inexpensive to connect to lighting or electric illumination elements within the sign.

For areas without current nearby electrical service, it will be more difficult to hook up the proposed signs to the existing electrical system. In these situations, the recommendation would be to explore in independent solar power source that could service the sign. The costs for buying, installing, and hooking up to any non-grid electrical solar service would add extra costs to the sign.

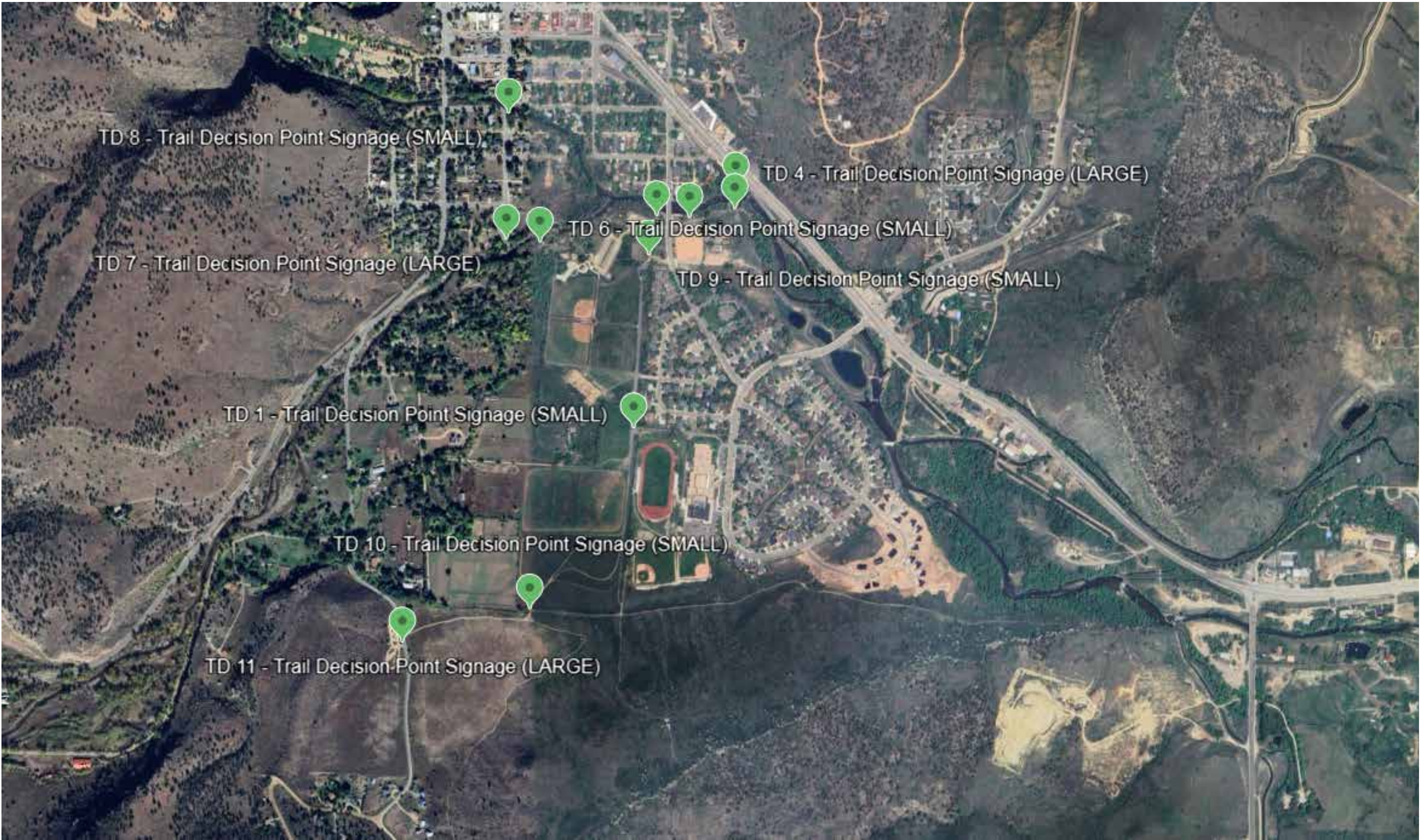
The most inexpensive option to illuminate the signs would be to use existing electrical service to install ground lights that point toward the sign to illuminate its front face and create depth with the perforated metal. These exterior to the sign ground lights are inexpensive and easy to maintain (since they are not integrated into the physical structure of the sign). Any internal illumination to the signs will be more costly to install and harder to adjust over time.

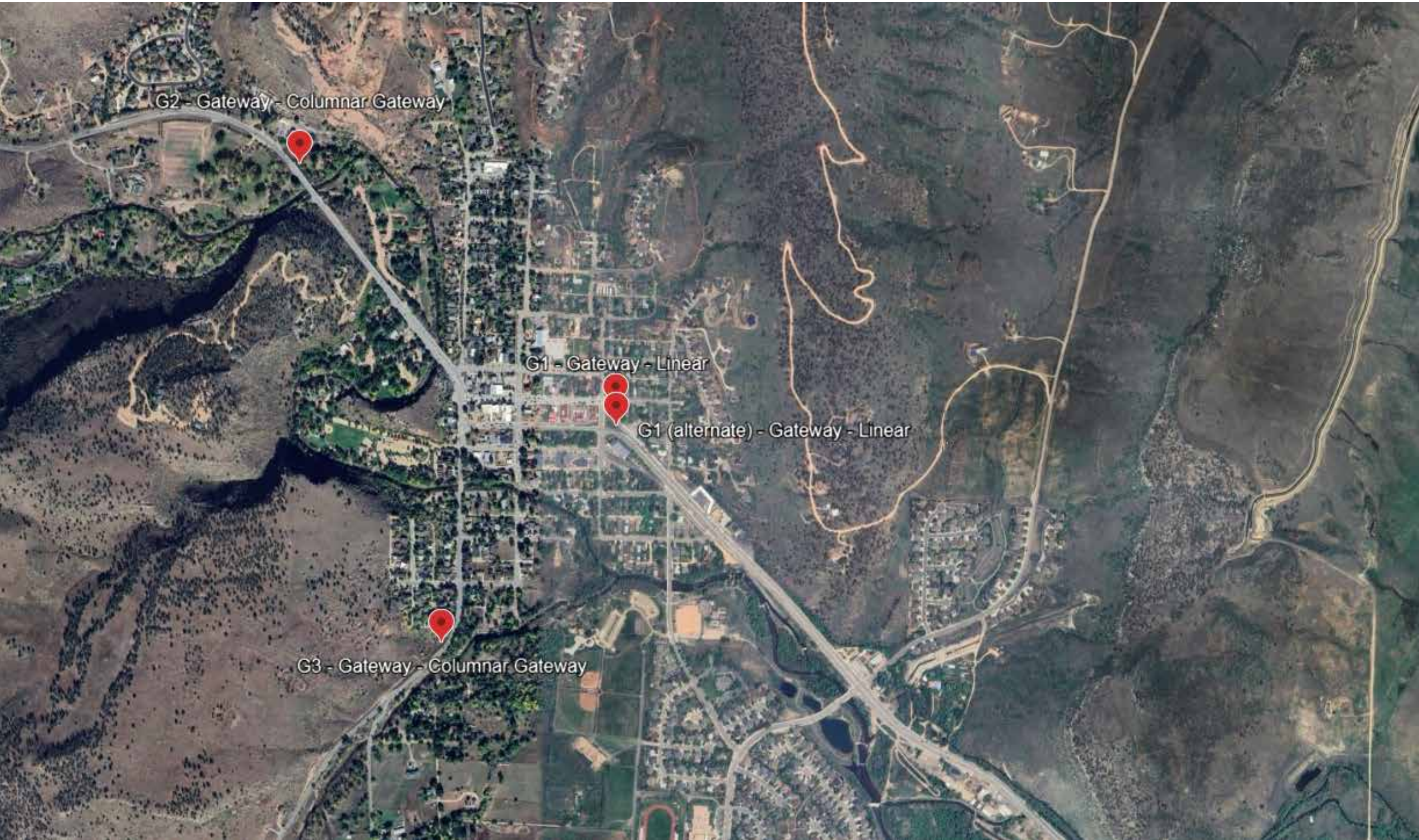
NOTE: Any new digital message signs will need to be approved along the CDOT ROW's and follow their specifications for the size, character, and detailing of these signs.

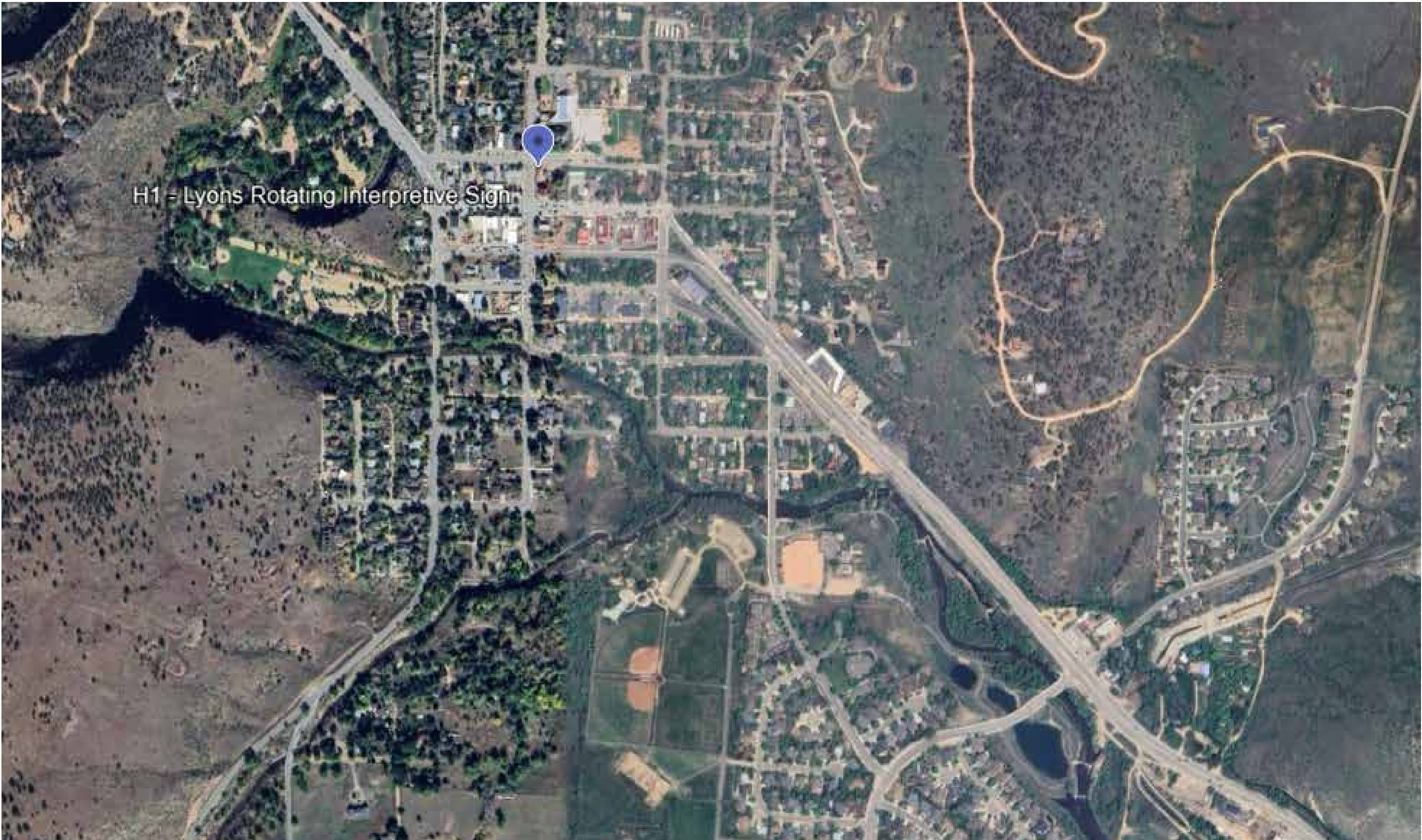












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I N T E R N A T I O N A L