

Downtown Lighting & Signage Plan

October 10, 2018

Prepared for the City of Commerce City, Colorado

ACKNOWLEDGMENTS

This plan is the result of many hands and heads working together, and members of the design team would like to thank the City of Commerce City Planning and Public Communications staff and the Derby Review Board for their unwavering support of the project, insightful project direction, and keen-eyed refinements of the final plan.

The ideas put forth in this plan would not have been possible without the inspiring direction of the Derby community. Business owners to residents to members of groups with an interest in the Derby District all had a hand in helping the design team better understand the character of the District, and what types of lighting, signage and wayfinding improvements would have the most lasting value and impact. This plan would not have been possible without your critical thinking, generous sharing, and commitment to working alongside the design team as we developed and vetted the final design ideas. We are so grateful for your support, heartfelt input, and time spent helping us see the Derby District through your eyes. Thank you.

Specific Thanks To:

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City of Commerce City Staff (Derby Operations Team): Caitlin Hasenbalg Long AICP, Steve Timms AICP, Chris Cramer AICP, Michelle Claymore, Maria D'Andrea P.E., Travis Huntington, Traci Ferguson, Mike Brown, Officer Elizabeth Couture, Rachel Allen, Brandon Murray, Sheryl Carstens, Cheryl Steinberg, Roger Tinklenberg.

Derby Lighting, Signage & Wayfinding Plan

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Purpose & Goals of the Lighting & Signage Plan

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

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.

01

Project Context & Background

PROJECT CONTEXT & BACKGROUND

The Derby District is a hidden gem. Bolstered in recognition through award-winning intersection improvements, a focus on healthy living and community-building, an Anythink Library, and a network of stakeholders and neighbors with a strong dedication to their community, Derby has both a compelling history and a promising future. Recent planning work and future infrastructure improvements offer great potential for district growth and redevelopment, and the overall picture for Derby's future is both clear and exciting.

However, although visitors to Derby will be rewarded with a rich and continually deepening experience of place, people and culture, knowledge of how to access the community from major roadways (Highway 2 and 72 Avenue) is limited, and the visitor experience of many district destinations is largely isolated and disconnected. Some of these disconnections are being addressed through roadway and intersection improvements, however, the branding, signage and wayfinding project represents a unique opportunity to create a level of legibility, connection and storytelling for the Derby District that has been missing. Envisioned as both a planning and design project, the new branding and signage will not only raise awareness of the district, it will also provide visitors with critical information regarding how to access and move through the district, while simultaneously highlighting the destinations and sense of place that make Derby unique and memorable. More than just signage, the new wayfinding plan has the potential to combine art, history, mapping and culture into interactive physical orientation elements that reveal what is special and beloved about Derby.

Review of Past Planning & Design Efforts

Much work has already been completed in Derby, and reviewing these past plans and visions was an important part of understanding the project context. The following plans and documents were reviewed by the design team during the initial project information-gathering efforts:

- ➔ Derby Sub-Area Design Guidelines
- ➔ Derby Master Plan
- ➔ Derby Planned Unit Development (PUD)
- ➔ Derby Urban Renewal Documents



The project overview banner outlines the preliminary stakeholder outreach questions and their responses

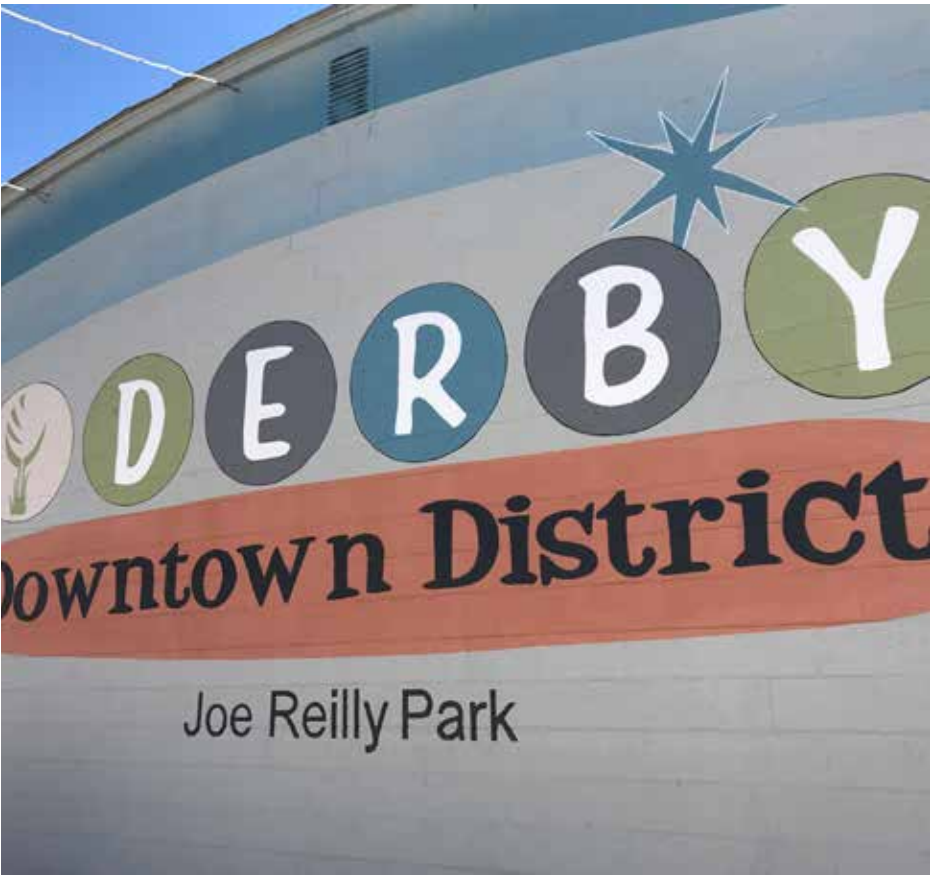
Goals & Objectives of the Signage & Wayfinding System Design

- ➔ Placemaking – Reinforce a sense of place for Derby & enhancing Derby’s image and brand
- ➔ Brand Awareness - Support, brand, and identify a distinct identity for Derby with signage that blends with the historic yet modern feel of the district
- ➔ Legibility – Highlight important community resources and destinations, and how to access them through clearly defined directional information
- ➔ Character Area Awareness - Raise community and visitor awareness of Derby, including its location and amenities
- ➔ Highway Visibility - Direct visitors to Derby from major transportation arteries
- ➔ Economic Development – Increase awareness of Derby, helping to increase sales tax revenues, general interest in the district, 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 bid documents for a competitive request for proposal for fabrication and installation bids

Project Timeline



Building on the existing Derby district brand and design guidelines was an important component of the Lighting & Signage Plan

02

Project Communication

ADVERTISING THE DERBY LIGHTING AND SIGNAGE PROJECT

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



4"x9" project information cards were distributed during outreach events, and left behind at Derby community locations, like the Library, and other private and public destinations within town. Info cards were also mailed to all residences within the Derby district and its neighboring communities.

TEMPORARY PROJECT SIGNAGE

5'x3' temporary project signage made from chloroplast was created to help promote the project info station, and installed at Joe Riley Park, along 72 Avenue (in front of the Anythink Library), and at the southeast corner of the intersection of Monaco and East 73rd Avenue.

DERBY

Downtown Lighting & Signage Plan

1

COMMUNITY EVENTS
EVENTOS COMUNITARIOS

June 7, 2017 - Community Workshop
Taller Comunitario
6:00pm-8:30pm
Commerce City Small Business Resource Center
7270 Monaco St, Commerce City, CO 80022
Project goals & direction - Objetivos y dirección del proyecto

July 12, 2017 - Community Workshop
Taller Comunitario
6:00pm-8:30pm
The Yellow Rose Event Center
6490 E 72nd Pl, Commerce City, CO 80022
Preliminary lighting & signage designs -
Diseños preliminares de iluminación y señalización

August 17, 2017 - Community Open House
Comunidad abierta
5:00pm-7:00pm
Anythink Commerce City Library
7185 Monaco St, Commerce City, CO 80022
Final design plan & next steps -
Plan de diseño final y próximos pasos

2

FACEBOOK PAGE
PAGINA DE FACEBOOK

Keep up-to-date on the Lighting & Signage Plan
by checking the project Facebook page:
Manténgase al día en el plan de iluminación y señalización
Revisando la página de Facebook del proyecto:

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



3

COMMUNITY SURVEY
ENCUESTA COMUNITARIA

The community survey will gather ideas, feedback &
direction that will help the design team understand
how to improve lighting, signage & wayfinding within
the downtown Derby district. The survey will be open
from May 15 - June 3, 2017.

La encuesta de la comunidad recogerá ideas,
dirección que ayudará al equipo de diseño a comprender
cómo mejorar la iluminación, señalización y wayfinding dentro de
El distrito del centro de Derby. La encuesta estará abierta
Del 15 de mayo al 3 de junio de 2017.

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



Please join us in creating lighting, signage & wayfinding ideas for
the Derby Downtown District!

¡Únase a nosotros en la creación de iluminación, señalización y las ideas
de wayfinding para el distrito del centro de Derby!

The project goals are: Los objetivos del proyecto son:

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

- ★ Design signage & wayfinding que ayuda a dirigir a los residentes y visitantes a destinos dentro del Derby Downtown District
- ★ Desarrolle un plan de iluminación que identifique el estilo, la cantidad y el tipo de iluminación necesarios en el centro de Derby
- ★ Desarrolle un plan de implementación que describa los costos y recursos necesarios para implementar los nuevos diseños de iluminación y señalización



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Project info signs were installed in three (3) locations within the Derby district. The info signs also included a project info card box, with project info cards available for stakeholders to take home.

PROJECT FACEBOOK PAGE

The project Facebook page launched at the beginning of the project, and continued throughout the project duration (approximtely through June, 2018).

Reason for Use: The primary reason for establishing the project Facebook page was to enable the design team to reach the broadest stakeholder audience as possible. With the prevalence of personal handheld internet enabled phones, even people who are not able to afford a home computer often have a smart phone and an established social media account, and distributing targeted project information via social media is a successful method for encouraging community members to engage with a project. Beyond the primary reason for utilizing social media in general, we also felt having a discrete project Facebook page for the Derby Lighting & Signage Plan prevented information and notices regarding the Derby project to not get ‘lost’ in the larger City of Commerce City Facebook feed (where the project notices were also cross-posted). A stand-alone page allowed people interested in the Derby project to have an easy go-to page that allows stakeholders to quickly access all the project information in one location.

Goals/Objectives: To distribute critical information regarding the project, including: Outreach event dates/locations; Results of the community survey and community workshops; Descrete community questions related to lighting & signage preferences; and, Preliminary and final project designs. In addition to distributing project information, the project Facebook page was also a way for community members to share their ideas and preferences regarding the new lighting and signage plan ideas.

Target Audience: Although the overall target audience members were the Derby District community members, the project Facebook page was especially geared toward the following groups:

Youth – Younger people are much more likely to participate in a Facebook group than attend a community workshop, and a project Facebook page presented an opportunity to engage youth ‘where they are’ in respect to how they access and share information.

Business Owners – Many of the existing district business owners have active Facebook pages, and allowing them to ‘like’ and ‘follow’ our project Facebook page was a great way to keep them informed about the project, while also sharing it with their established followers.

Approach for Use: The project Facebook page was updated at each project stage, and when the design team needed to share information regarding project meetings or designs. The posts focused on sharing project information, especially in regard to community feedback events. For these feedback events, the posts were ‘boosted’ to allow them to run

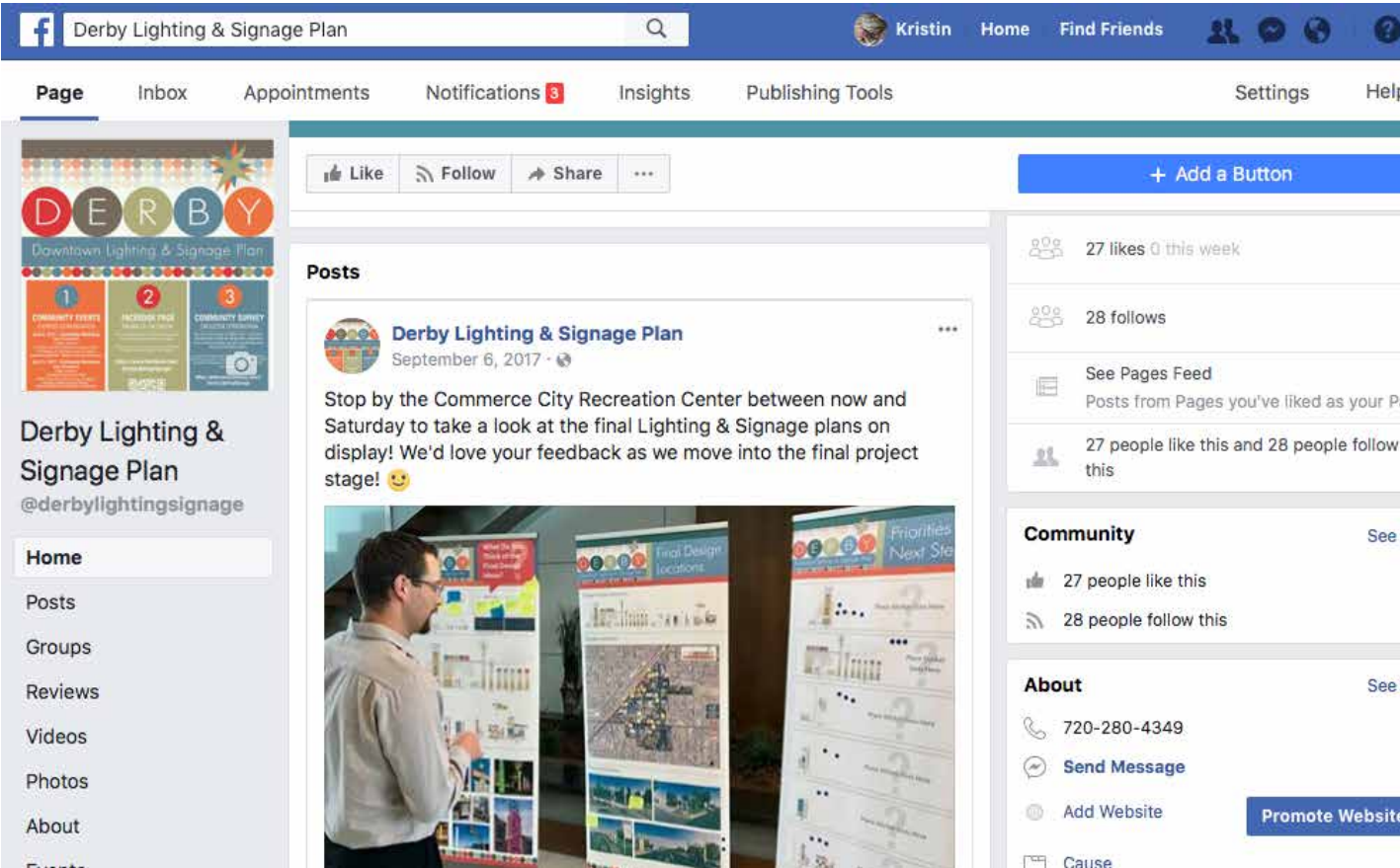
in the Facebook feed of all Facebook users within the Derby District (and within a 5-mile radius of the district) for 3 days leading up to the event, even if they haven’t ‘liked’ the page. The design team managed the page, and ran all questions or inquiries received through the page through the City of Commerce City Communication Department and the Derby Lighting and Signage Plan project manager prior to posting a response.

Records Retention Plan: The site will be archived in June 2018, and will remain archived for a year (June 2019) after the project has ended. In addition, a printed PDF of all written comments on the site will be created at the end of the project, and included as part of the Lighting & Signage Design Plan deliverables.

Authorized Social Marketing Administrators (SMAs) for the Derby Facebook page:

- Kristin Cypher, C+B Design
- Travis Huntington, City of Commerce City

The project Facebook page allowed for easy mobile access to project information, updates, and announcements



The project Facebook page allowed the design team to promont the Lighting & Signage Plan through social media. Workshop and meetings promoted through Facebook were ‘boosted’ throughout Commerce City to ensure they reached the largest possible audience.

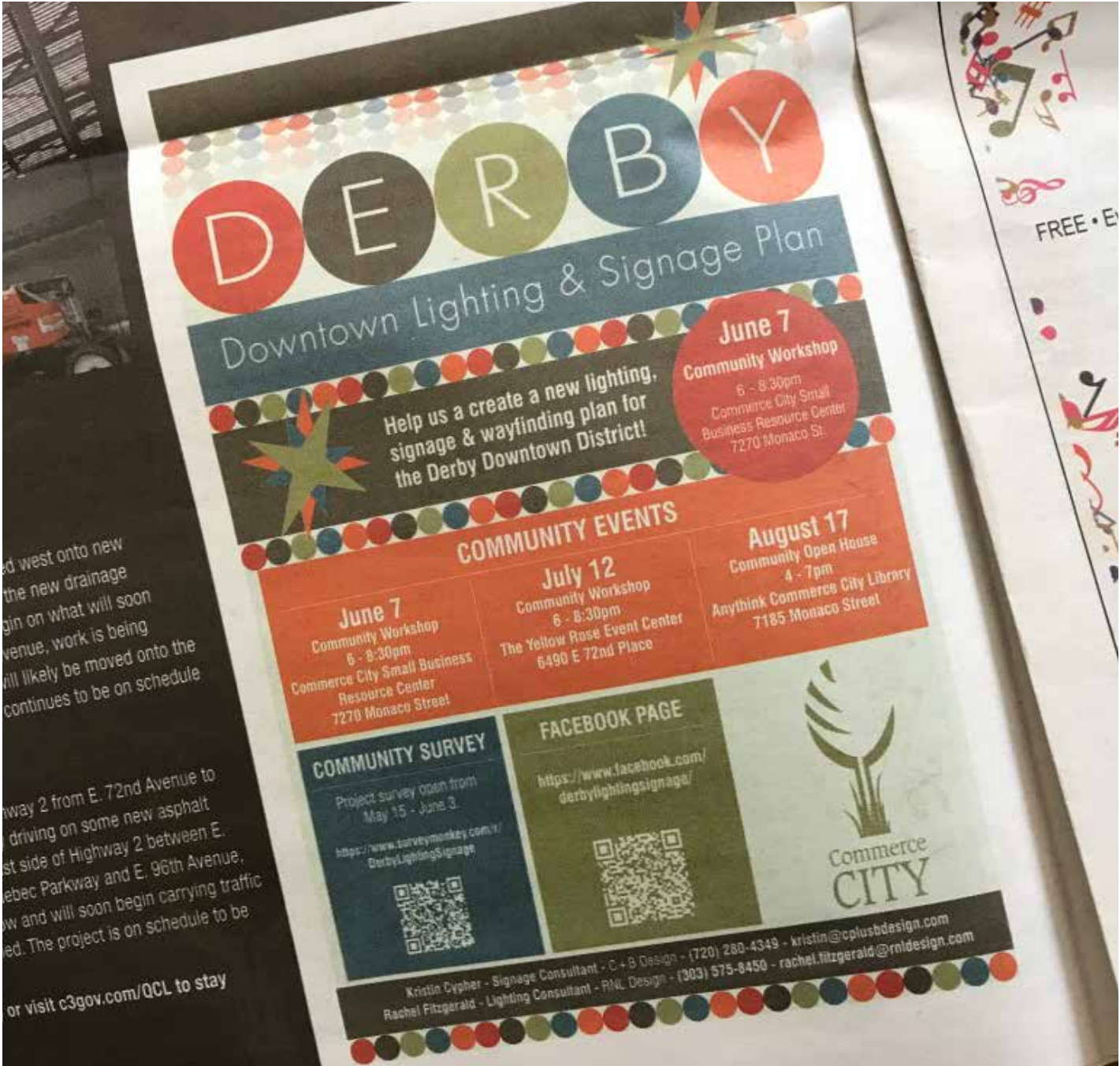
Derby Page Statistics:

- 28 Followers
- 27 Page Likes

NEWSPAPER ADVERTISEMENTS

One of the ways the project was broadly advertised within Commerce City was through the 'Commerce City Connected' monthly newspaper. Distributed throughout Commerce City, the 'Connected' newspaper provided an opportunity to share information about the Derby Lighting & Signage project to stakeholders throughout Commerce City. Each promotion focused on promoting upcoming outreach events, as well as links to the project facebook page and community survey.

'Commerce City Connected' newspaper advertisement



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

BACKGROUND UNDERSTANDING

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

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

Derby Sub-Area Design Guidelines

Page 5

Design Guidelines & Goals

Goal 3:

Enhance Derby’s visibility and identity through adopting consistent and Compatible signage, lighting and landscaping.

Goal 7:

Transform Derby into a healthy and multi-modal traffic environment, while continuing to support the necessity of the automobile through elegant and cohesive landscaping, lighting, and wayfinding signage

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Universal Design Policy

Design action that will facilitate universal use is encouraged and includes:

- ➔ Clear and frequent signage and orientation information
- ➔ Visitor signage and maps
- ➔ Visitor information booths
- ➔ Larger signage letters
- ➔ Directional banners
- ➔ Banners or signage distinctive to particular streets

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Architecture

Signage Section

There will be 6 signage types:

- ➔ Banners that shall be concentrated around Derby boundaries such as Highway 2, Magnolia Street and 72 Ave to serve as identity makers.
- ➔ Highway Signage that shall call out Derby attractions.
- ➔ Information Kiosks placed within the Derby Core in central locations.
- ➔ Group Business Signage that shall call out individual names of businesses in building groupings.
- ➔ Commercial Signage that shall call out each individual business.
- ➔ Street Signage at a pedestrian scale that shall call out the names of streets and shall be typically located at intersections.

Derby Signage Section:

- ➔ Some characteristics of the 1950s era signage should be encouraged, while others shall not. The objective is to mix the optimism and style of the 50’s with the sustainability aspects of the modern age to come up with signs that will truly make Derby unique and inviting as a business center and destination. The following characteristics should be encouraged:
- ➔ Exaggerated curves or angles
- ➔ An aura of hopefulness and futuristic optimism
- ➔ Pastel colors selected from an approved palette
- ➔ Stainless steel and other similar products such as aluminum
- ➔ Typing fonts that are distinctly 50’s style, such as Helvetica and Matisse
- ➔ Neon lighting
- ➔ Materials, configuration, dimensions, and location will be to Scale and in proportion with surrounding buildings.
- ➔ Signs should avoid obscuring architectural details.
- ➔ Location, material, size, color, and lettering style of multiple storefront signs, awnings, and lighting on single buildings and visually close by should be coordinated.
- ➔ Less sustainable materials, popular in the 1950s should be avoided.

- As much as possible, signs should be designed to make “change-outs” easy
- As much as possible, signs should be made from materials that are ‘sustainable,’ long-lasting and facilitate energy efficiency.
- Wind, solar or other energy alternative methods to illuminate signage should be used where practical.

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Public Realm Section

Alleys

Alleys are an important component of the Derby-Sub Area Plan, forming an essential connection to the Open Space network and, like Streets and sidewalks, play a vital role in the circulation of the neighborhood. Alleys offer opportunities for spontaneity and a variety of experiences and therefore shall be open for public use. Some potential alleys have already been identified on the Derby Sub-Area Plan with potential opportunities for future alley connections. Alleys shall:

- Be Pedestrian Friendly by remaining: Clean, oriented and attractive with welcoming entry and signage that names the alley and specifies the destination

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Public Realm Section

Signage

There will be 6 primary signage types, images of which are on the following pages:

- Banners that shall be concentrated around Derby boundaries such as Highway 2, Magnolia Street and 72 Ave to serve as identity makers. Potential locations for these are set out on the plan entitled banners. In general banners shall be attached to street lights rather than pedestrian lights.
- Highway Signage that shall call out Derby attractions.
- Information Kiosks placed within the Derby Core in central locations.
- Group Business Signage that shall call out individual names of businesses in building groupings.
- Individual Business Signage that shall call out each individual business.

- Street Signage at a pedestrian scale that shall call out the names of streets and shall be typically located at intersections.

Criteria to consider for Derby signage:

Some characteristics of the 1950s era signage shall be encouraged, while others shall not. The objective is to mix the optimism and style of the 50’s with the sustainability aspects of the modern age to come up with signs that will truly make Derby unique and inviting as a business center and destination. The following characteristics shall be encouraged:

- Exaggerated curves or angles
- An aura of hopefulness and futuristic optimism
- Pastel colors selected from an approved palette
- Stainless steel and other similar products such as aluminum
- Typing fonts that are distinctly 50’s style, such as Helvetica and Matisse
- Neon lighting
- Scale and proportion. Materials, configuration, dimensions, and location will be to Scale and in proportion with surrounding buildings.
- Sympathetic to surroundings. Signs shall avoid obscuring architectural details, and shall enhance rather than compete with surroundings. The anarchy of the 50s where signage competed and was placed without regard to overall design consideration shall be avoided.
- Coordination of single building signage. Location, material, size, color, and lettering style of multiple storefront signs, awnings, and lighting on single buildings and visually close by shall be coordinated.
- Sustainable. As much as possible, signs will be made from materials that are ‘sustainable,’ long-lasting and facilitate energy efficiency. See Sustainable Building Design Policy in the Introduction to these Guidelines.
- Easy change outs. As much as possible, signs will be designed to make “change-outs” easy
- Wind, solar or other energy alternative methods as methods to illuminate signage should be used where practical.

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Public Realm Section

Lighting

Signage Lighting will:

- Be made of green building materials
- Use sustainable energy methods
- As much as possible, incorporate lighting into their components.
- Be a crossover between lighting and signage. The design of signs shall relate to street lighting to avoid excess light pollution. (Refer to separate section on signage for additional requirements.)

Derby Master Plan

Part Eight – Outline Design Guidelines

The Public Realm Section

Master Plan Components, Page 27

Wayfinding Subsection:

All the following add to sense of orientation:

- ➔ Public sculpture
- ➔ Unusual road treatments such as roundabouts
- ➔ Paving patterns
- ➔ Mixed land use
- ➔ Naturalized drainageways
- ➔ Signage
- ➔ Lighting
- ➔ Landscaping

Visibility Subsection:

- ➔ Entry ways into Derby are emphasized
- ➔ Landscaping - boulevard treatment to streets
- ➔ Buildings face streets
- ➔ Signage will build upon identity of Derby
- ➔ Signage and lighting

Derby Urban Renewal Document

Reference Design guideline goals for signage and wayfinding on pages 3 and 4. Language is taken from Design Guidelines.

Derby PUD

Derby Downtown District PUD Zone Document sheet 2 of 4

Character of the Derby Sub-Area

It is not intended for Derby to become overly themed, but rather that Derby preserve and enhance the best aspects of the 1950’s era, while also representing and including other complimentary styles and cultures. For example, the restaurant El Jardin is representative of the growing Hispanic culture, which is equally important to the character and preservation of Derby.

Sheet 3 of 4 reference the signage sections of the design guidelines as reference for public and building signage within the PUD.

The location and number of street signs were mapped as part of prior Derby planning efforts



Design Guidelines Image Sheets

Past planning work included curation of images that helped codify the Derby district character and history.



04

Existing Conditions Analysis

UNDERSTANDING THE DERBY DISTRICT

Existing Conditions

The Derby district has many appealing characteristics. Located just a few miles from downtown Denver, Derby benefits from close proximity to a major city and transportation networks (including a planned future light rail station), while still retaining the scale, character, and charm of its history and culture. As a former bedroom community for the Rocky Mountain Arsenal, Derby experienced much of its historic growth and development during the 1950's, and remnants of the architectural character and close-knit community that flourished during this heyday are still present today. When cataloging the Derby existing conditions, efforts were made to both see the reality and the potential of the district, and how signage can both raise awareness of Derby, while also helping to preserve and codify its history and character.

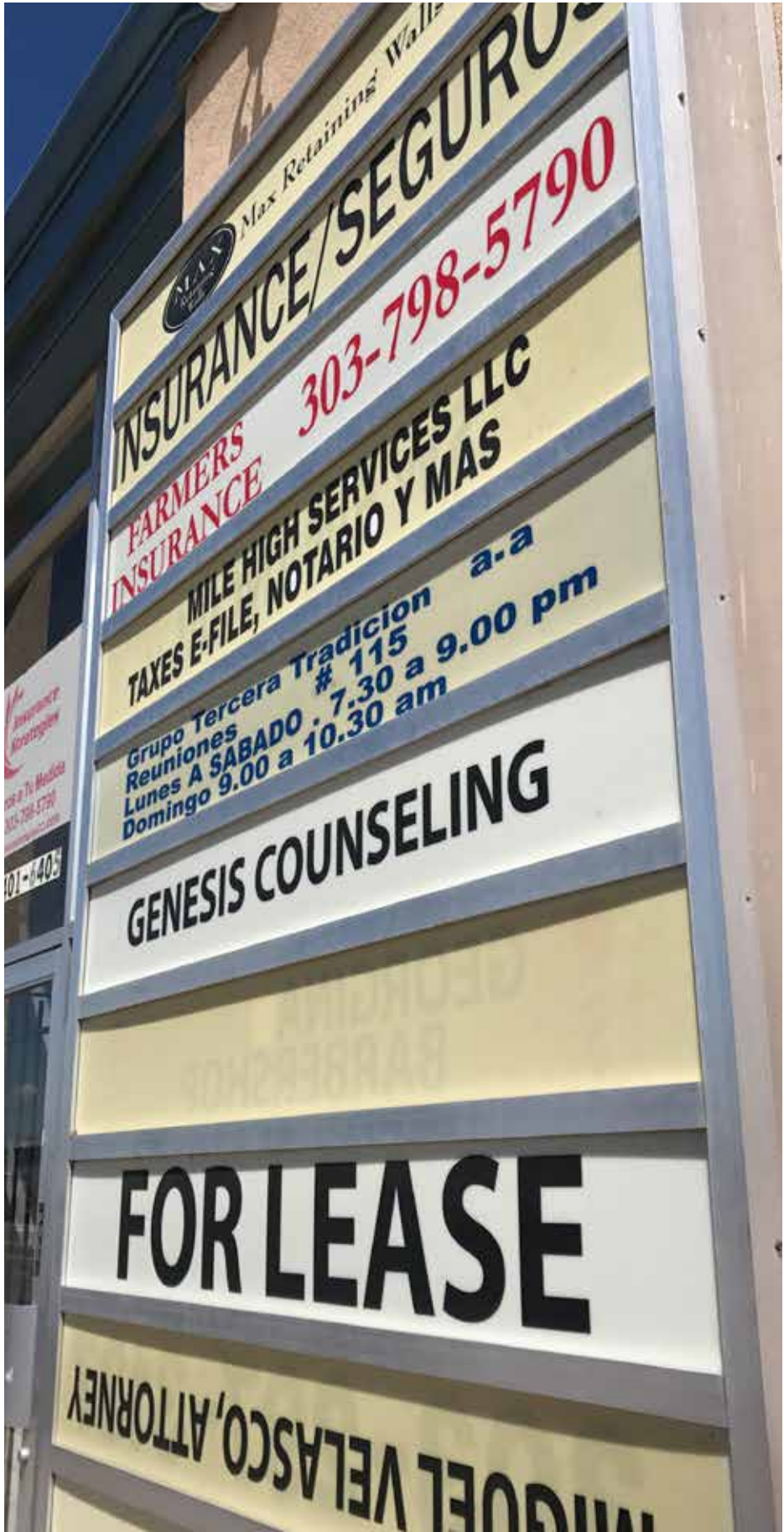


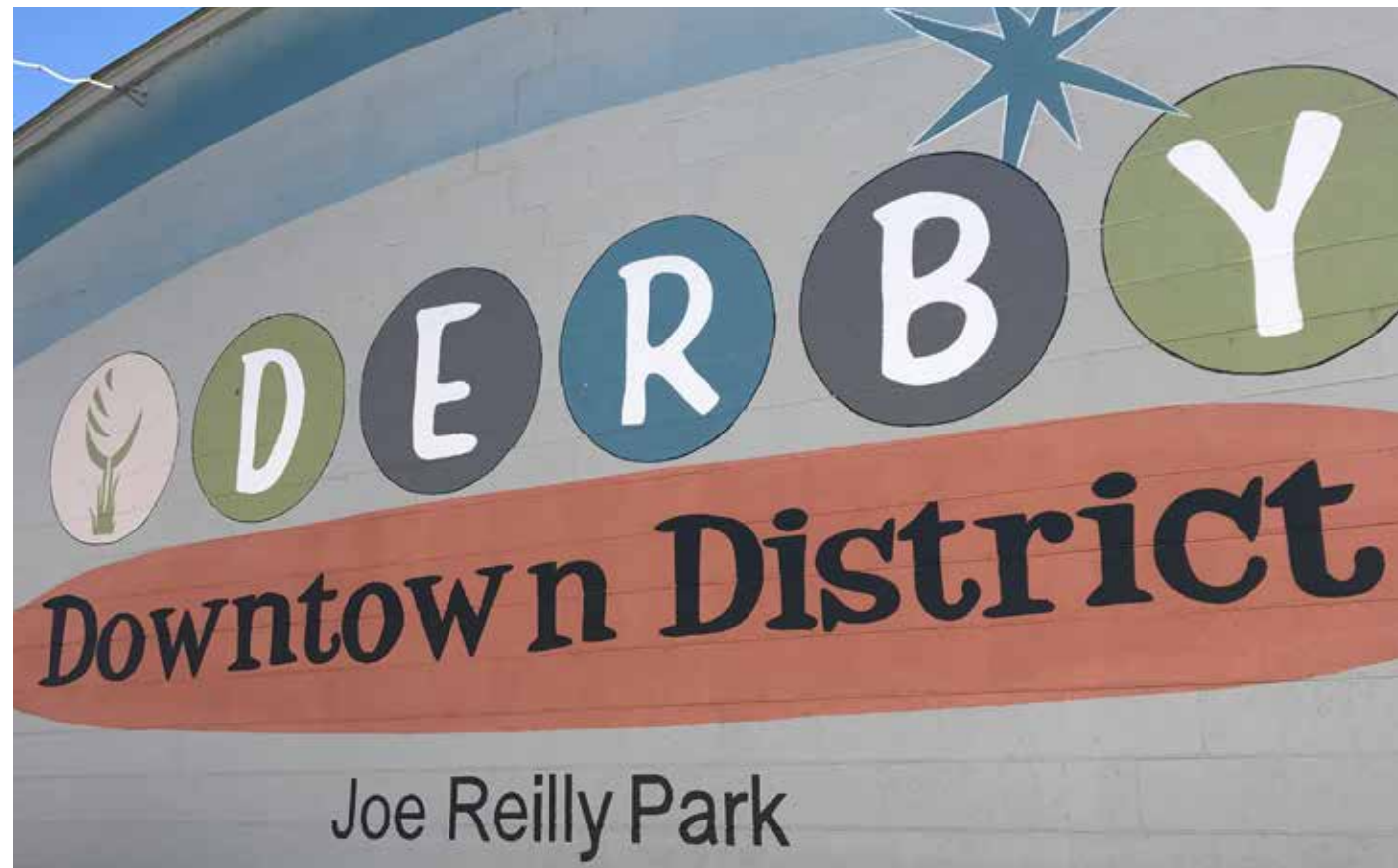
Daylighting Derby Destinations - There are several important regional/community destinations within and around the Derby district, and the signage can help create connections between Derby and these areas. This photo was taken during a tour of the Commerce City Heritage and Cultural Center, which includes a number of artifacts from Derby's early growth and development.



Derby Resource Signage - Apart from the vibrant downtown area, the Derby district also has several local and regional community destinations, including the Anythink Library, several parks, and the Commerce City Heritage and Cultural Center (the Heritage and Cultural Center is located just south of the Derby District boundaries, along Monaco Street).

Existing Signage Types - The current signage within the Derby district reflects a wide variety of styles, materials, and eras. Located within Commerce City, Derby is influenced by the character of the City signage palette (as seen in Derby parks and along major arterials that surround Derby, like Quebec Street), but Derby also has its own unique signage style, which is reflected in the newer Anythink Library sign (which is in keeping with the 1950's era district heyday), as well as the colorful and eclectic private business signage found throughout the district. It should be noted that most of the private business signage within Derby is also written in Spanish - sometimes as Spanish-only.





Historic photo of Derby sign (located along Highway 2)



Art, Murals, and the 'Derby' Designation/Brand - Derby is a growing arts district, with several new galleries taking up residence in existing Derby buildings, and murals displaying the character and history of Derby painted on several buildings within the district. Although the 'Derby' name and the location of the Derby district are not as well known today as in its rapid growth during the Rocky Mountain Arsenal time period, there is also a historic trend to promote the 'Derby' name in signage and murals, that continues today. When designing the new signage palette, using the Derby name within the signage family would ensure the new signage reflects the history and cultural traditions of the district.



Architectural Character - Although there is a strong 1950's mid-century modern aesthetic to several Derby buildings, the long history of the district is reflected in the architectural styles found within the downtown core. From an early wood plank lumberyard, to the modernist retail storefronts, and the more recent 'Santa Fe' stucco style facade treatments, Derby's buildings reflect the prominent architectural trends that span the districts history. From a color perspective, there are many examples of sandstone-esque pink/salmon tones across all the historic eras, as well as aluminum clad windows, sand-colored brick, and strong angles and colors for facades and signage. Overall, the two strongest architectural themes are mid-century modern and modern Adobe-esque 'Santa Fe' buildings.



Derby Redevelopment: Although under construction during the project time period, El Jardin was in the process of updating and improving the area around their northern and eastern edges, in cooperation with the new Highway 2 and Monaco Street intersection project (scheduled for completion in Spring 2018)



Derby Redevelopment: This photo was taken during the project time period, and illustrates an 'in-progress' view of a Derby District building being renovated as an artist gallery and studio.



Urban Design - Within the last decade, several substantial urban design improvements have been undertaken within the Derby district. A 'Safe Routes to School' planning and design effort included updates to crosswalks and curb ramps along 72 Avenue and across Magnolia Street, and recent streetscape and park landscaping improvements have helped to beautify the Derby District. The intersection improvements at Monaco and 72nd are the best existing example of completed urban design additions, however, the new medians and design improvements currently underway along Highway 2 (including the reconfigured intersection of Monaco and Highway 2) will also have an impact on the character and sense of place within Derby, helping to make it more visible and accessible to Highway 2 traffic.

The palette of the current District improvements reflects the historic materials and colors of Derby's architecture, and include sandstone and buff brick and paver colors, and brushed aluminum benches, trash, and pedestrian lighting. As a nod to more current architectural styles, the paver palette (located at the intersection of Monaco and 72nd) takes these colors and presents them in a very playful, eye-catching, and informal fashion.





05

Context Analysis

DERBY COMMUNITY ENGAGEMENT

Understanding the needs, ideas, and preferences of members of the Derby community played an important role in Signage and Wayfinding Project. By meeting one-on-one with individuals and groups within Derby, the design team was able to better understand what improvements would have the most meaning and impact, and what past and current Derby improvement projects could help provide support and direction for the new signage efforts.

The objectives for the community outreach for the Derby Signage & Wayfinding Plan were as follows:

Primary

Inform and educate – Provide target audiences with information to help them understand the issues related to the project, why it's important, and how they can provide input and direction.

Secondary

Listen to and acknowledge the audiences' concerns, and respond with relevant information.

Overarching Goals

Involve, collaborate or empower – Work with the target audiences so that their comments are reflected in the Signage & Wayfinding Plan as it evolves and is finalized.

The target audiences and relevant stakeholders include:

Target Audiences & Stakeholders

- ➔ Primary property owners and prospective developers inside the District
- ➔ Members of highly engaged civic groups
- ➔ Business owners inside the District
- ➔ Residents within the District
- ➔ Youth/Youth Commission
- ➔ Commerce City Staff/Commerce City Elected Officials

One-On-One Group Meetings/Presentations

- ➔ Commerce City/Derby Administration
- ➔ Community Development
- ➔ Cultural - Anythink Library
- ➔ Economic Development
- ➔ Parks, Recreation & Open Space Advisory Board
- ➔ Commerce City Historical Society
- ➔ Public Works/Maintenance
- ➔ Police/Fire
- ➔ Youth/Schools
- ➔ Senior Center
- ➔ Derby Businesses
- ➔ Commerce City Chamber of Commerce
- ➔ Commerce City Staff
- ➔ Derby Review Board

Individual and group meetings allowed the design team to better understand the types of signage that would be most useful to various groups within Derby (photo from the Rotary Club meeting, held at El Jardin in Derby).



INDIVIDUAL & GROUP MEETINGS

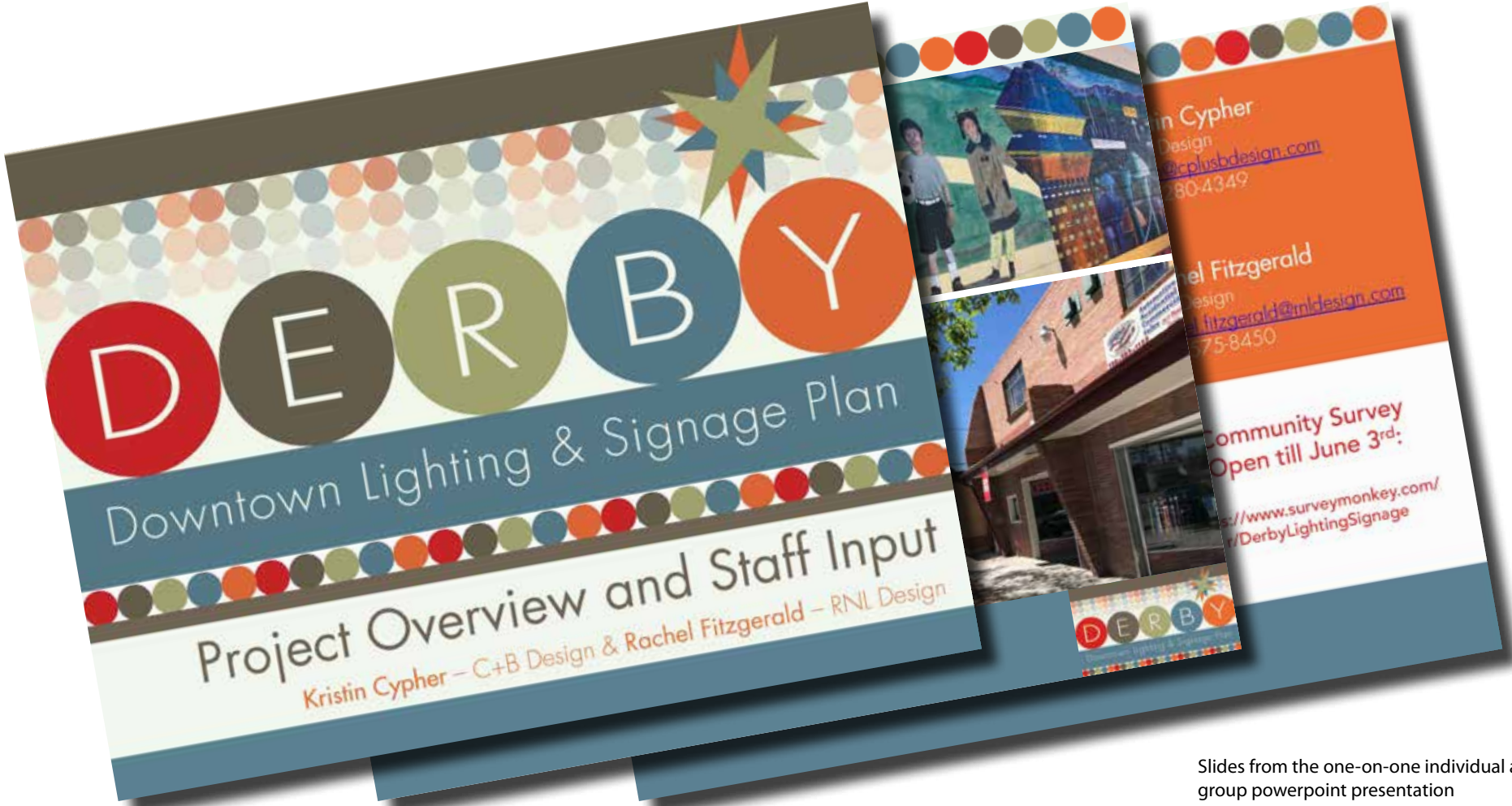
Understanding individual group perspectives regarding the new signage designs provided critical insights into the comprehensive community signage needs of the Derby community. Different users often have very different requirements for successful signage for their members, and one-on-one conversations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

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

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

Globally, the feedback we received from meeting with individuals and groups centered around the following key issues:

- ➔ The need to create awareness of the Derby District from surrounding arterial roads (such as Highway 2) - need big signs!
- ➔ The desire to create a signage and wayfinding palette that reflects Derby's historic past, and helps interpret its history for residents and visitors
- ➔ The hope that existing and planned private business signage will reflect the standards outlined in the Commerce City/Derby planning documents, and currently out-of-compliance private signage will be flagged and updated
- ➔ The need to advertise Derby private businesses along Highway 2 and 72nd Avenue, so that travelers along these routes will be aware of shopping, dining, and retail options in Derby
- ➔ The concern that future signage will not be affordable or will cause maintenance issues, or not be maintained by the City of Commerce City (the example of the lack of maintenance for existing pedestrian lighting in Derby was cited as a continual maintenance issue)



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

- ➔ The desire for partnership between the City of Commerce City and the private businesses within Derby in regard to signage and facade improvements (several private businesses expressed a desire to have design help to envision new signage and facades for their buildings)
- ➔ The preference for new signage and wayfinding that both reflects the unique history and character of Derby, but also includes awareness that Derby is part of Commerce City (and reflects the color palette and materials of existing City of Commerce City signage)
- ➔ There was an overall preference for signage to be in English, and to encourage English-language signage within the Derby District
- ➔ The need for the signage to be affordable enough to be installed in the near-term, rather than the distant future - there was great awareness that the Derby District has undergone periods of intense growth and redevelopment, and that the district is currently poised for another rapid growth/redevelopment cycle, and the new signage should try to keep pace with this anticipated interest in investment within Derby

Individual & Group Meetings

- North Metro Chamber of Commerce
- Commerce City Historical Society
- Commerce City Staff
- Individual Businesses within Derby
- Anythink Library Representatives
- Rotary Club
- Derby Review Board

COMMUNITY WORKSHOP #1

During the first community workshop, members of the Derby community worked together to identify their preferred types, styles, and locations for new signage and lighting. Working collaboratively around tables, each group reviewed the best practice signage/lighting images gathered by the design team, and created collages and idea boards that reflected their collective design ideas. After reviewing the supplied materials, each table team presented their design ideas for discussion and review by the other meeting participants.

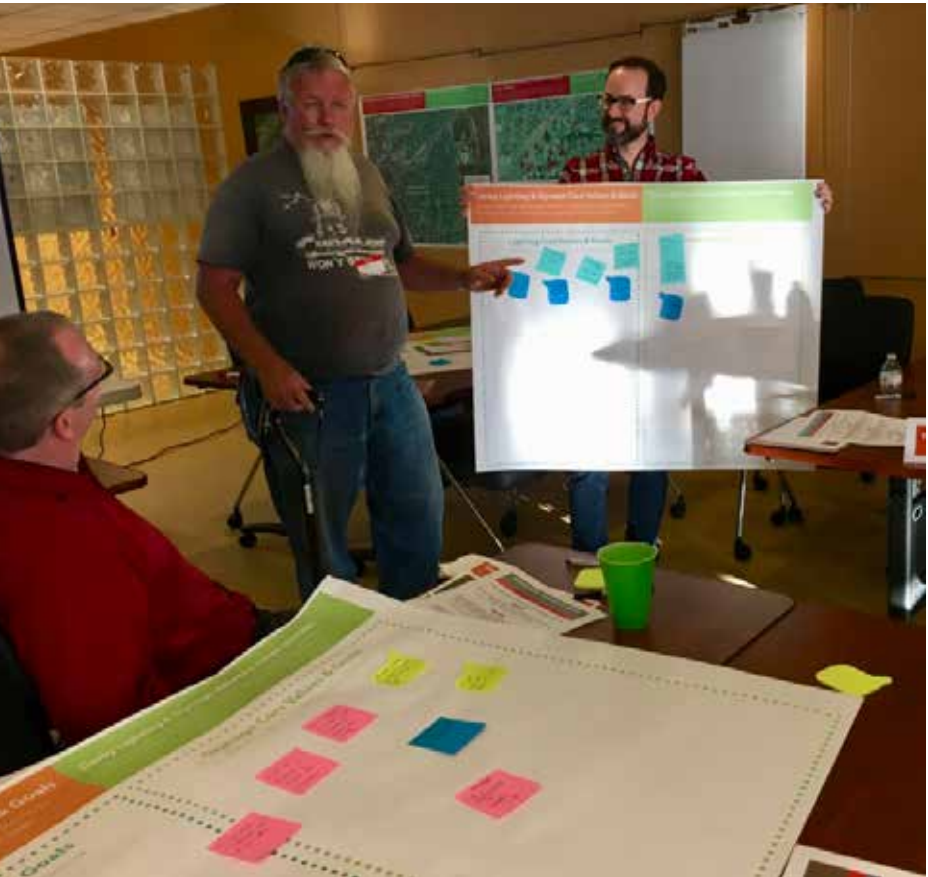
During the first community workshop, the participants were asked the following questions:

- ➔ What are your core values and goals for the new lighting/signage?
- ➔ Which lighting and sign types do you think will be most beneficial for Derby?
- ➔ Looking at the image preference sheets, what styles/designs of the lighting and signage examples would fit best in Derby?



Banners prepared for the first Derby Community Workshop

Community workshop participants review the provided materials, and present their ideas and preferences to the larger group



Community Workshop #1 - Lighting Core Values and Goals Feedback

- Bus stops need to be well-lit
- No 'young-trendy' designs - try to save the history of the district
- Maintenance and costs of lights are important - street lights and guidance lights need to be easy and cost-efficient to maintain
- Lights should be durable and easy to repair - many of the 'new' lights in Derby don't work or have been damaged
- Private business lights - how do these impact the street lights?
- In general the whole district is dark and needs more lighting
- Lighting should be beautiful & unique, like Larimer Square
- String lights? Are these hard to maintain?
- Derby should have its own unique lighting
- Lighting should provide safety as well as light and help direct people to places of interest (seating areas should be lit)

Community Workshop #1 -Signage & Wayfinding Core Values and Goals Feedback

- Private business signs are an issue - existing ordinance should be enforced
- Entrance into Derby at El Jardin should be improved with signage (add to triangle area)
- Signage should help get more business into Derby!
- Bus stops could have Derby maps
- Reflect the history of Derby in the signs
- Placemaking - make a big Derby hat!
- Auto signs should have large enough lettering, and not be too tall (like existing Northfield signs)
- It would be nice to have benches near the pedestrian signs
- Overhead 'Welcome to Derby' sign
- Signs should be aesthetic as well as informative
- We need to make it easier for businesses to invest in new signs

COMMUNITY WORKSHOP #1 -VISUAL PREFERENCE IMAGERY

During the workshop, 'best practice' image sheets were provided to each table team, and the team selected those images they felt would be a good fit for the Derby District, or which illustrated a specific type of light or sign they wanted to include in the new lighting and signage plan. The following images were those selected by the workshop participants.



Although this sign was seen as too large , the idea of reflecting a 1950's era style was appealing



The appeal of this sign was its scale and how its open internal steel structure reflected a historic railroad character

Both of these images were selected for their use of fun, interesting color and their tall, columnar form



The use of transparency and bright, vivid colors was the reason workshop participants gave for selecting this image



COMMUNITY WORKSHOP #1 -VISUAL PREFERENCE IMAGERY (CONTINUED)



Merchant signs were strongly preferred by workshop participants - they would like them installed near red lights

MEETING PEOPLE WHERE THEY ARE

One of the most important ideals of the lighting and signage outreach efforts was to create portable materials that could be used to ‘meet people where they are’ at already planned festivals, celebrations, and community gatherings. The flexible banner systems allowed members of the design team to reach a wide variety of Derby residents and visitors.





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 Derby. As the conversations regarding preliminary design ideas progressed, the importance of being true to the historic character of Derby 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 Derby, 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 the Derby district, and how 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 Derby district to light.

06

What Signs Are Needed?

DERBY'S SIGNAGE & WAYFINDING NEEDS

Arrival Awareness

Although Derby has a rich history and distinct sense of place, it's difficult to realize the Derby district exists from the major arterial roads that define its borders. From a signage and wayfinding perspective, announcing arrival and entry points into the district from these roadways would help to raise awareness of Derby, and encourage people to enter and explore the district.

Destinations

From an auto and pedestrian signage perspective, highlighting the destinations in and around Derby will help draw attention to the local and regional destinations available within the district. Pointing to locations such as 'Anythink Library,' and 'Historic Downtown Derby' (for both autos and pedestrians) will ensure these and other destinations are visible and easy to access.

Transit & Multi-Modal Connections

The Derby district has a unique and compelling sense of place within its borders - it really feels like a quiet, walkable, and charming place to be. However, its location within Commerce City makes it feel isolated and apart from local and regional amenities. For the new signage program, designs were created that highlight the walkable, bikable, and transit connections Derby has to areas such as the Rocky Mountain Arsenal Wildlife Refuge, and it's trails and recreational opportunities, or the parks and trails within and adjacent to the district.

Historic/Interpretive Interpretation

As the first railway stop outside Denver, Derby was part of the early growth and development of the Denver metro region, and was platted and settled near the railway station in the late 20th century. During the heyday of its growth in the 1950's, Derby combined with Rose Hill and Adams City to form Commerce City. As the historic downtown of Commerce City, Derby is seen as the historic core of Commerce City, and many of its buildings and streets reflect the historic growth and development of the area.

In order to draw attention to the history, growth, development and culture of the Derby district, the new signage program includes several interpretive signage types. Designed to be both iconic and compelling, these historic interpretive pieces will encourage Derby visitors to explore the places and people that helped shape the Derby community.



Designing signage and wayfinding that calls attention to the multi-modal connections in and around the Derby district was an important component of the signage palette



Identifying the important destinations and connections in and around Derby will ensure the new signage points to the district amenities, and daylights routes and connections between the district and neighboring areas/destinations.



Preliminary signage and wayfinding locations highlight the importance of gateways into Derby, as well as what type of messages are needed in what areas. Both the signage locations and the destination maps were reviewed by the Derby public during the early project stages.

Draft Ideas for New Signage Locations *Proyecto de ideas para nuevas ubicaciones de señalización*

- | | | | |
|---|---|---|--|
|  | Gateways
<i>Pasarelas</i> |  | Bike & Transit Wayfinding
<i>Bike & Tránsito Wayfinding</i> |
|  | Auto Signs
<i>Señales de Auto</i> |  | Merchant Signage
<i>Señalización del Comerciante</i> |
|  | Pedestrian Signs
<i>Señales para Peatones</i> |  | Lighting
<i>Iluminación</i> |
|  | Placemaking Elements
<i>Elementos de Placemaking</i> | | |

07

Preliminary Design Options & Community Workshop #2

PRELIMINARY DESIGN OPTION FEEDBACK

Community Workshop #2 - Yellow Rose Event Center

During the second community workshop, stakeholders and members of the Derby community review the preliminary design palette options, and discussed their ideas and preferences regarding the final preferred design direction. The critical themes that emerged during the workshop were a strong preference for the shape and forms that blend Derby's railroad history (as illustrated by design option C), blended with the materials and colors of the more modern "googie" Derby palette (design option A). Although strong and modern colors were preferred, there was also a preference for making the final design palette less playful in it's application of color.

The most controversial element of the outreach was the 'space ball' on top of the 'A' palette option. In both discussions and comments, this element was either adored or reviled, with the overall preferences splitting very 50/50 in regard to whether this should be included in the final design palette.

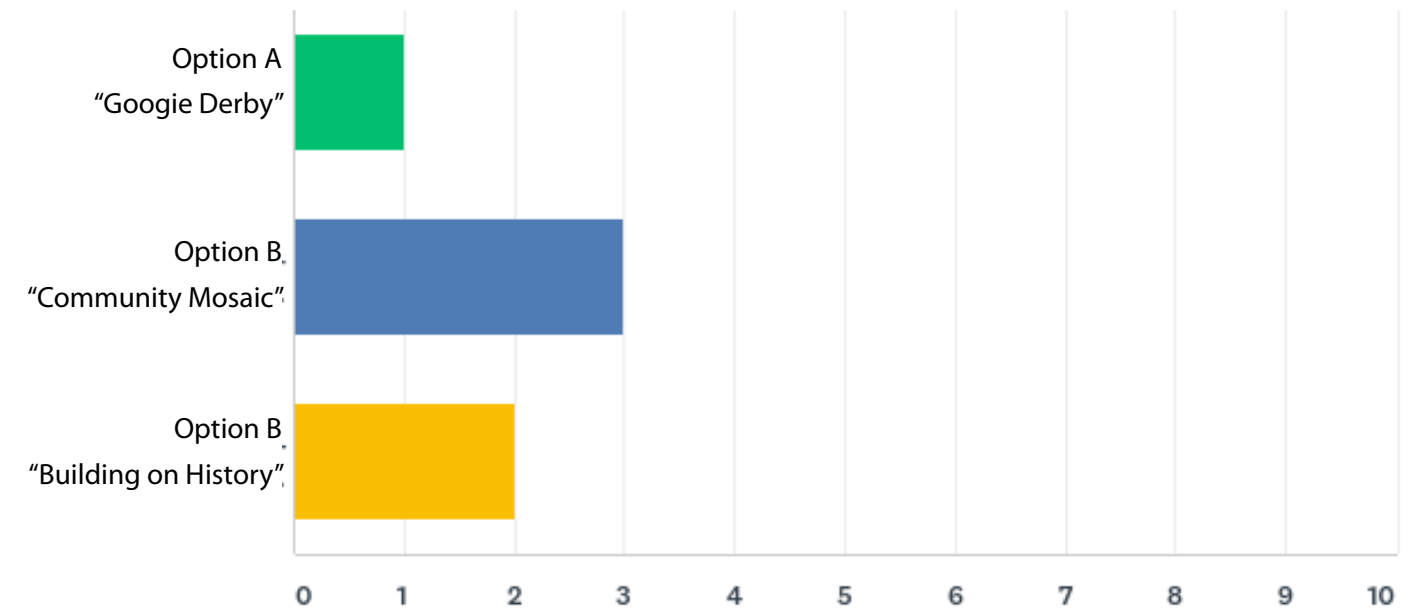


During the second community workshop, Derby stakeholders and community members reviewed the preliminary design palettes, and provided feedback regarding their preferences and ideas

DERBY COMMUNITY PREFERENCES

On-Line Survey Results

The on-line survey was open for a week, and although there were very few responses, they illustrate a preference for Option B, then Option C, and lastly, Option A.



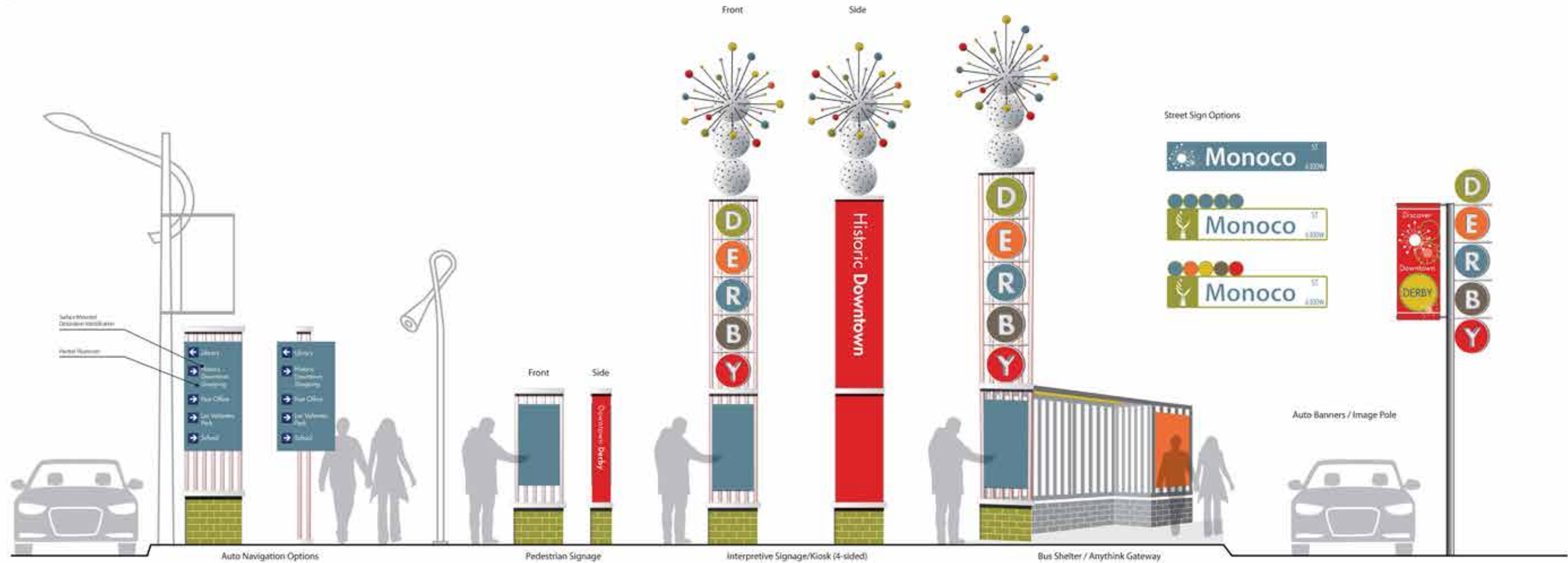
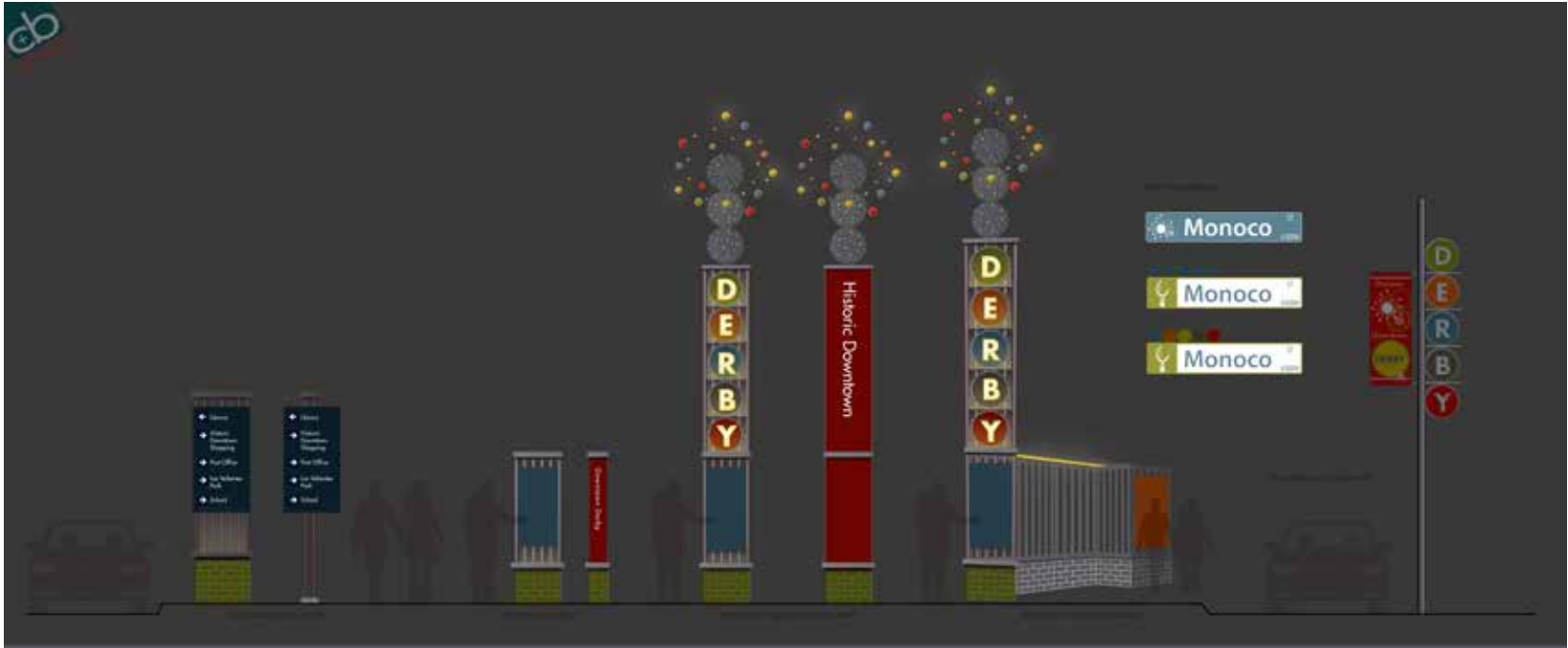
DERBY COMMUNITY DOT VOTE COUNT

OPTION A		OPTION B		OPTION C	
First Choice	14	First Choice	18	First Choice	13
Second Choice	8	Second Choice	15	Second Choice	7
Third Choice	6	Third Choice	5	Third Choice	10

Preliminary design banners on display at the City of Commerce City



DESIGN OPTION A - "GOOGIE DERBY"



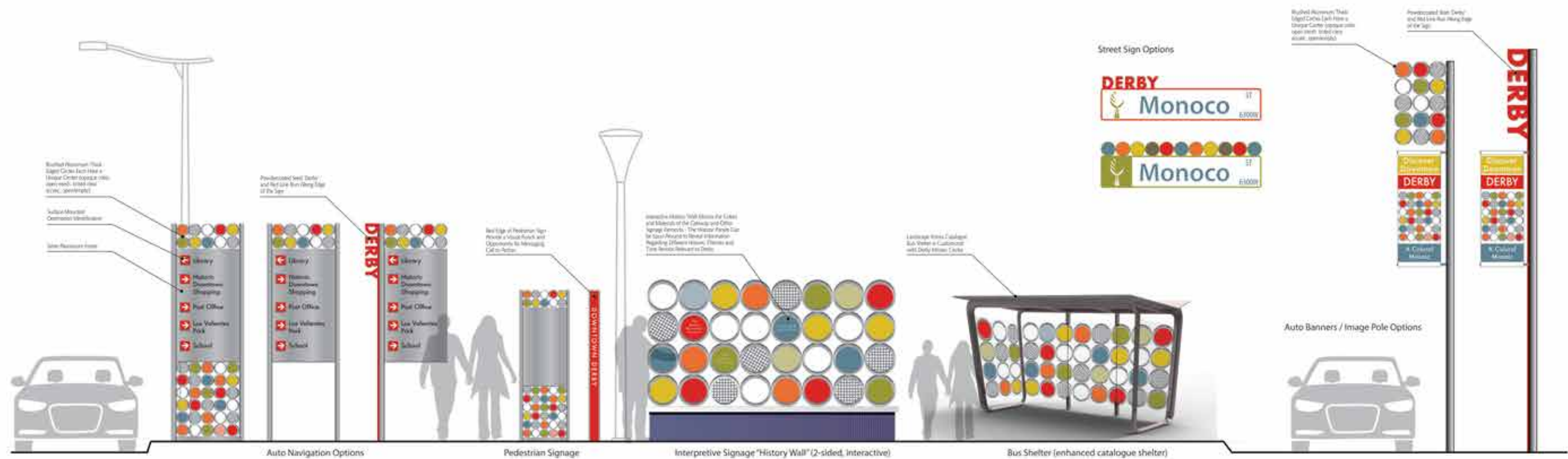
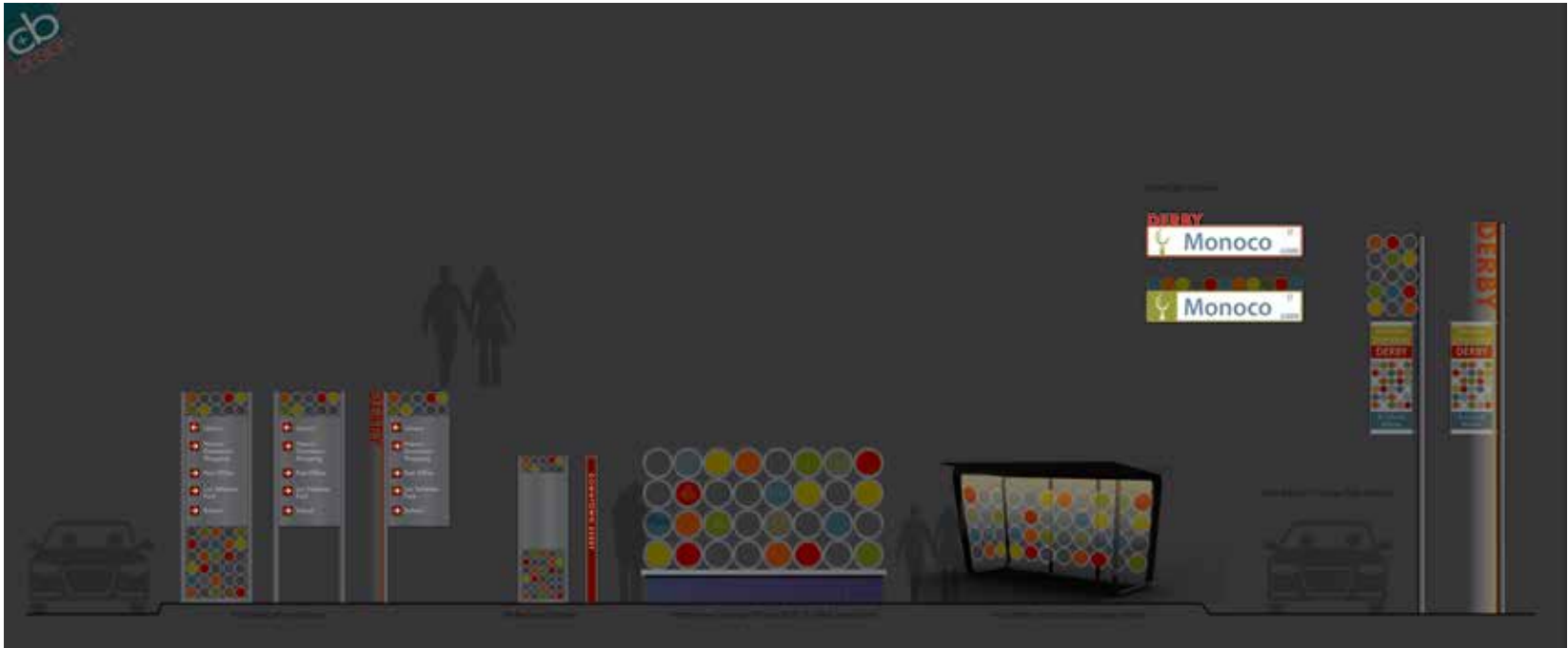
DESIGN OPTION B - "COMMUNITY MOSAIC"

Option B Overview - Representing Derby's Rich Culture

Derby is a place with a rich history and cultural mix. The mosaic option draws from this to create a form where many different elements are joined together to create a dynamic, colorful and dramatic whole, all combined under a bold 'Derby' header.



DESIGN OPTION B - "COMMUNITY MOSAIC"



DESIGN OPTION C - "BUILDING ON HISTORY"

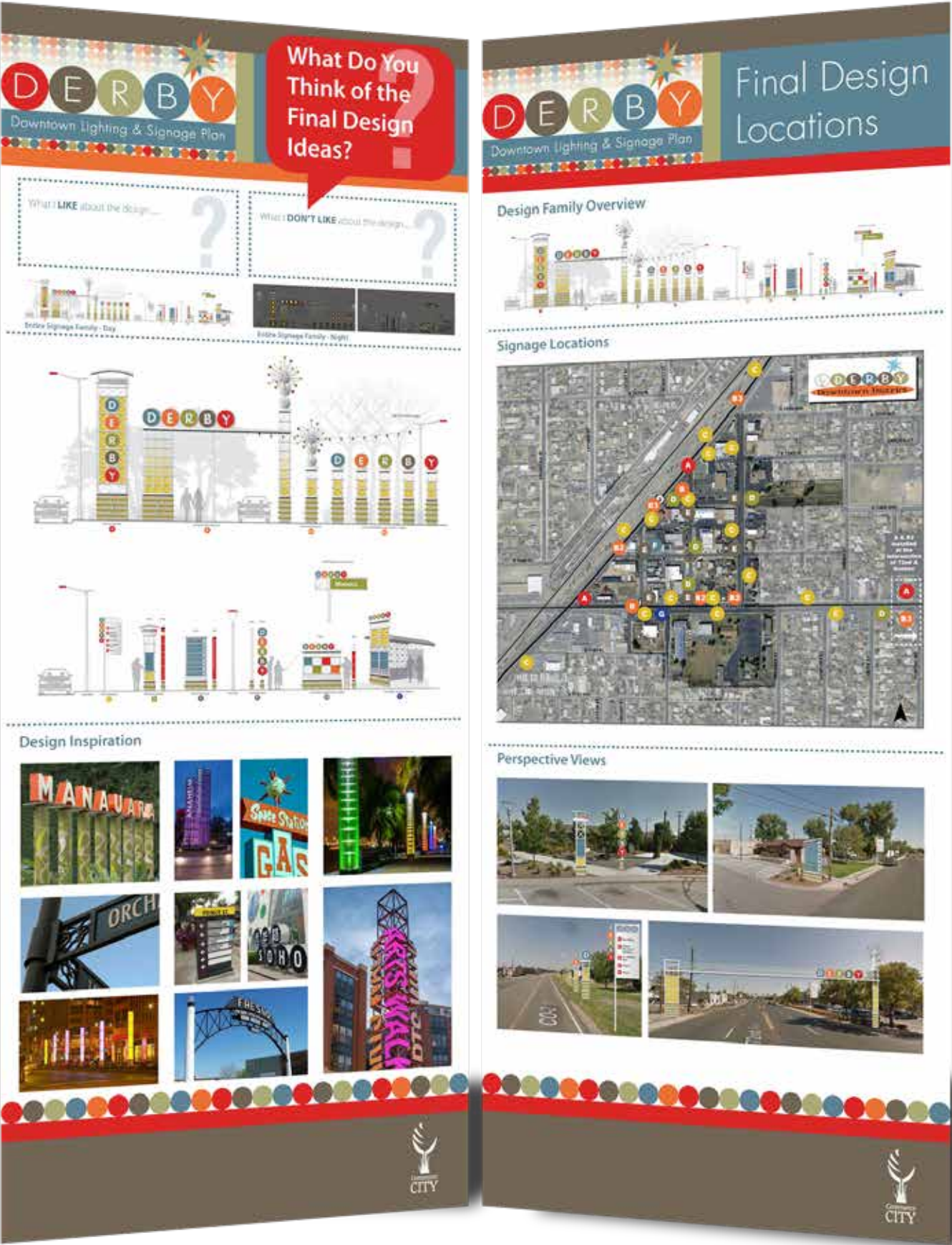
Option B Overview - Drawing from Derby's Historic Roots

Drawing from the forms and patterns of the early railroad, this lighting and signage option creates an iconic columnar form for Derby while honoring the circular motif of the existing district logo. Strong colors (in the Commerce City palette) draw attention to the district naming and information panels.



08

Final Design - Community Open House



The final signage designs were presented to community stakeholders at an open house at the Anythink Library, and also displayed at the City of Commerce City building.

FINAL OPEN HOUSE DESIGN REVIEW

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

Community Open House Comments

Things Stakeholders Like About the Design

- The lighting is better than what currently exists in Derby
- The new designs provide an upgrade for the Derby district
- Love the business directory!
- Like the ped lights
- Love it all!! Great Design :)
- I love that it looks new - love the design! Great job!

Things Stakeholders Want to Adjust

- Still not sure if the 'satellite ball' of B2 is a good idea
- No turning letters on the signs (historic interpretive pole) - history pole needs to be stationary
- Too much color
- Don't like too many poles on Highway 2 saying 'Derby'
- Like the existing Derby street signs (with the brown arch) - retain

Implementation Preferences

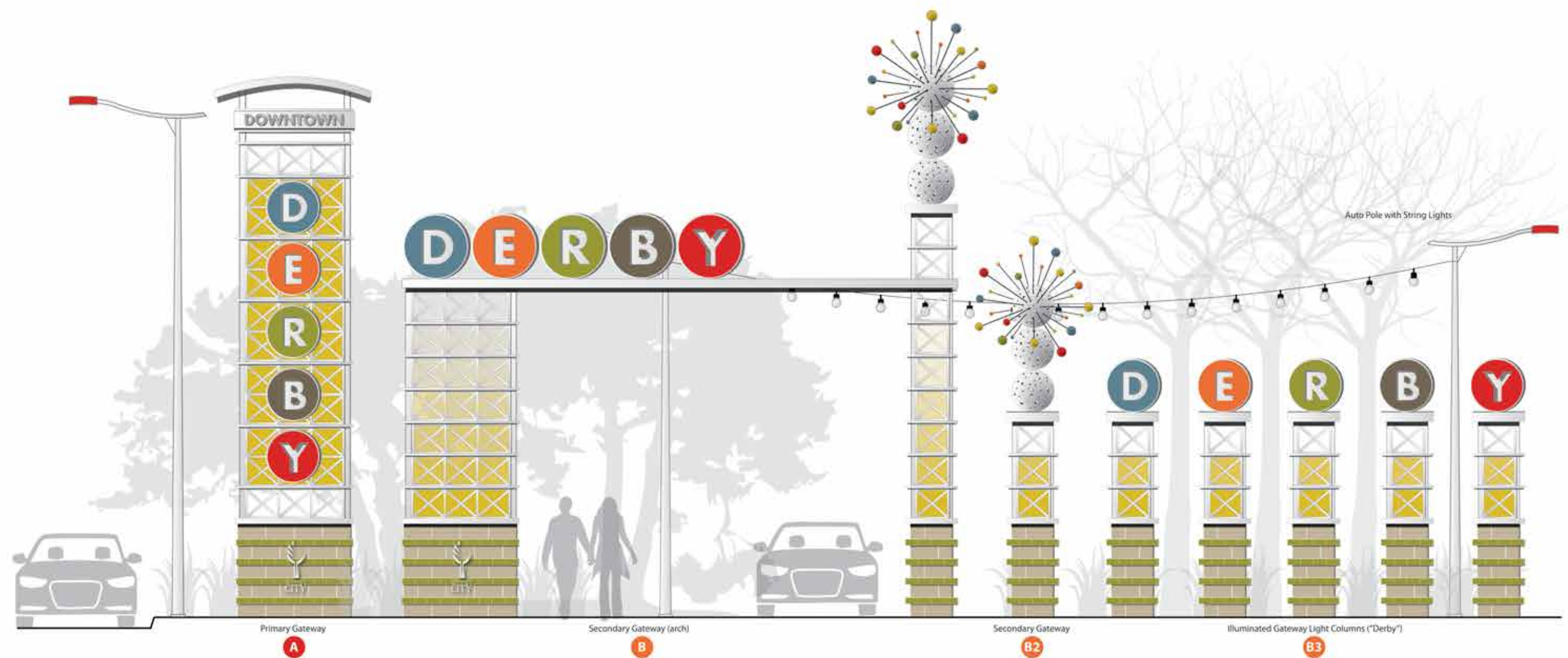
- Primary Gateway A - 12 votes (2nd Choice)
- Secondary Gateway B - 9 votes (3rd Choice)
- **Auto Navigation C - 14 votes (1st Choice)**
- Pedestrian Signage D - 2 votes
- Merchant Signage E - 3 votes
- Interpretive Signage F - 3 votes
- Bus Shelter Signage - 8 votes (4th Choice)
- Custom Street Signage - 5 votes



FINAL DESIGN - DAY

The final design draws from Derby’s historic 1950’s growth and the forms and patterns of the early railroad. Designed around a brushed aluminum frame, the signage is grounded with a base of buff-colored concrete blocks (matching the concrete blocks at the base of existing City of Commerce City signage) interspersed with rows of iridescent green glazed bricks. A pin-mounted aluminum Commerce City logo is centered on the base, and illuminated from behind with a soft glow. Rising up from the base, the brushed aluminum frame uses vertical supports accented with ‘x’ brushed aluminum crosses, alluding to historic railroad trellis shapes. Within the aluminum frames, opaque golden yellow ribbed acrylic panels provide visual interest and color during the day, and are internally illuminated at night. For the large primary gateway, all the acrylic panels are the same color, but for the other signage types, the yellow acrylic panels are darker toward the sign base, and become lighter toward the top of the aluminum frame, finally being removed from the ‘x’ frame altogether toward the top of the signs. For those signs with the ‘Derby’ name, the DERBY letters are encased within a brushed aluminum circular cabinet, bordered with a thick aluminum band visible from the front. Each letter is cut from a circle of powdercoated aluminum mounted within the circular cabinet. Each letter is illuminated indirectly by a soft glow of light that illuminates the letter cutout at night. Each circular cabinet is

also illuminated by a band of light tucked behind the aluminum band at the front of the circle, which allows light to fall onto the powdercoated letter colors. From a hierarchy perspective, the internal letter illumination is brighter than the illumination around the letter circle perimeters. At the top of the primary gateway sign, a brushed aluminum arch mimics the iconic arch in the existing City of Commerce City signage (a detail that is also repeated at the top of the pedestrian signage). For the non-arched sign tops, a brushed aluminum cap finishes off the signs. For the secondary gateways, an additional sputnik-like brushed aluminum ‘spaceball’ adds a dramatic and memorable flourish. The lower two balls have circular cut-outs that allows light to shine through at night, while the topmost ball accents the circular cutouts with rods that each have a colored acrylic ball at the end. At night, these acrylic balls are illuminated, with dynamic light that gradually fades in-and-out.



FINAL DESIGN - DAY

Like the larger gateway signage, the smaller auto/pedestrian/merchant/interpretive signs are built around a brushed aluminum frame system. The auto navigation signage is constructed from a brushed aluminum 3" thick cabinet with an open aluminum 'x' frame at the top, and a powdercoated aluminum DERBY on the side, made from individual circles mounted to the aluminum pole. The auto navigation directional information is created from painted dimensional lettering and directional arrow squares, each with an auto-reflective film to ensure nighttime visibility. Auto navigation signage can also be mounted on light poles (where appropriate) to minimize clutter

The pedestrian signage is two-sided, with the front side devoted to a Derby District map that includes destinations, walking times, amenities, trails and transit routes, pedestrian crosswalks, and historic structures. The back side of the pedestrian map includes walking destinations, with walk times, distances, and directions called out. If preferred, the back side of the pedestrian signage could substitute the walking information for a lockable temporary message cabinet with a Plexiglas front. If the lockable map cabinet is preferred, it should be oriented toward the north, to ensure temporary printed materials do not fade too quickly in the southern sun. If preferred, the pedestrian signage can be internally illuminated at the base, allowing the yellow Plexiglas at the base to glow at night, and a subtle glow to emanate from the open 'x' frame toward the top.

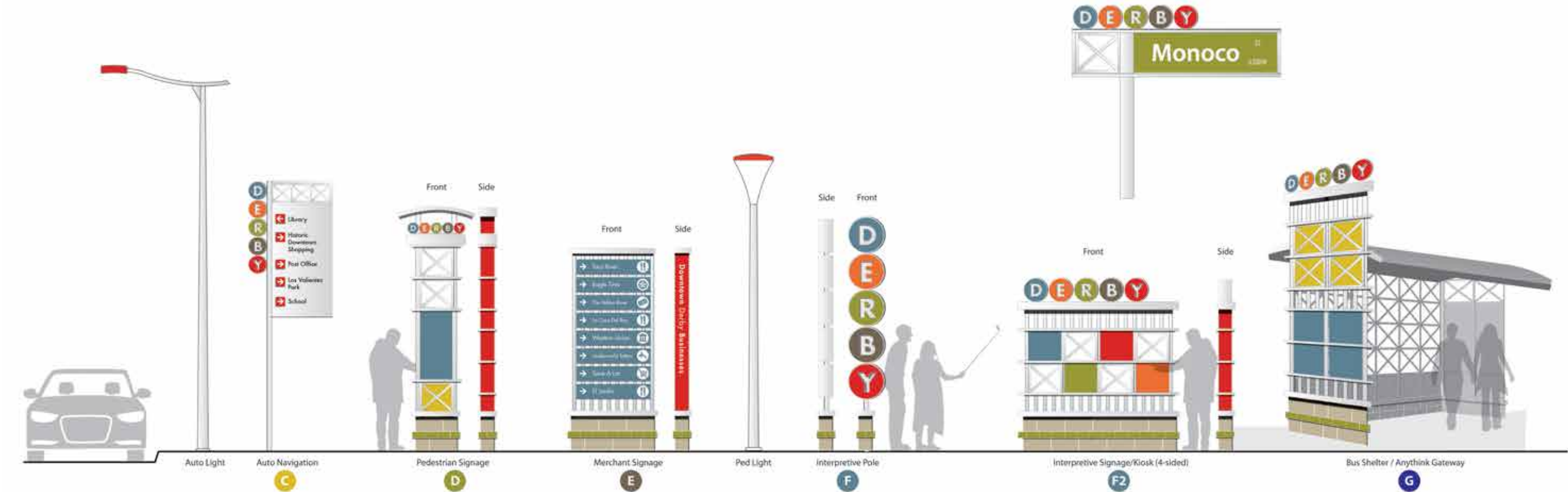
The merchant signage is a unique sign type that allows for individual businesses within the Derby District to advertise their location. Based on an aluminum frame with vertical brushed rectangles (rather than the 'x' frames of some of the other signs), the merchant signage uses painted aluminum 'blades' accented with vinyl lettering with the business name, directional location, and an icon indicating the business type on each blade. Although the City of Commerce City will be responsible

for fabrication of the merchant sign base, each individual merchant will be responsible for purchasing their advertisement blades, which will each cost under \$200. It is recommended that the merchant blades be updated yearly (the marchant blades are designed to be street sign blanks that the City of Commerce City can manufacture in-house), to reflect any changes in businesses for that street. The blades are easily changed out by unscrewing an aluminum end-cap and sliding them out from the aluminum channels that run along their top and bottom.

The historic interpretive pole is a unique and iconic sign that has large brushed aluminum circular DERBY letter circles on the front (rendered in the same style as the gateway circular letter-forms), and back with an recessed high pressure laminate (HPL) panel that contains historic photos and text. Due to the tall nature of the pole, it is recommended that the top three circles (DER) contain large, bold text or images, with the bottom two circles (BY) being reserved for larger blocks of text or more detailed images. Although not included in the signage location plan, an alternative interpretive two-sided kiosk was also included in the signage palette, if larger interpretive displays are desired in the future.

The custom bus shelter functions as a mini-gateway into the Derby District, and includes both an aluminum framed shelter, as well as an iconic DERBY side panel that has circular powdercoated lettering on a dimensional aluminum circle, yellow acrylic panels, and lower space to display temporary advertisements and bus routes/mapping.

The street sign poles have a brushed aluminum frame with a 'x' accent on the side opposite the auto-reflective street name panel. At the top of the street sign pole, a powdercoated aluminum DERBY provides an iconic accent.





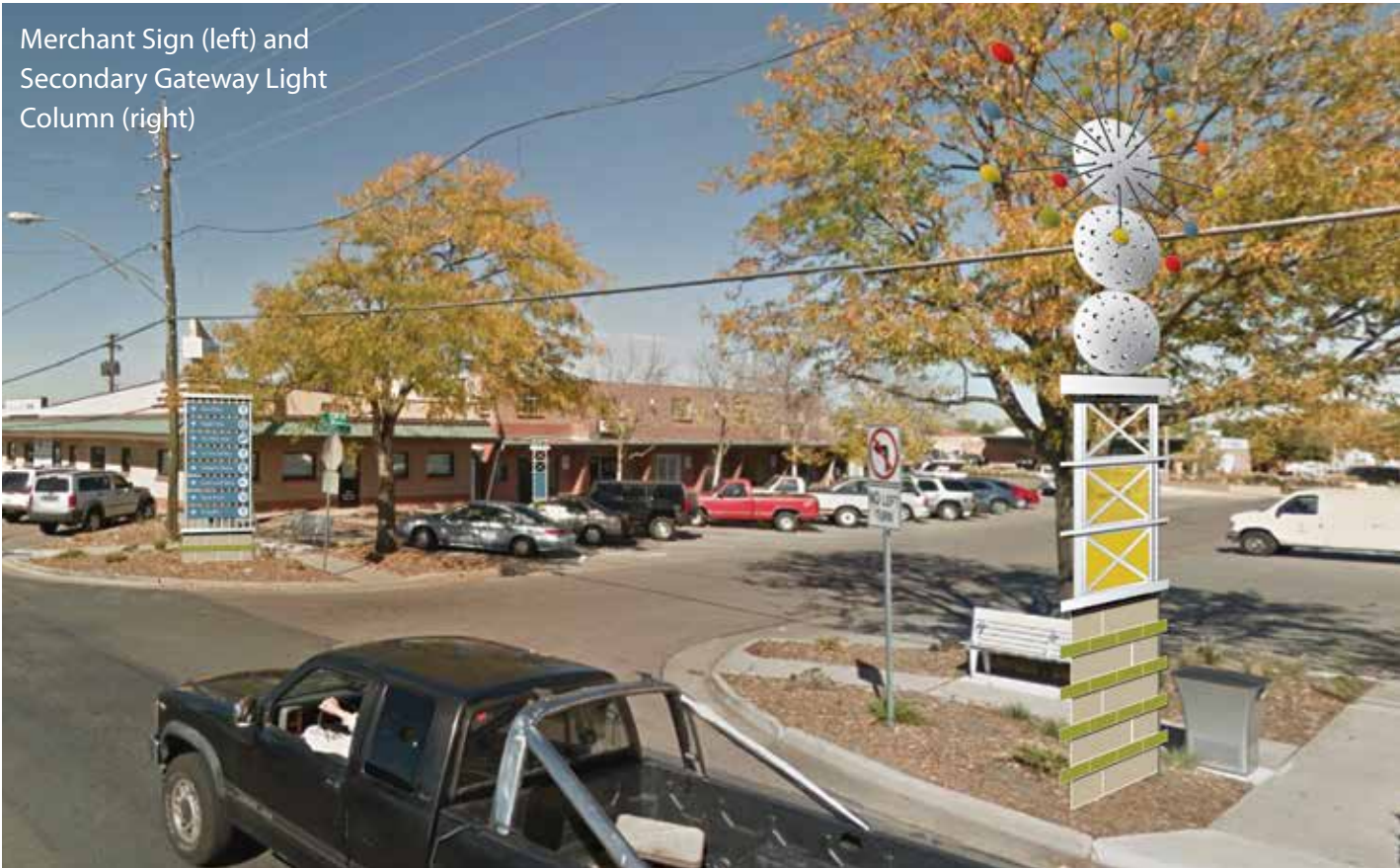




Perspective sketches help illustrate the overall scale and location of the different sign types.



FINAL DESIGN - PERSPECTIVES



09

Sign Locations & Messaging

- A** Primary Gateway
- B** Secondary Gateway (arch)
- B2** Secondary Gateway
- B3** Secondary Gateway (light column)
- C** Auto Navigation
- D** Pedestrian Signage
- E** Merchant Signage
- F** Interpretive Pole
- G** Bus Shelter

SIGNAGE LOCATIONS

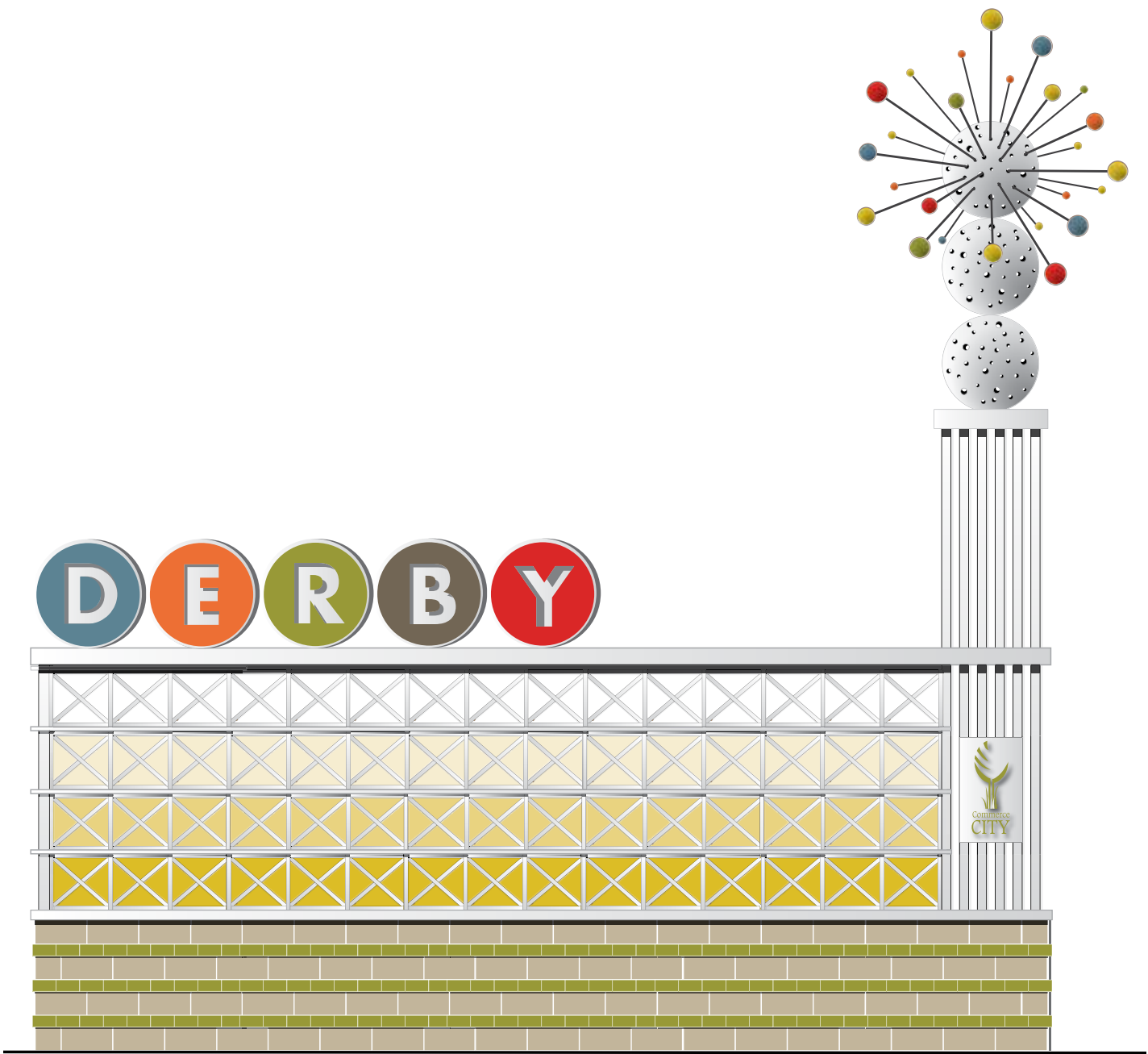
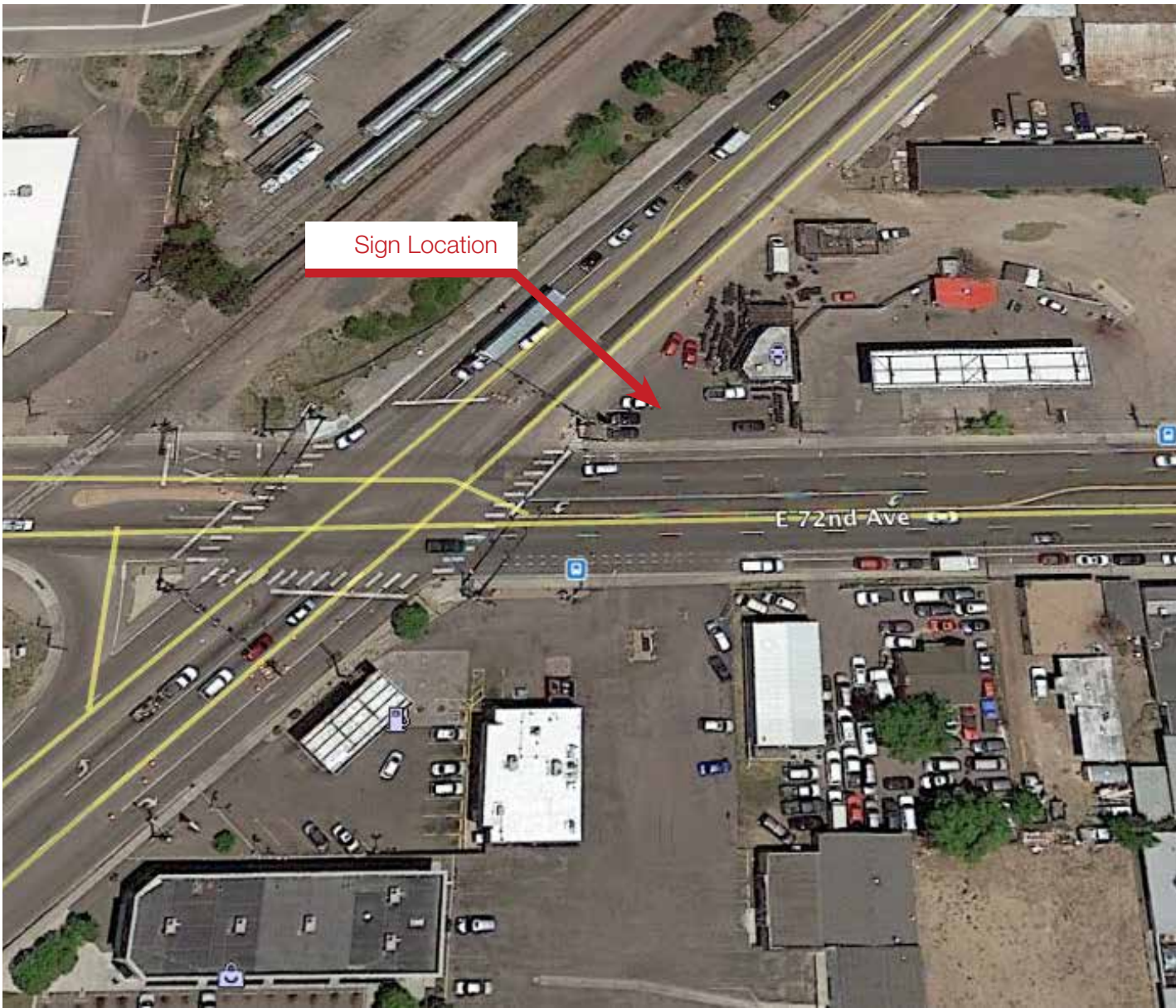
Locations for the new Derby signage were selected according to the project goals of highlighting the Derby district, helping to draw attention to the amenities in and around Derby (including multi-modal transportation and transit links), and advertising Derby businesses and destinations.



PRIMARY GATEWAY SIGNS

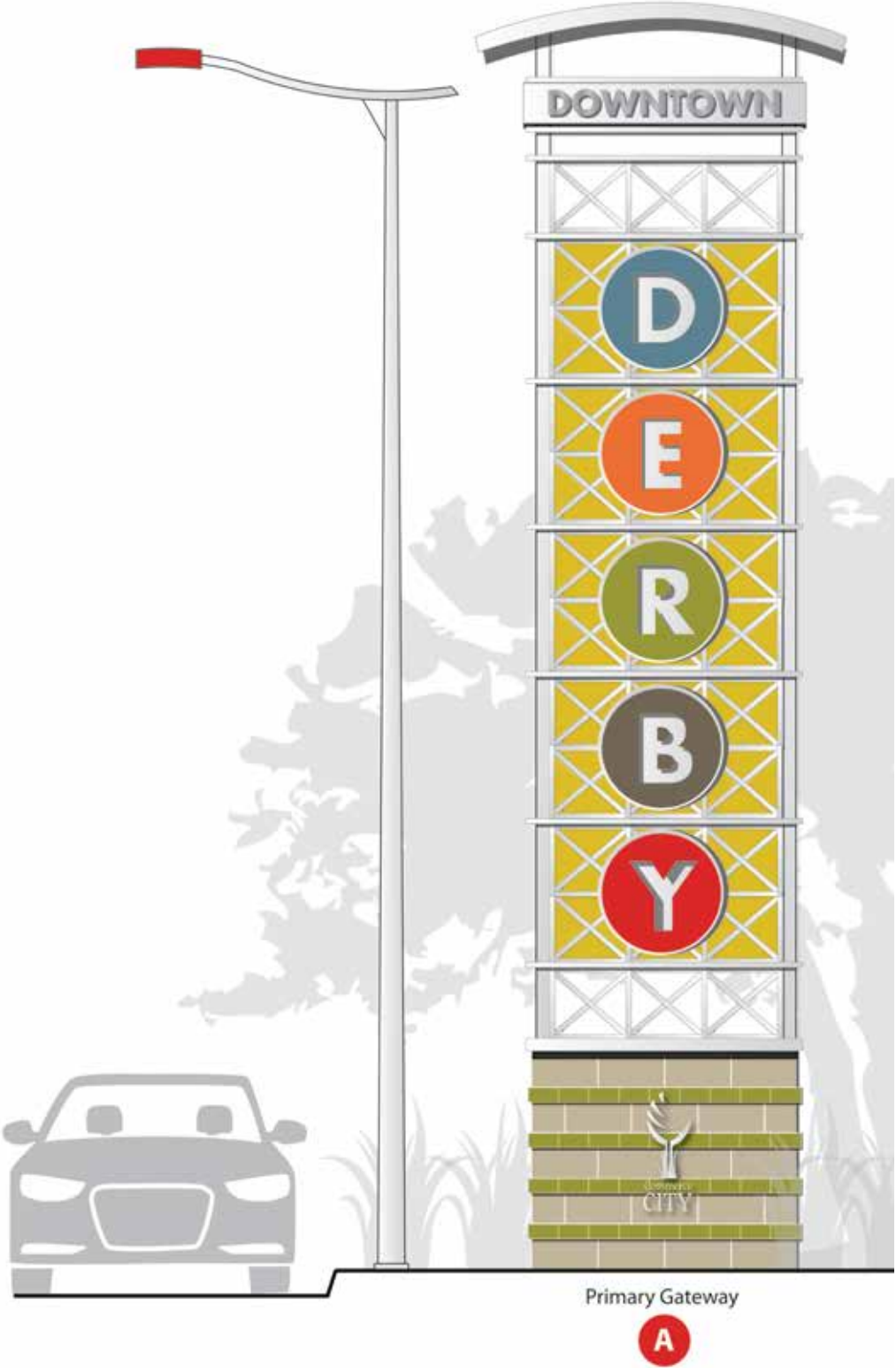
The primary gateway signs announce arrival into Derby, and are located at entrances into the district. The primary gateways are intended to be welcoming ‘front doors’ into Derby, and their design is meant to establish the character of the Derby district. The primary gateway signs are the largest elements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

A
1 **Primary Gateway** - At the corner of the intersection of Highway 2 and 72nd Avenue



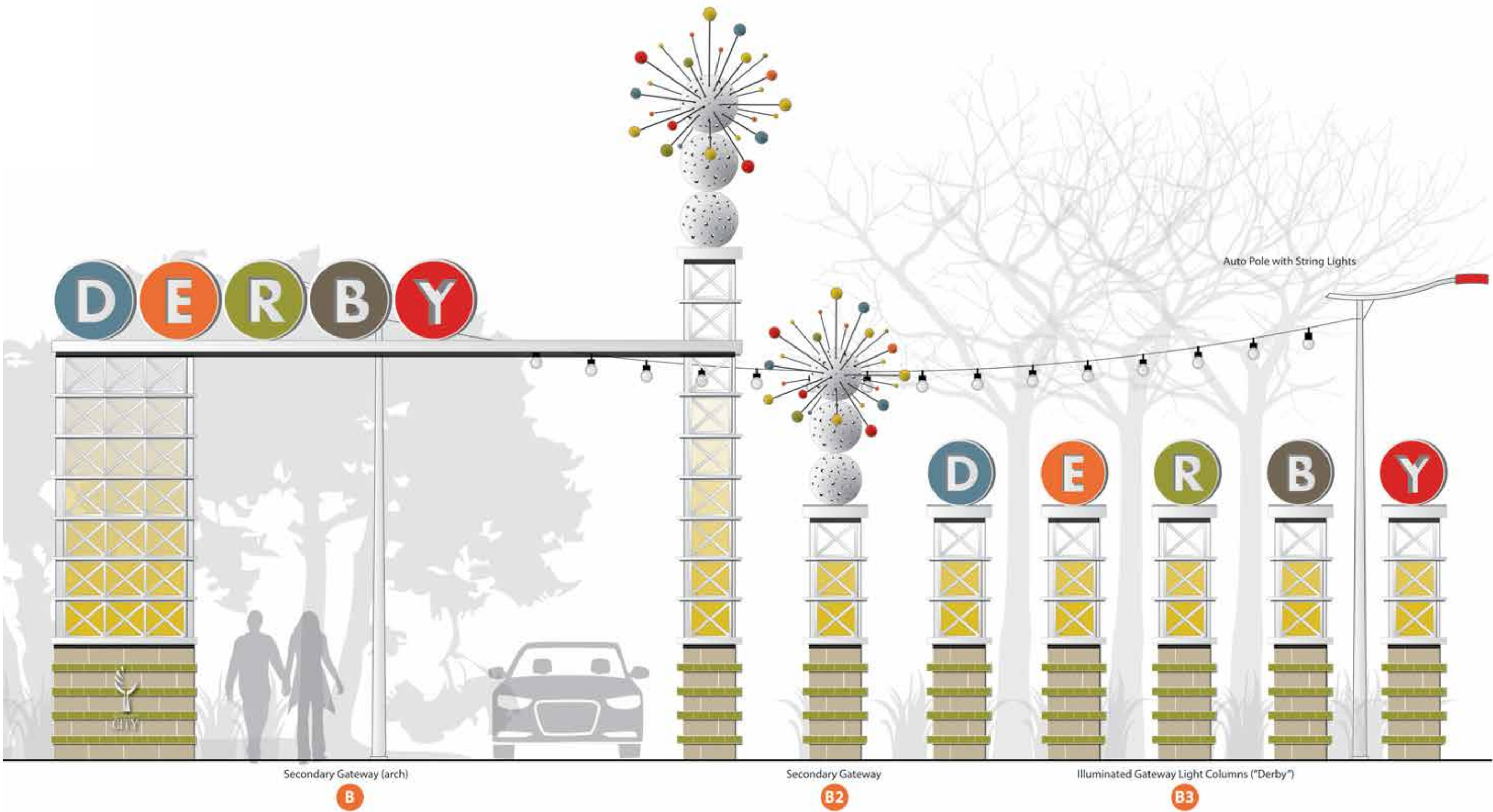
PRIMARY GATEWAY SIGNS

A
2 **Primary Gateway** - Along 72nd Avenue, at the southeast corner of 72nd and Monaco Street



SECONDARY GATEWAY SIGNS

The primary gateway signs announce arrival into Derby, and are located at entrances into the district (similar to the primary gateway signs, but of different scales/designs, depending on their locations). The secondary gateways are intended to be welcoming ‘front doors’ into Derby, and their design is meant to establish the character of the Derby district.



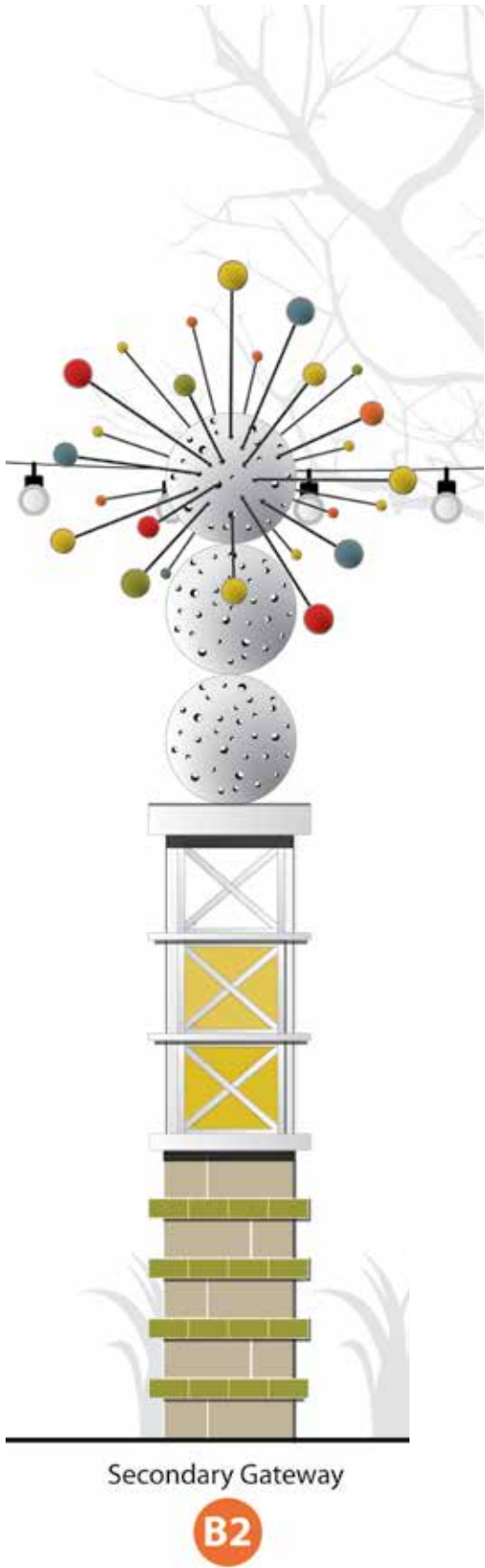
SECONDARY GATEWAY SIGNS

B
1 **Secondary Gateway** - Double-Sided, across the new Monaco Street alignment (t-intersection)

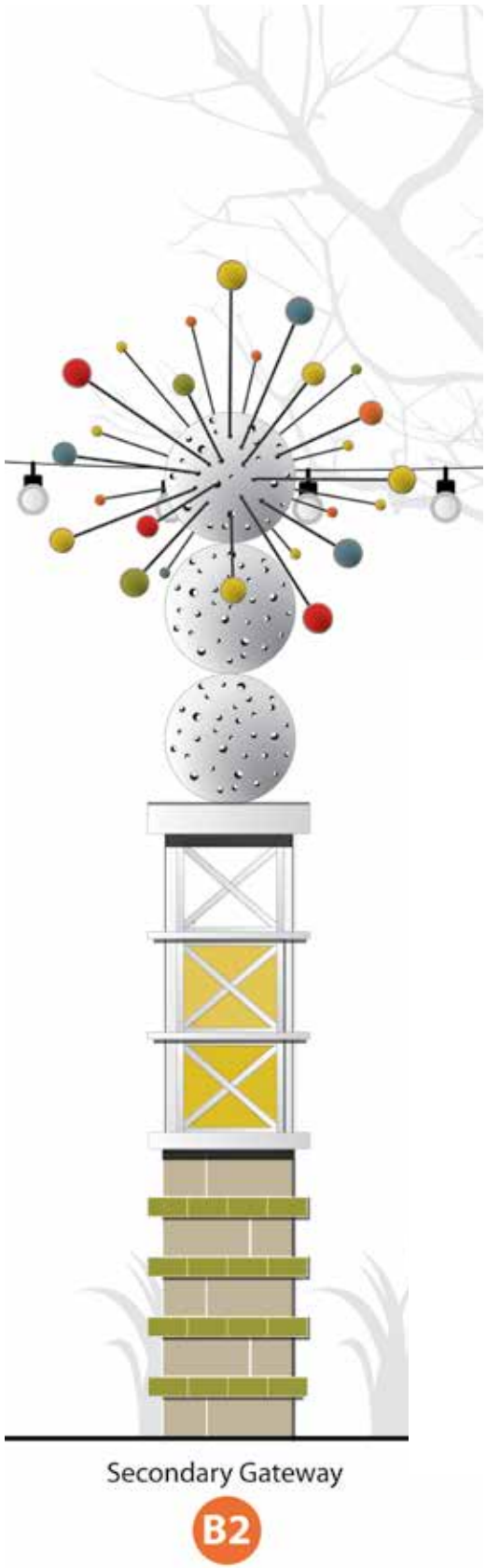


SECONDARY GATEWAY SIGNS

B2
1 **Secondary Gateway - 4-Sided, in the median along Highway 2**

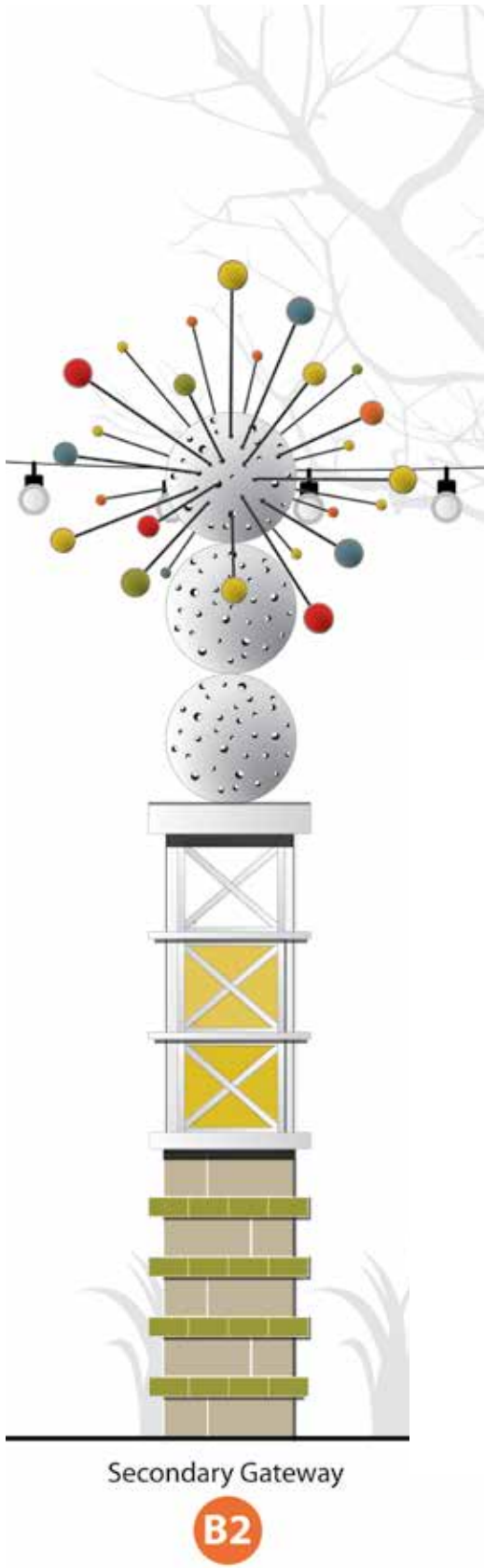


B2
2 **Secondary Gateway - 4-Sided, in the median along Highway 2**



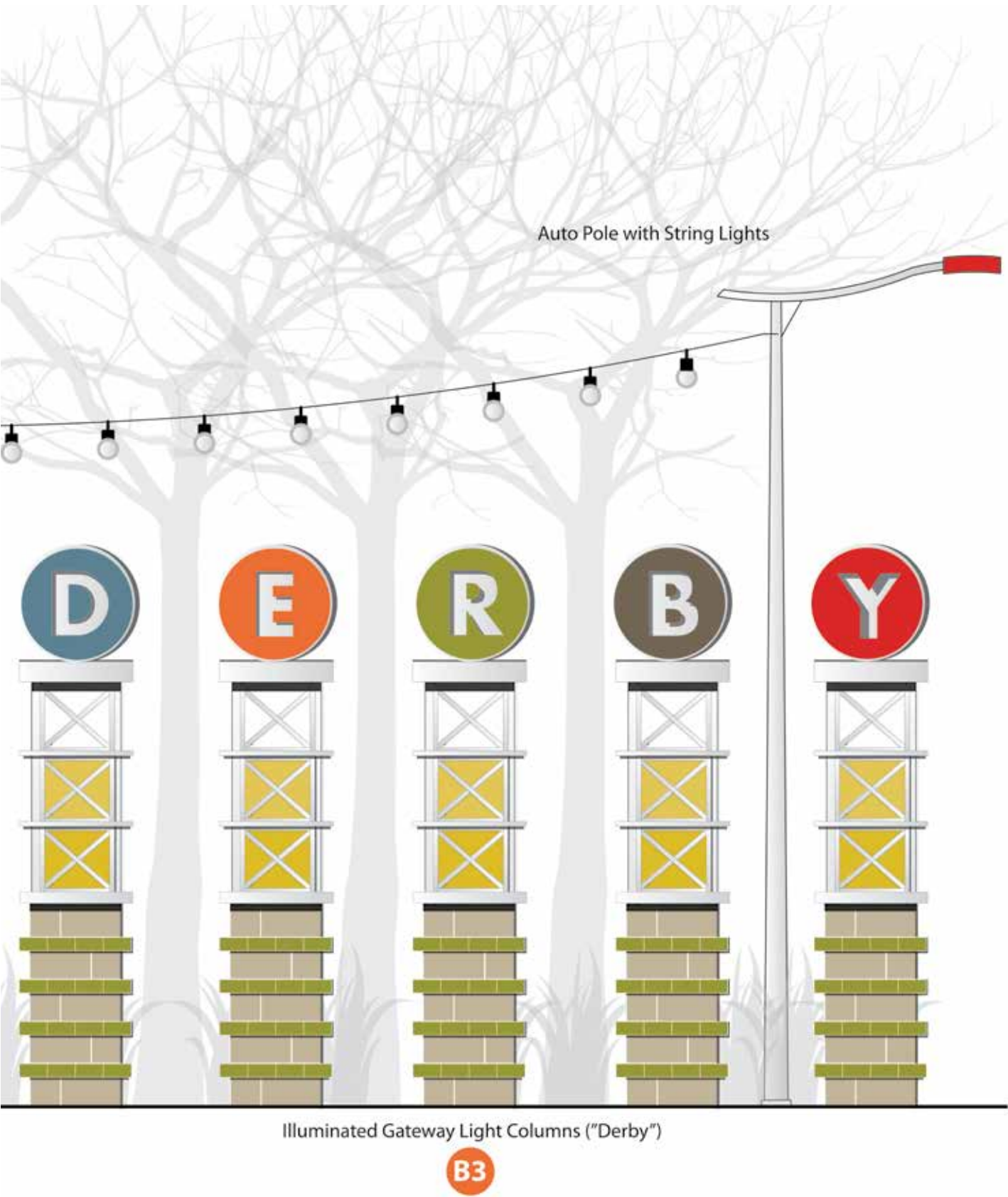
SECONDARY GATEWAY SIGNS

B2 **Secondary Gateway** - 4-Sided, in the median along 72nd Ave (east of
3 Magnolia Street)



SECONDARY GATEWAY SIGNS

B3
1 **Secondary Gateway** - 4-Sided, 5 poles, in the median along Highway 2



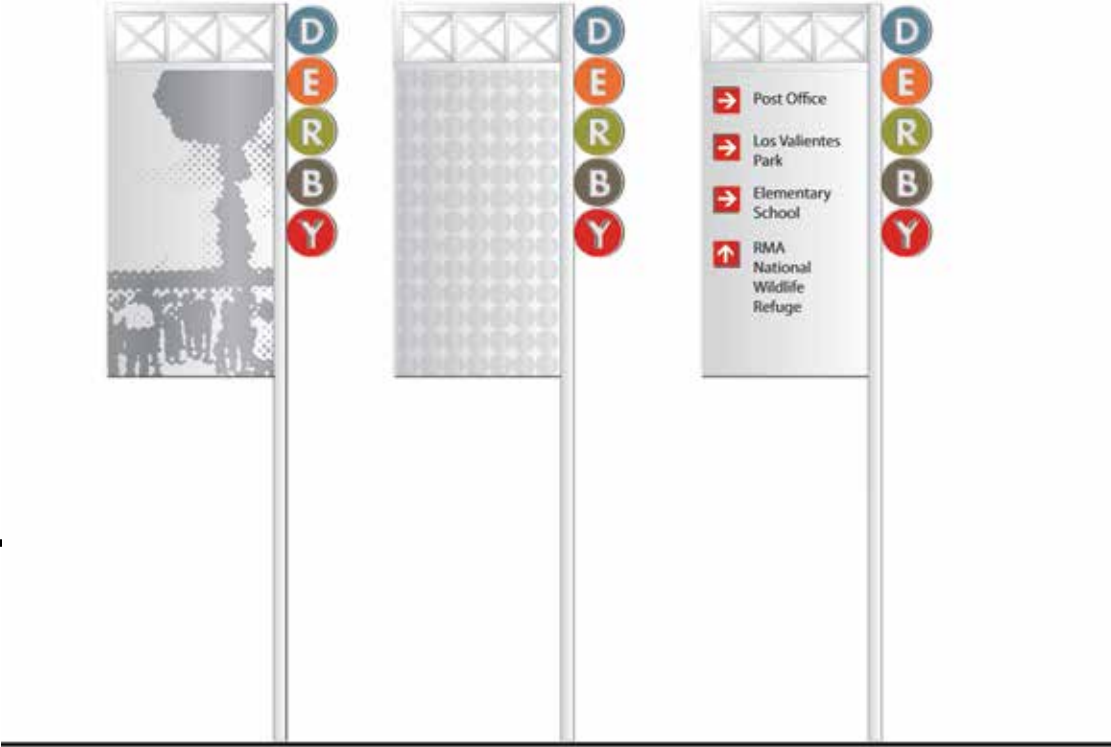
AUTO NAVIGATION SIGNS

The auto navigation signage provides information regarding driving destinations within Derby.

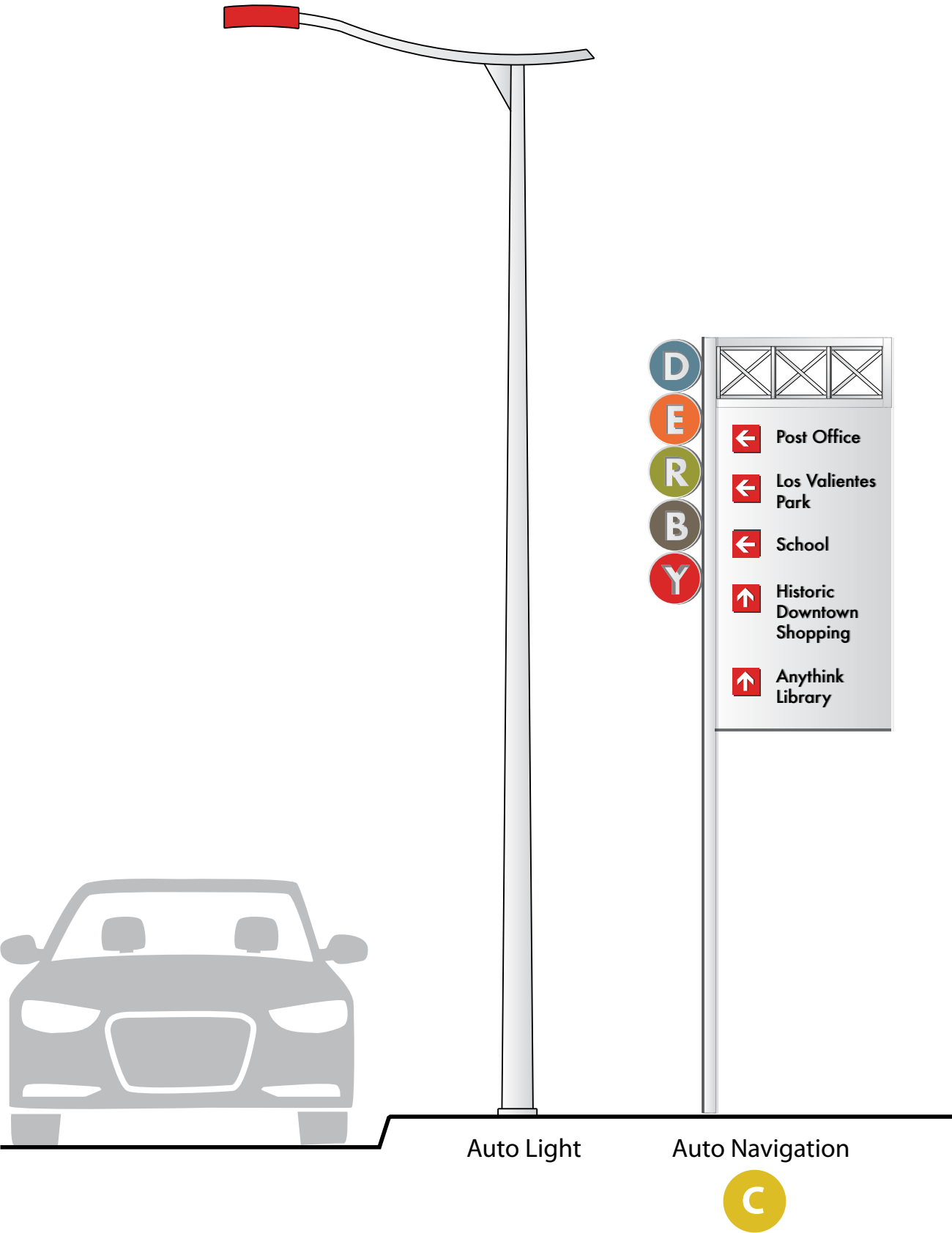


Auto Signage - Back Sides

The auto signage proposed for the Derby District is designed to be one-sided, since most of the signs are located in right-of-ways that are too wide to allow for legible directional information on the back of the sign. However, rather than leaving the back of the blank (which could encourage graffiti), it is proposed that each sign either have a generic circle pattern graphic, or a unique rasterized historic photo image (images can be coordinated with the Commerce City Historical Society). Along Magnolia and Monaco Streets, the signs may also include directional information on the back sides, if needed in the future.

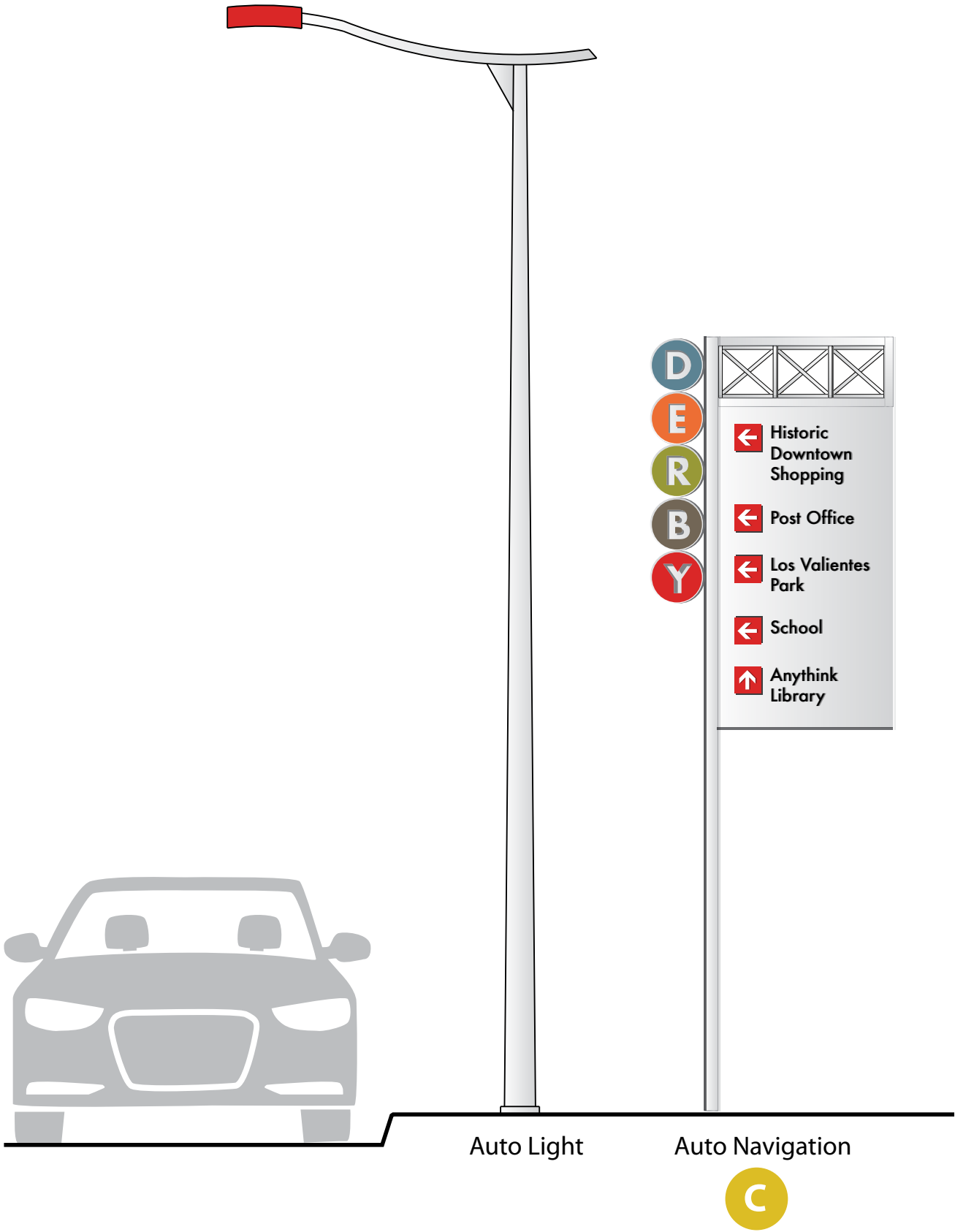


C
1 **Auto Navigation** - Single-Sided, along Highway 2, northwest of Magnolia
(facing southbound traffic)



AUTO NAVIGATION SIGNS

C
2 **Auto Navigation** - Single-Sided, along Highway 2, northwest of Monaco
(facing southbound traffic)

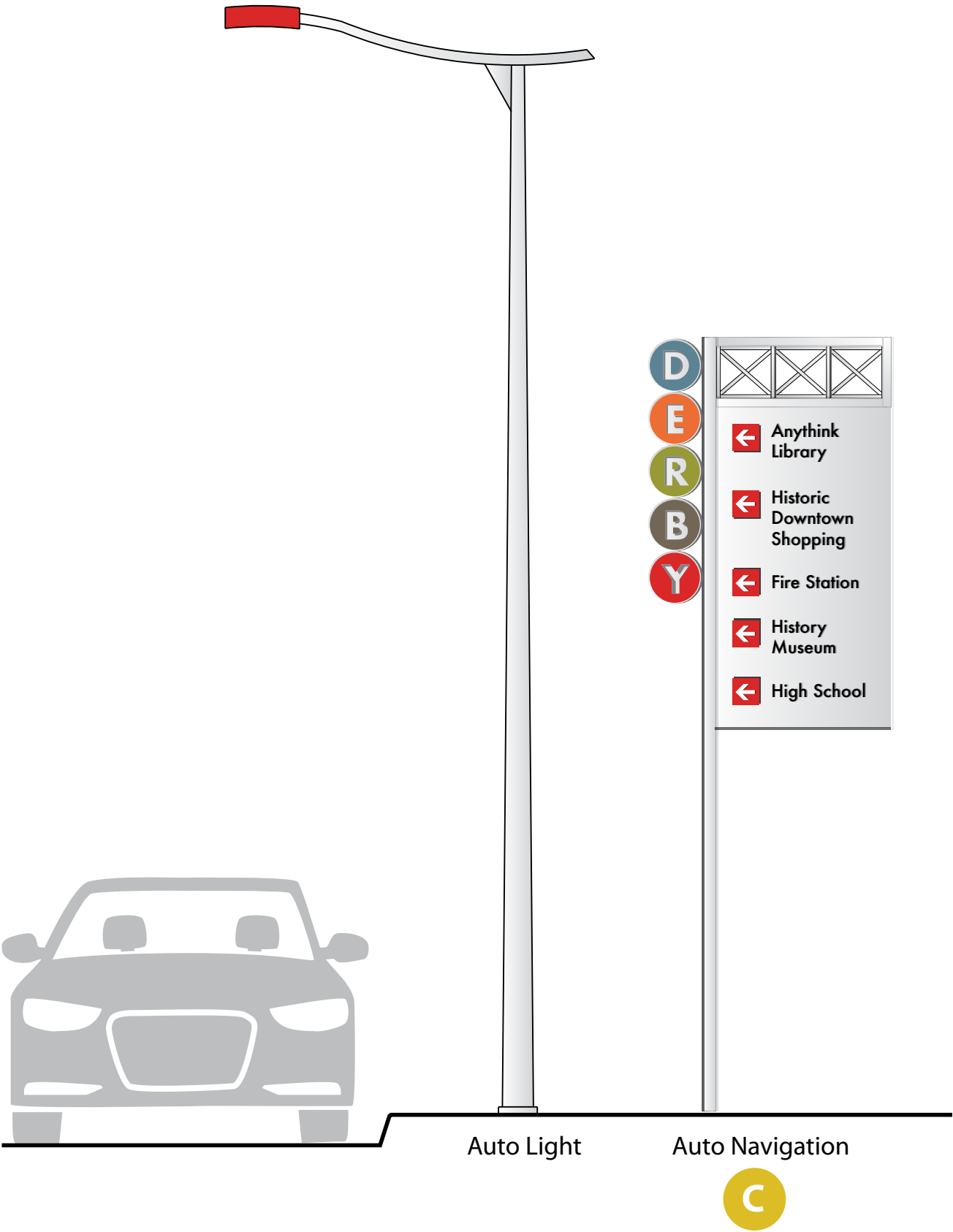


C **Auto Navigation** - Single-Sided, along Highway 2, southeast of Monaco (in
3 new curb area, facing northbound traffic)

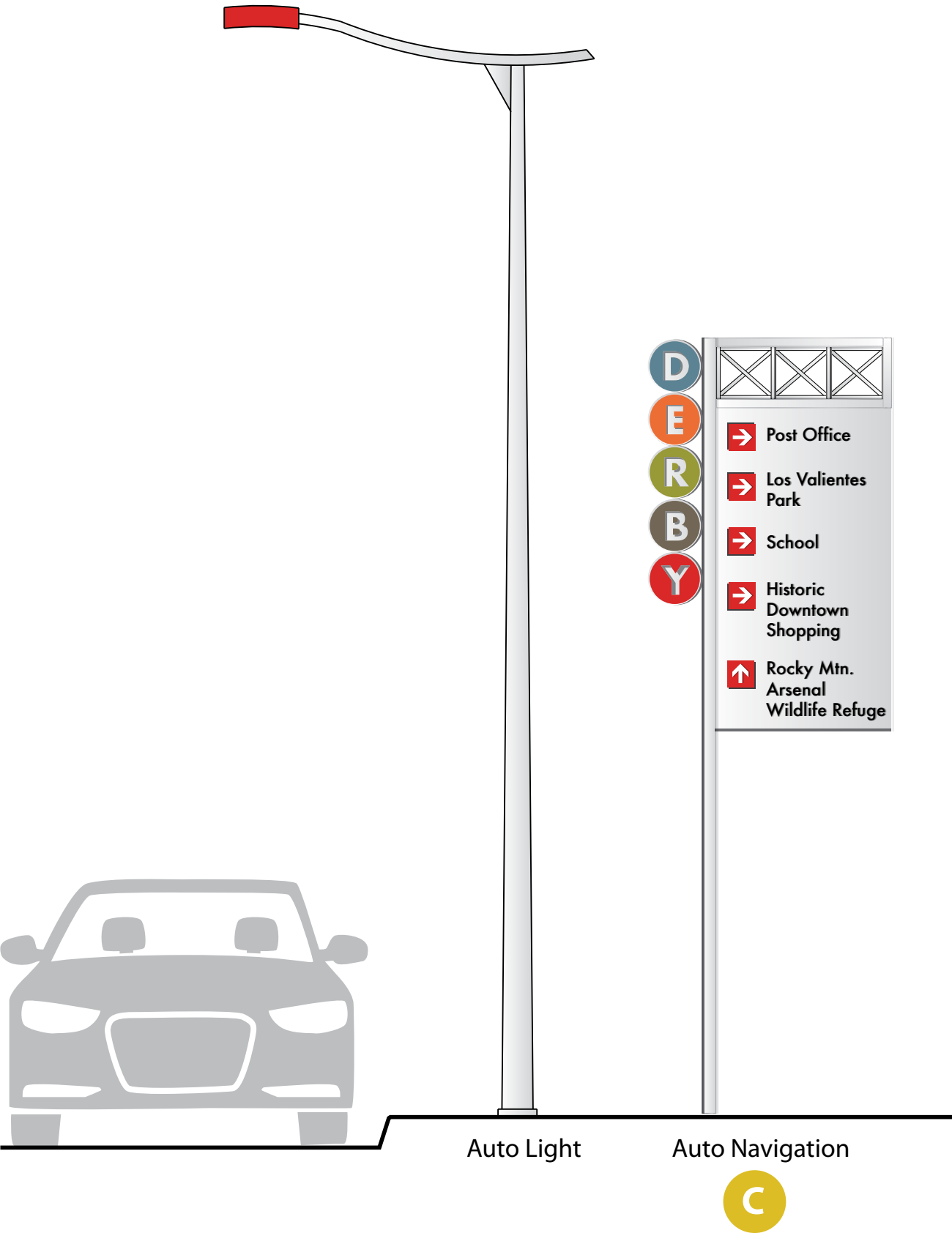


AUTO NAVIGATION SIGNS

C
4 **Auto Navigation** - Single-Sided, along Highway 2, southeast of Monaco
(facing southbound traffic)

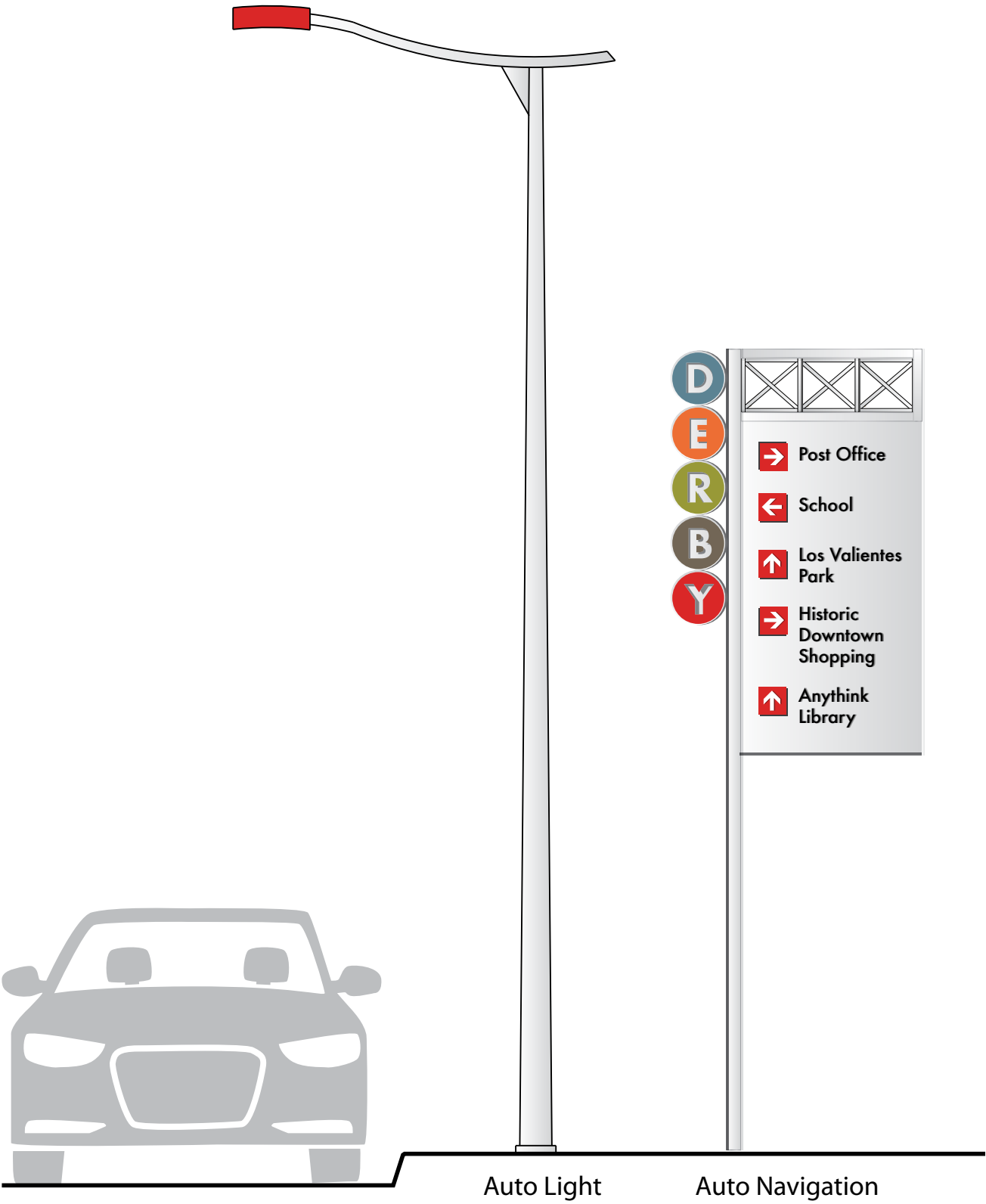


C **Auto Navigation** - Single-Sided, along Highway 2, southeast of Magnolia (in
5 new curb area, facing northbound traffic)



AUTO NAVIGATION SIGNS

C **Auto Navigation** - Single-Sided, along Magnolia Street sidewalk, south of
6 Highway 2 (facing southbound traffic)

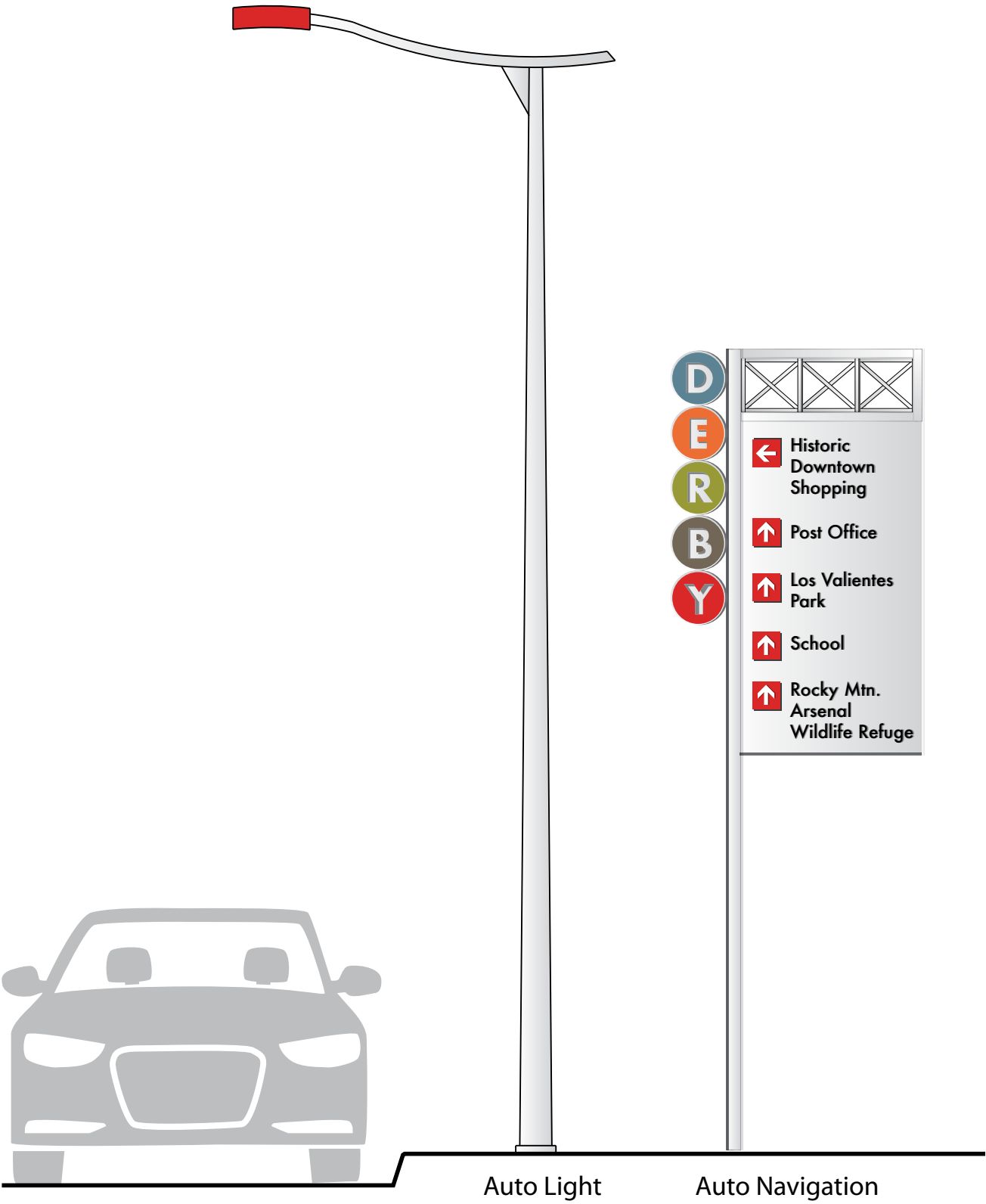


C
7 **Auto Navigation** - Single-Sided, along Magnolia Street sidewalk, north of 72 Place (facing southbound traffic)



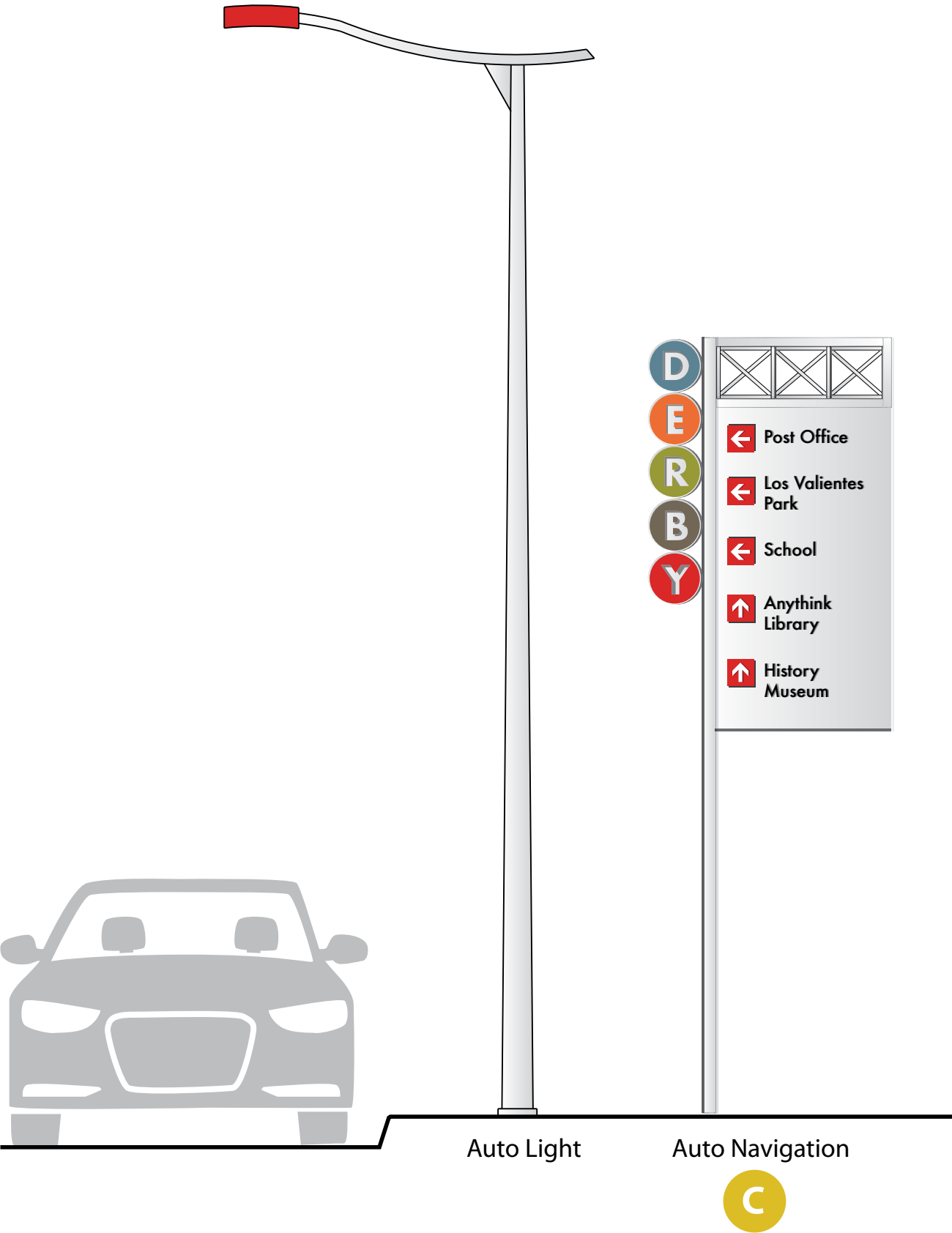
AUTO NAVIGATION SIGNS

C
8 **Auto Navigation** - Single-Sided, along Magnolia Street sidewalk, south of 72 Place (facing northbound traffic)



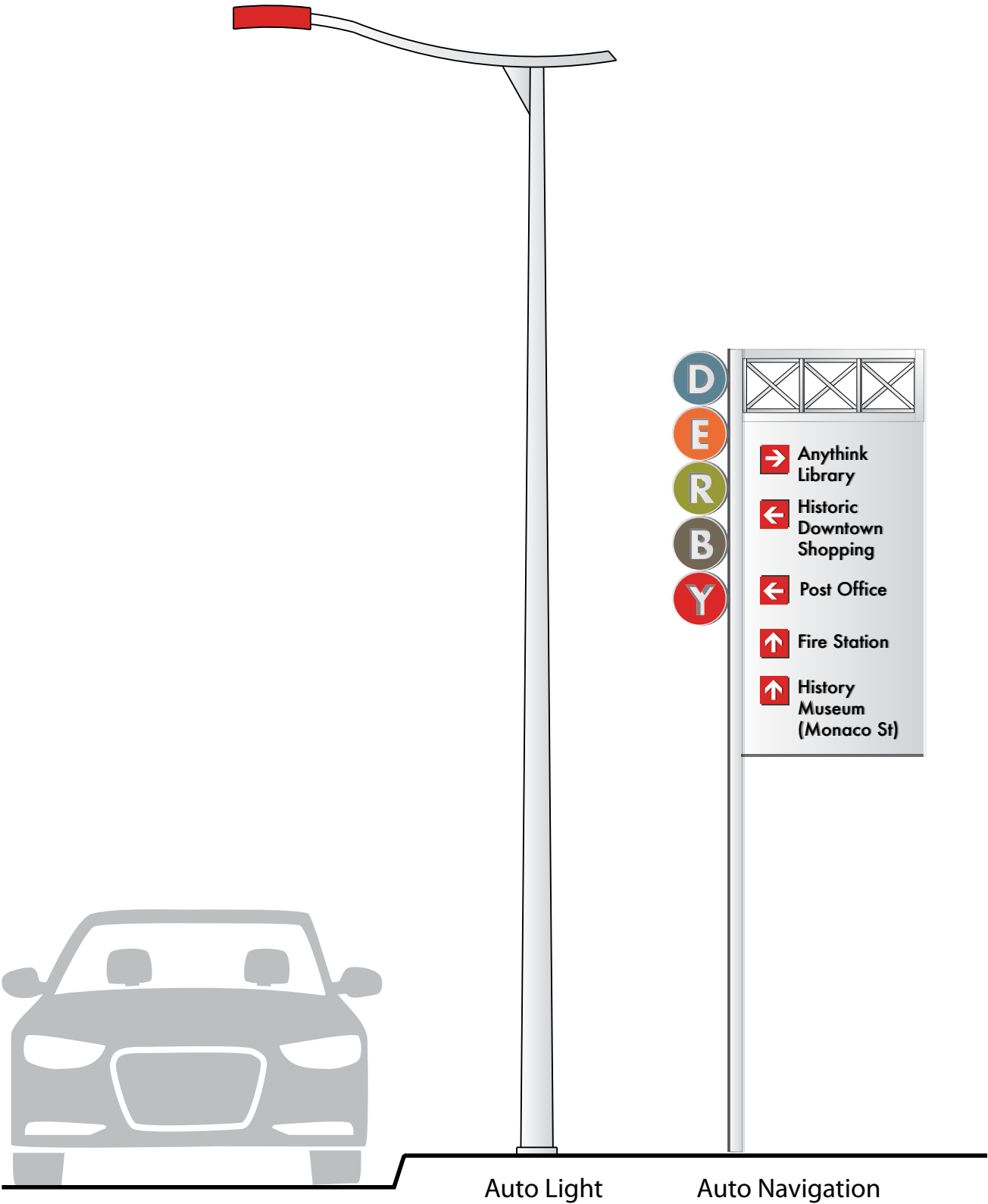
C

C9 **Auto Navigation** - Single-Sided, along Monaco Street, in the planted bed on the southern edge of the new street alignment, just north of 73rd Ave. (facing southeastbound traffic)



AUTO NAVIGATION SIGNS

C
10 **Auto Navigation** - Single-Sided, along 72nd Ave. sidewalk, east of Highway 2 (facing eastbound traffic)

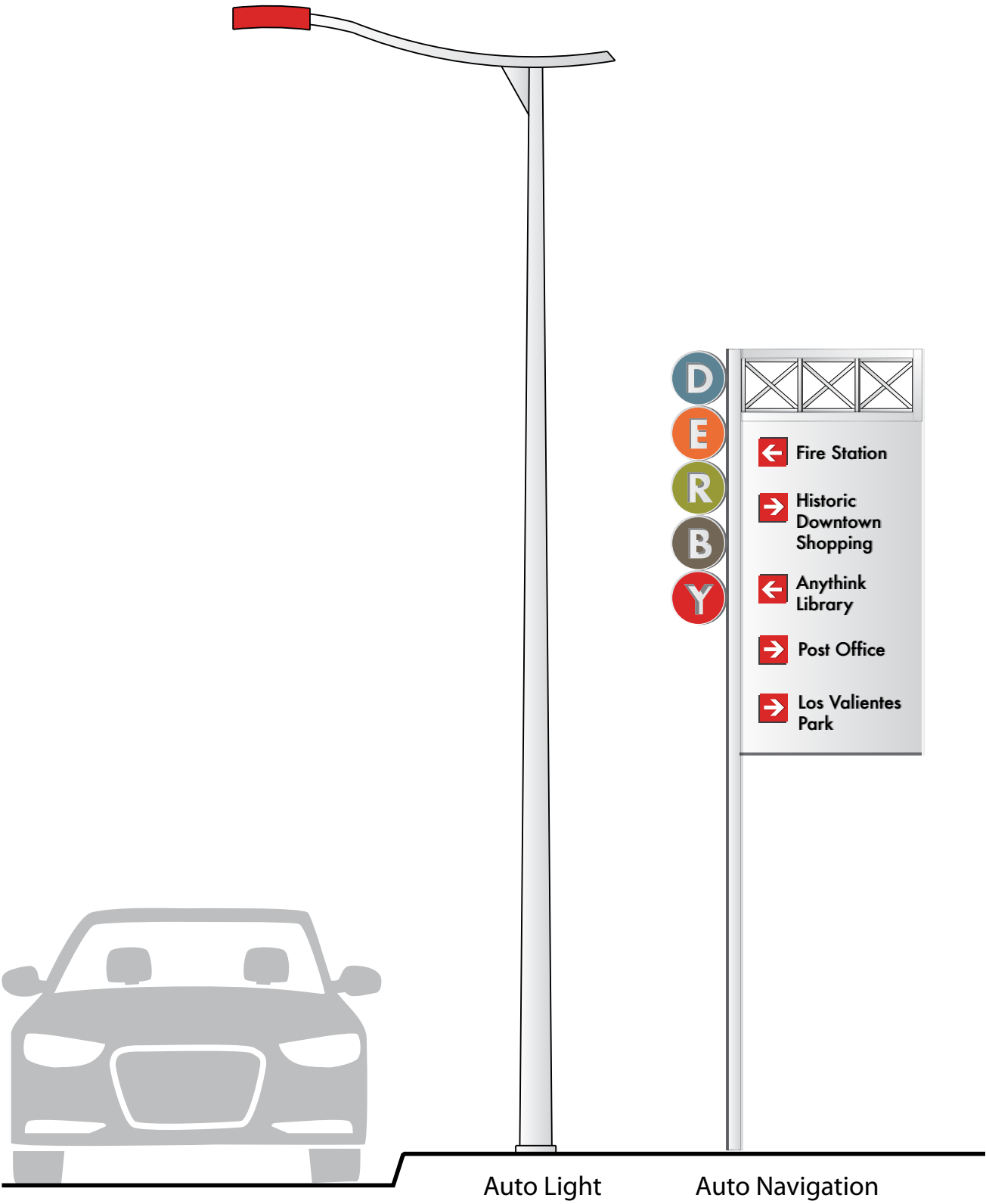


C
11 **Auto Navigation** - Single-Sided, in the sidewalk along 72 Ave., at the pedestrian crossing bump-out north of Monaco St (facing westbound traffic)



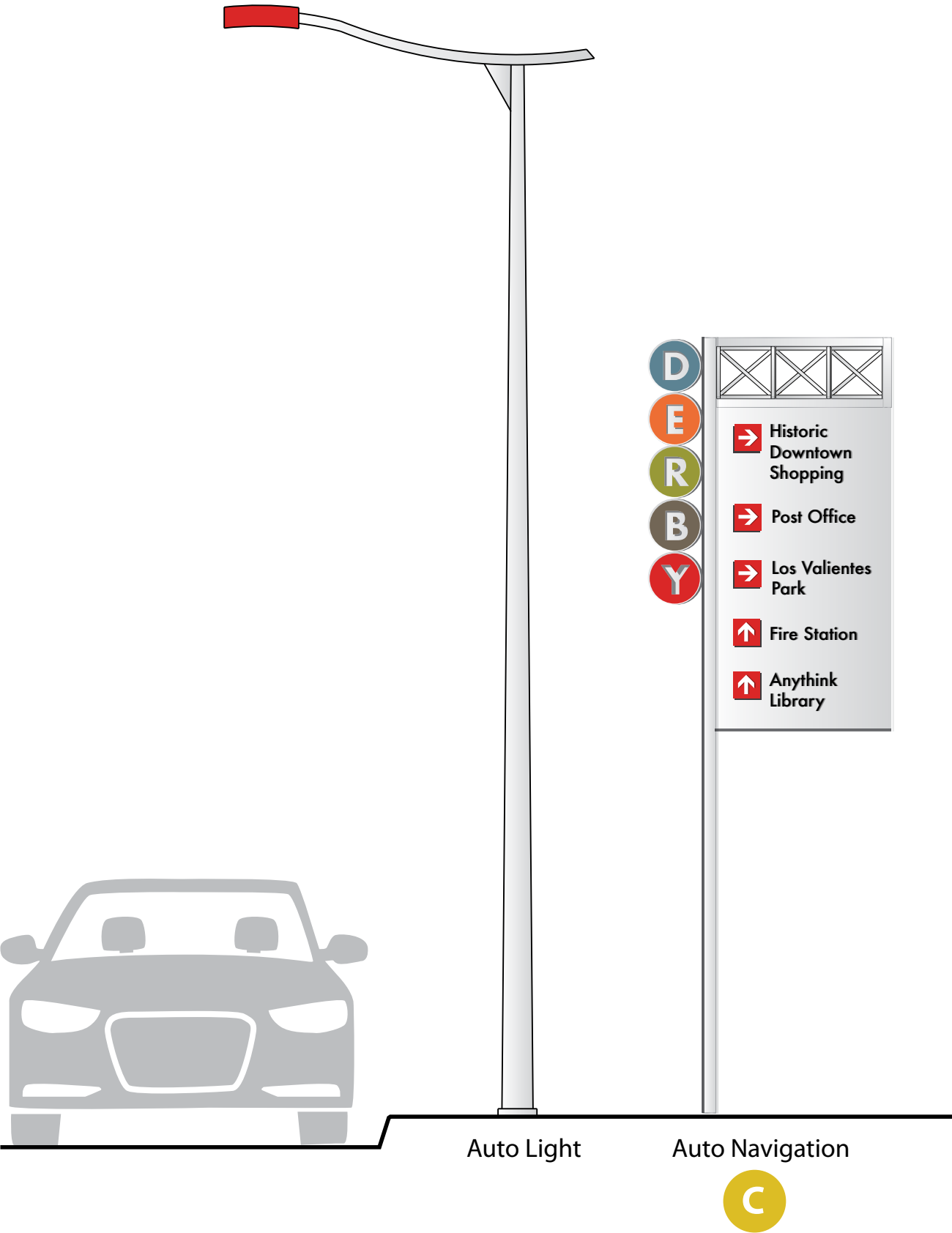
AUTO NAVIGATION SIGNS

C
12 **Auto Navigation** - Single-Sided, in the sidewalk along 72 Ave., east of Monaco Street (facing westbound traffic)

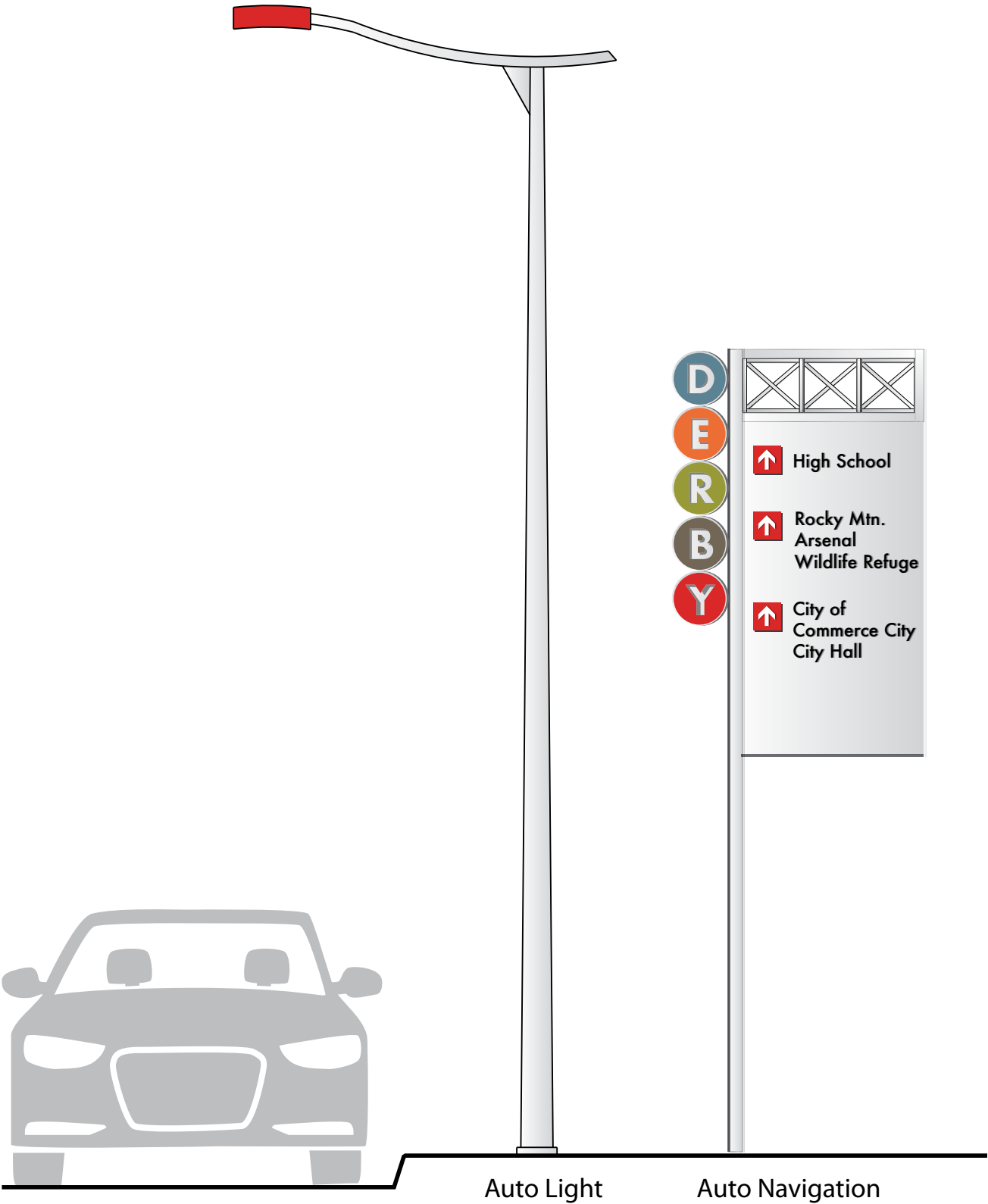


C

C **Auto Navigation** - Single-Sided, in the sidewalk along 72 Ave., between
13 Niagara and Newport Streets (facing westbound traffic)



C
14 **Auto Navigation** - Single-Sided, in the sidewalk along 72 Ave., between Oneida (north) and Olive (south) (facing eastbound traffic)

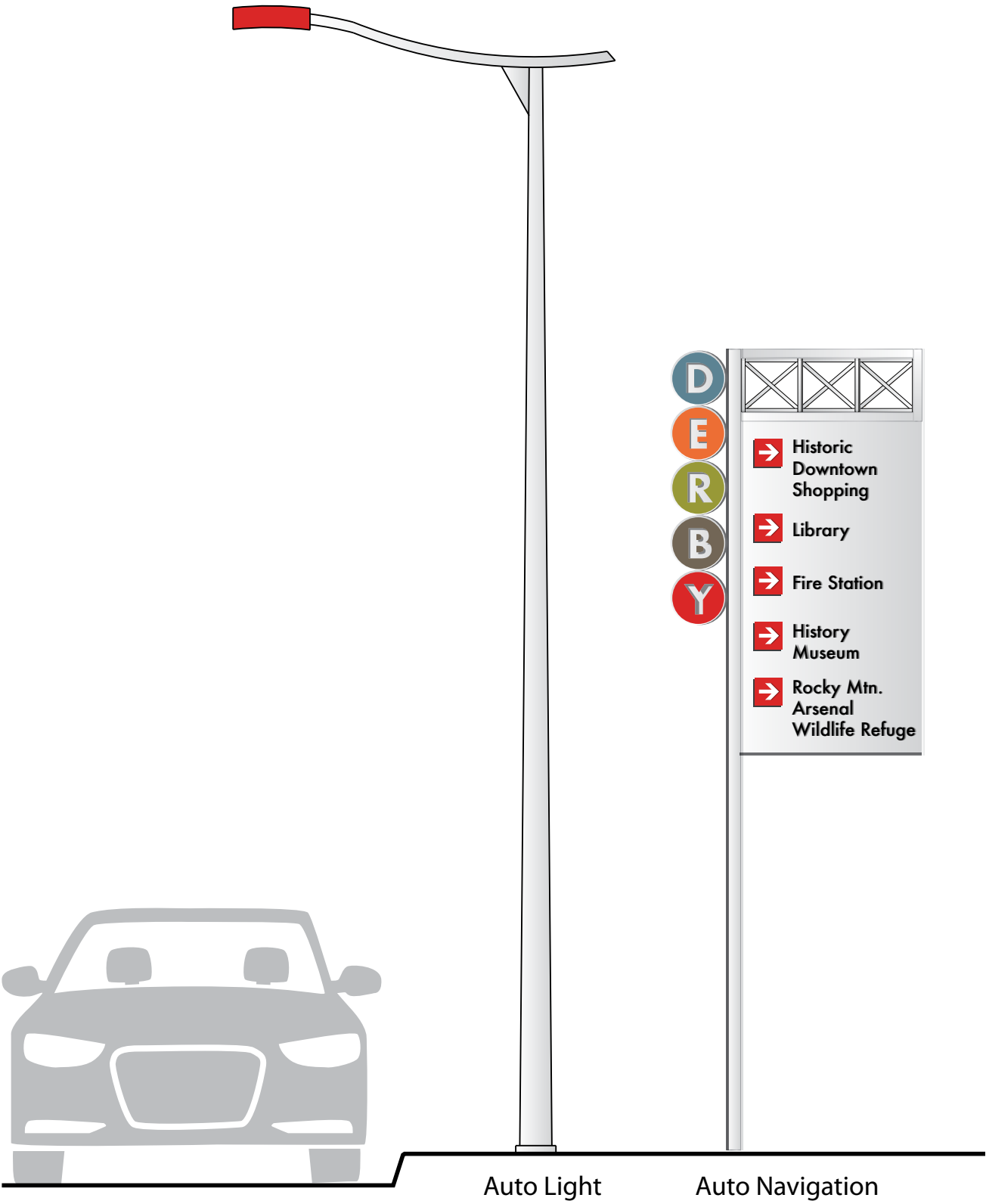


C **Auto Navigation** - Single-Sided, in the sidewalk along 72 Ave., between
15 Monaco and Magnolia (facing eastbound traffic)



AUTO NAVIGATION SIGNS

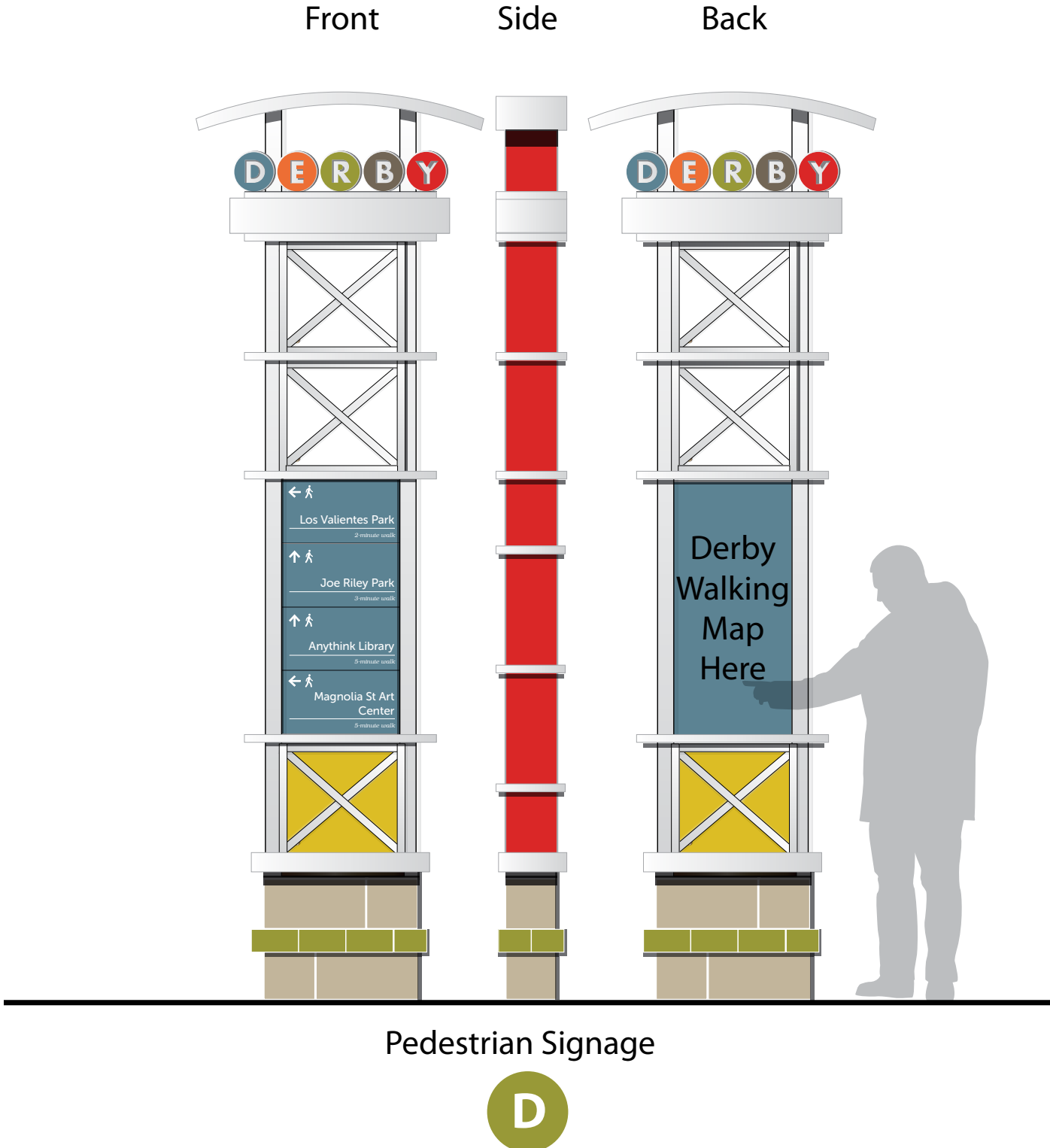
C
16 **Auto Navigation** - Single-Sided, in the sidewalk along Highway 2, north of 71st Avenue (facing northbound traffic)



C

PEDESTRIAN NAVIGATION SIGNS

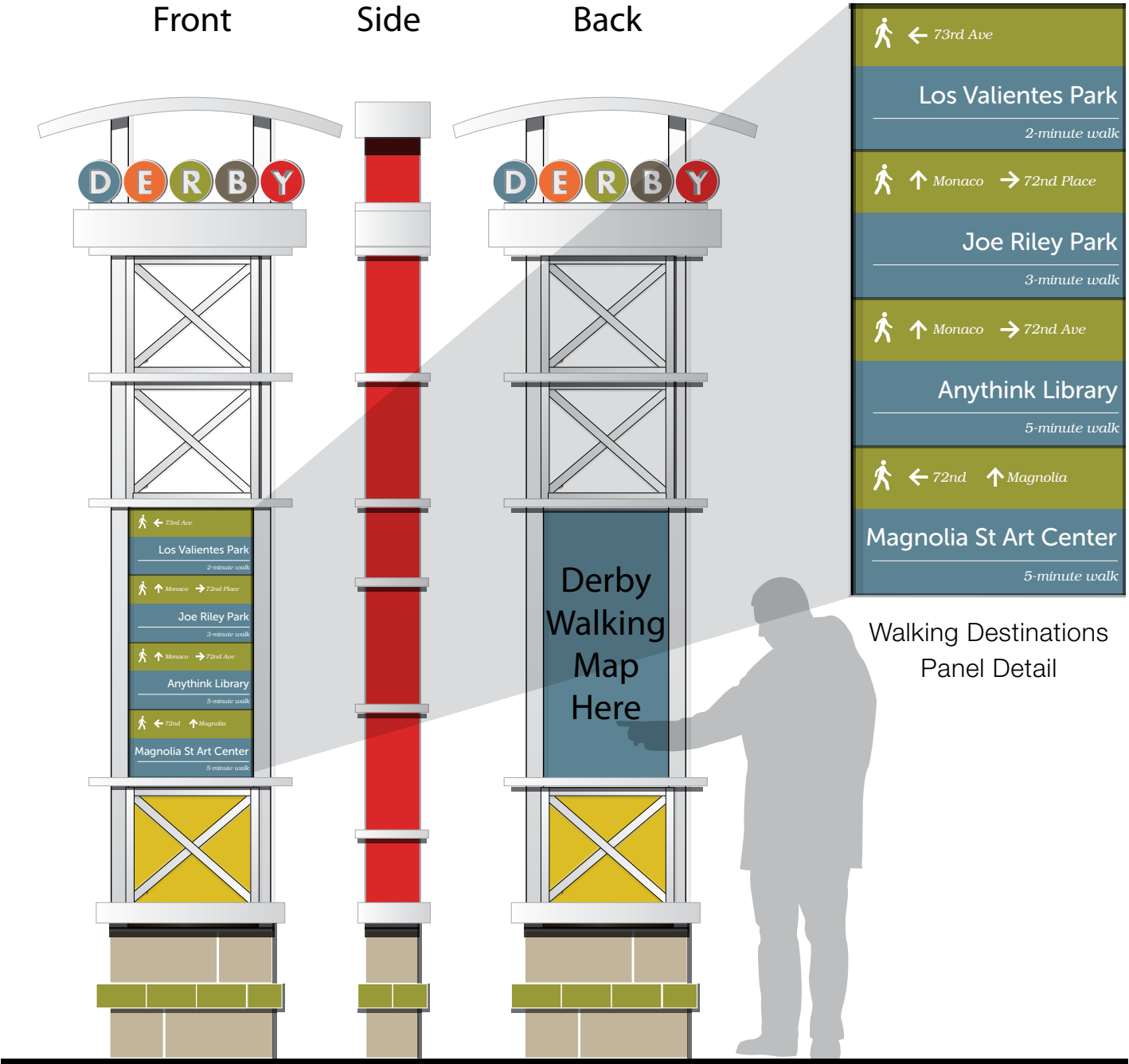
The pedestrian navigation signage provides information regarding walking destinations within Derby. Each pedestrian navigation sign includes a detailed high-pressure laminate Derby area map (back), and walking distances/times for destinations in and around Derby (front). **The final map will need to be produced as part of the Phase 1 signage fabrication/installation, so that it is as up-to-date as possible.**



PEDESTRIAN NAVIGATION SIGNS

- D1

Pedestrian Navigation - 2-sided (informationally), along the new sidewalk at the realigned intersection of Monaco and Highway 2.

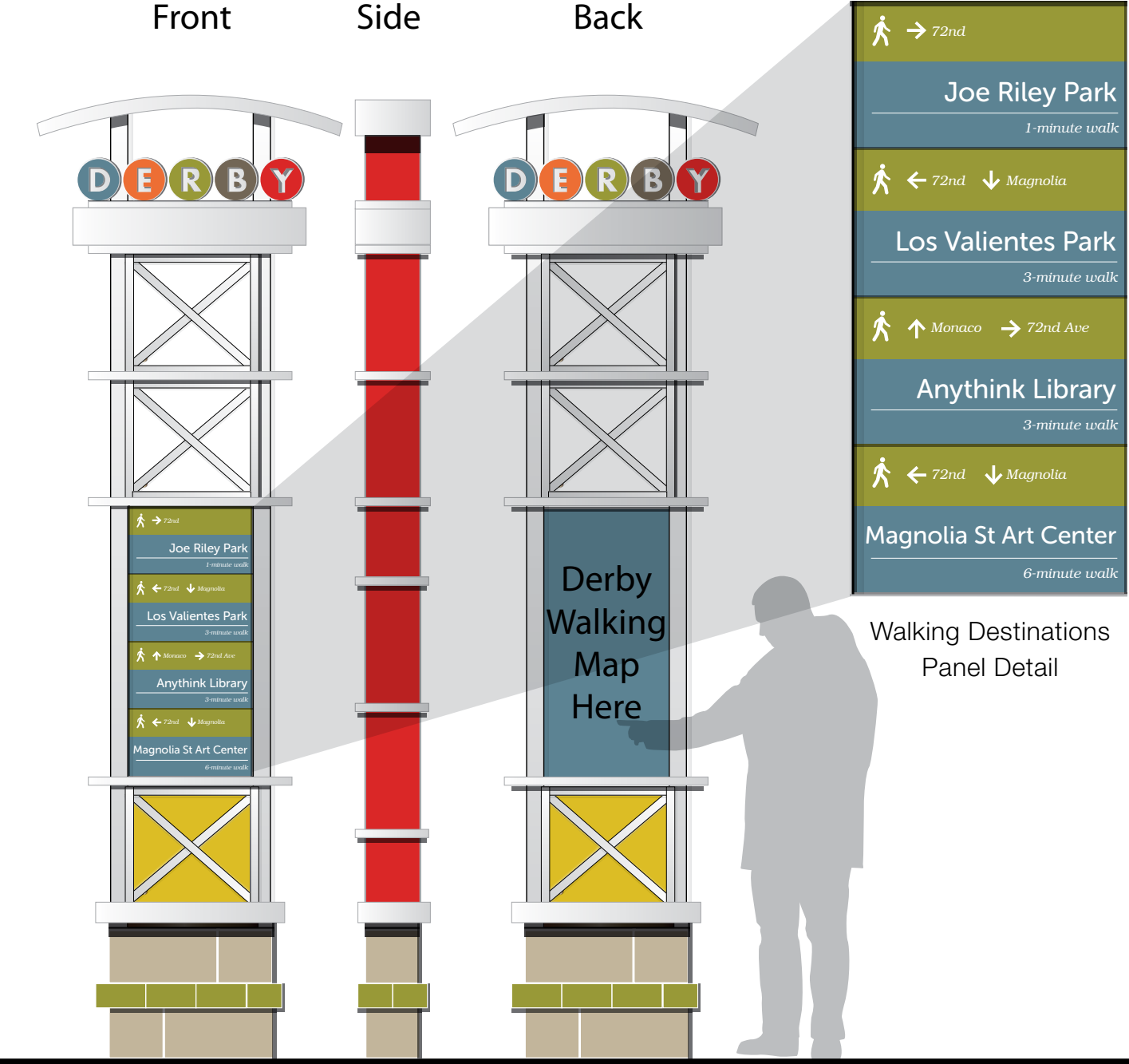


Pedestrian Signage

D

PEDESTRIAN NAVIGATION SIGNS

D
2 **Pedestrian Navigation** - 2-sided (informationally), within the planted bed at the intersection of Monaco and 72nd Place



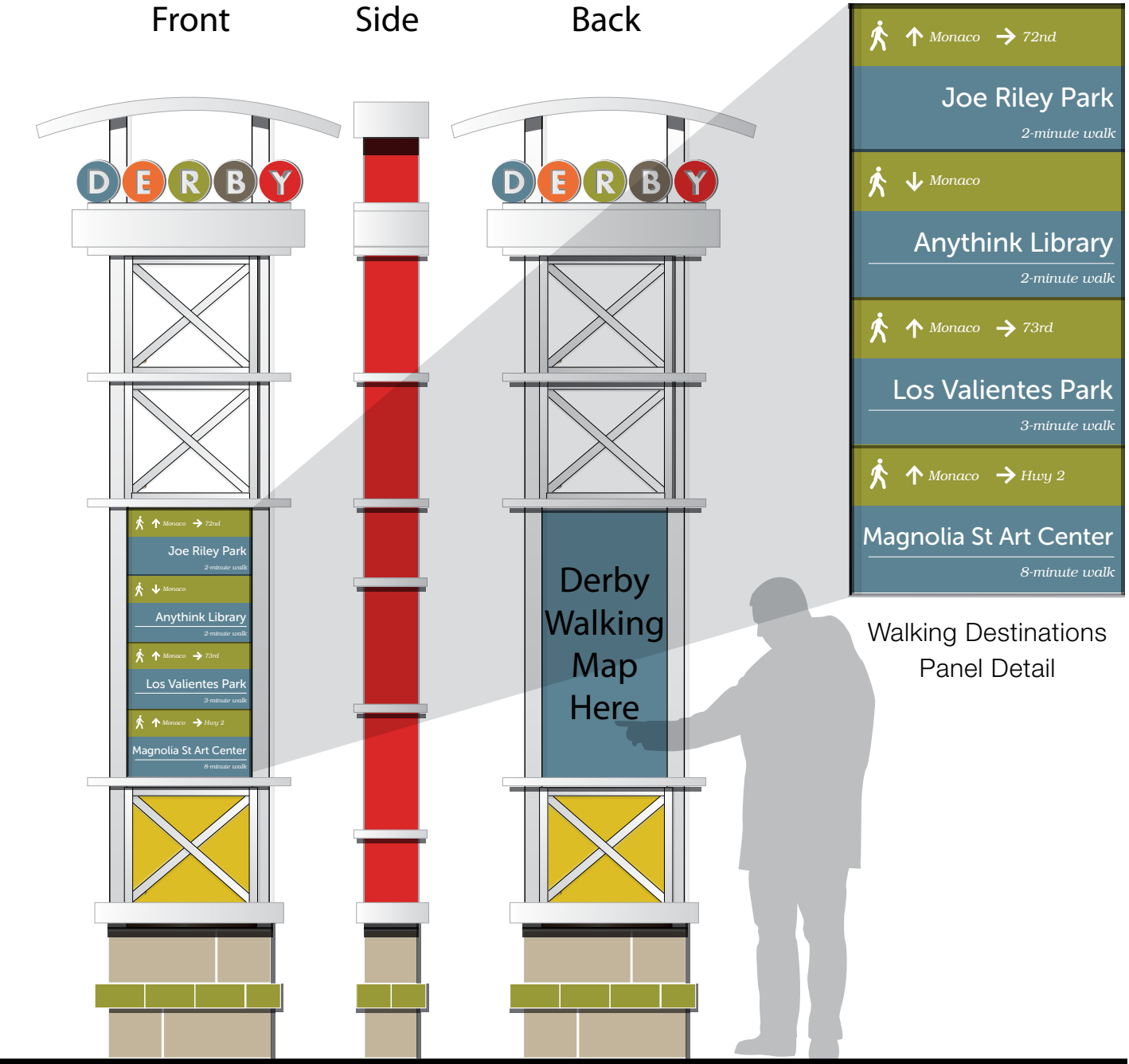
Pedestrian Signage

D

PEDESTRIAN NAVIGATION SIGNS

- D3

Pedestrian Navigation - 2-sided (informationally), along the wider sidewalk area along the west side of Monaco.

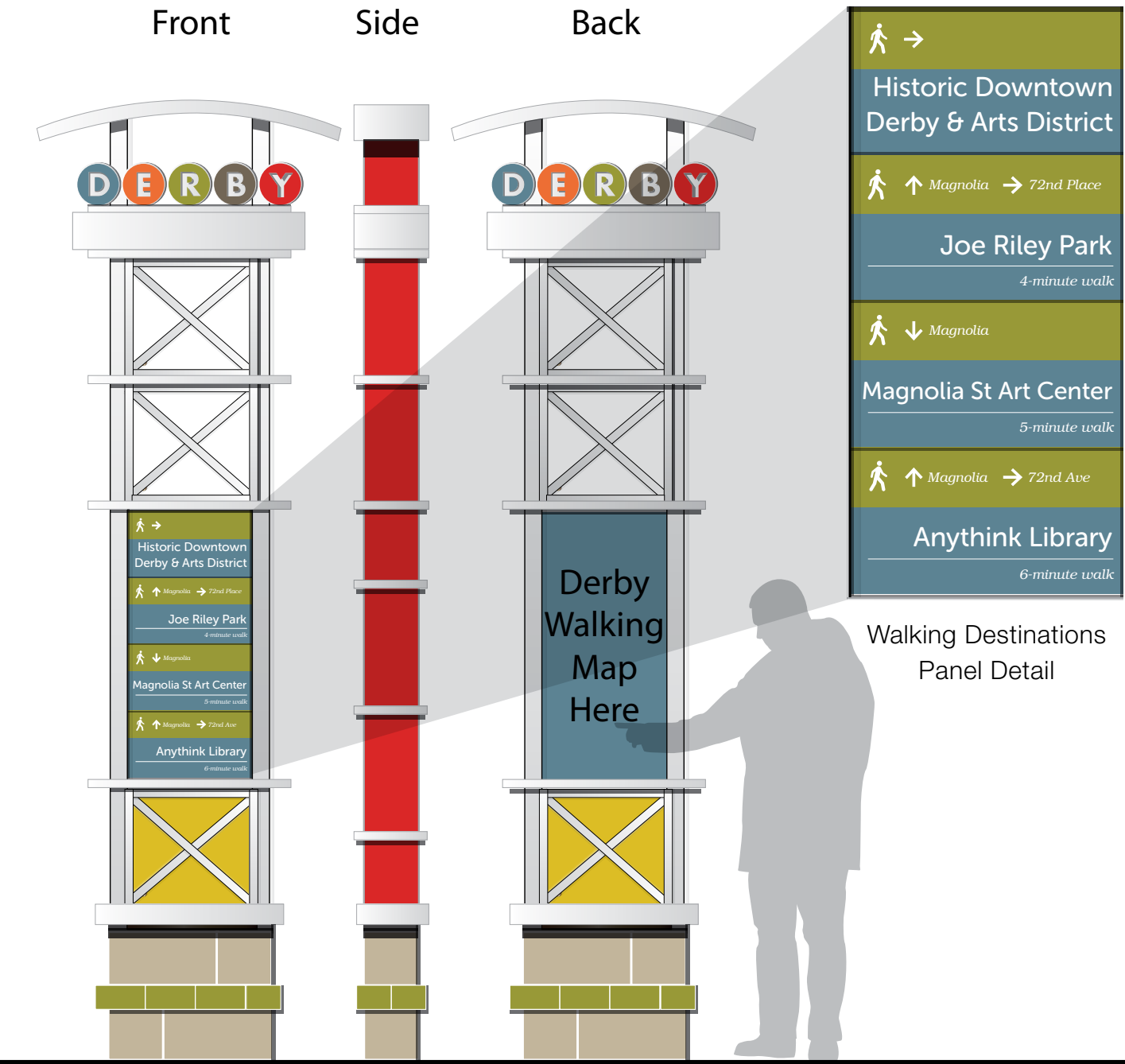


Pedestrian Signage

D

PEDESTRIAN NAVIGATION SIGNS

D
4 **Pedestrian Navigation** - 2-sided (informationally), in the grass adjacent to the sidewalk along the east side of Magnolia Street

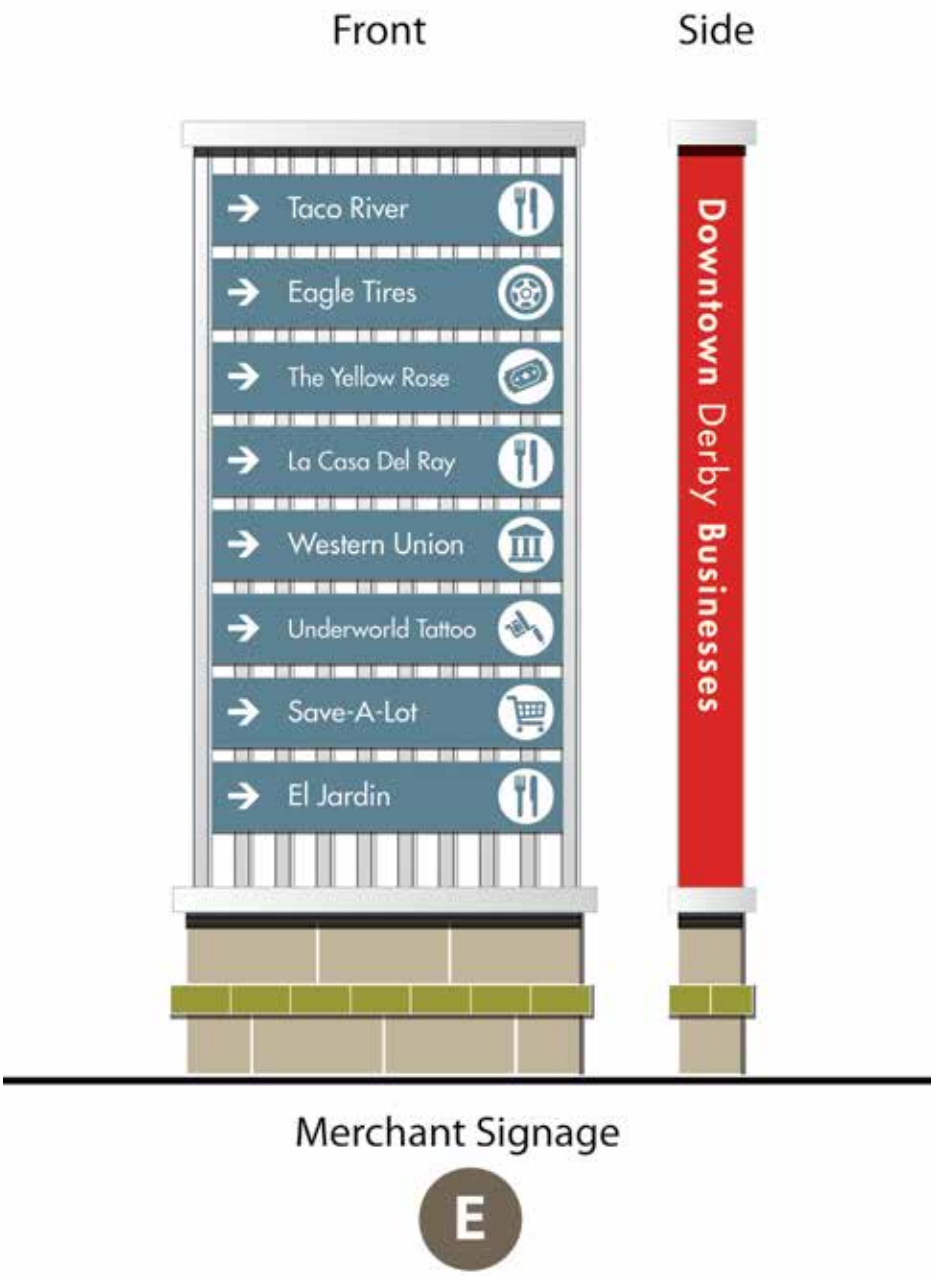
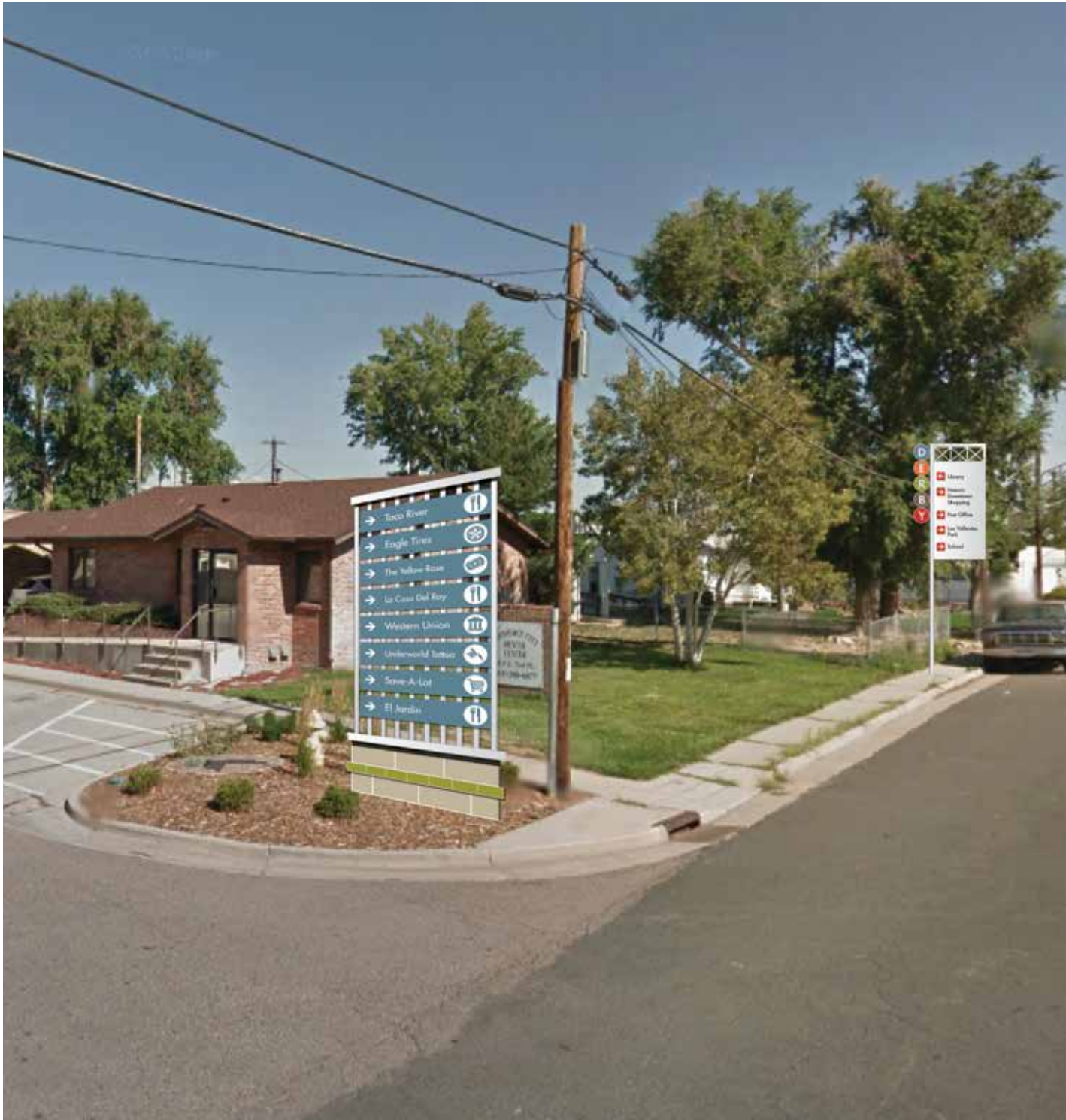


Pedestrian Signage

D

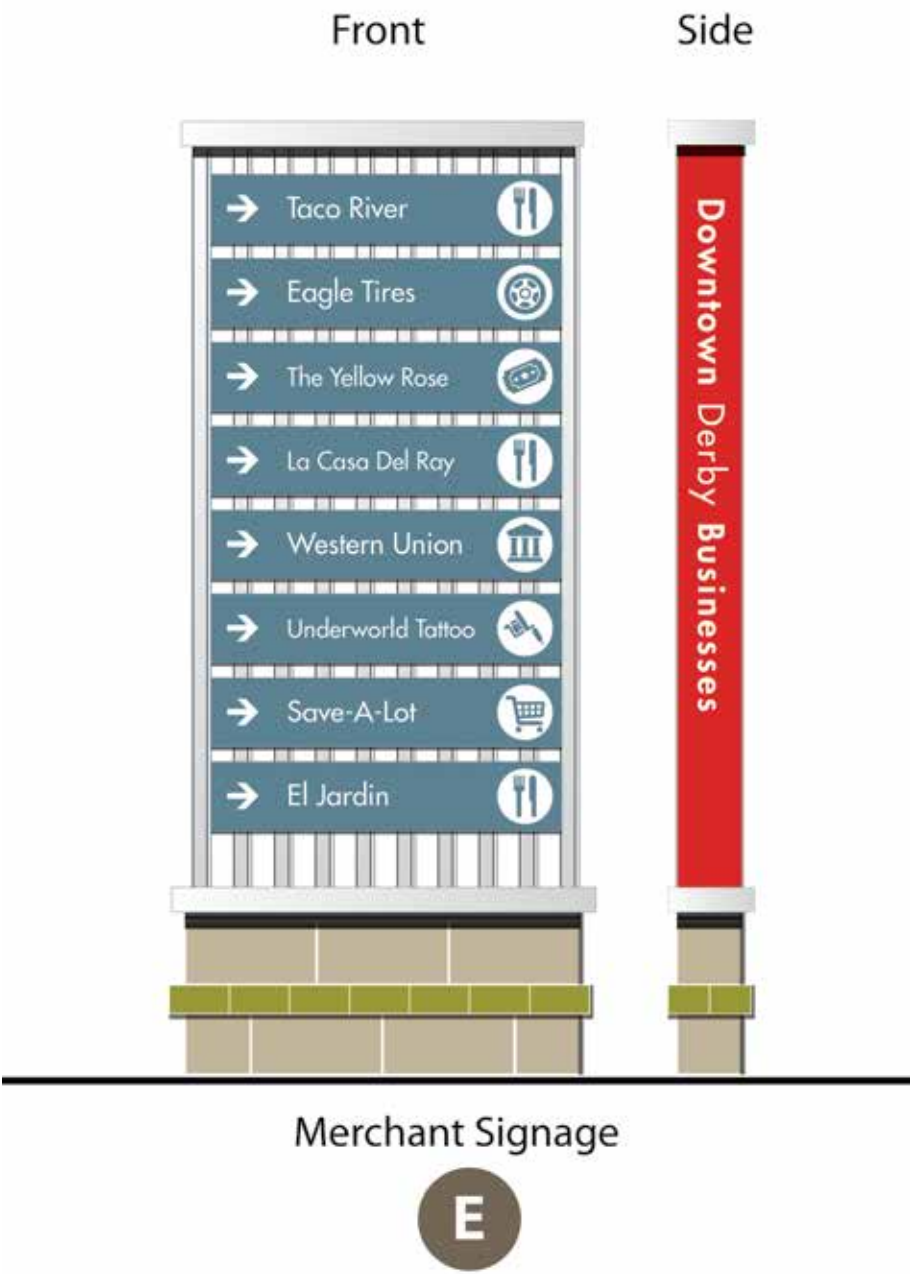
MERCHANT ADVERTISEMENT SIGNAGE

The merchant advertisement signage provides a space for retailers, merchants, and businesses within the Derby district to advertise. The main body of the sign is permanent, but the aluminum advertisement blades are designed to be easily interchangeable/removable. These types of merchant advertising signs are very important to the economic development of Derby, and the success of local Derby businesses who are largely invisible for travelers along the major arterials surrounding the Derby District. Ensuring businesses have a visible presence along these adjacent well-traveled roadways will help create economic growth and stability within Derby.



MERCHANT ADVERTISEMENT SIGNAGE

E
1 **Merchant Advertisement** - 2-sided, in the planted bed adjacent to the intersection at the southeast corner of Monaco and 73rd

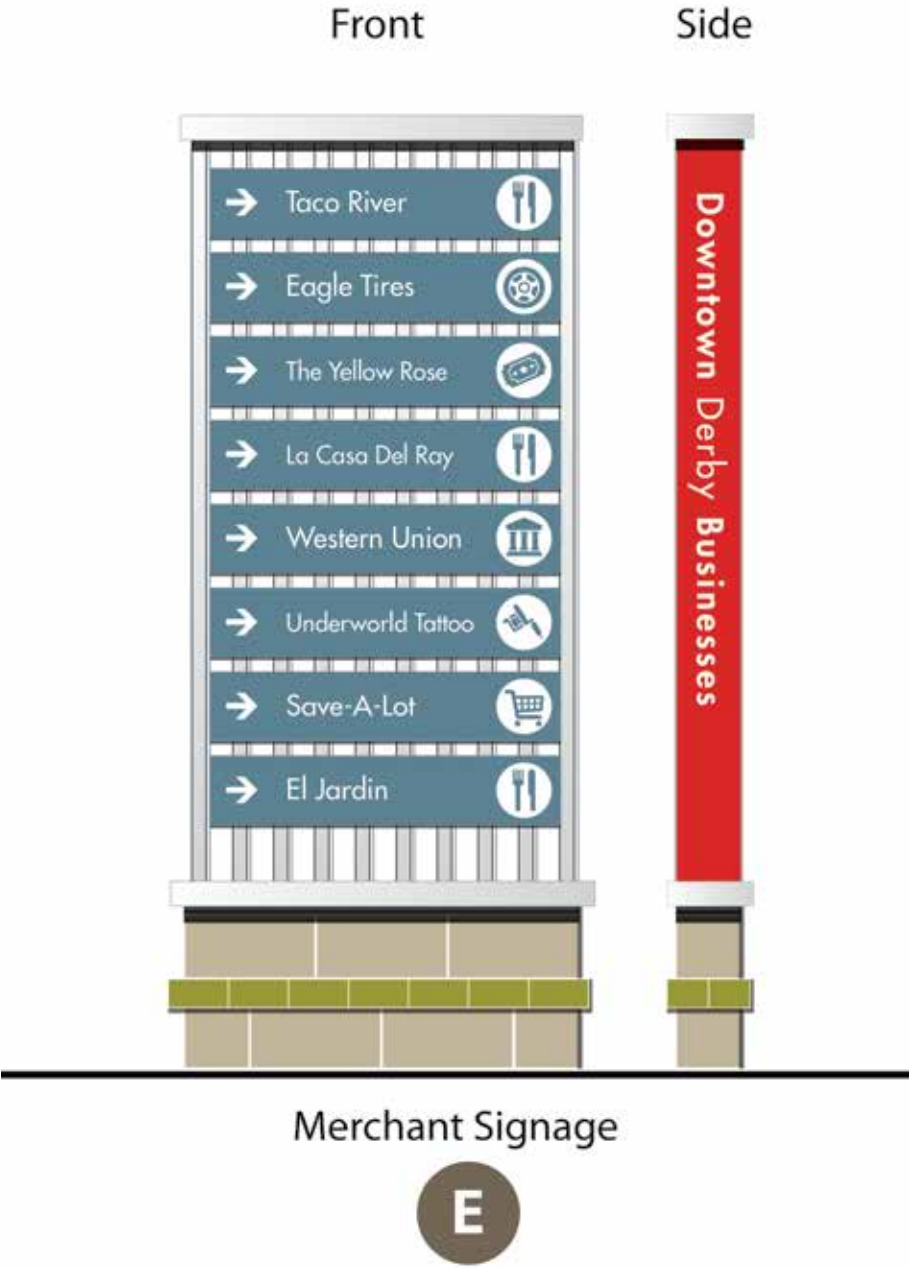


MERCHANT ADVERTISEMENT SIGNAGE

- E

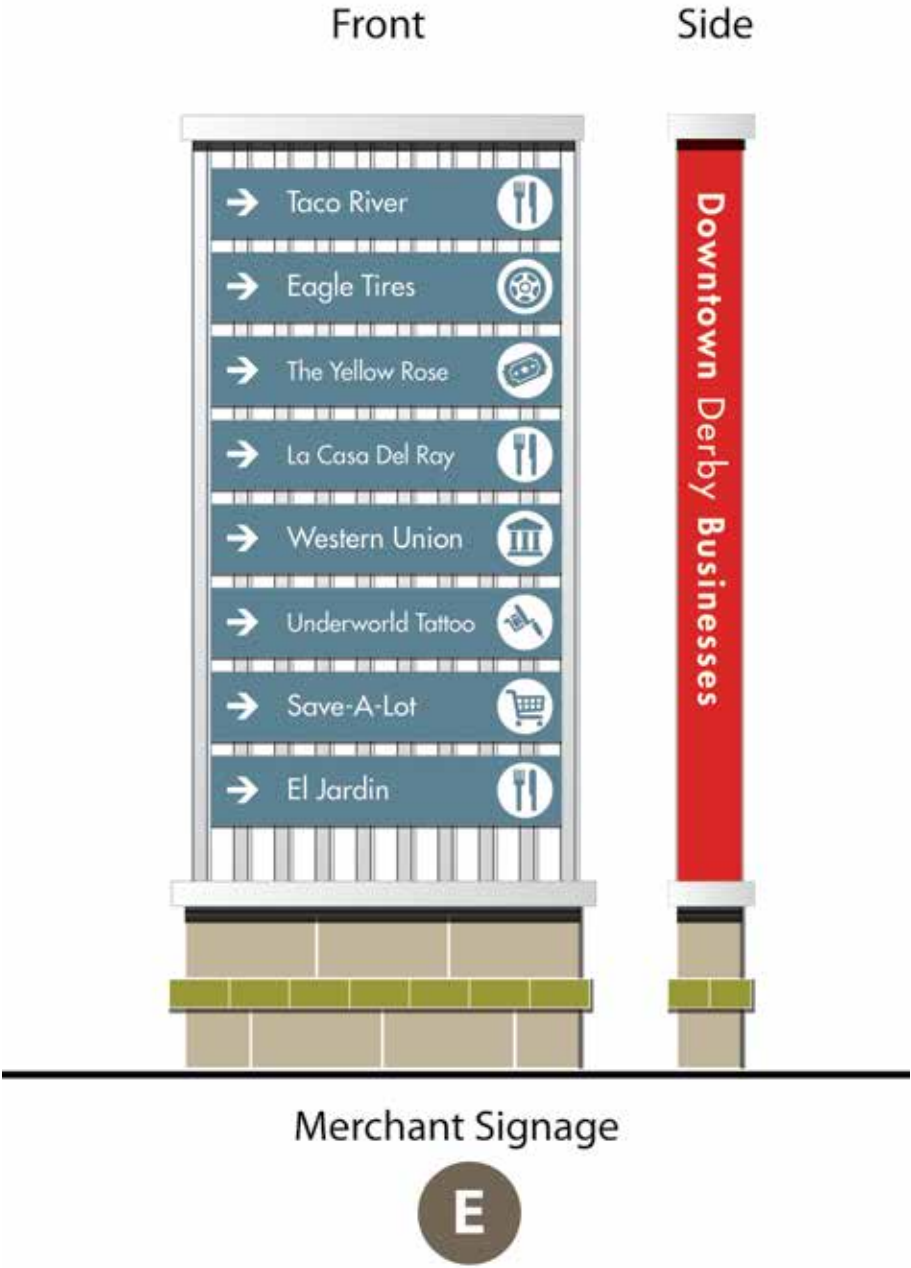
2

Merchant Advertisement - 2-sided, in the planted bed adjacent to the intersection at the northwest corner of Magnolia and 73rd



MERCHANT ADVERTISEMENT SIGNAGE

E **Merchant Advertisement** - 2-sided, in the planted bed adjacent to the intersection at the northwest corner of Magnolia and 72nd Place

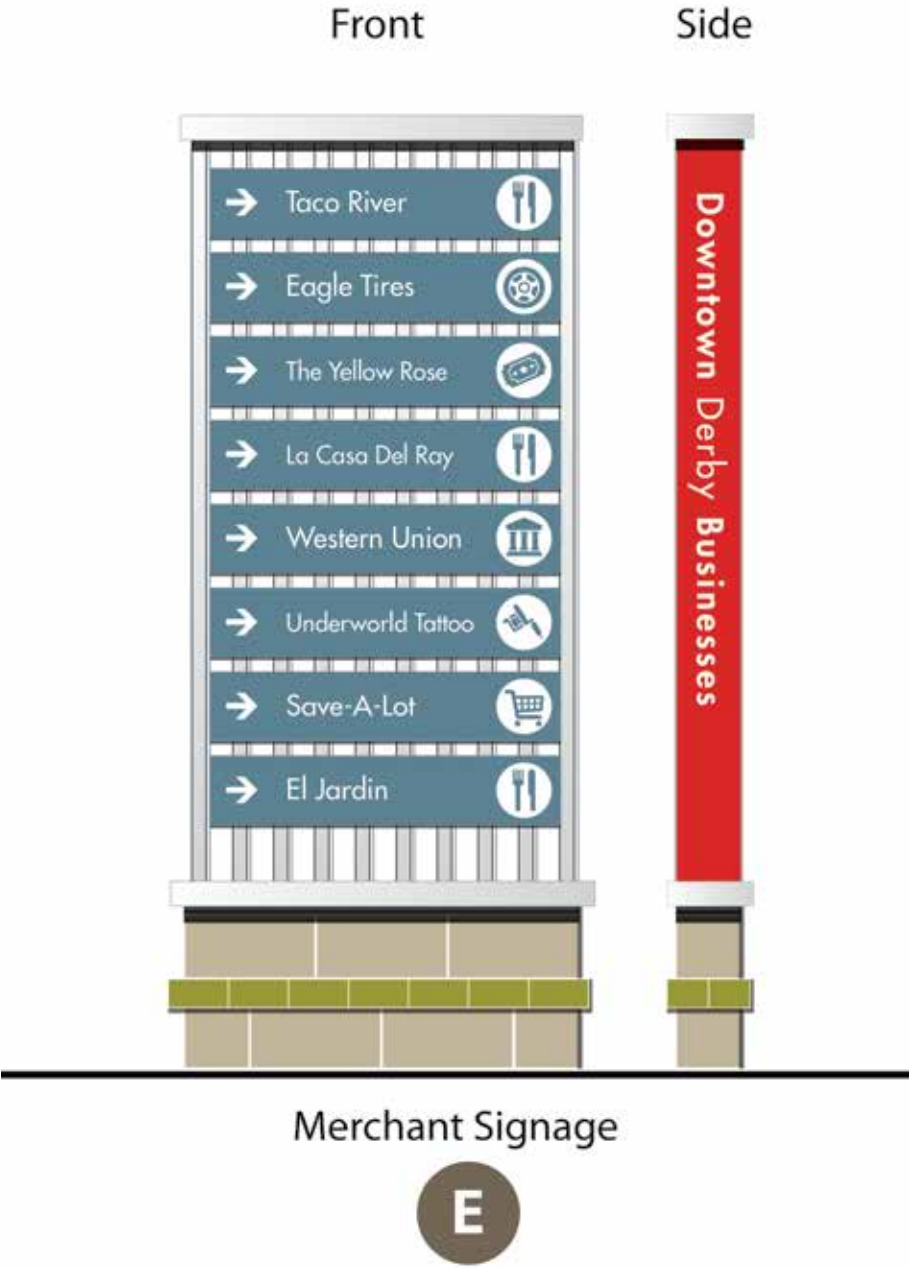


MERCHANT ADVERTISEMENT SIGNAGE

- E

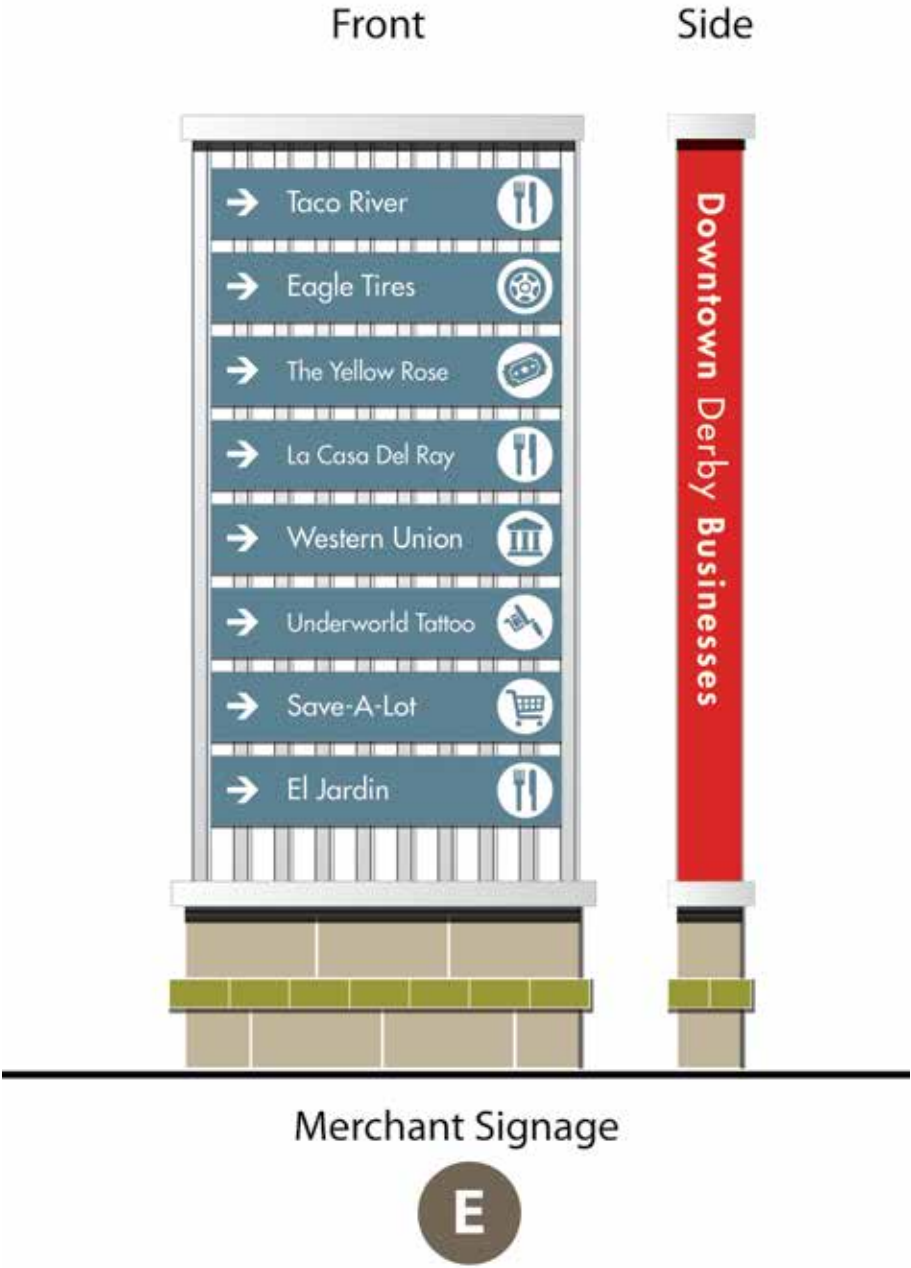
4

Merchant Advertisement - 2-sided, in the planted bed adjacent to the intersection at the northwest corner of 72nd Ave and Monaco



MERCHANT ADVERTISEMENT SIGNAGE

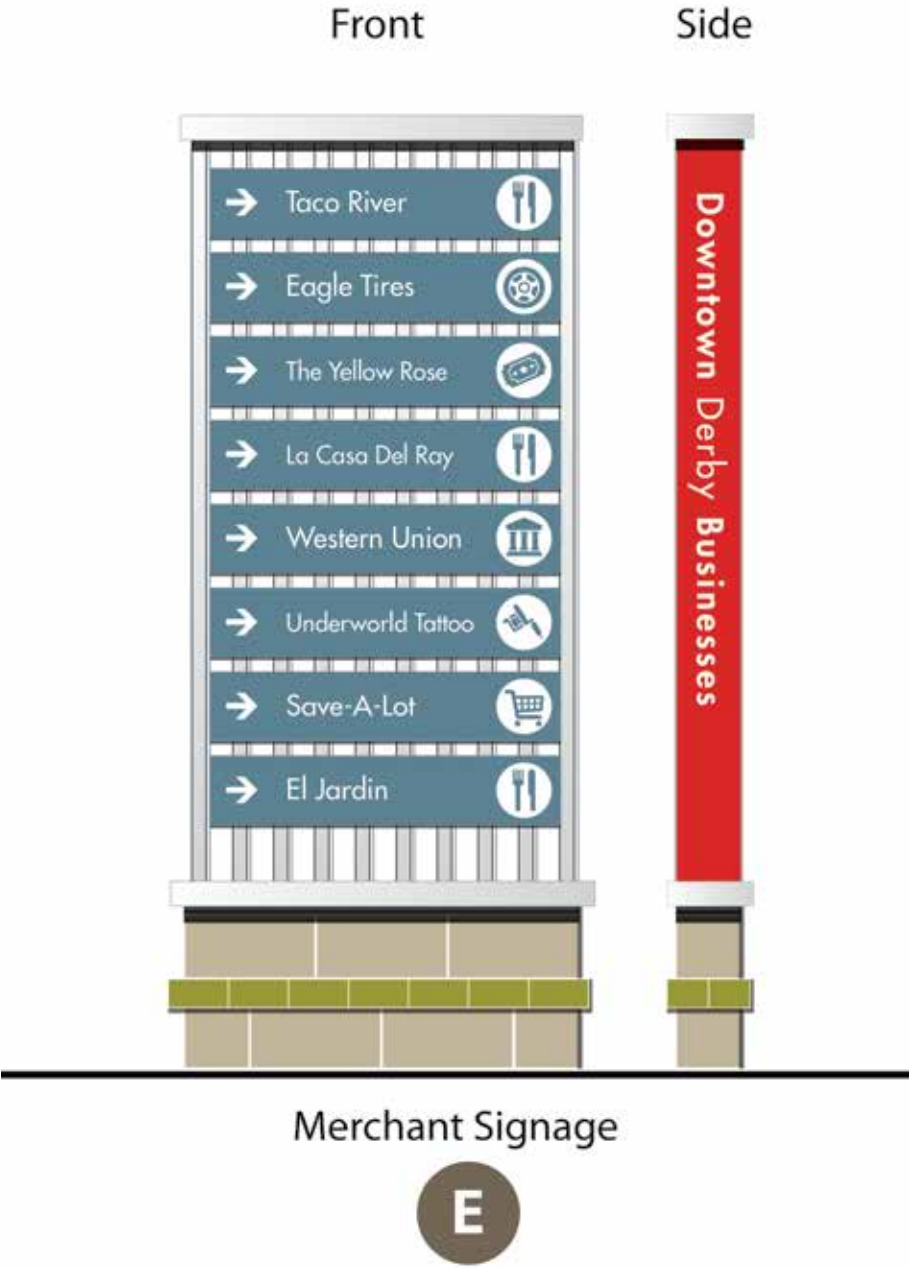
E **Merchant Advertisement** - 2-sided, in the planted bed adjacent to the intersection at the northeast corner of 72nd Ave and Locust Street



MERCHANT ADVERTISEMENT SIGNAGE

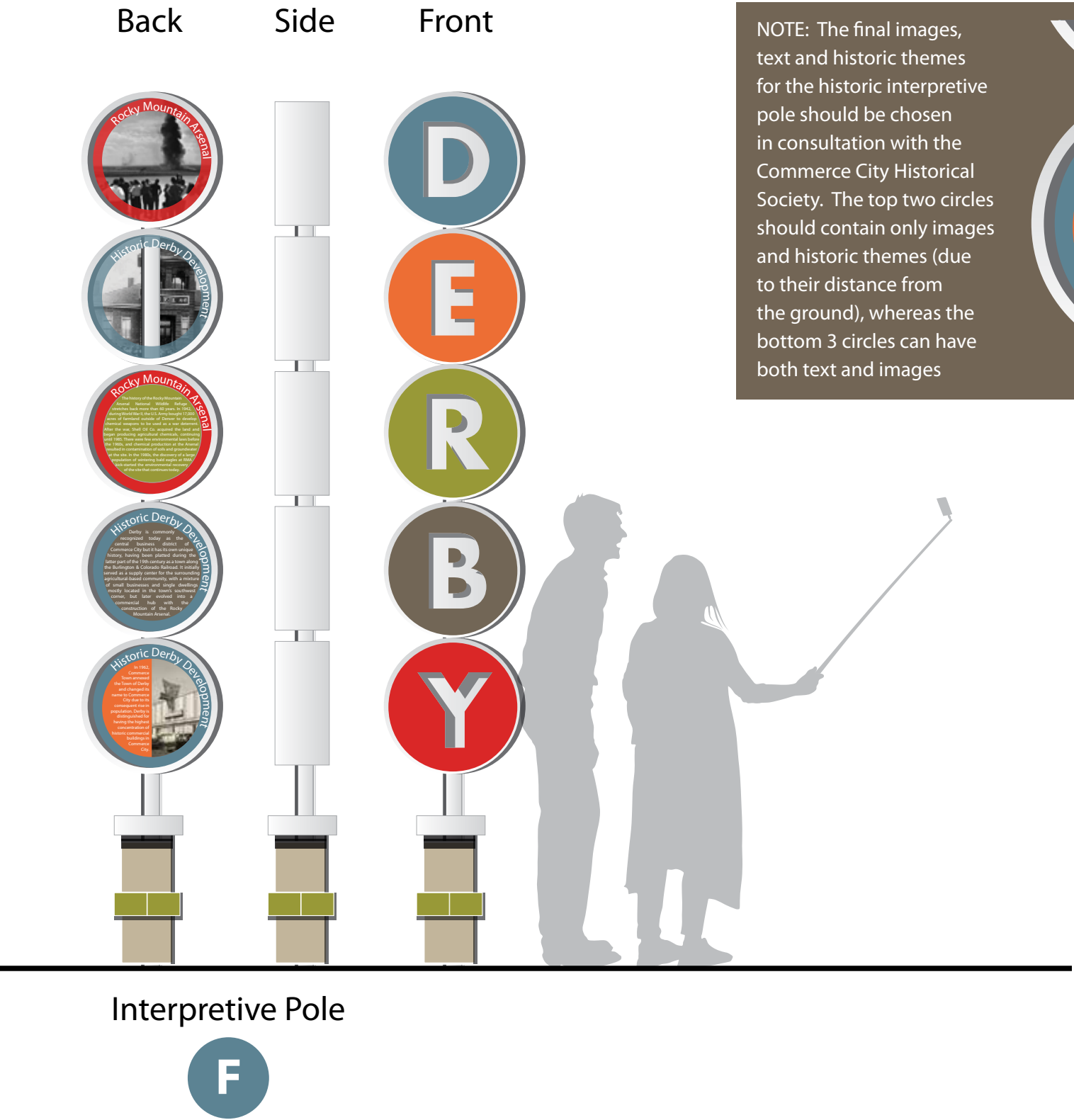
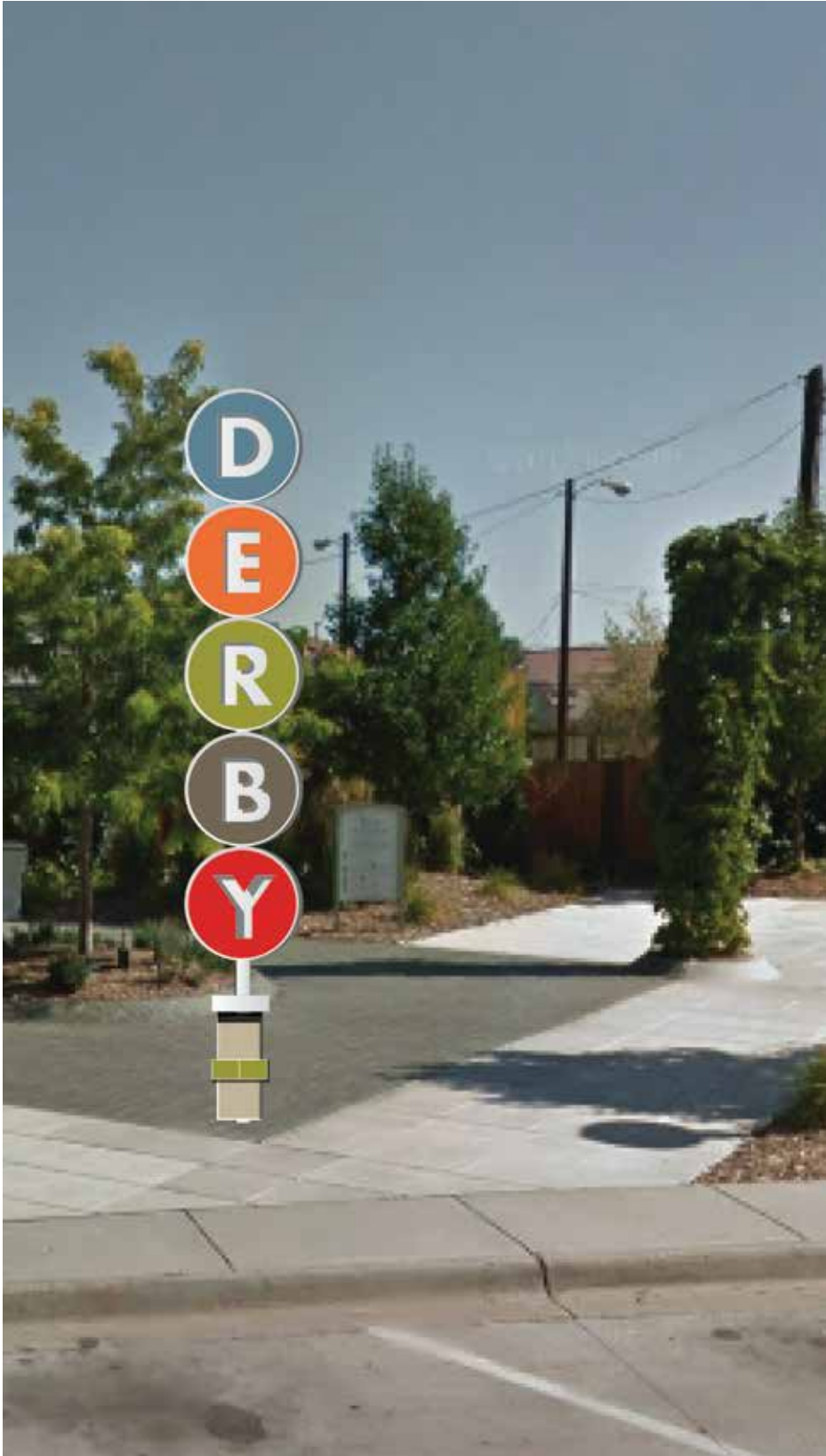
- E6

Merchant Advertisement - 2-sided, in the planted bed adjacent to the intersection at the southeast corner of Locust St and 72nd Place



INTERPRETIVE SIGNAGE

The interpretive signage provides an opportunity to daylight and celebrate the history, culture, and people in Derby's historic past. The interpretive signage is also designed to function as a 'selfie place' where visitors to Derby can take a photo of themselves in the district.



NOTE: The final images, text and historic themes for the historic interpretive pole should be chosen in consultation with the Commerce City Historical Society. The top two circles should contain only images and historic themes (due to their distance from the ground), whereas the bottom 3 circles can have both text and images

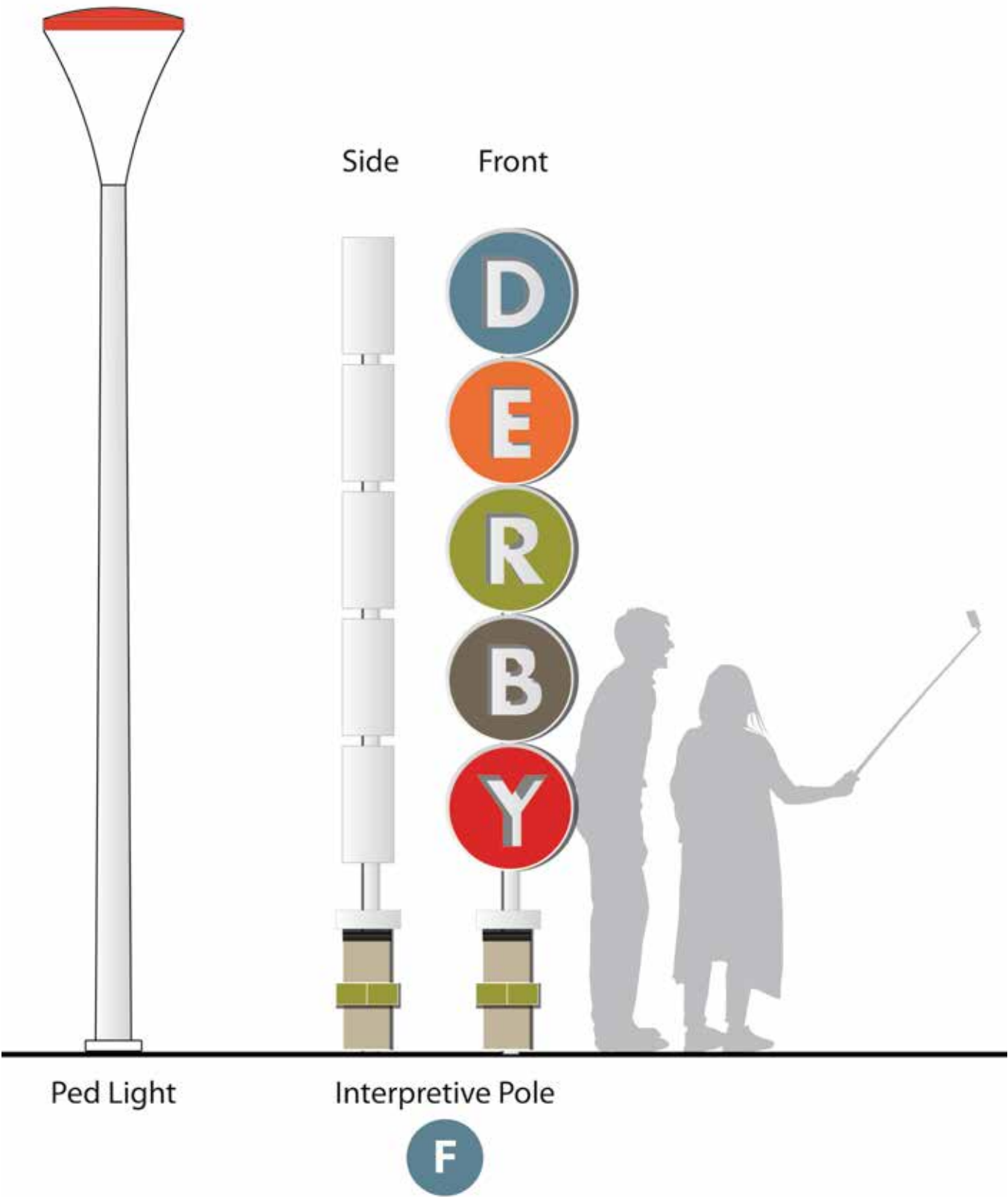
construction of the Rocky Mountain Arsenal.

Historic Derby Development

In 1962, Commerce Town annexed the Town of Derby and changed its name to Commerce City due to its consequent rise in population. Derby is distinguished for having the highest concentration of historic commercial buildings in Commerce City.

INTERPRETIVE SIGNAGE

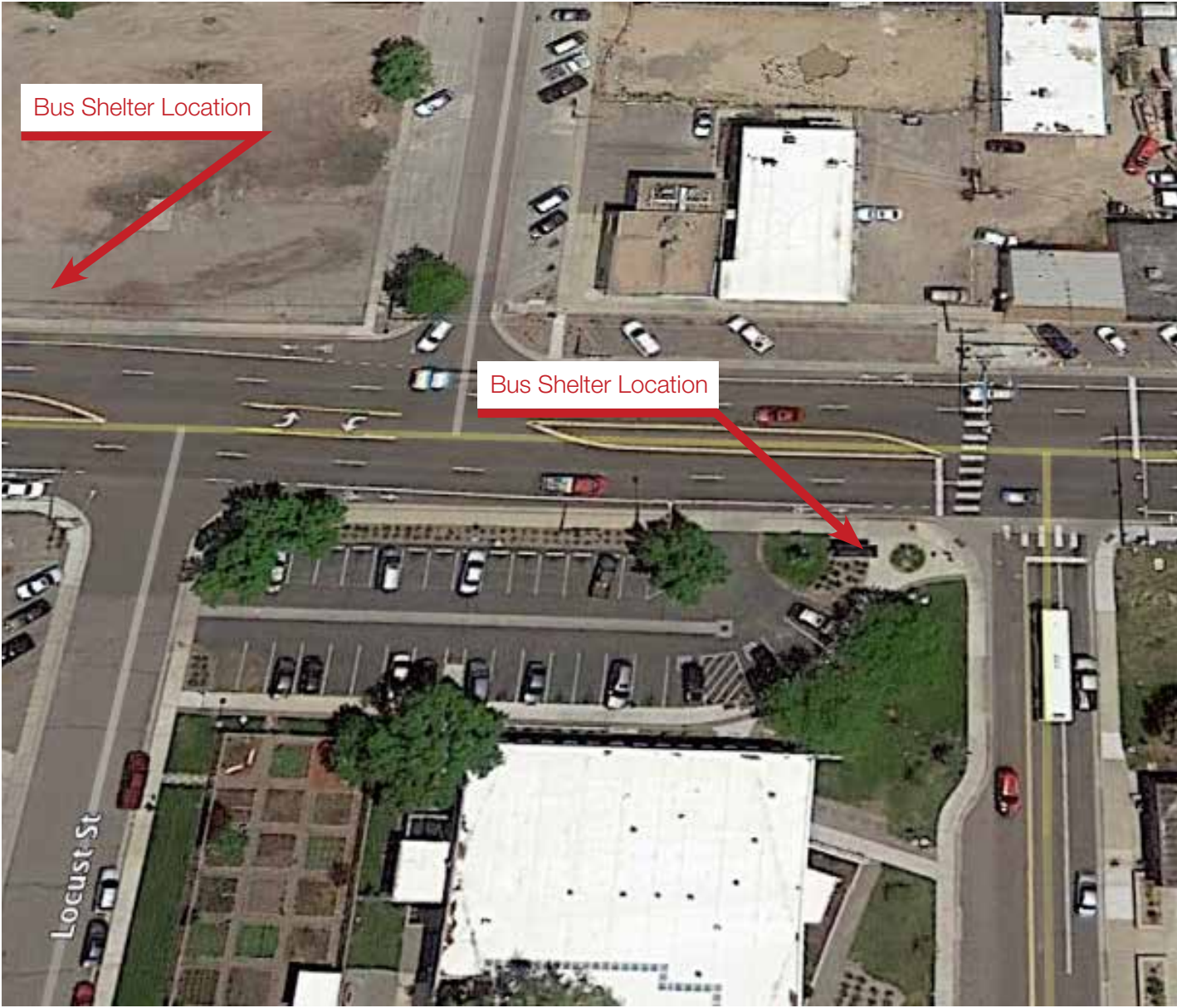
F 1 **Interpretive Signage** - 2-sided, in the sidewalk intersection at the edge of Joe Riley Park



CUSTOM BUS SHELTER

Functioning as both a gateway into the Derby district and a message board, the custom bus shelter helps reinforce entrance into the district, while also upgrading a heavily-used bus stop. Benches, trash cans, and lighting at the updated bus stops should coordinate with the existing Derby District standards (for benches and trash), as well as the proposed new designs (for lighting).

- G 1 Custom Bus Shelter** - Replacement of existing bus shelter in front of the Anythink Library (along 72 Avenue)
- G 2 Custom Bus Shelter** - Replacement of existing bus shelter in front of the Anythink Library (along 72 Avenue)



Bus Shelter / Anythink Gateway



10

Cost Estimate

A Note Regarding Implementation Costs & Scheduling

The adjacent costs are for fabrication only, and do not include installation, permitting, or running electrical service to each sign type. The costs are also based on Fall 2018 material prices, and any increases or decreases in the overall costs of raw materials (steel, aluminum, etc) will impact the prices accordingly.

If possible, it is recommended that the new signage be installed in as few phases as possible, since the best price will be obtained when more signs can be constructed at once. Ideally, the gateways and the auto directional signage will be installed first, followed by the pedestrian and merchant signage, and lastly the interpretive signage and custom bus shelters.

SIGN QUANTITIES & COST ESTIMATE

\$20,000/each	A 2	Primary Gateway	\$40,000
\$30,000/each	B 1	Secondary Gateway (arch)	\$30,000
\$8,000/each	B2 3	Secondary Gateway	\$24,000
\$5,000/each \$25,000/5	B3 1	Illuminated Gateway Light Columns 'Derby'	\$25,000
\$3,000/each	C 16	Auto Navigation	\$48,000
\$5,000/each	D 4	Pedestrian Signage	\$20,000
\$4,000/each	E 6	Merchant Signage	\$24,000
\$8,000/each	F 1	Interpretive Pole	\$8,000
\$10,000/each	G 2	Bus Shelter	\$20,000
Total Costs			\$239,000

PHASING PRIORITIES

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

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

Priority 1 - Gateways & Auto Directional Signs Along Major Arterials

Currently, there is a lack of awareness of the destinations in and around Derby from major arterial roadways, like Highway 2. With a range of 12,000-16,000 cars per day traveling through Derby per day along adjacent arterials, there is a tremendous potential for advertising the destinations and amenities of Derby from these major roadways, and therefore, installing auto signs that help orient visitors to what is available in Derby will help encourage these travelers to stop for things like eating, recreation, entertainment, information, or just to explore further. In the same way, announcing arrival into Derby allows travelers along adjacent arterials to understand when they're arrived, so they are aware of entering a unique and interesting section of the larger corridors that border Derby's edges.

Priority 2 - Pedestrian Signage

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. Pedestrian signage can help call attention to amenities and assets, and can serve as community ambassadors that help provide visitor information (similar to a Chamber of Commerce). Walking times to destinations on the kiosks also helps visitors explore areas of the community that are not obvious or along major roadways, letting them know that amenity-rich destinations (like Los Valientes Park) are just a 10-15 minute walk away.

Priority 3 - Merchant Signage

Derby contains a unique and compelling mixture of businesses, but many of these unique Derby assets are unknown and invisible to travelers along the major roadways that surround the Derby District. The merchant signage provides a way for businesses interior to Derby to make their presence known at the District edges, and their installation will help advertise Derby, and encourage economic prosperity and redevelopment within the District.

Priority 4 - Custom Bus Stops

Custom bus stops are an important part of advertising Derby to passing travelers. Although the bus stops are obviously most useful to transit users, their eye-catching design can also help draw attention to the unique character of Derby. Installing new bus stops will need to be coordinated with the existing bus service, and will ideally include Derby maps, walking destinations (similar to the proposed Derby pedestrian signs), and a cabinet to display temporary advertisements or messaging.

Priority 5 - Historic Interpretive Signage

The Derby area has a rich and unique history, but there are few permanent signs at historic sites and historic buildings that help identify them as important and tell their story. History provides a critical link to the past, and is also a sought-out tourist draw, and signs that provide information regarding historic images and information can encourage travelers to better understand the historic context of the Derby area. These types of signs are also easy to fund through historic preservation grant monies or public support donations, which may allow them to be bumped up in the priority list, depending on community interest.

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



Implementing the Final Design Vision

The new Derby signage and wayfinding program represents a multi-year commitment from the City of Commerce City and its elected officials. Although the first phase of signage will fill an important wayfinding need for the Derby community, as subsequent phases of the signage plan are installed, the impact of the signage on the economic development and sense of place within Derby 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 City of Commerce City and the Derby community to support the new signage program.

11

Phasing/ Implementation 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 City of Commerce City/Derby 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

REALIZING THE DERBY SIGNAGE & WAYFINDING PLAN

In order to fund the signage construction, the designed signage improvements will require a commitment from the City of Commerce City, and its staff and elected officials. Beyond funding the project, the new signage and wayfinding elements will also require on-going maintenance and upkeep. The benefits of the new signage program are many, but the overall success of the program rests on both short-term and long-term commitments from the Derby and Commerce City community.

Short-Term Implementation Actions

Support from Elected Officials

- Gaining approval for the signage and wayfinding plan from the City Council will empower staff to begin the process of implementing the new signage and wayfinding elements

2018/2019 - Bidding and Fabrication of Preliminary Signage

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

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

- Commit staff time to apply for grants that would help fund the construction of the signage palette elements

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

Local and State Grant Programs

- ➔ Special Districts (BID, URA, DDA, Derby Commercial Catalyst Fund 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-csbhg>
- ➔ Development Impact Fees
- ➔ Transportation Equity Act (TEA-LU)
- ➔ Division of Local Government Grants
- ➔ Office of Economic Development and International Trade Grants
- ➔ Surface Transportation Block Grant Program (STBG) <https://www.fhwa.dot.gov/specialfunding/stp/>
- ➔ Governors Energy Office (GEO) and USDA Rural Development (RD) Energy Programs (to fund energy-efficient new lighting)
- ➔ Colorado Health Foundation Activating Places and Spaces Together <http://www.coloradohealth.org/funding-opportunities/funding-opportunity-activating-places-and-spaces-together>

Public-Private Partnerships

- ➔ Merchant signage costs can be offset through the sale of sign blades purchased by individual businesses
- ➔ Crowd-funding campaigns can be used to raise funds for historic interpretive pole sign

Tax Assistance from General Funds

- ➔ Allocate specific funds for the signage and wayfinding improvements

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

City of Commerce City – Administration, Economic Development & Planning

- ➔ Coordinate budget cycles & advocate for budget dollars
- ➔ 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)

Signage & Wayfinding Working Group

- ➔ Commit to meet quarterly to discuss needed improvements within the Derby area
- ➔ This group has the potential to solidify into an elected DDA or other special district planning board responsible for downtown improvements within Derby

Building on the momentum and stakeholder support for the Signage & Wayfinding Plan will ensure to final designs reflect community preferences, and help reinforce community pride



12

Construction Documentation

FABRICATION SPECIFICATIONS

A. Quality Standards

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

B. Structural Design

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

C. Vandalism Design

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

D. Substitution

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

E. Pre-Fabrication Submittals

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

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

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

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

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

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

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

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

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

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

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

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

F. Material Handling

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

G. Construction Methodology

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

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

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

9. Provide drain holes as needed to prevent accumulation of water within signs. Holes must be inconspicuous and be in inconspicuous locations; holes must be located such that drainage does not occur onto signs, or other surfaces subject to staining. Provide internal system of baffles to prevent “light leaks” through drain holes of illuminated signs. Provide color-coordinated insect screening over drain holes.
10. Non-illuminated sign faces are to have lettering and graphics created as surface-applied vinyl typography using Avery or 3M exterior grade, minimum 5-year warranty, unless otherwise noted in the design intent drawings (such as dimensional lettering specified for the kiosks and other sign types).
11. High pressure laminate panels with embedded artwork are to be printed at a minimum of 1200 DPI using exterior inks. The panel must be a solid, one-piece panel with all graphic elements inseparable from the substrate in which they are embedded (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 with 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 withstand a minimum 100 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.

Sign Color/Materials Palette

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



01 **PMS**
Satin Finish Powdercoat
(Sign Graphics)



02 **PMS**
Satin Finish Powdercoat
(Sign Graphics)



03 **PMS**
Satin Finish Powdercoat
(Sign Graphics)



10 **High Pressure Laminate**
(Maps)



11 **Brushed Aluminum**
(Gateway Signs, Kiosks, Pedestrian
Signs, Larger Destination Signs)



04 **PMS**
Satin Finish Powdercoat
(Sign Graphics)



05 **PMS**
Satin Finish Powdercoat
(Sign Graphics)



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



12 **Perspex / LuciteLux Frost Acrylic**
Satin Finish
(Inside of Brushed Aluminum
Columns)



13 **Glazed Brick**
[https://www.fireclaytile.com/brick/
colors/detail/green-mountains](https://www.fireclaytile.com/brick/colors/detail/green-mountains)
(Gateway Signs, Kiosks, Pedestrian
Signs)



07 **PMS**
Satin Finish Powdercoat
(Sign Graphics)



08 **Reflective White**
ORALITE 5800 White
(Sign Text)



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



14 **Buff-Colored CMU Block**
(Auto Signs, Pedestrian Signs,
Kiosks, Gateway Signs,
Destination Signs, Sign Text &
Graphics)

Typography

Fabricator is responsible for acquiring all listed fonts.

HEADLINE: HELVETICA NEUE

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
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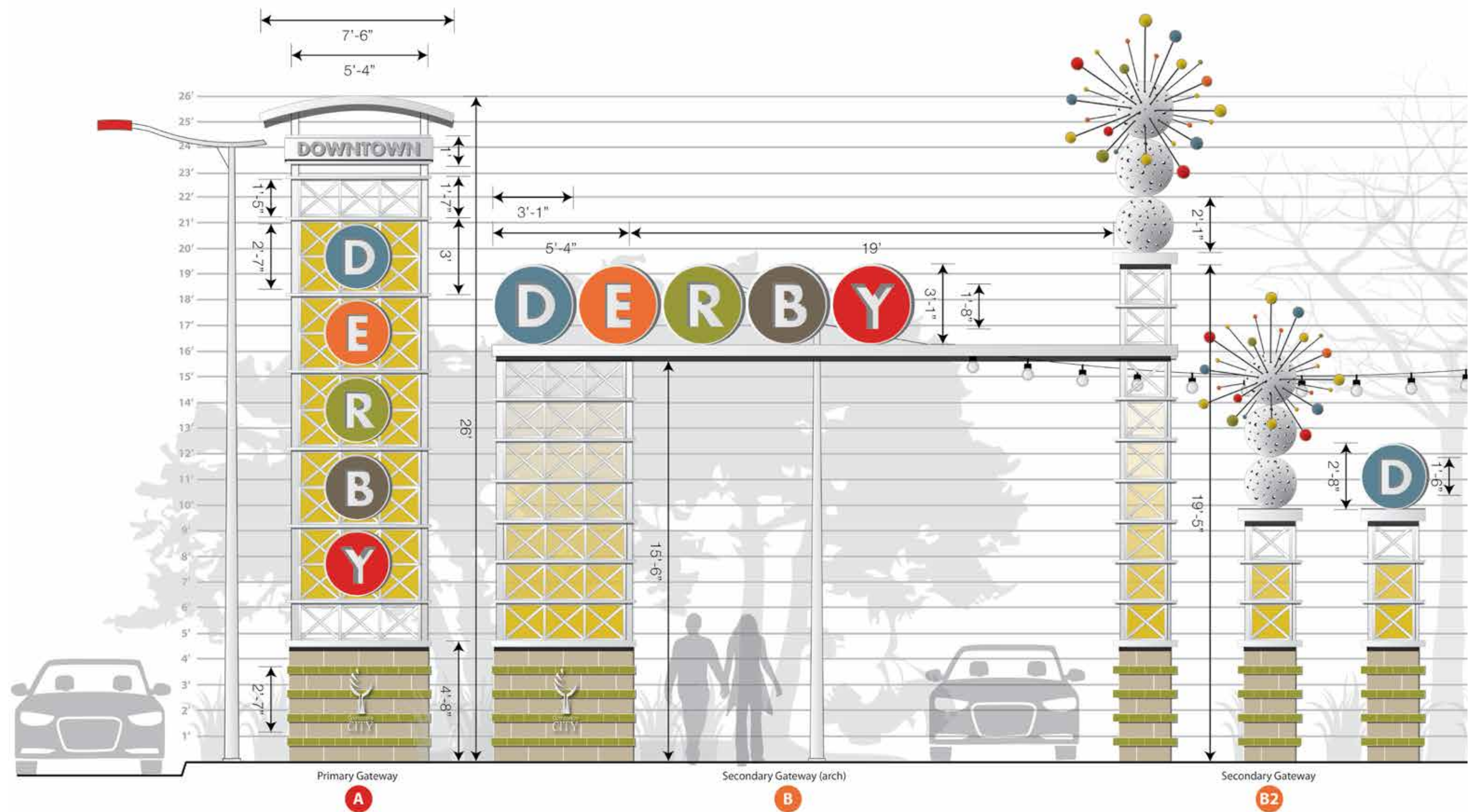
BODY COPY PRIMARY: MYRIAD PRO REGULAR

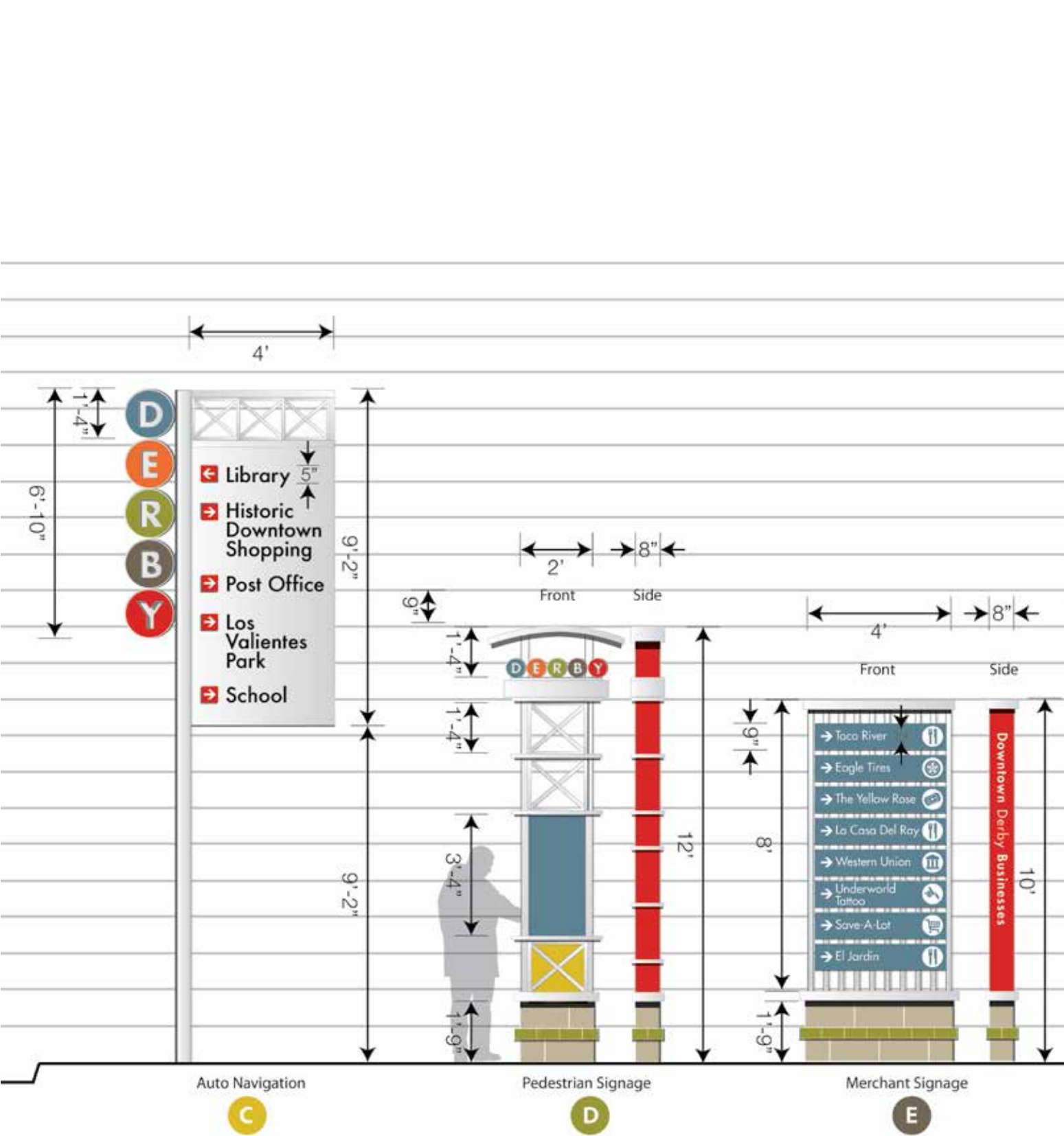
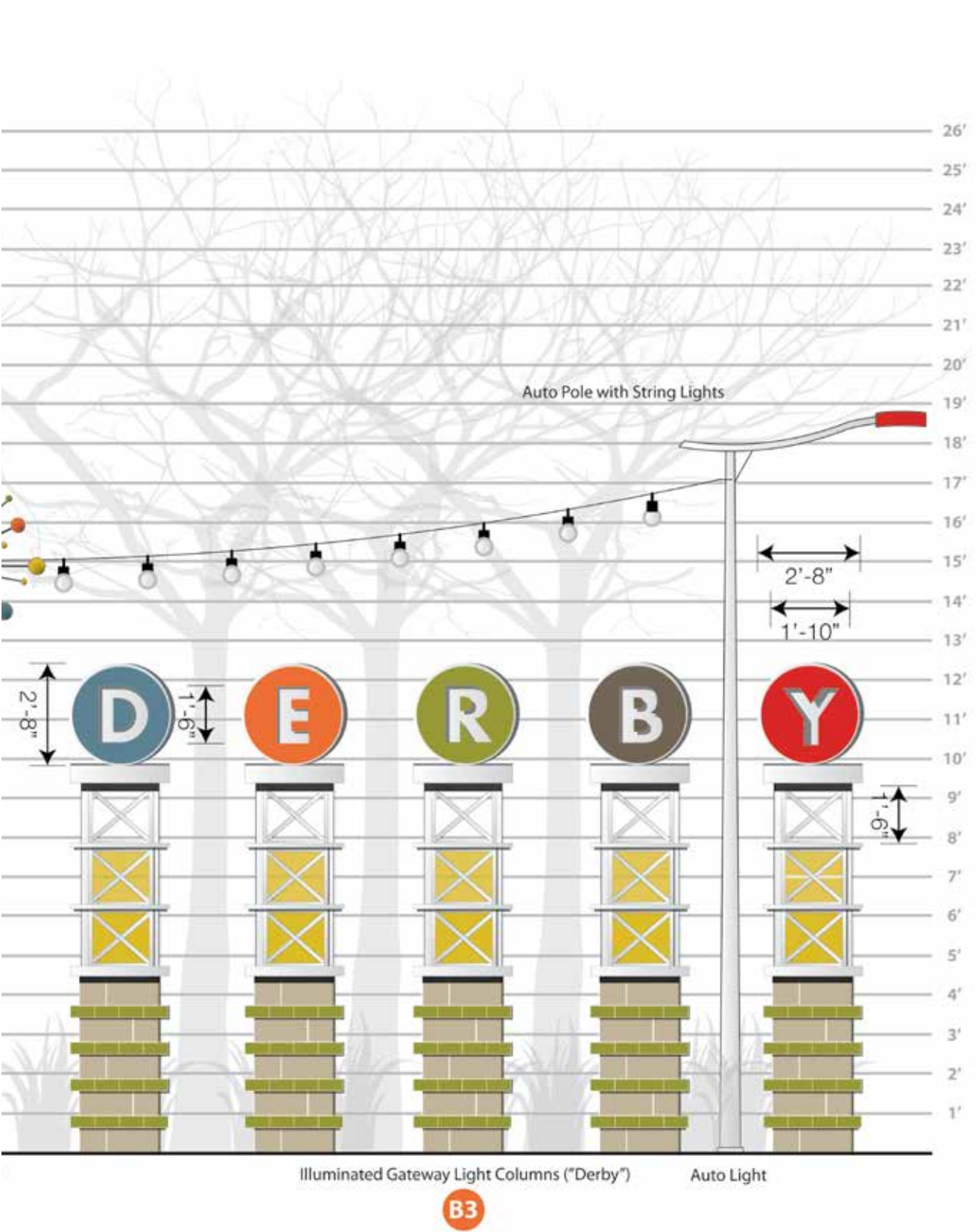
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1 2 3 4 5 6 7 8 9 0

BODY COPY ALTERNATE: ITC BOOKMAN STANDARD - LIGHT ITALIC

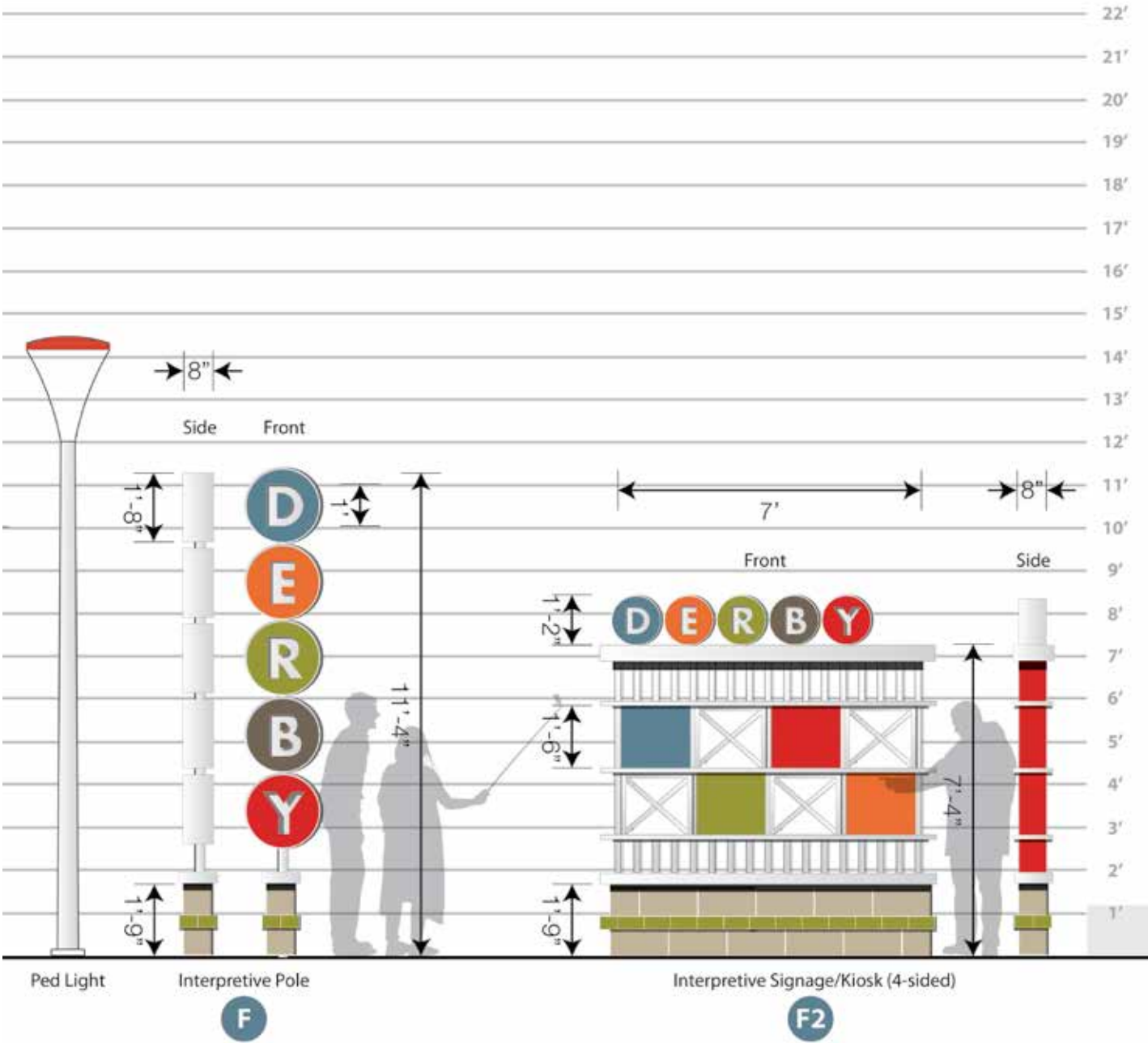
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1 2 3 4 5 6 7 8 9 0

DIMENSIONED SIGNS





DIMENSIONED SIGNS





Bus Shelter / Anythink Gateway



Implementing Custom Bus Shelters

In order to install the custom bus shelters, there will need to be coordination with RTD representatives and adjacent property owners (in this case, the Anythink Library). The final bus shelter design will also need to be coordinated with a selected fabricator - ideally the fabricator selected to construct the other signage elements, or an urban design furnishings company that does custom fabrication (like Landscape Forms, www.landscapeforms.com). After the final bus shelter has been designed, it will be important to reach out to RTD and the Anythink Library to work through the process of installing the new shelter and replacing the existing shelter. RTD has an on-line customer care form that is a good starting place:

www.rtd-denver.com/CustomerComments.shtml

In addition to providing funding for the construction of the new shelter, it may also be necessary to provide funding to RTD for yearly maintenance of the new shelter (or assume maintenance of the shelter). On average, each RTD shelter costs \$3,000/year to maintain.

Although the process of installing and maintaining a new bus shelter will require some oversight and management, the benefits of providing an iconic shelter that reflects the overall urban design of the Derby District will have an enormous impact on the perceived value of the Derby bus route, and reinforce a sense of place within the district. District mapping and other pedestrian-level information at the shelter can also provide an important link between transit users and the district.



Custom RTD bus shelters installed in the West 40 District along Colfax Avenue help reinforce a sense of place for the district



Lighting Plan Overview

Lighting can be utilized to create and support a visual identity for the Derby District, embracing the small town feel while creating a friendlier and safer environment for pedestrians, patrons and vehicular traffic. In coordination with the 1950's-1970's dominated architecture, a dynamic and interconnected lighting scheme will help to bring the back the area's desirability and vitality.

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