

C. Streets and Public Spaces Guidelines

Introduction

The intent of guidelines for streets and public spaces is to create a quality level of public space design that responds to and unifies the overall character of Town Center District. The streetscape should reflect the authentic, contemporary, mountain character promoted by these design guidelines.

Objectives

- Define a clear set of guidelines to inform a quality level of design improvements that are visionary, aesthetically distinct, and complementary of development in the town center.
- Promote an organized and functional system of spaces and circulation in the public realm that can easily be navigated and interpreted by both locals and guests.
- Dictate an appropriate hierarchy of design for streets and pedestrian spaces.
- Soften and mitigate the visual impacts of large buildings through the design of a human-scale pedestrian experience.
- Provide transitions between public uses, including pedestrian corridors, vehicular corridors, ground floor building uses, plazas, and the transit center.



Seasonal lighting and decorations enliven public spaces. It is important to provide appropriate electrical connections for such decorations. (Denver, Colorado)

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<p>C.1 Utilities</p> <p>Consideration of visual impact in the design and placement of utilities is just as important as the functional efficiency. Utilities can be hidden from view to contribute to the visual appeal of the streets and public spaces.</p> <p><i>Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for more information regarding utilities.</i></p>	<p>Above ground utility lines, electrical transformers, and utility meter transmission equipment are not permitted on Main Street or Lettuce Shed Lane.</p> <p>Equipment incorporated or attached to the architecture shall be located away from primary building entrances and public spaces. Utility equipment connected to building faces that are facing Main Street and Lettuce Shed Lane is not permitted.</p> <p>Main underground utility lines shall not interfere with tree vaults on Lettuce Shed Lane and Main Street.</p> <p>All major plazas and public activity spaces shall provide appropriate access to electricity and water for special events. Electricity shall provide adequate amps for large events.</p> <p>Electrical wiring for seasonal lights and decorations shall be provided.</p> <p>All surface-mounted utilities such as manholes, lids and vaults shall be well-integrated with pavement grading and jointing.</p>	<p>Screening utilities with grading, walls or fences constructed to be consistent with the adjacent building's materials, color, and thoughtful detailing is encouraged.</p> <p>Screening of utilities with vegetation is encouraged, with the exception of any utility that may kill plant material with excessive heat.</p> <p>It is suggested that utility equipment be located in areas of low visibility and low pedestrian use. Locate equipment and service areas adjacent to structures, to the extent possible.</p> <p>Utility boxes are recommended to be placed in sub-grade vaults.</p>



Screening lessens the visual impact of utility boxes on the back side of buildings. (Eagle Ranch, Colorado)

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C.2 Paving Materials

Quality paving materials add texture and visual interest to the streetscape. Variety in materials can delineate spaces such as pedestrian crossings for vehicular safety.

The quality and durability of materials can reflect the street hierarchy.

Roadway and sidewalk paving projects present the town with an opportunity to utilize “sustainable” materials.

Asphalt is not permitted on Main Street, Lettuce Shed Lane, or the Transit Center. Asphalt is permitted on Lake Street in travel and parking lanes only.

Pavement shall consist of any combination of the following materials: brick, concrete unit pavers, stone pavers, and/or concrete with additives such as sandblasted texture, unique scoring patterns, and color.

Colors for bricks, modular concrete, stone pavers, and aggregate concrete must be inspired by stone found within the region.

Stamped concrete to “mimic” brick, stone, or faux material is not permitted.

A mix of paving materials that complement each other is encouraged.

The use of sustainable materials is encouraged.

Salvaged, refurbished, or reused materials should be considered for use for at least 5% of all materials in new shared infrastructure such as sidewalks, roads, grading subbase, paving, and curbs.

The use of materials with recycled content is encouraged.

Regionally available materials and resources are recommended for selection to build local economy and reduce the energy consumed by the processes associated with the production of a building.

Recycling or reuse of discarded materials is encouraged.



A rich mix of materials is encouraged in the design of public spaces to add texture and interest.

(top: Aspen, Colorado; right: Blackcomb, Montana; bottom right: Boulder, Colorado; bottom left: Eagle, Colorado)



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<p>C.3 On-Street Parking</p> <p>Parking areas are necessary components to a functioning commercial and residential area. However, these areas are often disorganized and unsightly. It is desirable to make the areas as inconspicuous as possible.</p> <p><i>Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines and Section 17.24.020 of the Town of Avon Zoning Code for more information regarding parking.</i></p>	<p>Angled parking is required on Lake Street.</p> <p>On-street parallel parking shall be provided on Main Street and on Benchmark Road (only west of the transit center).</p> <p>No parking shall be permitted at the Transit Center. Only buses are permitted to stop and queue for drop-off and pick-up.</p>	<p>On-street parking is encouraged to serve as a buffer between moving traffic and the pedestrian environment.</p>
<p>C.4 Grading</p> <p>Circulation and pathway grading should display smooth transitions at grade for a safe pedestrian experience and comfortable accessibility for the elderly and disabled. Grading should be done in ways that minimize visual prominence.</p> <p><i>Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for more information regarding grading.</i></p>	<p>Grading must be sensitive to the natural topography by minimizing cut and fill in undisturbed areas.</p> <p>Graded areas must be revegetated with acceptable plant species within one growing season.</p> <p>Regraded areas shall be blended in with the tops and toes of existing adjacent grades.</p> <p>Grading shall not occur within the drip line of trees to be preserved.</p> <p>Awkward changes of grade in public spaces shall be avoided.</p> <p>Changes in adjacent grades that are so large that they require fences, railings, or other safety devices shall be avoided.</p>	<p>Changes in grade may be used to separate and define activity areas.</p> <p>Grading that captures storm water runoff, directs it through planting beds and/or layers of sands and aggregates, and cleans the water prior to leaving the site is encouraged.</p> <p>Finished grades that minimize exposed foundation walls are recommended.</p> <p>Open drainages may double as amenities for play and enjoyment, to the extent possible without affecting public health and safety.</p>



On-street parking serves as a buffer between moving traffic and the pedestrian environment. (Denver, Colorado)



Open drainage can provide more than a needed function. It may be designed to take advantage of the visual, tactile, and audible enjoyment of water features. (left: Vail, Colorado. right: Teton Village, Wyoming)

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NextBus or equivalent technology informs transit riders of real-time arrival predictions, making the transit system more user-friendly and clear to riders. (Left: Albuquerque, New Mexico. Right: Lakewood, Colorado)



“Woonerf” (“Street for living”) is a Dutch term for a common space created to be shared by pedestrians, bicyclists, and low-speed motor vehicles. They are typically narrow streets without curbs and sidewalks, and vehicles are slowed by placing trees, planters, parking areas, and other obstacles in the street. Motorists become the intruders and must travel at very low speeds below 10 mph. This makes a street available for public use that is essentially only intended for local residents. (Dutch Street. photo by Michael Ronkin www.safety.transportation.org)

C.5 Transit Stops

Conveniently located and comfortable transit stops invite people to take public transportation as an alternative to an automobile. They can also contribute to the aesthetics and orderliness of the street.

The transit stops are gathering places that provide an opportunity to exhibit sustainable practices.

Wiring shall be provided at all transit stops for “NextBus” or equivalent technology. Transit shelters shall have informational signs related to transit.

New transit shelters shall include passive solar technology.

New transit shelters shall be at least partially enclosed to adequately buffer from weather.

Transit stops shall be clearly defined and visible to pedestrians and all automobile traffic.

Transit stops shall be located in strategic locations to maximize opportunities for those arriving to shop and access recreational amenities. Transit stops shall also be located for the convenience of residents who desire to avoid owning or using a car.

The use of sustainable or green materials is encouraged.

Efficient heating of transit shelters is encouraged.

C.6 Pedestrian Corridors, Paths, Steps, and Ramps

Safe and efficient pedestrian circulation minimizes the impacts of grade changes and provides design solutions in the public environment.

Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for more information regarding sidewalks.

Pedestrian walkways shall be continuous and shall compliment adjacent surfaces.

Path, step, and ramp materials shall consist of natural, warm-toned colors.

Pavement shall consist of any combination of the following materials: brick, concrete unit pavers, stone pavers, and/or concrete with additives such as sandblasted texture, unique scoring patterns, and color.

Pedestrian crosswalks shall be clearly identified on Benchmark Road and Lake Street, due to anticipated traffic.

Main Street shall be designed to look, feel, and function as a large plaza, and not a conventional street. Curb and gutter are not allowed on Main Street

Steps with low risers and wide treads are encouraged in order to provide ease and informal seating areas.

Paths, steps, and ramps constructed of natural materials are encouraged.

It is recommended that paths be scaled appropriately to the surrounding use patterns to minimize traffic conflicts between pedestrians and provide for unobstructed travel between destinations.



LEGEND

■ TRANSIT STOP

Transit stop locations were selected based on a 2.5 minute walking distance from major amenities

Transit Stop Locations

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C.7 Walls, Fences, and Screening

Walls, fences, and screening methods enclose and define space, provide scale and interest, and reinforce the pedestrian experience and the streetscape character.

Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for more information regarding walls, fences, and screening.

All commercial service areas are to be screened from adjacent land uses by architectural features such as walls and fences at a minimum height of six-feet and/or heavily massed plant materials.

Walls and fences adjacent to outdoor public spaces shall be faced in natural materials, including stone, wood, architectural concrete and/or metal.

Railroad ties, pressure-treated wood, and chemically treated wood are prohibited

Chain link, vinyl, and plastic fencing are prohibited.

Retaining wall ends shall be tied into adjacent landforms where applicable.

Materials with texture and richness adjacent to pedestrian spaces are encouraged.

Sustainable or green materials are encouraged and should be considered wherever possible.

It is recommended that views of adjacent landscapes be captured to create indoor-outdoor relationships which extend the landscape into buildings.

Walls and fences that complement the architectural character of adjacent buildings and appear as extensions of the building walls or bases are encouraged.

Stucco walls and/or fences are discouraged unless they are architecturally treated.

It is recommended that concrete retaining walls be finished and designed in an architectural manner.

In areas of public and/or pedestrian use, walls that incorporate seating are encouraged.



The use of regional rock for walls provides a distinct and authentic look. (South Jordan, Utah)



The low walls on this streetscape serve many functions. They are low and wide enough to provide seating, gaps between the walls reinforcing the doorway locations. The walls hide the lighting fixtures and provide a container for the plantings. They separate the vehicular space from the pedestrian space. (Eagle, Colorado)

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C.8 Street Furnishings

Furnishings provide detail, interest, and site comfort in human-scaled public spaces. Their placement at intervals creates a street rhythm, organization, and aesthetic character. These amenities provide a functional service and it is therefore necessary to consider the specific needs of a site such as bike racks near transit stops or trash receptacles in public plazas.

Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for more information regarding trash storage.

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Benches, trash, and recycling receptacles shall be provided as shown on the Street Furnishings Diagram on the following page.

Street furnishings shall not block the view of retail windows.

Street furnishings shall be oriented as not to impede the direction of pedestrian movement and circulation.

Trash storage shall be screened from view and located away from heavy traffic areas.

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Powder-coat and other durable applied finishes are encouraged.

Furnishings constructed of finished steel or extruded aluminum and polypropylene or wood are promoted.

Restaurant and other outdoor seating is encouraged along Main Street and Lettuce Shed Lane.

Street furnishings that are compatible with one another in appearance, style, color, and construction quality are recommended.



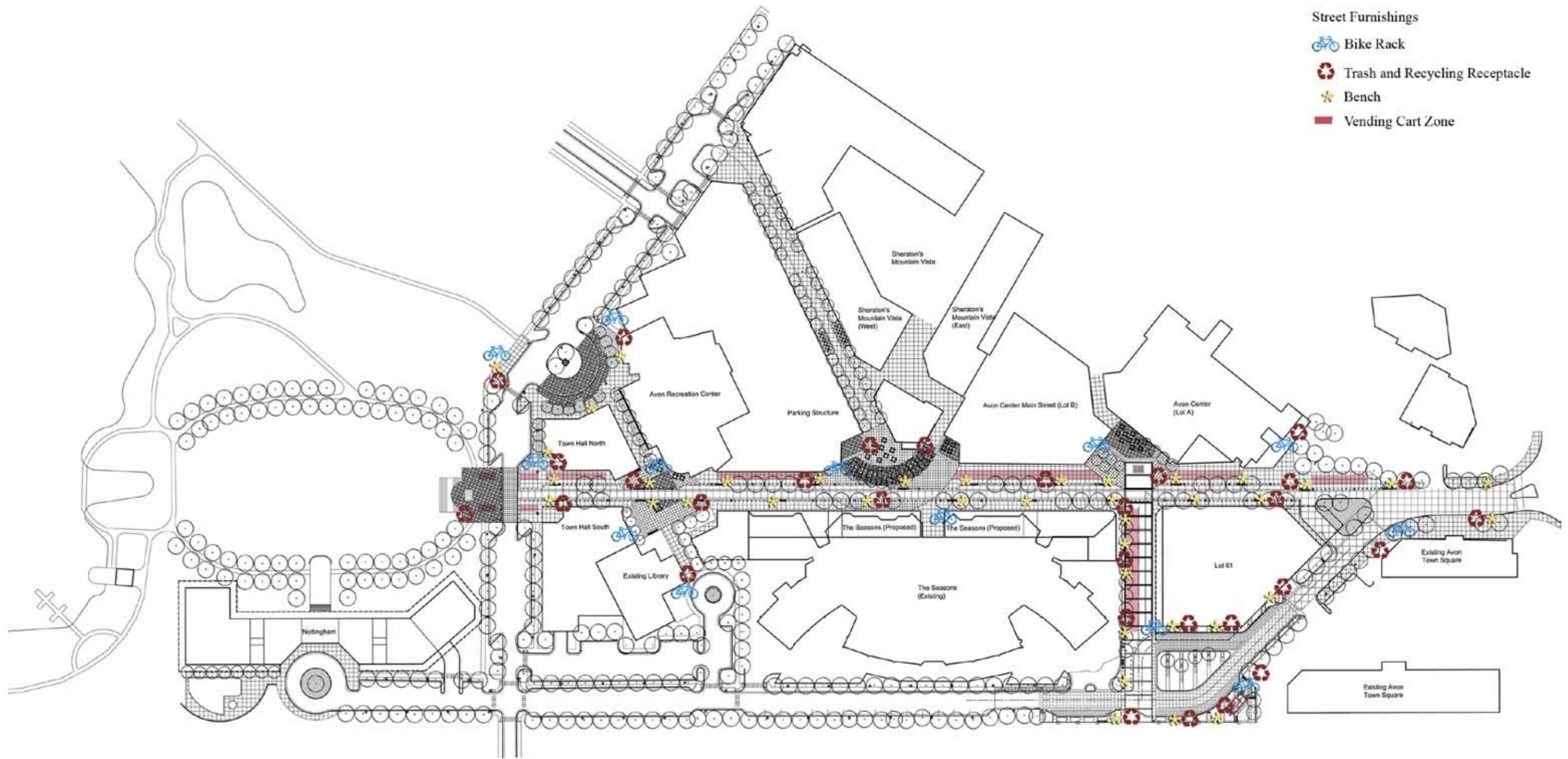
Separating furnishings from the public walkway with half walls or fencing helps to delineate public from private space. It also ensures that furnishings do not obstruct the thoroughfares. (Denver, Colorado)



Seating and street furnishings placed intermittently creates convenience and predictability for pedestrians seeking a resting place (Vail, Colorado).



Outdoor seating provides guests with the ability to watch passersby and interact with the public realm. Multiple levels of restaurant seating also add more vertical dimension and activity to the streetscape. (Denver, Colorado)



Street Furnishings

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INTENT	PRIORITY GUIDELINES	GUIDELINES
<p>C.9 Plant Material</p> <p>Plants provide texture, visual interest, and appeal to the senses in pedestrian environments. They also have the ability to frame important views, screen negative visual impacts, and accentuate the design character of an area. Plant materials collect storm water.</p> <p><i>Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for planting requirements for methods, irrigation requirements, turf, and acceptable plants.</i></p>	<p>Trees removed shall be replaced with the total equivalent of the same size caliper of the tree lost.</p> <p>Plantings shall not interfere with sight lines to traffic, intersections, and signs when placed near roadways.</p> <p>Deciduous trees with a minimum caliper size of 3 inches and evergreen trees with a minimum height of 10 feet are required when planting. Ornamental trees must have a minimum caliper size of 2.5 inches.</p> <p>Fertilizers and pesticides shall not be used in areas adjacent to water sources.</p>	<p>The use of native, hardy, and drought tolerant plant materials is encouraged.</p> <p>Existing trees and mature vegetation may be preserved by protecting their root systems through the use of barricades and fencing during construction.</p> <p>Perennials and other plant material that grow and bloom through multiple seasons are encouraged. Annuals may be appropriate in some situations but are suggested to be kept to a minimum.</p> <p>Plant material that requires minimal or no permanent irrigation and maintenance is encouraged. If necessary, drip irrigation is recommended in planting beds.</p> <p>Street trees used as a buffer between pedestrian and vehicular traffic and to help define space are encouraged. A good rule-of-thumb is to place shade trees that, when mature, will cover at least half the width of the sidewalk.</p> <p>Turf grass is appropriate in areas of active use, such as seating or play areas. Rich, healthy soil is suggested to accommodate turf in order to reduce its water consumption.</p> <p>Plantings are recommended to occur in masses for maximum visual impact, to frame buildings and entrances, and to frame views.</p> <p>Layered plantings are encouraged to be created with a hierarchy of groundcover, understory, and canopy.</p> <p>Healthy plant communities that require minimal or no fertilizers and herbicides are encouraged. When fertilizers and herbicides are necessary, least-toxic methods are recommended.</p>



Street trees in regular patterns buffer the pedestrian environment from automobile traffic as well as create a cadence and definition of space.



There are many benefits to using native, hardy, and drought tolerant plant materials. This photograph shows how these plantings can provide an authentic and unique look. The tall plantings conceal a pavement-dominated environment. (Littleton, Colorado)



Whenever possible, energy-efficient fixtures such as LED solar-powered bollards should be considered and integrated into the public realm.



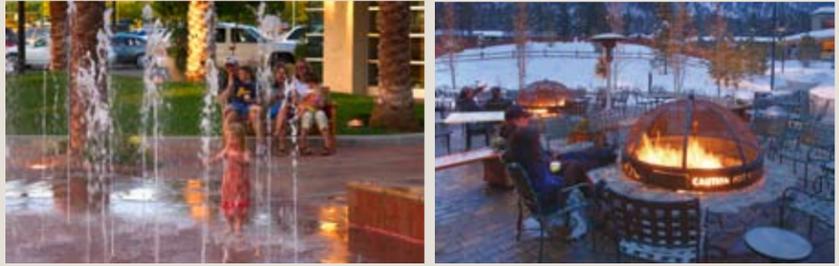
A message painted on a recently constructed storefront in Belmar advertises one of the sustainable practices implemented in the district: carefully designed lighting. (Lakewood, Colorado)

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INTENT	PRIORITY GUIDELINES	GUIDELINES
<p>C.9 Plant Material continued...</p>		<p>More mature and/or large specimen plantings should be considered to the extent possible.</p> <p>It is best to avoid plantings that create hazards such as thorns, messy fruit, attract undesirable critters, and litter and that require excessive maintenance in pedestrian areas.</p>
<p>C.10 Lighting</p> <p>The lighting aesthetic can reinforce the identity and character of a project through form, color and materials of fixtures, visual light quality, and placement.</p> <p>Outdoor lighting is necessary in an urban setting for way finding, safety, aesthetics, highlighting, shop front display, and extended out-door use. However, over-lighting or inefficient lighting can have undesirable effects on the visibility and clarity of the night sky and be visually unappealing to residents. For these reasons, carefully designed lighting solutions are urged. Careful design can reduce infrastructure costs and energy use when compared to common practice solutions.</p> <p><i>Refer to Chapter 15.30 of the Municipal Code and the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for outdoor lighting information.</i></p>	<p>Timing mechanisms shall be used to shut off lights when they are not needed.</p>	<p>Light sources that create true-color rendering are encouraged.</p> <p>Energy-efficient fixtures such as LED light technology are encouraged. This includes LED seasonal lights. Solar powered lighting is encouraged where applicable.</p> <p>Interpret between existing standards and design for the lowest possible light levels while addressing safety, security, access, way finding, identification and aesthetics. Light only areas that require it.</p> <p>Light fixtures that complement architectural elements are suggested.</p> <p>Mercury vapor, low-pressure sodium, high-pressure sodium and metal halide light sources are discouraged.</p>

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<p>C.11 Activities and Special Events</p> <p>Seasonal activities and special events are important in activating and creating a multi-seasonal destination, attracting visitors, and establishing a sense of place and character through the expression of cultural attributes and values of the local population.</p>	<p>All major plazas and public activity spaces shall provide proper access to electricity and water for special events.</p>	<p>Public gathering spaces should implement water features, fire pits, and other “gathering” attractions into the design.</p> <p>The Recreation Center should consider incorporating a climbing wall on the exterior of the building facing Main Street or nearby.</p>
<p>C.12 Carts and Vendors</p> <p>Carts and vendors are encouraged on Main Street to enhance its attractiveness; provide opportunities for creative, colorful, pedestrian-focused commercial activities on a day/night, year-round and seasonal basis; encourage commercial activity and entertainment that adds charm, vitality, diversity, and good design to the area; and provide revenue to offset (in part) the cost of maintaining the area. Carts and vendors will be limited to those of the highest quality that advance these purposes.</p> <p><i>Refer to the Street Furnishings diagram for locations that Carts and Vendors are allowed.</i></p>	<p>Carts and vendors will not be allowed in any of the designated plazas. They shall be limited to areas along major pedestrian circulation paths.</p> <p>Carts and vendors shall obtain all necessary permits, licenses, and leases. Feedback from adjacent property owners will be collected prior to approving permits, licenses, and leases for carts and vendors.</p> <p>The Town Council may issue as many mobile vending cart permits as deemed appropriate, but it the carts shall only be located in the areas indicated in the Street Furnishings diagram. Special events may be an exception.</p> <p>A mobile vending cart shall not exceed a size of four feet in width by ten feet in length, excluding roof overhangs and wheels, by eight feet in height.</p> <p>A permittee is responsible for maintaining the area within and in proximity to the permittee’s cart in a neat, clean, and hazard-free condition, including, without limitation: (1)Disposing of all trash off-site; and (2)Storing all mobile vending carts off-site when not in operation.</p>	<p>Carts may be of a temporary or semi-permanent nature, but it is encouraged that they be readily mobile.</p> <p>Carts and vendors should remain in operation no less than five days per week and four hours per day during the months of May, June, July, August, and September, or as designated on lease.</p> <p>The following types of carts and vendors retail are encouraged: food vending, flowers, newspaper/magazine sales, or arts/crafts.</p>



Public gathering spaces that incorporate water features, fire pits, and other “gathering” attractions into their design create activity nodes that may enliven the district.



Carts and vendors add vitality to the street and provide convenient retail opportunities. (Los Angeles, California)

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Large delivery trucks can interfere with vehicular and pedestrian access to buildings. (Avon, Colorado)



Open spaces that function as seating spaces and small parks in the summer may provide an opportunity for snow storage. (Aspen, Colorado)

C.13 Deliveries

Delivery vehicles in the public right-of-way can disrupt pedestrian and automobile activities by taking up parking spaces, blocking entrances, creating unsafe driving and walking conditions, disposing of litter, and adding noise to the street. Limiting delivery locations and delivery time frames within the public right-of-way encourages large semi-trailers to utilize specified internal loading areas.

All residential service delivery must occur internally within a building.

Deliveries to retail may occur on Main Street but only during the hours between 6:00 am and 10:00 am. Parking is limited to 20 minutes. Semi-trailers are prohibited on Main Street for loading purposes.

For every 300 feet of parallel parking, one 22 foot long loading space shall be provided for delivery loading.

Delivery vehicles are encouraged to use public streets and loading facilities that are not located on Main Street.

Shared loading facilities are encouraged.

C.14 Snow Removal and Storage

Temporary snow storage sites are a necessary part of mountain towns. These sites will not impede circulation and disrupt the visitor experience to the minimum extent possible after major snow events.

All sites in the Town Center District shall provide adequate and confined sites for snow storage.

Visual and pedestrian circulation shall be considerations in the placement of snow storage.

It is recommended that snow removal and storage sites coincide with natural drainage.

Snowmelt is allowed if the drainage systems are properly designed to handle the corresponding intensity of snowmelt runoff.

Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines for more information regarding snow removal and storage.

D. Public Signage Guidelines

Introduction

The purpose of this section is to provide guidelines for exterior wayfinding signs and to establish a consistent and controlled sign program for the Town Center District. Use of consistent design, color, materials, logo, typography and size relationships will help visually unify the Town Center District environment and provide cohesive and distinctive identity in the built environment.

Sign requirements vary from location to location. The examples shown in this manual may not address every future situation, but will assist Avon in selecting the appropriate sign type and format for a particular situation.

These guidelines do not stand alone – they must be supplemented with the fabricator’s construction drawings in order to correctly manufacture and install signs within the Town Center.

Sign function and usage varies within the Town Center District environment. Most of these variations have been anticipated and categorized in the manual.

Objectives

- Provide unified and distinctive graphic identity elements for the Town Center District.
- Aid visitors and residents in locating destinations easily.
- Facilitate traffic circulation and public safety.
- Enhance the visual environment for the Town Center District.
- Provide an efficient implementation process when additional signage is required.

Application

This section consists of a standardized sign program for the Town Center District. All signs shown are designed and approved by the Town of Avon and should not be altered.

In the future, there will be instances where additional signage and graphics will need implementation. Through the use of this manual, Avon will be able to:

- Specify and locate the required sign type(s).
- Create a message for the required signage.
- Administrate the construction and installation of the required signage.

As requirements for additional signage occur, the sheets within this manual can be issued to a particular vendor to obtain pricing information.

The user of this manual should observe the characteristics of the existing signs for reference on the variety of messages and usage of particular sign types, as well as mounting and locations.

For sign locations and messages, please refer to the sign location plans included in this chapter.

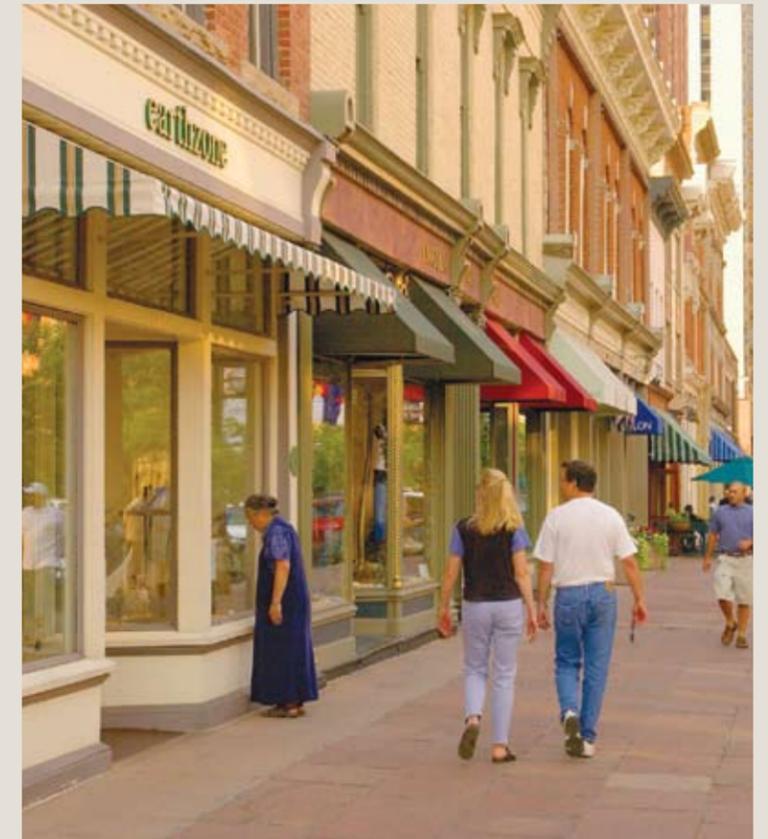
Required Submittals

Prior to the installation of any sign, the fabricator will provide a complete set of construction drawings and a scaled graphic layout of the sign, indicating typography and graphics, mounting location, and size.

Additionally, paint and materials samples should be submitted by fabricator for approval prior to fabrication.

The fabricator’s documents should be checked for compliance with the following:

- Proper placement, scale, material and color.
- Sign message text and symbols must conform to the format(s) and typography described in the appropriate sections of this manual.
- Sign messages should be brief and consistent in nomenclature. Messages should not be crowded on the sign face. All letter spacing and line spacing should be consistent with what is shown for appropriate sections of this manual. Abbreviations should be avoided if possible.



Consistency in signage and shop display contribute to the overall character of the district. (Denver, Colorado)

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.1 Font

The fonts utilized for the sign program at the Town Center District further extend the influences of Avon's connection with railroad history.

The exterior sign family at the Town Center District utilizes the font Rockwell Condensed. For all sign messages, all caps and/or big and small caps are preferred. Refer to actual sign layouts for appropriate uses. No other alternate fonts are permitted.

The Transit Center utilizes both Copperplate Gothic 33BC and Engravers MT. For all signs, the use of capital letters is preferred. No other alternate fonts are permitted.

The typography shall never be distorted to fit within a particular size or format. Letter spacing and line spacing shall always comply with examples shown in this manual.

West Town Center: Rockwell Condensed

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Example of "Big and Small Caps" proportions

PARK

Transit Center: Copperplate Gothic 33BC

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

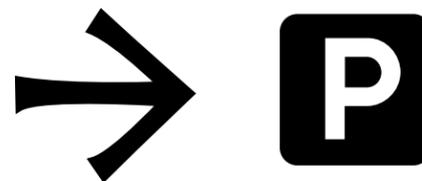
Transit Center: Engravers MT

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

D.2 Symbol

Arrow symbols used on the message panels for exterior signage shall always match the proportion of the symbol indicated. The arrow symbol shall never be distorted to fit within a particular size or format. Utilize the examples shown in this manual for size and spacing of arrow symbols in relation to typography as it is used on message panels.

Arrow and Symbol



D.3 Logo

The approved Town Center logo shall be used in total at the proportion shown. Utilize the example(s) shown on appropriate sheets for size and spacing.

Utilize final logo art available from Town.

Approved Logos

Four Color Version (CMYK)



One Color Version



Black & White Version



PUBLIC SIGNAGE

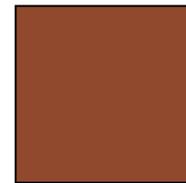
PRIORITY GUIDELINES

D.4 Color Palette

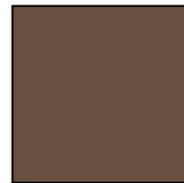
The exterior sign family utilizes product colors shown at right. No alternate colors shall be used for the sign program. The color samples on this sheet are for reference only. The fabricator shall match paint color using actual paint samples.

Custom color samples to be provided by the project designer.

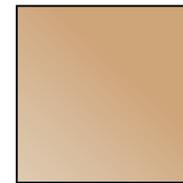
The sign fabricator shall use 3M Scotchlite Reflective or Scotchcal graphic film (opaque) as specified.



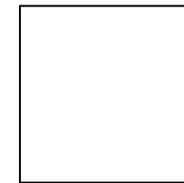
P-1: Custom Color Powder Coat to match sample.



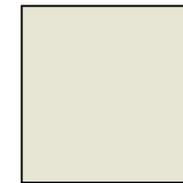
P-2: Benjamin Moore 2108-30 "Brown Horse"



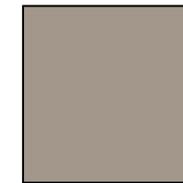
P-3: Matthews MP 20508 Gold Metallic



V-1: 3M Scotchlite Reflective White #680-10



V-2: 3M ScotchCal "Antique White" #7725-89



V-3: 3M ScotchCal "Sandstone" #7725-90

The sign program color palette is an extension of the overall West Town Center design principle of warm, Colorado-inspired colors. The program is closely integrated with the design of the street furnishings including the project lighting standard.

D.5 Sign Program Design Principles

The look and feel is timeless and contemporary. Elegant with a rustic twist.

The program reinforces the area as a new district and destination.

Literal interpretations of the historic railroad or themed representations are not acceptable.

Own a "Signature" Color. Distinctive color reinforces district identity.

Civic — not Urban.

Program must be compatible with a multitude of existing and potentially new architectural styles.

Can be extended into a comprehensive town-wide system.



3 ELEVATION: Primary Vehicular Directional

The sign program design reflects a contemporary interpretation of historic elements, forms and influences inspired by the railroad as shown in the photos to the right.



A bridge in Avon, Colorado. Date unknown.



A train passes the Town of Avon in this undated photo.

PUBLIC SIGNAGE

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D.6 West Town Center Sign Program Location Plan

The sign locations shown are diagrammatic and are for design intent only.

Over time, additional signs may be necessary. The existing installed signs should be reviewed for proper usage, location, messages and orientation.

AA Project Gateway

BB Primary Vehicular Directional

CC Secondary Vehicular Directional

DD Vehicular Regulatory

EE Street Identification

FF Primary Pedestrian Multi-directional

GG Primary Pedestrian Directional with Clock

HH Secondary Pedestrian Directional

JJ Directory and Events

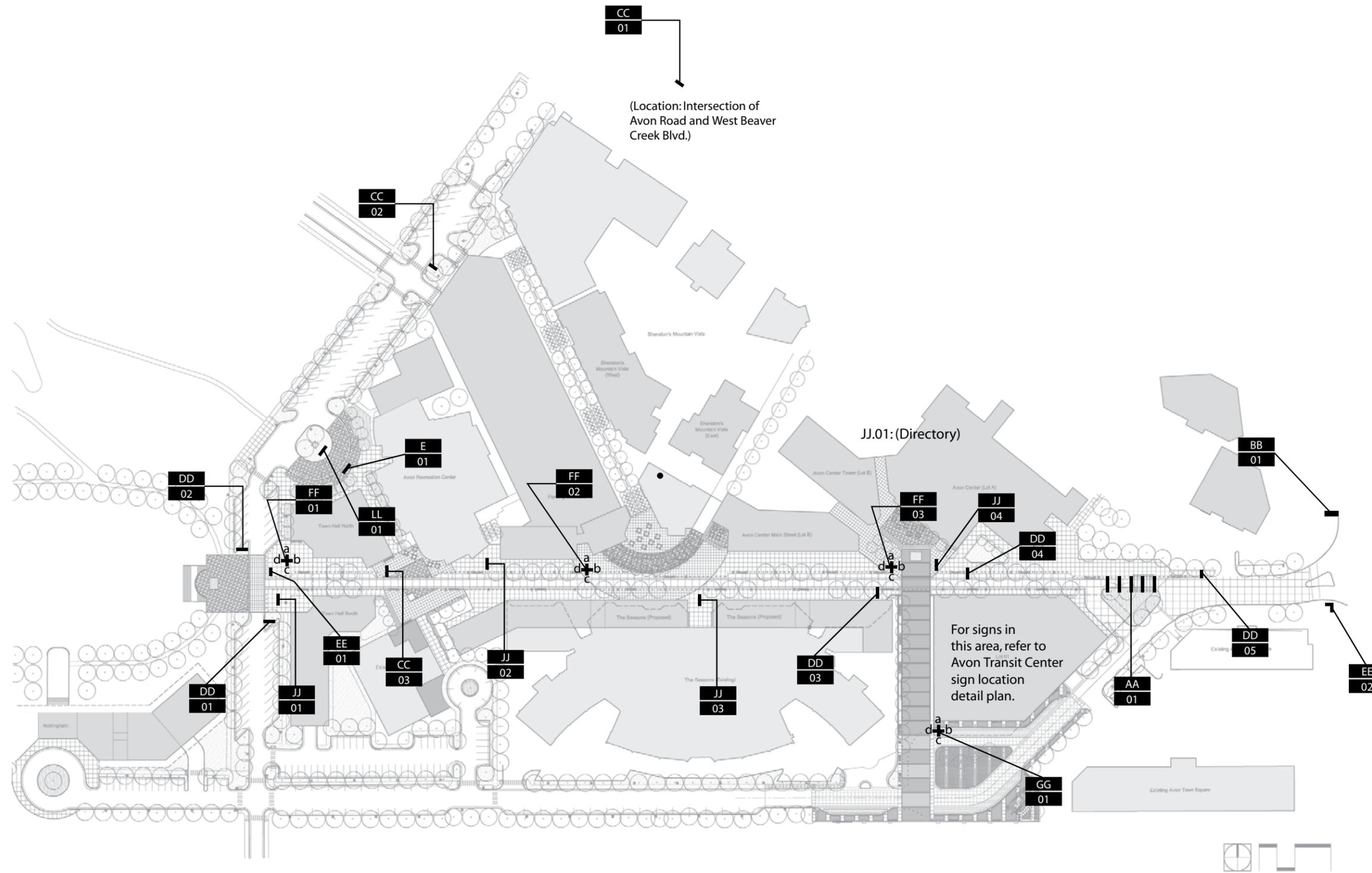
KK Freestanding Banner

LL Freestanding Bus Stop Identification

SIGN LOCATION PLAN

MESSAGE SCHEDULE:

- AA.01: Message T.B.D.
- BB.01: ←Town Center East
→Town Center West
→Harry A. Nottingham Park
- CC.01: →Town Center Parking
- CC.02: ←Parking
- CC.03: →Additional Parking
- DD.01: Yield to Pedestrians
- DD.02: Yield to Pedestrians
- DD.03: Yield to Pedestrians
- DD.04: Yield to Pedestrians
- DD.05: Speed Limit 10
- EE.01: STOP (with Street I.D.: Name T.B.D.)
- EE.02: STOP (with Street I.D.: Name T.B.D.)
- FF.01: side a:
side b:
side c:
side d:
- FF.01: side a:
side b:
side c:
side d:
- FF.01: side a:
side b:
side c:
side d:
- GG.01: side a:
side b:
side c:
side d:
- HH: Locations and messages: T.B.D.
- JJ.01: (Directory)
- JJ.02: (Directory)
- JJ.03: (Directory)
- JJ.04: (Directory)



West Town Center Sign Program Location Plan

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.7 Sign Types AA: Gateway

The Town Center gateway is intended to announce the project, provide a sense of arrival and a welcoming gesture to visitors.

For the Town Center District, the gateway is not intended to be a static or permanent structure. Instead, a more flexible and changeable system is preferred.

The Town Center gateway shall adhere to the sign program design principles.

Literal interpretations of the historic railroad or themed representations are not acceptable. For example, a train trestle, trellis or bridge would not be permitted.

If lighting is proposed, it shall follow the Town of Avon lighting ordinance.

Banners content shall be either project identity (logo) based or Town heritage based. No advertising will be permitted. Event banners will be considered on a case-by-case basis.

Permanent overhead or road-spanning structures are not permitted.

Art (as per the Art Program) is encouraged.

The entrance off Avon Road is the primary entrance for the West Town Center gateway. The intersection at Lake Street will not be considered as the primary project gateway.

Final design and implementation to be approved by the Town of Avon.



Suspended "Tivoli" lights at Larimar Square provide seasonal character. (Denver, Colorado)



Changeable banners provide a sense of arrival and frame the streetscape experience (Boulder, Colorado).



Pedestrian bridge portal structure at Westminster Promenade (Westminster, Colorado)

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.8 Sign Type BB: Primary Vehicular Directional

The Primary Vehicular Directional Sign provides visitors in automobiles with directional information to the West Town Center District and other destinations from Avon Road.

Content

All text and directional arrows must match the spacing and placement shown. Message is single-sided.

Usage

This sign should be programmed on Avon Road directing visitors to Town Center West.

Typeface

Rockwell Condensed.

Construction

Post bases: Dry stack appearance Colorado red sandstone (stone per designer sample).

Posts are 4 (four) 1-1/2" square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1. Top cap is spun aluminum "dome," Painted P-3.

Sign panel frame is 1" square tubular aluminum. All exposed surfaces to be powder coated: Color: P-1.

Sign panel is 1/4" aluminum, painted, color: P-2. All arrows and copy are reflective adhesive die-cut vinyl, color: V-1. Tool line on sign panel face is V-3.

Circle accents are 3/8" thick cut aluminum welded to sign frame, painted color: P-2.

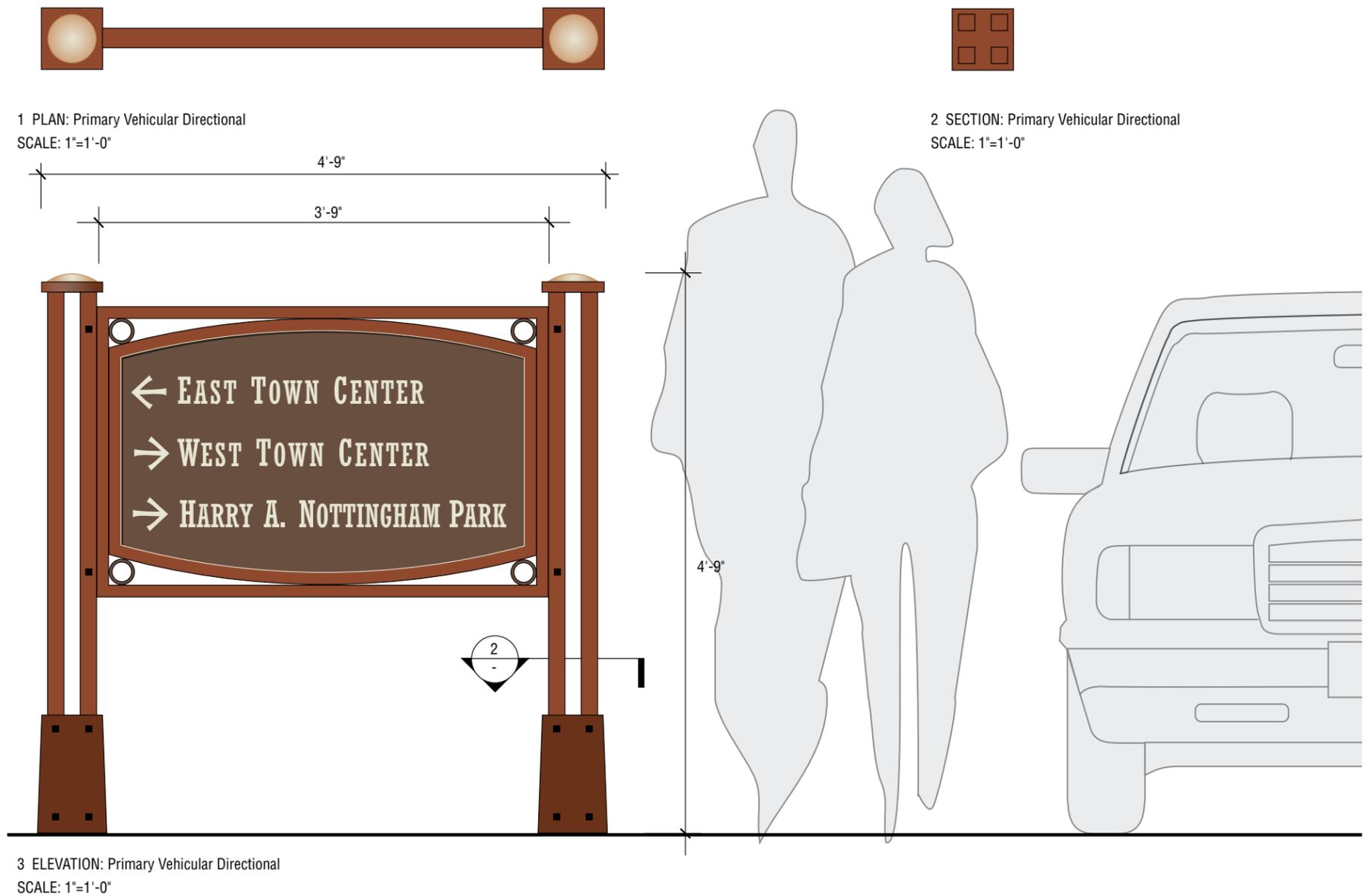
Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

Location

See "West Town Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.9 Sign Type CC: Secondary Vehicular Directional

The Secondary Vehicular Directional Sign provides visitors in automobiles with additional directional information to the Town Center District and other destinations from Avon Road and Main Street.

Content Guidelines

All text, symbols and directional arrows must match the spacing and placement shown. Message is single-sided.

Usage

The scale of this sign shall be used throughout the Town Center.

Typeface

Rockwell Condensed.

Construction

Posts are 4 (four) 1-1/2" square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1. Top cap is spun aluminum "dome," Painted P-3. Post base: Fabricated aluminum (all four sides). All exposed surfaces to be powder coated: Color: P-1

Sign Panel Frame is 3/4" square tubular aluminum. All exposed surfaces to be powder coated: Color: P-1.

Sign panel is 1/4" aluminum, painted, color: P-2. All arrows, symbol and copy are reflective adhesive die-cut vinyl, color: V-1. Tool line on sign panel face is V-3.

Circle accents are 1/4" thick cut aluminum welded to sign frame, painted color: P-2.

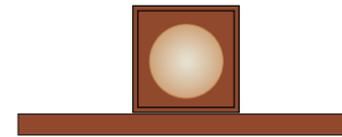
Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

Location

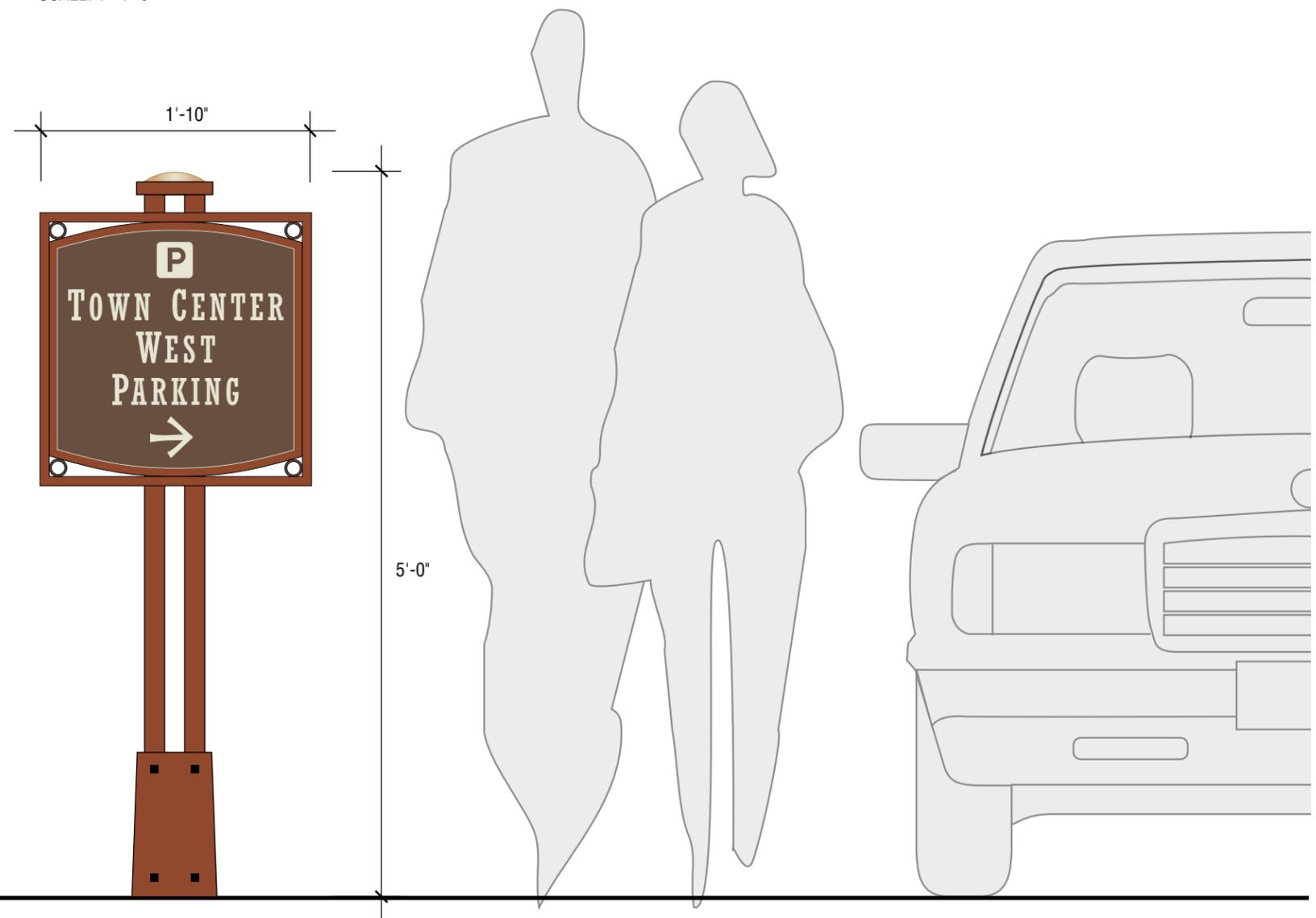
See "West Town Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 PLAN: Secondary Vehicular Directional
SCALE: 1"=1'-0"



2 ELEVATION: Secondary Vehicular Directional
SCALE: 1"=1'-0"

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.10 Sign Type DD and EE: Vehicular Regulatory and Street Identification

The Town Center District is intended to be a safe environment for pedestrians and vehicles to navigate. Vehicular Regulatory Signs encompass all of the post-mounted vehicular traffic control signs within the Town Center.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Message is single-sided. Street identification is double-sided.

Usage

These sign types may be used throughout the Town Center.

Typeface

Rockwell Condensed.

Construction

Posts are 4 (four) 1-1/2" square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1. Top cap is spun aluminum "dome," Painted P-3. Post base: Fabricated aluminum (all four sides). All exposed surfaces to be powder coated: Color: P-1

Street I.D. Frame: 1" square aluminum, painted: P-1. Sign panel (double-sided) is 1/8" aluminum, painted, color: P-2. All arrows, tool line and copy are reflective adhesive die-cut vinyl, color: V-1. Street name(s): TBD.

Regulatory signs are Highway Standard with custom frame, returns and back face: P-1.

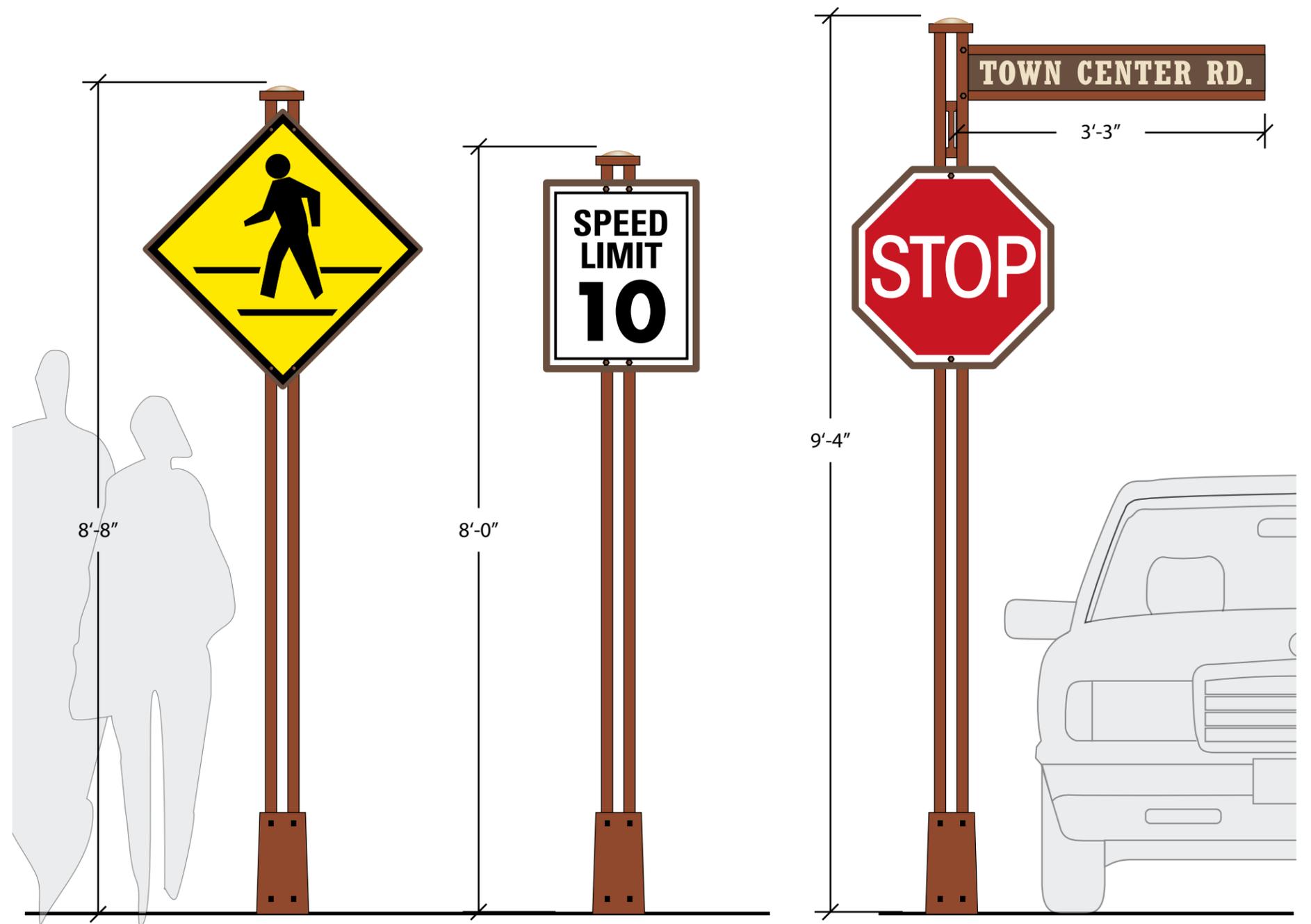
Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

Location

See "West Town Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 DD-ELEVATION: Regulatory-Pedestrian Crossing & Speed Limit
SCALE: 3/4"=1'-0"

2 EE -ELEVATION: Regulatory-STOP Sign with Street I.D.
SCALE: 3/4"=1'-0"

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.11 Sign Type FF: Primary Pedestrian Multi-Directional

The Primary Pedestrian Directional Sign provides visitors with directional information to a variety of destinations at key pedestrian intersections.

Content Guidelines

All text, symbols and directional arrows must match the spacing and placement shown. Messages are double-sided.

Usage

This sign type should be used only at major intersections and decision-making departure points where several destinations can be reached.

Typeface

Rockwell Condensed.

Construction

Post base: Dry stack appearance Colorado red sandstone (per designer sample). See Sign Type "H" for sandblasted logo at base details. Stone at base shall be large enough to accommodate the logo.

Post is 4 (four) 3" square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1

Sign panels are 2 (two) 1/8" aluminum panels, painted, color: P-2. Panel frame is 3/4" aluminum, painted, color: P-1. All copy is adhesive die-cut vinyl, color: V-2. Sign panels to be easily removable for replacement.

Attach message arms with exposed acorn nut fasteners, painted, P-1.

Finial: Fabricated metal letter and sphere, painted metallic paint, color: P-3

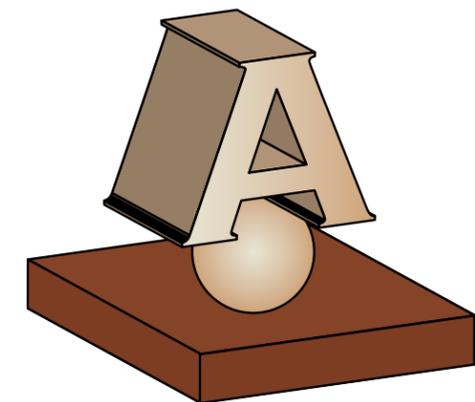
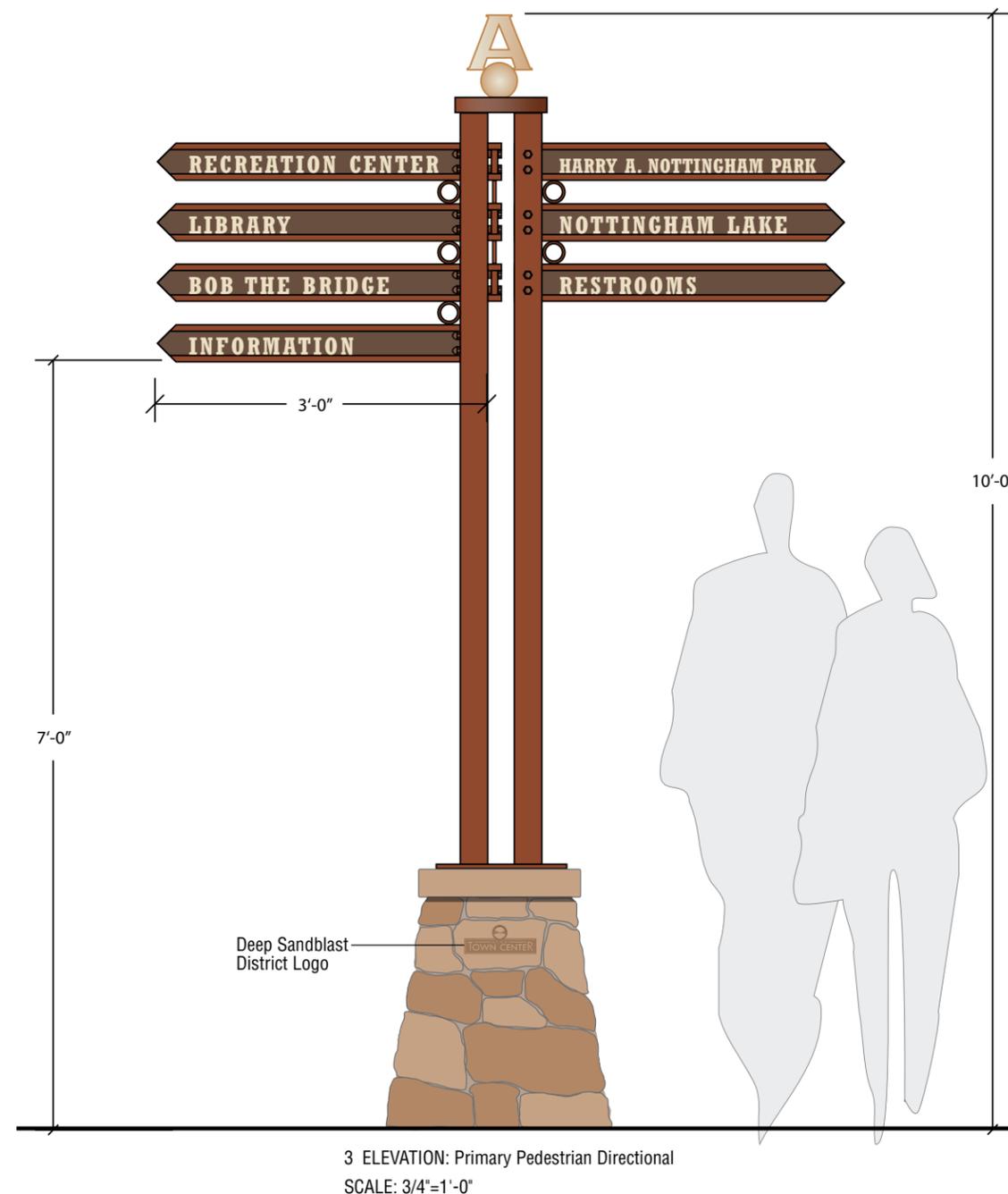
Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

Location

See "West Town Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.12 Sign Type GG: Pedestrian Multi-Directional With Clock

The Pedestrian Directional Sign provides visitors with directional information to a variety of destinations from the Transit Center location.

Content Guidelines

All text, symbols and directional arrows must match the spacing and placement shown. Messages are double-sided.

Usage

This sign type should be used only at major intersections at the Transit Center.

Typeface

Rockwell Condensed.

Construction

Post base: Dry stack appearance Colorado red sandstone (per designer sample). See Sign Type “H” for sandblasted logo at base details. Stone at base shall be large enough to accommodate the logo.

Post is 4 (four) 3” square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1

Sign panels are 2 (two) 1/8” aluminum panels, painted, color: P-2. Panel frame is 3/4” aluminum, painted, color: P-1. All copy is adhesive die-cut vinyl, color: V-2. Sign panels to be easily removable for replacement.

Attach message arms with exposed acorn nut fasteners, painted, P-1.

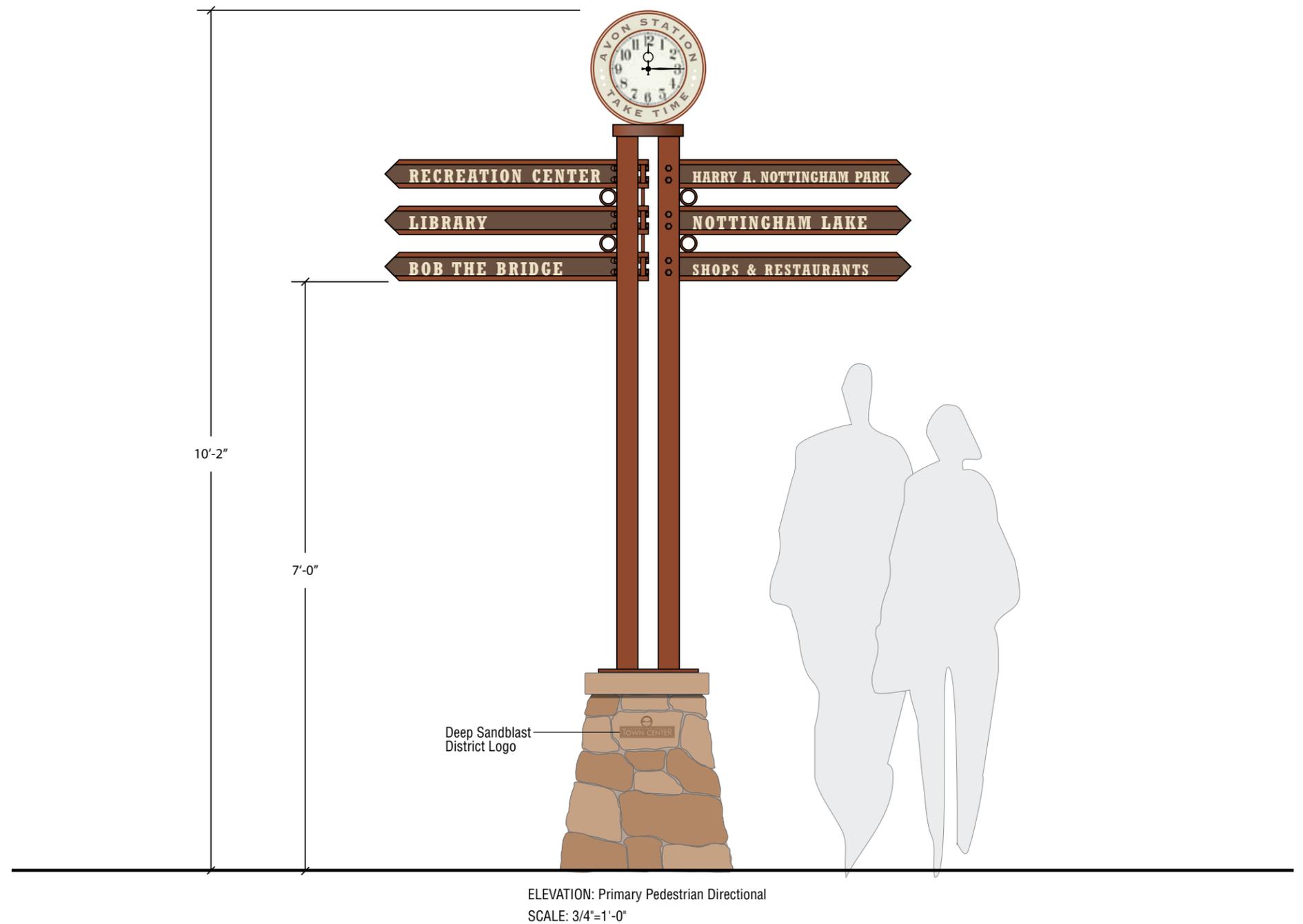
Clock: Double-sided standard clock: T.B.D.

NOTE: This sign requires electrical service.

Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

Location

See “West Town Center” Location Plan.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.13 Sign Type HH: Secondary Pedestrian Directional

The Secondary Pedestrian Directional Sign provides visitors with additional directional information to specific destinations mounted to an existing light standard.

Content Guidelines

All text, symbols and directional arrows must match the spacing and placement shown. Messages are double-sided.

Usage

This sign type should be used only at secondary intersections and decision-making departure points as close to the destination as possible.

Typeface

Rockwell Condensed.

Construction

Sign frame is fabricated one-half inch square tube aluminum. Paint all exposed surfaces, color: P-1.

Sign panel is 1/8" aluminum, painted, color: P-2. All arrows, tool line and copy are adhesive die-cut vinyl, color: V-2. Sign panels to be easily removable for replacement.

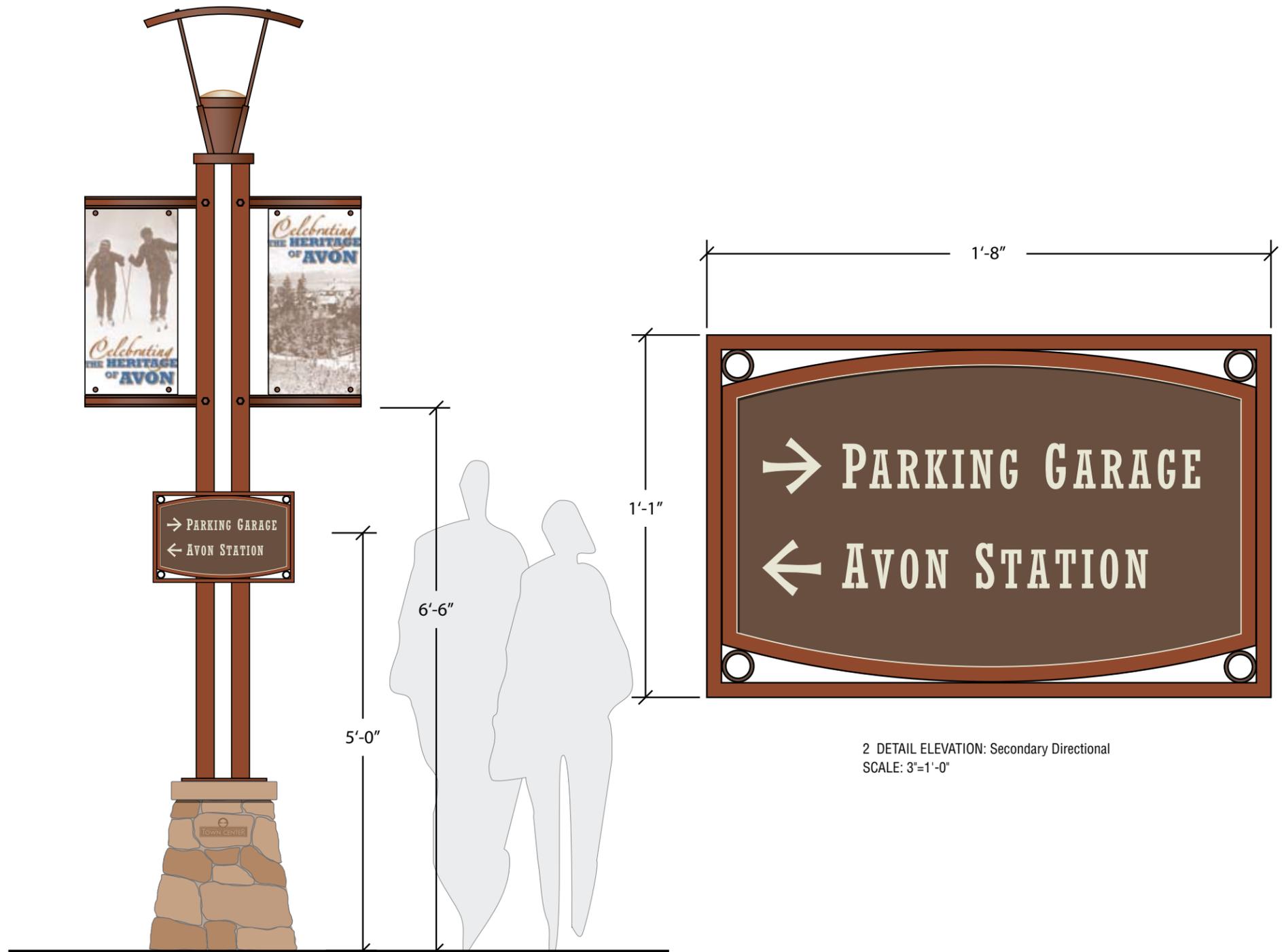
Attach to existing light standard post in a permanent manner with no exposed fasteners.

Location

See "West Town Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 ELEVATION: Light Standard with District Banner and Secondary Directional
SCALE: 3/4"=1'-0"

2 DETAIL ELEVATION: Secondary Directional
SCALE: 3"=1'-0"

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.14 Sign Type JJ: Tenant Directory and Events

The Tenant Directory and Events kiosk provides a comprehensive listing of all tenants keyed to a map. This sign is the life-blood of all project retail tenants.

The Events side helps promote local Town events. It is not intended to be used for advertisements.

Content Guidelines

All text, symbols and directional arrows must match the spacing and placement shown. This sign is double-sided.

Usage

This sign type should be used only at major intersections such as the exit from the parking structure or plazas. It shall not be used for advertisement.

Typeface

Rockwell Condensed.

Construction

Post bases: Dry stack appearance Colorado red sandstone (per designer sample).

Posts are 4 (four) 1-1/2" square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1

Fabricate from .125 gauge aluminum. Ease all corners and edges - not to be sharp. Clear glass or clear lexan windows. Small profile hinged case doors to have lockable handle. Paint or powder coat - all exposed metal surfaces, custom color, P-1 Lock: Pin tumbler die cast knob lock by National Lock (or approved equal). Key to be removable in locked and unlocked position. Lock to have master key.

2 (two) high resolution 4-color output per sign are by others.

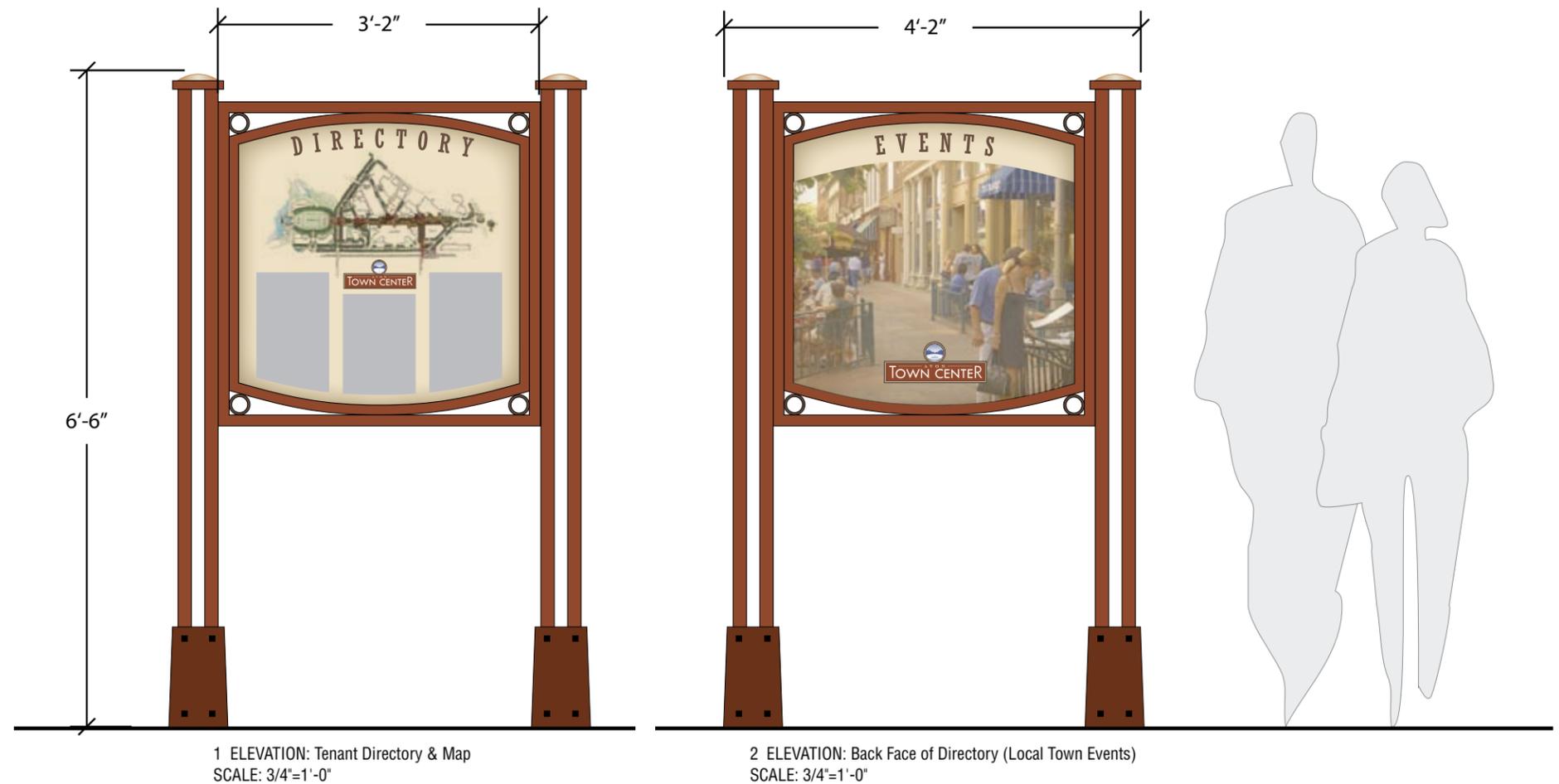
Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

Location

See "West Town Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.15 Sign Type KK and LL: Freestanding Banner and Bus Stop Identification

The freestanding Banner and Bus Stop are stand-alone versions of sign types found at the Transit Center.

These signs are to be utilized ONLY if the project lighting standard is not available for sign mounting.

Content Guidelines

All text, symbols and directional arrows must match the spacing and placement shown. Messages are double-sided.

Usage

These sign types shall only be used where an existing light standard post is not available.

Construction

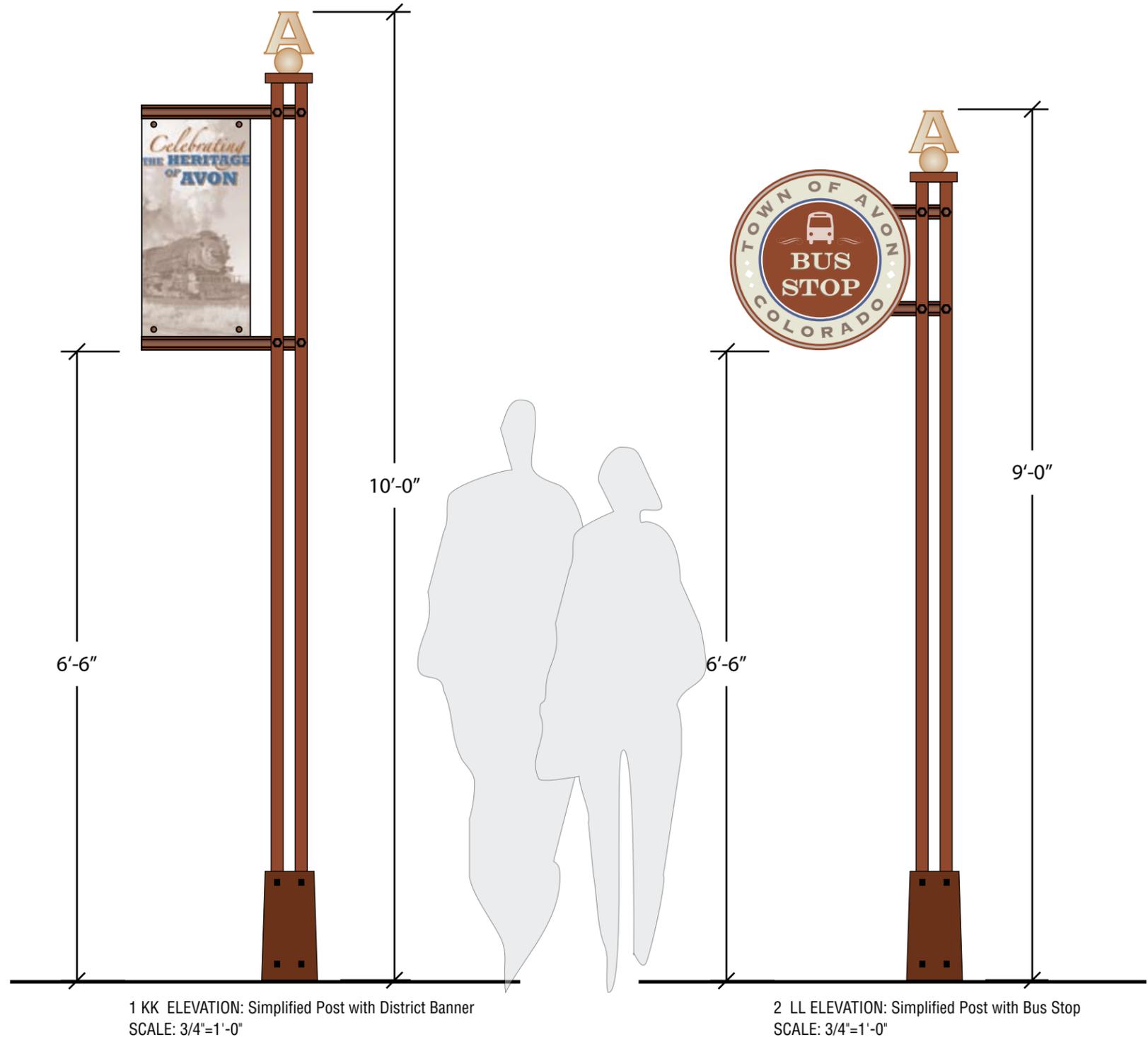
Post base: Fabricated aluminum (all four sides). All exposed surfaces to be powder coated: Color: P-1

Posts are 4 (four) 1-1/2" square fabricated aluminum tube supports. All exposed surfaces to be powder coated: Color: P-1.

Finial: Fabricated metal letter and sphere, painted metallic paint, color: P-3

Refer to sign types A and C for banner and bus stop I.D. construction.

Sign footing: Sub-grade 3000 psi pour in place concrete footing. Depth as required per local codes.

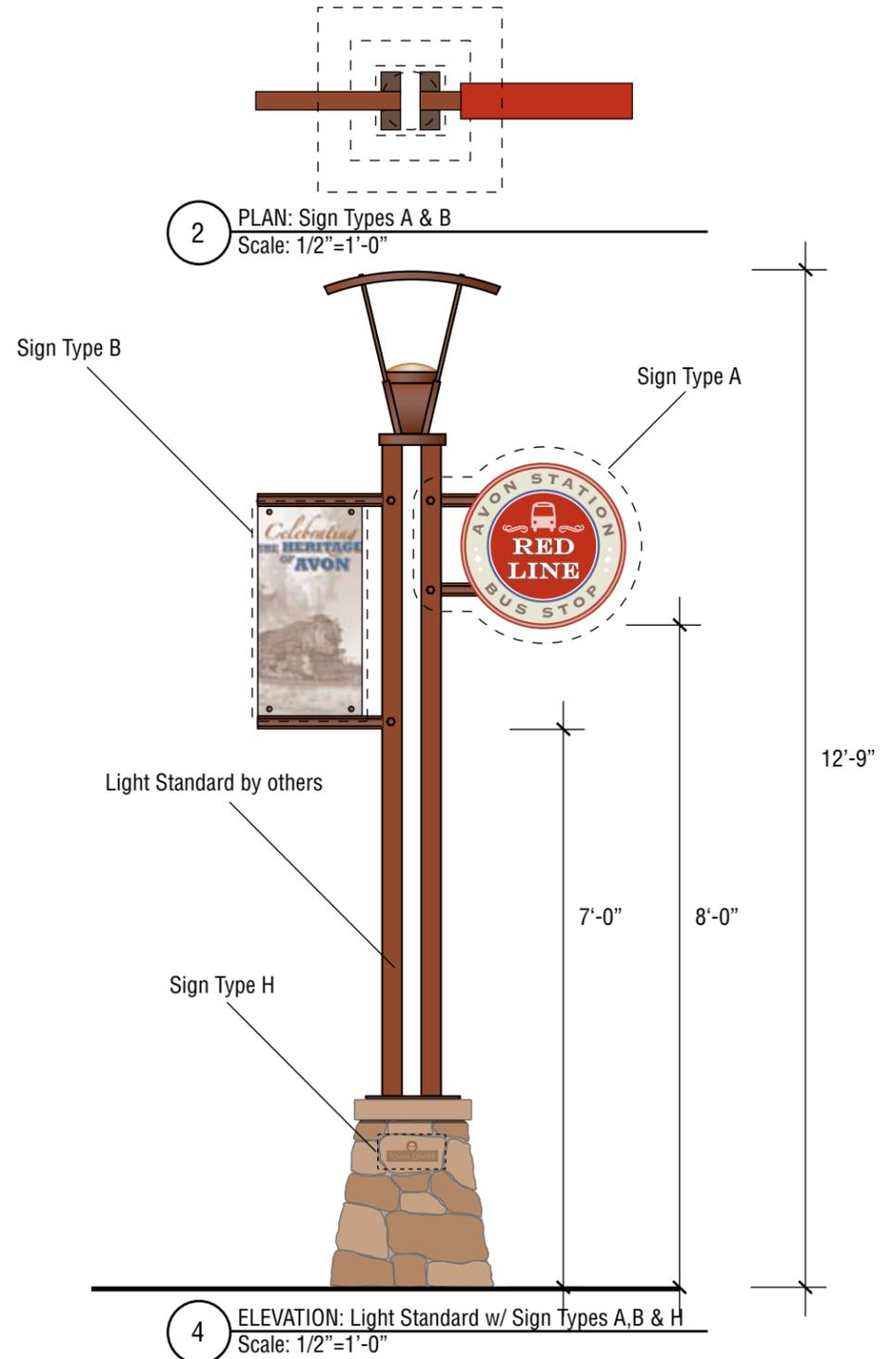
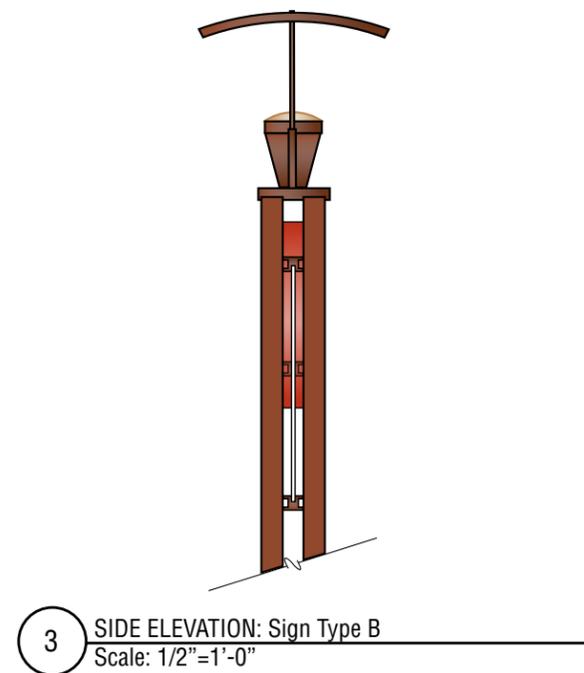
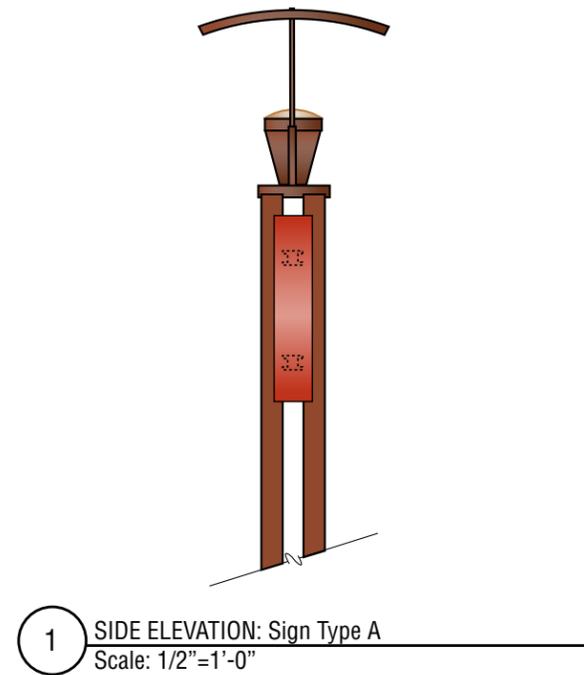


PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.17 Sign Type A and B: Banner and Bus Stop Identification (Light Standard)

Stone base condition shown.

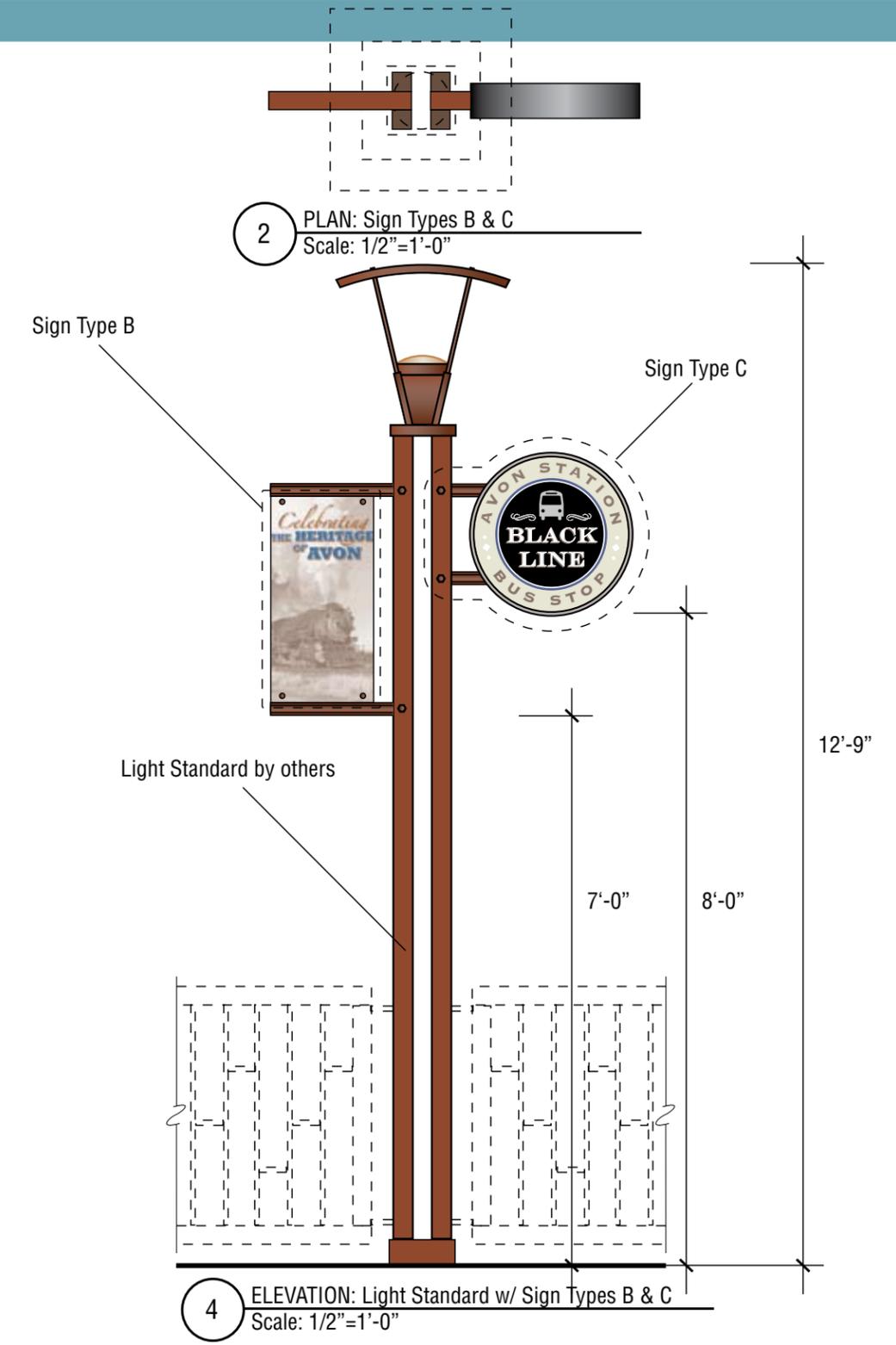
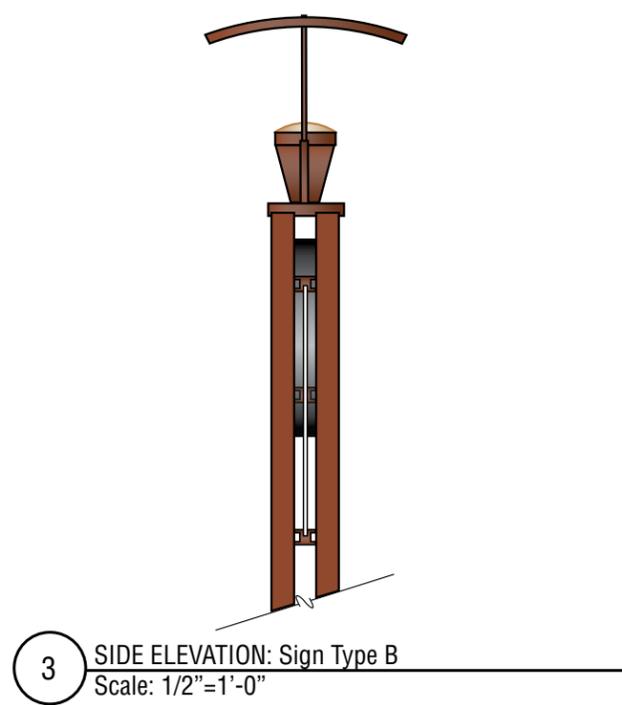


PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.17 Sign Type A and B: Banner and Bus Stop Identification (Light Standard)

Metal railing condition shown.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.18 Sign Types A and C: Bus Stop Sign Face Layouts

The drawing at left illustrates the anticipated layouts for all Bus Stop Identification Signs at the Town Center District and the Transit Center.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Message/layout is double-sided.

Typefaces

Copperplate Gothic 33BC and Engravers MT.

Construction

See following spreads for all construction details.

Location

See “Transit Center” Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 DETAIL ELEVATION: Sign Type C, Loc. 7-Blue Line
Not to Scale



2 DETAIL ELEVATION: Sign Type A, Loc. 4-Red Line
Not to Scale



3 DETAIL ELEVATION: Sign Type A, Loc. 3-Black Line
Not to Scale



4 DETAIL ELEVATION: Sign Type A, Loc. 1-Skier Shuttle
Not to Scale



5 DETAIL ELEVATION: Sign Type C, Loc. 8&9-eco Transit
Not to Scale



6 DETAIL ELEVATION: Town Bus Stop
Not to Scale

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.19 Sign Types A and C: Bus Stop Identification Details

Bus stop identification sign types A&C are intended for use mounted only on existing light standards at the Transit Center.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Message/layout is double-sided.

Typefaces

Copperplate Gothic 33BC and Engravers MT.

Construction

Each face is 1/4" thick aluminum with die-cut adhesive vinyl graphics OR 4-color high resolution ScotchPrint (or equal) adhered to face.

Returns are rolled 1/4" thick aluminum. Paint face and sides, custom color: P-1. See #1 at left.

Armature is fabricated aluminum "I-Beam" painted or powder coated-all sides, custom color, P-1. See #2 at left.

Armature is attached to existing light standard post(s) in a permanent manner with through-bolt and blackened acorn nut (tamper-proof) fasteners. See #3 at left.

Sign contractor is responsible for engineering of all sign components for wind and snow loads. All materials and techniques to be proven long-term for high altitude climate and extreme UV conditions. Sign contractor to verify all dimensions of light post prior to fabrication of sign.

Manufacturer:

Mountain States Lighting

Attn: Diana Plasha

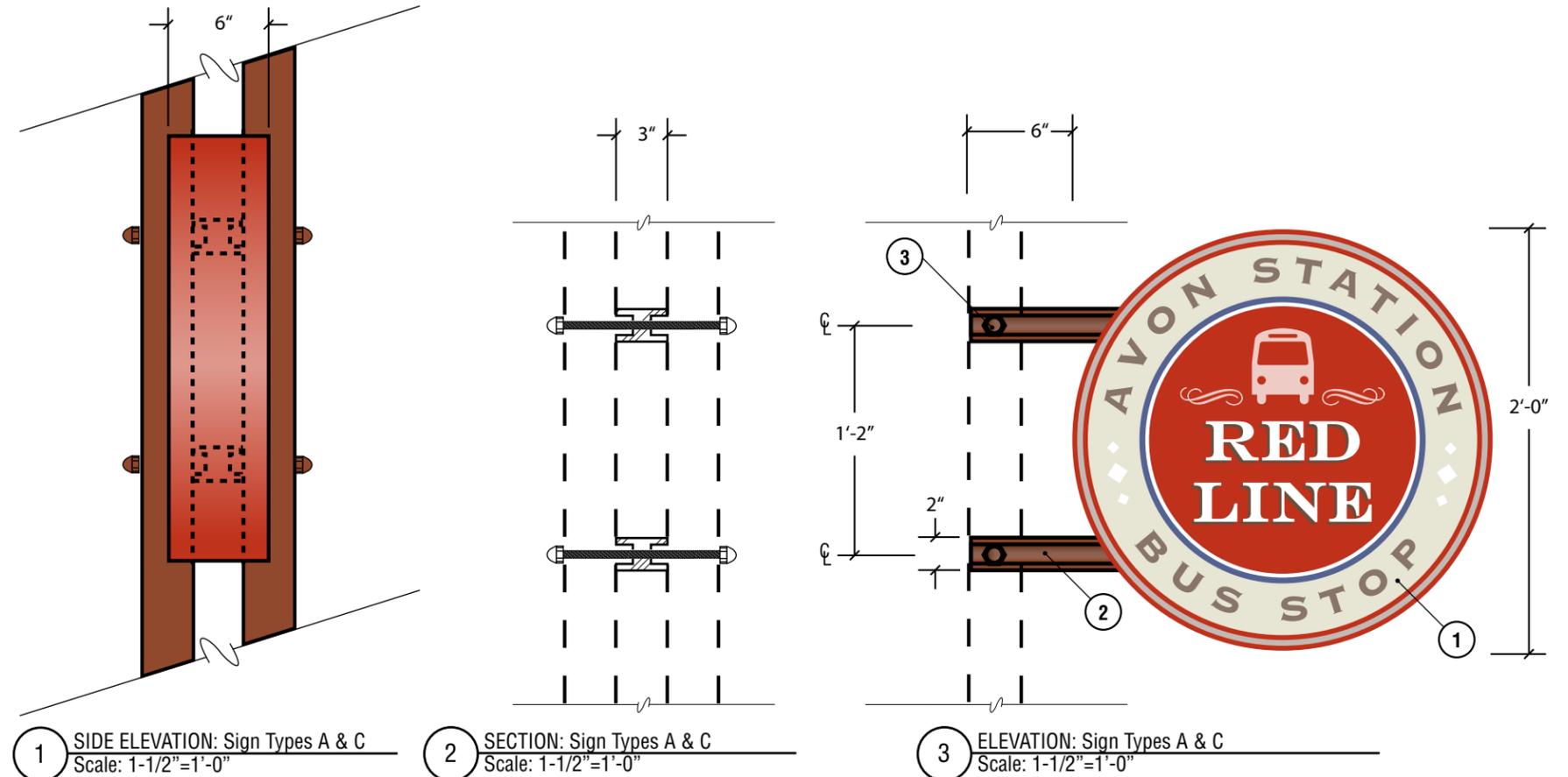
303-839-4430

Location

See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 SIDE ELEVATION: Sign Types A & C
Scale: 1-1/2"=1'-0"

2 SECTION: Sign Types A & C
Scale: 1-1/2"=1'-0"

3 ELEVATION: Sign Types A & C
Scale: 1-1/2"=1'-0"



4 PERSPECTIVE: Sign Types A, C (& D)
Not to Scale

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.19 Sign Types A and C: Bus Stop Identification Details

Sign Type B banners are intended for use on existing light standards.

It is not intended that any district banners have advertising content for retail tenants or other commercial entities. Local Town or regional events may be considered for the banner program. However, it is encouraged to alternate the Heritage banners with the Event banners.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Message/layout is double-sided.

Typefaces

Copperplate Gothic 33BC and Engravers MT.

Construction (District Banner)

Double-Sided (2 per armature) 4-color high resolution ScotchPrint (or equal) adhered to face of 1/8" thick aluminum panel. 6 (six) banner design to be provided full size by designer. Banner is attached to existing light standard post(s) in a permanent manner with through-bolt and blackened acorn nut (tamper-proof) fasteners. See note #1 at left.

Armature is fabricated aluminum "I-Beam" painted or powder coated-all sides, custom color, P-1. See note #2 at left.

Sign contractor is responsible for engineering of all sign components for wind and snow loads. All materials and techniques to be proven long-term for high altitude climate and extreme UV conditions. Sign contractor to verify all dimensions of light post prior to fabrication of sign.

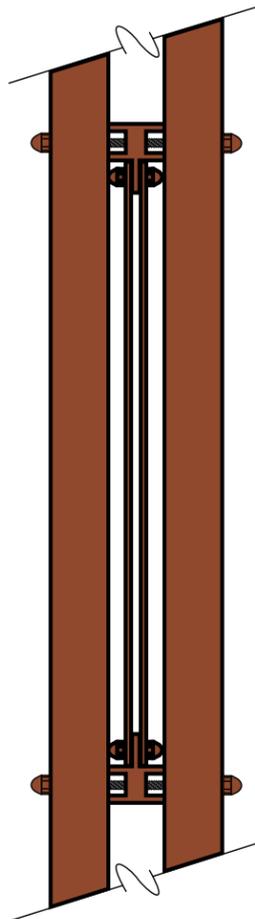
Manufacturer: Mountain States Lighting
 Attn: Diana Plasha
 303-839-4430

Location

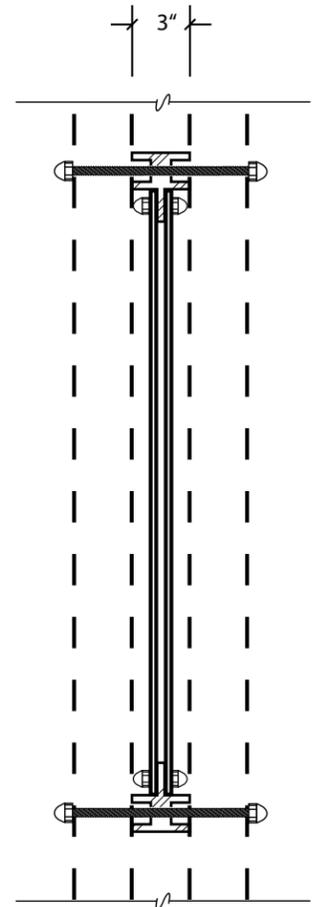
See "Transit Center" Location Plan.

Notes

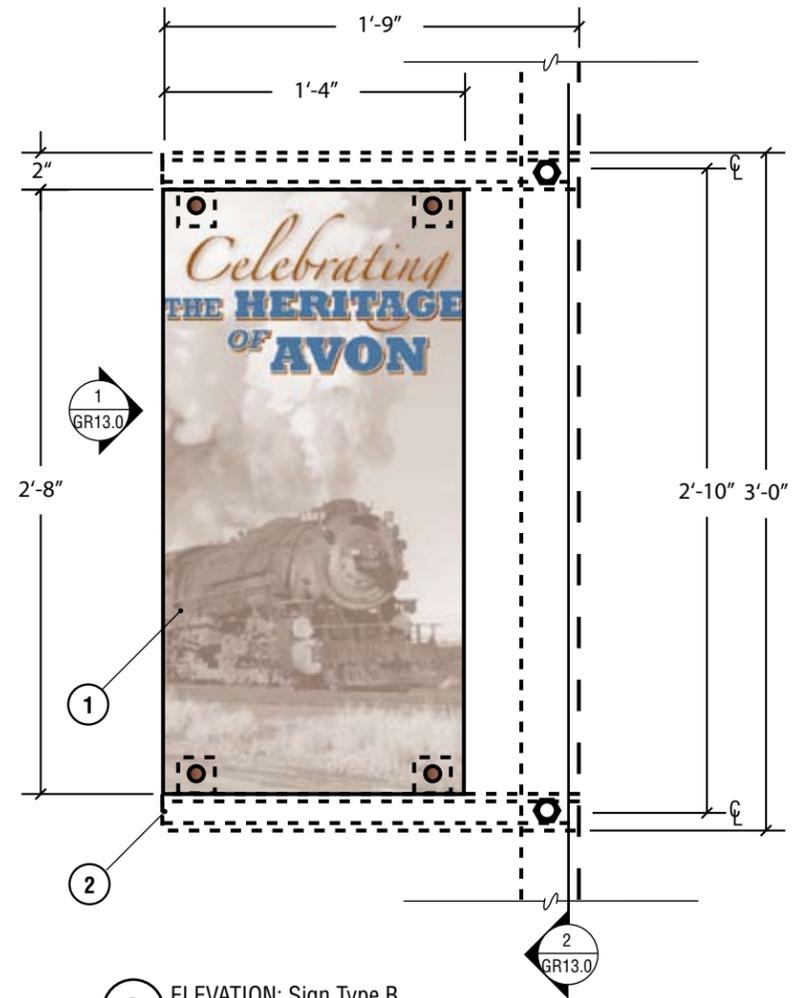
Refer to sign fabricator shop drawings for all construction details and additional information.



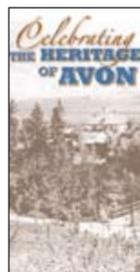
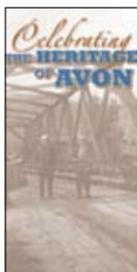
1 SIDE ELEVATION: Sign Type B
 Scale: 1-1/2"=1'-0"



2 SECTION: Sign Type B
 Scale: 1-1/2"=1'-0"



3 ELEVATION: Sign Type B
 Scale: 1-1/2"=1'-0"



4 BANNER LAYOUTS
 Not to Scale

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.20 Sign Type D: Bus Stop Identification Hanging

The hanging bus stop identification is intended for use only at the Transit Center building overhang.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Message/layout is double-sided.

Typefaces

Copperplate Gothic 33BC and Engravers MT.

Construction

Each face is 1/4" thick aluminum with die-cut adhesive vinyl graphics OR 4-color high resolution ScotchPrint (or equal) adhered to face.

Returns are rolled 1/4" thick aluminum. Paint face and sides, custom color: TBD. See Note #1 at left.

Armature is fabricated aluminum "I-Beam" painted or powder coated-all sides, custom color, P-1. See note #2 at left.

Armature is attached to building overhang in a permanent manner with through-bolt and blackened acorn nut (tamper-proof) fasteners to structure (by General Contractor) above. See note #3 at left.

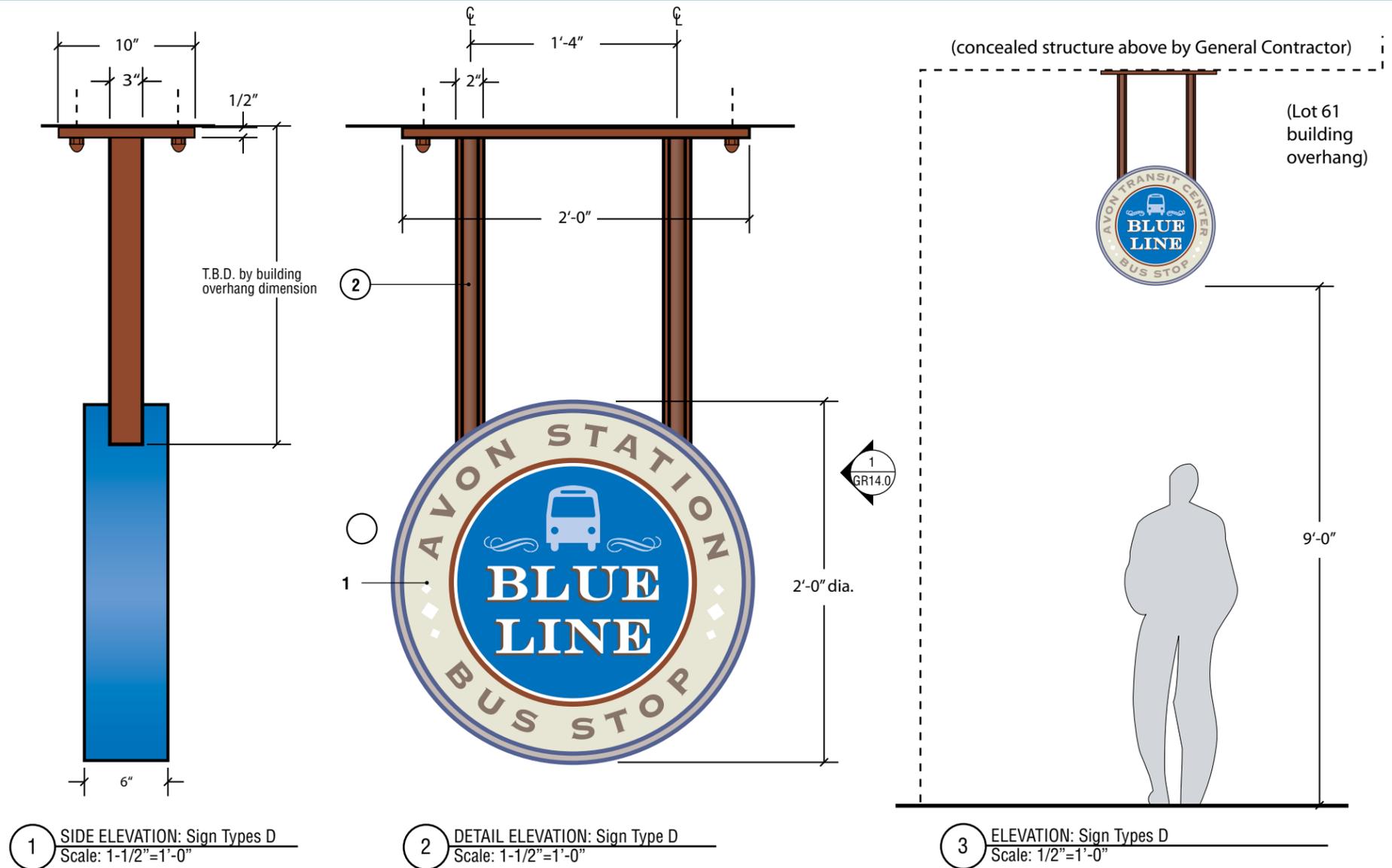
Note: Sign contractor is responsible for engineering of all sign components for wind and snow loads. All materials and techniques to be proven long-term for high altitude climate and extreme UV conditions.

Location

See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.21 Sign Type E: Freestanding Route Map Case

The freestanding Route Map case is intended for interior or exterior public spaces such as plazas or bus shelters. If interior wall space is available, Sign Type F should be considered.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Sign is double-sided.

Typefaces

Engravers MT.

Construction

Posts: 6" square fabricated aluminum "I-Beam" posts. Post cap and base: fabricated aluminum. Paint or powder coat-all exposed surfaces, custom color, P-1.

See note #1 at left.

Case: Fabricate from .125 gauge aluminum. Ease all corners and edges - not to be sharp. Clear glass or clear lexan windows. Map holds two (2) 24" x 36" maps (by others). Small profile hinged case doors to have lockable handle. Paint or powder coat-all exposed metal surfaces, custom color, P-1. Lock: Pin tumbler die cast knob lock by National Lock (or approved equal). Key to be removable in locked and unlocked position. Lock to have master key. See note #2 at left.

Concealed concrete footing as required. See detail on the following spread.

See note #3 at left.

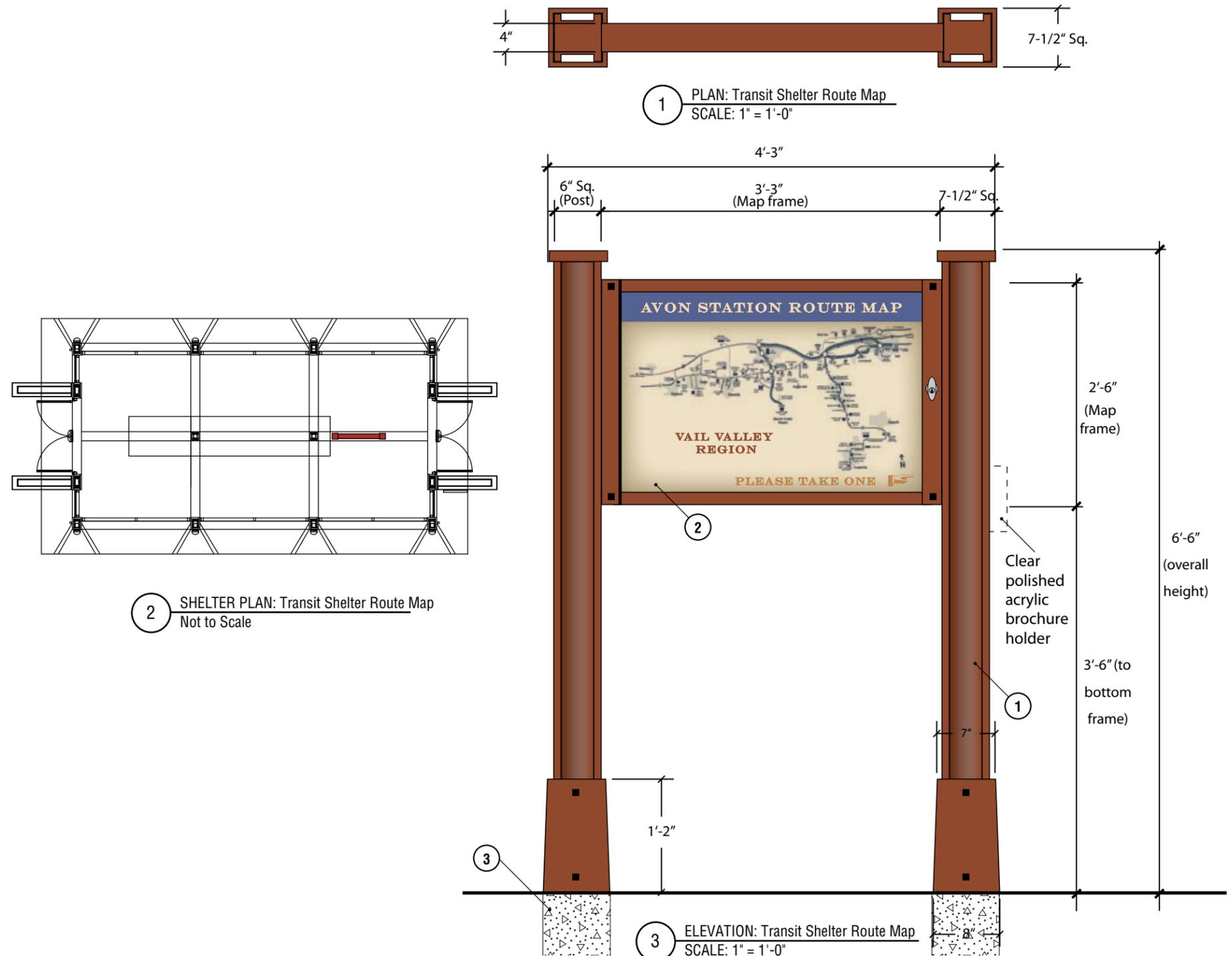
Note: Sign contractor is responsible for engineering of all sign components for wind and snow loads. All materials and techniques to be proven long-term for high altitude climate and extreme UV conditions.

Location

See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.21 Sign Type E: Freestanding Route Map Case Details

The freestanding Route Map case is intended for interior or exterior public spaces such as plazas or bus shelters. If interior wall space is available, Sign Type F should be considered.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Sign is double-sided.

Typeface

Engravers MT.

Construction

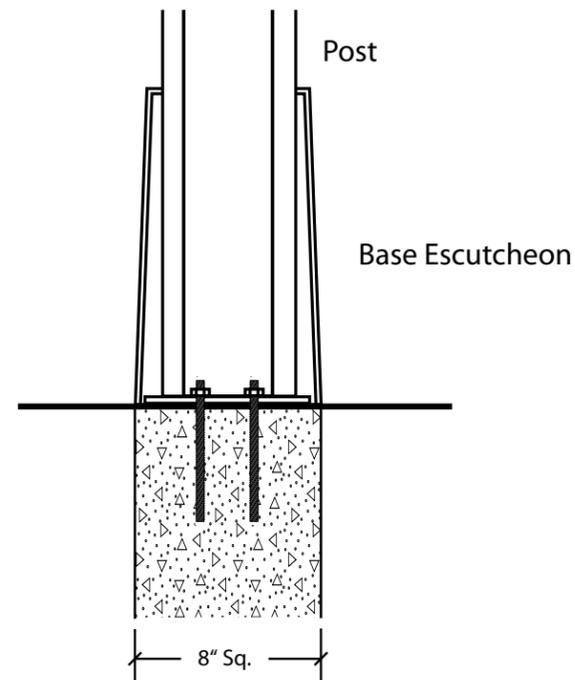
See previous spread for all notes.

Location

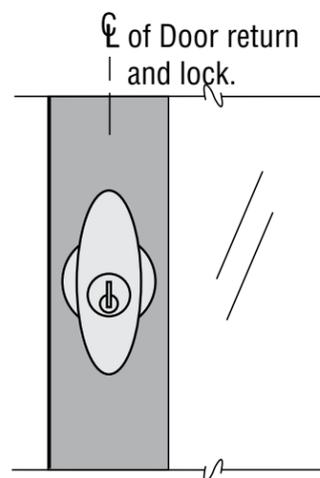
See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 SECTION: Footing
SCALE: 1-1/2" = 1'-0"



2 DETAIL: Case Handle/Lock
SCALE: 1/2 Full Size



3 ELEVATION: Transit Shelter Route Map (opposite side)
SCALE: 1" = 1'-0"

PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.21 Sign Type F: Route Map Wall Case, Wall-Mounted

The wall-mounted route map case is intended for interior wall spaces such as the Transit Center. For plazas and bus shelters, sign type E should be used.

Content

All text, symbols and directional arrows must match the spacing and placement shown. Sign is single-sided.

Typefaces

Engravers MT.

Construction

Case: Fabricate from .125 gauge aluminum. Ease all corners and edges - not to be sharp. Clear glass or clear lexan windows. Map holds two (2) 24" x 36" maps (by others). Small profile hinged case doors to have lockable handle. Paint or powder coat-all exposed metal surfaces, custom color, P-1. Lock: Pin tumbler die cast knob lock by National Lock (or approved equal). Key to be removable in locked and unlocked position. Lock to have master key.

Final wall location: T.B.D.

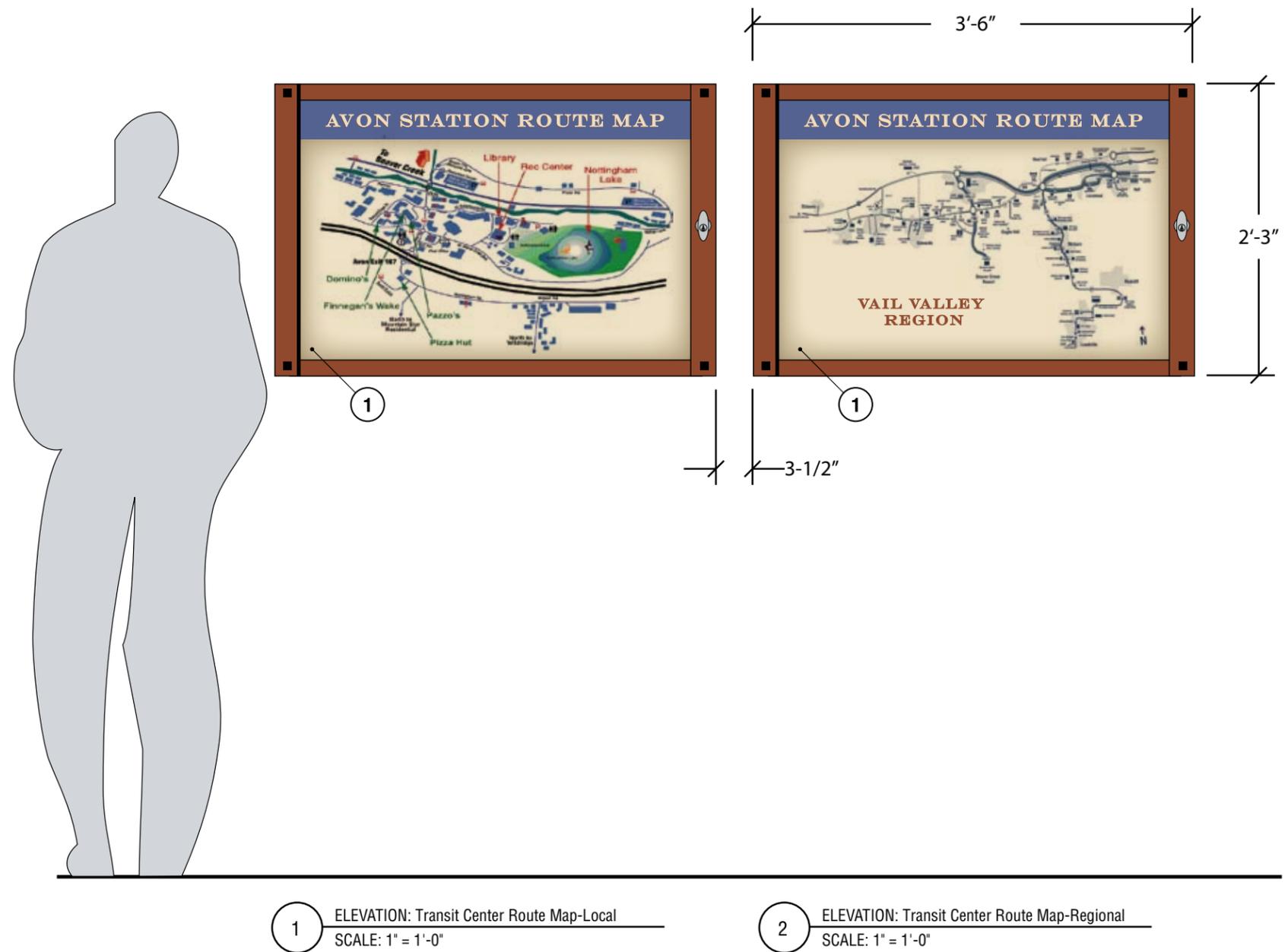
Note: Sign contractor is responsible for engineering of all sign components for wind and snow loads. All materials and techniques to be proven long-term for high altitude climate and extreme UV conditions.

Location

See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.22 Sign Type G: Building Identification

Building identification is intended for use at the entrance to the Transit Center. Final name and location to be determined.

Content

All text, symbols and directional arrows must match the spacing and placement shown.

Typeface

Engravers MT

Construction

Building Identification: 1/4" thick individual cut metal letters-painted color: P-1.

Pin mount to existing building facade in a permanent manner (with no exposed fasteners on front face).

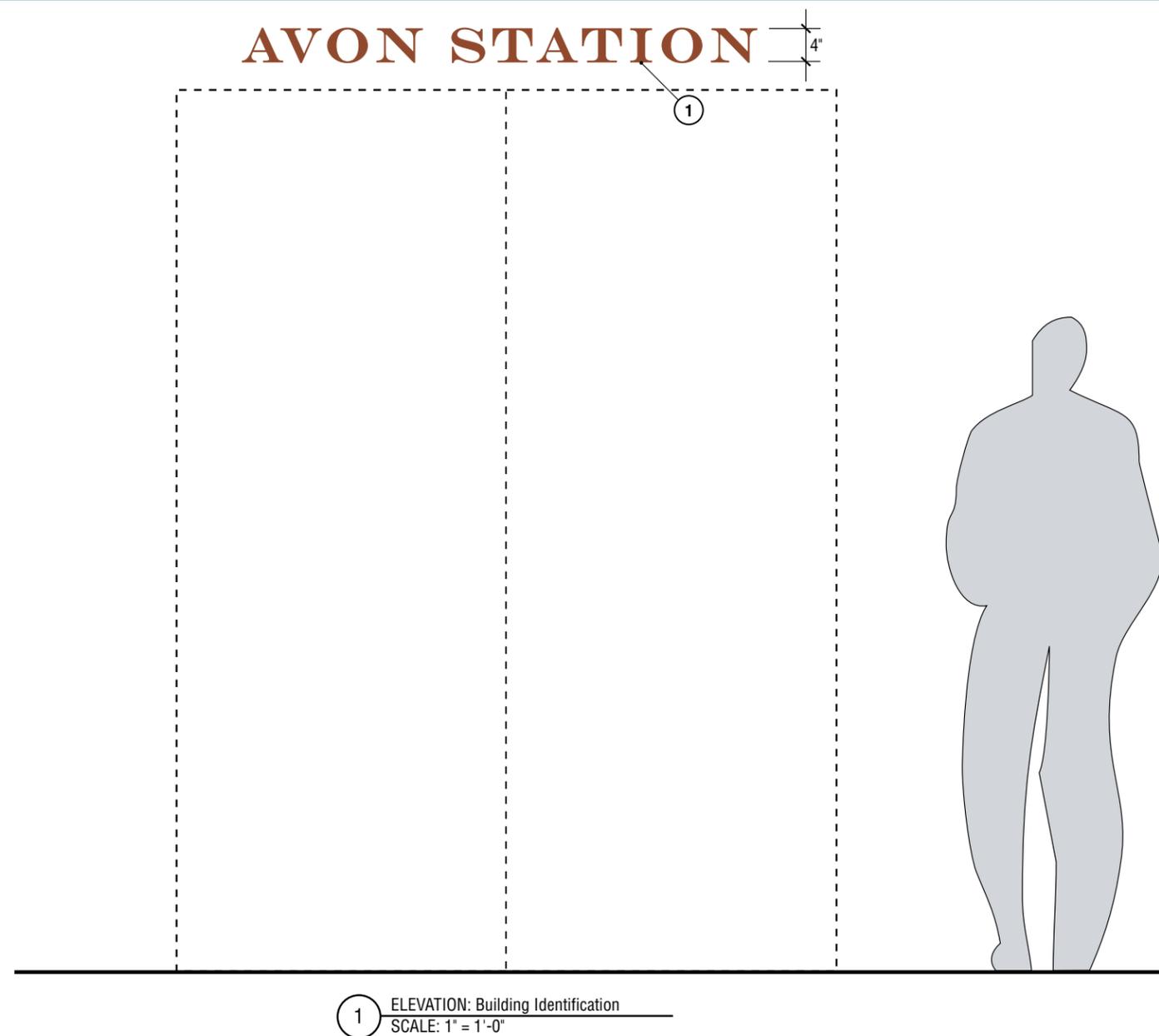
Final mounting location: T.B.D.

Location

See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



PUBLIC SIGNAGE

PRIORITY GUIDELINES

D.23 Sign Type H: Post Stone Base Logo

Extend project identity on the light standard stone base

Content

All text, symbols and directional arrows must match the spacing and placement shown. Logo to be sandblasted on one (1) side of post base only.

Logo

See approved logo.

Construction

District logo to be sandblasted one-fourth inch deep into existing buff sandstone veneer.

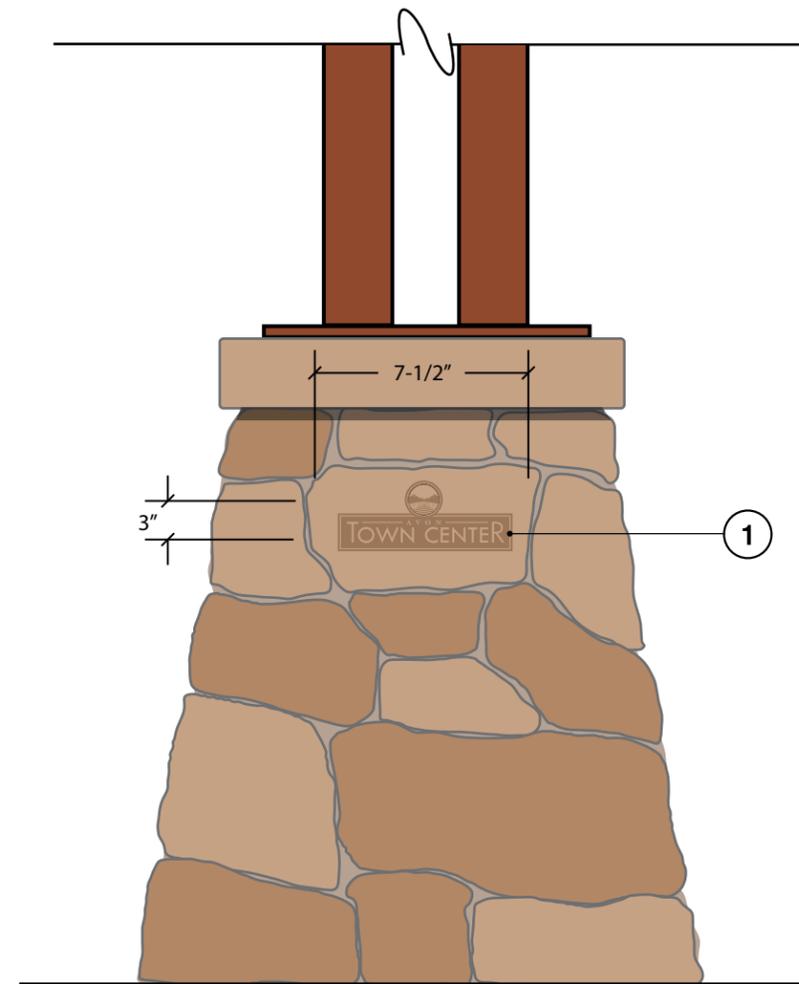
Final logo design: TBD.

Location

See "Transit Center" Location Plan.

Notes

Refer to sign fabricator shop drawings for all construction details and additional information.



1 ELEVATION: Stone Base Logo
SCALE: 1-1/2" = 1'-0"

1 **Stone Base Logo:** District to be 1/4" deep sandblast into existing buff sandstone veneer.

E. General Building Guidelines

Introduction

The Town Center is intended to look, work and feel like a Main Street shopping district, of which the individual buildings add to the harmony of the area. Signs, windows, land uses, doors, materials, and many other attributes together create a unique shopping experience and desirable living environment. Each project will contribute to the overall performance of the district. Projects will also impact the plaza spaces, circulation, sun/shade, vitality, sustainability, and general use of the redevelopment area.

Due to the variety of possible architectural treatments found in the Town Center District, each building will be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another. All materials must be consistent with the design, enhance the storefront, and evoke a

positive retail image. Each project will be evaluated on its originality and compatibility with the neighboring buildings, and its overall image.

While these overall guidelines apply to every building, each building also has a set of site-specific guidelines (see Chapter F through L). By complying to all guidelines, the individual development will experience quicker land use approvals processes.

Objectives

- To provide enough consistency in the materials, forms, and building elements to create a unified district, while allowing enough flexibility to encourage unique architectural designs and character expression.
- To offer guidance and articulate design preferences to save owners, designers, and tenants time in the design review process.
- To create sustainable buildings of lasting quality.
- To encourage pedestrian activity
- To produce a consistent collage of signs that tastefully inform, delight and stimulate the visitor and shopper while fitting in seamlessly with the context of the environment.
- To outline general sign requirements for retail tenants.



Each individual building contributes to the overall appearance of Avon.



The Belmar Block 2 development project specified how LEED requirements would be achieved by the block developer (building shell) and by the retail and residential tenants (building core). (Lakewood, Colorado)

GENERAL BUILDING

INTENT	PRIORITY GUIDELINES	GUIDELINES
<p>E.1 Sustainable Buildings</p> <p>The sustainability design guidelines are based on the LEED (Leadership in Energy and Environmental Design) Green Building Rating System™. Green design not only makes a positive impact on public health and the environment, it also reduces operating costs, enhances building and organizational marketability, potentially increases occupant productivity, and helps create a sustainable community.</p> <p>LEED fits into this market by providing rating systems that are</p>	<p>A minimum of LEED “Certified” is required of all projects. The “Certified” rating is the lowest requirement LEED certification awarded, requiring:</p> <p>New Construction (NC): 26 to 32 points Existing Building (EB): 32 to 39 points</p>	<p>Obtaining LEED “Silver”, “Gold”, or “Platinum” rating is encouraged.</p> <p>New Construction (NC): “Silver”- 33 to 38 points “Gold”- 39 to 51 points “Platinum” - 52 or more points</p> <p>Existing Building (EB): “Silver”- 40 to 47 points “Gold”- 48 to 63 points “Platinum”- 64 or more points</p>

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The first floor is differentiated from higher levels to provide visual “grounding” of the building and make a pleasant pedestrian environment. (Greenvalley, Nevada)



Major doorways and minor doorways can be accentuated with architectural detail to exhibit this hierarchy. (Glenwood Springs, Colorado)

E.1 Sustainable Buildings, cont’d.

voluntary, consensus-based, market-driven, based on accepted energy and environmental principles, and they strike a balance between established practices and emerging concepts.

This document is not a substitute for the LEED documents, as they are far more extensive and updated often. Visit the LEED website, www.leedbuilding.org

E.2 Pedestrian Access

Pedestrian access is the key to a positive retail experience and a comfortable pedestrian area. Main Street, pedestrian plazas, and other public corridors (i.e., Lettuce Shed Lane and the pedestrian corridor between the parking garage and the Sheraton) are the primary pedestrian access areas.

Pedestrians will feel more comfortable in the Town Center if they feel welcome and accommodated. However, because buildings seen from the street present foreshortened views, it is often difficult to distinguish one from the other; and major entries. Doors and lobby spaces call for unique treatment to appear more welcoming to the pedestrians.

Pedestrian access to the building must be visually and functionally clear.

Canopies and awnings shall be provided along façades that give access to the building. The minimum depth of any canopy awning shall be 5 feet. The vertical dimension between the underside of canopy or awning and the sidewalk shall be at least 9 feet and no more than 13 feet.

It is recommended that winter conditions be taken into consideration when orienting north-facing entries and outdoor space.

Building entries and public spaces that are easily identifiable, visible from the public realm, and treated with special design emphasis are encouraged.

It is recommended that primary building entrances be accentuated and differentiated so that they are not easily confused with entrances into ground-level businesses.

It is recommended that primary entrances connect to lobbies and elevators, while storefront entrances open onto ground level businesses.

Large buildings which front multiple streets are encouraged to provide multiple entrances. Multiple building entrances which connect to a central lobby should be distributed on different street facing façades.

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E.3 First Floors

The first floor of Town Center buildings should reinforce the consistent retail experience and positive pedestrian environment. It is important that special consideration is given to the first floors for the following reasons: 1) to ensure that commercial buildings add to the liveliness of streets and the overall community character; 2) to ensure that buildings along any street display the greatest amount of visual interest and reinforce the character of the streetscape; 3) to provide a visual connection between activities inside and outside the building; and 4) to ensure that buildings do not display blank, unattractive walls to the street.

Pedestrian-oriented cities require that the scale of activity be compressed to something much smaller and more intimate than one appropriate to cars. People walking on the sidewalk move much slower than cars and their attention is naturally more focused. Because of this, buildings which offer only one walk-in business or retail opportunity at street level will frustrate the natural behavior of pedestrians. If the streetscape offers cues to the use of buildings, and is clearly defined as a human place, pedestrians may be less frustrated.

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The ground level of buildings shall be pedestrian friendly in scale, expression and the use of materials.

Buildings, plazas and landscaping must be the predominant elements of the pedestrian areas, rather than parking lots and large signs.

People traveling along arterial streets must be able to see storefronts, windows, merchandise, and other aspects of business activity.

Buildings shall provide street-level, pedestrian-oriented uses on all street fronts and pedestrian walkways. A public plaza which follows the guidelines on outdoor spaces may be considered a pedestrian oriented use.

Drive-through uses are not allowed.

70 percent of any ground floor facade that is visible from a street or Lettuce Shed Lane shall be comprised of windows with clear "vision" glass. Display windows may be used to meet this requirement.

40 percent of all ground floor facade that is visible from any other pedestrian space shall be comprised of windows with clear "vision" glass. Display windows may be used to meet this requirement.

No more than 25 percent of any street frontage may be occupied by uses which have no need for or discourage walk-in traffic.

Ground floor facades shall be split into modules of 16 to 25 feet. Each module shall include one door recess of 15 to 35 square feet with a minimum depth of three feet and a maximum width of six feet. Each module shall have its own distinctive treatment differentiated by one of the following elements: materials, cornices, canopies, or color.

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At least five of the following elements are encouraged to be incorporated into any ground floor, street-facing facade:

- kickplates for storefront windows
- projecting sills
- canopies
- masonry (brick or stone only)
- concrete or masonry plinth at the base of the wall
- belt courses of a different texture and color
- projecting cornice
- projecting metal canopy
- decorative tile work
- trellis containing planting
- medallions
- artwork

Multiple stores in each building are encouraged.

Upper floors are encouraged to be a multiple of the lower floor modules.

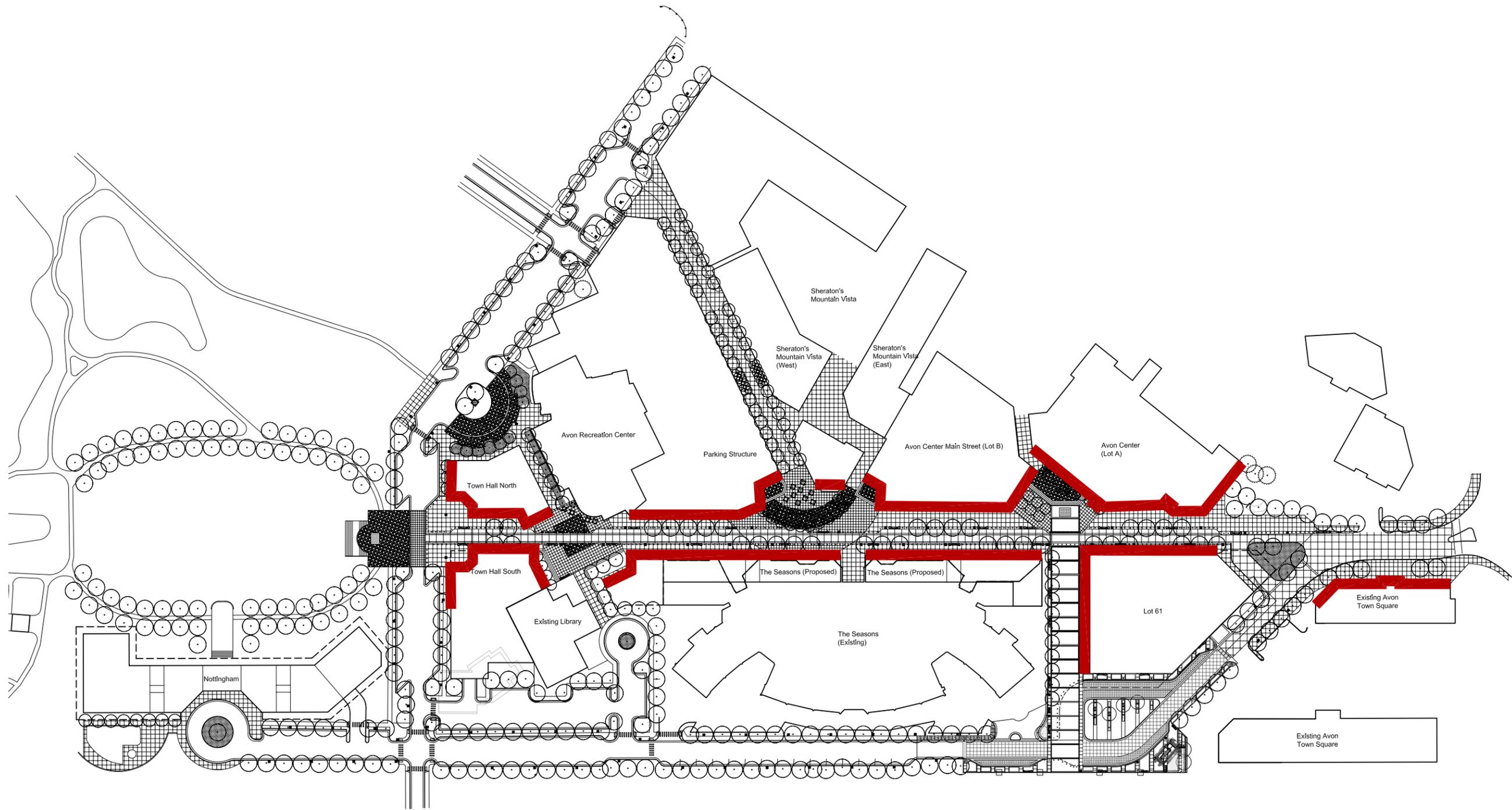
It is encouraged that no single tenant occupy more than two modules unless there is a specifically approved public purpose.



Splitting buildings into modules with different treatments creates a pattern, articulates the facade, and clearly identifies where entrances are located. (Eagle Ranch, Colorado)



One of the reasons retailers like main street environments is that they provide greater flexibility than a mall would, allowing the merchants to express their identity. However, merchants must creatively adapt to the design objectives that express the character of a place. This storefront in Belmar has a distinct storefront yet conforms to the signage and material requirements of the district. (Lakewood, Colorado)



E.4 Retail Locations

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E.4 Building Articulation

Building articulation is an important building attribute in a pedestrian environment because it reduces the scale of larger buildings, minimizes shading, allows for the protection of key views, and provides visual interest.

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Articulation shall be provided along façades visible from streets, as well as from any residential areas.

First floors shall be articulated according to the priority guidelines in Section E.3.

Facades shall be broken down through the use of offsets, recesses, staggered walls, material variations, stepped walls, pitched or stepped rooflines, overhangs and other elements of the building's mass. Simply changing color is not sufficient to accomplish this.

A combination of balconies, recesses, and terraced roof gardens shall be used to articulate the building.

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It is recommended that buildings convey a visually distinct “base” and “top.” Articulation at a variety of levels is encouraged to minimize a flat line of the building.

Architectural detailing is encouraged to help achieve a pedestrian scale.

Using the articulated building step back as a place for balconies is encouraged.

Architecture accents exceeding the vertical foot requirement for articulation, such as identifying a primary entrance, should be considered. However it is not to impose an additional percentage of shadow beyond the standards to the pedestrian environment.

Continuing to step the building back as it grows in height is encouraged to minimize overshadowing of pedestrian spaces and create additional platforms for balconies.

Using the articulated step back as a place for parking is encouraged.

Articulating the facade with vertical or horizontal movement and/or lighting or materials to reduce the amount of monotonous architecture throughout the corridor is encouraged.



Materials, setbacks, and balconies help articulate this large building. (Denver, Colorado)



Building articulation can maximize the amount of sun on plazas and pedestrian spaces. (Addison, Texas)

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Rooftop gardens improve views from surrounding tall buildings and helps disguise mechanical equipment. (Chicago, Illinois)

E.5 Rooftops

As Avon grows in size it will also grow skyward. There are positives and negatives to this phenomenon. A well-defined roofline presents a distinct profile and appearance for the building. The rooflines become part of the views - drawing the attention of companies, clients, tenants, tourists and shoppers; inspiring pride in citizens; and encouraging tourists to return. Unfortunately, roofs are generally crowded with unsightly service equipment, put there because it is considered out of view. Because it is easily seen from other buildings of equal or greater height, and frequently seen from the ground, this practice detracts substantially from the views the Town Center should offer.

Buildings with flat roofs are allowed in the Town Center, but must use devices such as pitched roofs, extended parapets or projecting cornices to create a prominent edge when viewed against the sky.

Use of the space within the pitch of roofs is encouraged.

Rooftop gardens are encouraged as a way of articulating the building, creating a unique skyline, improving views from surrounding buildings, and reducing the amount of impermeable surfaces. The use of the rooftop to provide an amenity to residents (such as a firepit, pool, garden, exercise space, or seating) is encouraged.

It is recommended that roofs be designed and constructed in such a way that they acknowledge their visibility from other buildings in the core and from the street. This includes the screening of mechanical equipment when visible from the street or from potential or existing buildings nearby.

It is encouraged that unused equipment be removed.

The use of EPA Energy Star roofing materials requirements are recommended.

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E.6 On-Site Parking

As density increases in the Town Center, parking requirements will temporarily increase and should be planned for and developed as an integral component of a successful town core. Throughout the transformation of the Town Center into a pedestrian oriented place—one which includes mass transportation, and a significant resident population—the number of parking spaces will need to increase dramatically. Acknowledging this requires that attention be paid to the potential conflicts on-site parking can create.

Pedestrian connections must be provided between parking lots and adjacent commercial developments.

Where surface parking or structured parking is located at the perimeter of a building, it must be screened in such a way that cars are not visible from adjacent buildings, pedestrian areas, or the street.

The parking entry must be clearly marked with the use of signage.

Vehicular access to adjacent parking lots is recommended to be consolidated (shared) to reduce the number of curb cuts.

It is recommended that parking occur in either interior courts or in structured parking.

Surface parking and structured parking designed in such a way that neighboring buildings cannot see headlights is encouraged.

Capitalizing on opportunities for shared parking is encouraged.

E.7 Automobile Access

Automobile access is important in providing visibility to the retail uses and facilitating the flow of traffic entering and exiting commercial parking lots.

Refer to the Town of Avon Residential, Commercial, and Industrial Design Review Guidelines and Section 17.24.020 of the Town of Avon Zoning Code. Refer to Section F through L for identification of specific locations for loading docks.

Primary auto access must be off Benchmark Road or East Beaver Creek Boulevard.

Service and delivery off Benchmark Road or East Beaver Creek Boulevard is allowed at anytime. Service and delivery off Main Street is only allowed between the hours of 7AM and 10AM.

A parking structure shall be provided on Main Street with access from Lake Street.

Loading, unloading, and trash storage are not permitted on Main Street or Lettuce Shed Lane.

Lettuce Shed Lane shall only be accessible by emergency vehicles and Town-approved vehicles for such purposes as maintenance and utility access. Temporary parking and staging shall be permitted for these instances.

Loading and unloading docks are recommended to be separated from areas of heavy circulation and screened to minimize visual impact.

Service areas are encouraged to be designed in the most inconspicuous ways possible while still providing efficient access.



Parking must be well-placed and accessible from surrounding roadways as well as from the uses being served, but it also should be as unobtrusive as possible. (Albuquerque, New Mexico)



Service areas can be made visually inconspicuous to pedestrians and yet be fully accessible for deliveries. (Eagle Ranch, Colorado)

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Eagle Town Hall, constructed in 2003, is made of durable, high quality materials much like the civic buildings from the early 1900s that have withstood the test of time. (Eagle, Colorado)

E.8 Materials and Construction

The surface materials of a building are a key factor in its appearance and its relationship to adjacent buildings. Town Center buildings should not only provide the appearance that they will be there for a long time, they should also provide façades and structures that actually will be there for a long time.

A stock of quality buildings which can be used well into the future can also be a better use of natural resources. If the design and construction facilitate extended use, less energy may be spent creating new building materials. Energy costs could easily be higher in the future, raising construction costs and limiting incentives for new construction.

Property can be affected by the value of adjacent property, and as poor quality buildings age, the value of its neighbors may decrease.

Reconstruction and mitigation of problems related to poor building methods affects more than just the property owner. It affects movement around the building as scaffolding is installed at the sidewalk and as traffic is impacted by the work.

Buildings should utilize muted colors. Bright, intense colors shall be reserved for highlighting architectural elements or minor accent trim. Large amounts of intense colors used to advertise a business shall not be approved.

Translucent awnings with interior lighting shall not be permitted.

Buildings shall be built as high-quality, long-term components of the urban fabric.

Building facades and the veneer of the columns shall be made of stone, brick, metal or other high quality materials. Stucco and drivit are prohibited. Accent timber is permitted.

It is recommended that buildings be constructed as maintenance free as possible and should be designed to achieve a life span greater than 50 years.

Consideration should be given to the built-in flexibility of building design and recognize that buildings frequently undergo alterations to conform to uses not considered in the original design.

Consideration should be given to floor-to-floor heights and structural grids as they may impact possible future uses.

Consideration should be given to the design of exterior walls and skins of buildings. These should not be considered sacrificial surfaces to be replaced several times in the life of the building.

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E.9 Energy Conservation

Offsetting non-renewable energy usage with clean and renewable energy demonstrates a commitment to maintaining the natural environment that is critical to Avon's success as a community and a tourism destination. On-site renewable energy generation also reduces the environmental impacts associated with fossil fuel energy generation. Diversification in energy sources can increase the reliability of power.

Colorado Amendment 37 will allow eligible Colorado projects to receive money credits for installing on-site renewable generation systems. The Federal Energy Policy Act of 2005 allows a 30 percent tax credit to businesses for installing fuel cell technology (up to \$500 credit for each half kilowatt of electrical capacity).

See the LEED-ND and LEED-NC document for more information and strategies.

Alternative energy sources are recommended for public structures. Private development is encouraged to tap into the city-operated alternative energy services.

Future project build-out is encouraged to develop or incorporate on-site source(s) of power generation sufficient to meet at least 5% of the energy needs of all building uses and commonly owned infrastructure in the project. Base energy demand is based on the allowable entitled area for the project, according to the following categories:

Category 1: For non-residential buildings and residential buildings over 3 stories, establish the budget based on a design of 15% below ASHRAE/IESNA Standard 90.1 - 1999 or 15% below the local energy code, whichever is more stringent.

Category 2: For residential buildings 3 stories or fewer, establish the budget based on compliance with Energy Star requirements.



Fossil Ridge High School includes a photovoltaic array at the entrance of the building. The array provides an educational opportunity for the district. (Courtesy: RB+B Architects, Fort Collins, Colorado)



The City of Boulder's North Boulder Recreation Center became the first building in the state of Colorado to earn the prestigious LEED Silver certification. The team designed in ample daylighting to reduce electrical load and provide a connection with the outdoors. Together the efficiency features result in 37% reduction of energy use compared to standard construction. The efficient design will save the City about \$56,000 in utility bills this year. And the solar water heating system will minimize the impact of natural gas price hikes.

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E.10 General Sign Requirements

Because the architecture and design of every building will differ, this entire strategy is intended to act as a guideline and to remain flexible to allow for creativity.

Imaginative sign layouts are encouraged. Adaptation of current sign practices may be necessary in order to comply with these criteria.

Refer to Town of Avon Lighting Ordinance (Chapter 15.30) and Sign Code (Chapter 15.28)

Landlord approval of sign shop drawing and lighting schemes is required prior to fabrication and installation. Sign permits are required.

Advertising placards, banners, pennants, names, insignia, trademarks and other descriptive material may not be attached to the storefront or glazing.

Signs must be externally illuminated. Sign lighting components must bear the U.L. label.

Exposed crossovers between letters or words are not permitted. All raceways, transformers, ballasts, conduit, boxes, electrode boxes and other wiring shall be concealed from public view.

Metal sign material, fastenings and clips of all types, shall be hot-dipped galvanized iron, stainless steel or brass. Black iron materials of any type are not permitted.

Premium quality fabrications are required. Hums, flickers and light leaks are not permitted. Attachment devices, bolts, clips threaded rods, fasteners, tubes, raceways, conduit and other mechanisms are to be concealed from view or painted to match mounting surface.

Labels and/or code on exposed sign surfaces are not permitted, except those required by local ordinances.

Sign height above floor for projecting or suspended signs in pedestrian zones: bottom of sign to be a minimum of 9 and 1/2 feet above the finished floor.

Signs are to be controlled by a time clock and must be on a separate circuit from other lighting.

The tenant is responsible for all signs, permits, power sources, connections and installations.

Sign wording limited to the tenant's trade name is encouraged. Including specification of merchandise sold or services rendered, regardless of the tenant's legal name, is discouraged. Corporate crests, logos or insignia maybe acceptable pending approval and provided they are part of the tenant's name.

Integration of signage into the building architecture is encouraged. It is recommended that the signage be compatible with the color and material palette of the individual tenant.

It is recommended that signs remain illuminated during shopping center business hours.

Letter size and location proportional to the overall storefront design and in compliance with district design criteria are encouraged. Proportional letters are also encouraged.

Creative sign design is encouraged.



Distinct signage can enhance the building appearance when consideration is given to the integration of the signage elements. This sign includes colors, materials, design, and lighting that is appropriate for the building aesthetic. (Denver, Colorado)



Signage with similar characteristics, such as size, location, and materials provide predictability that aids in wayfinding. (Lakewood, Colorado)

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E.11 Prohibited Signs

Some signs are prohibited because they detract from the overall design of the Town Center. These signs are either distracting, not in keeping with the desired character or lack the durability desired for the Town Center

The following Sign Types and methods are not permitted in the Town Center:

- Neon illumination of any type
- Vacuum formed or injection-molded plastic signs
- Cabinet, box or “can” signs with illuminated translucent backgrounds and silhouetted letters
- Temporary or “sales” signs attached to storefront
- Freestanding tripod signs or freestanding “sandwich board” signs
- Flashing, scintillating, moving, sequencing, or audible signs
- Paper, cardboard and Styrofoam signs
- Credit card and advertising placards, decals, stickers or trademarks
- Manufacturer labels
- Carpet or rubber entry mat signs
- Internally illuminated awnings
- Other signs deemed unsuitable



Clear and simple signage does not detract from the character of the district. (Denver, Colorado)

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E.12 Allowable Sign Types

While there are several sign types outlined in this strategy, it is discouraged that a single tenant use all of the allowable sign types to identify its space.

The sign type, quantity of signs and total sign area allowance will be determined by the linear square footage of store frontage. Specific use will also affect the sign type, quantity and total sign area allowance—whether retail, restaurant or theater.

Signs are intended to display the tenant's unique identity (logo) and create a unified design with the tenant's storefront display. Signage is to evoke the sense of contemporary high craftsmanship and design sensitivity.

Standing Canopy Signs

Standing canopy signs are located above the storefront and/or entry doors, parallel to the building facade and mounted at the leading edge of the canopy.

Maximum Sign Area: 40 square feet and a maximum letter height of 12 inches.

Mounting Restrictions: Standing canopy signs shall not overlap or cover building features such as cornices, eaves, windows, door frames, columns and other decorative elements. Letter forms shall not extend beyond the face of the canopy.

External (spot) illumination is required for this sign type.

Fascia/Glass-mounted Signs

Fascia-mounted signs are located above the storefront display windows and/or entry doors, parallel to the building facade.

Mounting Restrictions: Wall-mounted fascia signs shall not overlap or cover building features such as cornices, eaves, windows, door frames, columns or other decorative elements. Wall-mounted letterforms shall not project more than 8 inches from the building.

Individual dimensional letters mounted directly to wall surface shall be at least 1/2 inch thick on 1/2 inch spacers, or 1 inch thick if directly applied.

External (spot) illumination is required for this sign type.

Suspended Canopy Signs

Double-sided suspended canopy signs may occur in locations where the Landlord has provided architectural canopies as part of the base building. Armature for suspended canopy signs shall be constructed as a rigid element not allowing the sign to swing.

One (1) canopy sign is permitted per store frontage

Illumination: Suspended signs shall be externally illuminated with appropriately designed lighting outriggers. Light boxes with acrylic faces or internal illumination are not permitted.

Mounting Restrictions: A consistent distance from the bottom edge of the suspended sign to the finished pedestrian surface shall be 9 and 1/2 feet. The sign shall be positioned at the center line of the canopy-or the nearest structural member.

Projecting Blade Sign

The tenant may utilize a double-sided projecting blade sign that is mounted perpendicular to the building for additional identification. The connection for projecting blade signs shall be constructed as a rigid element not allowing the sign to swing.

One (1) projecting blade sign is permitted per store frontage.

Illumination: Projecting signs may be externally illuminated with appropriately designed lighting outriggers. Light boxes with acrylic faces or internal illumination are not permitted.

Mounting restrictions: A consistent distance from the bottom edge of the suspended sign to the finished pedestrian surface shall be 9 and 1/2 feet. Tenant blade signs shall not project from the building face more than a maximum of 4 feet.



An example of a Standing Canopy Sign (Denver, Colorado)



An example of a Fascia/Glass-Mounted Sign (Scottsdale, Arizona)



An example of a Projecting Blade Sign (Denver, Colorado)

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E.12 Allowable Sign Types, cont'd.

Wall-mounted Plaque

When permitted, the tenant may elect to utilize a wall-mounted plaque for additional identification.

Maximum Sign Area: 16 square feet. Logo shall be scaled proportionately to fit within sign with generous space around logo/letters.

Illumination: Wall-mounted plaque signs may be externally illuminated with appropriately designed lighting outriggers. Light boxes with acrylic faces or internal illumination are not permitted.

Mounting Restrictions: Sign plaques are to be mounted five feet from center line of sign to grade.

Printed Menus/Displays (For Restaurant Tenants Only)

The tenant has the option of displaying the printed table menu in a tamper-resistant enclosure fabricated in materials appropriate to the restaurant design. Menus adhered to the backside of storefront glazing are prohibited.

Maximum Sign Area: the total area of all wall signs shall not exceed 15 percent of the area of that portion of the building face between the ground level and the roof line or a line 25 feet above grade level, whichever is less. The length of a wall sign shall not exceed 70 percent of the length of the wall or the width of the leased space which it is located, whichever is less.

Window Signs & Graphics

The tenant may apply a logotype, a logo or a decorative type band to the second surface of storefront glazing. Window signs are meant to be subordinate to the primary identity signage; type bands are to provide additional information such as goods or services provided or a changing marketing campaign. Appearance shall be subtle and toned down. The suggestion for applying second surface display window signage or type bands is screen printed inks or vinyls.

Color: White. Note: No alternate colors are permitted.

Awning Signs

Some tenants will have the opportunity to have additional signage placed on storefront awnings. The colors, finishes and materials used shall convey the tenant's unique identity and create a unified design with the tenant's storefront display.

Vertical Blade Sign (For Theater Tenant Only)

Specific tenants may utilize a double-sided blade sign mounted perpendicular to the building as their primary identity. The design and character of these signs should display the tenant's unique characteristic.

Illumination: Vertical blade signs shall be externally illuminated. Light boxes with acrylic faces will not be permitted.

Mounting restriction: Vertical blade signs shall not project above the roof line more than 8 feet. Signs shall not project from the building face more than 8 feet.



An example of a Wall-Mounted Plaque.
(Scottsdale, Arizona)



An example of a Window Sign
(Scottsdale, Arizona)



An example of an Awning Sign (Scottsdale, Arizona)

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E.13 Sign Allowance

The Town of Avon Sign Code supersedes the following guidelines.

Refer to the Town of Avon Sign Code (Chapter 15.28)

Signs are permitted as follows:

Individual Business Lot Sign

Sign or signs shall not exceed one square foot of sign area per linear foot of building front.

Multiple Business Lot Signs

Total building or project identification sign area shall not exceed one square foot per linear foot of building front for the first 32 feet and one-third square foot per linear foot of building front in excess of 32 square feet. Total building or project identification sign area shall not exceed a maximum of 64 square feet per lot front unless approved as part of a sign program by the Planning and Zoning Commission.

Each individual ground-level business shall be permitted four square feet of sign area in pedestrian-oriented locations or 20 square feet of sign area in vehicular-oriented locations. The Planning and Zoning Commission shall make the determination with regard to the orientation of location.

Total sign allowance for an individual business may be increased by a sign program approved by the Planning and Zoning Commission. Generally the increased total sign allowance shall not exceed one square foot of sign area per linear foot of the portion of building front that is contiguous to the interior space occupied by the individual business.

Multiple Signs

More than one sign may be permitted, in writing, by the Planning and Zoning Commission, provided the total sign area does not exceed the total allowed for the lot or building.



An example of a Vertical Blade Sign