

# City of Fountain ○.....○



## .....○ Historic Downtown Signage

**Date:**  
September 2009

**Prepared For:**  
Fountain Valley Preservation Association  
City of Fountain  
Fountain, CO

**Prepared By:**  
Intern: Bethany Clark  
Project Manager: Judith Bergquist

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# Introduction

This report is an extension of the Wayfinding Signage Study from November 2007, with the purpose of developing new signage for Fountain’s Historic Downtown. The project goal was the creation of a cohesive signage system, useful for both visitors and residents, that would also strengthen the visual identity of Historic Fountain. The project requirements called for:

- Determination of locations for signage within Historic Downtown Fountain;
- Development of a conceptual design for new signage;
- Estimation of individual sign cost and the total system cost;

The Colorado Center for Community Development (CCCD) sought to achieve these requirements while unifying the design with the existing signage design set forth in the Wayfinding Signage Study of 2007.

Sign design concepts, sizes, locations, and directional information were developed through a study of the wayfinding signage as well as meetings with Fountain representatives. Through a series of meetings, initial design concepts and sign details were refined. The final concept, including sign locations, design, color, and materiality reflects a desire for signage that is representative of Historic Fountain.



# Signage Map

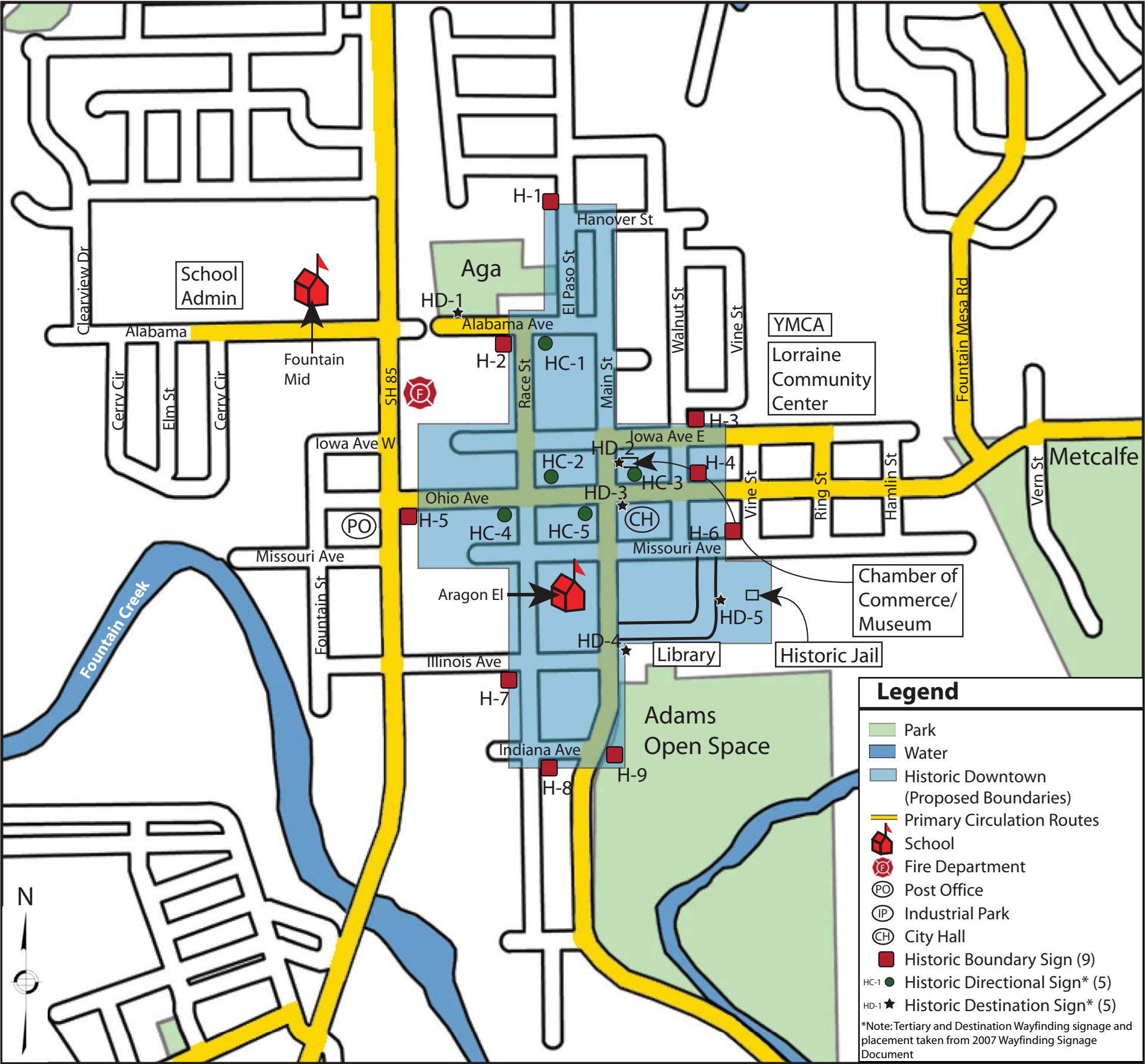
This map shows locations for the Historic Downtown signs in the downtown area of Fountain, as well as the Designation Signs and Directional Signs that are within the Historic Downtown boundaries.

The primary goal for Fountain's Historic Downtown signage system is to alert visitors that they are within the historic district of the town. Signage will clearly demarcate the boundaries of the historic downtown while also presenting a consistent and recognizable image for the historic area. The signage will also create a visual sequence that assures unfamiliar users will find their destination quickly and efficiently. Locations of Directional Signs and Destination Signs within the historic downtown are taken from the wayfinding signage done in November 2007. The cohesive signage system will not only direct users, but will strengthen the identity of the historic area of Fountain, creating a unique sense of place for residents and visitors.

\* All signs need to be field verified before placement

More details and recommendations concerning specific signs are found in the matrix starting on page 4 of this document.

Note: The Historic Downtown boundaries are only proposed boundaries at this point. The actual boundaries will be determined when the Fountain Valley Preservation Association goes through the Historic District designation process with the City of Fountain.



# Signage Details



## Boundary Sign

Boundary Signs demarcate the boundary of the historic downtown. It alerts visitors and residents that they have entered the historic area of the town and promotes a recognizable image for the historic area.



## Directional Sign

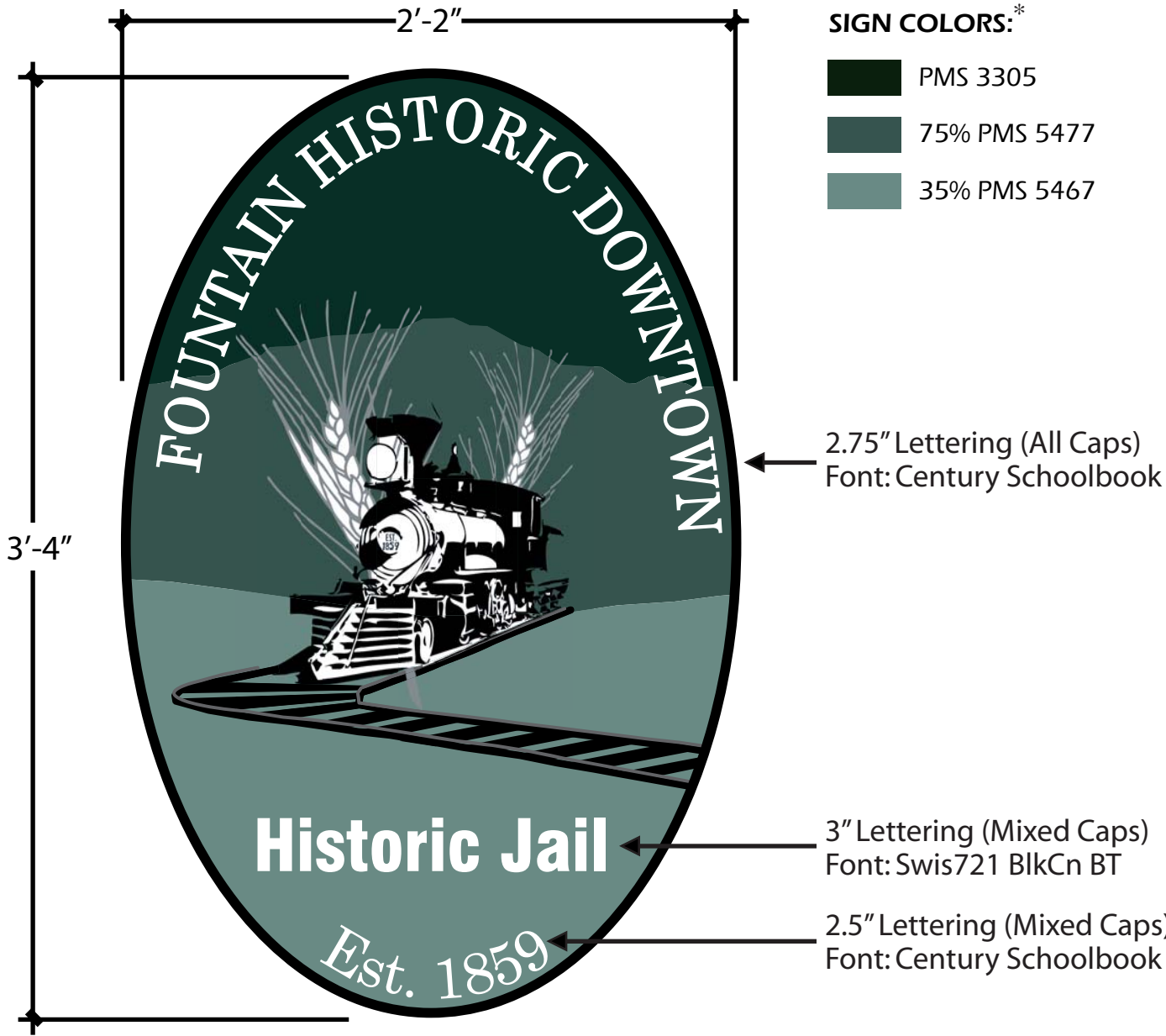
Directional Signs indicate directions to two or fewer destinations. Directional signs can be useful for both vehicle traffic and pedestrians on smaller arterial streets. Designed to stand alone, these signs can be attached to existing support structures, such as light poles, if necessary.



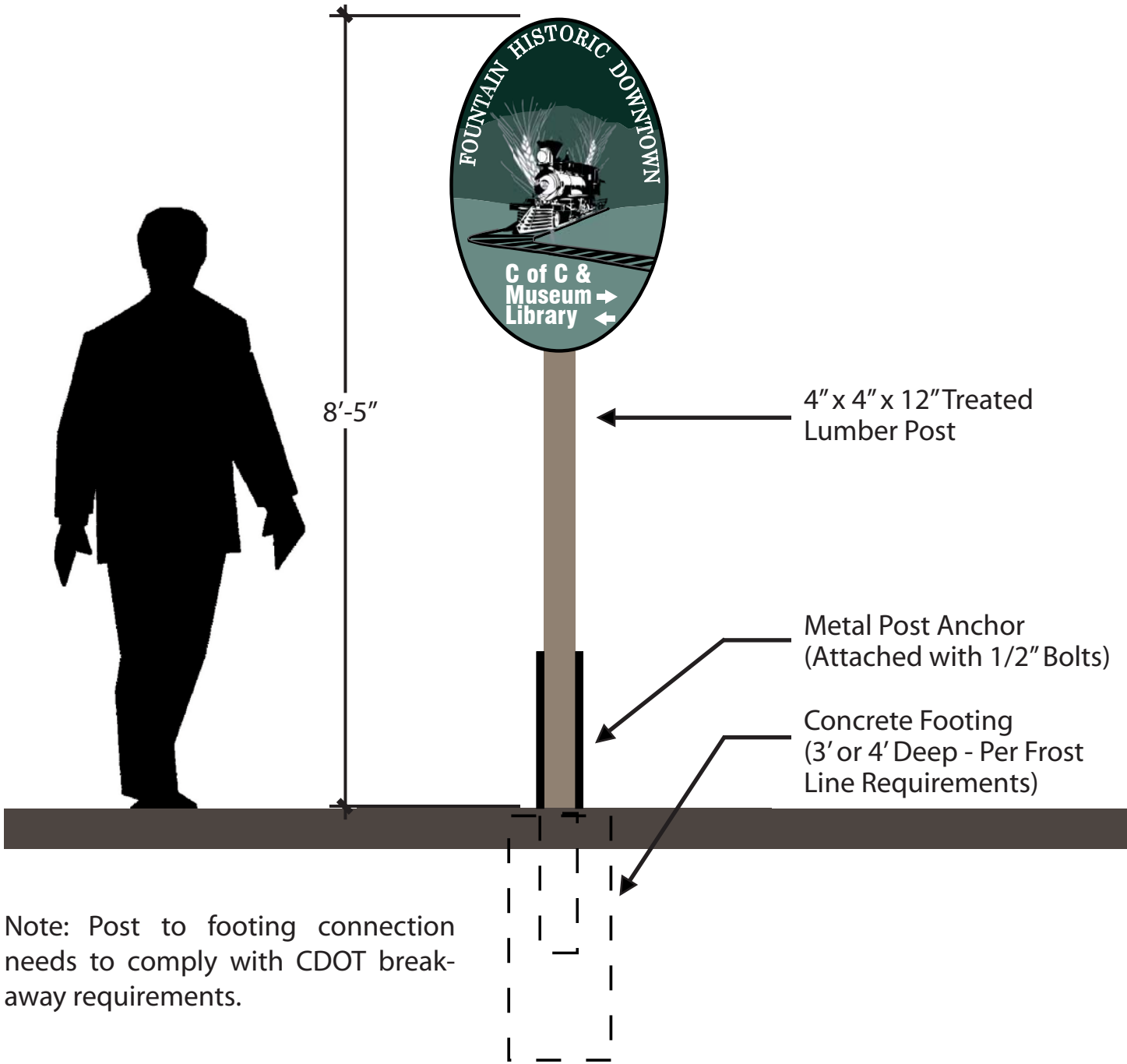
## Destination Sign

Destination signs indicate arrival at a particular destination within the historic downtown of Fountain. These signs are identical to the tertiary signs, except that they only identify a single location and do not display an arrow.

# Signage Details



\*Please refer to Wayfinding Sign Study from November 2007 for colors, and the manufacturing details used to construct the wayfinding signs.





# Signage Matrix



Historic Downtown Boundary Sign

City of Fountain - Proposed Historic Boundary Signage			
Priority	Location	Sign Text	Intersection/Notes
High	H-1	Historic Downtown	Hanover St and El Paso St
High	H-2	Historict Downtown	Alabama Ave and Race St
High	H-3	Historic Downtown	Iowa Ave and Walnut St
High	H-4	Historic Downtown	Ohio Ave and Walnut St
High	H-5	Historic Downtown	Ohio Ave and SH 85
High	H-6	Historic Downtown	Missouri Ave and Vine St
High	H-7	Historic Downtown	Illinois Ave and Race St
High	H-8	Historic Downtown	Indiana Ave and Race St
High	H-9	Historic Downtown	Indiana Ave and Main St



Historic Directional Sign

City of Fountain - Directional Signage (Proposed change to Hist. Signs)					
Priority	Location	Historic	Sign Text	Direction	Intersection / Notes
Medium	C-32	HC-1	Aga Park	←	Alabama Ave and Race St
Medium	C-33	HC-2	Aga Park	→	Ohio Ave and Race St
High	C-34	HC-3	C of C and Museum Library	→ ←	Ohio and Main St
Medium	C-36	HC-4	Aga Park	←	Ohio Ave and Race St
High	C-37	HC-5	C of C and Museum Library	→ ←	Ohio and Main St



Historic Destination Sign

City of Fountain - Destination Signage (Proposed change to Hist. Signs)				
Priority	Location	Historic	Sign Text	Notes
High	D-2	★HD-1	Aga Park	New park sign needed
Low	D-5	★HD-2	Chamber of Commerce Museum	Improve Existing Sign
Low	D-6	★HD-3	City Hall	Improve Existing Sign
Low	D-7	★HD-4	Library	Improve Existing Sign
High	D-8	★HD-5	Historic Jail	No sign for jail currently exists

# Cost Estimate

**Cost Estimates:** These are estimated costs for the Fountain way-finding signage conceptual master plan. The estimates are based on previous Colorado Center for Community Development (CCCD) estimates, phone quotes from various service providers and manufacturer quotes from various sign companies. The calculations are based on the conceptual sign drawings and sign quotes, and do not represent final construction costs. These estimates are intended merely as a tool to guide the development process, drawing attention to cost considerations, and providing an idea of the possible range of cost.

Note: Both High Pressure Laminate and Aluminum have been used for cost estimates. Actual construction cost will be based on the manufacturer's estimate for material and construction of all the wayfinding signage throughout Fountain.

Item	Description	Quantity	Unit	Low Cost	High Cost	Total Low	Total High
Historic Signage Cost Estimate - High Pressure Laminate (HPL)							
Lumber	4x4x12 treated lumber	1	ea.	\$15	\$23	\$15	\$23
Concrete	80 lb bag (.67 cu ft per bag)	2	ea.	\$5	\$15	\$10	\$30
Metal Anchors	Metal Post Anchors	1	ea.	\$15	\$45	\$15	\$45
Laminated Signs	Laminated Sign Bids	1	ea.	\$686	\$1,300	\$686	\$1,300
Labor	Total Hours of Labor to build & install	4	ea.	\$25	\$75	\$100	\$300
					Subtotals	\$826	\$1,698

Subtotals	\$826	\$1,698
Design 15%	\$123.90	\$254.70
Contingency 20%	\$165.20	\$339.6

Grand Total	\$1,115	\$2,292
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Item	Description	Quantity	Unit	Low Cost	High Cost	Total Low	Total High
Historic Signage Cost Estimate - Aluminum							
Lumber	4x4x12 treated lumber	1	ea.	\$15	\$23	\$15	\$23
Concrete	80 lb bag (.67 cu ft per bag)	2	ea.	\$5	\$15	\$10	\$30
Metal Anchors	Metal Post Anchors	1	ea.	\$15	\$45	\$15	\$45
Aluminum Signs	Aluminum Sign Bids	1	ea.	\$384	\$855	\$384	\$855
Labor	Total Hours of Labor to build & install	4	ea.	\$25	\$75	\$100	\$300
					Subtotals	\$524	\$1,253

Subtotals	\$524	\$1,253
Design 15%	\$78.60	\$187.95
Contingency 20%	\$104.80	\$250.6

Grand Total	\$707	\$1,692
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Note: These are estimated costs for the Fountain historical signage conceptual drawings and do not represent final construction costs. These estimates are intended merely as a tool to guide the development process, drawing attention to cost considerations, and providing an idea of the possible range of cost.

# Appendix

***Quotes & Sign Co. Info***

ii - v





4137 Sinton Rd.  
Colorado Springs, CO 80907  
719-534-9910  
719-534-9920 FAX

Name / Address
City of Fountain Attn: Lisa Cochrun - Economic Development 116 South Main St. Fountain, CO 80817

Estimate

Date	Estimate #
8/18/2009	6588

Appendix

**Quotes & Sign Company Info:** Quotes were received from several companies for the production of the Historic Downtown Signs. The quote on the left was received on August 18, 2009 from Sign Masters. The quote is for an aluminum sign using an Anti-Graffiti overlamine.

	P.O. No.	Terms	Rep	Project
		50 % Deposit-50% ...	DS	
Description	Qty	Cost	Total	
26" x 40" 080 aluminum sign face Single Sided using an Anti-Graffiti overlamine. (Manufacturer's statements: Excellent resistance to chemicals and solvents, Allows for easy removal of graffiti, Excellent adhesion and vandal resistance)	1	150.90	150.90	T
4" x 4" x 12' Square Treated Wood posts With Metal post anchor.	1	54.00	54.00	T
INSTALLATION - Installation of your sign, includes the caisson hole at 4' deep. Filled with concrete	1	250.00	250.00	
DEPOSIT - Since this work is custom made just for you, we do ask for a deposit of 50% prior to beginning any work, with the remainder due immediately upon completion. Your deposit is deemed acceptance of these terms.			0.00	
ACCEPTANCE OF PROPOSAL - The above prices, specifications and terms are satisfactory and are hereby accepted. This proposal is good for 30 days. Payment will be made as outlined above and accordance with the terms outlined below. Signature: _____ Print Name: _____ Date: _____			0.00	
		Subtotal \$454.90		
I acknowledge and agree the past due, unpaid balances will automatically accrue finance charges of 12% per month. The entire outstanding balance will become immediately due and payable upon failure to pay according to the terms of payment; all expenses of collection, including attorney fees and court fees will be borne by purchaser. Title to all products shall remain the property of Mountain Health Inc. DBA Sign Masters, until all invoices and additional charges are paid in full. All claims, requests for adjustments or notifications of error must be made in writing within thirty (30) days of delivery. Any claims, requests for adjustments or notification of error not made in writing within thirty (30) days of the date of delivery are waived and the purchaser shall be bound to pay according to the terms set forth above. The purchaser hereby personally guarantees the payment of any sums now or hereafter owing to Mountain Health Inc. DBA Sign Masters.		Sales Tax (0.00) \$0.00		
		Total \$454.90		

Signature \_\_\_\_\_

Quotation

8150 S. Akron St. # 401  
Centennial, CO 80112  
Phone 303-790-8944 Fax:303-790-0924

Quotation For:  
FOUNTIAN HISTORIC DOWNTOWN



NATIONAL SIGN PLAZAS  
DATE 8/18/2009  
Quotation # NSP001  
Customer ID FOUN01

Appendix

**Quotes & Sign Company Info:** The quote on the left was received on August 18, 2009 by National Sign Plazas. The quote is for an aluminum sign with a matte vinyl overlay.

Comments or Special Instructions: None

SALESPERSON	P.O. NUMBER	SHIP DATE	SHIP VIA	F.O.B. POINT	TERMS
PCF					Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TAXABLE?	AMOUNT
10	40" X 26" CUSTOM CUT ALUMINUM PANELS. .125 ALUMINUM IS OVERLAYED WITH AVERY HP 2010 PREMIUM MATTE VINYL WITH ASPIRE LUSTER PRESSURE SENSITIVE LAMINATE. POST ARE 4" X 4" X 12 TREATED LUMBER WITH POWER-COATED METAL BASE.	384.00		3,840.00
DATE 8/18/2009				SUBTOTAL \$ 3,840.00
Quotation #				TAX RATE 6.85%
*PRICE DOES NOT INCLUDE INSTALLATION				-
Quotation valid until: 9/17/2009				tax -
				TOTAL \$ 3,840.00

Quotation

8150 S. Akron St. # 401  
Centennial, CO 80112  
Phone 303-790-8944 Fax:303-790-0924

Quotation For:  
FOUNTIAN HISTORIC DOWNTOWN



NATIONAL SIGN PLAZAS  
DATE 8/18/2009  
Quotation # NSP001  
Customer ID FOUN01

Appendix

**Quotes & Sign Company Info:** The quote on the left was received on August 18, 2009 by National Sign Plazas. The quote is for a high pressure laminate sign.

Comments or Special Instructions: None

SALESPERSON	P.O. NUMBER	SHIP DATE	SHIP VIA	F.O.B. POINT	TERMS
PCF					Due on receipt

QUANTITY	DESCRIPTION	UNIT PRICE	TAXABLE?	AMOUNT
10	40" X 26" CUSTOM CUT HIGH PRESSURE LAMINATE PANELS. 1/4 HIGH PRESSURE LAMINATE SIGNS / WITH 4" X 4" BY 12' TREATED POSTS	686.00		6,860.00
DATE 8/18/2009				SUBTOTAL \$ 6,860.00
Quotation #				TAX RATE 6.85%
*PRICE DOES NOT INCLUDE INSTALLATION				-
Quotation valid until: 9/17/2009				tax -
				TOTAL \$ 6,860.00

# Appendix

Best guess without install. Post, sign and base bracket FOB. \$700.00

Dwane Maples  
Branch Manager  
Gordon Sign  
A Visual Products Company  
Our 105th Year

719-633-7763 X304  
Fax 719-634-3550  
DMaples@gordonsign.com  
www.gordonsign.com

One single face sign, stained cedar post to match previous signs, 1/4” thick aluminum background painted on all surfaces, digital print on face, reflective white vinyl direction text, install bracket.

Cost for one, no installation included, ready for pick up: \$855.00

Same specifications but using Rhino high pressure laminate for background: \$1,300.00

Fabrication time - 4 to 5 weeks.

Thanks,  
Alan Lenzi  
Al Lenzi Group, Inc.  
2342 Bellaire St.  
Denver, CO 80207  
P - 303-355-6077  
C - 303-587-5877  
F - 303-355-6078

***Quotes & Sign Company Info:*** Additional quotes were received through e-mail correspondence, as seen on the left, from Gordon Sign and the Al Lenzi Group, Inc on August 11, 2009 and August 17, 2009



