

Town of Eagle

WAYFINDING MASTER PLAN

2026 | Prepared for the Town of Eagle, Colorado



COLORADO TOURISM OFFICE

This project has been funded in part by a grant from the Colorado Tourism Office (CTO). All materials, information, and content included in this project are the sole responsibility of the Town of Eagle

AUTO DIRECTIONAL SIGNS

High-speed visibility. Clear direction.

Elevated design elements and iconic Eagle detail create a memorable arrival experience while guiding visitors easily through Eagle.



DESIGN HIGHLIGHTS

- Distinctive Eagle element establishes a strong sense of place.
- Layered directional panels ensure clarity and legibility at high speeds.
- Warm, backlit pattern enhances visibility at night.
- Durable materials built for lasting impact.

MATERIALS & FINISHES

- Weathering Steel (Corten)
- Powder Coated Aluminum

DAY & NIGHT VIEWS



CONTEXT & SCALE



FRONT/3D VIEW



SIDE VIEW



REAR VIEW



NIGHT VIEW (DETAIL)







PEDESTRIAN / KIOSK SIGNS

Walkable information. Local connection.

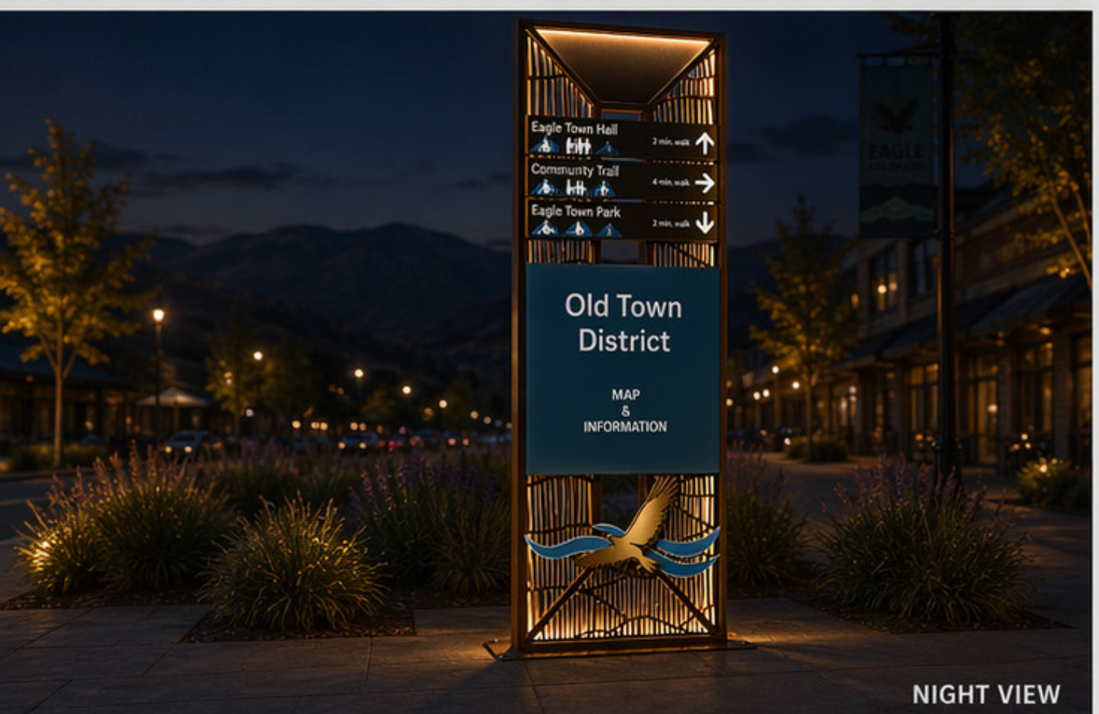
Pedestrian signs bring people closer to Eagle's destinations, history, and natural beauty with clear information and distinctive design that reflects the spirit of the community.



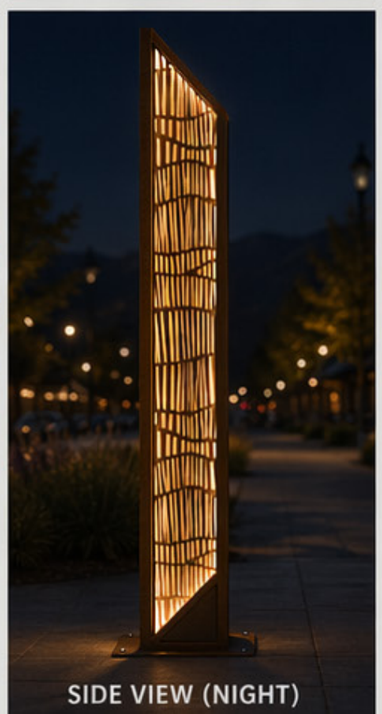
DAY VIEW



SIDE VIEW



NIGHT VIEW



SIDE VIEW (NIGHT)

DESIGN HIGHLIGHTS

- Clear directional guidance to key destinations within walking distance.
- Prominent map & information panel encourages exploration and local engagement.
- Eagle-inspired artwork and patterns celebrate the region's identity.
- Warm, welcoming design complements downtown character.

MATERIALS & FINISHES

Weathering Steel (Corten)

Powder Coated Aluminum

CONTEXT & SCALE

DIMENSIONS (APPROX.)



Town of Eagle
WAYFINDING PLAN

Michael Baker
INTERNATIONAL

Kristin Cypher
Associate Urban Designer

TABLE OF CONTENTS

Executive Summary

Strategic Guidance, Background Research & Info-Gathering

Phase 1: Preliminary Design

Phase 2: Final Wayfinding Design & Implementation Plan

Grants & Funding

Design Details: Color, Typography & Artwork

Design Details: Construction Specifications

EXECUTIVE SUMMARY

PURPOSE & INTENT OF THE WAYFINDING SIGNAGE SYSTEM PLAN

As a place with strong historic roots that is experiencing rapid growth, the Town of Eagle is in a unique position to capitalize on recent progress toward a better understanding of how to tell its story through wayfinding. The new wayfinding will stand on the shoulders of both the existing materials and types of signs installed throughout town, as well as the history and culture of the Eagle community and its vibrant, eclectic, caring and resilient spirit.

Central to the success of any wayfinding program is its ability to communicate a memorable, compelling, understandable, and authentic story about place. A great community wayfinding program not only highlights key attributes, it also creates an emotional bond with residents and visitors, and provides stakeholders with a solid foundation for marketing and promotion. Having connections to planning, graphic design, marketing, consensus-building and stakeholder engagement, a successful wayfinding plan is grounded in a broad and deep understanding of what makes a great place, and is able to communicate that sense of place back to residents and visitors.

The Project Purpose & Intent

In a continuation of efforts to support the Town of Eagle's ongoing growth and sustainability goals, the proposed Eagle signage and wayfinding plan establishes signage guidelines designed to meet commuter needs as well as the ongoing growth in and around Eagle. Future signage will enhance multi-modal transportation within the Town, and also address major access roadways, street level vitality, legibility, safety, maintenance, and replacement costs. These are all major considerations in creating an informational, user-friendly, wayfinding signage program. The primary intent of the new signage and wayfinding program includes:

- **Placemaking** - Reinforce a sense of place for the Town of Eagle. Enhance the community image and support, brand, and identify distinct identities for Eagle with signage that blends with the historic and resilient character of the community, and the natural beauty of the surrounding landscape
- **Improve Safety** - Raise awareness of community travel paths, destinations, and modes of travel. At key decision points or where travel modes intersect, create signage that lowers risks and improves safety for drivers, walkers, bikers, and transit users
- **Legibility** – Use clearly defined directional information (text, symbols, etc) to highlight important community resources, amenities, and destinations
- **Roadway Visibility** - Direct residences and visitors to Town of Eagle destinations/amenities from major roadways (CDOT and others)
- **Economic Development** - Increase awareness of Eagle shopping and dining, helping to increase sales tax revenues, general interest in the area, encourage economic growth, and promote tourism and private investment

Project Deliverables

- Final design intent drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with a written statement regarding rationale for design choices, materials, methods of fabrication, and how systems can be modified over time
- Statement of probable cost for the fabrication, installation, and maintenance of the system, including number of various sign types and locations
- Bid documents for a competitive request for proposal for fabrication and installation bids



Clarifying the arrival experience for visitors and residents will help people find the amazing assets available in the Eagle community

STRATEGIC GUIDANCE

STRATEGIC IMPLEMENTATION OVERVIEW

In order to create a solid foundation for the new wayfinding process, vision, design, and placement, the Wayfinding Plan work began with an outline of the preferred project direction and guidance. In the initial meeting with Eagle Town Staff, an outline of the needed project goals and processes was created, and then reviewed and amended after meeting with the project Working Group and gathering their additional goals and ideas.

The finalized Strategic Implementation Plan included the following:

- ➔ Document Review (see appendix for expanded document review)
- ➔ Staff, Project Stakeholders, and Wayfinding Working Group Member Goals
- ➔ Design Roadmap

The following sections expand upon each of these list items, presenting both the processes and products in detail. The Strategic Implementation Plan is the foundation for the new Wayfinding Plan, and invaluable to creating wayfinding that is responsive to Eagle's history, culture, ideas, and preferences.

BACKGROUND DOCUMENT REVIEW

Executive Summary – Town of Eagle Wayfinding Insights Gathered From the Background Document Review

OVERALL THEMES

Identity-Driven Design

- Strong emphasis on celebrating Eagle's unique sense of place — mountain-town character, outdoor recreation culture, and small-town friendliness.
- Existing plans consistently point to the need for branding consistency across signage, materials, typography, and colors.
- Integration of art, history, and storytelling is seen as central to creating a memorable and authentic visitor experience.

Gateway & Arrival Experience

- Multiple documents highlight the importance of gateway features at key entrances (Highway 6, I-70 interchanges, Eagle Ranch, and Broadway/Downtown).
- Desired impact: clearly signal to visitors that they have arrived in Eagle, setting the tone for their stay.

Navigating Between Key Districts

- Consistent focus on guiding people between major areas: Downtown, Eagle Ranch, Brush Creek, Fairgrounds, Haymaker Trailhead, and river access points.
- Need for both vehicular and pedestrian/bike wayfinding to improve flow between districts and enhance connections to trail networks.

Active Transportation & Trail Integration

- Trails, bike routes, and river access are key identity assets.
- Wayfinding should seamlessly integrate with outdoor recreation mapping, highlighting trailheads, loops, and safe crossings.
- Desire for better linkage between trail systems and downtown to encourage post-activity dining, shopping, and events.

Safety & Accessibility

- Multiple studies (especially SS4A and parking plans) emphasize safe crossings, clear navigation in high-traffic zones, and ADA compliance.
- Opportunities to use wayfinding to guide pedestrians and cyclists toward safer routes, away from vehicle-heavy corridors.

Visitor & Resident Information

- Need for multi-modal information delivery: physical signs, kiosks, digital/QR code integration for event listings, maps, and seasonal updates.
- Parking studies point to the opportunity for real-time parking availability signage and better directional cues to public lots.

BACKGROUND DOCUMENT REVIEW

Stakeholder Feedback: KEY IDEAS TO CONSIDER

Unify the Look & Feel
Carry the Eagle brand across all sign types (vehicular, pedestrian, interpretive, trail) with consistent palette, typeface, and logo placement.

Layered Information
Tiered sign hierarchy: high-level vehicular signs, medium-scale pedestrian kiosks, and detailed trail/interpretive markers.

Seasonal & Event Messaging
Incorporate modular sign elements for seasonal branding, events, and special promotions without requiring permanent replacements.

Recreation & Tourism Link
Design wayfinding as both navigation tool and promotional asset, encouraging longer stays and cross-visitation between amenities.

Sustainability & Maintenance
Select durable, low-maintenance materials suited for mountain weather; plan for long-term upkeep as part of implementation.

Phased Rollout
Start with priority zones (gateways, downtown core, key trailheads) and expand to secondary areas as budget allows.

Strategic Takeaways

- Wayfinding is not just signage — it's a storytelling tool that can unify Eagle's brand, improve navigation, enhance safety, and boost economic activity.
- There's a strong foundation in existing planning documents, but coordination between initiatives (branding, trails, parking, safety) will be key.
- An early win will be to identify quick, visible improvements in gateway and downtown pedestrian wayfinding to signal progress to the community.

Working in partnership with networks, locations, and existing signage types will ensure the new Eagle wayfinding both 'fills in the gaps' in Eagle's navigation and also ensures the new signage supports established partners and wayfinding systems.

STAFF, PROJECT STAKEHOLDERS, AND WAYFINDING WORKING GROUP MEMBER GOALS

The Project Program Goals

- Overhaul the existing auto directional signage locations/ designs/content while addressing under-served areas of the Town
- Increase awareness of the Town's various businesses, public amenities/facilities, and recreational assets using a variety of appropriate signage types and scales
- Clarify points of entry with monument signage and create an arrival sequence into distinct geographies within the Town
- Improve directionality and traffic flow navigability along the Town's major thoroughfares
- Develop design intent that is both attractive and meets CDOT standards for the placement of signage within state road rights-of-way
- Build upon Eagle's community assets to define an identity/ brand of the historic downtown district and other community business district areas for the visiting public
- Coordinate wayfinding signage to be harmonious with existing adjacent non-Town wayfinding signage (e.g. Eagle County)
- Design signage that meets universal design standards for accessibility and inclusivity



Project Guidance:

Advisory Group Meetings & the Project Stakeholder Team
Advisory group input and stakeholder working sessions played a critical role in shaping the Wayfinding Plan. Feedback from these groups provided valuable on-the-ground insight into how people experience Eagle—highlighting key destinations, challenges, and opportunities that may not be immediately visible through analysis alone. Small group meetings with Town staff and stakeholder representatives allowed for more focused conversations, helping to refine priorities, test ideas, and ensure the proposed signage strategies are both practical and aligned with community needs. Together, this collaborative process ensured that the design concepts are responsive, locally grounded, and positioned for successful implementation.

Advisory Group Meeting Dates

2025.09.03	Marketing & Events Advisory Committee (MEAC)
2025.09.11	Public Works & Open Space
2025.09.11	Economic Vitality Committee (EVC)
2025.09.16	Downtown Development Authority (DDA)
2025.10.07	Open Space & Recreation Advisory Committee (OSRAC)
2025.10.07	Planning & Zoning Commission
2025.11.25	Eagle Ranch HOA, Town of Gypsum, Eagle County

Stakeholder Team

Melissa Daruna	Interim Town Manager
Nikki Davis	Economic Development & Housing Specialist
Molly Furtado	Special Events Manager
Gram Dick	Community Development Administrative Technician
Christina Hofman	Town of Eagle Economic Vitality Committee Representative
Patrick Sherwood	Town of Eagle Marketing & Events Advisory Committee Representative

BACKGROUND DOCUMENT REVIEW

Eagle Wayfinding Design Roadmap

Overall Design Guide
(Systemwide Design DNA)

SIGN TYPE–SPECIFIC DESIGN GUIDES

Gateway Signs

- ➔ Materials: Stone or faux-stone base, timber or corten steel vertical elements, powder-coated aluminum face
- ➔ Colors: Deep forest green or warm brown base, golden/yellow brand accent
- ➔ Shape: Monument style with gently arched top or mountain silhouette cutout
- ➔ Design Cues: Large-scale town name in brand font; possible inclusion of “Welcome to” panel above main name; incorporate town logo

Vehicular Directional Signs

- ➔ Materials: Powder-coated aluminum with changeable panels
- ➔ Colors: Muted green or blue background with white reflective type; accent stripe in brand color
- ➔ Shape: Horizontal panel format for stacking destinations; arrow styles consistent across system
- ➔ Design Cues: Arrows in consistent shape/size; icons for major amenities; avoid overloading panels (>3–4 destinations max)

Pedestrian Kiosks / Maps

- ➔ Materials: Steel frame with laminated or printed aluminum map panel (anti-graffiti coating)
- ➔ Colors: Warm neutral frame, full-color illustrated map
- ➔ Shape: Vertical panel, 2-sided, with overhead panel for district name or neighborhood icon
- ➔ Design Cues: “You Are Here” emphasis; walking time/distance circles; highlight public restrooms, parking, trail connections

Trailhead & Recreational Signs

- Materials: Routed HDU or etched metal panels; timber posts for rustic character
- Colors: Brown or dark green background, cream lettering; trail difficulty color coding (green/blue/black)
- Shape: Vertical posts with single/double panel mounts
- Design Cues: Trail map on one side, etiquette/safety info on other; icons for permitted uses

Parking Signs

- Materials: Powder-coated aluminum with reflective face
- Colors: Blue background, white “P” icon, brand accent color stripe
- Shape: Vertical panel with square or rounded corners
- Design Cues: Clearly marked “Free” or “Timed” parking; arrows and walking distance to key destinations

Interpretive / Storytelling Panels

- Materials: High-pressure laminate for fade resistance
- Colors: Full-color photography and illustrations with muted background tones
- Shape: Angled top or slanted reader-rail style
- Design Cues: Short, engaging text; large images; QR codes for expanded digital content

Implementation Reminders

- Consistency is king Every sign type should carry the brand accent, typography pairing, and structural detailing so the system feels unified.
- Update flexibility Use modular panels and replaceable overlays for destinations that may change.
- Durability first All materials must handle high UV, freeze-thaw, and snowplow splash.
- Brand integration Pull from the Town’s existing brand colors, logo, and icon set where possible.

Part of understanding the bigger picture of Eagle’s wayfinding needs is exploring the existing signage, public art, and placemaking elements that are already present in Eagle. Looking at the materials, design themes, and overall character of what is already in place and valued by the community.



PHASE 1

PRELIMINARY DESIGN

The preliminary designs were drawn from the history, character, and sense of place present in Eagle, and the desire to create a welcoming and warm experience for visitors and residents.



We are so glad you are interested in Eagle wayfinding! You've arrived at a **PRELIMINARY DESIGN OPTION INPUT STATION!**

We have developed **2 PRELIMINARY DESIGN OPTIONS** for the new Town of Eagle Wayfinding Plan. After reviewing options 1 & 2, please use sticker dots to select the option you like best.

Your design feedback will help us create the final wayfinding designs!

1 REVIEW THE 2 DESIGN OPTIONS

Use the two banners (Option 1 and Option 2) to review each design. Consider things like the size of the signs, the materials selected for each option, how the information is arranged, and the overall look-and-feel of each design.

2 VOTE FOR YOUR FAVORITE DESIGN

Use the sticker dots to select your preferred design option.

3 SHARE YOUR ADDITIONAL IDEAS

Please use the clipboard provided to share comments. Provide general thoughts, ideas or any edits that would help improve the preliminary designs.

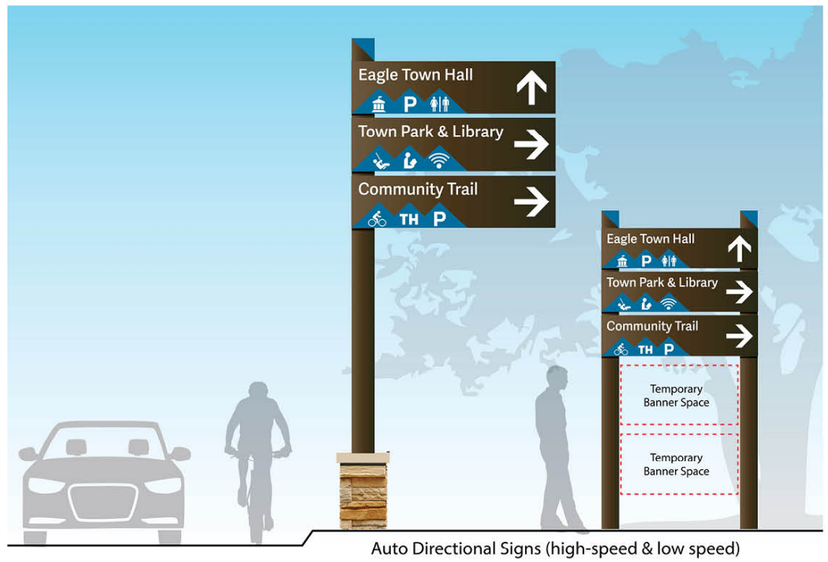


The preliminary designs premiered at the Town of Eagle's booth at the Eagle Ranch 'Trick or Treat Street' held on October 29, 2025, and displayed at the Eagle Town Hall for a month after the event. An on-line survey was also available throughout the preliminary design option outreach period.

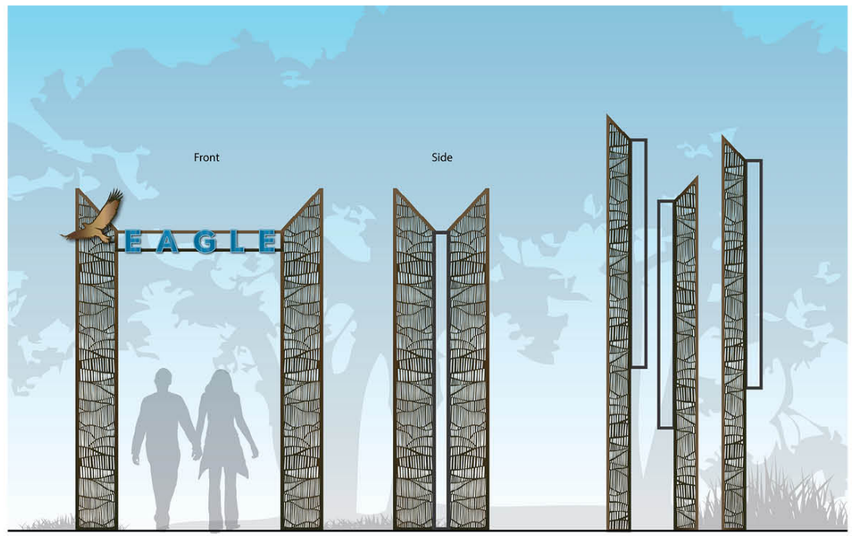
PRELIMINARY DESIGN OPTION 1 GATEWAY AND AUTO-DIRECTIONAL SIGNAGE



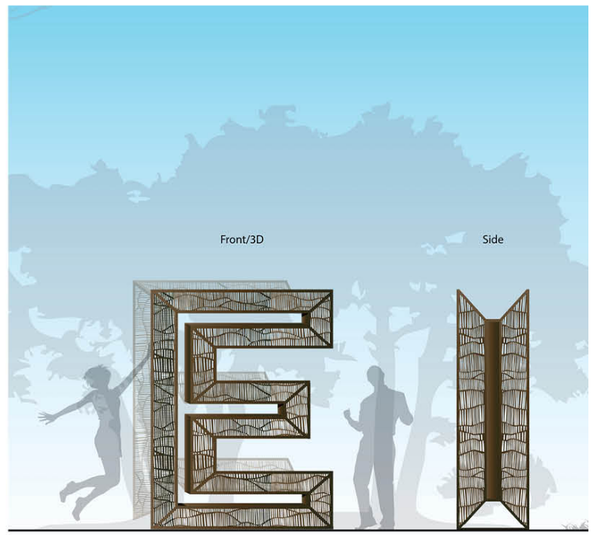
Gateway Accent Pillar (large) | Small Gateway A | Small Gateway B | Gateway Accent Pillar (large) | Columnar Gateway Pillar "Eagle" | Linear Gateway "Eagle"



Auto Directional Signs (high-speed & low speed)

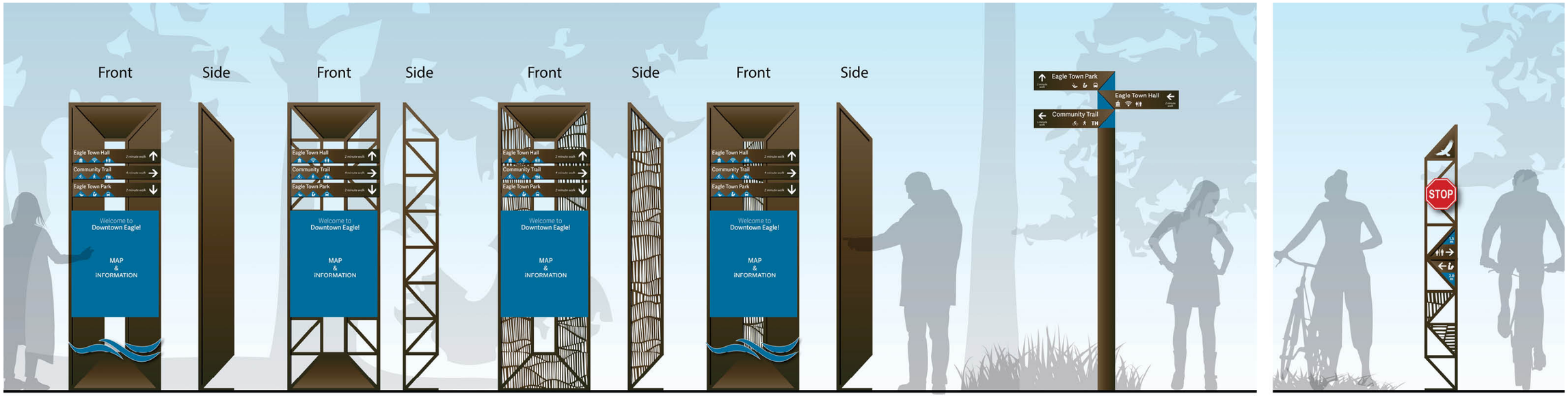


Sidewalk Gateway Signage | Gateway Accent Pillars (small)



Selfie 'Eagle E'

PRELIMINARY DESIGN OPTION 1 GATEWAY AND AUTO-DIRECTIONAL SIGNAGE



Pedestrian/Kiosk Signs | Pedestrian Directional Pole | Trail Signage



Design Option 1 highlights familiar symbols of Eagle - the soaring eagle, the flow of the Eagle River, and the town's historic bridge trusses. These icons act as a visual shorthand for Eagle's story, linking the new wayfinding system to the landscape and heritage that shape the community.



Corten (naturally rusting) Steel

Perforated Corten Steel

Stacked Sandstone (beige)

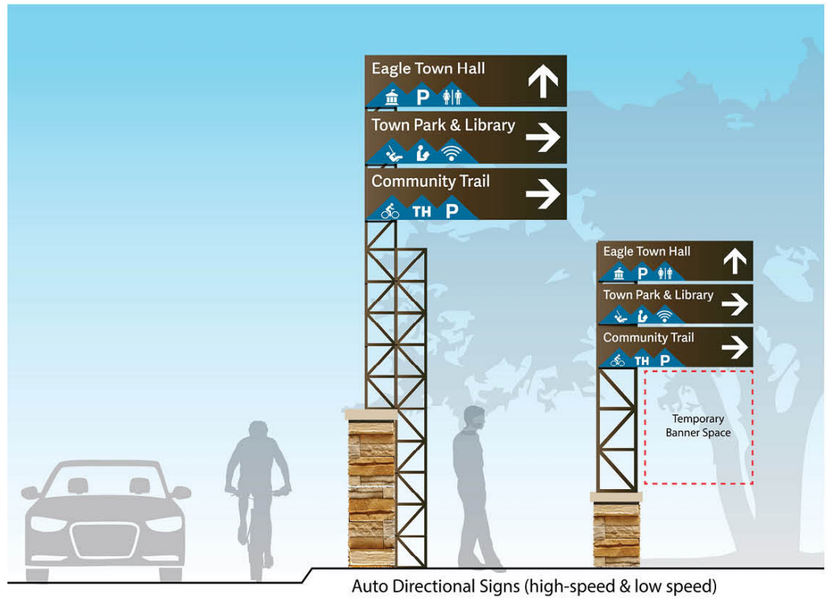
Accent Color (blue placeholder)

Bronze-Colored Metal

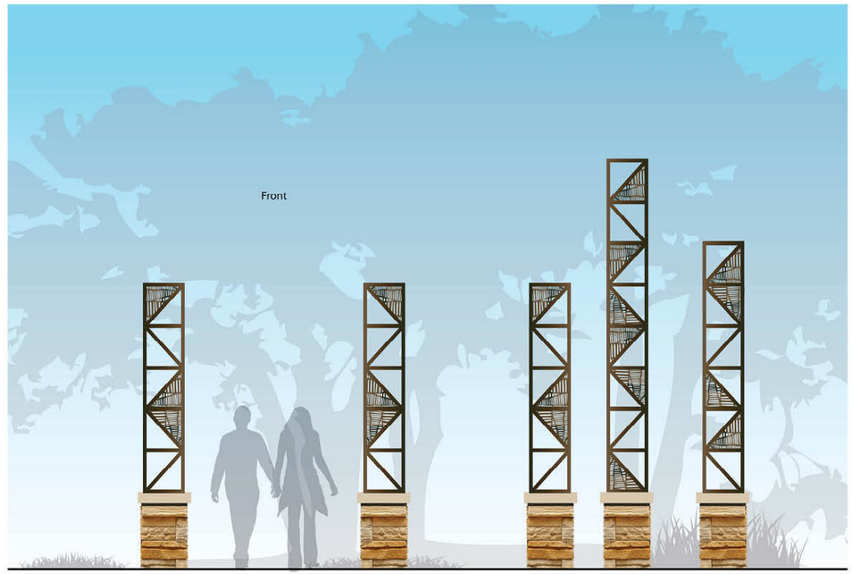
PRELIMINARY DESIGN OPTION 2 GATEWAY AND AUTO-DIRECTIONAL SIGNAGE



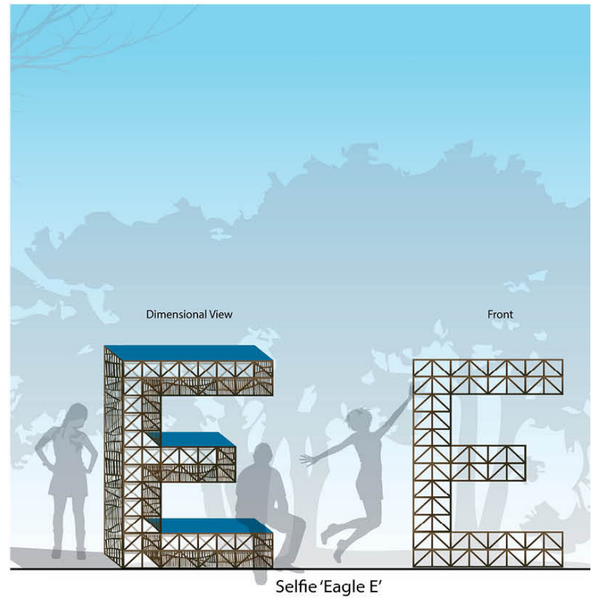
Gateway Accent Pillar (large) | Small Gateway A | Small Gateway B | Gateway Accent Pillar (large) | Columnar Gateway Pillar "Eagle" | Pillar Gateway "Eagle" | Linear Gateway "Eagle"



Auto Directional Signs (high-speed & low speed)

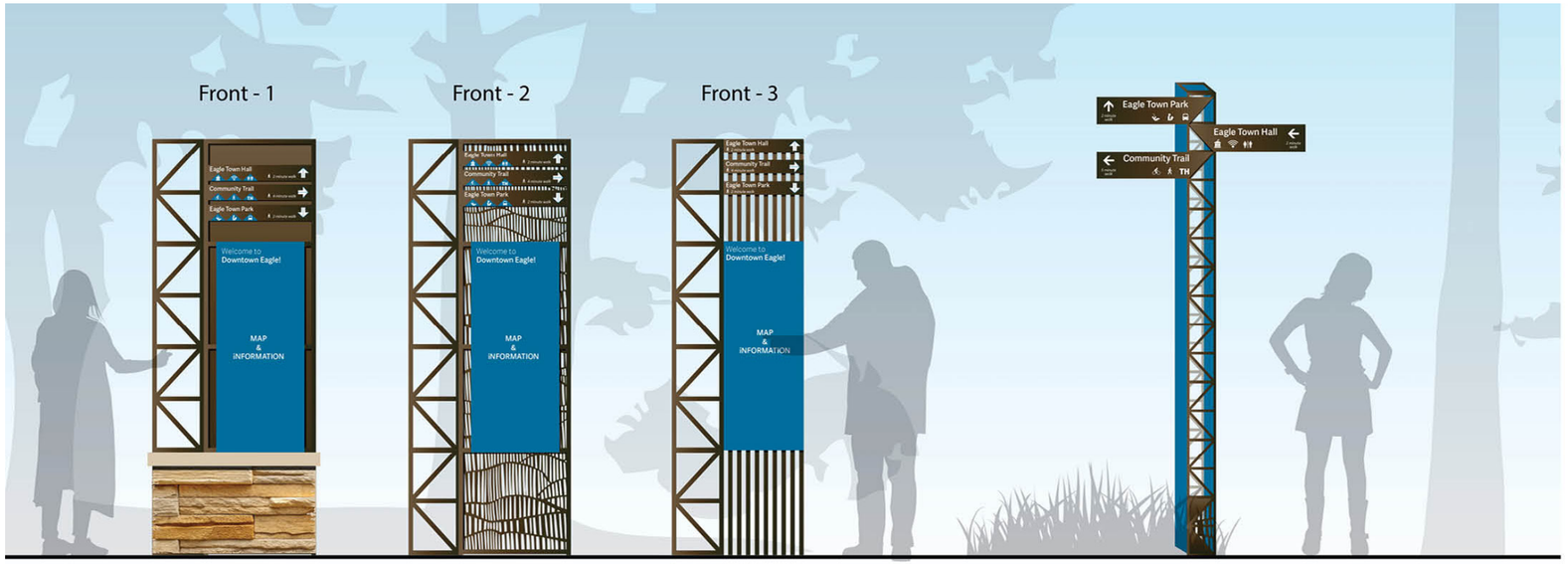


Sidewalk Gateway Signage | Gateway Accent Pillars (small)



Selfie 'Eagle E'

PRELIMINARY DESIGN OPTION 2 GATEWAY AND AUTO-DIRECTIONAL SIGNAGE



Pedestrian/Kiosk Signs

Pedestrian Directional Pole



Trail Signage



The preliminary designs use a simple palette, but each option allows for layers of creativity - integrating art, patterns, tiles, and other colorful details. Many of these artistic touches can be added over time, even after the signs are installed. Future collaborations with local artists, students, and Eagle community members can make each sign uniquely Eagle.



Corten (naturally rusting) Steel

Perforated Corten Steel

Stacked Sandstone (beige)

Accent Color (blue placeholder)

EXECUTIVE SUMMARY

(please see appendix for expanded survey results)

The Town of Eagle conducted a Preliminary Design Survey to gather feedback on two conceptual wayfinding design directions. Following the Trick-or-Treat Street event, an online survey was open to the community during the first two weeks of November 2025. The feedback provides clear guidance on preferred aesthetics, functional priorities, and community concerns as the design team moves into refinement and finalization.

Overall Community Preferences

- Design Option 1 is the preferred direction, selected by 63% of respondents
- Option 1's appeal is tied to its use of the eagle icon, natural materials (stone, steel, rustic textures), and a clean, cohesive visual language that feels authentic to Eagle
- Option 2 received comparatively low support, with concerns centered on it feeling too industrial, geometric, or busy, and less reflective of Eagle's character

Key Design Priorities Identified by Respondents

Legibility and usability
Across all design questions, the community emphasized the need for clear, easy-to-read signage particularly for gateways and auto navigation.

Reflecting local identity
Respondents value materials and forms that reinforce Eagle's natural character, landscape, and small-town mountain identity. The eagle icon itself is strongly supported.

Cost-effectiveness and maintenance
Budget consciousness was a major theme. Residents want durable, low-maintenance materials and thoughtful investment that avoids past issues with perceived "over-spending."

Consistency across the community
The public supports a unified system with room for subtle variation between Downtown, Eagle Ranch, and recreation-focused areas.

Simple, functional hierarchy
Priority signage types are:

- Gateway/entry signs
- Vehicular navigation
- Pedestrian/downtown signage
- Trail/bicycle/recreation connections

Current Wayfinding Challenges Identified

Residents highlighted several areas where signage is inadequate or confusing today:

- Entrances into Downtown/Broadway (north and south approaches)
- Chambers Roundabout and its lack of directional cues to Downtown
- I-70 exits (visibility and lighting issues)
- Trailhead and recreation area parking, including unclear routes back to commercial areas
- Connections between recreation destinations and business districts
- These areas represent high-impact opportunities for the new system.

Perspectives on Specific Design Elements

- Strong support for natural materials (stone, metal, wood) and for signage that reflects Eagle's culture and environment
- Neutral to mixed support for internal illumination; residents prefer subtle down-lighting where needed
- Low support for LED or digital components
- Divided sentiment about the "Selfie E" concept some see it as fun, while others feel it is forced or inauthentic

Additional Community Input

- Some respondents expressed skepticism about the need for additional signage; a small group prefers minimal intervention.
- Several respondents requested better communication and higher-quality imagery in future outreach phases.
- Multiple respondents suggested involving local artists in small, intentional ways preferably through Option 1 rather than Option 2's more complex geometry.

Summary of Recommended Direction

Based on survey input, the recommended path forward is:

Advance Design Option 1 as the foundational direction
Refine aesthetics to increase legibility, incorporate natural materials, and emphasize Eagle's identity.

Adjust color palette and gateway forms
Improve readability, explore more natural hues, and refine negative space within gateway signs.

Prioritize critical navigation locations
Focus on Broadway approaches, trailhead connections, and key intersections like Chambers.

Develop a cohesive system that allows subtle district variation
Create a unified core family of signs with optional district identifiers or small differences for Downtown, Eagle Ranch, and recreation areas.

Communicate clearly about budget, durability, and long-term value
Address community concerns directly through messaging about material choices and maintenance planning.

In-Person Dot Voting Results

The in-person results closely align with online survey findings and reinforce Option 1 as the preferred direction moving into design refinement.

Option 1: 38 Votes
Option 2: 29 Votes

During the in-person open house held on November 6, 2025, attendees used dot voting to indicate their preferred preliminary design option

PHASE 2

FINAL WAYFINDING DESIGN & IMPLEMENTATION PLAN

FINAL WAYFINDING DESIGNS

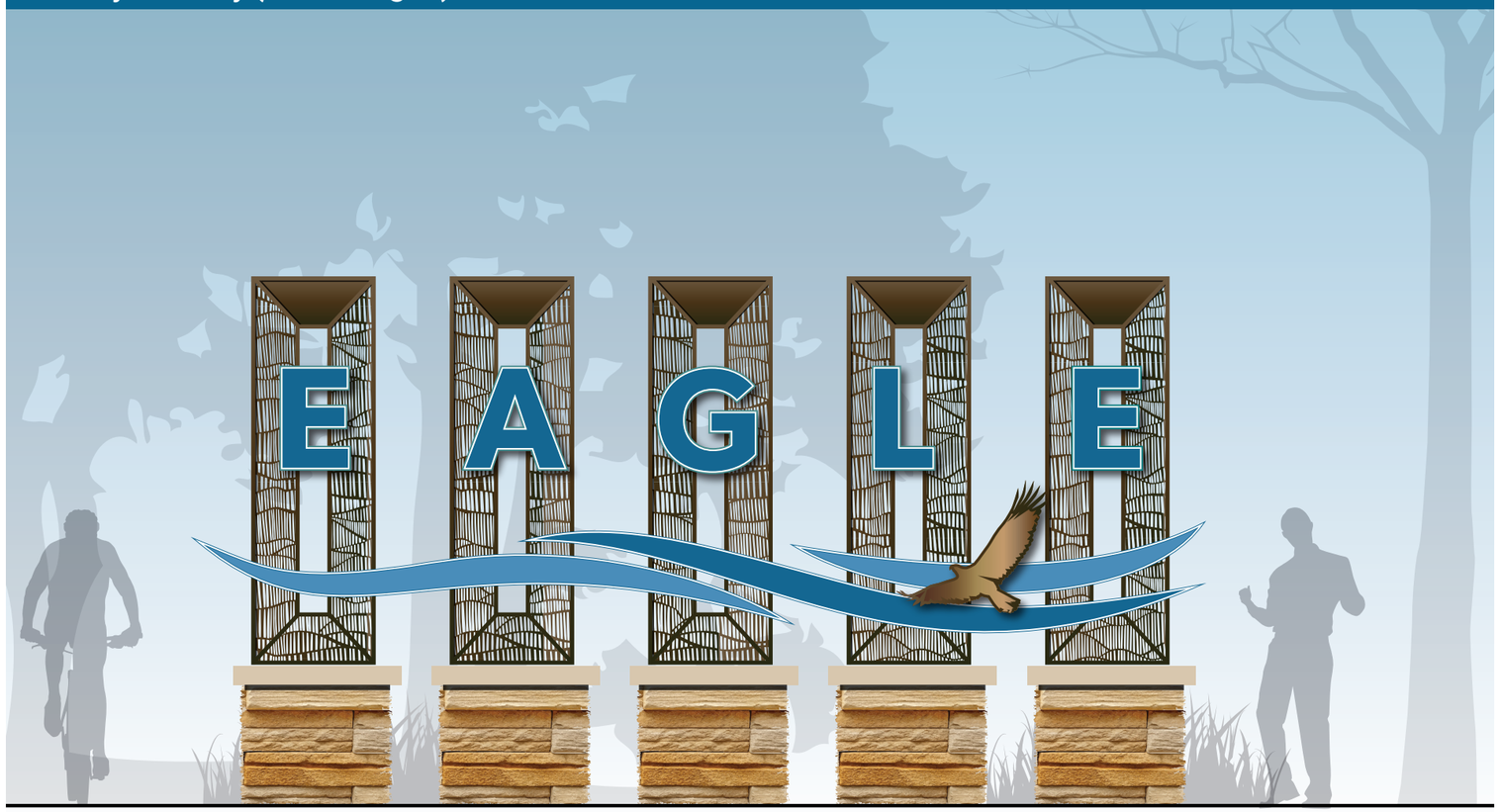
The Eagle wayfinding system is built as a cohesive family of forms, materials, and graphic elements that reflect the Town's character and landscape. A consistent palette of icons, colors, and textures creates a recognizable identity across all signage types, while allowing flexibility to express the distinct personality of each district.

Each of Eagle's business districts is represented by a unique color, anchored by a deep rust brown that serves as the Town's primary identifier, with light blue accents drawn from the Eagle River. Parks and Open Spaces are unified through a distinct green, reinforcing their role within the broader system.

The custom Eagle icon is integrated throughout the signage family prominently featured at key gateway moments and subtly referenced in structural forms and detailing. This layered approach creates both immediate recognition and a sense of discovery over time.

Materials were selected to balance durability, cost-effectiveness, and visual richness, supporting long-term maintenance while reinforcing Eagle's identity as a place that values craft, environment, and experience.

Primary Gateway (linear "Eagle")



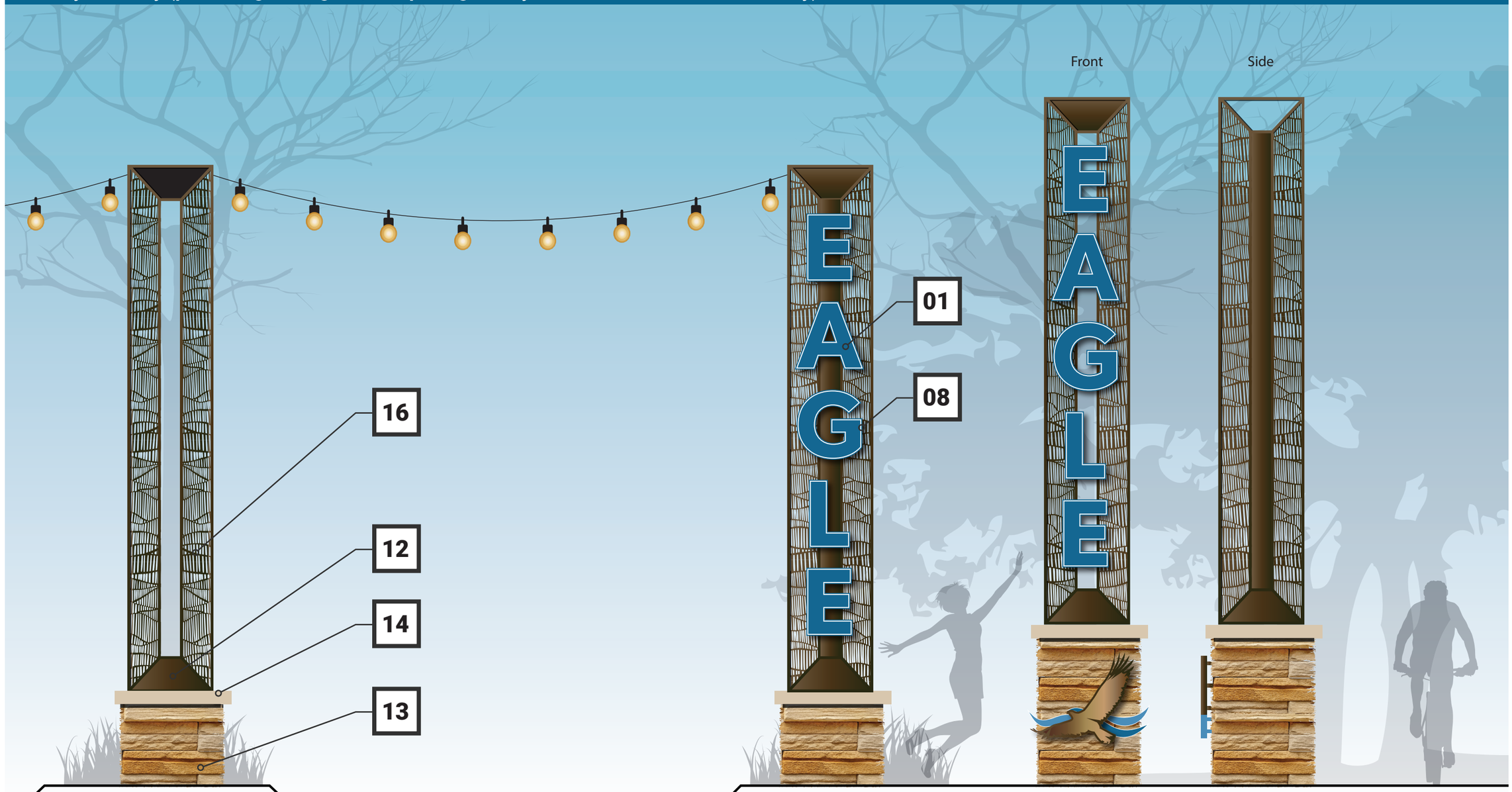
Primary Gateway
(linear "Eagle")


EAGLE


EAGLE

COMPLETE SIGNAGE FAMILY DAY

Primary Gateway (pillar “Eagle” singular, and pillar gateway across divided median roadway)



Primary Gateway
(across road - middle pillar)

Primary Gateway
(across road - side pillar “Eagle”)

Primary Gateway
(pillar “Eagle”)

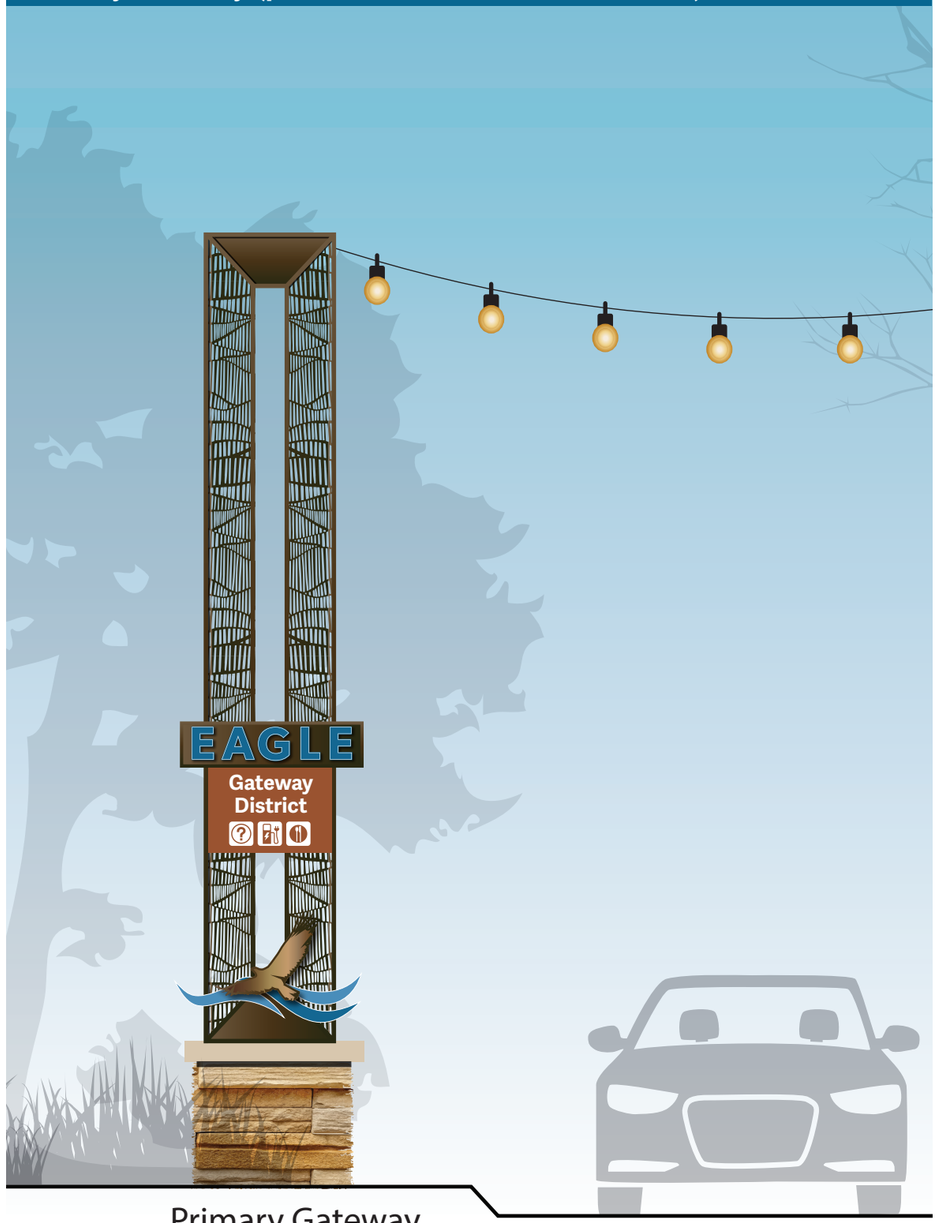
COMPLETE SIGNAGE FAMILY DAY

Secondary Gateway



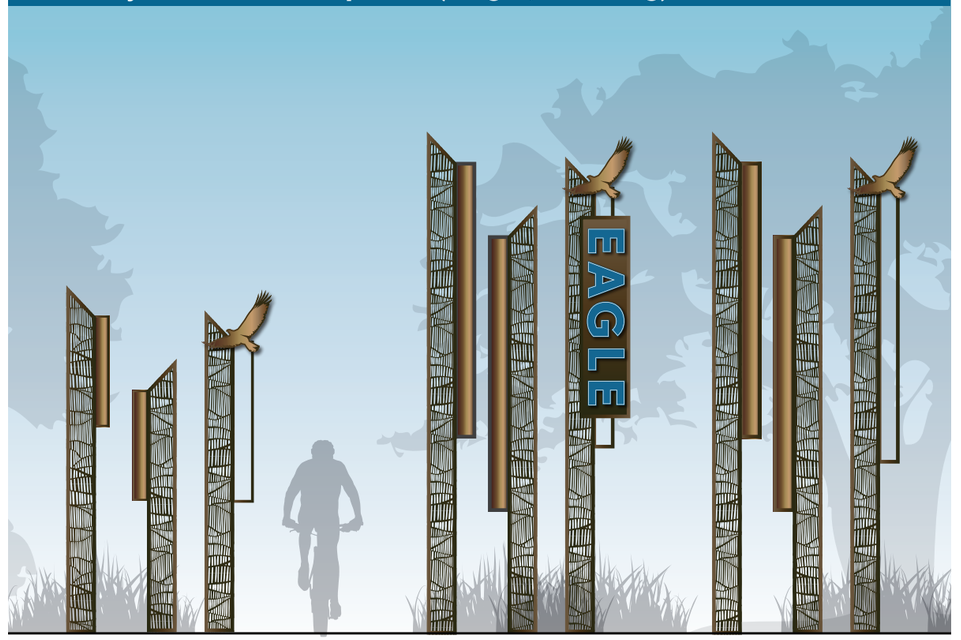
Secondary Gateway

Primary Gateway (pillar with district brand addition)



Primary Gateway
(across road - side pillar district brand)

Gateway Accent Pillar Options (height, branding)



Gateway Accent Pillars (reduced height)

Gateway Accent Pillars ("Eagle")

Gateway Accent Pillars

Designing for the Variety of Eagle's Gateways Existing & Future

Eagle's gateways occur at a range of scales and conditions from major roadway entrances to pedestrian-oriented arrival points. This system is designed to respond to that variety with a flexible kit of parts that can be adapted to existing and future opportunities.

Along the I-70 corridor and key roundabout entries, larger gateway elements establish a strong and immediate sense of arrival. These can be expressed as singular landmark features or paired pillar forms that frame the roadway and create a memorable threshold into the community.

Secondary and accent gateway elements extend this experience into surrounding areas, using scaled-down forms, lighting, and repetition to reinforce identity and guide movement. These elements can be strategically deployed to strengthen connections between districts and create a cohesive arrival sequence throughout Eagle.

This approach allows the Town to phase implementation over time while maintaining a consistent visual language, supporting both near-term opportunities and long-term growth.

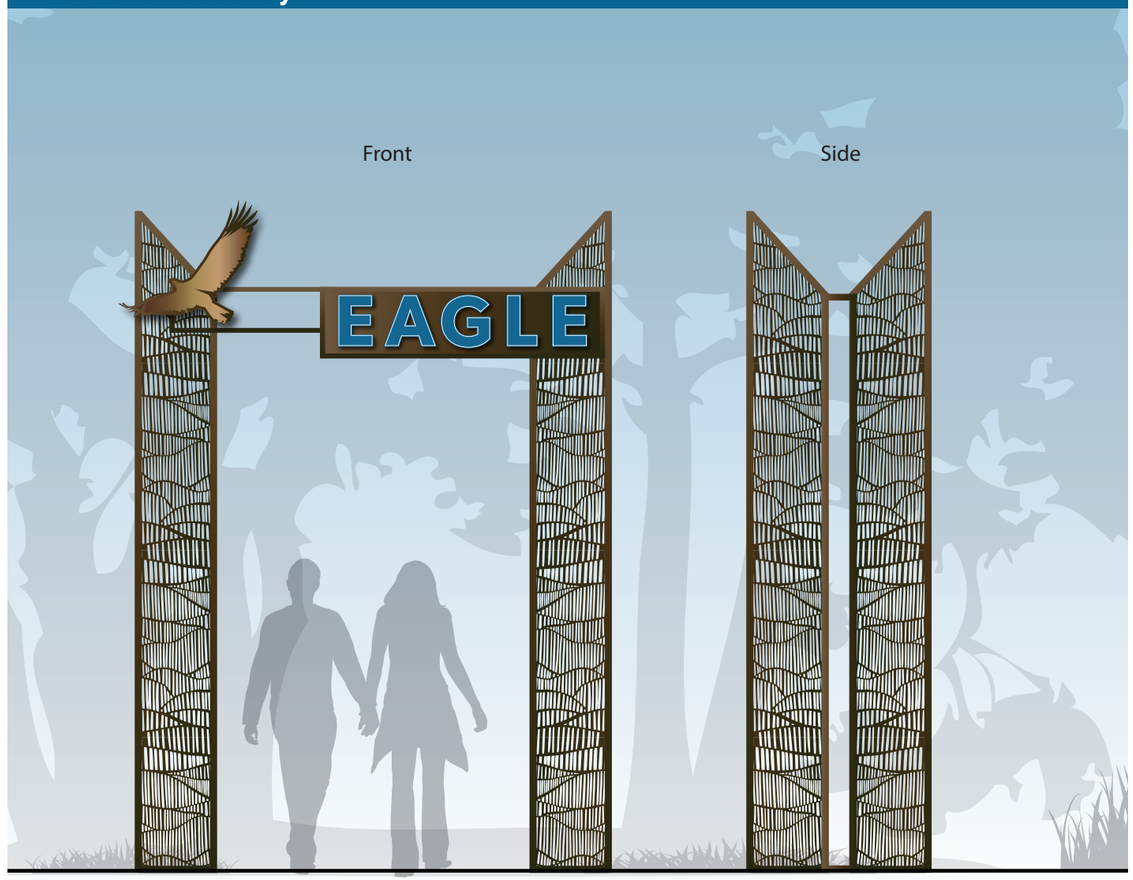
The Role of "Arrival" in Eagle's Gateway Experiences

Gateway elements in Eagle are designed not only to mark entry, but to shape the experience of arrival. At the pedestrian scale, gateway features create moments of transition signaling movement into distinct districts and helping visitors and residents understand where they are within the community. These walk-through elements function as both identifiers and orientation points, often incorporating mapping, district information, and directional cues.

At a larger scale, sculptural gateway features provide a strong and welcoming "Welcome to Eagle" moment. The forms are designed to be engaging, memorable, and interactive encouraging people to pause, gather, and connect. Elements such as the "Eagle E" create opportunities for play, photography, and community identity, while also serving a functional role in communicating destinations and amenities.

Together, these gateway types create a layered arrival experience that is both intuitive and meaningful, reinforcing Eagle's identity as a connected and welcoming place.

Pedestrian Gateway

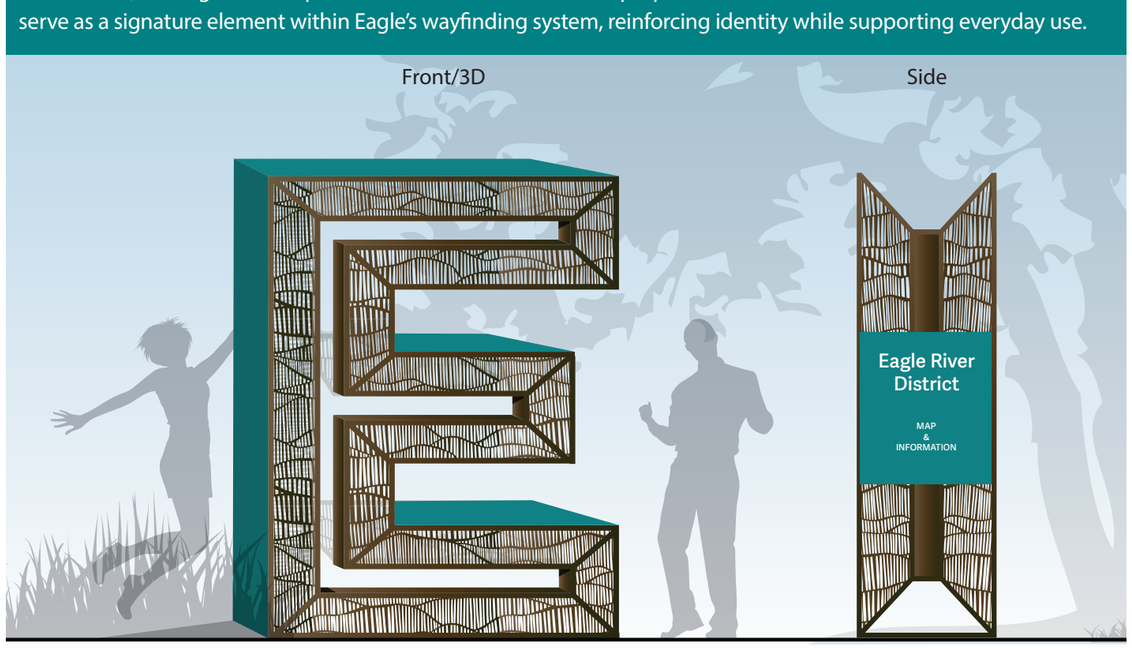


Pedestrian Walk-Thru Gateway

"Selfie Experience" The Sculptural Eagle "E"

The sculptural "E" is designed as both a landmark and an experience. Its bold, dimensional form creates an immediate visual anchor within key public spaces, while its scale and detailing invite interaction. Positioned in high-activity areas such as parks, plazas, and gathering spaces, the "E" supports informal use from seating and play to photo opportunities helping to create memorable moments for residents and visitors alike.

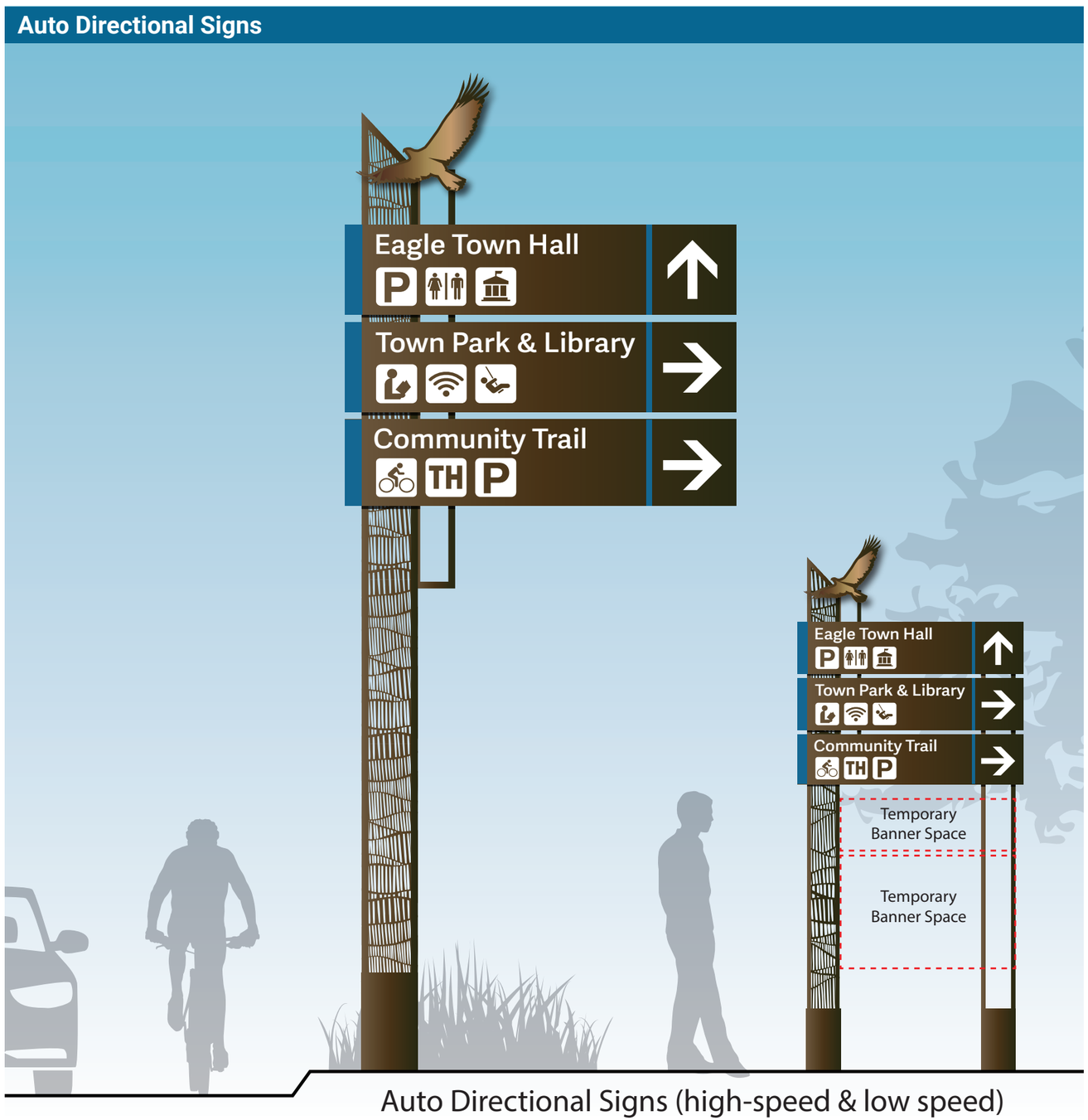
In addition to its placemaking role, the structure can incorporate district identification, mapping, and interpretive information, making it both expressive and functional. This dual purpose icon and information allows the "E" to serve as a signature element within Eagle's wayfinding system, reinforcing identity while supporting everyday use.



Selfie "Eagle E"

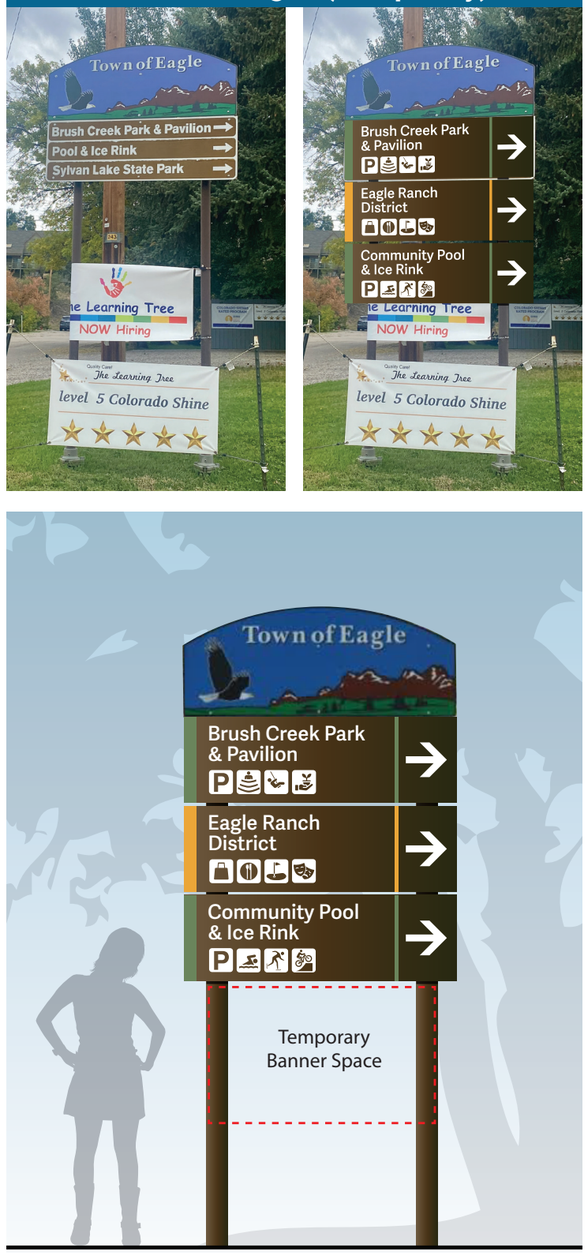
COMPLETE SIGNAGE FAMILY DAY

Auto Directional Signs



Auto Directional Signs (high-speed & low speed)

Auto Directional Signs (Temporary)



Auto Directional Sign
(existing sign retrofit - temporary)

Testing Through Retrofit: A Phased Approach

As an initial step, existing auto directional sign structures can be retrofitted to test new messaging, iconography, and district-based color coding.

This approach utilizes the Town's existing sign posts, replacing only the directional blades with direct-printed aluminum panels that reflect the new wayfinding system. **Updated graphics include refined destination naming, consistent icon usage, and district-specific color identifiers.**

This phased strategy allows Eagle to evaluate visibility, clarity, and user response in real-world conditions before full system implementation. It also provides a cost-effective path to begin strengthening the Town's identity and navigation experience while prioritizing future investments.

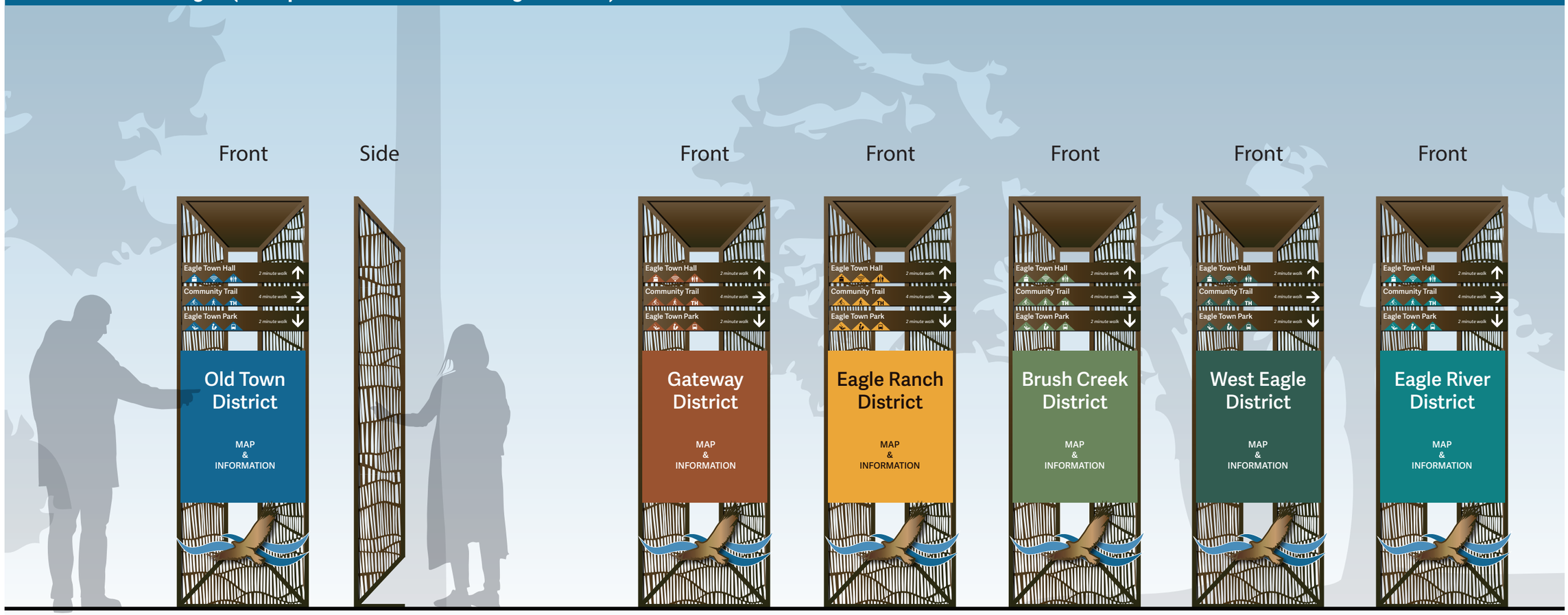
Retrofitting existing auto directional signs with new blades is a low-cost opportunity to test the messaging and colors proposed for the updated wayfinding.

Town of Eagle Unique District Colors

During the Wayfinding Plan process, each Town of Eagle district was given a unique color. The use of color is intended to be a 'shorthand' that quickly orients visitors to which Town of Eagle district they're in. The colors are not only used on district boundary signs, they are also included on the other signs in that district (such as vehicular directional signs), so that when visitors are looking for signage information, they're also reminded of which Eagle district they're in. The overall color palette was created by selecting distinctly different and recognizable colors for each district that are all harmonious with the current Town of Eagle blue.

01 05 06 04 03 02

Pedestrian Kiosk Signs (examples branded for each Eagle district)

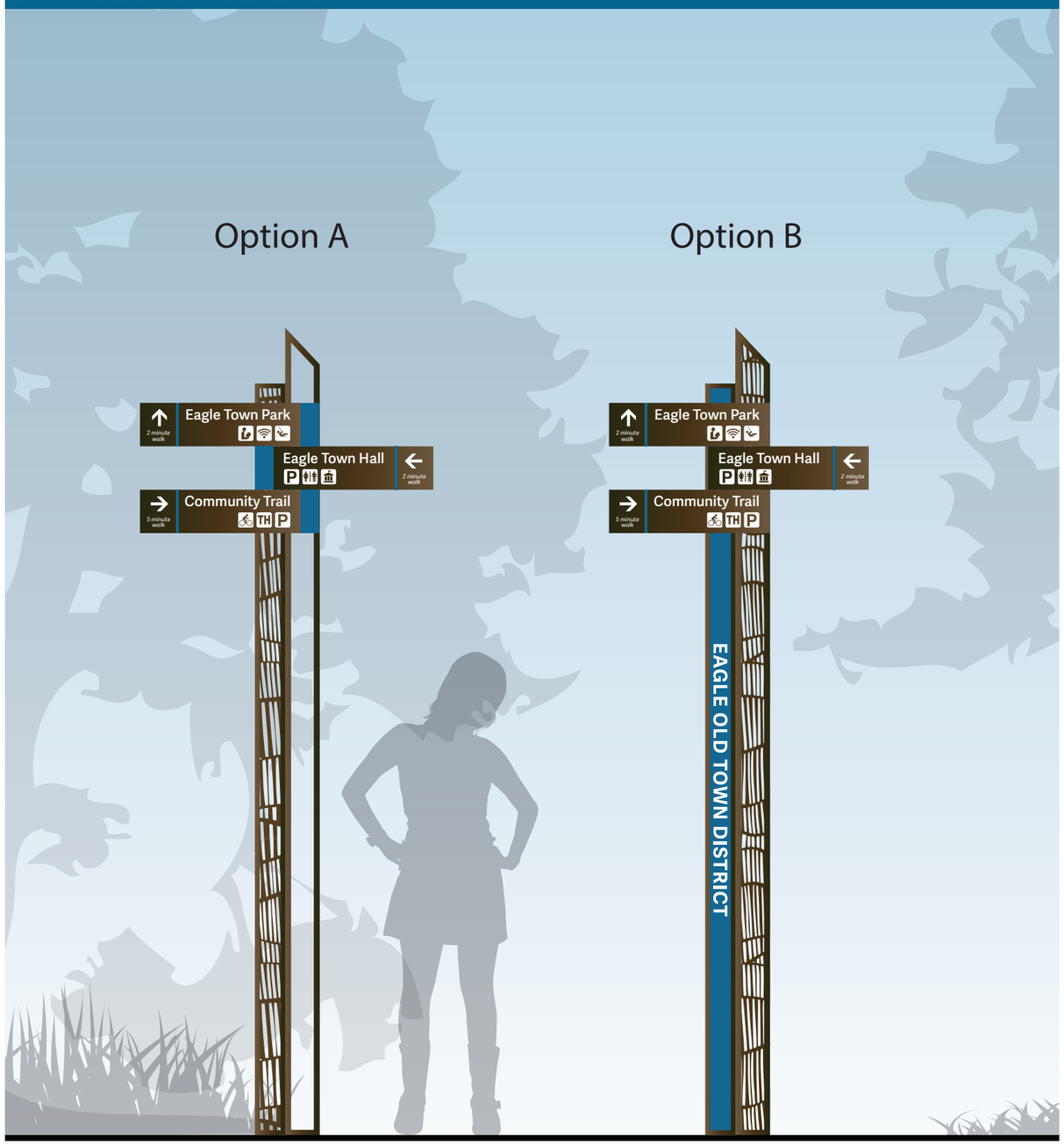


Pedestrian/Kiosk Signs

Pedestrian/Kiosk Signs (showing district brand color options)

COMPLETE SIGNAGE FAMILY DAY

Pedestrian Directional Pole

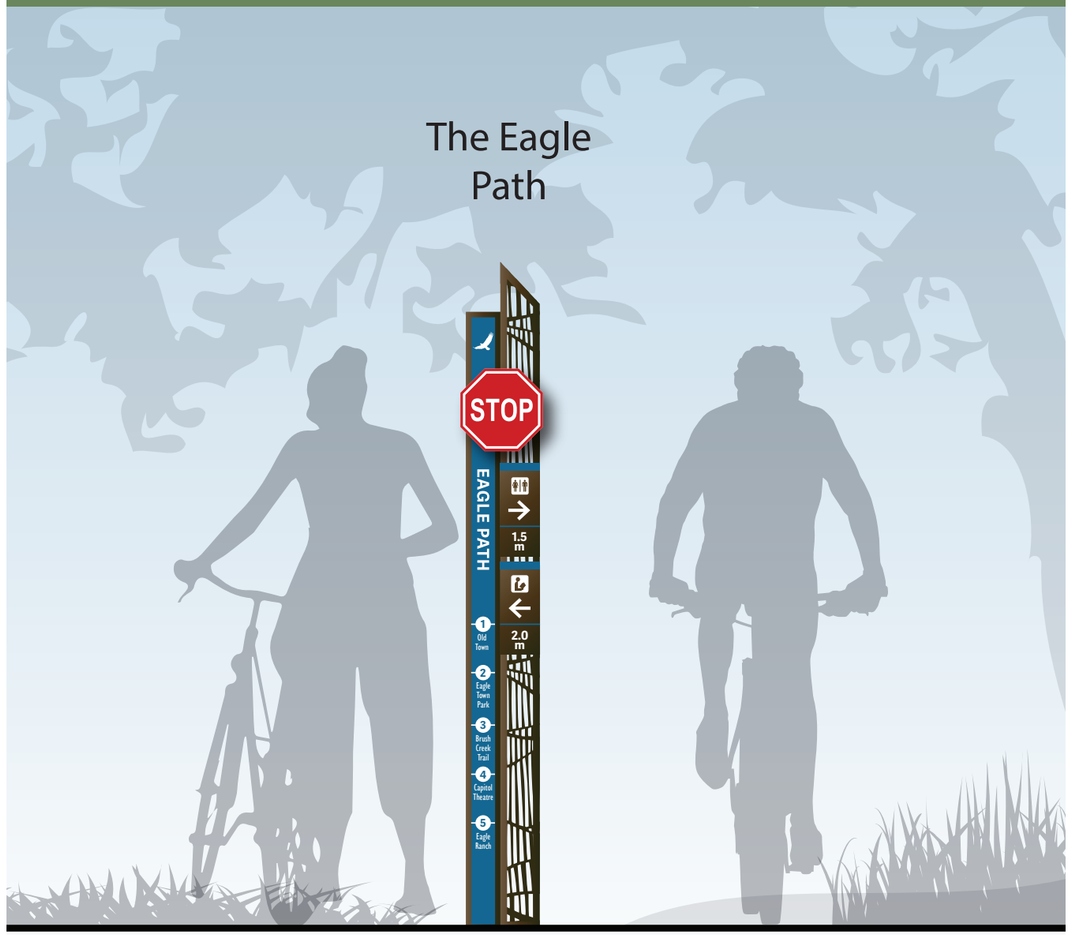


Trail Directional Poles

Trail directional poles provide clear, intuitive guidance along Eagle's trail network while reinforcing a strong sense of identity. Each route is defined by a unique color and symbol, allowing users to quickly understand and follow their path at a glance. Destinations and distances are organized in a clear vertical sequence, supporting both quick decisions and longer route planning.

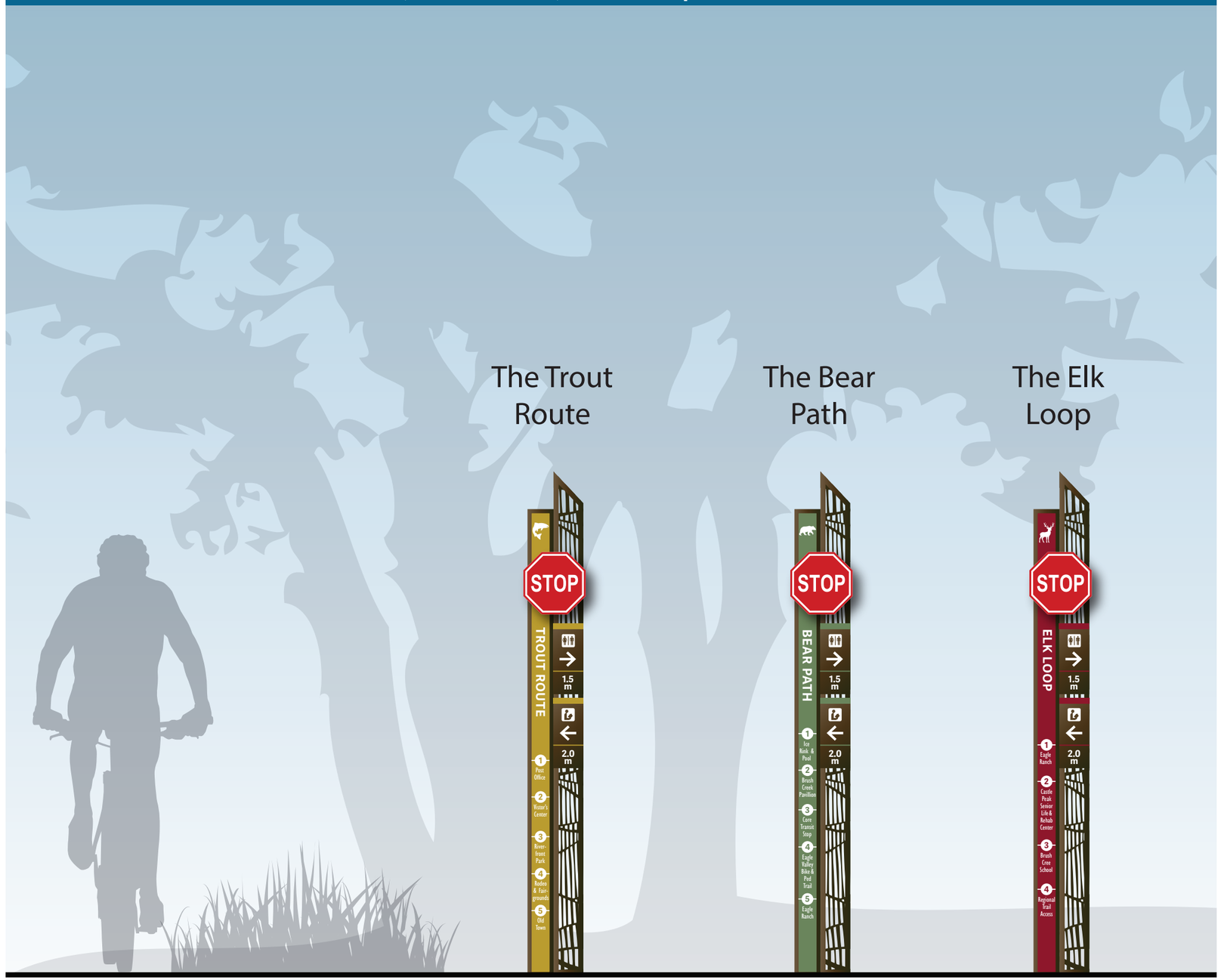
The destinations included on each pole are informed by the Summer 2025 University of Colorado wayfinding study, ensuring that signage reflects how people actually navigate Eagle's trail system and the places they most want to reach.

Together, these elements create a system that is both highly functional and distinctly tied to Eagle's landscape and movement patterns.

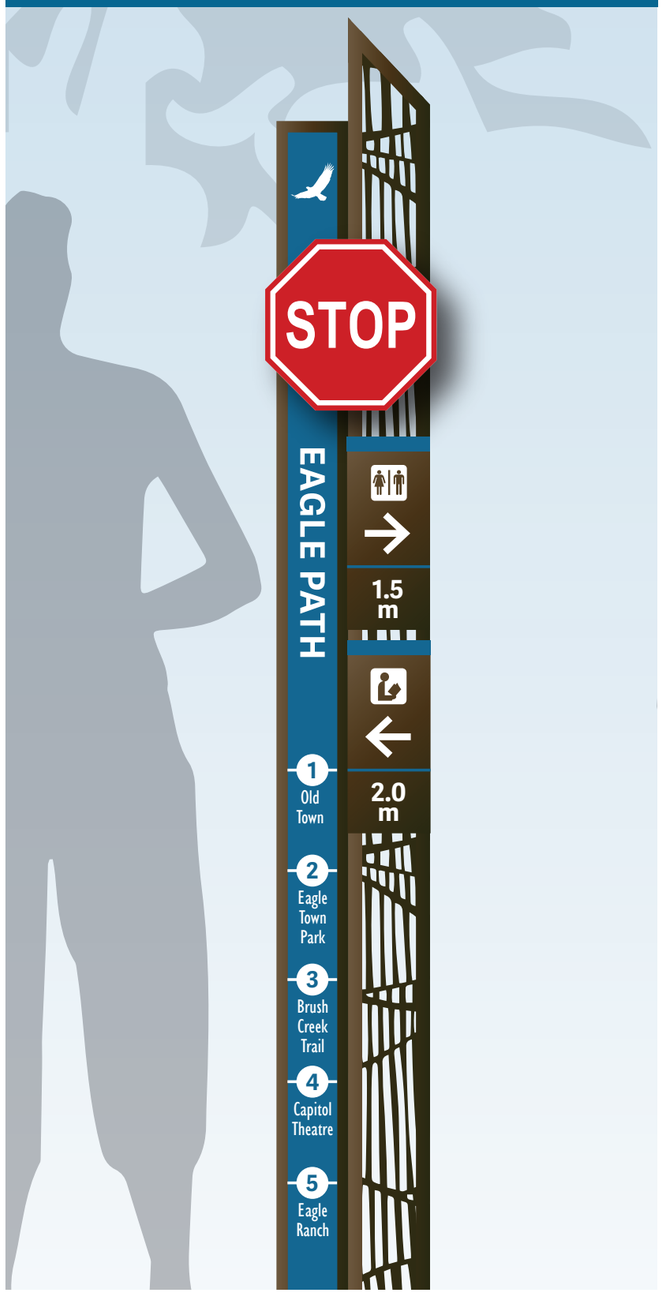


COMPLETE SIGNAGE FAMILY DAY

Trail Directional Poles The Trout Route, The Bear Path, The Elk Loop



Trail Directional Pole Information Details



District Gateway Signage Dimensional Eagle



District Gateway Signage - Silhouette Punch Eagle Icon

District Gateways & Directional Signage

District gateway signage plays a key role in helping visitors and residents understand how Eagle is organized, marking entry into distinct areas of the community while reinforcing a strong sense of identity and place.

Each district is defined through a unique color that is consistently applied across its signage, allowing users to quickly recognize where they are and when they've transitioned from one district to another. This color-based system works in combination with clear naming and iconography to create an intuitive and cohesive navigation experience throughout Eagle, and is applied consistently across all sign types, reinforcing district identity at both the vehicular and pedestrian scale.

The district gateway family includes a range of sign types from primary district identifiers to sub-area and directional gateway signs, allowing the system to adapt to different conditions and information needs. In locations where additional orientation is required, such as along Chambers Avenue within the Gateway District, these signs can incorporate directional messaging to highlight key destinations and clarify movement between sub-areas.

This is particularly important in the Gateway District, where destinations are distributed across both the east and west sides of Chambers Avenue. By integrating directional information into gateway signage, the system helps users understand these distinct yet connected areas, which are commonly recognized as "East" and "West" Chambers.

Two design approaches are available for the district gateway structures. A simplified silhouette option integrates an eagle form directly into the corten steel panel, creating a more understated expression. Alternatively, a dimensional bronze eagle element introduces a more sculptural presence, aligning visually with Eagle's primary community gateways and reinforcing the role of these signs as secondary gateway features within the overall hierarchy.

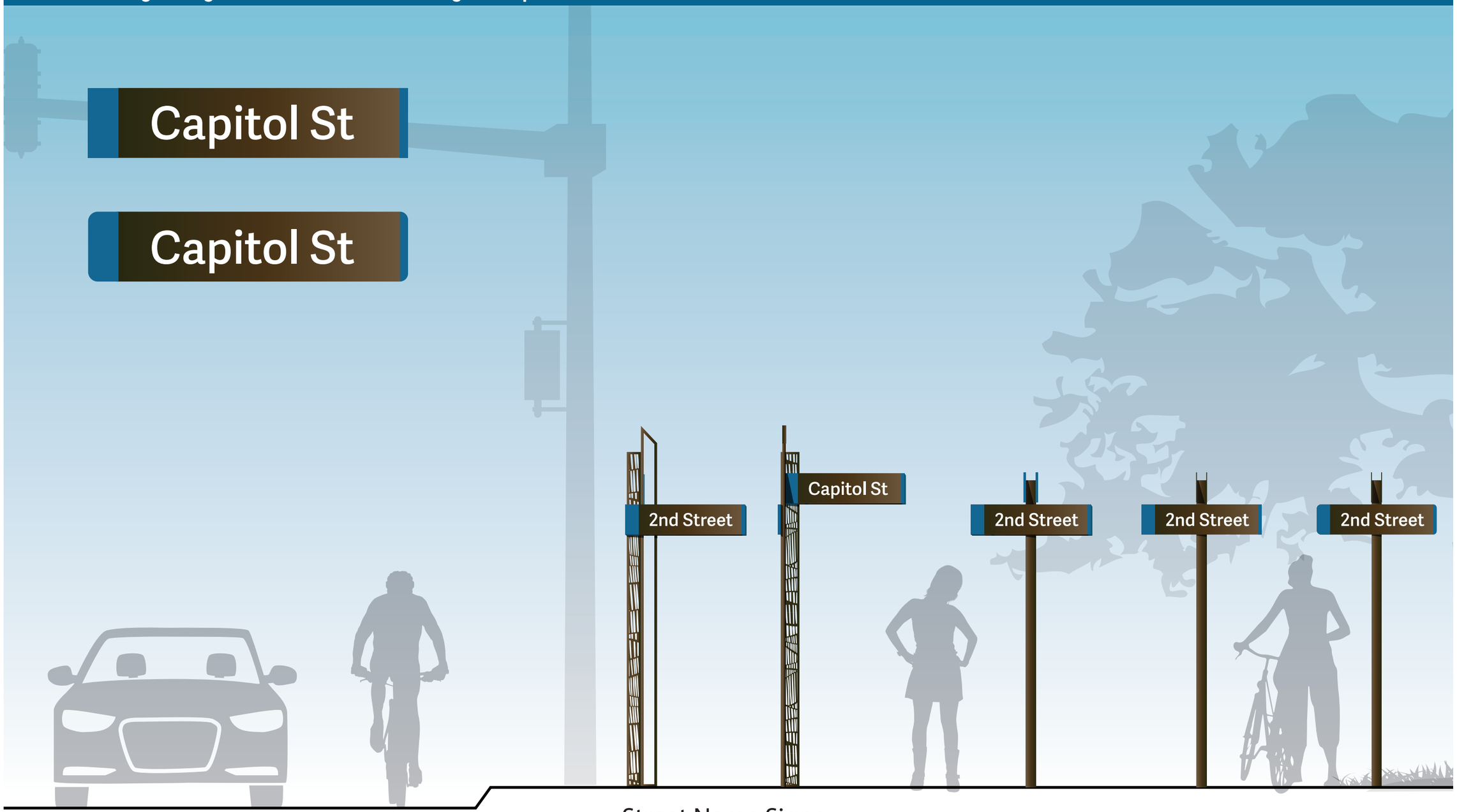
Both approaches maintain a consistent material palette and structural language, allowing the Town to balance visibility, character, and cost while preserving a unified system identity.

District Gateway Signage Dimensional Eagle



District Gateway Signage - Dimensional Eagle Icon

Street Name Signs Single Pole & Mounted to Existing Pole Options



Street Name Signs

Street Name Signs Single Pole & Mounted to Existing Pole Options





Existing Downtown Eagle street name signs, and rendering showing proposed street name signs that are larger and stylistically aligned with the Eagle Wayfinding systems designs



Example of fabricated (and waiting to be installed) "box blade" auto directional signage with a simulated "rusted steel" finish (from Mt. Crested Butte, CO)

Street Name Signage Options

Street name signage is designed as a flexible system that integrates seamlessly with Eagle's overall wayfinding family, while improving visibility, durability, and consistency across the community.

At intersections where street name signs already exist, updated blades can be retrofitted onto existing mast arms or poles. These direct-printed aluminum panels introduce the Eagle wayfinding identity through color, typography, and graphic detailing, while maintaining clear legibility and incorporating reflective lettering for nighttime visibility. For enhanced durability and presence, a dimensional "box blade" option provides added strength and resistance to wind and weather.

In locations where new, stand-alone street name signs are desired, a range of pole-mounted options allows the system to respond to different contexts. Simpler configurations pair either flat or dimensional blades with powder-coated steel poles in a finish that reflects the corten-inspired palette used throughout the signage family.

More expressive pole designs incorporate signature elements from the Eagle wayfinding system — including the custom metal punch pattern and angled frame structure — creating a stronger visual connection to other sign types such as trail directional poles. These enhanced designs are particularly suited for pedestrian-oriented areas like the historic downtown, where signage is experienced up close and contributes to the character of the streetscape.

Even in their most utilitarian form, these signs reinforce Eagle's identity while supporting safe, intuitive navigation.



Example of installed "box blades" illustrating how the top part of the box can easily be removed with screws so that signage messaging can be updated as needed. The more robust design of these "box blade" street name signs ensures they can withstand high wind loads. Their attachment to sign posts is hidden behind the top of the box, and includes a robust mounting plate that ensures the signs will not sag or bend.

Parking Signs Directional & Informational Options

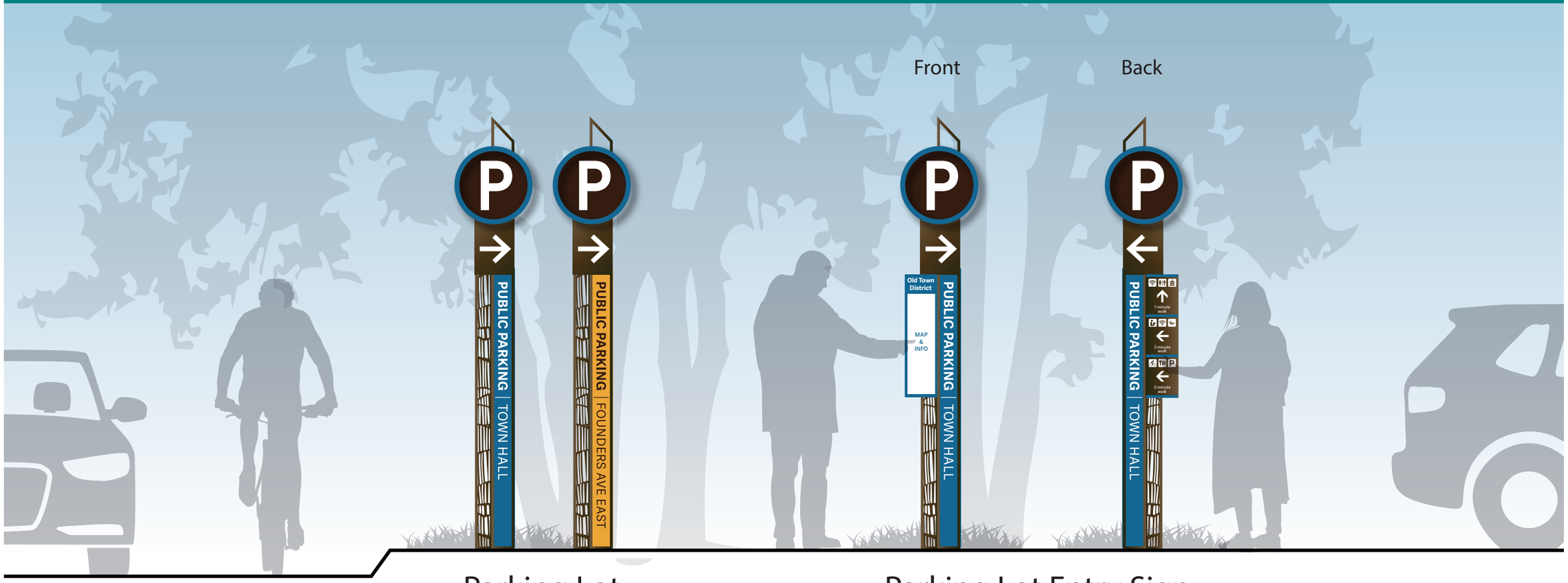
Parking signage is designed to make arrival in Eagle simple, visible, and stress-free, helping visitors quickly locate public parking and transition comfortably into each district.

Parking lot entry signs are positioned along key roadways to clearly identify nearby public parking areas, including locations such as Downtown Eagle, Eagle Ranch, and transit-oriented parking facilities. These signs feature a highly visible parking symbol, directional arrow, and clear "Public Parking" labeling, along with the name of the lot.

Each sign is color-coded to reflect its district, reinforcing location awareness and connecting parking to the broader wayfinding system. The forms, materials, and detailing align with the overall Eagle signage family, ensuring consistency across all sign types. All entry signs are double-sided for visibility from multiple directions.

In areas where additional orientation is beneficial, enhanced parking entry signs provide space for pedestrian-focused information. These may include walking directions, key destinations identified through icons, or a localized map to support exploration beyond the parking lot. Depending on context, signs can incorporate mapping or directional information on one or both sides, allowing flexibility to respond to specific site needs.

By making parking easy to find and clearly identified, these signs remove a key barrier to exploration supporting local businesses and encouraging visitors to stop, stay, and experience Eagle.



Parking Lot Entry Sign (directional)

Parking Lot Entry Sign (directional + informational)

Parking Signs Regulatory

Regulatory parking signs - including on-street and parking stall signage - play a critical role in reinforcing clarity and consistency throughout Eagle's transportation network. These signs are governed by MUTCD standards and are typically enforced by the Police Department, requiring adherence to established color schemes, formats, and regulatory conventions.

While these requirements limit the ability to fully apply the Eagle Wayfinding Plan's color themes to regulatory signage, there remains an opportunity to improve clarity, organization, and user experience through thoughtful coordination. This includes consistent placement, improved hierarchy of information, and alignment with adjacent wayfinding elements.

Where feasible, supporting signage (such as parking identification, gateway markers, and informational elements) can reflect the Eagle Wayfinding system's visual identity, helping to create a more cohesive and recognizable experience without compromising regulatory compliance.

Even within these constraints, strategic updates to regulatory signage can enhance readability, reduce confusion, and support more intuitive navigation for residents and visitors alike.



Parking Stall Sign
(lot or street)











COMPLETE SIGNAGE FAMILY DAY

Interpretive Sign “See Yourself in Eagle”

The interpretive signage introduces a more immersive and interactive layer to Eagle’s wayfinding system, transforming a traditional static panel into an engaging experience that invites people to connect with place.

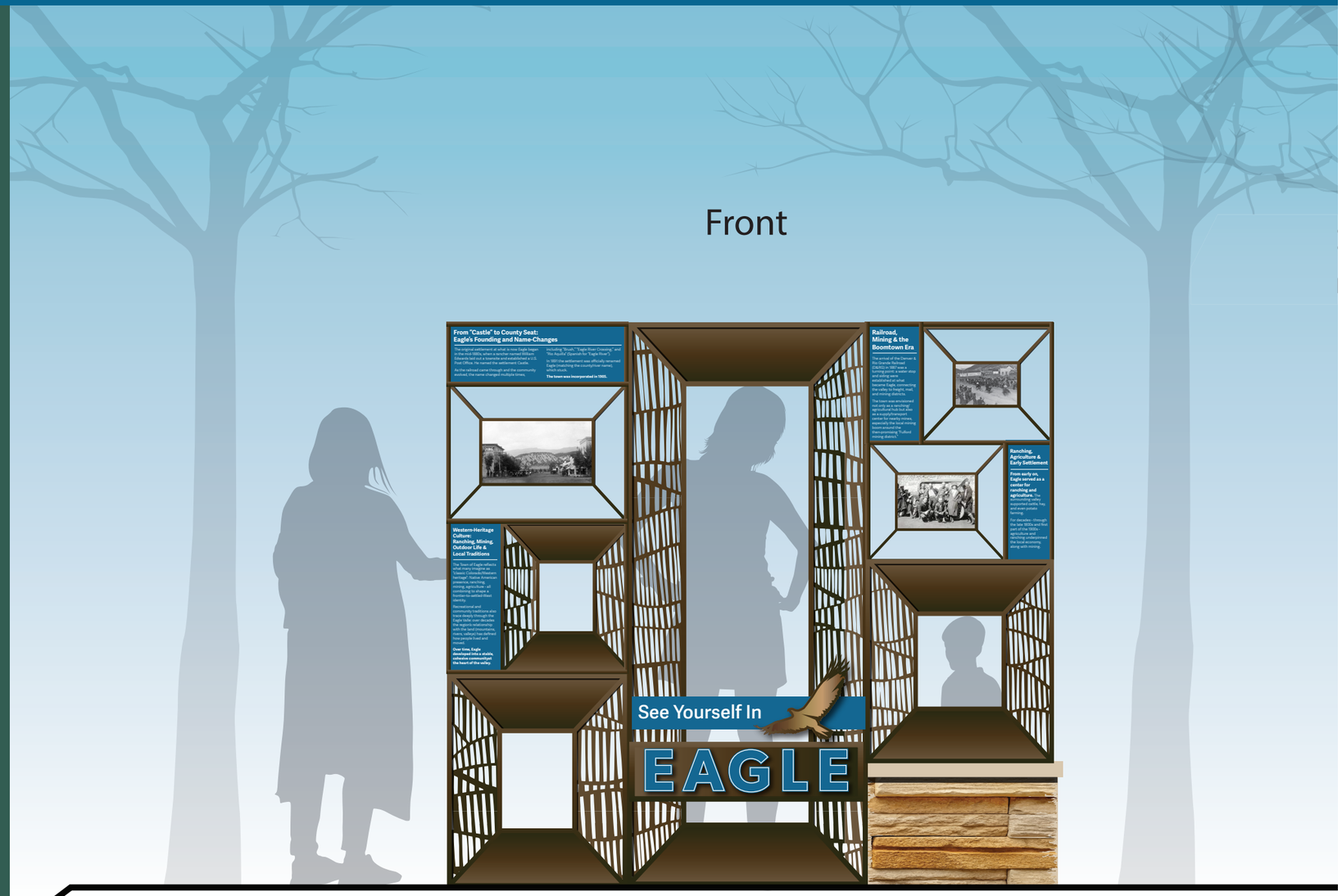
At its core, the design reflects the broader “See Yourself in Eagle” concept, using a series of dimensional, framed openings to create literal and symbolic invitations for visitors to step in, pause, and become part of the story. These open “frames” encourage people to engage physically with the sign capturing photos, gathering, and marking their visit while reinforcing Eagle as a welcoming and inclusive community.

Within this framework, interpretive content is integrated through a collage of historic images and narratives that highlight Eagle’s people, places, and evolution over time. By embedding this storytelling into an interactive and visually compelling format, the sign encourages engagement from audiences who may not typically stop to read a traditional interpretive panel.

The themes and imagery shown are illustrative and intended to demonstrate the overall approach. As part of final design and implementation, it is recommended that the Town collaborate with a small group of local stakeholders including residents with an interest in history, culture, and marketing to curate the final stories and images. This process helps ensure the content is authentic, meaningful, and reflective of the community.

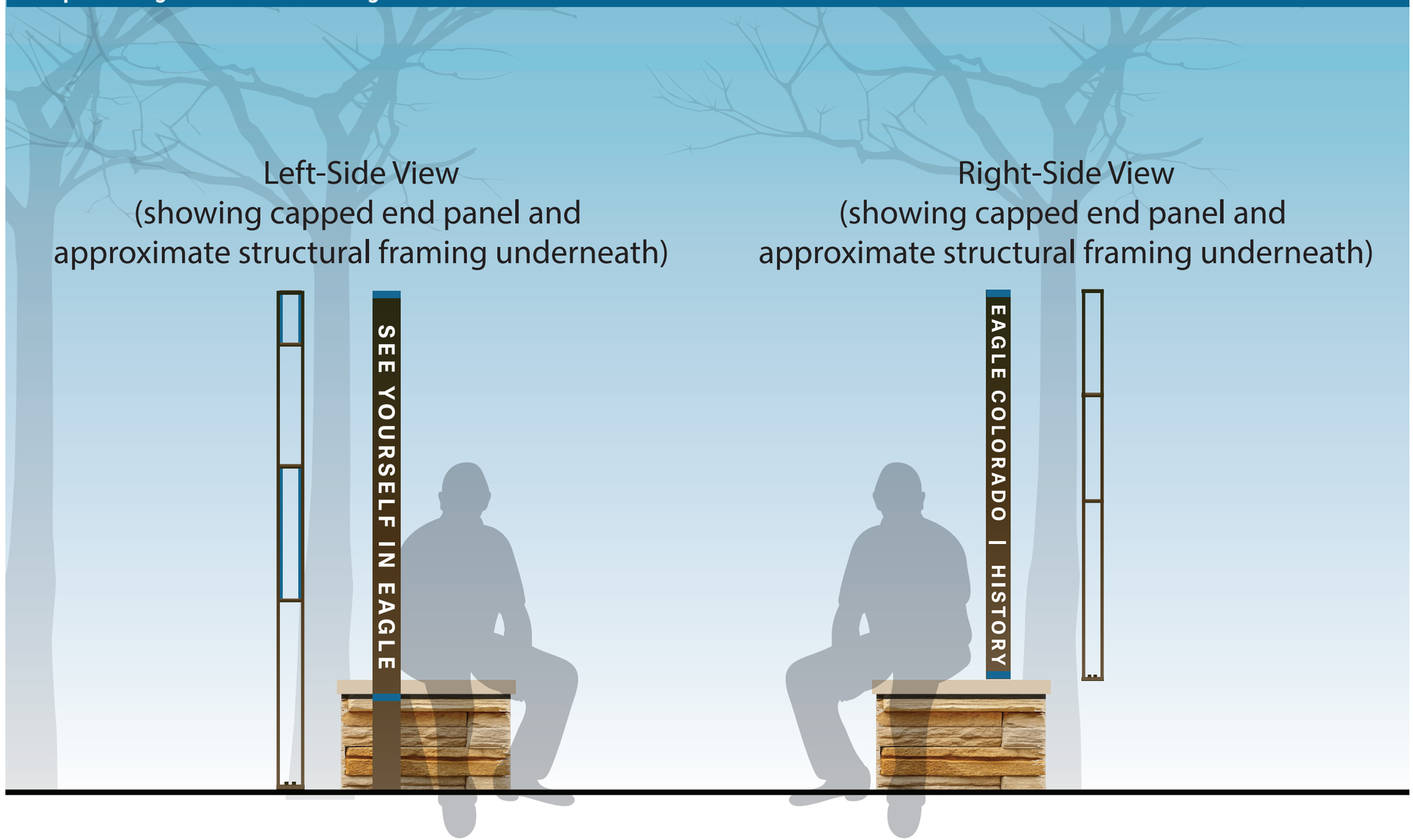
In addition to its placemaking value, this type of interpretive installation is well-suited for grant funding and partnership opportunities. Its artistic and experiential qualities can help strengthen applications and broaden appeal, supporting implementation through a combination of local and external funding sources.

Together, these elements create a destination within the downtown, one that invites people to not only learn about Eagle, but to see themselves as part of its ongoing story.



Interpretive Sign
(to replace existing Broadway interpretive sign)

Interpretive Sign "See Yourself in Eagle"



The side views of the interpretive sign illustrate how the sandstone supportive structure is also a wonderful place to sit and relax or pose for a group photo. The side caps of the sign help support the depth of the beveled "picture frames" that make up the sign, while also allowing for a hidden support structural frame that ensures the sign is robust and stable. Each side of the frame includes direct printed (or dimensional, depending on budget) messaging that says "See Yourself in Eagle" on the left-hand side, and "Eagle Colorado History" on the right-hand side.



The "see Yourself in Eagle" concept is the foundation of the entire wayfinding system. Open, framed forms invite people to step into the experience - physically and symbolically - reinforcing that there is space for everyone within the Eagle community. Warm, natural materials and sculptural detailing reflect the surrounding landscape and local character, creating a system that feels both grounded and distinctly Eagle.

INTERPRETIVE SIGN (NIGHT VIEW)

An engaging landmark that invites visitors to step through Eagle's story. Backlit displays and warm lighting highlight historic moments, while openings encourage interaction and photo opportunities.









The warm nighttime "glow" of the Eagle wayfinding signs is meant to reflect a "fireside" type of visual that draws the eye and produces a sense of soft calm and gentle welcome. The experience of Eagle at night is so important to the success of the new wayfinding program, since the nighttime arrival experience is currently very confusing for visitors. Leading people through a soft "breadcrumb trail" of glowing lights as they move from I-70 and are drawn into Eagle's different districts will create an easy and inviting nighttime navigational tool.

Merchant Advertising Signs Marketing Eagle's Businesses

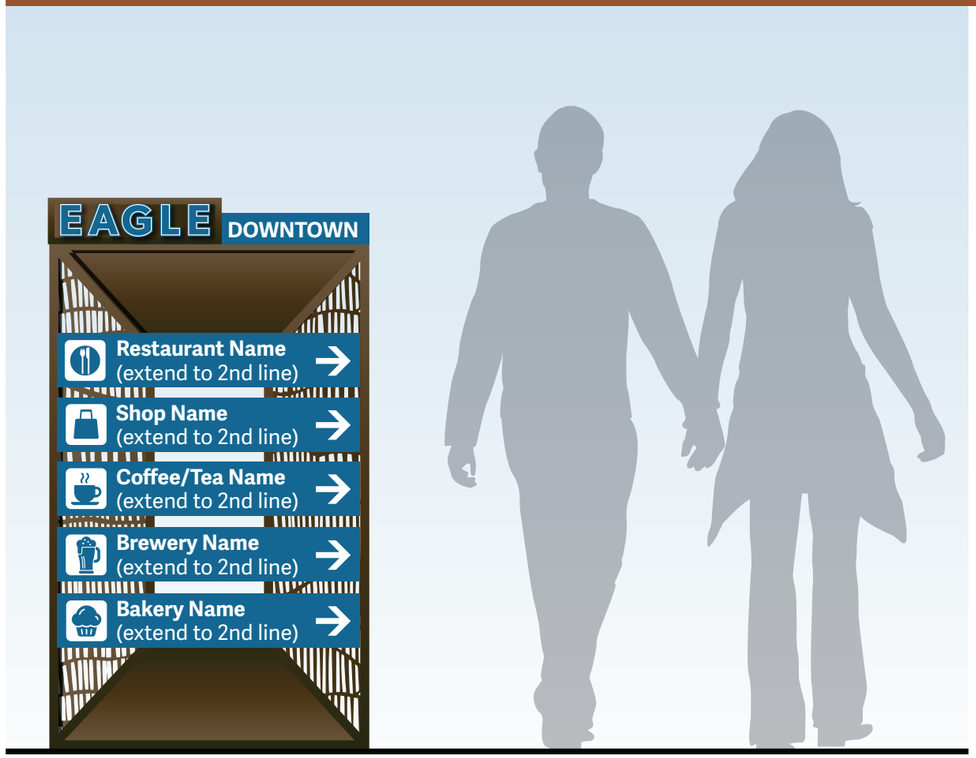
Merchant signage provides a dedicated opportunity to highlight the variety of shopping, dining, and entertainment available within Eagle's downtown district, helping draw visitors off primary corridors and into local businesses.

Strategically located along Broadway and adjacent roadways, these signs are designed to capture attention and guide visitors toward nearby destinations that may not be immediately visible from main routes. Each sign includes a series of removable advertising blades, featuring a business name, a representative icon, and a directional arrow to guide visitors to its location.

The signage system is designed to be flexible and community-driven. Blades can be updated over time, allowing businesses to participate on a rotating basis. In many communities, similar programs are managed through an annual participation model, where businesses opt in at a relatively low cost and are selected through a simple lottery process when demand exceeds available space. This approach ensures equitable access while supporting ongoing maintenance and program sustainability.

Physically, the merchant signage reflects the broader Eagle wayfinding family, incorporating the same material palette, perforated metal detailing, and framed structure. Signs are double-sided and can display the same or different businesses on each face, or incorporate alternate content such as a downtown map or district-wide messaging.

By combining clear direction with business visibility, these signs serve both navigation and economic development goals, helping visitors discover more of Eagle while supporting the vitality of its local businesses.

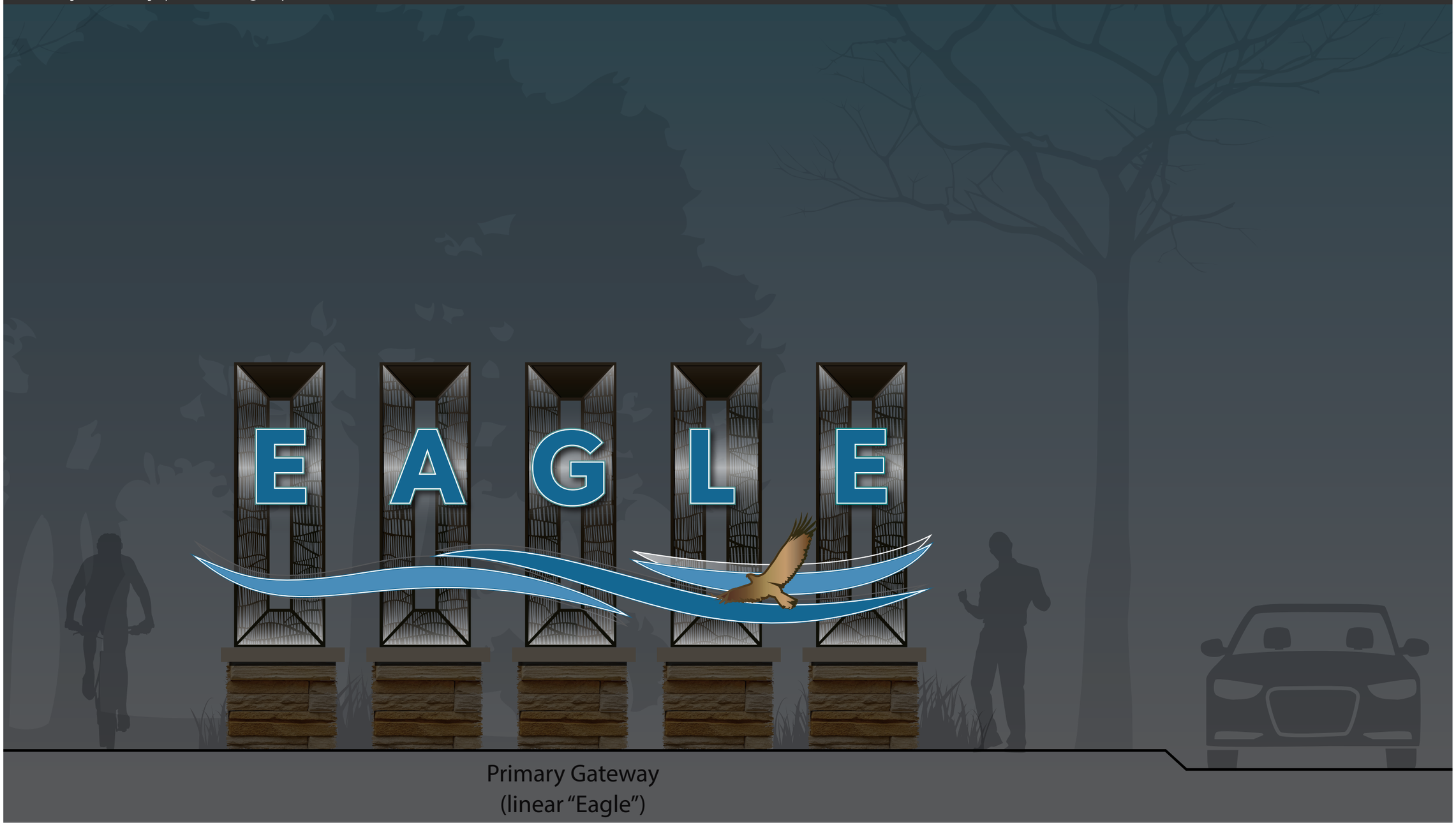






A similar merchant sign family was installed in Littleton's Historic Downtown in 2015, and has not only been very popular and well-received by the downtown merchant community, it has also increased revenues for the businesses who have/are participating in the merchant blade program.

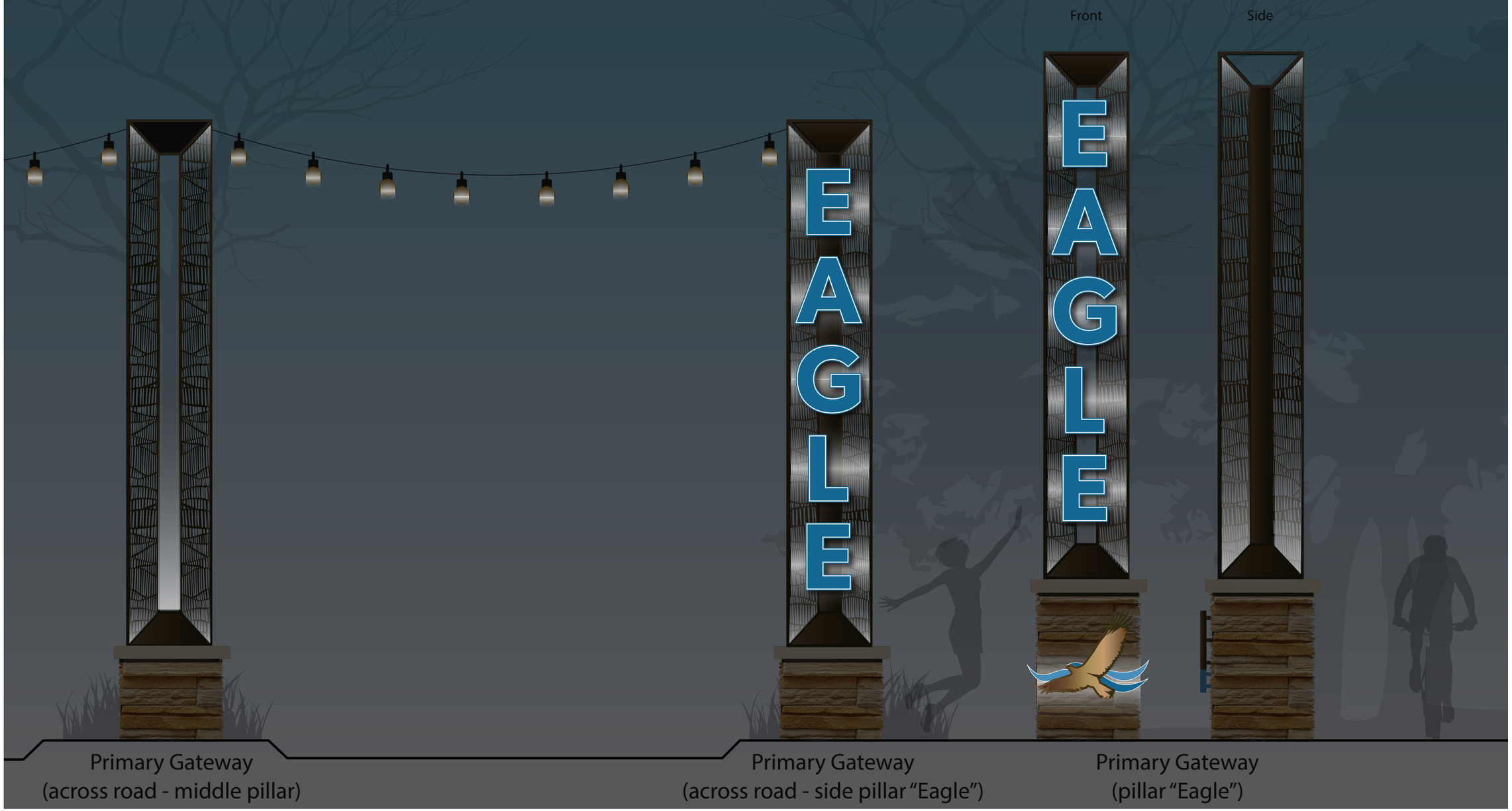
Primary Gateway (linear “Eagle”)



Primary Gateway
(linear “Eagle”)

COMPLETE SIGNAGE FAMILY NIGHT

Primary Gateway (pillar "Eagle" singular, and pillar gateway across divided median roadway)



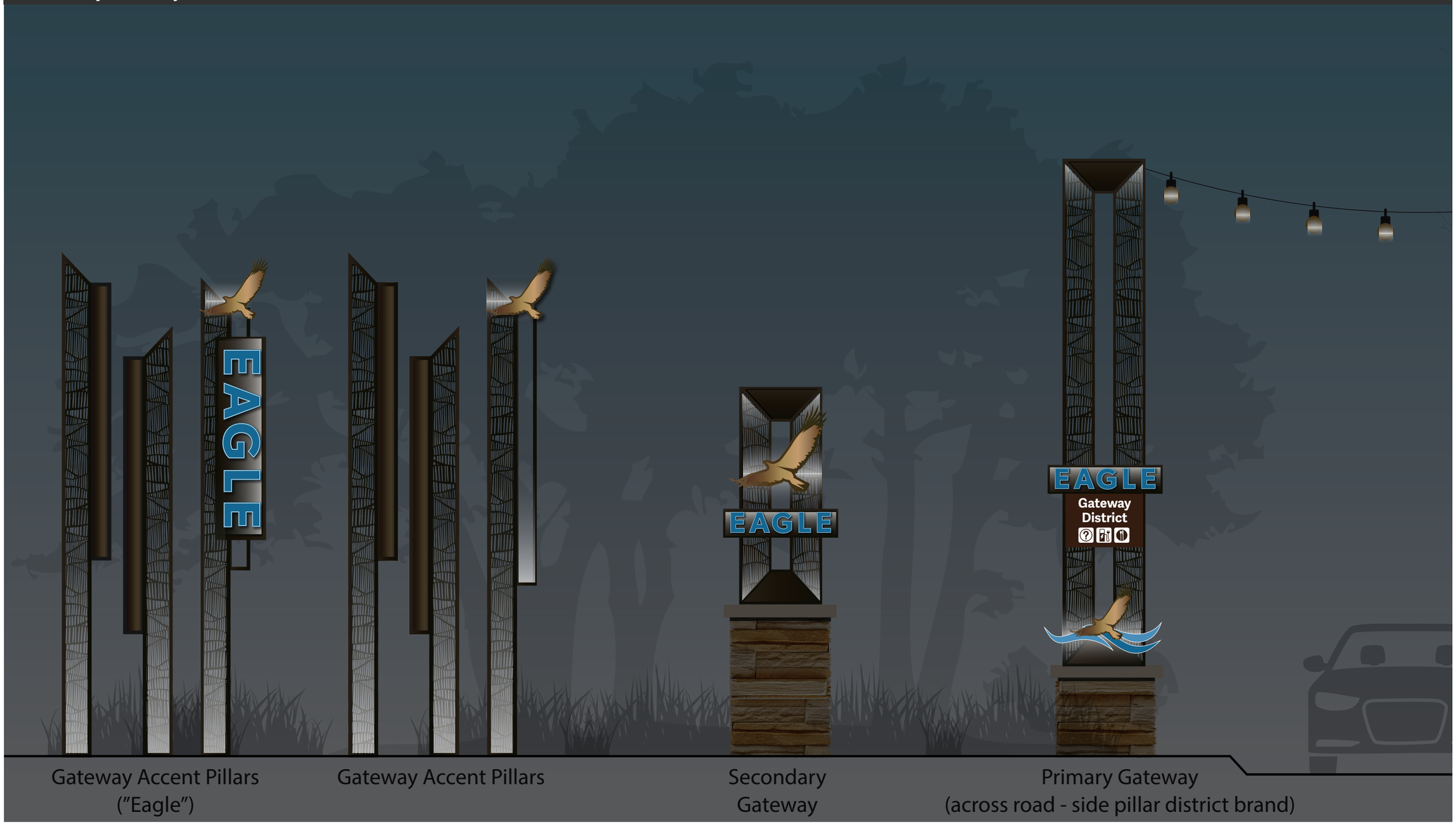
Primary Gateway
(across road - middle pillar)

Primary Gateway
(across road - side pillar "Eagle")

Primary Gateway
(pillar "Eagle")

COMPLETE SIGNAGE FAMILY NIGHT

Secondary Gateway Elements



Gateway Accent Pillars ("Eagle")

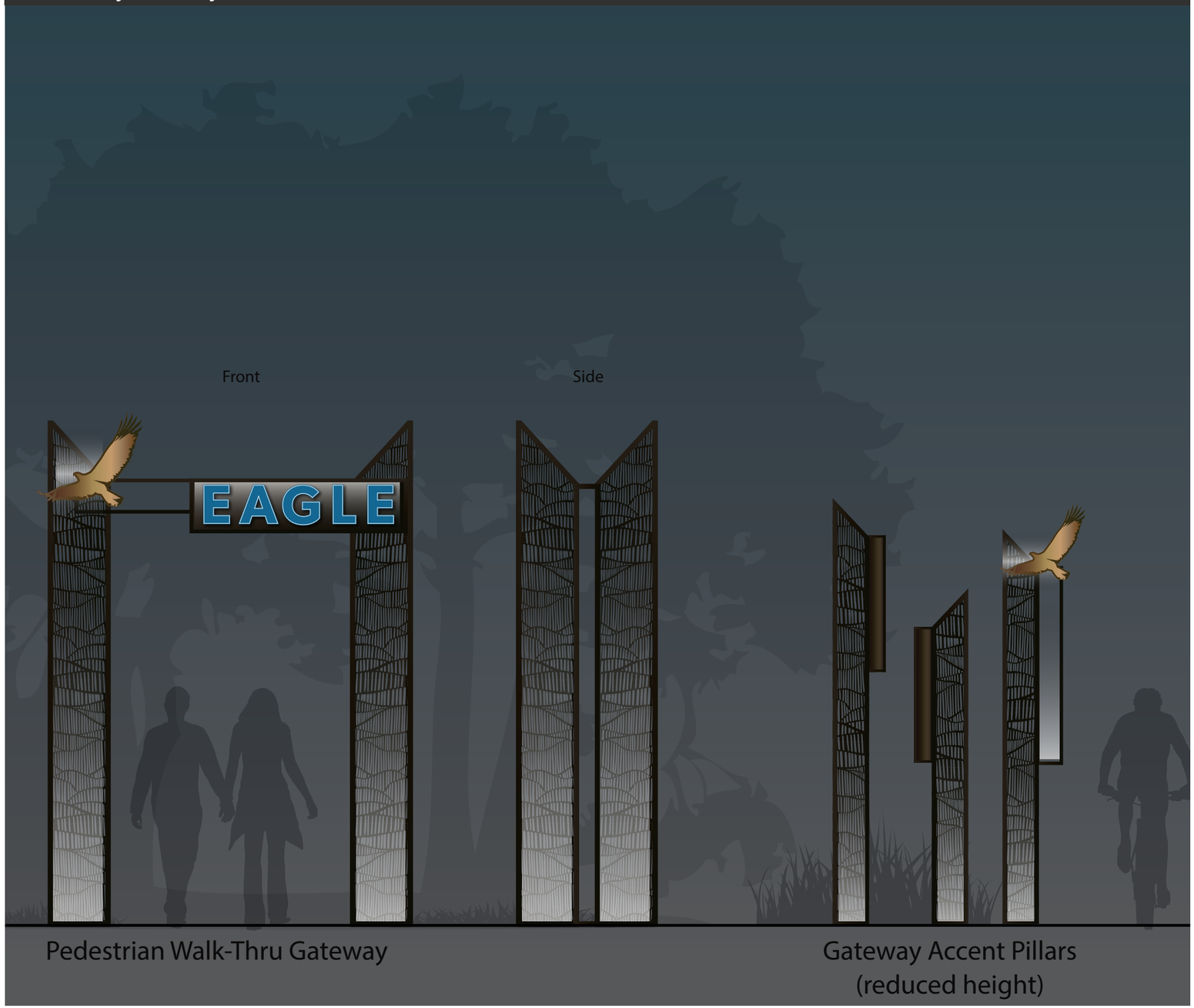
Gateway Accent Pillars

Secondary Gateway

Primary Gateway (across road - side pillar district brand)

COMPLETE SIGNAGE FAMILY NIGHT

Secondary Gateway Elements



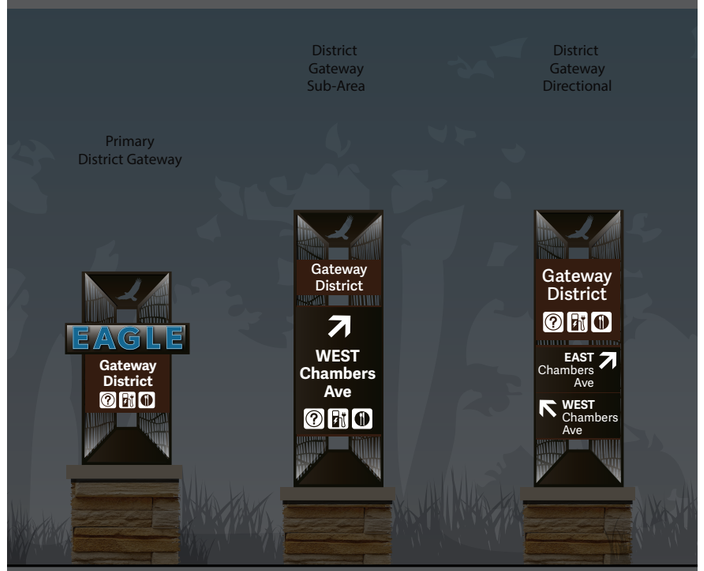
Pedestrian Walk-Thru Gateway

Gateway Accent Pillars
(reduced height)

District Gateway Signage



District Gateway Signage - Dimensional Eagle Icon



District Gateway Signage - Silhouette Punch Eagle Icon

Secondary Gateway Elements



Selfie "Eagle E"

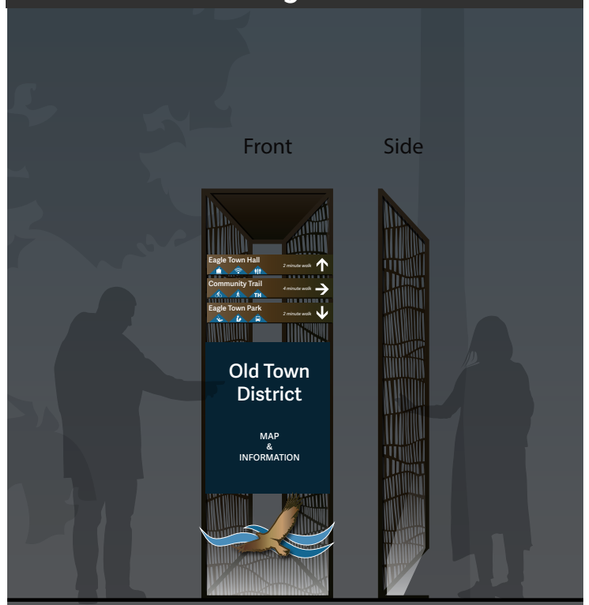
Auto Directional Signs



Auto Directional Signs (high-speed & low speed)

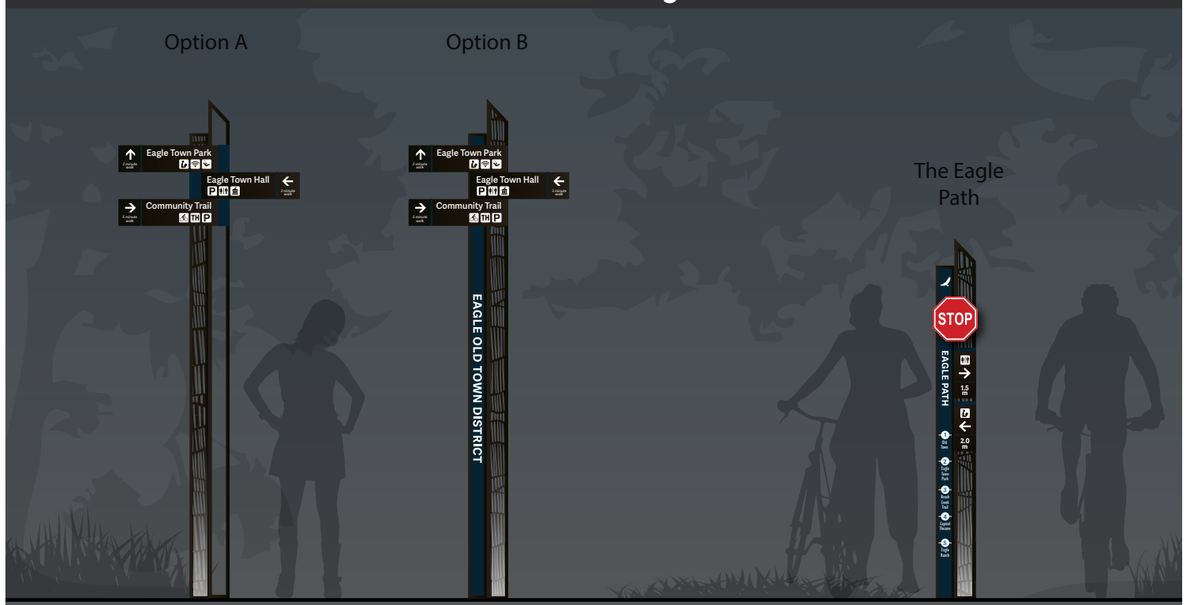
COMPLETE SIGNAGE FAMILY NIGHT

Pedestrian Kiosk Sign



Pedestrian/Kiosk Signs

Pedestrian Directional Pole & Trail Directional Signs



Pedestrian Directional Pole

T

Destination Sign

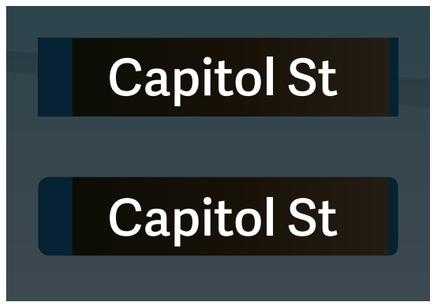


Destination Sign

Street Name Signs

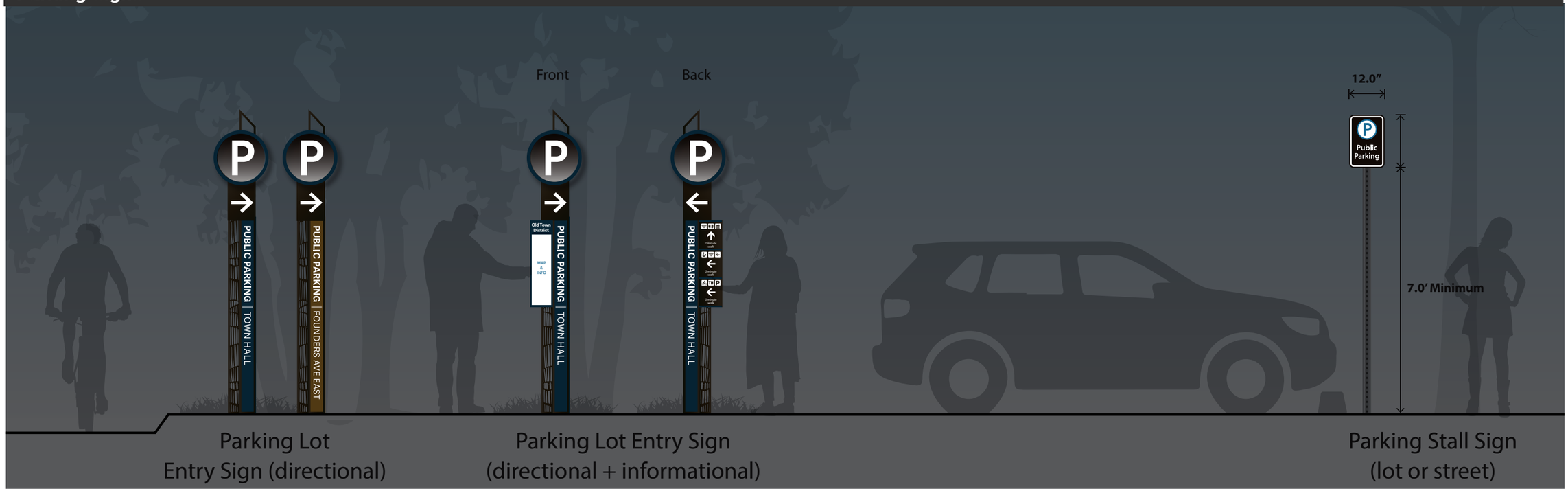


Street Name Signs





Parking Signs

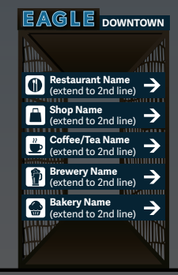


Parking Lot Entry Sign (directional)

Parking Lot Entry Sign (directional + informational)

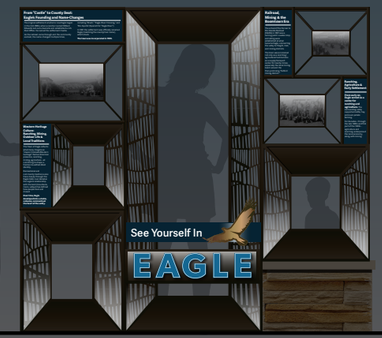
Parking Stall Sign (lot or street)

Parking Signs



Merchant Signage (advertising)

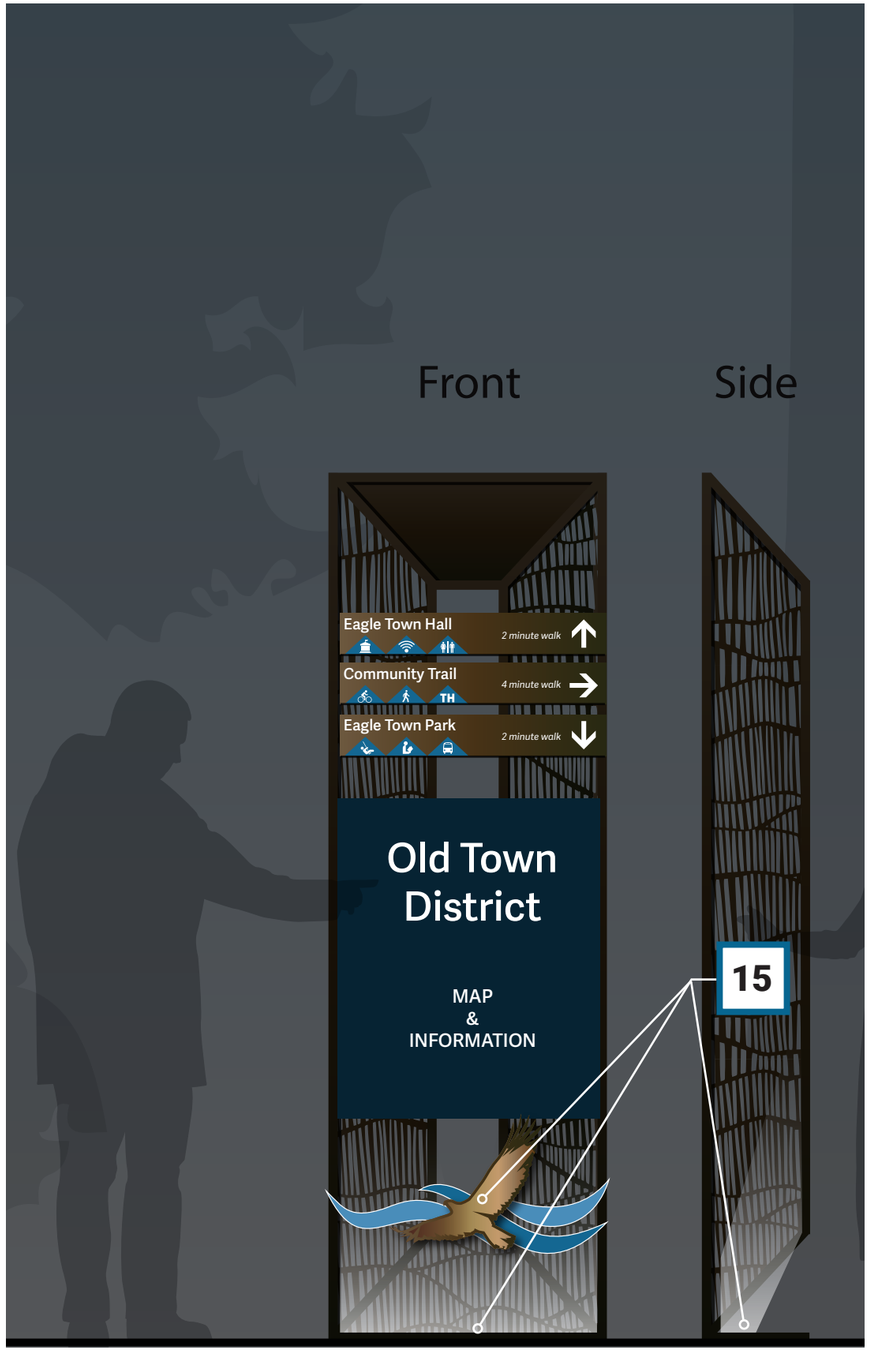
Parking Signs



Interpretive Sign (to replace existing Broadway interpretive sign)

WAYFINDING COLOR AND MATERIAL CODES





WAYFINDING IMPLEMENTATION PLAN FINAL COST ESTIMATION

Wayfinding Cost Estimate & 10-Year Implementation Strategy

To ensure a sustainable approach to long-term investment, a phased implementation and funding strategy was developed for the Town of Eagle's Wayfinding system. This 10-year approach prioritizes signage types based on a combination of of factors including cost, quantity, public safety, and overall strategic value.

The highest priority was placed on vehicular directional signage, reflecting its strong public support, broad Townwide utility, and alignment with safety and navigation goals. These are followed by district boundary signs, park and trail signage, pedestrian signage, and finally primary gateway signs which were treated as flexible "wild card" projects due to their high cost but strong visual impact and absorption feasibility per fund availability.

To determine the number of signs installed each year, a weighted system was used to phase in signs gradually while staying within realistic annual funding or Town budgeting expectations. This included:

- ***A front-loaded schedule for high-need signage types*** (like vehicular and trail signs)
- ***A slower rollout of higher-cost signs*** (like gateways and district monuments)
- ***Estimated unit costs for each sign type*** (based on current market data)
- ***An annual cost cap***, with variation year-to-year to reflect installation timing and budget planning flexibility
- ***A Strategic Plan*** to guide implementation and funding decisions

The strategy is **designed to be adaptable**. For example, gateway signs may be installed earlier if funding becomes available, or additional auto directional signs may be bundled with future roadway improvements.

In total, the **10-year plan allows for an incremental approach**, with detailed quantities and unit costs outlined to support phased budgeting, grant applications, and vendor planning. This incremental approach enables the Town to implement the signage system in a sustainable, achievable way while steadily improving navigation, visibility, and community identity across Eagle.

SIGNAGE QUANTITIES	
Gateway Signs	6
District Entry Signs	12
Destination Signs	31
Merchant Signs	3
Auto Directional Signs	30
Parking Signs	17
Pedestrian Kiosk	7
Pedestrian Directional Signs	19
Trailhead Signage	9
Trail Directional Signs	42





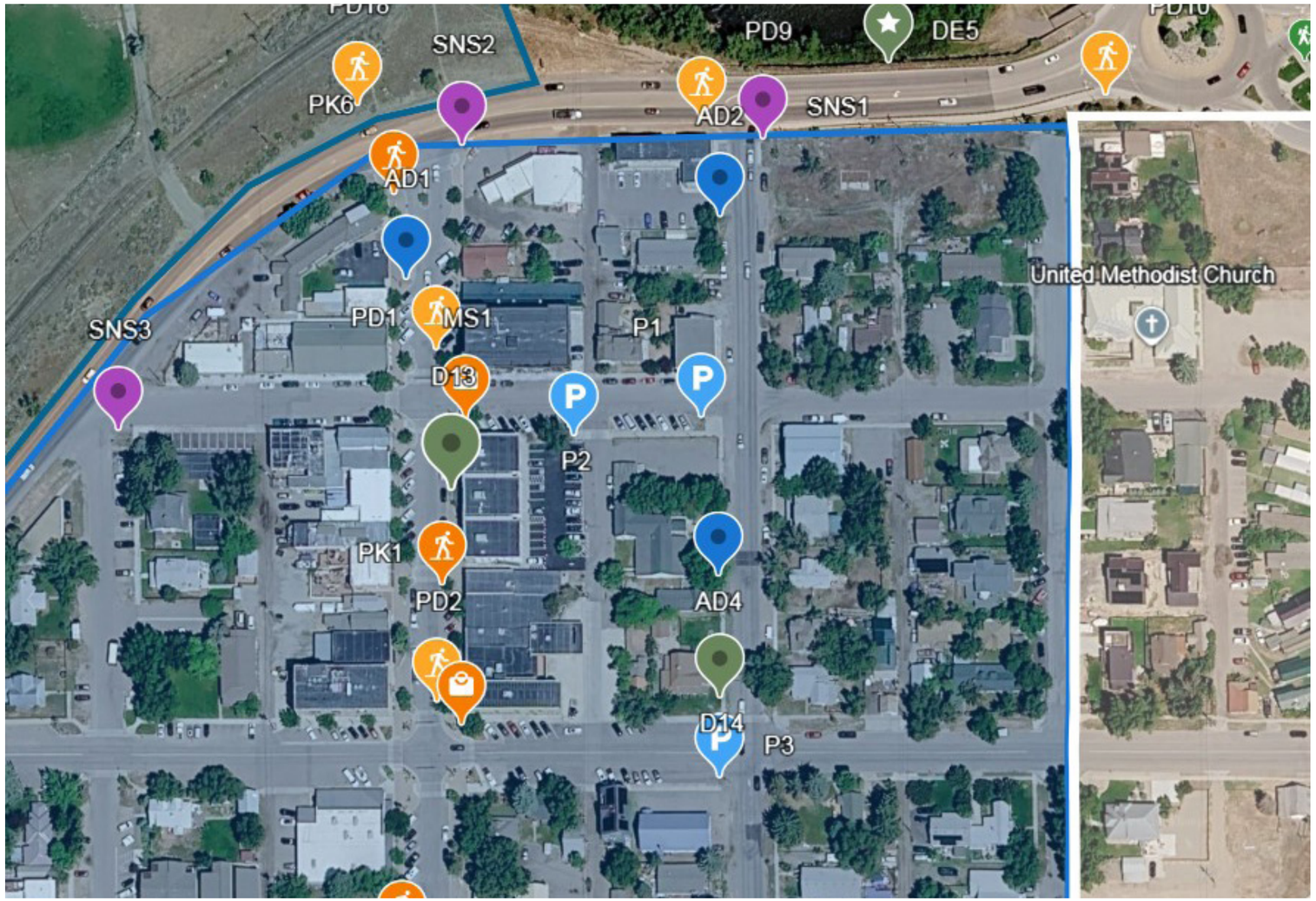
Working with existing signage to either provide temporary updates (recommended for the existing auto direcitonal signs) or utilize the palette of recently installed signs (recommended for the trailhead signage) will ensure the new signage can be implemented strategically and with respect for existing improvements.

SIGNAGE MESSAGING & LOCATION PLAN GOOGLE EARTH

Signage Messaging & Location Plan – Google Earth
To support long-term implementation and coordination, a Google Earth project file has been developed as a living, adaptable tool for documenting each recommended sign in the Town of Eagle Wayfinding system. This interactive map includes the precise location, sign type, and proposed messaging content for every sign recommended in the plan.

The map is organized into layers and folders by district and sign type, allowing users to easily filter and review the system at multiple scales. Users can explore vehicular directional signs, district boundary signs, park and trail signage, pedestrian signs, and more—each linked to detailed information about destinations, messaging hierarchy, icons, and directional intent.

Designed for use across Town departments and project partners, the Google Earth file supports ongoing coordination throughout implementation. As an evolving resource, it can be updated as signs are installed, refined, or added over time—ensuring it remains a reliable reference during engineering, permitting, fabrication, and installation. **This tool serves as a central reference point for decision-making, helping ensure consistency and clarity as the system is implemented over time.**



To explore the Eagle Wayfinding system, scan the QR code or visit the provided link:

https://earth.google.com/earth/d/1C8KKoWIoLa-kuaxDb_B4ieDB_tTCByeB?usp=sharing)

For the best experience, open the file in the desktop version of Google Earth, where users can interact with layers, folders, and detailed information panels for each sign location.

Eagle District Destinations & Icons

Each of Eagle's districts includes a set of key destinations such as parks, civic buildings, schools, trailheads, or historic sites that serve as the foundation for the Wayfinding system's directional messaging. These destinations are carefully selected to reflect places that are most meaningful, useful, or commonly visited by both residents and visitors.

I-70 Gateway District

DINING • HOTEL • GAS

Eagle Public Works
Recycling Center
Eagle County Court
Post Office
Charging Station
Tourist Center & History Museum
EAST Chambers Ave
WEST Chambers Ave

Eagle Ranch District

DINING • SHOPPING • GOLF

Theatre
Parking
Coffee
Gym
Senior Center
Trailheads
Urgent Care

Brush Creek District

TRAILS • PARK • DOG PARK

Community Garden
Parking
Trailheads
Restrooms
Open Space
Pavilion

Downtown District

SHOPPING • DINING • GOV'T

Eagle Town Hall/Police
Eagle County Services (DMV, Extension Offices, Facilities, Government, Building Department, Public Health, Family Services)
Eagle Valley Library District
Eagle Town Park
Senior Center

Eagle River District

RODEO • PARKS • RIVER PUT-IN

Eagle River Park
Fairgrounds/Rodeo
Andy Gerard Park
Trails/Trailhead
Pedestrian Bridge
Disc Golf
Ballfields/Sports Complex
Brush Creek Confluence Open Space

West Eagle District

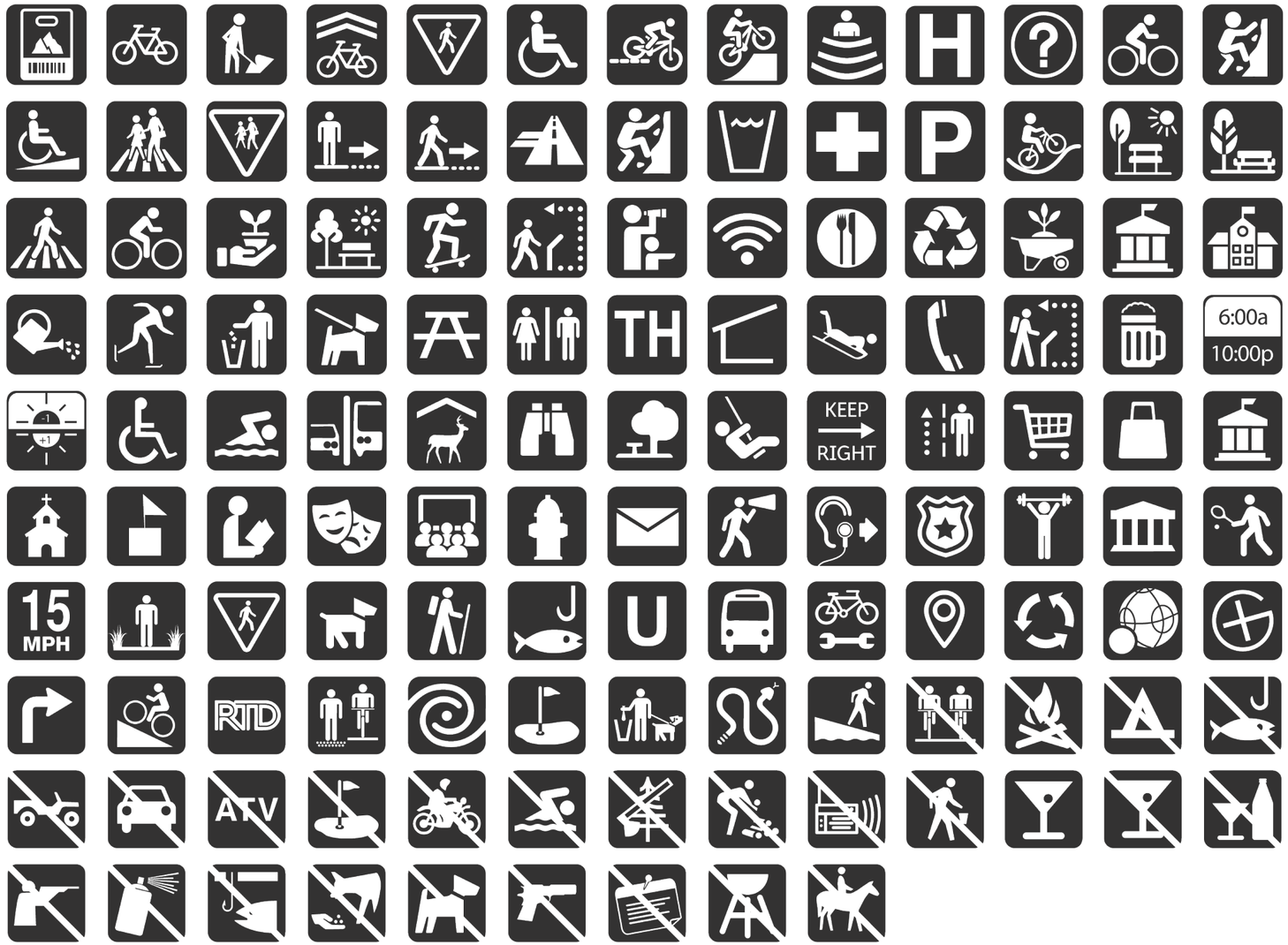
AIRPORT • PARK • TRAIL

Brush Creek Confluence Open Space
Hockett Ditch Trail
Eagle County Regional Airport
Town of Gypsum

Master Icon File

To support intuitive navigation and reinforce visual consistency, each destination is also paired with a set of three icons that appear throughout the signage system. These icons help communicate what the place offers at a glance whether it's recreational space, public services, or cultural amenities and serve as an additional cue alongside text-based directions.

A Master Icon File has been created as part of this plan, providing a visual reference for all destination icons used across the Town. This resource helps ensure consistent application during fabrication, future planning, or expansion of the system into new areas.



Wayfinding Business Development

Effective wayfinding signage does more than help people find their way, it shapes a visitor's experience, boosts economic activity, and enhances community identity. From encouraging exploration and local spending to increasing safety and reducing confusion, strategic signage is a cost-effective tool for fostering livability, vibrancy, and economic vitality.

Economic & Community Benefits of Wayfinding Signs

Increases Local Sales, Revenue, and Foot Traffic



By guiding customers easily to desired locations within a store or complex, wayfinding signage can lead to higher sales as people are less likely to get lost and more likely to find what they are looking for. Effective wayfinding signage can also attract vehicular and pedestrian traffic into unique business districts, increasing customer flow to local businesses.

- **Guided Navigation:** Helps people reach stores, restaurants, and services, increasing the chances of purchases and engagement.
- **Impulse Buys & Discovery:** Encourages spontaneous exploration of shops and attractions, especially among new visitors.
- **Event Promotion:** Signage for festivals and seasonal events helps direct people to vendors, boosting participation and small business sales.
- **Increased Foot Traffic:** Clear wayfinding attracts and guides visitors to retail areas, dining establishments, and cultural attractions.
- **Image Reinforcement:** Consistent and well-designed signage reinforces the identity of local districts, creating positive impressions that encourage repeat visits for business development and quality of life, and captures retail leakage..

Enhances Tourism & Economic Development



Signage not only benefits individual businesses but also contributes to the economic success of cities and communities. Municipal wayfinding systems facilitate seamless urban exploration, enriching the overall experience for residents and visitors by making it easier to navigate and explore local attractions, leading to increased spending in small businesses and contributing to economic growth.

- **Attracting Investment & Investor Confidence:** Well-maintained and visually cohesive wayfinding systems signal civic care and organization, attracting investment and business development.
- **Business District Branding:** Wayfinding can help establish or reinforce the distinct identities of the five commercial corridors, increasing their awareness and making them more identifiable.
- **Improved Customer Experience:** Clear navigation enhances the overall customer experience, leading to positive perceptions and increased customer loyalty.

Improves Community Perception & Quality of Life



Wayfinding helps create a community that feels safer, more welcoming, and easier to navigate for everyone who lives, works, or visits there. Thoughtful signage improves accessibility, public safety, and the everyday experience of moving through public spaces.

- **Safety and comfort:** Clear signage reduces confusion and creates a more welcoming environment, improving overall community satisfaction.
- **Accessibility:** Accessible and ADA compliant signage ensures that a diverse population can navigate the community with efficiency, increasing the quality of life.

Reduces Transportation Costs, Time & Confusion



Clear signage reduces unnecessary travel time by helping people get where they need to go with ease. This improves traffic flow, lowers stress, and encourages more efficient use of roads, sidewalks, and parking spaces which also lowers overall system operational costs.

- **Welcoming Environment:** Clear signage reduces anxiety, enhances comfort, and improves perceptions of safety.
- **Efficiency for Drivers and Pedestrians:** Effective wayfinding reduces travel time and congestion by helping people navigate directly to their destinations.
- **Reduced Operational Costs:** Proper wayfinding can minimize staff time spent assisting lost customers, resulting in cost savings.
- **Parking Optimization:** Signage guides visitors to parking areas, improving access and reducing search times, congestion, and frustration

Increases Property Values



Attractive and consistent wayfinding systems elevate the appearance and perceived organization of a place. This contributes to higher property values, stronger community identity, and greater long-term investment appeal.

- **Enhanced Aesthetics**: Attractive and functional signage contributes to the overall visual appeal of a community, increasing private investment.
- **Perceived Organization:** A well-structured environment suggests quality municipal management, further boosting development land use.
- **Market Value:** Proximity to well-signed and easy-to-navigate areas can increase real estate values by 5–15%. Well-designed wayfinding signage can contribute to a positive image of a property, potentially increasing its market value.

Enhances Event Promotion & Seasonal Boosts



Temporary and event-specific signage makes it easier for people to find festivals, markets, and community events. By improving visibility and access, wayfinding helps increase attendance, vendor success, and the economic impacts of community events and festivals.

- **Supporting Festivals and Events:** Signage can help guide visitors during events, maximizing attendance, and boost economic impact for local vendors.

The Value of New Eagle Wayfinding

Investment of new signage wayfinding infrastructure will realize the return on investment to Eagle through such measurable benefits such as:

- **Increased Visitor Spending, Sales & Customer Traffic**
- **Enhanced Economic Development**
- **Reduced Transportation Costs**
- **Increased visitor Satisfaction**
- **Positive Cost-Benefit Ratios**
- **Increased Event Attendance**

Measurable Results & Case Studies

These case studies illustrate that well-designed wayfinding systems can significantly enhance economic activity by improving navigation, increasing foot traffic, and encouraging longer and more frequent visits to local businesses and attractions.

Increased Sales, Visibility & Customer Traffic
University of Cincinnati Study (2011)

Researchers at the University of Cincinnati conducted a comprehensive study examining the economic value of on-premise signage. The study included case analyses across various industries, such as lodging, retail banking, specialty retail, and suburban commercial corridors.

- **Impact:** Enhanced signage led to increased sales, visibility, and customer traffic.

Increased Visitor Spending
Legible London Wayfinding System

Implemented in 2007, Legible London is a pedestrian wayfinding system designed to make navigating the Town on foot more intuitive. The system includes maps and signs placed strategically throughout the Town. According to Applied Wayfinding, the return on investment for this project is a remarkable 5:1, indicating significant economic benefits.

- **Result:** An estimated 16% increase in foot traffic to participating retail areas.
- **Impact:** Greater foot traffic correlates directly with higher retail sales and more time spent in local businesses.

Reduced Transportation Costs & Support for Economic Vitality
Edmonton Wayfinding Project (2014)

In 2014, the Town of Edmonton evaluated the potential benefits of a pedestrian-focused wayfinding system. The study concluded that such a system would offer a positive benefit-to-cost ratio, enhancing the local economy and contributing to overall Town livability. The report emphasized that wayfinding is a cost-effective measure to overcome barriers to modal shift and improve the local economy. Edmonton Wayfinding Business Case.

- **Result:** Wayfinding improves livability, reduces transportation costs, and supports local economic vitality.
- **Impact:** Considered a cost-effective tool to encourage walking, transit use, and longer visits.

Enhanced Economic Development
Toronto's PATH System (2016)

Toronto's PATH is an extensive underground pedestrian network that connects various parts of the downtown area. A 2016 study assessed the economic impact of an improved wayfinding system within the PATH. The findings suggested that enhanced wayfinding would lead to increased visitor numbers, longer visit durations, and higher spending in local businesses. The positive impacts from quantifiable benefits such as time savings and decreased congestion were found to outweigh the costs of implementing the improved wayfinding system.

- **Result:** Increased visitor numbers, longer durations of stay, and higher spending in nearby businesses.
- **Impact:** Quantifiable benefits (like time savings and reduced congestion) outweighed the costs of system improvements.

Positive Benefit-Cost Ratios
Melbourne Wayfinding Strategy (2015)

A 2015 scoping report for Melbourne proposed the development of a comprehensive wayfinding strategy. The report highlighted that recent business cases for Town-wide improvements to wayfinding systems have all demonstrated a positive benefit-cost ratio. It inferred that a similar investment in Melbourne would likely yield favorable economic outcomes, including increased tourism and retail spending.

- **Result:** Other cities' similar investments showed consistent positive benefit-cost ratios.
- **Impact:** Expected gains in tourism and local spending if implemented.

Increased Visitor Satisfaction
Huron East Wayfinding Strategy (2016)

The Municipality of Huron East developed a wayfinding strategy aimed at increasing visitor satisfaction through improved navigation. The strategy posited that better wayfinding could lead to repeat visits, side trips to new destinations, and positive word-of-mouth promotion. Ultimately, these improvements were expected to increase the length and economic impact of a visitor's stay in the municipality.

- **Result:** Repeat visits, increased side trips, and stronger word-of-mouth promotion.
- **Impact:** Longer visitor stays and greater economic impact across businesses.

Increased Event Attendance
Detroit Riverwalk Wayfinding Improvements (USA)

Detroit Riverwalk Wayfinding Improvements focused on enhancing navigation, visibility, and access along a nationally recognized waterfront destination. As the Riverwalk expanded, a coordinated wayfinding system was implemented to better connect key destinations, improve user orientation, and support a growing number of visitors.

The improvements included clear directional signage, identity markers, and consistent messaging to guide users between parks, amenities, and access points. These enhancements helped create a more intuitive and welcoming experience for residents and visitors alike.

- **Result:** Increased visitation and improved ease of navigation along the Riverwalk corridor
- **Impact:** Greater accessibility, comfort, and confidence for users, contributing to higher event attendance and broader public us



Wayfinding Cost Offsets

The costs involved in funding the signage will be brought back into Eagle through these documented benefits.

WAYFINDING IMPLEMENTATION PLAN PRIORITY RANKING AND PHASING

Signage Priorities of Implementation

Vehicular directional signs form the supportive backbone that legibly directs people to Eagle's destinations. Raising visitor and resident awareness of what Eagle has to offer is one of the primary goals of the Wayfinding Plan. Given the quantity of vehicular signage required, priority should be placed on signage that highlights and promotes Eagle's key assets and amenities. Most visitors to Eagle are entering into the community as drivers, so making vehicular directional signage a priority ensures the first signage installed will have the most immediate impact on how people experience and understand Eagle.

The vehicular directional signage system in Eagle is designed as a seamless wayfinding "breadcrumb trail" that guides drivers through the community with intuitive, continuous messaging. Each sign builds on the previous one, introducing new destinations as others fall away creating a rhythm of navigation that feels both natural and intentional. This interrelated structure ensures that as drivers progress through town, they receive timely visual cues that reinforce their location, connect them to local amenities, and reduce the chance of missed turns or last-minute decisions. Rather than functioning as isolated markers, these signs form a comprehensive wayfinding journey subtly stitching together key destinations like civic buildings, parks, schools, and trailheads into a cohesive, navigable experience. Given the quantity of vehicular signs, installing the most critical signs related to enhanced public safety at key intersections are highlighted under Phase 1 scope.

Highway 6 is the most highly-traveled (non-interstate) corridor within Eagle, and is used by Eagle residents, Eagle visitors, and people just passing through Eagle as an alternative to using Interstate 70. The district boundary signs not only help raise visitor awareness of Eagle's varied and unique character areas, they also help people break the larger "Eagle" into distinct, branded and named districts that make Eagle easier to organize and understand. Providing unique names and colors for each district also provides a shorthand way to identify each district in Eagle. The hope is that providing district labels encourages residents and visitors to visit unique Eagle locations like Downtown, take advantage of resources like the RTD Park-and-Ride, and see Eagle as having many memorable areas with unique destinations and amenities. The first-priority vehicular directional signs also use the Eagle district nomenclature, so installing the district gateway signs early in the project will provide context and increase understanding of district-branded vehicular messages.

During the outreach process, Eagle's parks, trails, and open spaces were identified as one of Eagle's most important and frequently-used assets. During the public outreach process, new Eagle residents said that Eagle's beautiful parks, trails, and open spaces were the number-one reason they chose to move into the community. The parks and trail systems are often the first places in Eagle visitors seek out and experience, so using signage to apply the Eagle brand to these popular destinations will not only encourage positive feelings toward Eagle, but they will also serve as an opportunity to raise awareness of other compelling Town of Eagle assets and amenities.

Priority 1: Vehicular Directional Signs (with Parking Integration): The first priority is improving visibility and awareness of Eagle's key destinations, particularly the Historic Downtown and Eagle Ranch, which are not always obvious to visitors traveling through the community. Updating vehicular directional signage provides the most immediate impact by helping drivers understand where destinations are located and how to access them. As an initial step, existing directional signs can be retrofitted with updated blades to test messaging, improve clarity, and begin introducing the new wayfinding system. Where possible, parking signage should be implemented alongside these updates to clearly identify public parking locations and reduce uncertainty for visitors arriving by car.

Priority 2: District Boundary Signs: District boundary signage is the next priority, as it plays a critical role in helping people understand how Eagle is organized. These signs introduce the Town's district structure through color, naming, and identity, allowing users to recognize when they have entered a new area. Establishing this framework early strengthens all subsequent signage by providing a clear mental map of the community.

Priority 3: Park & Trail Signage: Eagle's parks and trail system are among its most valued amenities, used extensively by both residents and visitors. Enhancing trail and park signage improves access, safety, and overall usability, while reinforcing connections between destinations. Clear, consistent signage helps users navigate the system more confidently and encourages greater use of these assets.

Priority 4: Pedestrian Directional Signs: Once visitors arrive and park, pedestrian signage becomes essential in helping them explore. These signs support walkability by guiding users to nearby destinations, encouraging longer stays, and helping people discover more of what Eagle has to offer. They are especially important in areas like Downtown, where multiple destinations are located within a compact, walkable area.

Priority 5: Pedestrian Kiosks: Pedestrian kiosks provide expanded information, including maps, district context, and interpretive content. These signs support deeper engagement by helping visitors understand what is available within walking distance and how to navigate between destinations. Due to their higher cost and content requirements, they are recommended as a later phase once core directional systems are in place.

Priority 6: Gateway Signs: Gateway signage represents a long-term investment in placemaking and identity. As the most complex and highest-cost elements of the system, gateways are recommended for later implementation, ideally coordinated with future roadway improvements or capital projects.



Future Opportunities: Interpretive, Merchant, and Experiential Signage

Additional elements including interpretive signs, merchant signage, and interactive "selfie" features can be implemented over time as funding and partnerships become available.

These elements enhance storytelling, support local businesses, and create memorable experiences, but are not required for the core functionality of the wayfinding system. As such, they are well-suited for grants, sponsorships, and community-driven initiatives.

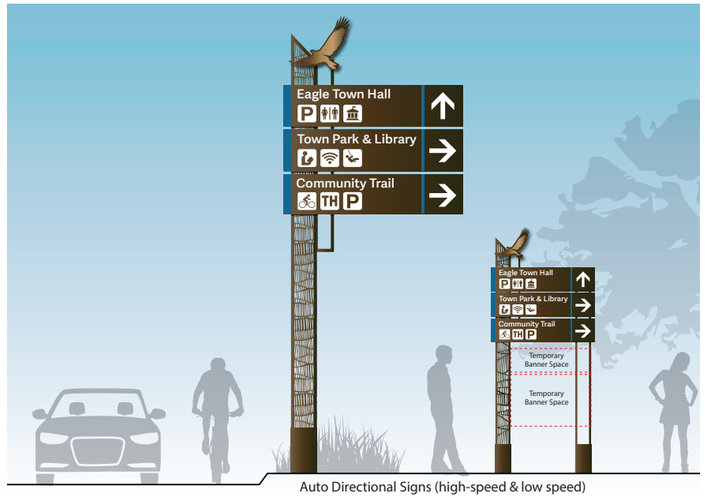
Priority

01

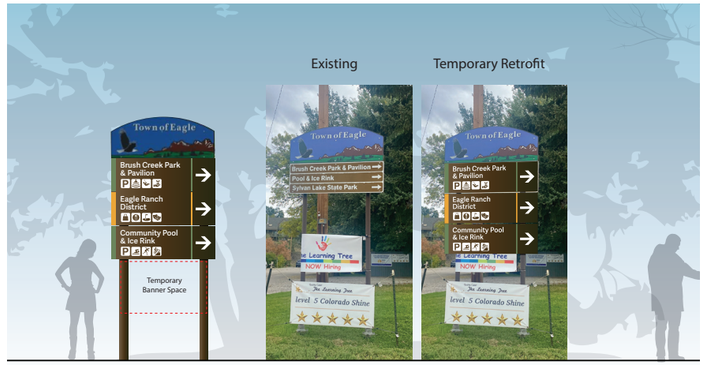
VEHICULAR DIRECTIONAL SIGNS

Increasing safety and clarity for Eagle's drivers

***NOTE:** Prior to installation of the new auto directional signs, it is recommended that the blades of existing auto directional signs be replaced at $500 $1,500 per sign face, as a cost-effective way to test messaging and improve clarity*



Auto Directional Signs (high-speed & low speed)



Auto Directional Sign (existing sign retrofit - temporary)

Purpose & Benefits of Vehicular Directional Signs

Vehicular directional signs are the foundation of Eagle's wayfinding system. Today, many key destinations especially Downtown Eagle and Eagle Ranch are not immediately visible or intuitive to first-time visitors or even residents approaching from regional roadways. This first phase focuses on solving that core challenge.

Strategically placed along primary routes, these signs clearly guide drivers to Eagle's most important destinations, including downtown, neighborhoods, parks, trails, and civic spaces. By providing early, confident direction, the system reduces last-minute turns, hesitation, and missed destinations, creating a smoother, safer driving experience. Just as importantly, these signs help tell the story of Eagle. By consistently naming and reinforcing districts and destinations, they begin to establish a shared mental map of the community, making places like Downtown Eagle and Eagle Ranch feel more connected, recognizable, and accessible.

As the most immediate and cost-effective improvement, vehicular directional signs are recommended as the first phase of implementation, including an initial "blade replacement" approach where existing signs can be updated with new messaging to quickly test and refine the system.

Resources Needed People & Partnerships

- Town of Eagle, Engineering & Public Works staff
- Design consultant for final layouts and MUTCD/ CDOT compliance
- CDOT district staff for coordination and right-of-way approvals
- Approved sign fabrication vendor
- Licensed contractor for installation
- Communications/public engagement team for rollout

Vehicular Directional Signage Costs:

Engineering	**$5,000 - $12,000 (1 fee for all signs)**	Includes site survey, foundation details, traffic safety
Permitting	**$1,500 - $4,000 (1 fee for all signs)**	CDOT, permits, and encroachment fees
Fabrication	**$4,500 - $8,500 (each sign)**	Reflective graphics, durable coatings, panel materials
Installation	**$1,500 - $2,500 (each sign)**	Labor, equipment, traffic control, concrete footing
Maintenance	**$2,500 - $6,000 (annual for all signs)**	Cleaning, graffiti removal, repairs, replacement parts

Cost-Sharing Opportunities

CDOT Revitalizing Main Streets Grant
Supports projects that enhance safety and community access.

Transportation Alternatives Program (TAP)
Applies if signage connects to multimodal routes or encourages walkability.

DOLA Energy & Mineral Impact Assistance Fund (EIAF)
Supports planning and infrastructure projects in impacted communities.

Safe Streets and Roads for All (SS4A)
For projects improving traffic safety and navigation.

Public-Private Partnerships
Contributions from local businesses, developers, or BID organizations may be available to support signs that promote district visibility and access.

Priority

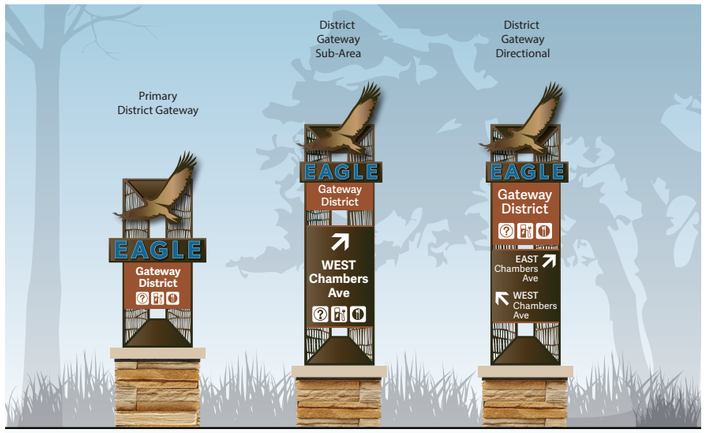
02

DISTRICT BOUNDARY SIGNS

Defining Eagle's unique character areas



District Gateway Signage - Silhouette Punch Eagle Icon



District Gateway Signage - Dimensional Eagle Icon

Purpose & Benefits of District Boundary Signs

District boundary signs mark the transition into Eagle's distinct areas, such as Downtown Eagle, Eagle Ranch, and the Eagle River corridor, helping residents and visitors understand where they are within the community. While vehicular directional signs guide people to destinations, district boundary signs signal arrival. They create a clear and memorable threshold between places, reinforcing the identity, character, and cohesion of each district.

Placed at key entry points, these signs provide an immediate visual cue that drivers and pedestrians have entered a new area. Over time, this consistent reinforcement builds familiarity and strengthens Eagle's overall mental map, making the community easier to navigate and more meaningful to experience. District boundary signs also play an important role in placemaking and storytelling. Through materials, form, and color, they express the unique qualities of each district while remaining part of a cohesive, town-wide system.

As a second phase of implementation, these signs build on the clarity established by vehicular directional signage and begin to define Eagle not just as a destination, but as a collection of distinct, connected places.

Resources Needed People & Partnerships

- Town of Eagle Planning, Public Works, and Branding/ Communications staff
- CDOT District Office for ROW access, visibility review, and permitting
- Structural engineer for footing/foundation design
- Fabrication vendor for large-scale monument signs
- Sign installation contractor (with traffic control expertise)
- Community stakeholders (for design validation and naming/district messaging)

District Boundary Signage Costs:

Engineering	**$8,000 - $12,000 (1 fee for all signs)**	Includes site survey, foundation details, traffic safety
Permitting	**$1,500 - $4,000 (1 fee for all signs)**	CDOT, permits, and encroachment fees
Fabrication	**$15,000 - $45,000 (each sign)**	Reflective graphics, durable coatings, panel materials
Installation	**$5,000 - $10,000 (each sign)**	Labor, equipment, traffic control, concrete footing
Maintenance	**$2,500 - $6,000 (annual for all signs)**	Cleaning, graffiti removal, repairs, replacement parts

Cost-Sharing Opportunities

CDOT Revitalizing Main Streets Grant
Supports projects that enhance safety and community access.

Transportation Alternatives Program (TAP)
Applies if signage connects to multimodal routes or encourages walkability.

DOLA Energy & Mineral Impact Assistance Fund (EIAF)
Supports planning and infrastructure projects in impacted communities.

Safe Streets and Roads for All (SS4A)
For projects improving traffic safety and navigation.

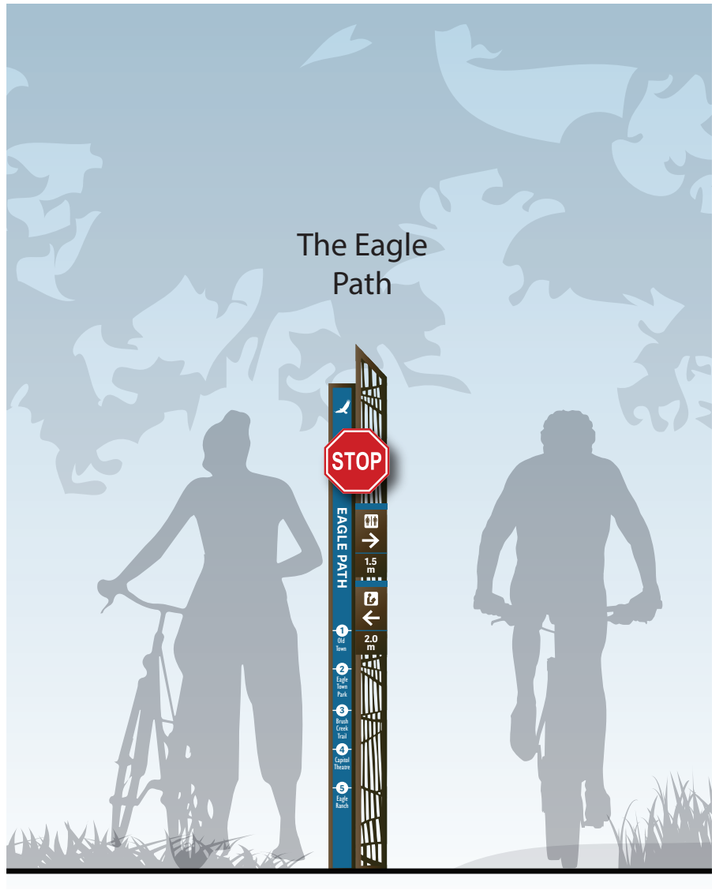
Public-Private Partnerships
Contributions from local businesses, developers, or BID organizations may be available to support signs that promote district visibility and access.

***NOTE:** District boundary signs may range from modest marker elements to more expressive gateway features, depending on location, visibility, and available funding.*

Priority
03

PARK & TRAIL SIGNAGE

Enhancing use & awareness of beloved Eagle ammenities



Purpose & Benefits of Park & Trail Signs

Eagle's parks and trail system are among the community's most valued assets used daily by residents and sought out by visitors. However, access points, routes, and connections are not always easy to find or clearly understood, especially for those unfamiliar with the system. Park and trail signage helps bridge this gap by clearly identifying trailheads, guiding users along routes, and reinforcing connections between parks, neighborhoods, and destinations throughout Eagle. These signs support a wide range of users, including walkers, cyclists, families, and visitors, by providing clear, consistent, and confidence-building information.

Beyond navigation, this signage enhances the overall experience of being outdoors in Eagle. Thoughtfully designed trail markers, directional signs, and entry features contribute to a cohesive system that feels intentional, welcoming, and easy to use.

As a third phase of implementation, park and trail signage builds on the clarity and identity established in earlier phases, extending the wayfinding system into the places where people spend the most time and connect most directly with the landscape.

Resources Needed People & Partnerships

- Town of Eagle Planning, Public Works, Open Space & Trails, and Branding/Communications staff
- CDOT District Office for ROW access, visibility review, and permitting
- Structural engineer for footing/foundation design
- Fabrication vendor for large-scale monument signs
- Sign installation contractor (with traffic control expertise)
- Community stakeholders (for design validation and naming/district messaging)

Park & Trail Signage Costs:

Engineering	**$2,000 - $3,000 (1 fee for all signs)**	Includes site survey, foundation details, traffic safety
Permitting	**$1,000 - $2,000 (1 fee for all signs)**	CDOT, permits, and encroachment fees
Fabrication	**$1,500 - $5,500 (each sign)**	Reflective graphics, durable coatings, panel materials
Installation	**$1,000 - $2,500 (each sign)**	Labor, equipment, traffic control, concrete footing
Maintenance	**$1,500 - $2,000 (annual for all signs)**	Cleaning, graffiti removal, repairs, replacement parts

Cost-Sharing Opportunities

CDOT Revitalizing Main Streets Grant
Supports projects that enhance safety and community access.

Transportation Alternatives Program (TAP)
Applies if signage connects to multimodal routes or encourages walkability.

DOLA Energy & Mineral Impact Assistance Fund (EIAF)
Supports planning and infrastructure projects in impacted communities.

Safe Streets and Roads for All (SS4A)
For projects improving traffic safety and navigation.

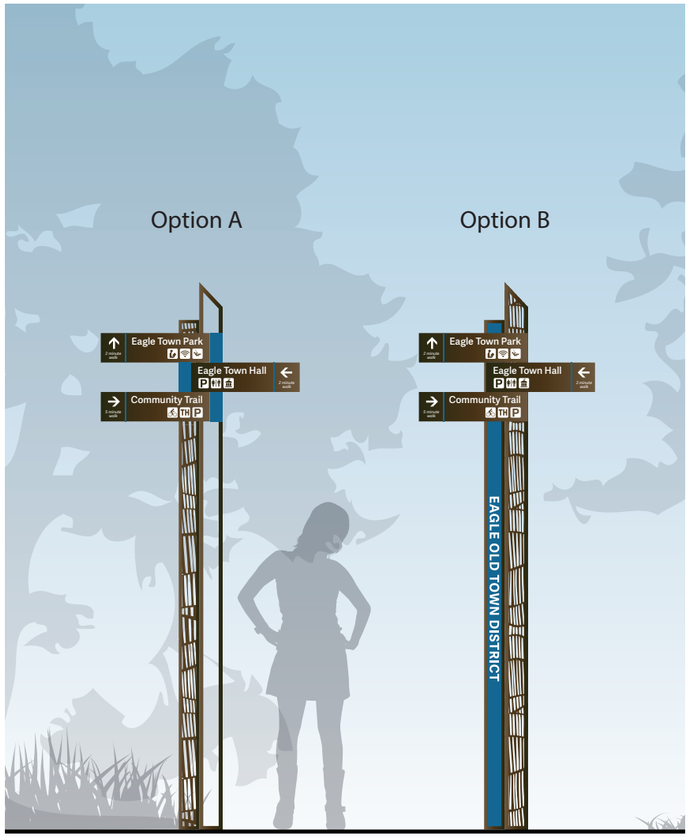
Public-Private Partnerships
Contributions from local businesses, developers, or BID organizations may be available to support signs that promote district visibility and access.

***NOTE:** Scaling the installation of new trail signs by starting with high-use trailheads and key decision points, and then expanding to secondary routes and neighborhood connections is the recommended approach.*

Priority
04

PEDESTRIAN SIGNS

Encouraging multi-modal connections & visitor trip length



Pedestrian Directional Pole

Purpose & Benefits of Pedestrian Directional Signs

Pedestrian directional signs support intuitive movement through Eagle by providing clear, concise guidance at the moments when people need it most at intersections, trail connections, and transitions between districts.

While kiosk signs offer broader orientation, directional poles focus on quick, at-a-glance decision-making. They help pedestrians and cyclists confirm they are on the right path and easily choose where to go next, without interrupting their movement.

Strategically placed throughout Downtown Eagle and along key walking and biking routes, these signs create a consistent and reliable system that connects destinations, parks, trails, and districts. Their simple, highly legible format ensures information can be understood quickly, even in active or high-traffic areas.

As part of the pedestrian signage phase, directional poles work alongside kiosks to create a layered wayfinding experience, combining big-picture understanding with real-time guidance on the ground.

Resources Needed People & Partnerships

- Town of Eagle Planning, Public Works, Open Space & Trails, and Branding/Communications staff
- CDOT District Office for ROW access, visibility review, and permitting
- Structural engineer for footing/foundation design
- Fabrication vendor for large-scale monument signs
- Sign installation contractor (with traffic control expertise)
- Community stakeholders (for design validation and naming/district messaging)

Pedestrian Signage Costs:

Engineering	**$4,000 $7,000 (1 fee for all signs)**	Includes site survey, foundation details, traffic safety
Permitting	**$1,500 $4,000 (1 fee for all signs)**	CDOT, permits, and encroachment fees
Fabrication	**$3,000 $7,000 (each sign)**	Reflective graphics, durable coatings, panel materials
Installation	**$2,500 $4,000 (each sign)**	Labor, equipment, traffic control, concrete footing
Maintenance	**$2,000 $5,000 (annual for all signs)**	Cleaning, graffiti removal, repairs, replacement parts

Cost-Sharing Opportunities

CDOT Revitalizing Main Streets Grant
Supports projects that enhance safety and community access.

Transportation Alternatives Program (TAP)
Applies if signage connects to multimodal routes or encourages walkability.

DOLA Energy & Mineral Impact Assistance Fund (EIAF)
Supports planning and infrastructure projects in impacted communities.

Safe Streets and Roads for All (SS4A)
For projects improving traffic safety and navigation.

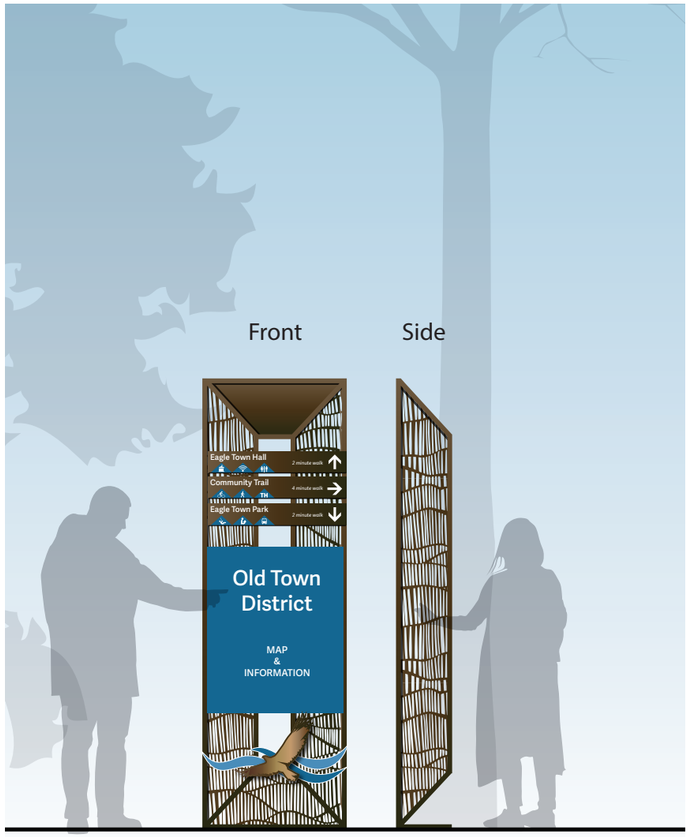
Public-Private Partnerships
Contributions from local businesses, developers, or BID organizations may be available to support signs that promote district visibility and access.

NOTE: *Pedestrian directional signs use blade-style panels mounted to vertical poles, allowing for flexible placement and clear visibility. Their modular design makes them easy to expand as the system grows.*

Priority
05

PEDESTRIAN KIOSKS

Providing information for walkers & bikers



Pedestrian/Kiosk Signs

Purpose & Benefits of Pedestrian Kiosk Signs

Pedestrian signage supports the experience of moving through Eagle at a human pace: on foot, by bike, or transitioning between destinations. Once visitors arrive, these signs help them understand what's nearby, where to go next, and how places connect within walking distance. In areas like Downtown Eagle and other key activity centers, pedestrian signs provide clear, concise information about nearby destinations, amenities, and routes. They are designed to be easily read at close range, helping users make quick decisions while exploring shops, restaurants, parks, and public spaces.

More than directional tools, these signs encourage discovery. By revealing what's just around the corner or a short walk away, they help extend visits, support local businesses, and create a more engaging and walkable environment.

As a fourth phase of implementation, pedestrian signage builds on earlier investments in vehicular, district, and trail systems, bringing the wayfinding experience down to the human scale and enriching how people experience Eagle day-to-day.

Resources Needed People & Partnerships

- Town of Eagle Planning, Public Works, and Branding/ Communications staff
- CDOT District Office for ROW access, visibility review, and permitting
- Structural engineer for footing/foundation design
- Fabrication vendor for large-scale monument signs
- Sign installation contractor (with traffic control expertise)
- Community stakeholders (for design validation and naming/district messaging)

Pedestrian Kiosk Signage Costs:

Engineering	**$6,000 $8,000 (1 fee for all signs)**	Includes site survey, foundation details, traffic safety
Permitting	**$1,500 $4,000 (1 fee for all signs)**	CDOT, permits, and encroachment fees
Fabrication	**$6,000 $15,000 (each sign)**	Reflective graphics, durable coatings, panel materials
Installation	**$2,500 $4,000 (each sign)**	Labor, equipment, traffic control, concrete footing
Maintenance	**$2,500 $6,000 (annual for all signs)**	Cleaning, graffiti removal, repairs, replacement parts

Cost-Sharing Opportunities

CDOT Revitalizing Main Streets Grant
Supports projects that enhance safety and community access.

Transportation Alternatives Program (TAP)
Applies if signage connects to multimodal routes or encourages walkability.

DOLA Energy & Mineral Impact Assistance Fund (EIAF)
Supports planning and infrastructure projects in impacted communities.

Safe Streets and Roads for All (SS4A)
For projects improving traffic safety and navigation.

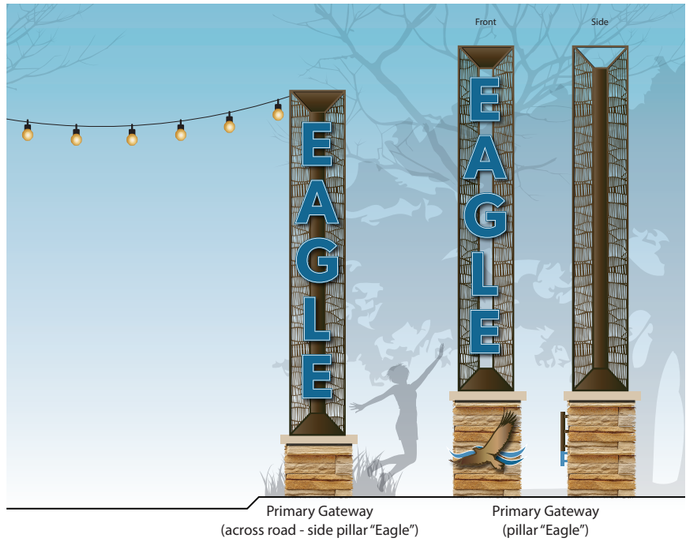
Public-Private Partnerships
Contributions from local businesses, developers, or BID organizations may be available to support signs that promote district visibility and access.

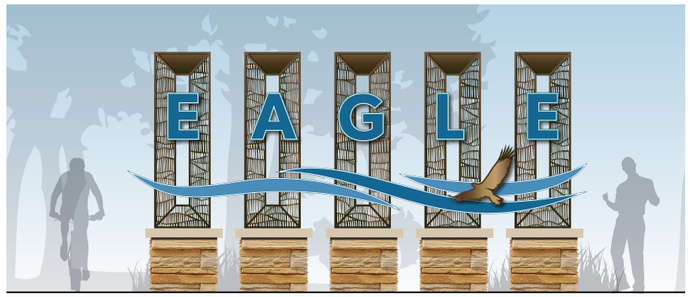
***NOTE:** Pedestrian signage may include directional blades, map kiosks, and informational panels—designed for high visibility at close range and integrated with Eagle's overall wayfinding identity.*

Priority
06

GATEWAY SIGNS

Creating iconic & welcoming 'Front Doors' to the Town





Purpose & Benefits of Gateway Signs

Gateway signs create iconic and welcoming "front doors" to Eagle, marking arrival and reinforcing a strong sense of place at key entry points and transitions between districts. Positioned along major corridors and highly visible locations, they signal to visitors and residents alike that they have arrived somewhere distinct and meaningful.

Beyond simple identification, gateway elements establish the visual identity of the community through bold forms, natural materials, and integrated lighting. These features create memorable landmarks that are recognizable at a distance, helping orient people within the broader system while strengthening Eagle's brand.

Strategically placed throughout the community, gateway signs define district boundaries and highlight important destinations, creating a cohesive framework that ties together neighborhoods, commercial areas, and recreational assets. As a foundational layer of the wayfinding system, gateway signs work in concert with directional, pedestrian, and interpretive elements to create a layered experience, offering a strong first impression while setting the tone for navigation, exploration, and discovery throughout Eagle.

Resources Needed People & Partnerships

- Town of Eagle Planning, Public Works, and Branding/ Communications staff
- CDOT District Office for ROW access, visibility review, and permitting
- Structural engineer for footing/foundation design
- Fabrication vendor for large-scale monument signs
- Sign installation contractor (with traffic control expertise)
- Community stakeholders (for design validation and naming/district messaging)

Gateway Signage Costs:

Engineering	**$4,000 $7,000 (1 fee for all signs)**	Includes site survey, foundation details, traffic safety
Permitting	**$1,500 $4,000 (1 fee for all signs)**	CDOT, permits, and encroachment fees
Fabrication	**$3,000 $7,000 (each sign)**	Reflective graphics, durable coatings, panel materials
Installation	**$2,500 $4,000 (each sign)**	Labor, equipment, traffic control, concrete footing
Maintenance	**$2,000 $5,000 (annual for all signs)**	Cleaning, graffiti removal, repairs, replacement parts

Cost-Sharing Opportunities

CDOT Revitalizing Main Streets Grant
Supports corridor enhancements that improve safety, identity, and economic vitality along state highways—particularly relevant for gateway features located along Highway 6.

DOLA Energy & Mineral Impact Assistance Fund (EIAF)
Provides funding for infrastructure and community enhancement projects in communities experiencing growth and impact—gateway signage can qualify as part of broader community identity and infrastructure improvements.

Colorado Tourism Office – Destination Development Grants
Supports projects that enhance visitor experience and strengthen destination identity. Gateway signage helps establish a strong first impression and reinforce Eagle as a recognizable destination.

Public-Private Partnerships
Partnerships with local businesses, developers, and major landowners may support gateway signage, particularly where signs enhance visibility to commercial districts or key destinations.

Capital Improvement Program (CIP) Funding
Gateway signs can be integrated into planned roadway, streetscape, or infrastructure projects, allowing costs to be shared with broader capital improvements and reducing standalone implementation costs.

***NOTE:** Gateway signs are designed as bold, vertical and horizontal landmark elements that define arrival and reinforce district identity.*

WAYFINDING IMPLEMENTATION PLAN STRATEGIC SIGNAGE FABRICATION AND INSTALLATION



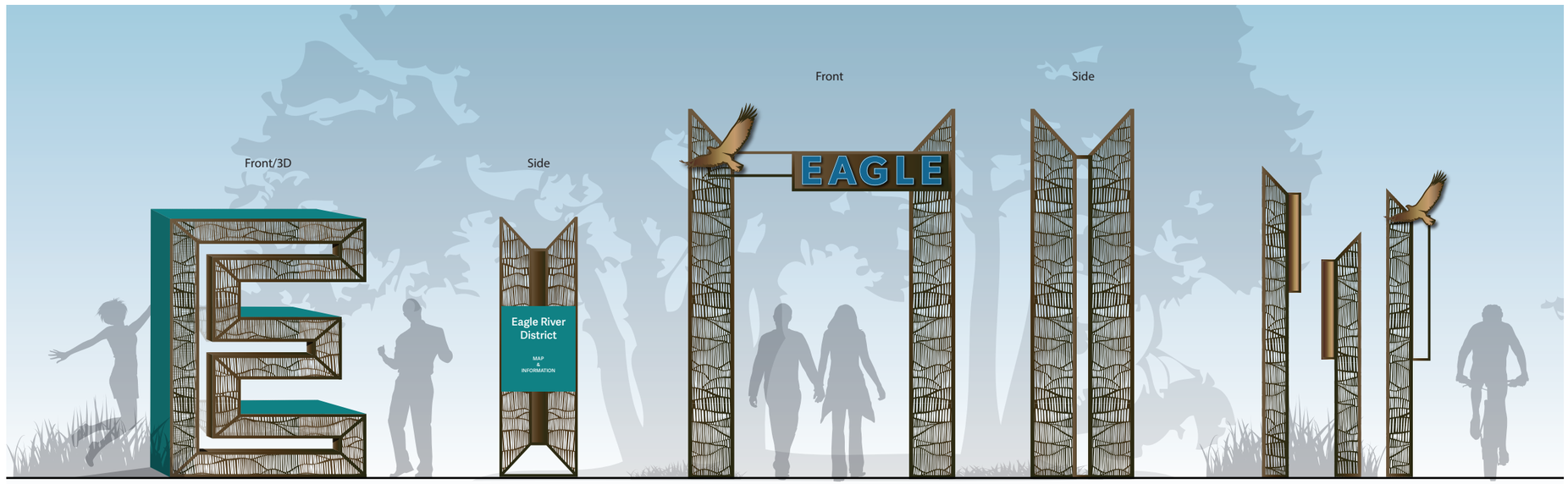
Gateway Accent Pillars ("Eagle")

Gateway Accent Pillars

Secondary Gateway

Primary Gateway (across road - side pillar district brand)

Primary Gateway (across road - middle pillar)



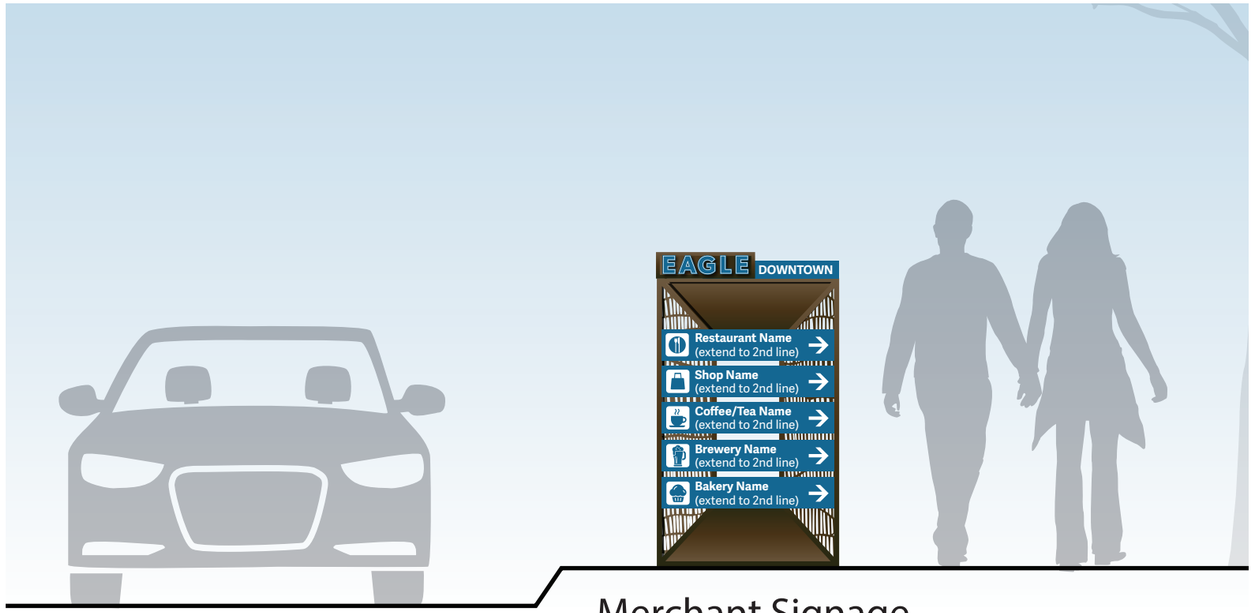
Selfie "Eagle E"

Pedestrian Walk-Thru Gateway

Gateway Accent Pillars (reduced height)

NOTE: *Gateway elements may be tailored to a range conditions throughout Eagle from full gateway features at major entry points to smaller accent elements, pedestrian-scale installations, or artistic features in constrained or evolving locations. Final design, placement, and costs will vary based on site visibility, available space, roadway conditions, and future capital improvements. A phased approach allows the Town to implement gateway features over time, aligning investment with priority locations and funding opportunities.*

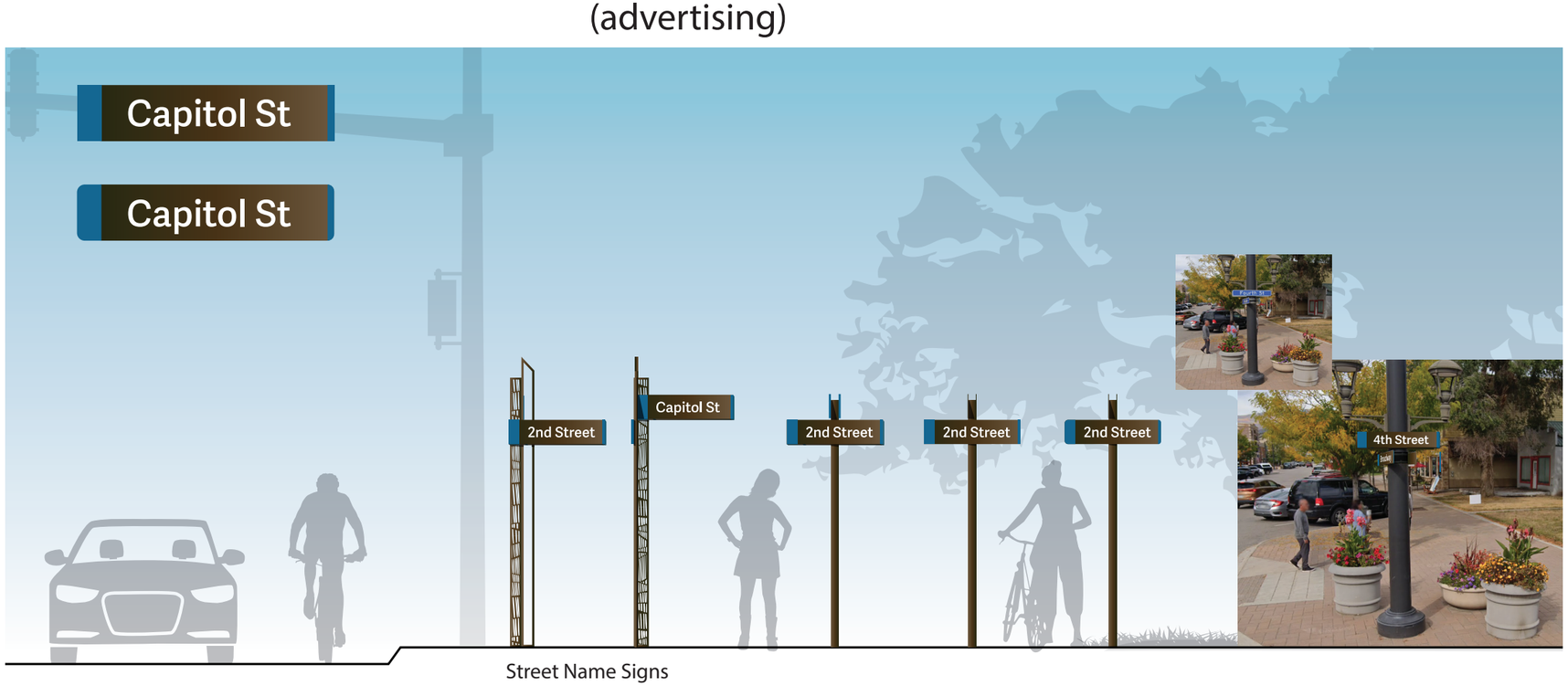
WAYFINDING IMPLEMENTATION PLAN STRATEGIC SIGNAGE FABRICATION AND INSTALLATION



Merchant Signage
(advertising)

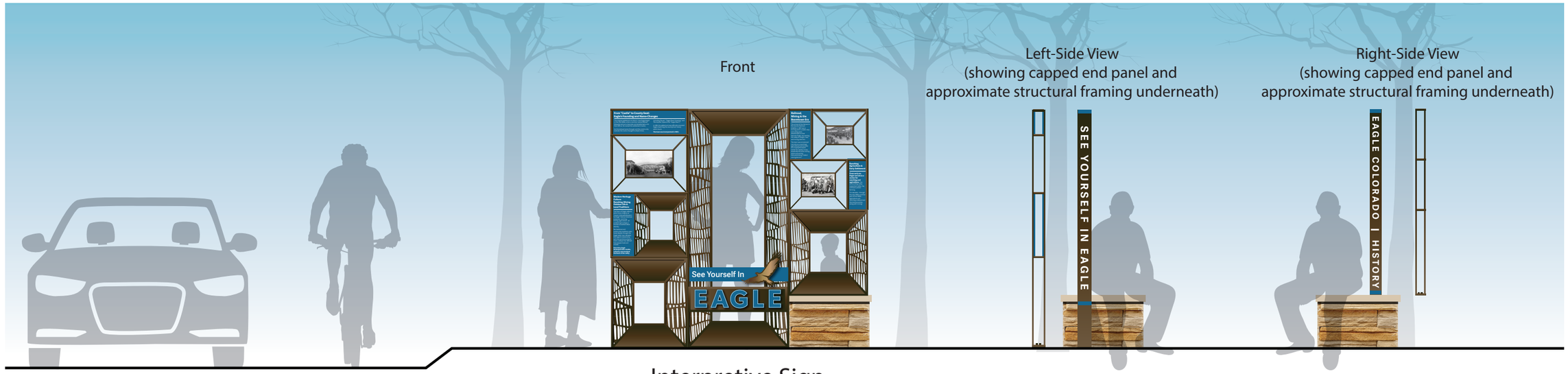


Destination Sign

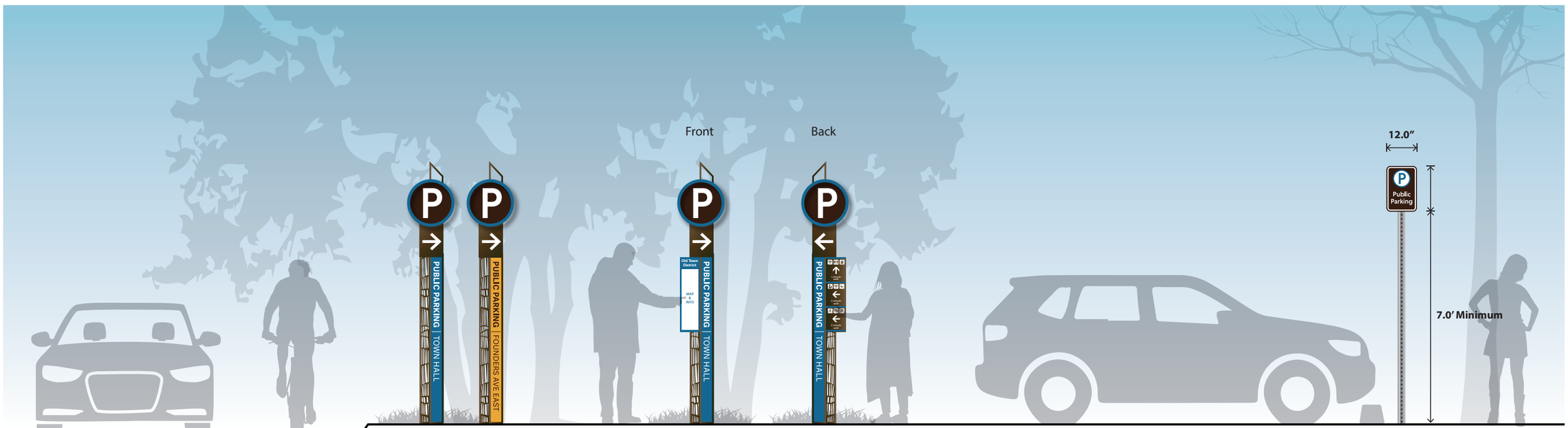


Street Name Signs

NOTE: *Additional sign types shown on this page are intended to be implemented as opportunities arise, rather than as part of the initial priority phases. Many of these elements can be introduced incrementally such as replacing existing destination, street name, or parking signs as they reach the end of their lifecycle, or as related planning efforts (such as a parking strategy) are completed. Other elements, including interpretive signage, may be best pursued through grant-funded initiatives such as tourism or historic preservation programs.* ***This flexible approach allows Eagle to expand the wayfinding system over time, aligning improvements with available funding, capital projects, and evolving community priorities.***



Interpretive Sign
(to replace existing Broadway interpretive sign)



Parking Lot
Entry Sign (directional)

Parking Lot Entry Sign
(directional + informational)

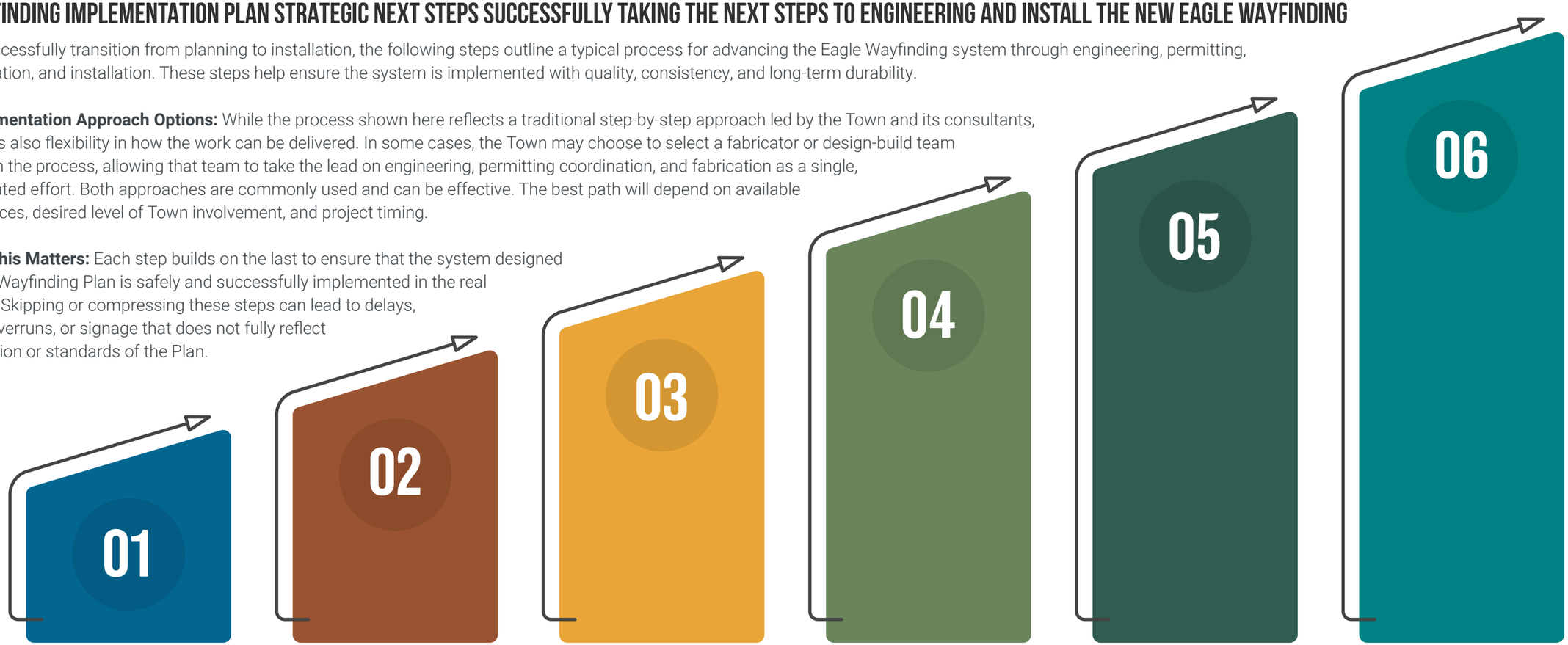
Parking Stall Sign
(lot or street)

WAYFINDING IMPLEMENTATION PLAN STRATEGIC NEXT STEPS SUCCESSFULLY TAKING THE NEXT STEPS TO ENGINEERING AND INSTALL THE NEW EAGLE WAYFINDING

To successfully transition from planning to installation, the following steps outline a typical process for advancing the Eagle Wayfinding system through engineering, permitting, fabrication, and installation. These steps help ensure the system is implemented with quality, consistency, and long-term durability.

Implementation Approach Options: While the process shown here reflects a traditional step-by-step approach led by the Town and its consultants, there is also flexibility in how the work can be delivered. In some cases, the Town may choose to select a fabricator or design-build team early in the process, allowing that team to take the lead on engineering, permitting coordination, and fabrication as a single, integrated effort. Both approaches are commonly used and can be effective. The best path will depend on available resources, desired level of Town involvement, and project timing.

Why This Matters: Each step builds on the last to ensure that the system designed in the Wayfinding Plan is safely and successfully implemented in the real world. Skipping or compressing these steps can lead to delays, cost overruns, or signage that does not fully reflect the vision or standards of the Plan.



STEP 1
FINALIZE ENGINEERING FOR THE SIGNAGE SYSTEM

Begin with a dedicated engineering and permitting contract - ideally as a stand-alone effort with a selected signage fabricator. This engineering set is the first required step to enter the DOT permitting process and translates the planning concepts into build-able documents.

$15,000-$25,000

STEP 2
CONDUCT ENGINEERING REVIEW FOR SIGNS NEAR RIGHTS-OF-WAY

Conduct Engineering Review for Signs Near Rights-of-Way
This review, completed as part of the permitting process, ensures all signage locations comply with DOT and local safety, setback, and visibility requirements.

$1,000-$1,500

STEP 3
COMPLETE SURVEYING & SITE EVALUATION

Site-specific evaluations confirm optimal sign placement, especially in areas with potential utility conflicts, uneven terrain, or other unforeseen conditions. These may need to occur both during permitting and again prior to installation.

$1,000-$1,500

STEP 4
SECURE PERMITS & AGENCY APPROVALS

Obtain necessary permits from the DOT and the local municipality. These approvals are required before fabrication and installation can begin and are based on the engineered drawing set.

$1,000-$1,500

STEP 5
SELECT A FABRICATOR & INSTALLATION CONTRACTOR

Select a Fabricator and Installation Contractor
Issue a vendor solicitation and selection process to choose a licensed contractor for signage fabrication and installation. This step ensures competitive pricing and qualified implementation.

$5,000-$6,500

STEP 6
FABRICATE & INSTALL SIGNAGE

The selected contractor will oversee fabrication, delivery, and installation of signage elements. All work to be supervised by the municipality and/or a signage consultant to ensure quality and consistency during roll-out.

TBD Based on Signage Design/Types/Numbers

GRANTS & FUNDING

Eagle's Need for Signage & Wayfinding

The Eagle Community Wayfinding System will unify gateway, directional, and informational signs to improve navigation, highlight destinations, and reflect the Town's identity. It will support economic growth, tourism, and quality of life by strengthening connections especially to parks, neighborhoods, civic facilities, and the downtown core. As Eagle grows, a cohesive system is essential to enhance walkability, celebrate local history, and create a welcoming experience for residents and visitors.

Wayfinding Grant & Partnership Opportunities

A variety of funding sources are available to support Eagle's Wayfinding and Placemaking efforts:

Town of Eagle Budget Allocations

The Town's capital improvements and community enhancement budgets prioritize investment in transportation infrastructure, parks, and economic development. Potential allocations from local sales or tax increment funding could be applied toward signage and placemaking improvements, and could be included in a comprehensive downtown Eagle enhancement funding mechanism.

State Programs

- **Great Outdoors Colorado (GOCO):** GOCO offers competitive grants that support outdoor recreation, park access, and trail connectivity well aligned with Eagle's goals for wayfinding around public spaces.
- **Colorado Parks and Wildlife (CPW):** CPW grants support community-led initiatives that encourage outdoor recreation and conservation. Trail and park signage may qualify for their assistance.

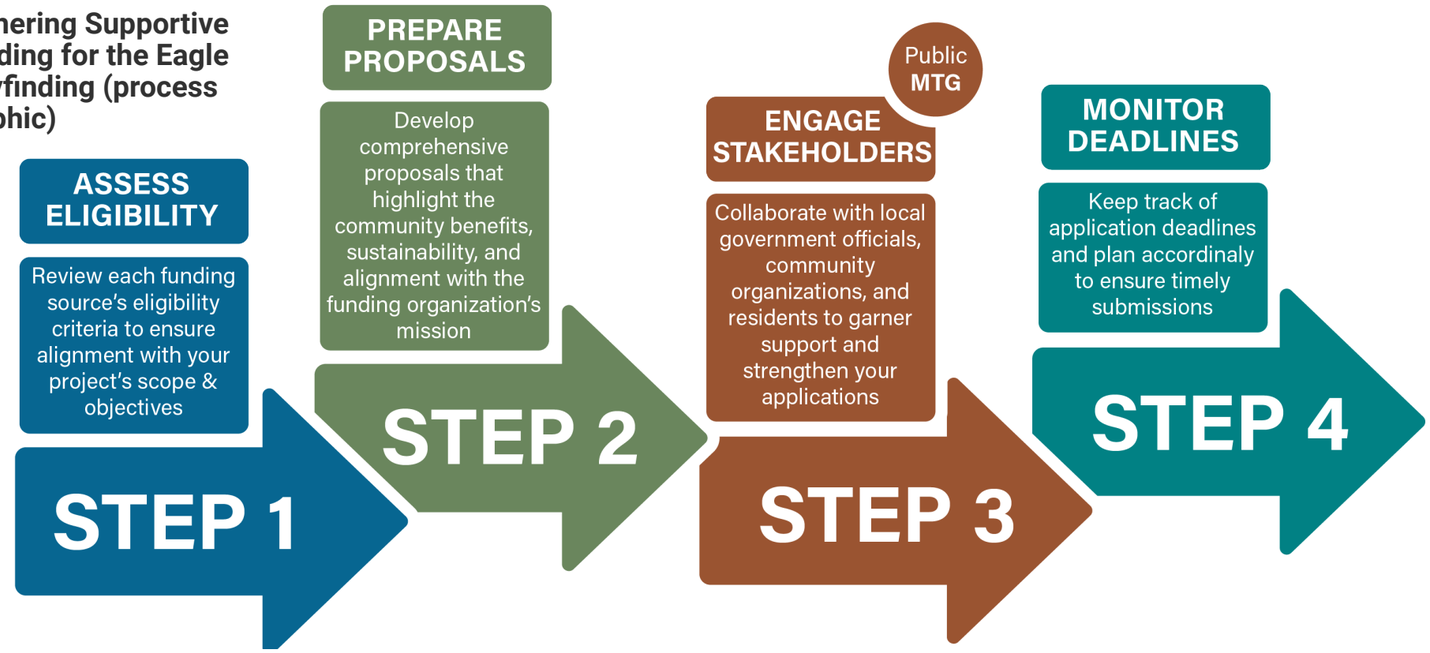
Federal Grants

- **USDA Community Facilities Direct Loan & Grant Program:** As a municipality with a mix of rural and suburban character, Eagle may qualify for funding through USDA programs for parks, civic signage, or community spaces.
- **Community Development Block Grants (CDBG):** Administered by HUD, CDBG funds can support public improvements including signage, wayfinding, and civic infrastructure in qualifying neighborhoods.

Private Foundations

- **Gates Family Foundation:** Focused on infrastructure and public space investments, this foundation is a strong fit for rural and underserved communities across Colorado.

Gathering Supportive Funding for the Eagle Wayfinding (process graphic)



WAYFINDING IMPLEMENTATION PLAN FUNDING OPPORTUNITIES & RESOURCES

Potential Funding Sources List

- Town of Eagle General Fund or Capital Improvements Budget
- Colorado Department of Transportation (CDOT) Wayfinding Funds
- Colorado Land Trust for Parks
- Colorado Main Street Program or Revitalization Grants
- Community and philanthropic foundations supporting civic identity and public space
- Eagle Downtown Development Authority
- Federal Transportation Alternatives Program (TAP)
- Historic or Eagle Chamber of Commerce organizations
- Lodging or sales tax funds dedicated to tourism improvements
- Public-Private Partnerships with development infrastructure
- Sponsorships through local businesses and business associations
- Tourism and Economic Development Funds
- USDA Rural Development Programs
- Visit Colorado grant opportunities

Key Partners

- Town of Eagle Planning and Public Works Departments
- Colorado Department of Transportation (for signage near state highways, signage engineering and permitting required for signage along CDOT-managed roadways)
- Eagle business and property owners
- Local tourism and cultural organizations
- Signage design and fabrication specialists (to engineer, permit, fabricate, install, and maintain the new signage)
- Eagle Ranch
- Eagle County
- Town of Gypsum

Supportive Stakeholders

- Eagle residents and community organizations
- Regional transportation and tourism partners

Resources Needed

Technical & Professional Services

- **Finalized signage family engineering.** *Ideally as a stand-alone engineering and permitting contract with a selected signage fabicator, this is the first step in the CDOT permitting process, and is the recommended next step to follow the wayfinding planning process.*
- **Engineering review for signage near rights-of-way.** *To be done as part of the signage permitting process.*
- **Surveying and site evaluation for optimal sign placement.** *To be done as part of the signage permitting process, but may also need to be finalized as part of the signage installation, if unexpected utilities conflicts or unknown site conditions arise during installation of the underground signage supports and/or electrical connections.*
- **Signage permitting and agency approvals**. *CDOT, Town of Eagle to be completed once an engineered signage drawing set is produced.*
- **Vendor solicitation and selection for signage fabrication and installation.** *To be completed after obtaining approvals and permits from CDOT and the Town of Eagle.*
- **Signage fabrication and installation by selected licensed contractor.**

The licensed signage fabrication contractor will oversea the fabrication, installation, and maintenance of each signage phase. Their work will be supervised by the Town of Eagle during the process of both fabrication and installation.

Staff & Administration

- Project manager (Town staff and/or external consultant, if external consultant, the recommendation is to try to select the original wayfinding plan designer, for project continuity)
- Grant writing and administrative support
- Public outreach and communications assistance



Investing in wayfinding improvements can help residents and visitors discover and confidently access Eagle's parks, trails, and open spaces some of the Town's most valued community assets. Thoughtfully placed directional and informational signage can build on the existing park and open space signage within and around these areas and ensure people know where amenities are located, how to reach them safely, and how to navigate them with comfort and ease.

WAYFINDING IMPLEMENTATION PLAN BIDDING & FABRICATION RESOURCES

Wayfinding Bid Set, Bidding Documents, & Contract Documents

To support a smooth transition from planning to implementation, a comprehensive set of bidding and fabrication resources has been developed for the Town of Eagle. These materials are designed to guide fabricators, contractors, and Town staff through the bidding and construction process with clarity and confidence.

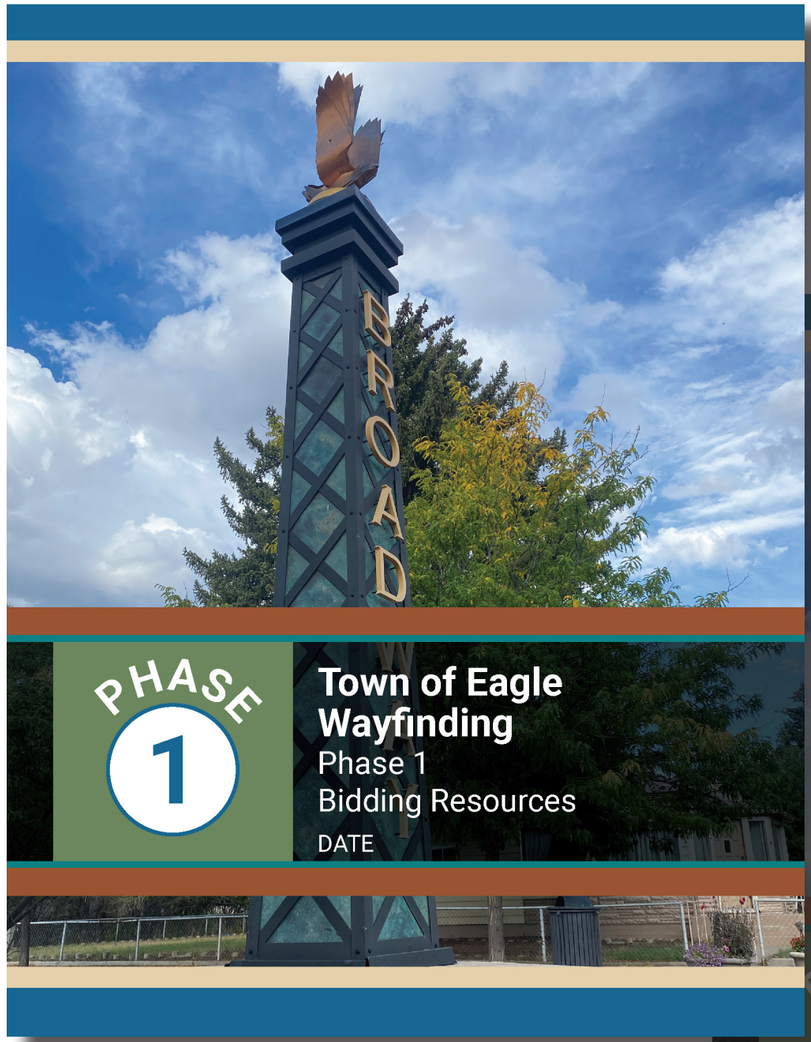
Together, these resources translate the Wayfinding Plan into buildable, biddable, and implementable documents—reducing uncertainty, improving bid quality, and helping ensure that the final constructed system reflects the design intent.

Wayfinding Bidding Resources & Contract Documents
In addition to the design concepts and specifications, a complete set of supporting documents has been assembled to streamline the Phase 1 bidding process. These resources provide clear guidance on both the technical requirements of the signage system and the administrative process for procurement.

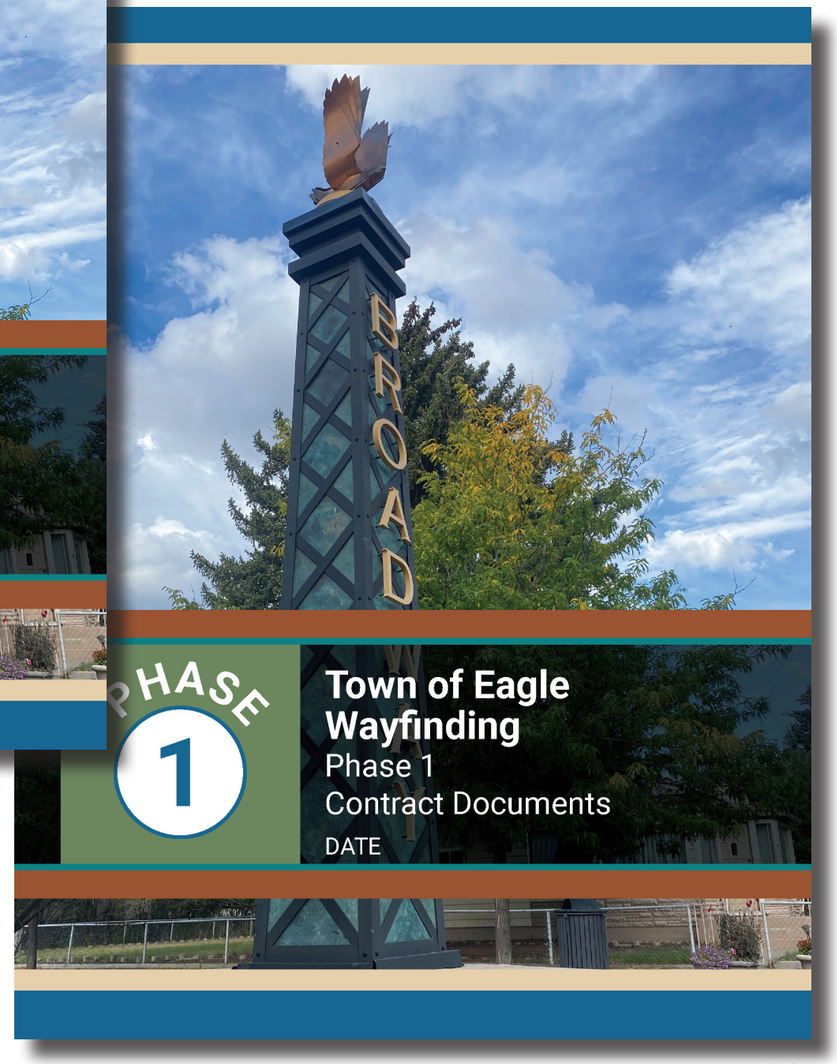
The Wayfinding Bid Set focuses on design translation—providing the detailed drawings, materials, and specifications needed for accurate fabrication and installation. Complementary bidding and contract documents outline submission requirements, insurance standards, and procurement procedures, ensuring that all bidders are working from a consistent and transparent framework.

Together, these materials reduce risk for the Town, improve consistency across bids, and make it easier for qualified fabricators to deliver high-quality, comparable proposals.

Wayfinding Bid Set: *A detailed package of drawings and specifications that translates the Wayfinding Plan into fabrication-ready documentation. This includes sign types, dimensions, materials, finishes, and placement guidance—ensuring that fabricators can accurately price and construct the system as intended.*



Bidding & Contract Documents: *A structured set of procurement materials outlining bid submission requirements, contractor qualifications, insurance standards, and contract expectations. These documents help ensure a clear, consistent, and competitive bidding process aligned with Town policies.*



Together, the Wayfinding Bid Set and Bidding Resources form a cohesive implementation toolkit that bridges the gap between design and construction. By pairing clear technical documentation with structured procurement guidance, these materials support a smooth, transparent bidding process—reducing risk, improving bid quality, and helping the Town move forward with confidence.

NOTE: For access to the full bidding resources and contract documents, please contact the Town of Eagle.

Signage Maintenance and Upkeep

Most of the existing Eagle signage suffers from damage or extensive wear. Due to the quantities of signage needed and recommended by the new Wayfinding Plan, current maintenance shortcomings will need to be addressed so the new signs can be more effectively maintained.

In order to ease the burden of signage maintenance, the new signs will specify durable and easy to maintain materials and finishes. However, these will not help with the resources required to care for and maintain the larger quantities of new signage needed to create an effective signage system in Eagle. Care and maintenance of the new signs will either need to be outsourced to a signage fabrication firm that will assess, clean and repair the signs on an annual basis, or the Town of Eagle will need to hire additional maintenance staff that has the capability to do similar assessments, cleaning, and repairs to the signage on a regular, on-going basis.

Signage care and upkeep is especially important for signs that are hidden or hard to access. Things like trail and park signs are often vandalized, but design details like protective coatings can help mitigate this potential issue.

Anticipated Regular Signage Maintenance

Cleaning and Power-Washing

All installed signage should be cleaned at least once a year, after the dust and dirt of wintertime. Most signage elements can be power washed, but the signs with retro-reflective vinyl (vehicular signs) should be evaluated for resilience to power washing before it's applied to any vinyl signage areas.

Checking Signs for Damage

As part of the yearly signage cleaning, each sign should also be checked for areas of damage, excessive wear, and instability. Things to look for are: peeling vinyl or paint, loose screws for vehicular signs, damage to signage finishes, missing or damaged signage messaging, damage to maps, graffiti or intentional damage to any signage element, and the condition and function of any signage illumination. Ensure all lighting components are operational and that LED fixtures are in good working condition.

Checking Signs for Stability/Safety

Each of the signs should be checked once a year to see if they are solidly in the ground and not leaning/canted or have loose parts that could detach from the sign and cause injury. Signs should also be checked to make sure all electrical connections are shielded and safe, and there is no visible damage from electrical fires or electrical overheating.

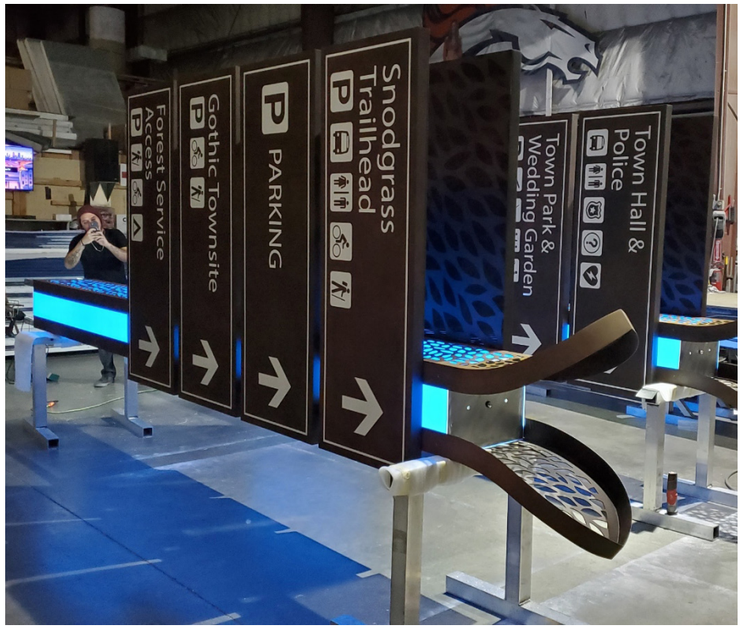
Maintenance Plan

Providing a short-term and long-term maintenance plan should be included as a requirement during the signage fabrication and installation process. The selected fabricator will handle creating the maintenance plan and explaining the care needed for both the overall signs and each signage material. All material warranties should be included in the plan alongside contact information for the suppliers of each material. After the fabrication firm has installed the signs, they are responsible for reviewing the maintenance plan in the field with Town of Eagle maintenance representatives, showing how each sign and its materials are to be maintained, repaired, or replaced.

Signage Repairs and Replacement

Repairs – Simple repairs like tightening screws or providing added support for signage foundations can be done by the Town of Eagle. Touch-up spray paint cans will be provided by the signage fabricator after the signs are installed, and the Town can also follow the fabricators instructions to use this paint to cover small signage scratches or discreet areas of excessive wear.

Replacement – If a sign is significantly damaged structurally (for example, if a sign is struck by a large object or vehicle) it must be taken to a signage fabricator for either repair or for total replacement. For vehicular directional signs, the recommendation is to order a dozen extra sign posts and painted (but blank) sign blades so the Town can quickly replace damaged signs without needing to wait for new signs to be fabricated. If the Town is unsure if sign damage is extensive enough to be done by a fabrication firm, the recommendation is to reach out to the original signage fabricator for guidance and support.





DESIGN DETAILS

COLOR, TYPOGRAPHY & MATERIALS

COLOR, TYPOGRAPHY & ARTWORK

Fabricator is responsible for supplying samples for all colors/materials in the palette. Colors are referenced per the signage design elevations.

01 **Downtown Eagle Blue**
Satin Finish Powdercoat (non reflective)
RGB: R7/G102/B145

02 **Eagle River Teal**
Satin Finish Powdercoat (non reflective)
RGB: R1/G129/B132

03 **West Eagle Dark Green**
Satin Finish Powdercoat (non reflective)
RGB: R50/G93/B82

04 **Brush Creek Green**
Satin Finish Powdercoat (non reflective)
RGB: R106/G134/B93

05 **Gateway District Brown**
Satin Finish Powdercoat (non reflective)
RGB: R154/G84/B49

06 **Eagle Ranch Gold**
Satin Finish Powdercoat (non reflective)
RGB: R235/G167/B57

07 **Eagle Cream**
Satin Finish Powdercoat (non reflective)
RGB: R228/G207/B171

08 **PMS White**
Satin Finish Powdercoat (non reflective)

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

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

11 **White Frosted Acrylic**
LuciteLux White Frosted Acrylic or Similar

12 **Cardinal Powdercoat T091-BR47**
Rust Texture

13 **Sandstone Face Stone**
Color/Style Needs to Match Downtown Eagle Planting Bed Seating Walls

Color Reflects Installation Context

14 **Concrete, Light Broom Finish**
Color Needs to Match Downtown Eagle Planting Bed Seating Wall Concrete Caps

15 **LED Tape to Illuminate Electrified Signage**
(Static warm white light with maximum 96 watts for soft glow lighting)

16 **Cardinal Powdercoat T091-BR47**
Rust Texture (on custom perforated aluminum sheet)

17 **Cardinal Powdercoat T064-BR24**
Bronze Hammertone (Eagle emblem)

Adelle Sans BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Adelle Sans LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DESIGN DETAILS

CONSTRUCTION SPECIFICATIONS

SIGNAGE CONSTRUCTION SPECIFICATIONS

A. Quality Standards

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

B. Structural Design

Details on design intent drawings indicate a design approach for sign structure but do not necessarily include all fabrication details required for the complete structural integrity of the signs, including consideration for static, dynamic and erection loads during handling, erecting, and service at the installed locations, nor do they necessarily consider the preferred shop practices of the individual Fabricators. Therefore, it shall be the responsibility of the Fabricator to perform the complete structural design and engineering of the signs and to incorporate all the safety features necessary to adequately support the sign for its intended use and purpose and to protect the Town. Fabricator shall also be responsible for ensuring that all signs meet local, state and federal codes. The fabricator shall check with the Town of Eagle regarding the final needed code standards. Any deviations from the from the specifications in this chapter or the design drawings must be agreed upon by the Town prior to finalization.

C. Vandalism Design

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

D. Substitution

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

E. Pre-Fabrication Submittals

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

1. Detailed engineered shop drawings for each sign type are to be submitted as electronic PDF to scale on a sheet size not smaller than 11” x 17” (draft) and ARCH D 24” x 36” (final). Final Shop Drawings are to be stamped by an Engineer licensed in the state of the project. The shop drawings for each sign type shall illustrate/describe the following:

- Elevations and cross sections – front, sides, top and back (if necessary); side sections; internal structure section/details; enlarged details such as of extrusions, dimensional letter mounting, mounting plate, etc.; with all final dimensions and call-outs for elements listed below.
- Components – construction details/information related to individual elements
- Materials – color, type, gauge, and thickness (including substrates and overlays)
- Finishes – color, type of product, manufacturer, and sheen
- Fonts, graphics specifications and message fields
- Exploded view (optional) – isometric view with components, materials, and finishes.
- Cross-section of corners – one illustration for each corner condition. Items to be illustrated: seams, joints, layers, internal support and fasteners.
- Mounting/installation details – provide foundation cross-sections (including hardware), bracket/post details, elevations, materials, finishes and fasteners.
- Electrical details are to be provided for all elements that require electriTown. All lighting shall be LEDs. Specific lighting/electrical/construction items to be included in fabricator engineered drawings:
    - ➔ Light source and/or fixture type and manufacturer
    - ➔ Power supply (transformer)
    - ➔ Amperage and voltage per sign
    - ➔ Electrical service required (source)
    - ➔ Lighting detail – provide an internal view of light fixtures, LED layout, transformers, internal cut-off switch
    - ➔ Engineering for wind load per Town code, which is a wind speed of XXX MPH (3 seconds), and XXX MPH (fastest mile), and Exposure C classification, “open terrain with scattered obstructions, with heights less than 30 feet”.

- ➔ Removable panels (where applicable)
- ➔ Solar lighting electrical panels (where possible, solar electrical power is preferred for signs without easy electrical access).
- ➔ Identify any dimensional or other changes in the overall sign required by virtue of the fabrication materials, techniques and/or engineering.

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

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

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

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

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

7. The fabricator must submit a scaled 12" x 12" draft sample segment of the map insert product to the Designer for approval before producing the final map inserts. This includes samples for the linear map(s), the trail map, and the base area map. Samples will be for all map printing types, including direct printed maps and high pressure laminate maps.

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

9. Fabricator must provide weekly status reports to the Town and Designer detailing fabrication and installation progress and the expected completion schedule. Fabricator/installer shall coordinate with Town in advance of each construction work day.

F. Material Handling

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

G. Construction Methodology

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

1. Sign faces are to be fabricated using steel/aluminum plate of varying thicknesses, as specified on design intent drawings, with a minimum thickness of .125 inches unless otherwise noted.
2. Sign cabinet seams shall be sealed to ensure they are watertight.
3. All finishes are to be satin/matte (as indicated) finish, free from fading, peeling or cracking. Paint preparation of all exterior metal surfaces of the sign to include removal of all scratches and imperfections, sanding and chemical etching. Substrate cleaning, preparation, paint application and paint thickness to be in strict compliance with Matthews Paint or AkzoNobel published recommendations. Acceleration of the drying process is not allowed.
4. Except where approved otherwise by Town, conceal fasteners.
5. Any sign faces smaller than 8' by 4' are to be fabricated from 1 piece of seamless material. Where materials need to be seamed, there shall be no visible joints or weld marks.
6. On welded joints, dimensional and structural welding defects will not be accepted, including but not limited to: poor weld contours, including excessive bead convexity and reinforcement, and considerable concavity or undersized welds; cracks; undercutting; porosity; incomplete fusion; inadequate penetration; spatter; and non-metallic inclusions. Welding is to be performed by AWS (or similar) certified personnel, following AWS Standard Welding Procedure Specifications (SWPSs) for steel, aluminum, and stainless steel as appropriate.
7. Non-welded joints between various portions of signs must have a tight, hairline-type appearance, without gaps. Provide sufficient fastenings to preclude looseness, racking, or similar movement.
8. Provide drain holes to prevent accumulation of water within signs. Holes must be inconspicuous and be in inconspicuous locations; holes must be located such that drainage does not occur onto signs, or other surfaces subject to staining. Provide internal system of baffles to prevent "light leaks" through drain holes of illuminated signs. Provide permanent color-coordinated insect screening over drain holes.
9. Non-illuminated sign faces are to have lettering and graphics direct printed, minimum 5-year warranty, unless otherwise noted in the design intent drawings (such as dimensional lettering specified for the gateways and other sign types).
10. High pressure laminate panels with embedded artwork are to be printed at a minimum of 1200 DPI using exterior inks. The panel must be a solid, one-piece panel with all graphic elements inseparable from the substrate in which they are embedded (izone, 888.464.9663).
11. Digitally printed graphics are to be printed at a minimum of 1200 DPI using exterior inks and covered with exterior grade, graffiti resistant clear lamination.
12. Visible metal joints must adhere to a fit tolerance of .01".
13. Aluminum and steel components are to be isolated to prevent galvanic corrosion.
14. Steel components are to be powder coated per the coating manufacturers specifications to prevent corrosion.
15. Construction materials (i.e. metal) shall not be reflective.

H. Fonts/Typefaces

The fonts used for this project were selected specifically for this project by the Designer and Town and include those listed in the graphic standards.

It is the responsibility of the fabricator to purchase the fonts.

No substitution of any other typefaces may be made. Under no circumstances are typefaces to be electronically distorted (“squeezed” or “extended”) for purposes of fitting to the specified sign or general alteration of the sign face composition unless noted in the drawings. This includes (but is not limited to) stretching, squeezing, tilting, outlining or shadowing.All letterforms, symbols or graphics shall be reproduced either by photographic or computer-generated means. Hand-cut characters are not acceptable. Cutting shall be done in such manner that edges and corners of finished

Letterforms will be sharp and true. Letterforms with nicked, cut, ragged, rounded corners, and similar disfigurements will not be acceptable.

All letterforms shall be made from material and gauge as indicated on design intent drawings. Typefaces shall be replicated as indicated on the drawing.

Ligatures are to be turned off.

Apostrophes are to be used, not footmarks. Note that there is a difference in most fonts.

Silk-screened and vinyl copy is to match the sheen of the copy panel background (satin or matte). Edges of letters shall be straight and corners sharp. Surface of letters shall be uniform in color finish, and free from pinholes and other imperfections.

Silk-screened images shall be executed with photo screens prepared from original art. No hand-cut screens will be accepted. Original art shall be defined as artwork that is a first generation reproduction of the specified art.

Silk-screening shall be highest quality, with sharp lines and no sawtooths or uneven ink coverage. Screens shall be photographically produced. Application of inks through screens shall consist of one flood pass and one print pass. Images shall be uniform in color and ink thickness. Images shall be free from squeegee marks and lines resulting from improper print stroke or screen off contact height. Signs shall be placed in adequate drying racks with minimum of 2 inches between racks for ample airflow. Sign racks shall have system of forced airflow between layers to provide proper drying and curing of inks. After signs have dried completely according to the ink manufacturer’s time allowance, signs may be packaged.

The edges and corners of routed dimensional and vinyl letterforms shall be sharp and true. Letterforms with nicked, cut, ragged, rounded (positive or negative) corners, and similar disfigurements will not be acceptable.

Letterforms shall be aligned so as to maintain a base line parallel to the sign format, with margins and layout as indicated on design intent drawings and approved shop drawings. Vertical strokes shall be plumb.

Mechanically fasten center of letters to surface materials as described in the design intent.

Vinyl graphics and letterforms shall be computer-cut.

I. Town Codes, Permits and Variances

Fabricator shall be knowledgeable of relevant local code requirements and honor same in fabrication and installation. Where applicable, it is the responsibility of the Fabricator to secure any and all necessary permits for signage installation. It is the responsibility of the Town to secure variances, should any be required. It is the Town’s responsibility to call the appropriate agency to have all underground utilities properly located and marked. Any damage to below-grade utilities or structures for which the Town has provided adequate location information is the responsibility of the Fabricator.

J. Site Visit

Prior to installation of the signs, the Fabricator is to visit the proposed site to observe existing conditions and verify all signage required and its location with Town. At this time the locations shall be staked using a non-permanent visible device such as spray chalk or non-permanent paint. Certain signs may be located on sloped grades and may require uneven footings for each post. Site-verify all locations to determine special requirements for footing templates, if required.

The final Sign Message Schedule and Sign Location Plan shall be consulted together and shall be approved by the Town to determine the precise location and compatibility for each sign. Any necessary adjustments will be made with the approval of the Town.

K. Masonry/Footings

Any concrete bases for signage are to be poured in place and footings are to extend beneath the frost line (Town frost depth code requires 36-inch depth), or deeper to meet local requirements. All footings or bases shall be poured within a form and level with grade unless otherwise specified in the final design drawings. In locations where sloped surfaces require exposure of the concrete footing/base, the exposed concrete shall have a light broom finish and be colored to coordinate with adjacent materials, as noted in the drawing colors (#15). Foundation/ footings should be level with grade unless otherwise noted or as specified by state or local code. Foundation/footings shall not extend above and exposed edges shall be finished with a bevel to prevent chipping. To meet industry best practices, the concrete shall be floated by machine or hand before finishing in order to embed larger aggregates especially when part of the footing or base extends above ground. Concrete surface shall have a light broomed finish grade appearance. All concrete bases and footings should be edged to break any bond with the form and create a neat appearance. All forms shall be removed once the concrete has properly cured. Concrete and reinforcement specifications shall be shown on shop drawing submittals. The fabricator is responsible for the necessary templates, mounting plates and hardware for concrete and masonry bases.

All masonry (concrete block, poured concrete, river rock, slab, veneer, mortar, etc.) is to be properly treated and protected to maintain the structural integrity of the masonry work with exposure to all environmental conditions found at the site. For exposed or visible masonry, this shall include the application of protective sealers or similar finishes to diminish the effects of close-proximity sprinkling or irrigation systems.

Signs are to be mounted on J-bolt/breakaway footings, centered on the concrete base or footing, and engineered per code, unless otherwise specified in the design intent drawings.

L. Wind Load

Signs, banners and mounting devices shall be engineered to meet Town of Eagle criteria regarding wind loads for signage design and installation. The Fabricator shall determine appropriate method of anchoring signs to the locations specified to meet these requirements as well as all local code requirements.

M. Mounting

All signs to be mounted level and true. All exposed hardware is to be touch-up painted on site as required. It is preferred that all bolts, nuts, washers, or other fasteners shall be stainless steel. However galvanized steel is acceptable, so long as all exposed surfaces are sealed.

While sign type drawings may specify or indicate possible mounting and/or mounting hardware details, the fabricator will be able to substitute equal or better hardware and techniques, based upon their experience with similar mounting situations and as long as the visual and structural appearance of the sign is not compromised from that shown in the design intent drawings.

All signage products must be installed such that there are no misalignments between visible components. Sign elements intended to be removable or changeable after installation must function as intended without binding, sticking or blocking. It will be the responsibility of the Fabricator to correct any installation misalignments at no charge.

Fabricator and their installers are expected to have knowledge of ADA mounting guidelines and Town zoning codes, general sign locating practices, and any particular unique installations defined by Designer. It is the desire of the Town that the fabricator follow these guidelines as well as architectural cues in installing for the best visual placement, keeping a reasonable distance from protruding objects. Any signage that is improperly located is to be moved to the proper location by the fabricator, and repairs to wall surfaces and signage are to be at the fabricator's expense.

Specific locations provided within this document are the preferred locations of the Designer, but those locations may be adjusted by the fabricator and Town per written agreement with the Fabricator as necessary (for example, to avoid underground utilities or meet standard roadway offset requirements). If the Installers are unable to make a decision about any sign location(s), they shall notify the Town and contact the Designer to provide a graphic representation of the questionable location(s), for the purpose of getting Town and Designer site approval.

N. Town Design Standards & Coordination

To be added after electrical/solar is finalized.

O. Demolition

The fabricator is responsible for the removal and disposal of certain signs if identified in the sign message schedule. In addition to the above grade sign removal the sign foundations, sign anchors and posts must also be removed. If there are electrical connections, they must be properly terminated.

P. Site Safety and Restoration

During the installation period, the fabricator is responsible for their own safety, and shall maintain a safe environment for pedestrians. The fabricator is to keep the Town's premises and the adjoining premises, driveways and streets clean and clear. The job site shall be left safe, neat and clean at the completion of each day's operation. The fabricator is also expected to temporarily maintain old signs in order to continue their directional and identification functions, as well as to maintain signage that meets Town of Eagle standards during the installation period. At the completion of work, the fabricator shall remove all rubbish, tools, equipment, and surplus materials, from and about the premises, and shall leave the site as originally found. The fabricator shall be responsible for repairing or correcting damage resulting from Installer's work.

Q. Punchlist

It is required that the fabricator complete a walk through with the Town immediately following installation to identify any errors, such as construction or installation issues. Such errors are to be corrected in a timely manner, and to the satisfaction of the Town. The Town and Fabricator/ Installer shall jointly prepare a 'punchlist' of project installation deficiencies to be corrected by the Fabricator/Installer within a period of time specified in agreement by the Town and Designer.

R. Signage Removals

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

S. Signage Warranty

Fabricator is solely responsible for applying products (paints, finishes, components, etc.) according to manufacturers' specifications and validating the warranty. The fabricator is to provide a written five (5) year full replacement warranty to the Town that all signs will be free of defects due to craft work and materials including, but not limited to:

- bubbling, chalking, rusting or other disintegration of the sign panel, graphics or of the edges;
- corrosion appearing beneath paint surfaces of panels, brackets, posts or other support assemblies (except as an obvious result of vandalism or other external damage);
- corrosion of fasteners;
- assemblies not remaining true and plumb on their supports;
- fading, chalking and discoloration of the colors and finishes within the vinyl and paint manufacturer's stated warranty period;
- peeling, de-lamination or warping ("oil canning"); and
- repair and re-installation of signage due to failed mountings.

Fabricator shall provide and extend in writing to the Town all manufacturers' warranties for materials and components used within the signs. It is the fabricator's responsibility to obtain extended 5-year manufacturer warranties on all powder coat and paint applications. Warranty issues will be addressed by the fabricator within a 2-day time period (either through email communication or a phone call).

T. Repair or Replacement

Without additional cost to the Town, the fabricator shall repair or replace, including installation, any defective signs or hardware that develop during the warranty period and repair any damage to other work due to such imperfections. The fabricator will be required to fully replace any and all signs that are in error relative to the working documents (sign message schedule and sign type drawings) that were submitted to the fabricator upon award of contract. Replacement of any warranty items shall occur within a 60-day timeframe.

U. Maintenance

Fabricator is responsible for providing maintenance and inspection of the signage for a 1-year time period, extendable for up to a 5-year period. Maintenance responsibilities will include cleaning and inspection of the signage, creation of a punchlist for any needed repairs and/or replacements, and estimated costs and timeframes for the repairs/replacements. Inspection and punchlists will be performed every 6 months for the first year period. Town representatives shall accompany the Fabricator during the first year signage maintenance and inspection to provide guidance and direction regarding the inspection and maintenance of the installed signage. The Fabricator will provide the Town with an inspection and maintenance punchlist after the first year, along with projected costs to continue yearly inspection and maintenance of each sign type as agreed upon.

Town may have the option of issuing a separate BID for maintenance/ care once the 1YR fabricator warranty period shall expire per the installation of signage infrastructure.

Overall maintenance determination shall be at the discretion of Town of Eagle Streets/PW as per a categorization of ST vs. LT needs assessment of signage asset management.

Signage Maintenance and Upkeep

Most of the existing Eagle signage suffers from damage or extensive wear. Due to the quantities of signage needed and recommended by the new Wayfinding Plan, current maintenance shortcomings will need to be addressed so the new signs can be more effectively maintained.

In order to ease the burden of signage maintenance, the new signs will specify durable and easy to maintain materials and finishes. However, these will not help with the resources required to care for and maintain the larger quantities of new signage needed to create an effective signage system in Eagle. Care and maintenance of the new signs will either need to be outsourced to a signage fabrication firm that will assess, clean and repair the signs on an annual basis, or the Town of Eagle will need to hire additional maintenance staff that has the capacity to do similar assessments, cleaning, and repairs to the signage on a regular, on-going basis.

Signage care and upkeep is especially important for signs that are hidden or hard to access. Things like trail and park signs are often vandalized, but design details like protective coatings can help mitigate this potential issue.

Anticipated Regular Signage Maintenance

Cleaning and Power-Washing

All installed signage should be cleaned at least once a year, after the dust and dirt of wintertime. Most signage elements can be power washed, but the signs with retro-reflective vinyl (vehicular signs) should be evaluated for resilience to power washing before it's applied to any vinyl signage areas.

Checking Signs for Damage

As part of the yearly signage cleaning, each sign should also be checked for areas of damage, excessive wear, and instability. Things to look for are: peeling vinyl or paint, loose screws for vehicular signs, damage to signage finishes, missing or damaged signage messaging, damage to maps, graffiti or intentional damage to any signage element, and the condition and functionality of signage illumination is functional and all LED lights are in good condition.

Checking Signs for Stability/Safety

Each of the signs should be checked once a year to see if they are solidly in the ground and not leaning/canted or have loose parts that could detach from the sign and cause injury. Signs should also be checked to make sure all electrical connections are shielded and safe, and there is no visible damage from electrical fires or electrical overheating.

Maintenance Plan

Providing a short-term and long-term maintenance plan should be included as a requirement during the signage fabrication and installation process. The selected fabricator will handle creating the maintenance plan and explaining the care needed for both the overall signs and each signage material. All material warranties should be included in the plan alongside contact information for the suppliers of each material. After the fabrication firm has installed the signs, they are responsible for reviewing the maintenance plan in the field with Town of Eagle maintenance representatives, showing how each sign and its materials are to be maintained, repaired, or replaced.

Signage Repairs and Replacement

Repairs – Simple repairs like tightening screws or providing added support for signage foundations can be done by the Town og Eagle. Touch-up spray paint cans will be provided by the signage fabricator after the signs are installed, and the city can also follow the fabricators instructions to use this paint to cover small signage scratches or discreet areas of excessive wear.

Replacement – If a sign is significantly damaged structurally (for example, if a sign is struck by a large object or vehicle) it must be taken to a signage fabricator for either repair or for total replacement. For vehicular directional signs, the recommendation is to order a dozen extra sign posts and painted (but blank) sign blades so the Town can quickly replace damaged signs without needing to wait for new signs to be fabricated. If the Town is unsure if sign damage is extensive enough to be done by a fabrication firm, the recommendation is to reach out to the original signage fabricator for guidance and support.

NOTE: For further signage maintenance details, please reach out to the Town of Eagle.

SIGNAGE NIGHTTIME LIGHTING DESIGN

Eagle Nighttime Lighting Design Intent
Eagle's wayfinding signage is designed to remain visible, legible, and welcoming during evening and low-light conditions. As a year-round community with active pedestrian, bicycle, and vehicular movements after dark, ensuring clear and consistent nighttime visibility is essential to supporting safety, navigation, and overall user experience.

Retro-Reflective Signage Illumination
For vehicular and select pedestrian directional signs, retro-reflective materials are used to provide passive illumination. These surfaces reflect light from vehicle headlights, allowing signage information to appear bright and legible at night without the need for dedicated power sources.

Retro-reflective lettering, symbols, and backgrounds ensure that drivers and cyclists can quickly identify destinations, directions, and key decision points. This approach aligns with standard roadway practices, supports safety, and minimizes long-term maintenance and energy use.

Integrated Signage Illumination (Gateways & Key Features)
Signature elements within the Eagle wayfinding system—such as primary gateways and select landmark features—incorporate integrated lighting to create a subtle and inviting nighttime presence.

Internal or concealed LED lighting is used to softly illuminate key forms, vertical elements, and identifying features (such as lettering or iconic elements), creating a warm, ambient glow rather than harsh or direct lighting. This approach enhances visibility while reinforcing Eagle's identity and sense of arrival.

Lighting is designed to:
- Highlight key gateway features and community identity elements
- Provide soft, even illumination without visible glare or "hot spots"
- Maintain dark-sky sensitivity by minimizing light spill and upward light
- Create a cohesive nighttime experience across the signage system

Lighting Strategy & Maintenance Considerations
Where feasible, signage lighting should tie into existing electrical infrastructure. In locations where power access is limited, solar-powered lighting may be considered for select elements, provided it can maintain consistent performance in Eagle's climate.

All lighting components should be durable, energy-efficient, and designed for ease of maintenance, with accessible fixtures and replaceable components to support long-term system performance.

	Polycarbonate cube corner retroreflective technology	Truncated cube retroreflective technology	Full cube retroreflective technology
Products	3M™ Engineer Grade Sheeting	3M™ High Intensity Sheeting	3M™ Diamond Grade™ Sheeting
Percentage Light Returned to Driver	14%	32%	58%
IRC Sheeting Class	Class A	Class B	Class C
ASTM Type	Type I	Type III, IV	Type VIII, IX, XI
Day & Night Views			

Retro-Reflective Signage Information provided by 3M. There are several manufacturers of retro-reflective coatings and materials, and the selected signage fabricator will be responsible for ensuring the signage meets the recommended 32% intensity (Class B).

APPENDIX

EAGLE WAYFINDING PRELIMINARY DESIGN SURVEY FULL ANALYSIS

Themes, patterns, outliers, sentiment & design implications

Q1: What appeals to you in Option 1?

Key Themes

- Strong positive reaction to the Eagle icon
- Many mention the "actual eagle," its dominance, or its connection to Eagle's identity.
- Preference for natural, rustic materials
- Sandstone, corten steel, organic textures, and cohesive "grounded" elements resonate.
- Clarity and simplicity appreciated
- People like the clean lines, large lettering, and single accent color.
- Gateway elements and wave/water references feel place-specific
- Respondents cite the river connection and landscape references as appropriate.
- Trail signage height & "Selfie E" appeal to a subset of respondents.
- Sentiment
- Mostly positive with a few strongly negative "none" responses from anti-wayfinding voices.
- Design Implications
- The eagle symbol is a must-keep design anchor.
- Organic, rustic textures outperform geometric or overly modern aesthetics.
- Simplicity + legibility matter more than novelty for most respondents.

Q2: Preferred / changeable features in Option 1

Key Themes

- Concerns about legibility of gateway signs with "empty" negative space.
- Mixed reactions to color
- Blue feels out of place to some; others accept it due to river symbolism.
- Some pushback on spending ("Why is money being spent on this?").
- Desire for natural, earthy materials (stone, stacked bases, rustic steel).
- Strong dislike of the "Selfie E" from multiple respondents
- Outliers / Strong Opinions
- One respondent wants a completely fresh identity using action-oriented imagery (kayaker, biker, etc.).
- Some express aesthetic mismatch with Eagle's existing vibe.
- Design Implications
- Gateway readability must be improved.
- "Selfie E" needs rethinking more authentic or integrated, less forced.
- Color palette should lean into greens, naturals, or refined blues.

Q3: What appeals to you in Option 2?

Key Themes

- Mixed to negative overall sentiment
- Words like "busy," "modern," "industrial," "doesn't fit Eagle" appear frequently.
- Some like the unique directional pole, truss references, or potential artist integration.
- Several respondents appreciate simplicity and bold shapes.
- Positive Signals
- A small set see Option 2 as "new," "modern," or "bold."
- People who value artist participation like this option more.
- Negative Signals
- Lack of the eagle icon is repeatedly mentioned.
- Too many triangles / hard lines feel "cold" or "corporate."
- Design Implications
- Option 2 is polarizing.
- Truss motif could be pulled into Option 1 selectively.
- Maintain organic forms; reduce sharp geometric repetition.

Q4: Preferred/changeable features in Option 2

Key Themes

- Industrial/cold/steel-city feel is a major complaint
- Some like the pillars or art potential, but most find it cluttered or dated
- Concerns about maintenance (rust, complexity)
- Again, "Selfie E" feels forced to multiple respondents
- Design Implications
- Limit geometric lattice work
- Avoid industrial cues unless softened with natural materials
- If art integration remains, it must be curated, not flashy

Q5: Preferred option overall

Option 1: 63.3%
Option 2: 10%
Both: 6.7%
Neither: 20%

Design Implications
- Option 1 is the clear community preference.
- But 20% “Neither” is notable representing cost concerns, aesthetic concerns, or distrust.

Q6: Most helpful new/updated signage

Highest-ranked signage types
1. Gateway/Entry Signs
2. Vehicular Navigation Signs
3. Pedestrian Signs
4. Trail/Bicycle/Recreation Signs

Lowest-ranked
1. Transit/Bus Signs (likely due to low local transit usage)
2. Historic/Interpretive Signage

Implications

Prioritize:
- Gateway visibility and identity
- Clear auto navigation (especially entrances & Broadway approaches)
- Walkable districts (Broadway, Eagle Ranch)

Deprioritize historic/interpretive unless strategic

Q7: Rating of current signage

General sentiment
- Most categories rated FAIR to POOR
- Vehicular navigation and pedestrian signage score especially low
- Trail/recreation signage scores slightly higher but still mixed
- Implications
- There is real opportunity for improvement; people notice deficiencies
- Enhancing clarity and placement could significantly improve perception

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Q8: Ranking signage goals

Ranked Importance
1. Legibility/ease of use highest priority
2. Easy to maintain & adapt
3. Cost-effective
4. Creative/artistic lowest priority

Implications
- Function > aesthetics, by a wide margin
- Creative components should be subtle, not dominant
- Cost sensitivity is significant and recurring across responses

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Q9: Specific signage issues in Eagle

Commonly mentioned trouble spots
- Broadway (north & south approaches): difficult to find, poorly signed
- Chambers roundabout: lack of direction into downtown
- Parking / trailhead parking confusion
- I-70 exits: poor lighting, insufficient gateway presence
- Fairgrounds / river park / recreation business district connections are unclear
- Outliers / Strong Opinions
- Some respondents strongly believe no signage is needed at all
- Implications
- Big priority: Better visibility and wayfinding into Broadway / Old Town
- Trail-to-town connectivity signage is highly needed
- Gateway lighting and orientation should be improved

Q10: Most visited destination areas

Top community destinations
1. Broadway / Downtown (highest ranking overall)
2. Eagle Ranch Commercial Area
3. Brush Creek Trails & Open Space
4. Eagle River / Brush Creek

Lowest
1. Golf Course
2. Gateway areas (I-70 entrances)

Implications

Prioritize signage in and around:
- Broadway
- Eagle Ranch
- Trail systems
- River corridor

These are where residents are actually moving, walking, shopping, and navigating.

Q11: Design element preferences (materials, lighting, art)

Top Priorities
- Signs reflecting Eagle’s history/culture/character very strong support
- Easy-to-update signage also highly valued
- Colorful/eye-catching is liked but not prioritized
- Artistic features seen as a nice-to-have

Mixed
- Metal elements receive balanced neutral/positive responses
- Stone elements score decently but not overwhelmingly

Lower support
- Electronic LED info ranks lowest concerns about cost and necessity
- Internal illumination has mixed interest (some see priority, others don’t care)

Implications
Lean into local materials, character, river/mountain cues, not digital tech
Make signage modular & updatable for long-term adaptability

Q12: Additional ideas/concerns

Major themes
- Budget sensitivity + frustration is extremely strong
- Desire for consistency across town (highest design-related theme)
- Some feel signage is unnecessary; others want improved placement info
- Interest in unique fonts/place-specific identity
- Consistent critique of poor social media rollout
- Desire for district-based variations (Old Town vs Eagle Ranch)
- Implications
- Messaging around cost, use of local materials, and maintenance strategy will matter
- Consider subtle district tailoring, not two separate systems
- Improve communications in next rounds of outreach

Q13: Respondent profile

Who responded?
- 86% residents strong residential voice
- 34% parents
- 24% business owners
- 14% Parks/Recreation/Nature/Trails stakeholders
- 21% Special Districts reps
- Very few staff or council members

Implications
- Feedback reflects resident priorities, not tourist or visitor needs
- Wayfinding strategy should balance resident priorities with tourism functionality

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OVERALL COMMUNITY THEMES (all questions combined)

1. Clear preference for Option 1
- Option 1's natural materials + eagle symbol resonate
- Option 2 feels industrial, busy, or mismatched to Eagle

2. Strong identity cues matter
- Eagle icon is highly valued
- Local materials (stone/wood/corten) reinforce authenticity
- Residents want signage that "feels like Eagle" not generic Colorado or overly modern

3. Legibility > creativity
- Clear messaging, simple shapes, strong fonts are top priorities
- Artistic elements are appreciated but secondary

4. Budget concerns are loud and recurring
- Fear of cost overruns
- References to past project failures (not sure what this is in reference too?)
- Desire for durable, low-maintenance materials

5. Strong need for better navigation
- Major problem areas: Broadway approaches, Chambers roundabout, trailhead parking
- People want clearer paths from recreation businesses

6. Divided sentiment on the "Selfie E"
- Some like it; more find it forced or overly trendy
- If kept, it needs a more meaningful tie to Eagle's character

7. Residents want consistency + adaptability
- Cohesive look across town
- But with subtle differences by district
- Easy-to-update maps + panels

HIGH-LEVEL DESIGN IMPLICATIONS (recommendations)

A. Lean into Option 1, but refine it
- Keep eagle symbol
- Use stone + metal accents
- Use more organic forms
- Revisit the blue accent and explore greens or more natural blues

B. Improve gateway readability
- Reduce negative space
- Increase scale/contrast
- Ensure legibility from moving vehicles

C. Make signage modular
- Easy panel swaps
- Map updates
- District identifiers

D. Enhance auto pedestrian connectivity
Especially:
- I-70 to Broadway/Downtown
- Chambers to Broadway/Downtown
- Trailheads to Commercial districts

E. Reduce clutter
- Avoid over-signing
- Focus on highest-need destinations
- Eliminate redundant elements

F. Be intentional with art
- Integrate subtle artist features into Option 1
- Reduce triangle/lattice motifs
- Avoid overly busy compositions

G. Provide clear messaging about cost + value

Residents need reassurance that:
- Budget is controlled
- Materials age well
- Wayfinding supports local businesses + recreation

DOCUMENT REVIEW SUMMARIES

Document Review – 2021 Amended Elevate Eagle Comprehensive Plan

General Wayfinding & Branding Information
- Community Vision: Promote a strong identity that blends small-town character, outdoor recreation, and a welcoming atmosphere for residents and visitors.
- Connectivity Goal: Improve physical and visual connections between neighborhoods, downtown, commercial districts, and trail/recreation assets.
- Branding Strategy: Reinforce the "Elevate Eagle" identity through consistent design language, integrating signage, streetscape, and public art.
- Visitor Experience: Wayfinding is framed as part of the "first impression" that should reflect local culture, recreation focus, and natural beauty.

Specific Wayfinding & Branding Design Ideas
- Signage Integration: Use cohesive fonts, colors, and materials that reflect Eagle's brand.
- Gateway Features: Emphasize primary entrances to the Town with landscape elements, art, and monument signage that signal arrival.
- Trail & Recreation Signage: Strengthen links between the town core and surrounding recreation/trail systems, including branded trailheads, directional signs, and interpretive elements.
- Downtown & Commercial Core: Enhance pedestrian orientation through directional kiosks, parking signs, and crosswalk treatments.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Gateways: I-70 interchanges, Highway 6 entry points, Brush Creek Rd, Sylvan Lake Rd.
- Secondary Gateways: Key neighborhood entrances and trailhead parking areas.
- Downtown Nodes: Broadway, Capitol St., Chambers Ave., and key

pedestrian corridors.
- Trail Access Points: Eagle River Park, Brush Creek paths, and regional trail junctions.

Sign Types Mentioned:
- Vehicular directional signs to downtown, parking, and recreation.
- Pedestrian kiosks with maps and business directories.
- Branded trail signage with distance/time indicators.
- Interpretive panels at cultural/natural points of interest.

Rules & Regulations Related to Signage
- CDOT Coordination: Required for any signage or gateway features along state highways (US-6, I-70 ramps).
- Town Policies: Signs must align with Town's design standards and zoning code, including size, placement, and lighting guidelines.
- Safety & ADA Compliance: Follow ADA requirements for font size, contrast, and mounting height for pedestrian-oriented signage.

Relevance to Town-Wide Wayfinding Plan
- This plan provides a high-level framework for identifying priority corridors, reinforcing branding, and connecting recreation with commerce.
- The emphasis on gateway enhancements, downtown pedestrian orientation, and trail signage directly supports the Town-wide Wayfinding Plan's scope.
- Coordination with CDOT and alignment with ADA standards are critical carry-overs to the Wayfinding Plan implementation phase.

Document Review – CU Denver Town of Eagle Mountain Studio – August 2025

General Wayfinding & Branding Information
- Goal: Create a cohesive wayfinding system that unifies the town, highlights local amenities, and improves navigation for residents and visitors.
- Brand Integration: Reinforce the Town of Eagle's identity through consistent design across signs, gateways, and public spaces.
- User Experience: Emphasis on clarity, accessibility, and creating a welcoming environment that reflects the town's mountain lifestyle.
- Sustainability: Preference for durable, low-maintenance materials that withstand mountain climate conditions.
- Placemaking Role: Wayfinding is tied to creating memorable visitor experiences, encouraging exploration of both commercial and recreational destinations.

Specific Wayfinding & Branding Design Ideas
Design Aesthetic:
- Natural color palette inspired by local landscapes (greens, browns, blues).
- Use of wood, stone, and metal accents in sign structures.
- Typography that is clean and legible at both pedestrian and vehicular speeds.

Brand Elements: I*ncorporates Eagle logo, mountain motifs, and potential custom icons for trail types, recreation areas, and civic destinations.

Gateway Features: Large-scale entry monuments at key highway approaches with lighting for visibility at night.

Pedestrian Signage: Includes kiosks, directional posts, and interpretive panels with maps, distances, and storytelling elements.

Trail & Recreation Signage: Clear markings for trailheads, loops, and connections to regional paths; interpretive signs to highlight cultural and ecological features.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Gateways: US-6 approaches, I-70 interchange, and Sylvan Lake Road entry into town.
- Secondary Gateways: Neighborhood entrances, commercial district thresholds.
- Vehicular Directional Signs: Placed on major roads leading into downtown, civic facilities, and recreational areas.
- Pedestrian & Trail Signage: Kiosks and map boards in downtown, park entrances, and trailheads; small directional blades at key intersections.
- Interpretive Signage: Along Brush Creek and Eagle River corridors, public art installations, and historic landmarks.
- Transit-Related Signage: Potential integration with bus stops and park-and-ride facilities to support multimodal navigation.

Rules & Regulations Related to Signage
- CDOT Requirements: Compliance for any signage on state highways, including size, placement, and materials.
- Town of Eagle Sign Code: Restrictions on sign dimensions, illumination, and materials; emphasis on compatibility with surrounding environment.
- ADA Guidelines: Required font sizes, color contrast, and placement for accessibility.

Relevance to Town-Wide Wayfinding Plan
- This report contains the most comprehensive wayfinding recommendations to date for Eagle, making it a critical resource for the new plan.
- It integrates branding, mapping, and placement strategies that can be directly applied or adapted.
- The detailed location suggestions, sign type breakdowns, and design aesthetic guidance provide a strong foundation for creating a unified, functional, and memorable town-wide system.

Document Review – Downtown Development Authority (DDA) Plan of Development

General Wayfinding & Branding Information
- Purpose: Guide the physical and economic development of Eagle's Downtown Development Authority district with a focus on creating an attractive, navigable, and vibrant core.
- Role of Wayfinding: Improve connectivity between downtown destinations, enhance pedestrian and visitor experience, and support economic vitality through better visibility of businesses and amenities.
- Branding Objective: Use consistent visual identity elements to reinforce downtown's character and promote its unique mix of historic charm and modern amenities.

Strategic Focus:
- Encourage walking and biking within the district.
- Highlight downtown's role as the community's cultural and economic heart.
- Integrate wayfinding into broader streetscape improvements.

Specific Wayfinding & Branding Design Ideas

Design Direction:
- Signs that reflect Eagle's small-town, mountain character—using natural materials like wood and metal.
- A unified typography system that is clear and visible at various distances.
- Consistent color palette tied to Eagle's brand.

Brand Integration: Potential inclusion of DDA or Town of Eagle logos on all public realm signage.

Placemaking Elements:
- Gateway features marking entry points to the DDA district.
- Interpretive signs highlighting local history, public art, and cultural attractions.
- Seasonal banners and event-specific graphics to activate the streetscape.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Gateways: Entrances to downtown along Broadway, Capitol Street, and Highway 6.
- Vehicular Directional Signs: At key decision points to guide drivers to parking, civic facilities, and commercial districts.
- Pedestrian Signage: Maps, directional blades, and interpretive signs along key walking routes between parking areas, retail, and event spaces.
- Trail Connections: Wayfinding elements that connect downtown to the Eagle River, Brush Creek, and regional trail systems.

Rules & Regulations Related to Signage
Town of Eagle Sign Code:
- Requires consistent, attractive, and safe signage in the public realm.
- Restrictions on size, placement, and lighting, with an emphasis on compatibility with surrounding environment.

CDOT Compliance: Applicable for signage located along state highway rights-of-way.

Relevance to Town-Wide Wayfinding Plan
- This plan provides targeted recommendations for Eagle's core commercial district that can integrate seamlessly with a larger town-wide wayfinding effort.
- The DDA's emphasis on walkability, trail connectivity, and placemaking aligns closely with the goals of the Town of Eagle Wayfinding Plan.
- Offers valuable insight into priority locations, brand integration strategies, and sign typologies specific to downtown.

Document Review – Downtown Eagle Parking Study (Final Report, October 2021)

General Wayfinding & Branding Information
- Parking & Wayfinding Connection: The study emphasizes the importance of clear, visible signage to direct visitors to available parking areas, particularly for first-time visitors or during peak event times.
- Brand Integration: Parking signage should align with Eagle's overall wayfinding system in terms of typography, color palette, and branding elements to provide a seamless visual experience from arrival to destination.
- User Experience Goal: Reduce perceived parking shortages by improving navigation and visibility of existing parking assets.

Specific Wayfinding & Branding Design Ideas
Parking Identification: Large, branded "P" signs or iconography easily recognized from a distance.

Directional Guidance:
- Pre-arrival guidance from main entry corridors (Highway 6, I-70 exits).
- In-town directional signs guiding drivers to public lots, on-street parking, and shared-use parking.

Pedestrian Linkage: Signage from parking areas to downtown destinations, retail corridors, and civic buildings.

Technology Integration: Consider digital kiosks, QR codes, or mobile app integration for real-time parking information and maps.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Driver Routes: Intersections along Broadway, Highway 6, and Brush Creek Road where parking directional signage would be most effective.
- Lot Identification: At entrances to public parking lots (including off-street municipal lots and shared business lots).
- Pedestrian Wayfinding: Maps and directional signs at key parking-to-downtown transition points.

Rules & Regulations Related to Signage
- Town of Eagle Sign Code: Parking signage must comply with local code for size, lighting, placement, and materials.
- CDOT Coordination: Any parking directional signage along state highways requires CDOT review and permitting.

Relevance to Town-Wide Wayfinding Plan
- The parking study provides detailed insight into existing parking locations, usage patterns, and opportunities for better communication to visitors.
- Recommendations for consistent, branded parking signage will integrate into the larger wayfinding plan, ensuring a unified navigation system for both vehicles and pedestrians.

Document Review – Town of Eagle Municipal Code: Section 4.16.010

General Provisions

General Wayfinding & Branding Information
- This section of the municipal code sets the legal framework for signage in Eagle, ensuring all installations are consistent with the Town's visual character and functional needs.
- Reinforces the importance of signage in supporting safety, navigation, and community image.
- Establishes that signage is regulated to avoid clutter, preserve aesthetics, and maintain community brand integrity.

Specific Wayfinding & Branding Design Ideas
No direct design specifications (fonts, colors, iconography) are provided, but the regulatory tone suggests:
- Signs should be cohesive with the town's visual environment.
- Avoid overly bright, flashing, or distracting elements.
- Maintain quality and durability.

Branding alignment is implied through references to community character preservation.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
The document does not map locations or recommend specific sign types.

Instead, it governs all signs in public and private contexts, meaning these provisions will apply to:
- Gateway signs
- Pedestrian/orientation kiosks
- Directional and regulatory signs
- Interpretive displays

Final location mapping would need to be derived from separate planning or design documents.

Rules & Regulations Related to Signage
Establishes the requirement that all signs must comply with Town codes before fabrication or installation.

Sets conditions on:
- Compliance with size, height, and placement limits.
- Maintenance standards (no broken, damaged, or faded signs).
- Avoiding obstruction of traffic views and pedestrian safety.
- Potential CDOT compliance if signs are near state-managed roads.

Defines enforcement procedures and penalties for non-compliance.

Relevance to Town-Wide Wayfinding Plan
- Acts as a baseline compliance document for all new wayfinding and branding signage in Eagle.
- Must be consulted early in the design process to avoid later permitting delays or redesigns.
- Supports consistent visual standards across the community, regardless of sign type or location.
- Provides the legal authority for the Town to regulate sign design and placement—important for implementing a cohesive wayfinding system.

Document Review – Eagle Net Zero Action Plan

General Wayfinding & Branding Information
- Sustainability Messaging: The plan highlights Eagle's goal to reach net-zero greenhouse gas emissions, which could be integrated into wayfinding through messaging, icons, and educational elements on signs.
- Community Education: Public information displays—potentially incorporated into wayfinding kiosks or interpretive signage—can showcase the Town's renewable energy use, waste reduction strategies, and green transportation initiatives.
- Brand Alignment: Wayfinding materials can reinforce Eagle's sustainability identity, supporting the brand as an eco-conscious and forward-looking community.

Specific Wayfinding & Branding Design Ideas
- Interpretive Signage: Signs explaining sustainable infrastructure (solar panels, EV charging, green buildings, native landscaping).
- Green Trail Integration: Highlight walk/bike routes, transit hubs, and car-free travel corridors with branded, eco-friendly graphics.
- Materials & Fabrication: Use recycled, low-VOC, and durable sustainable materials for signs, aligning fabrication practices with net-zero goals.
- Color & Iconography: Incorporate green and blue palettes with environmental icons (leaf, sun, water droplet) to visually connect signage to the Town's climate goals.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Trailheads & Pathways: Highlight connections to parks, schools, and downtown that promote walking and biking.
- Transit Points: Include real-time bus schedule displays and EV charging station maps within wayfinding.
- Civic & Event Spaces: Install educational kiosks or wall panels showcasing Eagle's progress toward net zero.

Rules & Regulations Related to Signage
- Any sustainability-oriented signage placed in public right-of-way must comply with Town of Eagle sign code and may require CDOT review if adjacent to state highways.
- Materials used should meet environmental certifications for durability and low environmental impact.

Relevance to Town-Wide Wayfinding Plan
- The Net Zero Action Plan provides a sustainability narrative that can be woven into Eagle's wayfinding system to enhance community identity and promote behavioral change.
- Educational, branded signage can help make sustainability goals visible and tangible to residents and visitors.

Document Review – Eagle Open Space & Trails Plan (July 2022)

General Wayfinding & Branding Information
- Strong emphasis on Eagle's identity as an "active, outdoor-oriented" community; wayfinding should highlight the recreational network as a defining feature.
- Promotes connectivity between parks, open space, neighborhoods, downtown, and regional trail systems — a core function for wayfinding.
- Calls for interpretive elements that tell the story of local ecology, history, and culture, reinforcing Eagle's unique sense of place.
- Encourages cohesive signage that supports recreation tourism, promotes safety, and provides clear orientation.
- The plan's tone supports branding that emphasizes natural beauty, environmental stewardship, and outdoor adventure.

Specific Wayfinding & Branding Design Ideas
- Trail Signage Hierarchy: Suggests a layered system with community gateway markers, primary trailhead kiosks, secondary trail junction signs, and smaller reassurance/waypoint markers.
- Brand Integration: Recommends consistent visual identity across all signage — color palette, typography, icons — coordinated with town branding.
- User-Focused Design: Incorporates universal design principles for all signage, ensuring accessibility for a wide range of users.
- Interpretive Signs: Integrate educational and storytelling content into trailside signs, focusing on Eagle's history, natural features, and wildlife.
- Map-Based Kiosks: At major trailheads to provide orientation, distances, and difficulty ratings.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Gateways: Entry points into Eagle's trail network, especially at regional connectors and high-traffic access points.
- Major Trailheads: Such as Brush Creek, Haymaker, Eagle Ranch, and connections to regional routes like the Colorado River Trail.
- Downtown & Civic Connectors: Signs directing from downtown to nearby trail access points and vice versa.
- Trail Junctions: Directional signs with distances and destinations at key intersections.
- Interpretive Locations: Scenic overlooks, historic sites, and points of ecological interest.

Rules & Regulations Related to Signage
- Compliance with ADA standards for readability, mounting heights, and accessibility.
- Environmental sensitivity in siting and materials — minimize visual intrusion and avoid sensitive habitats.
- CDOT coordination for any signage on or near state-managed roadways.
- Consistency with Town's branding and other planning documents to avoid visual clutter or conflicting messages.

Relevance to Town-Wide Wayfinding Plan
- Provides detailed recommendations for a signage hierarchy that could be adapted across all of Eagle, not just open space and trails.
- Offers strong integration opportunities between recreational wayfinding and downtown/destination wayfinding.
- Reinforces branding and storytelling goals present in other town plans.
- Serves as a key source for mapping trail-related sign locations and defining design elements that can be unified under a town-wide system.

Document Review – Eagle Ranch Wayfinding Master Plan (2016)

General Wayfinding & Branding Information

Core Goals:
- Complement and enhance Eagle Ranch's character and brand.
- Strengthen sense of place and community pride.
- Ease navigation with a cohesive system.
- Be affordable to implement and maintain.
- Create comfort and familiarity for residents and visitors.
- Connect cultural, recreational, ecological, and commercial opportunities.

Wayfinding Priorities:
1. Improve navigation and draw people to the Commercial Core.
2. Promote and clarify the trail system.
3. Promote and distinguish The Highlands neighborhood.

Approach: Goes beyond signs—includes paving, lighting, landscaping, banners, and other environmental cues.

Specific Wayfinding & Branding Design Ideas

Sign Types:
- Entry Monuments (primary & secondary)
- Directional Signs (primary, secondary, neighborhood)
- Trail & Bike Signs (standalone markers, pavement markings, integrated signage)
- Neighborhood Entry Signs (especially for The Highlands)
- Integrated signage into existing infrastructure (lamps, fences)

Branding Cues:
- Consistent typography, color palette, and materials.
- Landscaping, ranch fencing, lighting, and banners as supporting elements.
- Amenity icons (retail, restaurants, trails, golf, healthcare).

Potential Wayfinding Locations & Sign Types

Primary Gateways:
- Sylvan Lake Rd Roundabout – Redesign for brand alignment, improved readability, and amenity icons; possible location shift.
- Capitol Street Entry – Reinforce gateway feel with landscaping, lighting, and pedestrian cues.
- Brush Creek Rd Entry – Add entry monument and coordinate with Town of Eagle for shared signage.

Secondary Gateways / Backdoor Entrances:
Ouzel Lane Entry – Two-sided secondary monument and small directional signs.

Key Decision Points:
- Locations serving Golf Course, Village Shoppes, Trails, Health Care Center, Elementary School.
- Combine trailhead and neighborhood information where relevant.

Commercial Core:
- Increase density of branded streetlamps/banners at key intersections.
- Integrate signage into streetscape elements.
- Use banners/event signage to reinforce activity and vibrancy.

Trail System:
- Promote trail network with icons and maps.
- Guide visitors from entries to commercial core trailhead parking.
- Provide bike/ped-centric signs with travel time and trail difficulty ratings.
- Partner with local businesses and trail groups for cross-promotion.

The Highlands Neighborhood:
- Enhance approaches with landscaping, stone elements, lighting, and branded signage.
- Clear threshold experience at official entries.
- Use secondary directional signs for neighborhood and nearby trails.

Rules & Implementation Considerations
- Some locations may require coordination with Town of Eagle signage policies.
- Integrating wayfinding into existing infrastructure can reduce visual clutter.
- Landscaping and street trees must be planned to avoid blocking visibility.
- Design Phase will finalize sign content, materials, dimensions, and typography.
- Prioritize phasing by budget, perceived priority, and impact.

Relevance to Town-Wide Wayfinding Plan
- This plan is specific to Eagle Ranch but offers transferable branding, gateway hierarchy, and environmental integration concepts.
- Proposed sign types and materials (stone, ranch fencing, corten steel) can help unify Eagle Ranch with broader Town of Eagle wayfinding.
- Trail and Commercial Core emphasis aligns with town-wide tourism and mobility goals.

Document Review – Town of Eagle Strategic Plan (October 2020)

General Wayfinding & Branding Information
- The Strategic Plan underscores visitor attraction, recreation, and economic vitality as key priorities — all of which tie into the need for a clear, cohesive wayfinding system.
- Strong emphasis on promoting Eagle's heritage, mountain-town character, and outdoor recreation assets. This supports a wayfinding program that integrates storytelling and reinforces community identity.
- References the importance of connectivity between neighborhoods, downtown, and recreational amenities, which wayfinding signage can enhance.
- The value statements (Integrity, Respect, Commitment, Responsibility, Collaboration, Leadership) and guiding principles suggest the wayfinding system should be inclusive, transparent, and community-centered.

Specific Wayfinding & Branding Design Ideas
- Consistent Branding: All promotional and informational tools — including signage — should present Eagle as a vibrant, inclusive, and recreation-focused destination.
- Visitor Orientation: Signage should help visitors easily locate outdoor amenities, events, and downtown businesses.
- Recreational Signage: Trails, open space, and event venues are high-priority destinations; signage should highlight these as core to Eagle's identity.
- Gateway Elements: The Plan's focus on attracting visitors suggests that branded gateway features at key entrances (e.g., I-70 exits, Highway 6 approaches) could strengthen first impressions.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- (Based on Strategic Plan goals and themes — no direct mapping included)
- Primary Gateways: Town entrances from major highways (I-70, Highway 6).

- Downtown Core: Directional and pedestrian-scale signs to retail, dining, and civic amenities.
- Recreational Access Points: Trailheads, river access, bike routes, open space areas.
- Event Spaces: Seasonal or temporary event signage for markets, festivals, and performances.

Rules & Regulations Related to Signage
- While the Strategic Plan does not provide specific sign code details, it reinforces the need for responsible investment, community engagement, and environmental stewardship, all of which would apply to wayfinding implementation.
- CDOT Coordination is implied for signage near I-70 and other state-controlled roads.
- ADA Accessibility and universal design principles should be integrated into signage placement and design to align with inclusivity goals.

Relevance to Town-Wide Wayfinding Plan
The Strategic Plan is highly aligned with the purpose of a comprehensive wayfinding system:
- Tourism Promotion - Gateway and destination signage.
- Economic Vitality - Directing visitors to local businesses and attractions.
- Recreation & Events - Highlighting trails, parks, river access, and seasonal activities.
- Community Identity - Using consistent visual branding to reinforce Eagle's unique story.

Document Review – Economic Development Plan (October 2023)

General Wayfinding & Branding Information
- Economic Development & Tourism Focus: Highlights the need for coordinated signage to improve visitor navigation, encourage local shopping/dining, and reinforce Eagle's identity.
- Brand Storytelling: References the use of historical, cultural, and recreational themes in public spaces that could be integrated into signage design.
- Connectivity Emphasis: Encourages improved linkages between trail systems, downtown, neighborhoods, and regional attractions.

Specific Wayfinding & Branding Design Ideas
- Downtown Gateways: Potential for large, branded entry features at key highway and arterial intersections.
- Pedestrian Orientation: Wayfinding maps, kiosks, and directional signs tailored to foot traffic in core commercial areas.
- Trail & Recreation Integration: Consistent design for trailhead signs, interpretive panels, and markers connecting parks and open space.
- Brand Aesthetic: Calls for alignment with existing Town branding—colors, logo, and typography—to create a unified visual identity across all sign types.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Gateway Signs: At primary entry points from I-70 and Highway 6.
- Downtown Directionals: Placed near parking areas, civic buildings, and retail corridors.
- Trail Network Signs: At intersections of major bike/pedestrian routes and trailheads.
- Event Venues: Temporary signage for festivals, markets, and tourism draws.

Rules & Regulations Related to Signage
- CDOT Coordination: Required for any signage visible from or installed within CDOT right-of-way.
- Town Sign Code Compliance: All permanent signage must conform to height, size, and illumination standards outlined in municipal regulations.
- Accessibility Standards: Signage should follow ADA guidelines for readability and placement.

Relevance to Town-Wide Wayfinding Plan
- The document reinforces economic vibrancy, tourism promotion, and trail connectivity as primary objectives for Eagle's wayfinding system.
- Strong emphasis on cohesive branding ensures visitors have a consistent and positive navigation experience across the community.

Document Review – East Eagle Sub Area Plan (EESAP) – October 2021

General Wayfinding & Branding Information
- Identity & Character: The plan emphasizes maintaining East Eagle's distinct identity while integrating it into the broader Town of Eagle character.
- Connectivity: Improved physical and visual connections between neighborhoods, commercial areas, and regional trail systems are key goals.
- Brand Alignment: Any East Eagle wayfinding elements should complement the town's overall branding strategy while reflecting the subarea's local features.
- Placemaking: Wayfinding is considered part of placemaking efforts that include streetscape, open space connections, and gateway features.

Specific Wayfinding & Branding Design Ideas
- Signage & Branding: Incorporation of consistent fonts, colors, and materials that match the Town's established brand while also highlighting East Eagle's natural assets (e.g., mountain views, riparian corridors).
- Gateway Enhancements: Recommendations for prominent entry features at key road and trail access points.
- Trail & Path Connections: Signage to guide users between commercial, residential, and recreation destinations.
- Neighborhood Nodes: Use wayfinding to highlight local amenities, parks, and open space connections.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Gateways: US-6 at key intersections, Brush Creek Road entry points, and trailhead connections.
- Internal Nodes: Commercial corridors, community park entries, and multi-use path intersections.
- Trail Access Points: Brush Creek trail system, Eagle River access, and Sylvan Lake Road connections.

Sign Types Mentioned:
- Vehicular directional signs on US-6 and local collectors.
- Pedestrian kiosks and map displays in commercial and recreation areas.
- Trailhead identification and interpretive signs.
- Wayfinding along multi-use paths and pedestrian corridors.

Rules & Regulations Related to Signage
- CDOT Coordination: Required for any signage or gateway elements along US-6.
- Town Design Standards: Must comply with Eagle's size, placement, lighting, and materials requirements.
- Safety & Accessibility: ADA requirements for pedestrian-scale signage, including font size, contrast, and mounting height.

Relevance to Town-Wide Wayfinding Plan
- The EESAP offers subarea-specific priorities for wayfinding, ensuring local needs feed into the larger town-wide system.
- It highlights strategic locations for signage that will strengthen connectivity between East Eagle and the rest of town.
- Gateway and trail signage concepts in this plan should be integrated into the overall design framework for consistency across the community.

Document Review – Haymaker Trailhead Campus Master Plan – Final

General Wayfinding & Branding Information
- Positions the Haymaker Trailhead Campus as a primary gateway into Eagle's extensive recreational trail network.
- Emphasizes the role of the site in welcoming visitors, orienting them to available trails, and showcasing Eagle's outdoor brand identity.
- Envisions the campus as a multi-use hub that combines recreation, community gathering, and education.
- Reinforces Eagle's brand themes of outdoor adventure, environmental stewardship, and community pride.
- Suggests the trailhead should reflect the Town's larger wayfinding hierarchy, ensuring a seamless visual and informational experience from arrival to trail use.

Specific Wayfinding & Branding Design Ideas
- Gateway Elements: Large, branded entry signage marking the trailhead as a significant arrival point.
- Trailhead Kiosk: Multi-panel, map-based kiosks showing trail system layout, distances, difficulty, and user guidelines.
- Interpretive Panels: Educational content on local ecology, wildlife, and cultural history.
- Consistent Branding: Colors, fonts, and iconography aligned with Eagle's town-wide wayfinding program.
- Directional Signage: Clear routes from parking areas to trail starts, bike facilities, and amenities.
- Regulatory Signs: Low-profile, visually integrated signs with trail rules and safety information.

Mapping of Potential Wayfinding Locations & Recommended Sign Types
- Primary Gateway: At vehicular entry from Brush Creek Road.
- Parking Lot Orientation Points: Wayfinding from vehicle to trail access points.
- Trailhead Entry Plaza: Central kiosk location.
- Internal Trail Junctions: Directional signs at key splits within Haymaker and connecting trails.
- Interpretive Stops: Scenic spots and habitat viewing areas.

Rules & Regulations Related to Signage
- Must meet ADA accessibility standards (font size, mounting height, color contrast).
- Use durable, low-maintenance materials suitable for high-elevation, all-season conditions.
- Placement must avoid obstructing sight lines for vehicles and trail users.
- Coordination with Town of Eagle signage standards and any applicable CDOT requirements for signs near roadways.

Relevance to Town-Wide Wayfinding Plan
- The Haymaker site can serve as a model trailhead for the rest of Eagle's system.
- Recommended signage hierarchy and design guidelines can directly inform the Town's unified wayfinding approach.
- Offers opportunities to integrate storytelling and interpretive design into recreational signage.
- Supports connectivity between the Haymaker trailhead, downtown Eagle, and other regional trail systems.

Document Review – Town of Eagle Appendix B: Contributing Plans and Studies (Amended August 7, 2025)

Purpose:
- Appendix B is a curated list of Town of Eagle plans, studies, and regulatory documents relevant to the Wayfinding Plan. It serves as a roadmap for background research, linking directly to source documents that contain applicable strategies, design direction, and regulatory guidance.

General Wayfinding Information
- Lists multiple adopted and amended planning documents, many with guidance on community identity, pedestrian/bicycle mobility, gateways, corridors, and branding.
- Provides a single access point for locating original source material needed to inform wayfinding recommendations.
- Confirms planning context spans 2016–2025, with both Town-led and partner-led documents.

Specific Wayfinding & Branding Design Ideas
- Eagle Ranch Neighborhood Wayfinding Master Plan (2016) – Contains prior branded sign designs for a specific neighborhood, prepared by the HOA. May inform style, hierarchy, and materials for neighborhood-scale signage.
- CU Denver Summer Studio (2025) – Likely to include creative and conceptual branding/placemaking ideas for town-wide wayfinding.
- Grand Avenue Corridor Plan (2022–Present) – Expected to contain corridor-specific design cues for signage and public realm enhancements.
- East Eagle Sub Area Plan (2021) – Contains elements for an "Eastern Gateway," potentially relevant for major entry signage.

Mapping of Potential Wayfinding Locations / Recommended Signs

Multiple listed plans are likely to contain maps identifying:
- Key corridors (Grand Avenue, Eagle Ranch, East Eagle gateway).
- Trail networks and open space connectivity (Open Space & Trails Master Plan).
- Downtown circulation and parking areas (Downtown Parking Study).
- Trailhead access points (Haymaker Trailhead Master Plan).

Rules & Regulations Related to Signage
- Land Use & Development Code, Chapter 4.16 – Signs (2023) – Core regulatory reference for sign types, placement, size, illumination, and permitting.
- These requirements must be integrated into the design and placement recommendations for the new wayfinding system.
- CDOT standards may also apply to state highway segments within town limits; however, CDOT-specific requirements are not included in this appendix.

Key Implications for Wayfinding Project
- This appendix is essentially a research index for all other relevant Eagle planning documents.
- Each linked document should be individually reviewed to extract detailed wayfinding content.
- Provides a verified list of source documents to ensure all previous planning efforts are considered and aligned in the new system.

Document Review – Town of Eagle SS4A Safety Action Plan

Purpose:
Develops a comprehensive approach to roadway safety, aiming to eliminate fatalities and serious injuries. Provides safety-related data, project prioritization, and funding strategies.

General Wayfinding Information
- Emphasizes clear, consistent signage as part of overall safety strategy—particularly for pedestrian crossings, school zones, trail intersections, and multi-use paths.
- Identifies the importance of wayfinding signage in promoting safe navigation for all users, especially in complex intersections and areas with high pedestrian/bicycle traffic.
- Highlights the role of public information campaigns and visual cues in improving user awareness.

Specific Wayfinding & Branding Design Ideas
- Suggests uniform design language for crosswalk and trail signage to avoid confusion.
- Notes potential for branded "safety gateway" treatments in high-traffic areas to signal entry into pedestrian-priority zones.
- Opportunities to integrate safety messages into trailhead kiosks and interpretive signage to reinforce speed reduction and right-of-way rules.
- Mapping of Potential Wayfinding Locations / Recommended Signs

Maps identify priority safety corridors where improved signage could be integrated:
- Downtown Eagle core (Grand Avenue & Broadway).
- School zone areas.
- High-use trail crossings (Brush Creek, Eagle River, Haymaker Trail).

Recommends gateway and speed feedback signs at key community entries.

Highlights need for bike wayfinding at key trail/road intersections.

Rules & Regulations Related to Signage
- Signage changes must comply with MUTCD (Manual on Uniform Traffic Control Devices) standards for safety-related messaging.
- Local ordinances (Chapter 4.16 – Signs) and CDOT guidelines apply for any installations on state highways or regulated corridors.
- Key Implications for Wayfinding Project
- Safety-oriented signage and clear directional wayfinding should be integrated into the new Wayfinding Plan—particularly in identified high-priority corridors.
- Opportunity to combine branding with MUTCD-compliant safety elements to achieve both identity and safety goals.
- Collaboration with Public Works and CDOT will be necessary for implementation in regulated areas.

Wayfinding Design Roadmap – Town of Eagle

Overall Design Guide
(Systemwide Design DNA)

SIGN TYPE–SPECIFIC DESIGN GUIDES

Gateway Signs
- Materials: Stone or faux-stone base, timber or corten steel vertical elements, powder-coated aluminum face
- Colors: Deep forest green or warm brown base, golden/yellow brand accent
- Shape: Monument style with gently arched top or mountain silhouette cutout
- Design Cues: Large-scale town name in brand font; possible inclusion of "Welcome to" panel above main name; incorporate town logo

Vehicular Directional Signs
- Materials: Powder-coated aluminum with changeable panels
- Colors: Muted green or blue background with white reflective type; accent stripe in brand color
- Shape: Horizontal panel format for stacking destinations; arrow styles consistent across system
- Design Cues: Arrows in consistent shape/size; icons for major amenities; avoid overloading panels (>3–4 destinations max)

Pedestrian Kiosks / Maps
- Materials: Steel frame with laminated or printed aluminum map panel (anti-graffiti coating)
- Colors: Warm neutral frame, full-color illustrated map
- Shape: Vertical panel, 2-sided, with overhead panel for district name or neighborhood icon
- Design Cues: "You Are Here" emphasis; walking time/distance circles; highlight public restrooms, parking, trail connections

Trailhead & Recreational Signs
- Materials: Routed HDU or etched metal panels; timber posts for rustic character
- Colors: Brown or dark green background, cream lettering; trail difficulty color coding (green/blue/black)
- Shape: Vertical posts with single/double panel mounts
- Design Cues: Trail map on one side, etiquette/safety info on other; icons for permitted uses

Parking Signs
- Materials: Powder-coated aluminum with reflective face
- Colors: Blue background, white "P" icon, brand accent color stripe
- Shape: Vertical panel with square or rounded corners
- Design Cues: Clearly marked "Free" or "Timed" parking; arrows and walking distance to key destinations

Interpretive / Storytelling Panels
- Materials: High-pressure laminate for fade resistance
- Colors: Full-color photography and illustrations with muted background tones
- Shape: Angled top or slanted reader-rail style
- Design Cues: Short, engaging text; large images; QR codes for expanded digital content

Implementation Reminders
- Consistency is king Every sign type should carry the brand accent, typography pairing, and structural detailing so the system feels unified.
- Update flexibility Use modular panels and replaceable overlays for destinations that may change.
- Durability first All materials must handle high UV, freeze-thaw, and snowplow splash.
- Brand integration Pull from the Town's existing brand colors, logo, and icon set where possible.

DOCUMENT PREPARED BY:

Kristin Cypher
Michael Baker International
kristin.cypher@mbakerintl.com
(720) 280-4349

FOR MORE INFORMATION:

Town of Eagle
200 Broadway | P.O. Box 609 | Eagle, CO 81631 | Phone: 970-328-6354