

October 17, 2001

Town of Mountain Village Design Review Board

## MOUNTAIN VILLAGE SIGNAGE & WAYFINDING PROPOSAL

In response to the requests of Mountain Village shop owners, lodging facilities, building owners, tourists and residents; and in keeping with the recommendations of the recent planning studies by Jamar Associates, Mountain Village Metropolitan Services has commissioned Communication Arts, Inc. of Boulder Co. and Leo J. Miller of Mountain Village to develop a concept for signage in the Town. The concept being presented for review and approval contains the following elements:

1. Vehicular Directional – (see sheets 1 & 2) -The two drawings presented are for new signage for this winter season, they reflect an update of Mountain Village Blvd. signage from San Joaquin Road to Country Club Drive. The Design and colors match the signage that was installed in the gatehouse/gondola area last year.
2. Village Center Wayfinding – (see sheets 3,4,5,6&7) – These drawings represent the wayfinding concept for the pedestrian.

The basis of the proposed system is to treat the village core as a shopping mall. Each plaza will be named and it will contain a multi-directional directory. Each plaza will function just as the major anchor store in a shopping mall functions, i.e. it will be the identifying element that the pedestrian can relate to in finding the shop or services that they are looking for.

In following this concept the Village Map will be simplified and color-coded to more closely resemble that of a shopping center directory. This map will include only those areas within the core with a smaller map to identify the peripheral projects and their relationship to the core (i.e. Parking structure, Kayenta etc.).

3. New Pedestrian Access – (see sheet 8) - Explore with TELSKI the possibility of connecting the “Town Square” area with “The Beach”. This would involve excavation, some utility relocation and a ski-bridge. This connection would create a better pedestrian flow, without the foot traffic that is currently walking on the ski run.
4. Reception Center – (see sheets 9&10) - The original Village Reception Center is no longer occupied by a lodging check-in service. The building is to be modified to become an information Center for the Town. The road approach will be signed and a planter will divide it into a “thru” lane and an “information” lane, the roof will be removed from over the thru lane and the current over-height lane will be eliminated. This building will also serve as the base facility for the shuttle and ~~dile-a-ride~~ services.

## MOUNTAIN VILLAGE SIGNAGE & WAYFINDING PROPOSAL

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ARCHITECT

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*These drawings are for the sole purpose of expressing visual design intent only and are not intended for actual fabrication purposes. Sign contractor accepts total responsibility for materials selection, fabrication and installation.*

October 3, 2001

DATE

REVISIONS

HU

DRAWN BY

PV

CHECKED BY

TELLURIDE

**Vehicular Directional**

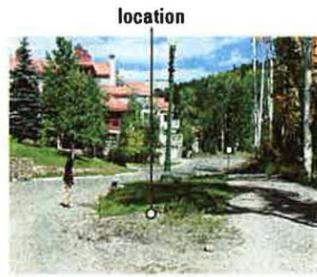
**Message Schedule**

## Vehicular Directional • MESSAGE SCHEDULE

Location	Sign Type	Copy/Message	Comments
1	A	<ul style="list-style-type: none"> <li>↑ VILLAGE CENTER PARKING 2 hour limit SHOPS • RESTAURANTS CONFERENCE CTR. LODGING VILLAGE CENTER</li> <li>→ SAN JOAQUIN CABINS AT GOLD HILL DOUBLE CABINS LODGES ON SUNDANCE LORIAN THE OWNERS CLUB TRISTANT WINTERLEAF</li> </ul>	PRIORITY. Use existing tube frame. Reflective vinyl copy
2	A	<ul style="list-style-type: none"> <li>↑ VILLAGE CENTER PARKING 2 hour limit SHOPS • RESTAURANTS LODGING CONFERENCE CTR.</li> <li>→ LOST CREEK LANE TOWN HALL RESORT QUEST CHECK-IN SHOPS • RESTAURANTS BLUE MESA DAKOTA PLACE THE INN AT LOST CREEK KAYENTA</li> </ul>	PRIORITY Tube frame. Reflective vinyl copy.
3	B	<ul style="list-style-type: none"> <li>↑ VILLAGE CENTER PARKING 2 hour limit SHOPS • RESTAURANTS HOTEL GUEST PARKING Franz Klammer Lodge Conference Center Centrum Palmyra Wyndham Peaks Westermere Shirana</li> </ul>	Use construction barrier.
4	C	CONSTRUCTION TRAFFIC ONLY	Two-Sided
5	C	→ FREE PUBLIC PARKING ♿ 2 hour limit	Two-Sided
6	C	<ul style="list-style-type: none"> <li>HOTEL GUEST PARKING</li> <li>→ FRANZ KLAMMER LODGE CENTRUM HERITAGE CROSSING</li> <li>↑ PALMYRA WYNDHAM PEAKS WESTERMERE SHIRANA</li> </ul>	Two-Sided
7	C	<ul style="list-style-type: none"> <li>HOTEL GUEST PARKING</li> <li>← WYNDHAM PEAKS</li> <li>→ PALMYRA WESTERMERE SHIRANA</li> </ul>	



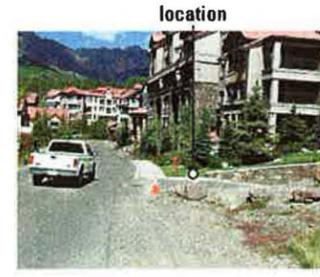
Location 1  
San Joaquin



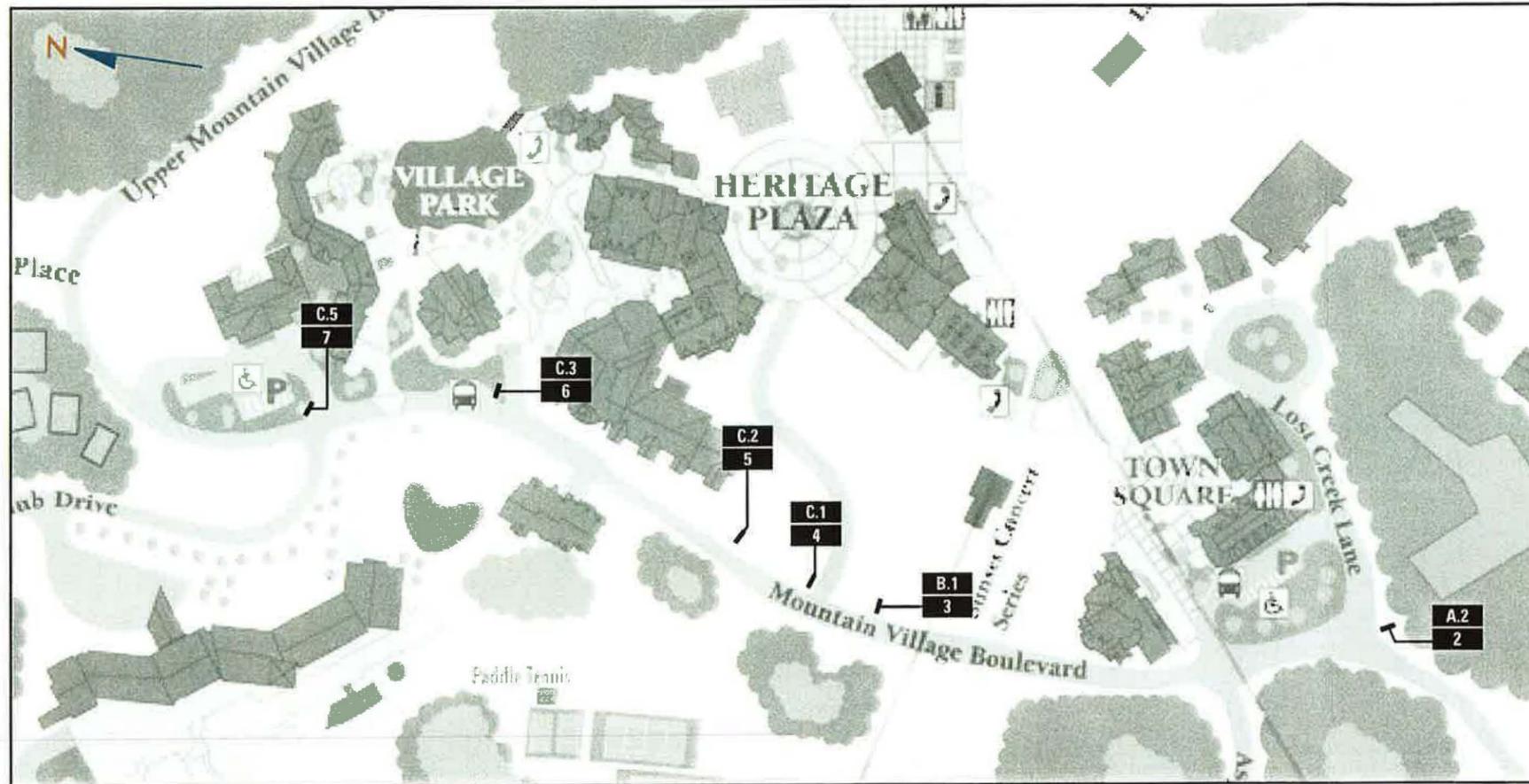
Location 2  
Lost Creek



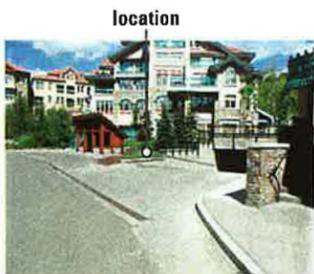
Location 4  
Construction Traffic Entrance



Location 5  
New Parking Entrance



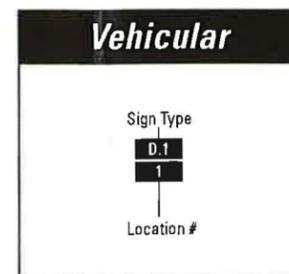
A.1  
1



Location 6  
Franz Klammer Parking



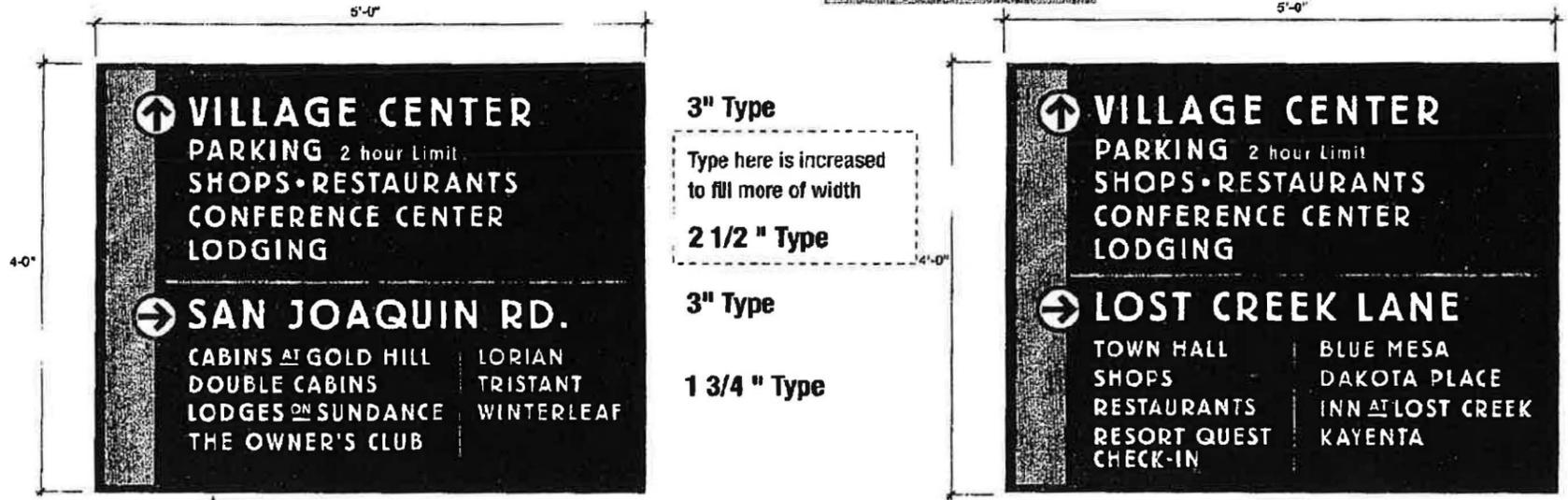
Location 7  
Palmyra, Westermere & Shirana Parking



Rick at Repold Graphics has provided CommArts with the existing San Joaquin sign panel dimensions which are 5'-0" x 3'-6". In order to completely cover the panel I increased the graphics width to 5'-0". Rick also said there is enough existing tubular frame to extend the sign panel height only to 4'-0".



Rick says he has an extra tube frame available for the Lost Creek sign. It is the same size as the San Joaquin tube frame.

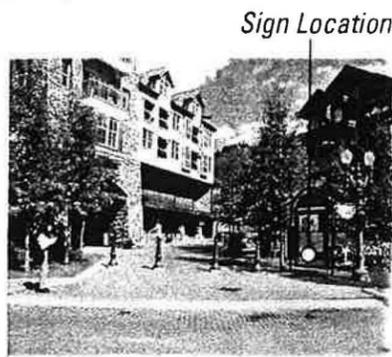


Changes to accommodate size restrictions:  
Type is smaller, shorter names in one column, and no longer alphabetical.

**1** SAN JOAQUIN  
SCALE: 1"=1'-0"

All white is reflective vinyl

**2** LOST CREEK  
SCALE: 1"=1'-0"



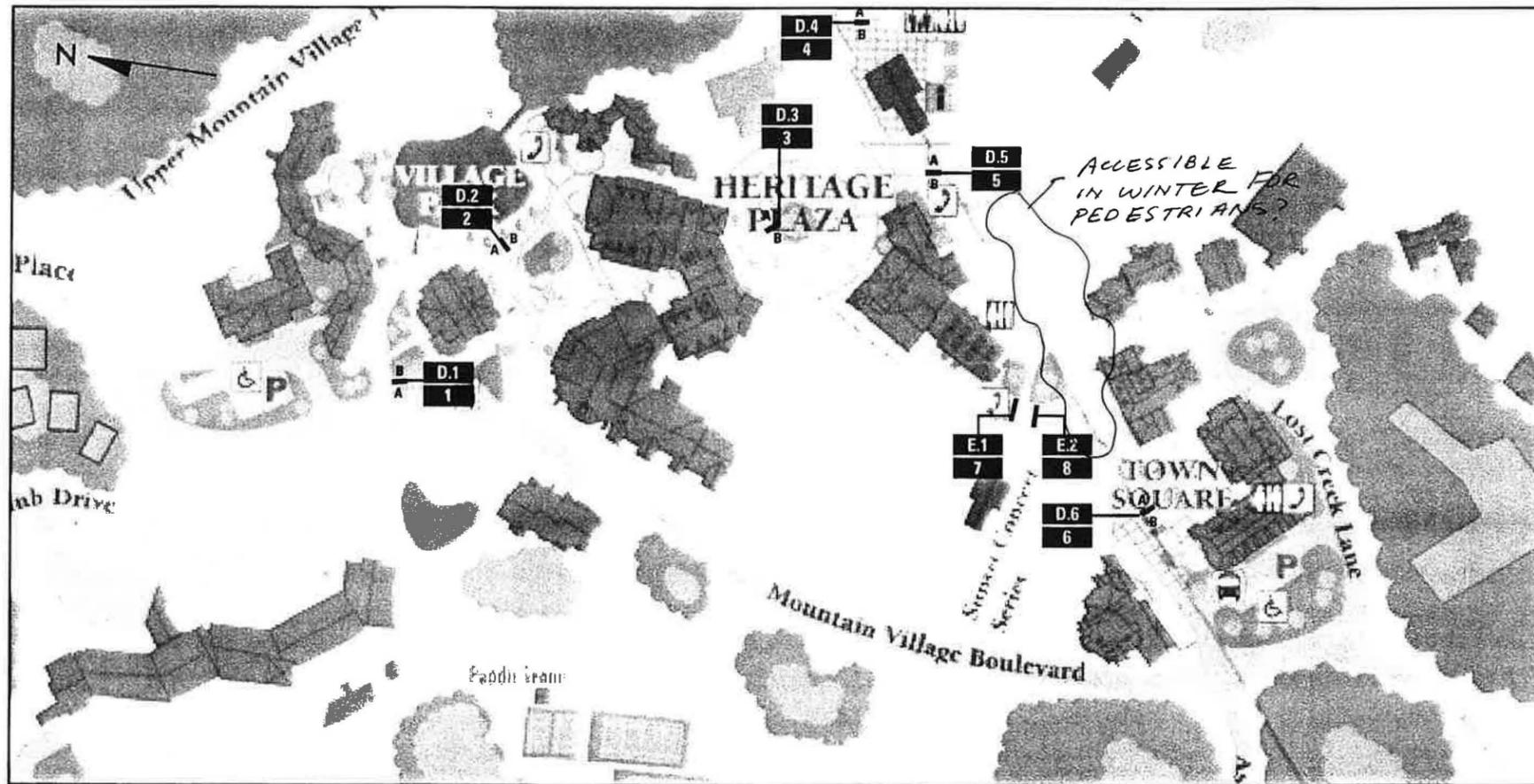
Location 1



Location 2



Location 3



Location 4



Location 5



Location 6



## Village Center Wayfinding • MESSAGE SCHEDULE

Location	Sign Type	Copy/Message	Comments
1	D	<p><b>MOUNTAIN VILLAGE</b></p> <p>Side A            ↑ VILLAGE PARK            ↑ HERITAGE PLAZA            ↑ THE BEACH            ↑ TOWN SQUARE            ↑ FREE GONDOLA            → BUS STOP</p> <p>Side B            ↑ WYNDHAM PEAKS</p>	<p>Directory with new map</p> <p>Events posting</p> <p><i>BACK SIDE OF SIDE A CAN BE USED</i></p>
2	D	<p><b>VILLAGE PARK</b></p> <p>Side A            ↑ HERITAGE PLAZA            ↑ THE BEACH            ↑ TOWN SQUARE - OR (7) (THRU FRANZ KLAMMER)            ↑ FREE GONDOLA            → BUS STOP</p> <p>Side B            ↑ VILLAGE PARK            ↑ WYNDHAM PEAKS (WE HAVE THE BACK SIDES OF SIDE A TO USE)            ← BUS STOP</p>	<p>Directory with new map</p> <p>Events Posting</p>
3	F	<p><b>HERITAGE PLAZA</b></p> <p>Side A            ← THE BEACH            ← FREE GONDOLA            ← SKIER SERVICES            ↑ TOWN SQUARE            ↑ BUS STOP            → VILLAGE PARK</p> <p>Side B            → THE BEACH            → FREE GONDOLA            → SKIER SERVICES            ← VILLAGE PARK</p>	<p>Directory with new map</p> <p>Directory with new map</p>
4	D	<p><b>MOUNTAIN VILLAGE</b></p> <p>Side A            ← VILLAGE PARK            ← HERITAGE PLAZA            ← THE BEACH            ← TOWN SQUARE</p> <p>Side B            → VILLAGE PARK            → HERITAGE PLAZA            → THE BEACH            → TOWN SQUARE</p>	<p>Directory with new map</p> <p>Events Posting</p>



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 303 447 8202

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October 3, 2001  
 DATE

REVISIONS

HU  
 DRAWN BY

CHECKED BY

TELLURIDE

**Village Center Wayfinding**

**Message Schedule locations 1-5**



**ACCOMODATIONS**

- Wyndham Peaks Resort
- Village Creek Condominiums
- 32 Franz Klammer Lodge
- 36 Le Chamonix

**RETAIL SHOPS**

- Kishmir Boutique
- Golf Pro Shop
- Spa Boutique
- Telluride Sports

**RESTAURANTS**

- Legends Restaurant
- The Great Room

**BUSINESSES**

- Real Estate Services at the Peaks
- Gallegos Company



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September 20, 2001

DATE

REVISIONS

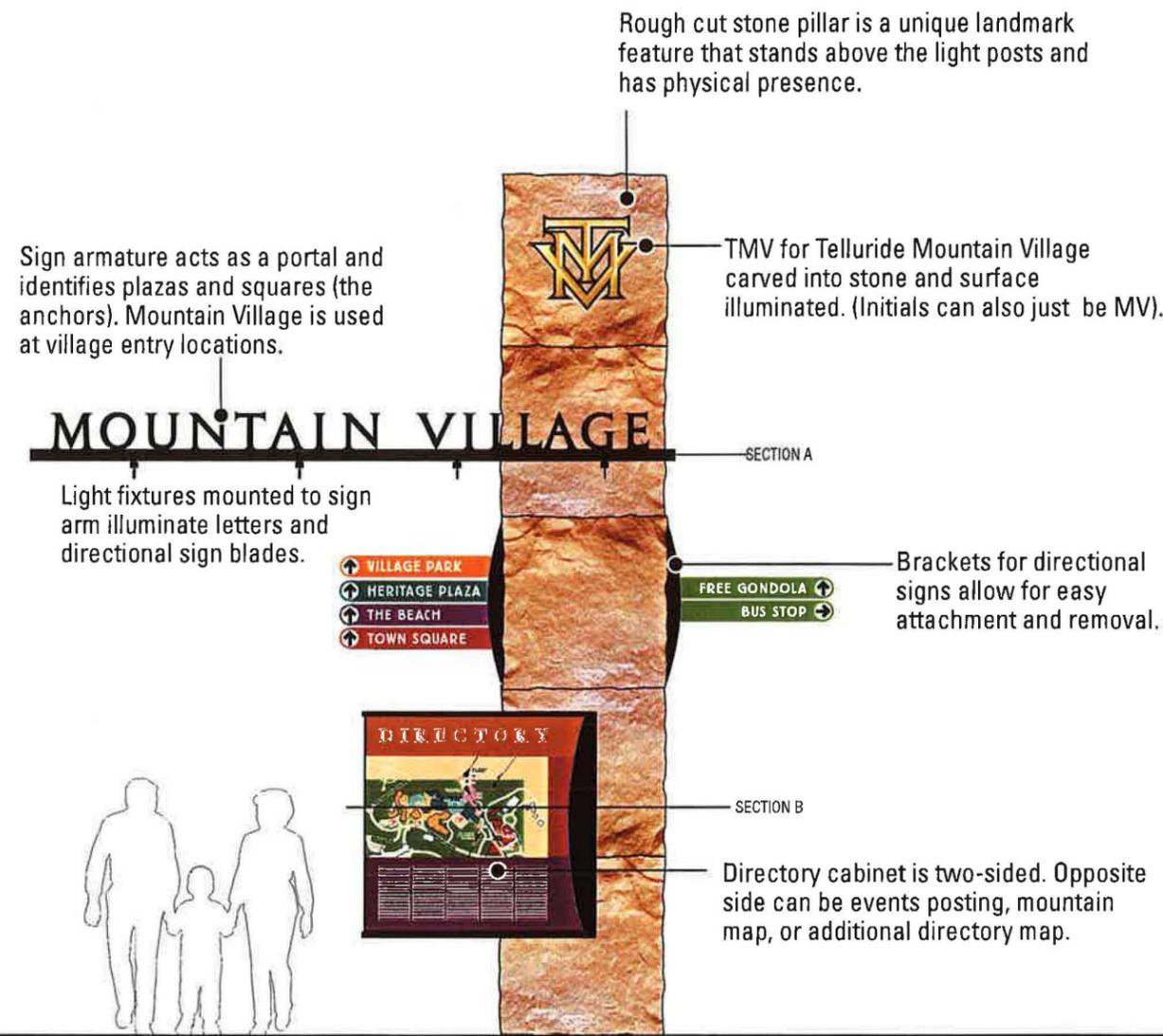
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**Multi-Directional Directories**

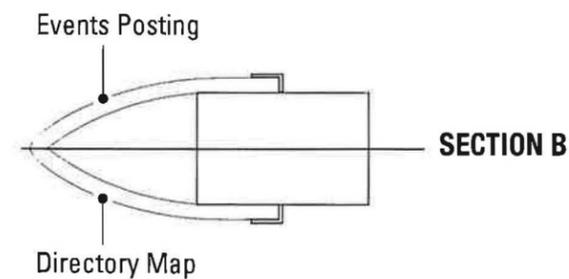
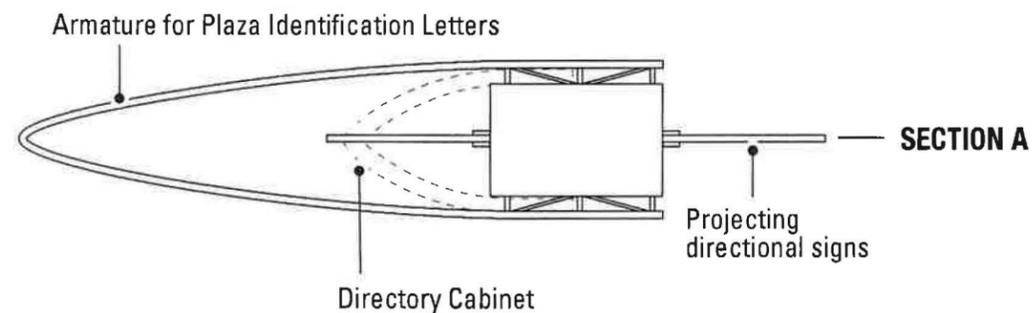
**Pedestrian Wayfinding**

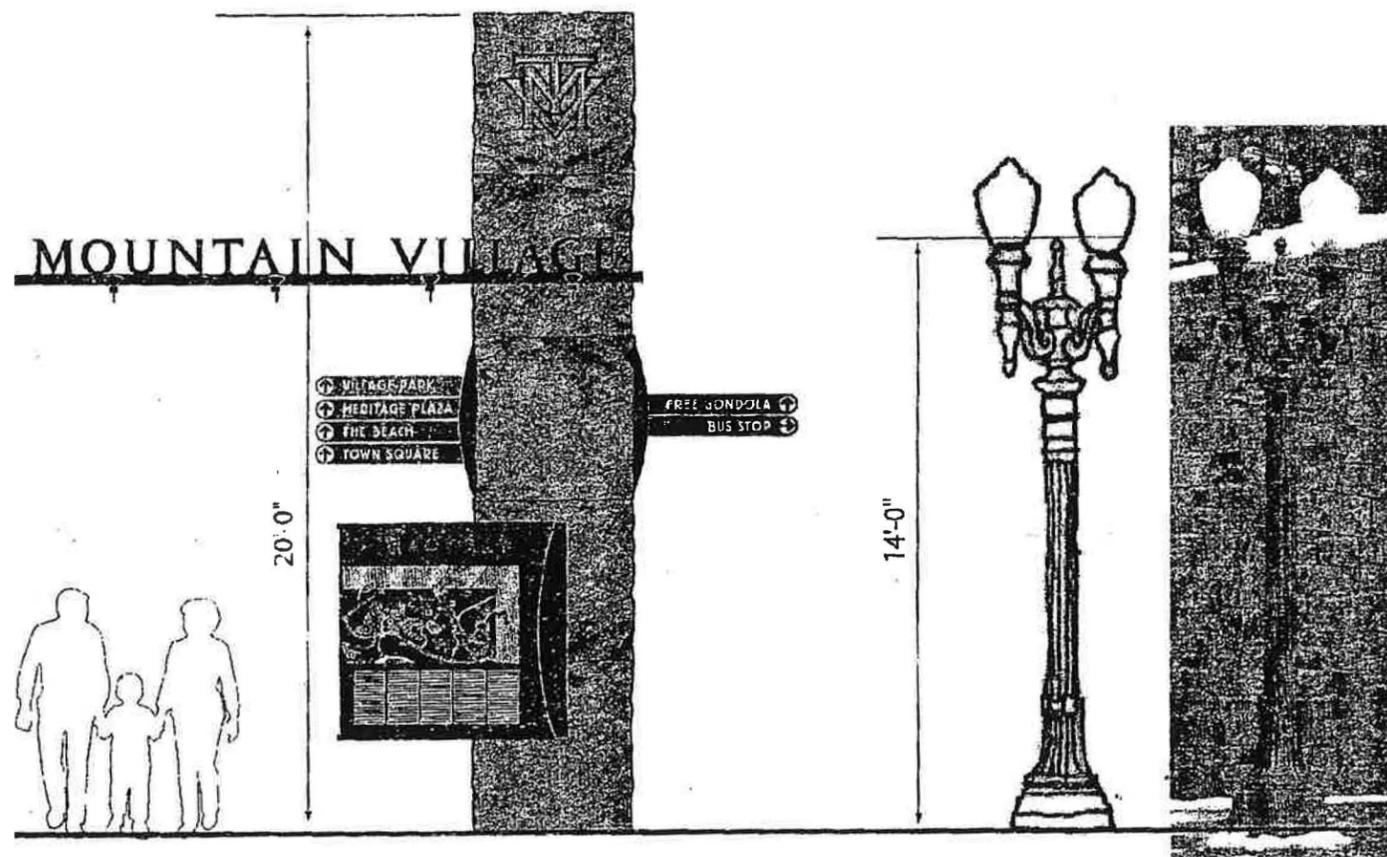


**1** Location 1  
 SCALE: 1/4"=1'-0"



**2** Location 2  
 SCALE: 1/4"=1'-0"





**1** Location 1  
SCALE: 1/4"=1'-0"



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October 5, 2001  
DATE

REVISIONS

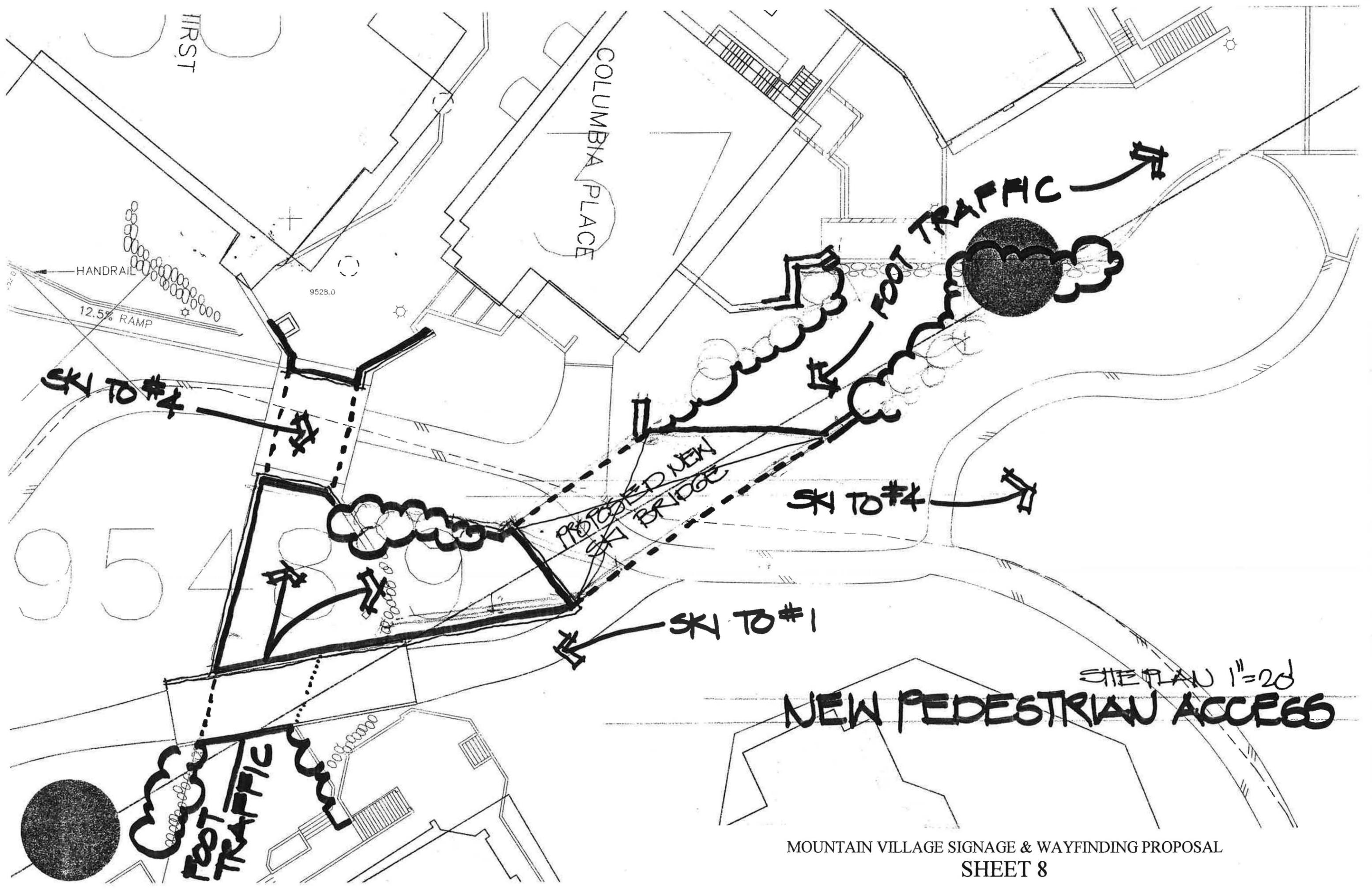
DRAWN BY

CHECKED BY

TELLURIDE

*Multi-Directional  
Directories*

*Pedestrian  
Wayfinding*



FIRST

COLUMBIA PLACE

HANDRAIL

12.5% RAMP

9528.0

SKI TO #4

PROPOSED NEW SKI BRIDGE

SKI TO #4

SKI TO #1

FOOT TRAFFIC

SHEET PLAN 1"=20'

NEW PEDESTRIAN ACCESS

FOOT TRAFFIC



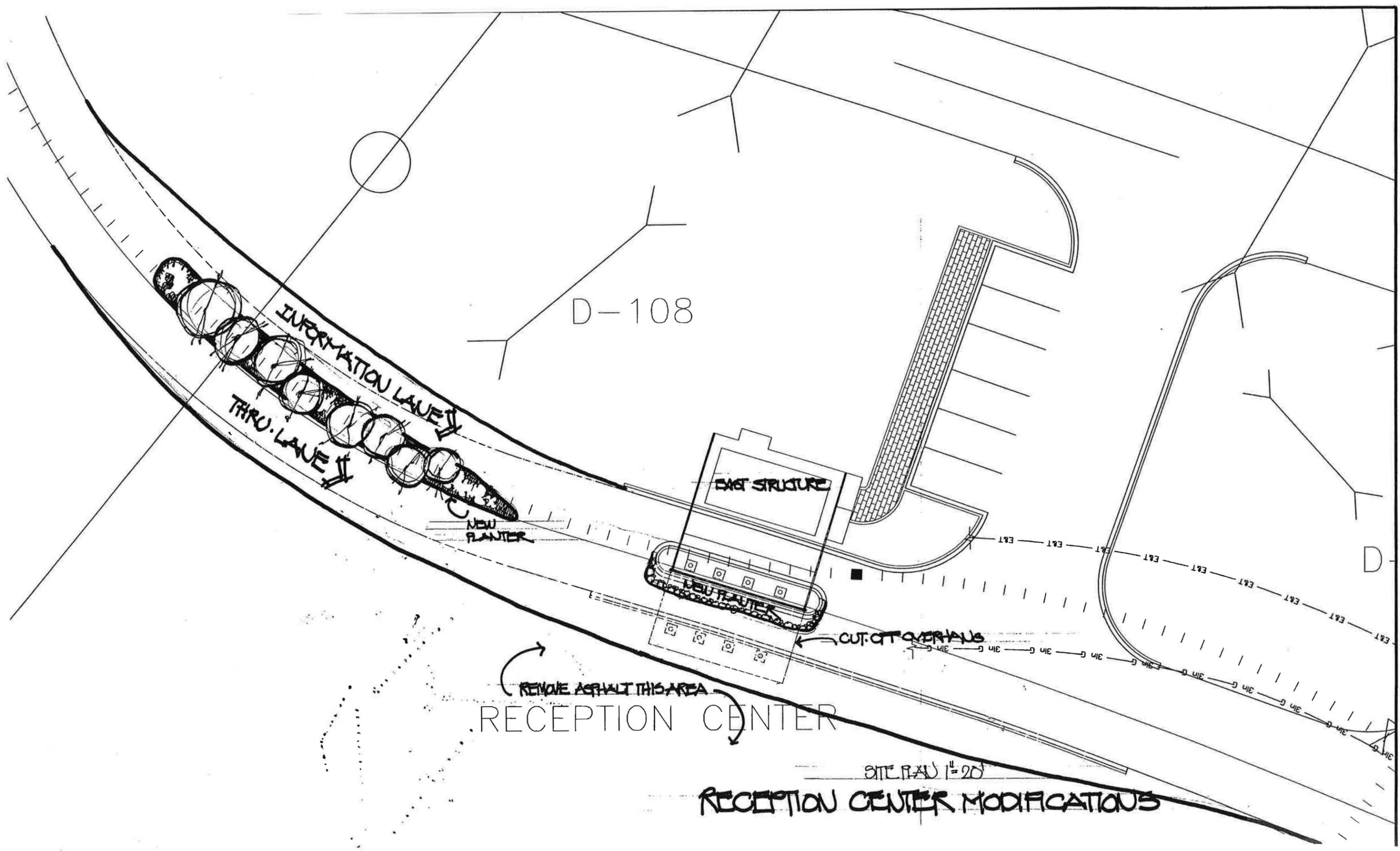
NEW  
BRACE

THIS SECTION  
TO BE REMOVED

13

PLANTER

REMOVE  
ASPHALT  
THIS AREA



D-108

INFORMATION LAVER II  
THRU-LAVER II

EXIST STRUCTURE

NEW PLANTER

NEW PLANTER

CUT-OUT OVERHAUS

REMOVE ASPHALT THIS AREA

RECEPTION CENTER

SCALE 1/4" = 20'

RECEPTION CENTER MODIFICATIONS