



Value Positioning Statement:

*Per a citywide assessment, **current quantities of signage infrastructure are < 10% or non-existent** as required to adequately navigate residents, transitional military, and visitors.*

City of Fountain Wayfinding Plan

Fountain City Council Meeting
Final Design & Implementation



D15 Strategic Objective (2022-2024)

Economic Development to Develop and Publish an updated directional signage plan along the Highway 85/87 Urban Renewal Area (URA) Business Corridor.

- *FURA provided 37.5% match to co-fund the plan*

BD4 Strategic Objective (2025-2028)

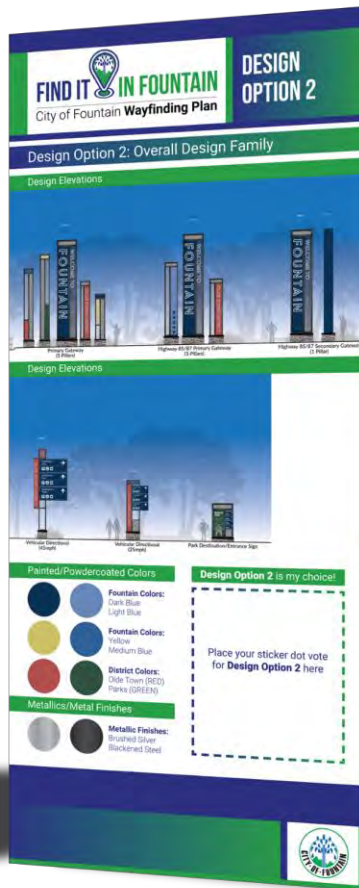
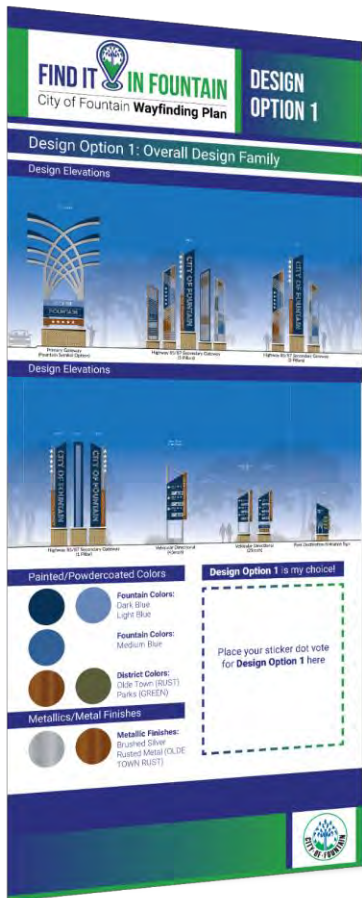
Economic Development shall, in conjunction with Transportation/Parks Department, successfully implement selected findings of the city's Wayfinding Campaign.

- *10-year implementation approach model with source funds*

Growth Rate Projections (Census Bureau Profile)

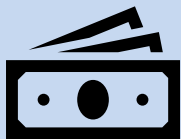
- *30,191 population (2024) vs. 48,000+ population (2040); 34% growth rate since 2007*
- *El Paso County a top 2 fastest growing county as forecasted in the State of Colorado*
- *75,000 population at Fort Carson Army Post; 57% of soldiers and families reside off site*





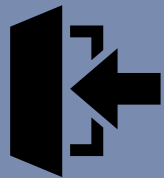
Meeting Agenda

- ▶ PH III Status
- ▶ Final Design Family Set
- ▶ Partner Agencies Collaboration
- ▶ Business Development / Economic Benefits
- ▶ Finalize Supplementals
- ▶ Master Plan Adoption



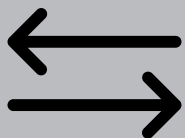
Signs should be **supportive of business** development

*New signage will **increase awareness** of the City's various businesses, public amenities/facilities, and recreational assets*



Signage should **clarify points of entry** and **create an arrival experience**

Includes major exits off 1-25, State HWY 85/87 and 16, and Marksheffel Road into the City's 5 business districts



Signage should **improve navigability** along the City's major thoroughfares

*New signage will **enhance public safety** to improve decision-making by visitors, new residents & military populations*

Project Recap: Final Designs



City of Fountain RFP GOALS

The initial City of Fountain and Steering Committee goals created a foundation of wayfinding signage infrastructure design approach and purpose



1 Signage designs should be LEGIBLE



2 Signage designs should be COST EFFECTIVE



3 Signage designs should be EASY TO MAINTAIN



4 Signage designs should be CREATIVE

1,030+

Total Survey
Responses

Project Recap: Final Designs



Public Survey GOALS

As an outcome from the public outreach process, members of the Fountain public provided

4 KEY GOALS for the new signage designs; as listed in prioritization of the community

EYE-CATCHING

These signs are very eye-catching!
Like these designs, they draw the eye!

Silver is more eye-catching
Modern, catches the eye
Attention-grabbing

...

'FOUNTAIN' ICON

Like the Fountain!
Like the words, 'City of Fountain'
Like the 'Fountain Head' design,
it's eye-catching
*The curved 'Fountain' is great -
more exciting!*
Love the 'Fountain' gateway sign!

...

DESIGN

Love the stars!
Design appears to 'pop'
Artistic
*Looks more elegant and
attractive*
Like the metallic finishes

...

ANGLES

Love the angles of the
sign frames!
Angles are very artistic!

...

UNIQUE

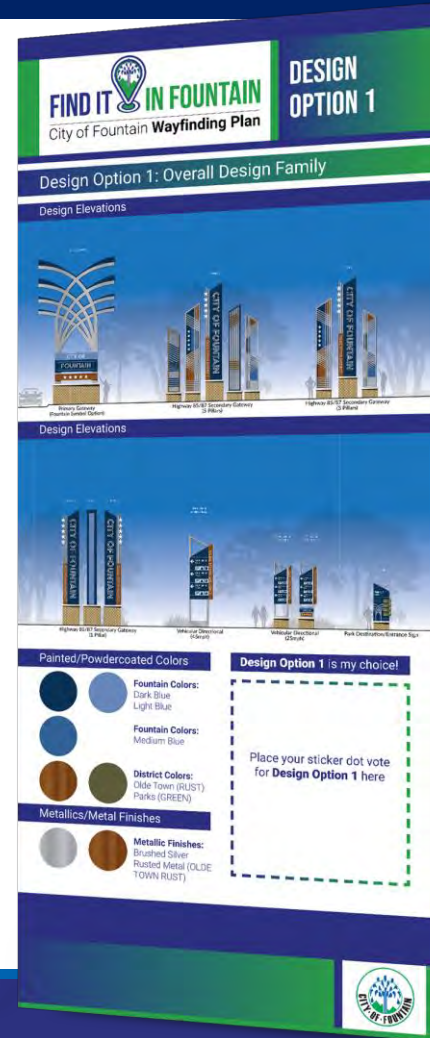
The design is unique and classy
*Like the multiple dimensions and
depth of this sign*
Should be where Fountain
moves toward - feels like where
we're heading
Much more noticeable

...

ALL-AMERICAN

'All-American' theme!
*Relates more to 'military'
theme*
Design feels more
'American'

...



GREAT COLORS

Like the colors of this design!

Darker frame color looks sleek

Colors are better in Option 2

More Colorful!

Colors make information
stand out

...

SIMPLICITY

Fountain feels like a 'simple' place,
and Option 2 reflects that

More simplistic, and prefer
simplicity

Like the simplicity

Much more simple and easy to view

...

MATERIALS

Like the stone base
and fuller look

Like the black frame

...

LEGIBILITY

Much easier to read

Much clearer - larger messaging

More legible/readable

Signs are much easier to read

Like the font choice

...



DESIGN
OPTION 2

Design Option 2: Overall Design Family

Design Elevations



Design Elevations



Painted/Powdercoated Colors



Fountain Colors:
Dark Blue
Light Blue

Fountain Colors:
Yellow
Medium Blue

District Colors:
Old Town (RED)
Parks (GREEN)

Metallics/Metal Finishes



Metallic Finishes:
Brushed Silver
Blackened Steel

Design Option 2 is my choice!

Place your sticker dot vote
for Design Option 2 here



5-Stars



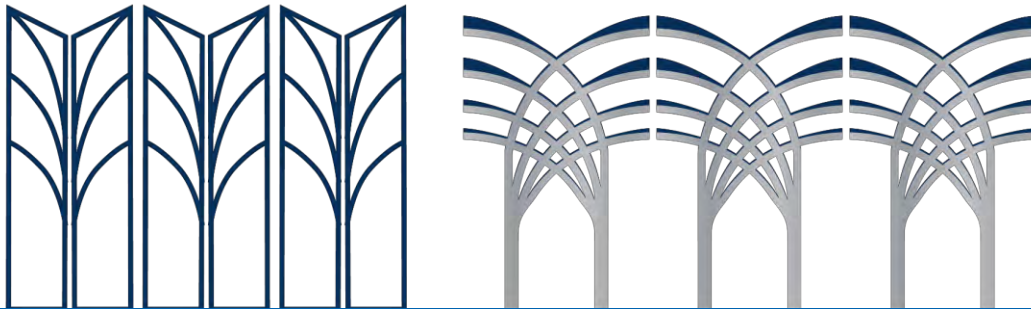
“All American City”

5 Military Bases

5 Fountain Commercial Districts

Fountain ICON

Curves & motion symbolic of the FOUNTAIN logo



Symbolic ICONS in Design

- ▶ These are the **DISTINCTIVE ELEMENTS** of the signage design that reflect Fountain’s character and sense of place, and resonated with the Fountain community



Final Design MATERIALS

Materials were selected as:

- Cost effective
- Easy to maintain
- Environmentally durable
- Locally sourced or naturally present

- 1 Signage designs should be **LEGIBLE**
- 2 Signage designs should be **COST EFFECTIVE**
- 3 Signage designs should be **EASY TO MAINTAIN**
- 4 Signage designs should be **CREATIVE**



01 Fountain Blue #003057
Satin Finish Powdercoat (non reflective)
RGB: R0/G48/B87
CMYK: C100/M80/Y38/K37



02 Olde Town District #660D18
Satin Finish Powdercoat (non reflective)
RGB: R103/G13/B24
CMYK: C34/M98/Y86/K51



03 Parks, Trails & Open Space #315241
Satin Finish Powdercoat (non reflective)
RGB: R49/G82/B65
CMYK: C77/M45/Y72/K40



04 Gateway District #B53025
Satin Finish Powdercoat (non reflective)
RGB: R181/G48/B37
CMYK: C20/M94/Y100/K12



05 Mesa Ridge #92278F
Satin Finish Powdercoat (non reflective)
RGB: R146/G39/B143
CMYK: C50/M100/Y0/K0



07 North US 85/87 #F37235
Satin Finish Powdercoat (non reflective)
RGB: R243/G114/B53
CMYK: C0/M69/Y88/K0



08 Bandley Drive #6786B8
Satin Finish Powdercoat (non reflective)
RGB: R103/G134/B184
CMYK: C64/M43/Y8/K0



09 PMS White
Satin Finish Powdercoat (non reflective)



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



11 Reflective White
ORALITE 5800 White
(Sign Text)



12 White Frosted Acrylic
LuciteLux White Frosted Acrylic or Similar



13 Cardinal Powdercoat C356-GR1342
Silver Metallic 60 Gloss



14 Square Timber Post
10"x10" Kiln-Dried (26" or greater if needed,
including 4" below grade)



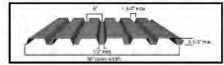
14 Split Rib/Fluted Concrete
8 ribs Per Block
Controlled Break Finish
Davis Concrete Color "Cliffside Brown" 6804
<https://www.daviscolors.com/concrete-colors/#foogallery-21364/i8>



15 Concrete, Light Broom Finish
Color Needs to Match Surrounding
Hardscape Surface Material



16 LED Tape to illuminate Electrified Signage
(Static warm white light with maximum
96 watts for soft glow lighting)



17 Low-Profile Corrugated Steel
<https://www.nettlecs.com/steel-deck-and-metal-deck-sales/>

Signage Family Set

- Suite of signage type options



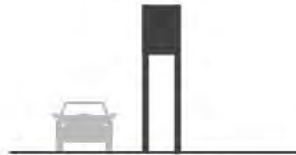
Potential Bridge Gateway Enhancements |



District Boundary



Destination Signage



Vehicular Directional



Park Destination Signs



Park Trailhead Signs



Park Along-the-Trail Signs



Kiosk Signage

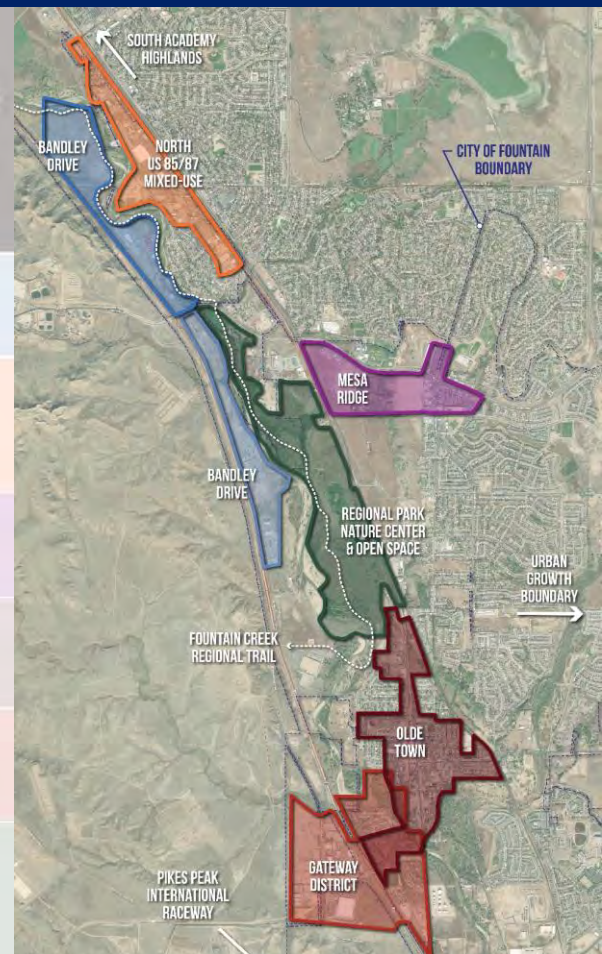


Pedestrian Signs



Historic/Interpretive Signage

Fountain Districts	Priority 1 Vehicular Directional Signs	Priority 2 District Boundary Signs	Priority 3 Park, Trail & Open Space Signs	Priority 4 Pedestrian Signs	Priority 5 Primary Gateway Interstate/Bridge	Alternate Signage (street, transit, historic, etc.)
Bandley Drive Recommended Sign Types	X		X		X	X
North US 85/87 Mixed-Use Recommended Sign Types	X	X	X	X		X
Mesa Ridge Recommended Sign Types	X	X	X	X	X	X
Olde Town Recommended Sign Types	X	X	X	X	X	X
Gateway District Recommended Sign Types	X		X		X	X
Park and Open Space Recommended Sign Types	X		X	X		X



Estimated Infrastructure Costs Per Signage Family Type

Priority Rank	Sign Type	Low	Mean	High	Purpose
1	Vehicular Directional	\$1,200	\$3,400	\$6,000	Navigation / Public Safety
2	District Boundary	\$8,000	\$24,300	\$40,000	Arrival Sequence per District
3	Parks & Trails	\$300	\$2,260	\$4,000	Outdoor REC/ PED Safety
4	Pedestrian	\$2,000	\$5,160	\$7,500	PED ROW Entry/ Public Safety
5	Primary Gateway (I-25)	\$25,000	\$65,000	\$120,000	Interstate Arrival (I-25 only)

Includes materials + labor costs

**Vehicular Directional
45mph
(messaging base)**



**Vehicular Directional
25mph
(corrugated base)**



**Vehicular Directional
25mph
(simple pole)**



**Vehicular Directional
15mph
(simple pole)**



**Priority 1: Vehicular Directional Signs
(25mph – 45mph are larger scale)**

**Vehicular Directional
45mph
(messaging base)**



**Vehicular Directional
25mph
(corrugated base)**



**Priority 1: Vehicular Directional Signs
(25mph – 45mph are larger scale)**

**Vehicular Directional
25mph
(simple pole)**



**Vehicular Directional
15mph
(simple pole)**



District Color Palette

Color is used to help distinguish each Fountain district, and functions as a short-hand visual cue to help visitors and residents navigate through the community (ADA compliant)



Priority 2: District Boundary Signs



Boundary Sign Pillar Options



Priority 2: District Boundary Signs



Boundary Sign Pillar Options

Boundary Sign
Pillar A



Boundary Sign
Pillar B



Boundary Sign
Pillar C



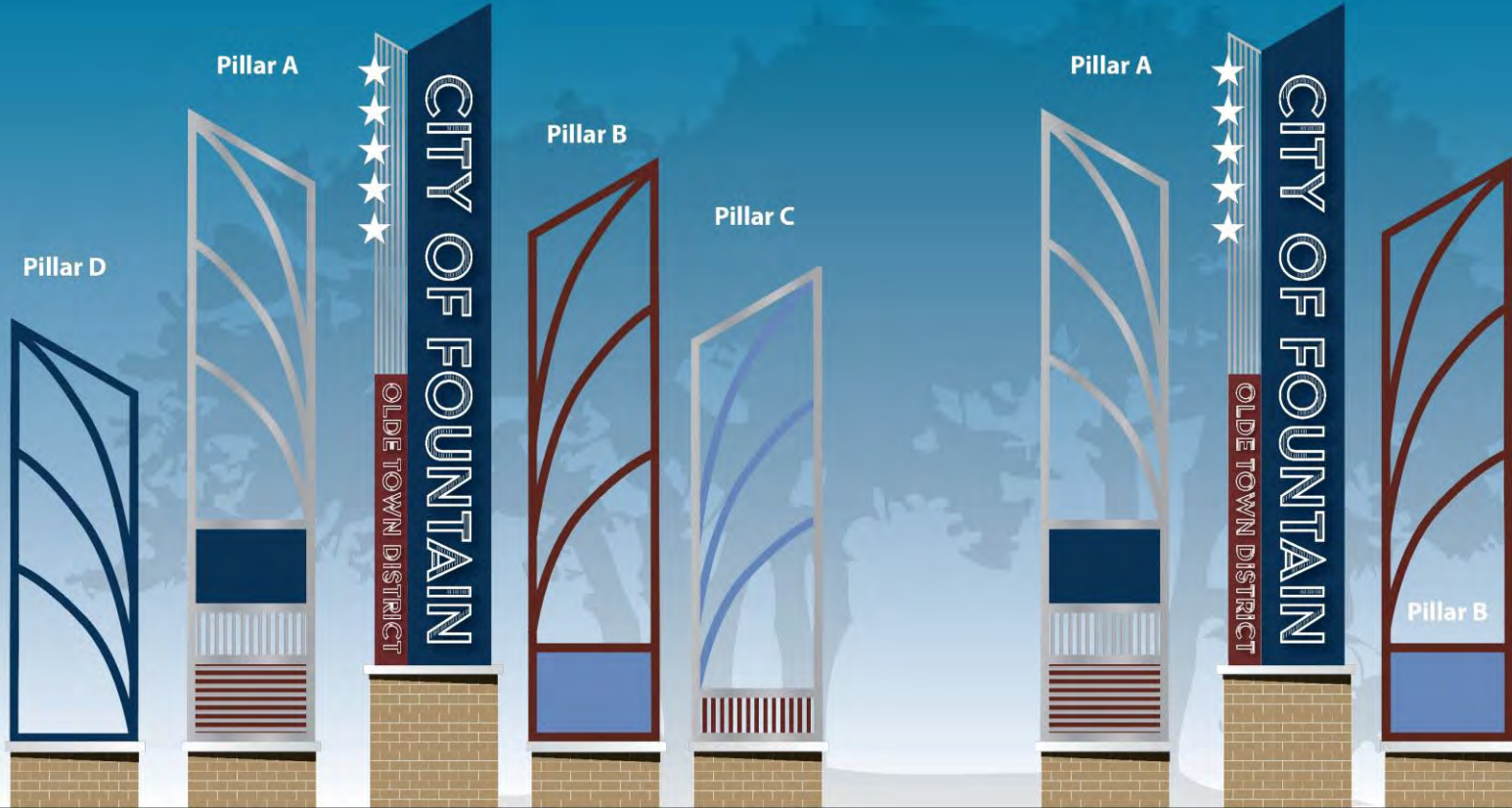
Boundary Sign
Pillar D



Priority 2: District Boundary Signs

Boundary Sign Group 1
(1 Boundary Sign + 4 pillars)

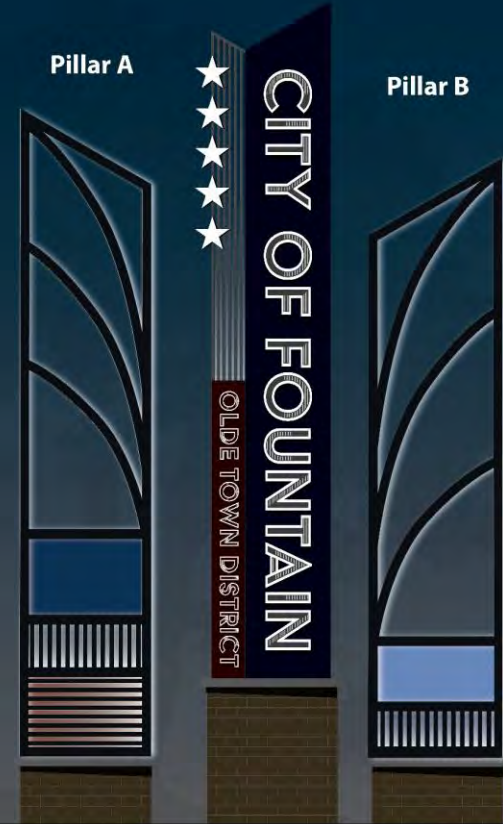
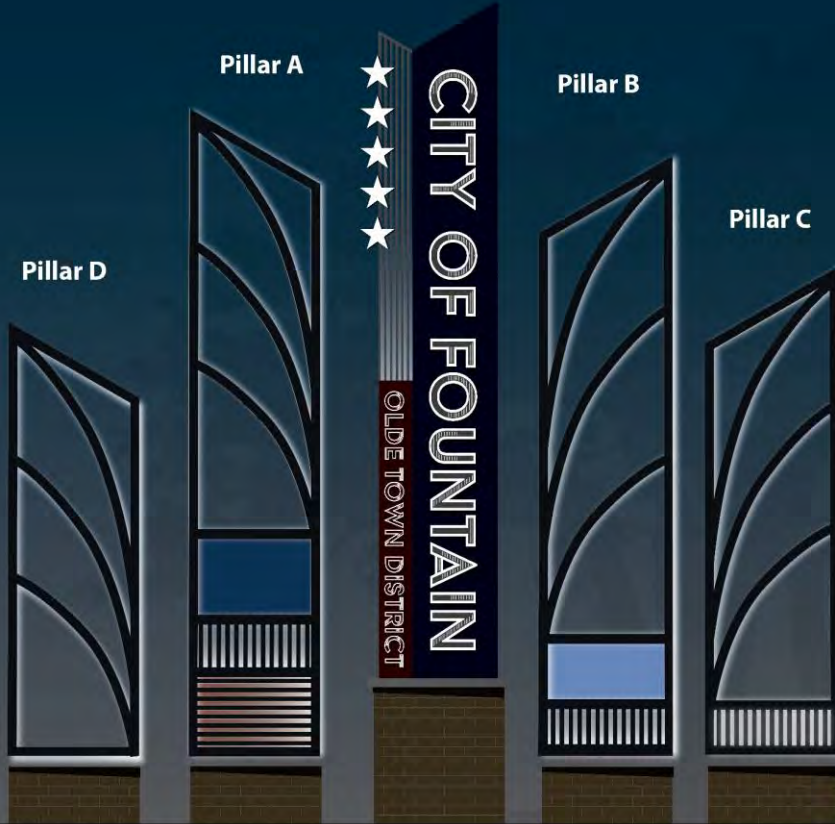
Boundary Sign Group 1
(1 Boundary Sign + 2 pillars)



Priority 2: District Boundary Signs

Boundary Sign Group 1
(1 Boundary Sign + 4 pillars)

Boundary Sign Group 1
(1 Boundary Sign + 2 pillars)



Priority 3: Park, Trail & Open Space Signs

Park Destination Sign
FRONT

Park Destination Sign
SIDES

Park Destination Sign
BACK



Priority 3: Park, Trail & Open Space Signs

Park Destination Sign
FRONT



Park Destination Sign
SIDES



Park Destination Sign
BACK



Priority 3: Park, Trail & Open Space Signs

**Simple Directional
FRONT/BACK**
(max. 8 directional arrows)

**Simple Directional
SIDE**
(max. 8 directional arrows)

**Small Directional &
Mile Marker
(4-sided)**



Priority 3: Park, Trail & Open Space Signs

**Simple Directional
FRONT/BACK**
(max. 8 directional arrows)

**Simple Directional
SIDE**
(max. 8 directional arrows)

**Small Directional &
Mile Marker
(4-sided)**

← **Fountain Creek Trl** 
3 minute walk 

 **Widefield Park** →
12 minute walk 

 **Crews Gulch Trail** →
1 minute walk 

WILLOW SPRINGS POND

Mile
2.0
→


→


→


→


Pedestrian Directional FRONT/BACK (max. 8 directional arrows)



Pedestrian Kiosk/Directional & Informational FRONT/BACK (max. 8 directional arrows)



Priority 4: Pedestrian Signs

Similar to the trail signage designs, the recommended pedestrian signs rely on a simple pole system that can be enhanced to provide additional information as needed.

Pedestrian Kiosk FRONT/BACK (max. 8 directional arrows)



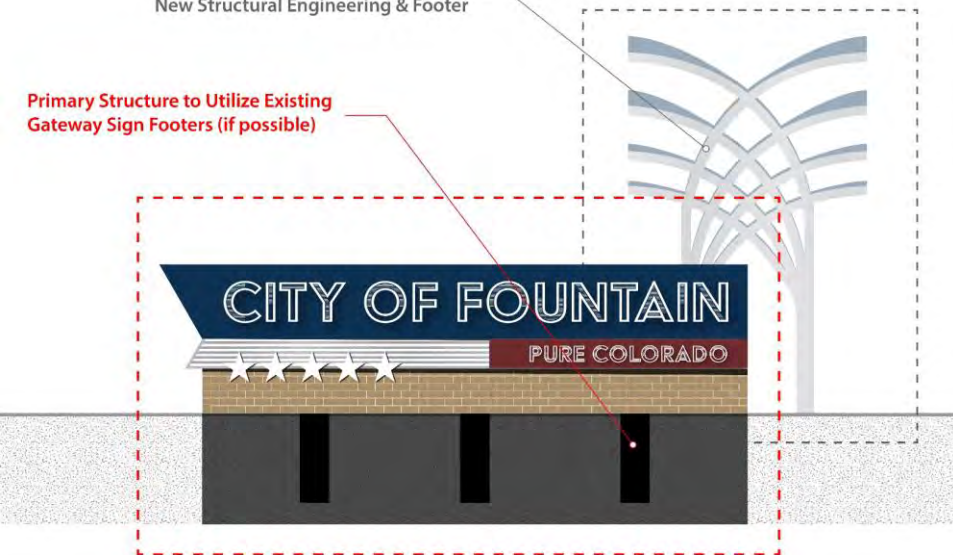
Pedestrian Informational FRONT/BACK (max. 8 directional arrows)



Priority 5: Interstate 25 Gateway

"Fountain" Icon Element Will Require
New Structural Engineering & Footer

Primary Structure to Utilize Existing
Gateway Sign Footers (if possible)



COST DISCLAIMER: Cost-efficient design with
reuse of existing structural footer

Interstate 25 Gateway
(Option 1)



Interstate 25 Gateway
(Option 2)



Joint Parks Sign



Joint Streets Sign



Partner Agency Collaboration

▶ Partner Check-Ins

- CDOT
- El Paso County Parks
- El Paso County Public Works

▶ Deliverables

- CDOT Classification Eligibility
- Agency approval and received documentation
- Similar Colors – Neutrality
 - No logos allowed
- Shared-Cost Efficiencies MOU
 - Recommendation of Source Funding Alternatives

Increased Visitor Spending

Project Example: Legible London Wayfinding System

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

Boosted Local Business Revenue

Study: Downtown Wayfinding Study, City of Philadelphia

After installation of a wayfinding system:

- Businesses near signage saw a 12% increase in sales.
- 65% of visitors said the signage encouraged them to explore more of the city, extending their visits and spending.

Increased Property Values

Research Summary: Urban Land Institute & International Sign Association

- Wayfinding and placemaking signage in walkable downtowns can lead to:
- 5–15% increase in property values for nearby parcels.
- Improved identity and perception of a place contributes to this rise.

Tourism Enhancement

Case Study: Nashville, Tennessee Wayfinding Program

- Tourism-related revenue grew by 18% within two years of implementing a coordinated signage and wayfinding infrastructure.
- Visitors reported feeling more comfortable navigating, leading to longer stays and more discretionary spending.

Business/Economic Benefits

- ▶ Infrastructure signage and wayfinding can have significant measurable benefits for a community & its residents and businesses!

Reduced Navigation Confusion and Travel Time

Data from Urban Mobility Studies

Effective wayfinding can reduce pedestrian travel time by 13–20%, keeping people in retail zones longer and increasing likelihood of spontaneous purchases.

Increased Event Attendance and Participation

Example: Detroit Riverwalk Wayfinding Improvements

Thru signage infrastructure, participation in nearby events grew by 30%, with better visibility and connected accessibility.

Business/Economic Benefits

- ▶ Infrastructure signage and wayfinding can have significant measurable benefits for a community & its residents and businesses!

Impact Statement:

Investment in new signage & wayfinding infrastructure will realize an ROI to Fountain through concrete, measurable benefits, such as:

- ***increase visitor spending***
- ***boost local business revenue***
- ***increase property values***
- ***grow tourism-related dollars***
- ***increase event attendance***
- ***capture retail leakage / discretionary spending***

PROJECT TIMEFRAME

PHASE
1

Background
Research &
Info-Gathering

August '24

PHASE
2

Preliminary
Wayfinding
Designs

February '25

PHASE
3

Final Wayfinding
Designs, Phasing &
Cost Estimate

May/June '25

Where We Are Now
PHASE 3!



1 Signage designs should be **LEGIBLE**



2 Signage designs should be **COST EFFECTIVE**



3 Signage designs should be **EASY TO MAINTAIN**



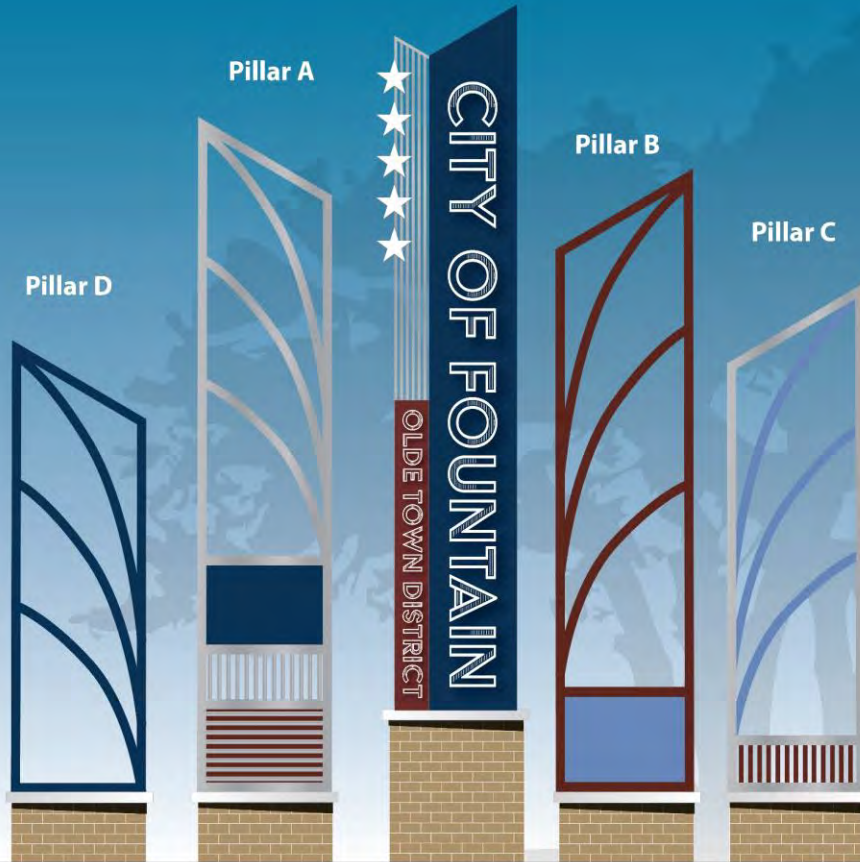
4 Signage designs should be **CREATIVE**

NEXT STEPS (JUNE)

- ▶ Family Set Signage Count and Cumulative Costs per District
- ▶ Phased-In Implementation with Signage Placement (GIS)
- ▶ Bid Procurement Guide
- ▶ Asset Management Manual
 - *Signage Care, Maintenance and Repair/ Replacements*
- ▶ Master Plan Adoption with Final Presentation and City Council Resolution(s)
 - *CDOT and Grant(s) Requirement*

City of Fountain Wayfinding Plan

Q&A



FIND IT 
IN FOUNTAIN

City of Fountain
Wayfinding Plan