

# City and County of Broomfield Gateway Enhancement Guidelines



## Purpose

The Gateway Enhancement Guidelines (Guidelines) have been developed to further Broomfield's goal of enhancing key gateway entries into the City and County of Broomfield. The focal point of these enhancements shall be Broomfield entry identification signs. The Guidelines will also be used to identify public facilities such as recreational areas. The purpose of these signs is to:

1. Identify and enhance key gateway entries into the City and County of Broomfield,
2. Identify Broomfield's public facilities,
3. Convey a sense of identity for the community, and
4. Provide information to the public.

The Guidelines will be used to promote a distinct image for Broomfield while maintaining visual continuity through attractive, quality materials and a defined color palette. The guidelines allow for flexibility in design details that consider communication objectives and site specific conditions such as surrounding land use, topography, and view corridors among other conditions.

The Guidelines define a "kit of parts" to be used in the design of gateway and public facility signs within the City and County of Broomfield. All signs must incorporate required elements from this kit of parts. Consideration must be given to sign location, layout, organization and length of message, typeface, design of supporting structures, availability of water and electricity, and compatibility with other related signs.

## Review and Compliance

The review and approval process shall be as follows:

- Proposed sign designs shall be presented to City staff to be presented at a Technical Review Meeting, which will include planners, engineers, and parks personnel. Where feasible, sign designs shall be developed for several signs and presented at a single Technical Review Meeting for review and comment.
- Following the Technical Review Meeting and Council's direction to proceed, sign details shall be submitted for technical review and compliance through the City and County of Broomfield sign permit review process. Sign permit applications shall demonstrate compliance with all applicable codes, regulations and requirements, and Engineering Standards and Specifications.
- Additional approval requirements may apply to signs within PUD zoned districts.

## Size and Location

Signs should relate to the size and scale of the location and should not overpower adjacent landscaping, buildings or other site features. Signs shall be located to be visible and legible from streets and paths without conflicting with safe vehicular and pedestrian movement and visibility.

- Signs shall be set back a minimum of **10 feet from public right-of-way** (ROW). A larger setback may be appropriate for signs in excess of 7 feet in height or where warranted for safety considerations. In certain cases signs may be located in public ROW when alternatives are not practical such as adjacent to “major roadways” with wide, undeveloped ROW (i.e. Interstate-25, US 36, State Highways, the Northwest Parkway through Broomfield). In this case, signs shall be setback a minimum of 10 feet from the curb or edge of roadway (shoulder) or as required for safety and/or approval by the controlling authority. Signs shall comply with clear zone safety calculations.
- Signs shall be set back a minimum of **10 feet from property lines**.
- Broomfield public facility signs should not exceed **7 feet in height**. Exceptions may be considered to allow signs greater than 7 feet but must demonstrate a justifiable need based on the location, adjacent roadway speeds, and other relevant factors unique to the site.
- Broomfield gateway entry signs shall be sized based on site specific considerations. These signs may exceed 7 feet for visibility, identity/public information and to further economic development for Broomfield’s commercial areas.
- Where possible, signs should be placed perpendicular to vehicular traffic. Adjustments may be appropriate to maximize visibility.
- Signs shall **comply with sight line requirements** set forth in Broomfield’s City; Engineering Standards and Specifications and shall be placed so as not to interfere with any vehicular control signage. Sightlines should also be evaluated for pedestrians and bicyclists to ensure safety. The sightlines are available at:

<http://www.ci.broomfield.co.us/engineering/>

## Materials and Color Palette

All sign materials and colors should be architecturally compatible with the standards set forth below. Sign design should consider land uses and forms and other existing site features, view corridors, native landscaping and other natural resources. Land uses (i.e. major commercial or employment centers) should also be considered in the design. Sign design should promote a sense of harmony with the natural environment through the use of durable, native materials. An earth tone color palette is required.

- All signs shall have battered columns in **buff sandstone**. It is preferable that one side of the column be vertical. Stone may be dry stacked or mortared.
- A broom corn relief may be recessed in the column. The recessed relief shall be painted black for maximum visibility.
- The top of the columns shall have a solid slab cap of **red flagstone** between 1" and 3" thick.
- The main vertical sign panel, where the text will be applied, shall be fabricated from **red sandstone**.
- All signs shall have an engineered concrete footing.

## Sign Text

Sign text messages should convey information to the public in a clear and concise manner.

- All sign text shall have **architectural metal dimensional letters in a silver color** and either cast or anodized aluminum.
- All Broomfield sign text shall be **Helvetica Regular**.
- Monument sign lettering shall be legible from a distance. For Broomfield public facilities, the height for a **typical letter shall range from 6 to 10 inches**. Exceptions may be considered for special site conditions that may warrant larger lettering for visibility. Generally, these exceptions will be reserved for areas along major roadways as identified above. For gateway entry signs, the lettering height should be determined based on site specific conditions to ensure legibility.
- All dimensional **letters shall be pin-mounted** to the red sandstone sign background.
- All signs shall incorporate an **18" diameter cast bronze plaque of the City and County of Broomfield's official logo**. Ideal placement of the logo is centered above the project identity sign text. The cast bronze plaque has a relief where the background is recessed with a texture and painted dark

bronze. The lettering and logo are raised and final finish is a brushed bronze. The entire plaque has a clear finish.

## Landscaping

- All signs shall be placed within a landscaped area that is sized to complement the size of the sign. Exceptions may be considered for signs located in areas without reasonable access to water and electricity for irrigation.
- Landscaping shall promote low water use through design and plant material appropriate for the Colorado climate and any site specific conditions. Landscaping design and construction shall comply with City Standards and Specifications, unless waived by the City Engineer due to lack of public utilities in a remote area.
- Future plant height should be considered when planning the landscaping so mature plants do not block the sign message.

## Lighting

Sign illumination should complement the setting. Illumination shall be designed to avoid nuisance or hazards.

- All signs shall be externally illuminated from a ground source on a photocell or timer. The lighting cut sheets and power feeds shall be reviewed and approved by the Parks Division prior to or as part of the sign permit approval.
- Light sources shall be concealed from pedestrians' and motorists' "line of sight." Avoid light spill onto adjacent areas.
- Ground spotlights must be recessed or concealed by landscaping.
- Conventional spotlights are discouraged as they can invite vandalism, create hot spots, glare and uneven illumination.
- External light sources can be subject to the effects of weather and vandalism. Durable materials are required.

## Sign Examples

Attached are photographs of completed signs that have been built in the City and County of Broomfield. These signs all have their own architectural appeal, but exhibit elements that are described in these Guidelines. The exception to this are the two signs currently in place at the US 36 and Wadsworth Interchange and US 36 and the Interlocken Loop/Storage Tek Drive Interchange.