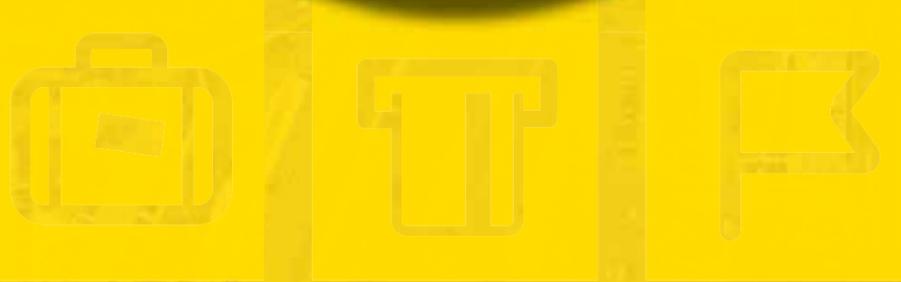




# Historic Downtown Littleton

SIGNAGE &  
WAYFINDING  
**PROJECT**



## Signage System Overview

April 2015



# 01

## Signage System Overview

### ABOUT THE SIGNAGE SYSTEM OVERVIEW

The final signage and wayfinding design draws from feedback and direction received from a wide variety of stakeholders, community members, merchants, property owners, artists, historians and people walking, biking and shopping in downtown Littleton. As the conversations moved from preliminary concepts into final design and refinements of this design, the importance of being true to the intrinsic character of downtown were at the forefront of every decision. To this end, every adjustment – both large and small – grew from an increasingly deeper awareness of what it means to be in downtown Littleton, and how to bring this sense of place to life in the signage and wayfinding program. At a basic level, the signage was developed to provide clarity regarding what is available in Littleton, and how to negotiate within the physical environment to find these resources, amenities and destinations. However, beyond the fundamental need for directional legibility, the signage also evolved into a means of bringing the underlying history and sense of place of the downtown district into light.

### GOALS OF THE SIGNAGE & WAYFINDING SYSTEM

- **Placemaking** – reinforcing a sense of place for downtown Littleton & enhancing Littleton’s image and brand
- Support and promote a distinct identity for Downtown
- **Legibility** – highlighting important community resources and destinations, and how to access them & increasing driver safety through clearly defined directional information
- Raise community and visitor awareness of Downtown Littleton, including its location
- Direct visitors to Downtown Littleton from major transportation arteries
- Enhance visitors’ and residents’ ability to easily navigate Downtown, and find desired destinations (including parking)
- **Economic Development** – increase awareness of the downtown core, helping to increase sales tax revenues, general interest in the community and investment within the downtown core
- Increase the success and market potential for retail, dining, arts, entertainment, and economic growth and redevelopment in Downtown Littleton
- Support the City’s commitment to downtown economic growth and redevelopment

### SCOPE OF THE SIGNAGE & WAYFINDING PROJECT

The signage and wayfinding project intended to address aspects navigation, marketing, and advertising such as:

- New signage and wayfinding elements
- Gateway elements
- Downtown brand and tagline, including “brand experiences”
- Urban design and streetscape elements, such as street furnishings and lighting, that support the signage and wayfinding system
- Urban design elements, such as parks, plazas or other designed areas in the downtown landscape

### OBJECTIVES OF THE SIGNAGE & WAYFINDING SYSTEM DESIGN

At the outset, the design team was asked to develop the signage and wayfinding system with several design objectives in mind.

The signage system needed to:

- Focus on the longevity of the signs with an emphasis on quality materials and manufacturing techniques that would withstand time and the elements
- Emphasize efficiency and low energy use by employing LED lighting within the signs and limiting illuminated signs to prominent pedestrian locations
- Share Littleton’s story by including historic imagery, storytelling and interpretation throughout the downtown
- Support the pedestrian experience of the downtown by including a walking map with destinations, distances and times
- Plan for the future by arranging for continued, contracted maintenance of the signs

# 02

## Information Gathering and Stakeholder Outreach

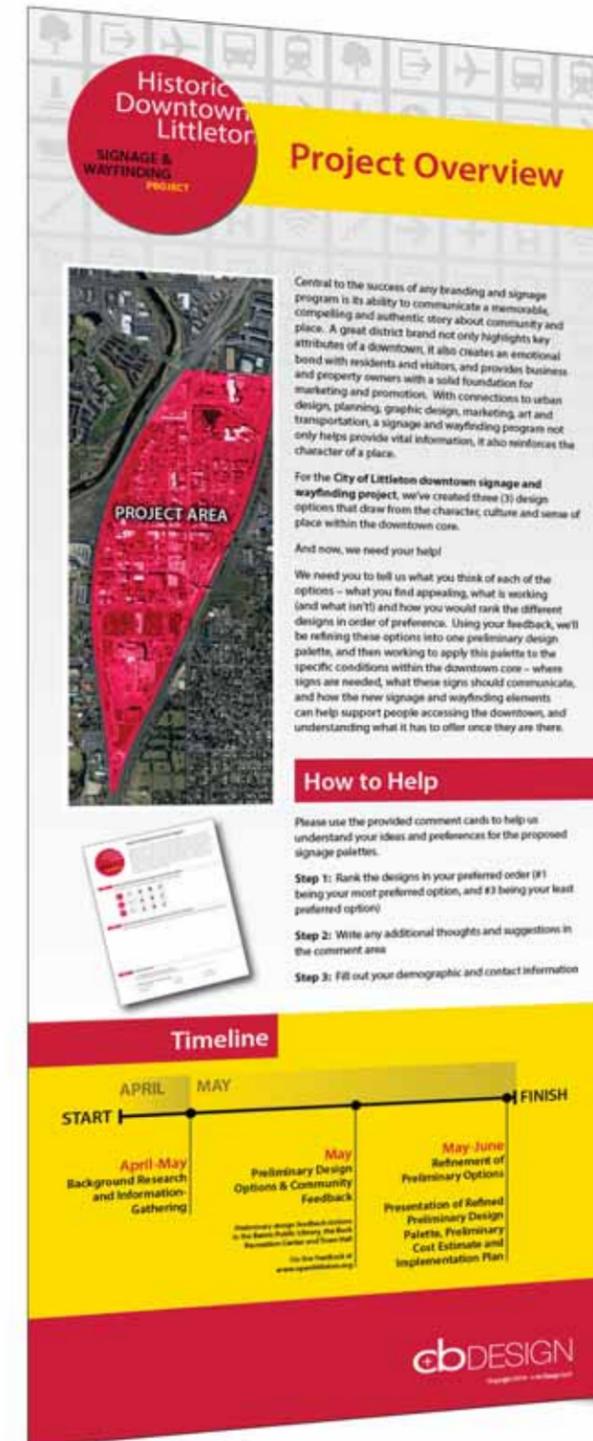
Understanding the context for signage and wayfinding within the downtown project area was critical to the overall success of the signage and wayfinding plan. During the early project stages, the design team researched the existing physical conditions of the site, as well as documents and plans pertaining to signage and wayfinding.

Once a general understanding of the project area and established planning/regulatory documents was complete, the team began to reach out to stakeholders and the public, asking them to provide insight and direction regarding important ideas and locations for signage, aesthetic and functional preferences for design concepts, and how signage could help create a more legible and inviting downtown environment.

The feedback and perspectives gained during stakeholder outreach provided a wealth of knowledge and understanding to the design team. The final design palette is grounded in the ideas gleaned through dialog and communication with stakeholders, who gave generously of their time during each project stage.

Stakeholder outreach included:

- **Information Gathering**
- **Staff and City Council Perspectives**
- **Stakeholder Outreach and Community Feedback**



These overview and destination location banners were part of the extensive and highly successful stakeholder outreach process. These banners oriented the public to the boundaries of the project, the expected timeline, and identified ways in which they could provide input on sign designs, sign locations, and destinations identified on the new signs.

# INFORMATION GATHERING

The Information Gathering phase of the project involved becoming familiar with precedent projects and efforts undertaken by Littleton, as well as gathering an understanding of regulations and guidance that could impact the design or placement of signs in the Downtown. This effort included:

- Document Review,
- Existing Conditions Report,
- Identification of Downtown Destinations
- “What Signs are Needed” Map

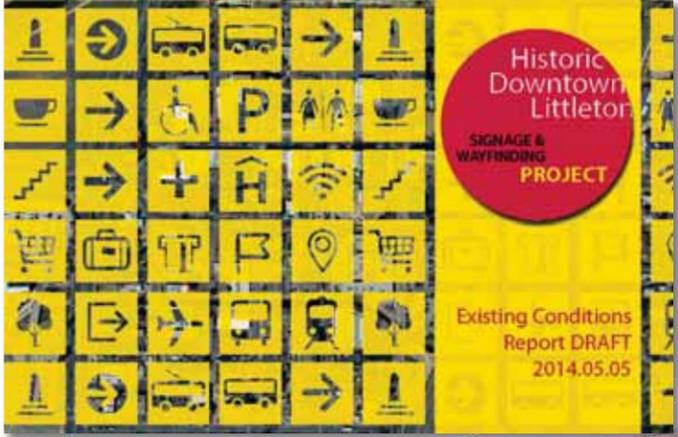
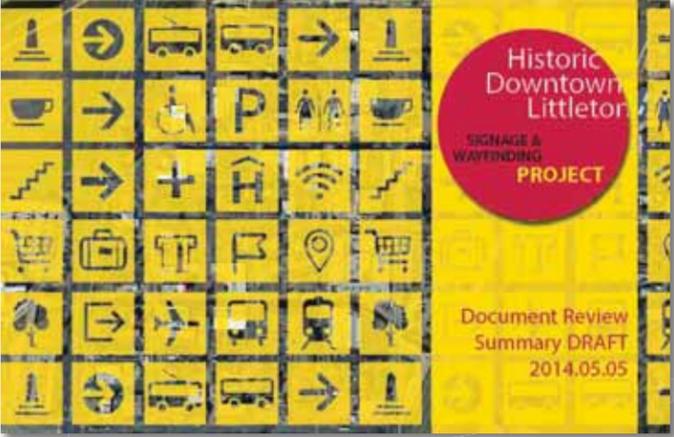
## DOCUMENT REVIEW

Document review included identifying precedent plans and reports that contained approved guidance regarding signage and wayfinding. The findings from the document review process was recorded in the Document Review Summary.

## EXISTING CONDITIONS REPORT

Building on information found during the document review, the Existing Conditions Report combined current Littleton planning guidance with observations gathered through observation and site walks with Littleton city officials. The report became the foundational document for the stakeholder outreach process.

Example of Existing Signage and Wayfinding Conditions

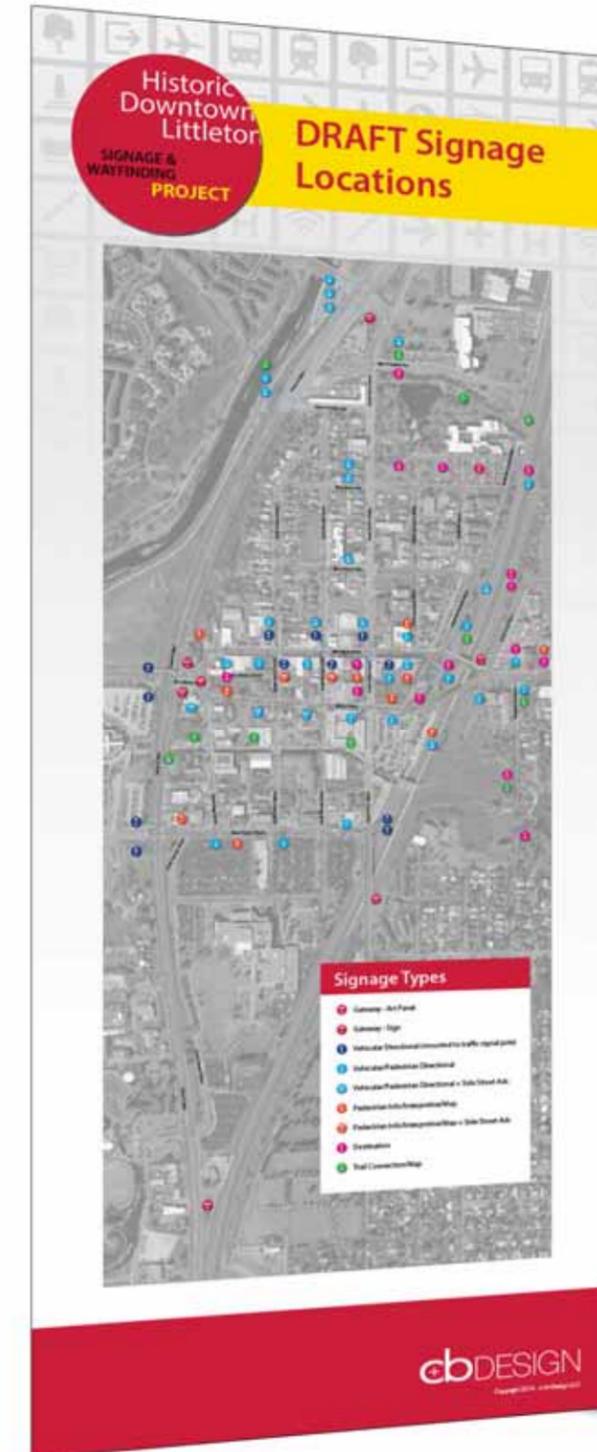


## IDENTIFICATION OF DOWNTOWN DESTINATIONS

Both the document review and the existing conditions fieldwork yielded a list of destinations within the project area. The list of locations were located on an aerial for consideration during the stakeholder outreach and community feedback phase of the project.

## “WHAT SIGNS ARE NEEDED” MAP

At the same time and with the same source information, a second aerial was created to identify preliminary sign locations within the project area. The sign locations were reviewed during the stakeholder outreach and community feedback phase of the project.



These destination location and preliminary sign location banners were part of the stakeholder outreach process. These banners oriented the public to possible sign locations and destinations to be featured on the signs.

## STAFF AND CITY COUNCIL PERSPECTIVES

Members of City of Littleton staff and City Council, two of the key stakeholder groups solicited for input, were invited to comment on the project following the Existing Conditions phase. Both groups provided input throughout the project in a number of ways:

- **City Staff Site Walk**
- **City Council Site Walk**
- **City Working Group Meetings**

## CITY STAFF AND CITY COUNCIL SITE WALKS

Site walks with both groups yielded a wealth of place and process-based knowledge about the downtown. Both groups identified opportunities and constraints affecting the project, both in terms of physical site limitations as well as public and private concerns.

## CITY WORKING GROUP MEETINGS

Throughout the process, the design team collaborated with a Working Group comprised of City of Littleton employees, downtown Littleton businesses and property owners, and Littleton residents. Through regular meetings, the Working Group provided a sounding board for questions regarding stakeholder outreach, project direction and scope, final design refinements, and project costing/phasing.



City of Littleton Staff and City Council Site Walk images.

## STAKEHOLDER OUTREACH AND COMMUNITY FEEDBACK

Signage and wayfinding systems are key public amenities that have an enormous impact on the physical environment of a downtown as well as on the community's sense of self. Open and honest communication with key stakeholder groups and the community as a whole was critical to creating a signage system that met the stated needs and that would be accepted and appreciated by the community as a whole.

A number of efforts, both in person and online were employed to engage stakeholders and the public:

- Ladies-Only Sample Tour Intercept Survey - May 1, 2014
- Stern Park Meet and Greet - May 13, 2014
- Banner Displays and Feedback Stations in Bemis Library, Buck Community Recreation Center, and Town Hall Arts Center - May 7 to 24, 2014
- OpenLittleton.org Feedback Page - May 12 to 24, 2014
- City of Littleton Facebook Page - May 9 2014 Launch Date
- One-On-One Meetings with Downtown Merchants - May 17 to July 31, 2014

## LADIES-ONLY SAMPLE TOUR (LOST) INTERCEPT SURVEY

Intercept surveys were presented to LOST participants in front of the Town Hall Arts Center both in paper form and as a mobile-enabled quick response (QR) link to an online version of the survey. A total of **85 responses** were collected, providing insights on visitor awareness of Downtown Littleton.

**Historic Downtown Littleton**  
SIGNAGE & WAYFINDING SURVEY

**A Little About You:**

1) In what Zip Code is your home located?  
(write 5-digit ZIP code; for example, 00544 or 94305)

2) Which category includes your age?  
 17 or younger       18 to 29       30 to 39  
 40 to 49       50 to 59       60 or Over

**Visiting Historic Downtown Littleton:**

3) How often do you visit Historic Downtown Littleton?  
 Daily       Several times per week       Once per week       Several times per month  
 Once per month       Less than once per month       First time visitor

4) When you visit Historic Downtown Littleton, what do you do? (check all that apply)  
 Shopping       Dining       Coffee/Snacks       Outdoor Recreation  
 Events       Commuting       School/Classes       Indoor Recreation  
 Theater       Concerts       Museums/Historic Sites  
 Other \_\_\_\_\_

5) How do you usually get to Historic Downtown Littleton? (check your 2 primary modes)  
 Drive       Walk       Bike       RTD Bus       RTD Light Rail

6) If you drove to today's event, where did you park?  
 Public Lot       Street/Meter       Other \_\_\_\_\_

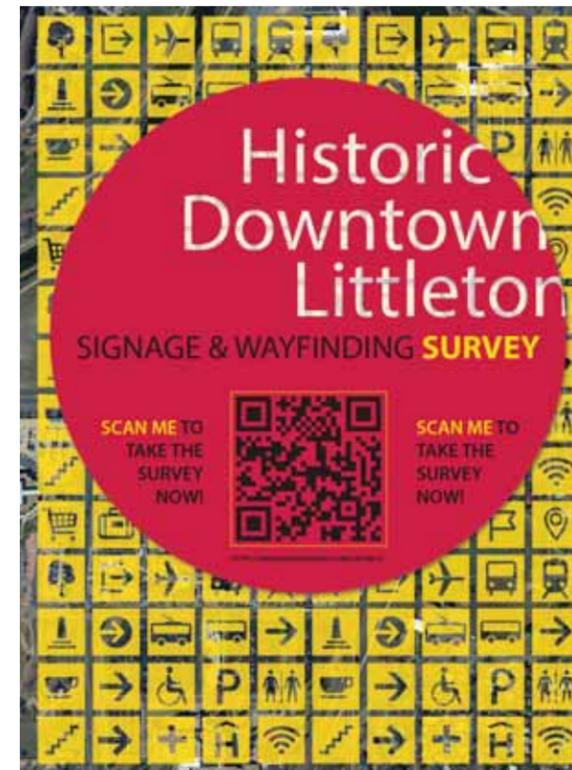
7) If you biked to today's event, where did you lock up?  
 Cluster rack in public location (like RTD station)       Bike racks near your destination       Could not find a bike rack  
 Other \_\_\_\_\_

**Destinations Within Historic Downtown Littleton:**

8) Are you aware of these destinations within (or adjacent to) Littleton Historic Downtown? (check all that apply)  
 Hudson Gardens Events Center       Arapahoe Community College       Littleton Downtown RTD Station  
 Buck Community Recreation Center       Slaughterhouse Gulch Park       Depot Arts Center  
 Littleton Municipal Court       Littleton Town Hall       Arapahoe County Offices  
 Sterne Park       Geneva Park       Bega Park  
 War Memorial Rose Garden       Mary Carter Greenway Trail/Platte Trail       Little Creek Trail

9) Are you aware of these destinations within (or adjacent to) Littleton Historic Downtown? (check all that apply)

	Very Aware - it's completely obvious that I'm in/near the Historic Downtown Core	Aware - I can tell that something important is near by	Not Aware - I have no idea that the downtown core is accessible from this roadway
Santa Fe Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Littleton Boulevard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alamo Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prince Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



## STERN PARK MEET-AND-GREET

Banners and surveys were included in the Stern Park 'Meet & Greet' event in which visitors were asked to provide feedback on preliminary signage designs, sign locations, and the preliminary list of destinations around the city. The event garnered **34 responses**.



Attendees of the Stern Park Meet-and-Greet Event

Banners presenting Preliminary Signage Design Concepts A, B, & C

## BANNER DISPLAYS AND FEEDBACK STATIONS

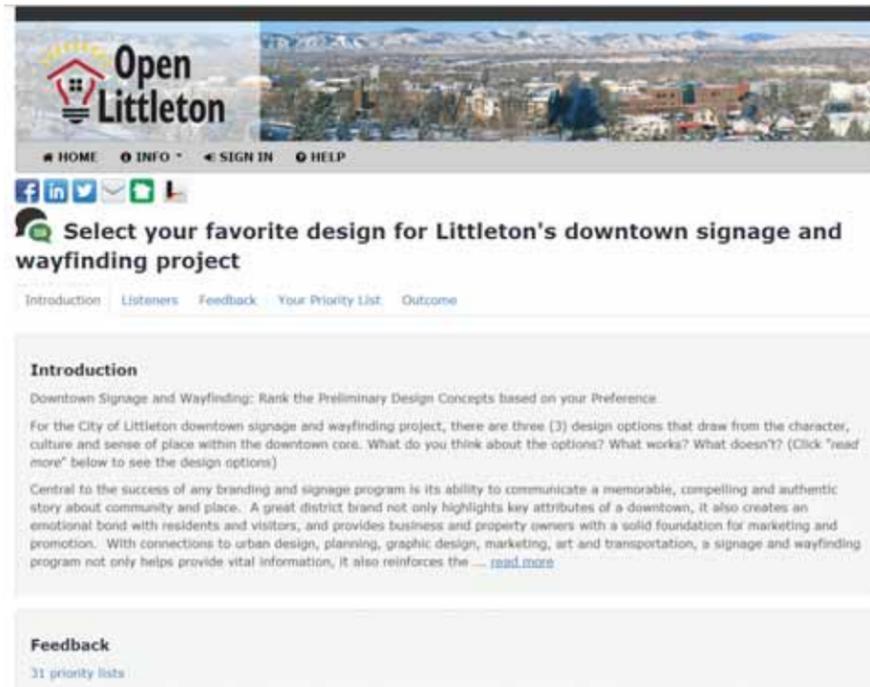
Self-serve banner displays and feedback stations were placed in the Bemis Library, Buck Recreation Center, and the Town Hall Arts center and were available for public feedback for three weeks. By far the most successful method of gathering feedback from the community, the feedback stations provided **271 responses**.



## OPENLITTLETON.ORG

The on-line forum provided a way for community members to comment and vote at a time and place of their choosing.

The forum yielded **115 responses** and 31 priority lists.



## FACEBOOK

The facebook forum provided a way for community members to comment and vote in a collaborative and interactive format.

The site garnered **111 responses**.



## MERCHANT ONE-ON-ONE CONVERSATIONS

Merchants and property owners within the downtown have a unique and critical perspective regarding how the proposed signage, wayfinding and branding improvements can best serve their business.

In order to allow enough time for meaningful feedback, the merchant conversations were scheduled as hour-long one-on-one interviews.



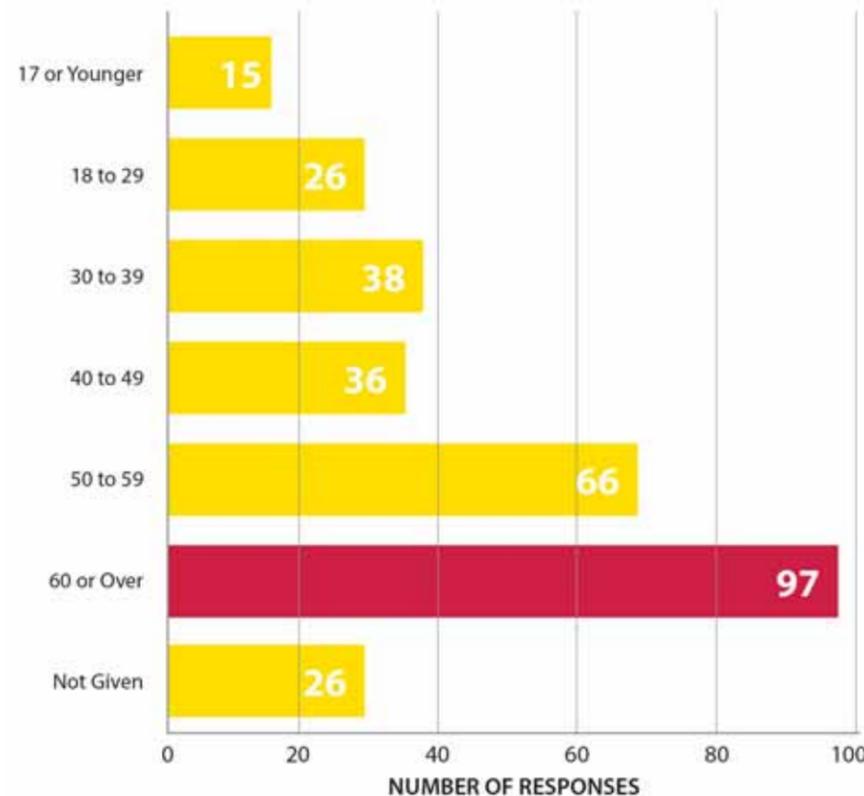
# STAKEHOLDER OUTREACH AND COMMUNITY FEEDBACK RESULTS

The outreach yielded:

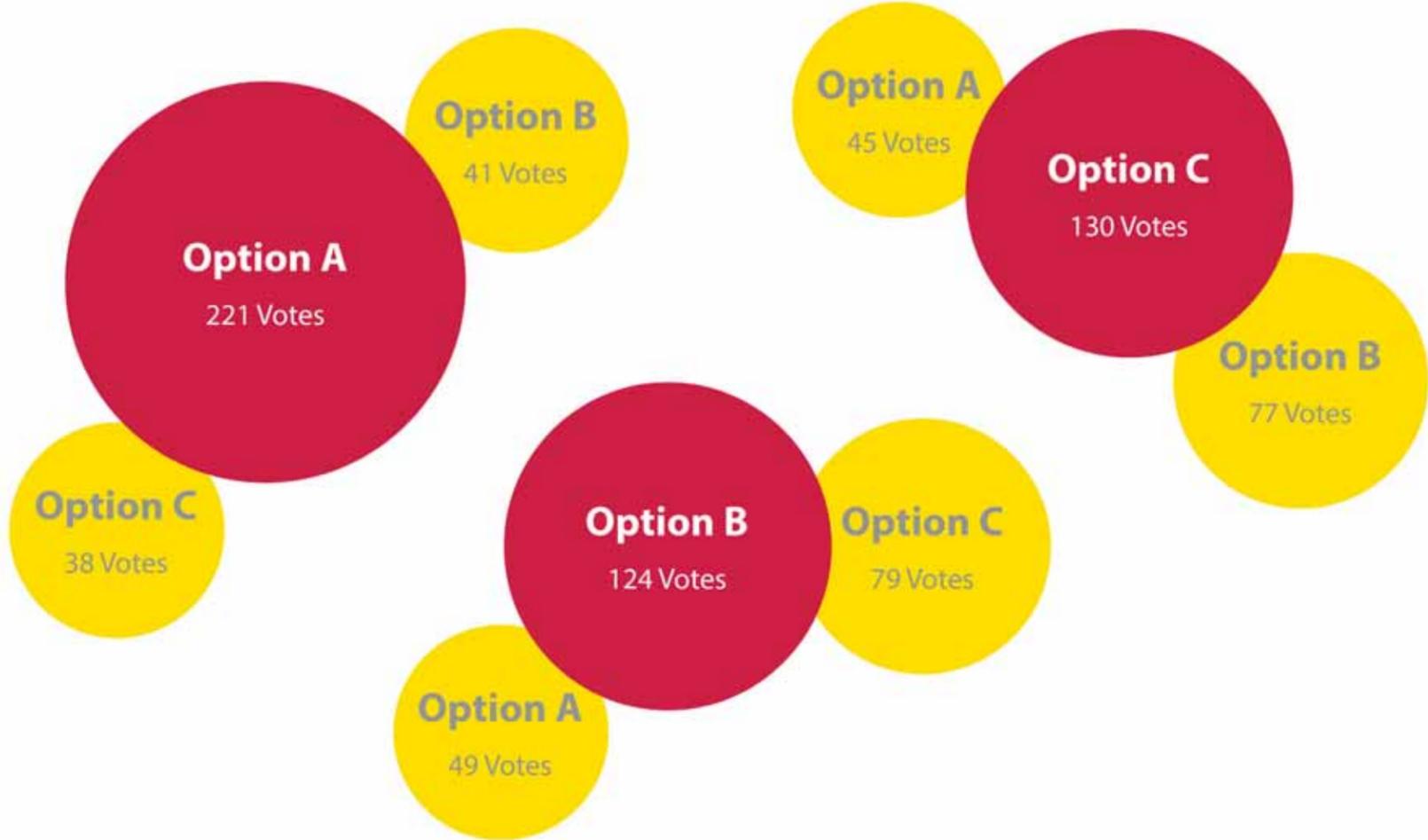
- ➔ **305 Paper Surveys**
- ➔ **31 Priority Lists**
- ➔ **111 Voting Comments**
- ➔ **for a total of 441 Preferences**

Signage Design Option A was the preferred design with a number of comments pointing to design elements from Option B that respondents wanted to see incorporated into the refined final design.

Ages of the Respondents

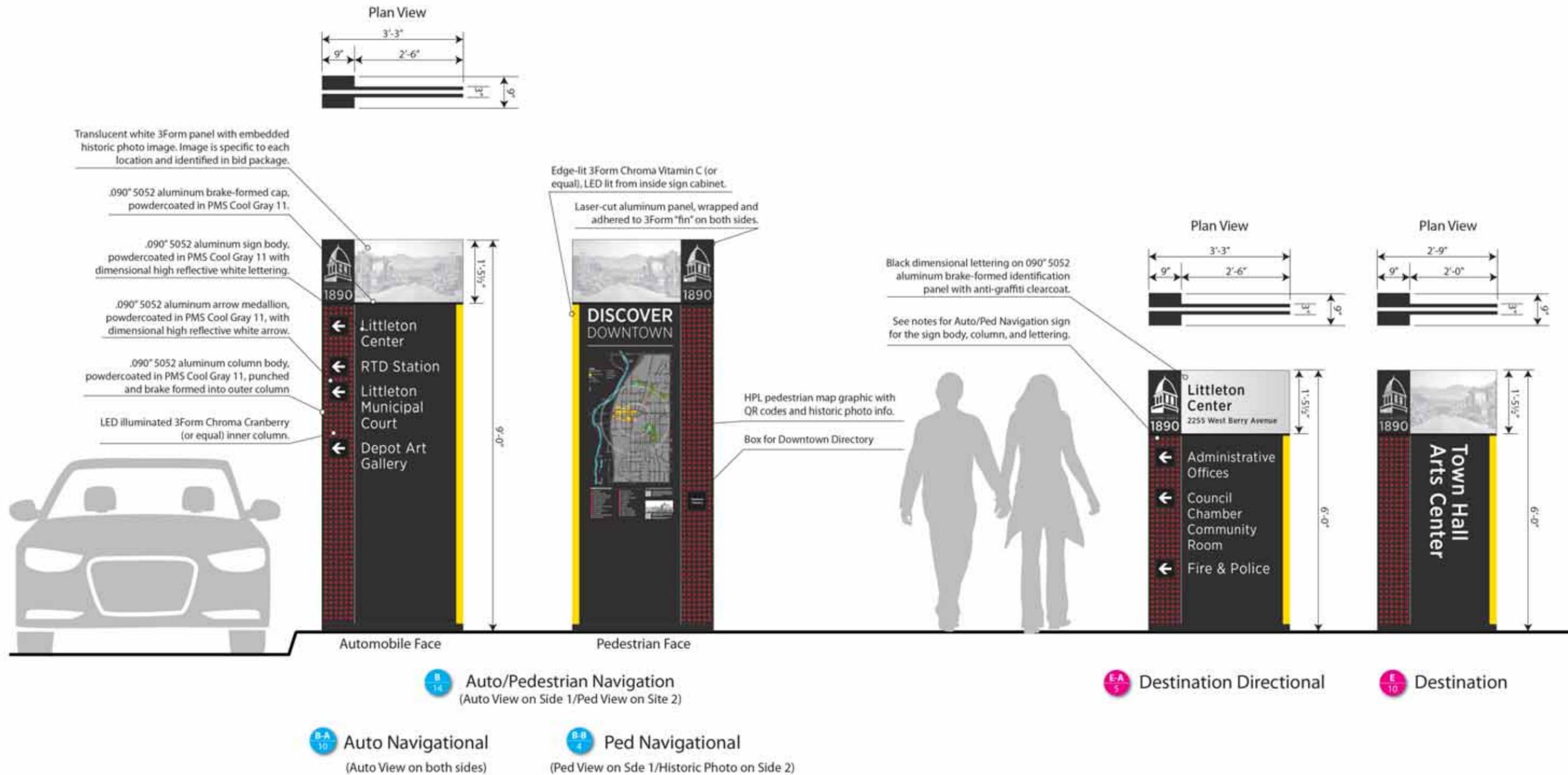


Design Option Preferences



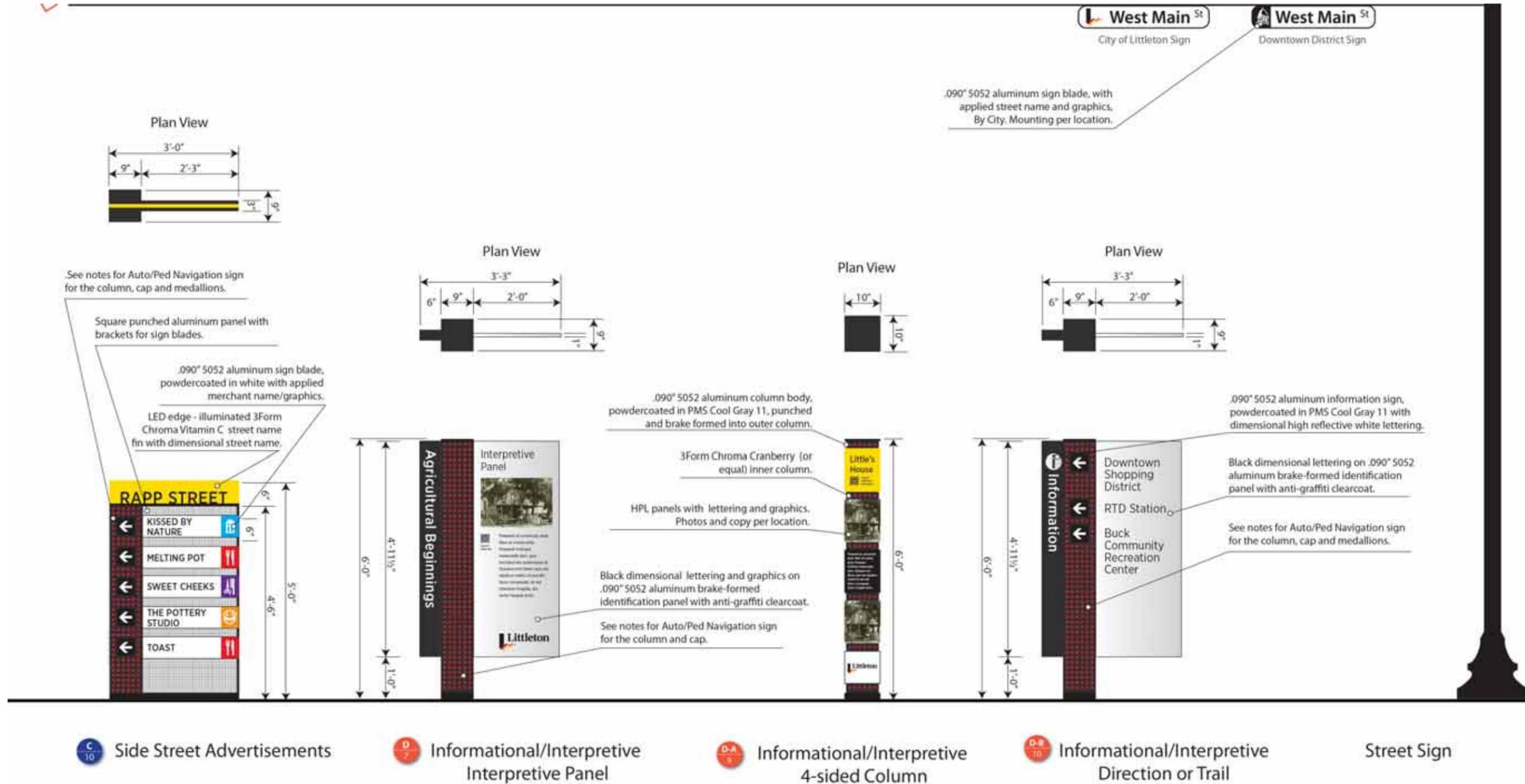
# 03

## Sign Designs

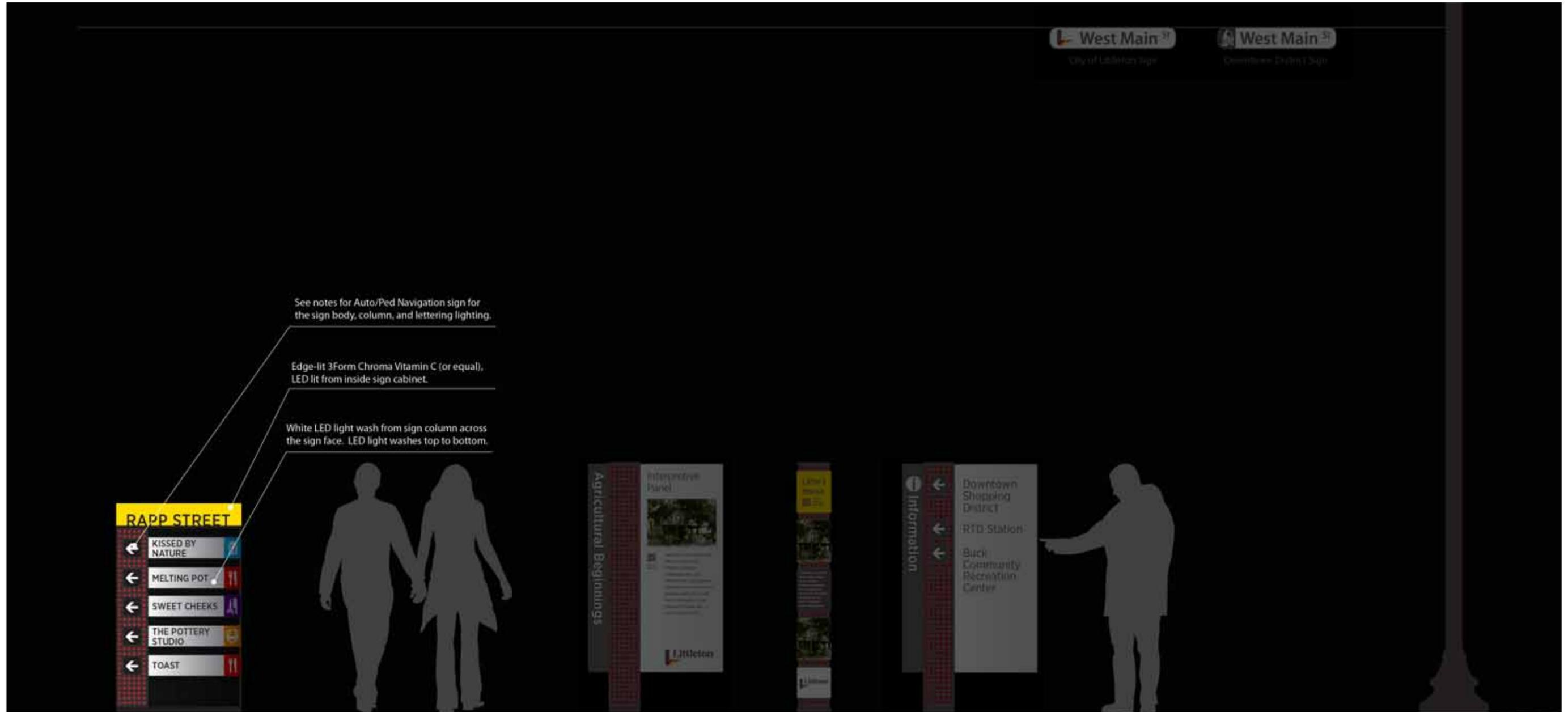




THE SIGNAGE FAMILY - DAY



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Side Street Sign

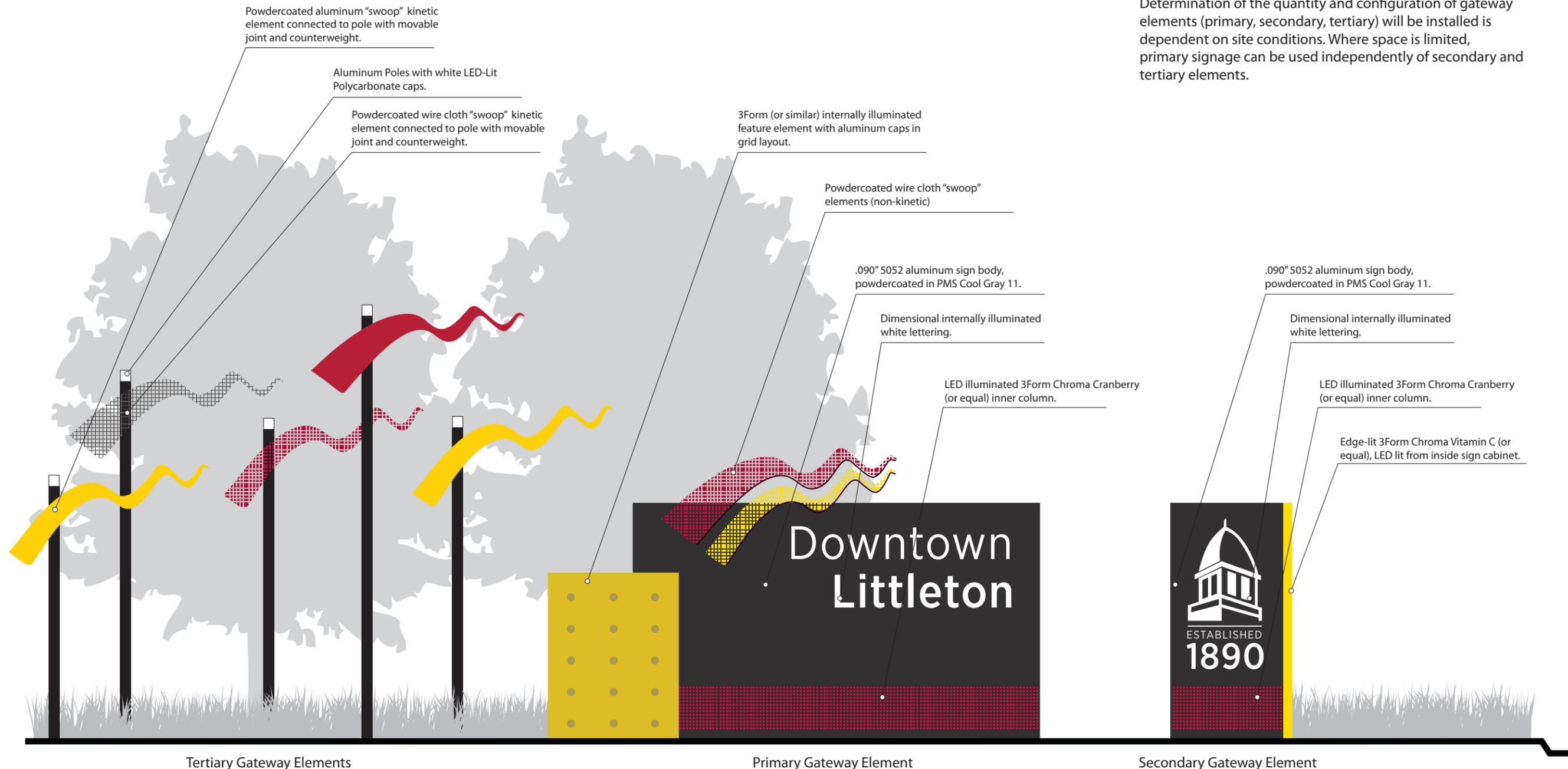
Informational/Interpretive Sign

Street Sign



Rendered sketch of a draft version of the final signage design (looking east at the northeast corner of Prince and Main Streets). Illustration shows pedestrian 'back' side of auto-ped sign, located in 'bump out' at intersection crossing.

WESTERN GATEWAY SIGNAGE



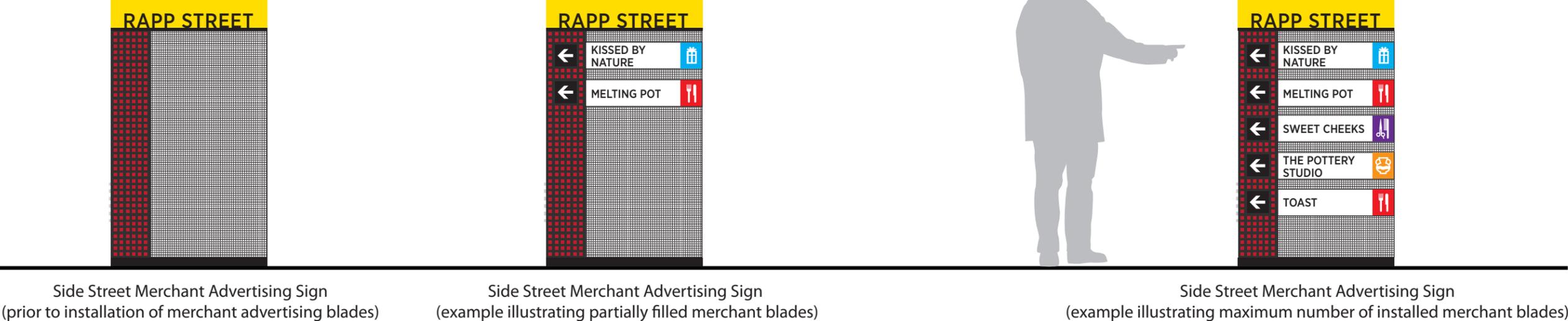
**Note:**  
 Determination of the quantity and configuration of gateway elements (primary, secondary, tertiary) will be installed is dependent on site conditions. Where space is limited, primary signage can be used independently of secondary and tertiary elements.



Rendered sketch of the northern gateway, as seen from the intersection of Santa Fe Drive and Prince Street (signage will be located in the existing raised brick planter)

# Side Street Advertisement Signage

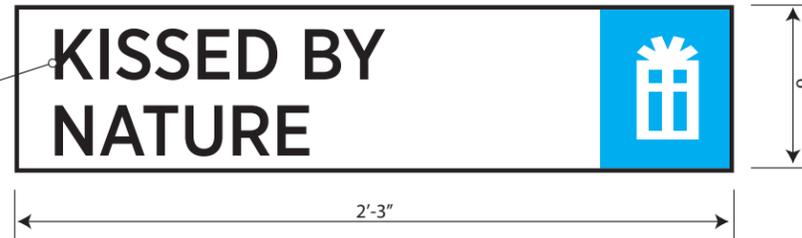
- Project Goal:** Create a unique sign that allows business located along the side streets in downtown Littleton to advertise along Main Street
- Side Streets:** Side streets are the north-south running streets that intersect Main Street (and sometimes Alamo Street) within the downtown core
- Installation:** The first round of side street signs will be installed in 2015. Each sign will allow for 5 business advertisements on each sign face. A business can choose to either advertise on one face, or on both faces. Decisions regarding which businesses will be included on the first signage phase will be on a first-come, first-serve basis



SIDE STREET SIGNAGE PROGRAM

Sign Blade Detail

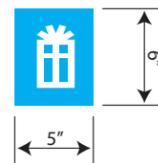
Gotham Narrow Medium (font)  
natural spacing  
1.9" letter height  
1" spacing between lines



ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

Gotham Narrow Medium (font)  
natural spacing  
1.9" letter height  
1" spacing between lines

Symbol Directory



Shopping/Retail



Eating/Dining/Food



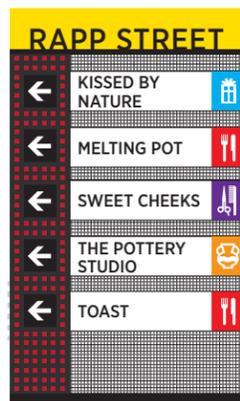
Beauty/Spa/Barber



Coffee



Arts/Entertainment/  
Gallery  
(can be customized)



Side Street Merchant Advertising Sign

# PEDESTRIAN AND BICYCLIST MAPS

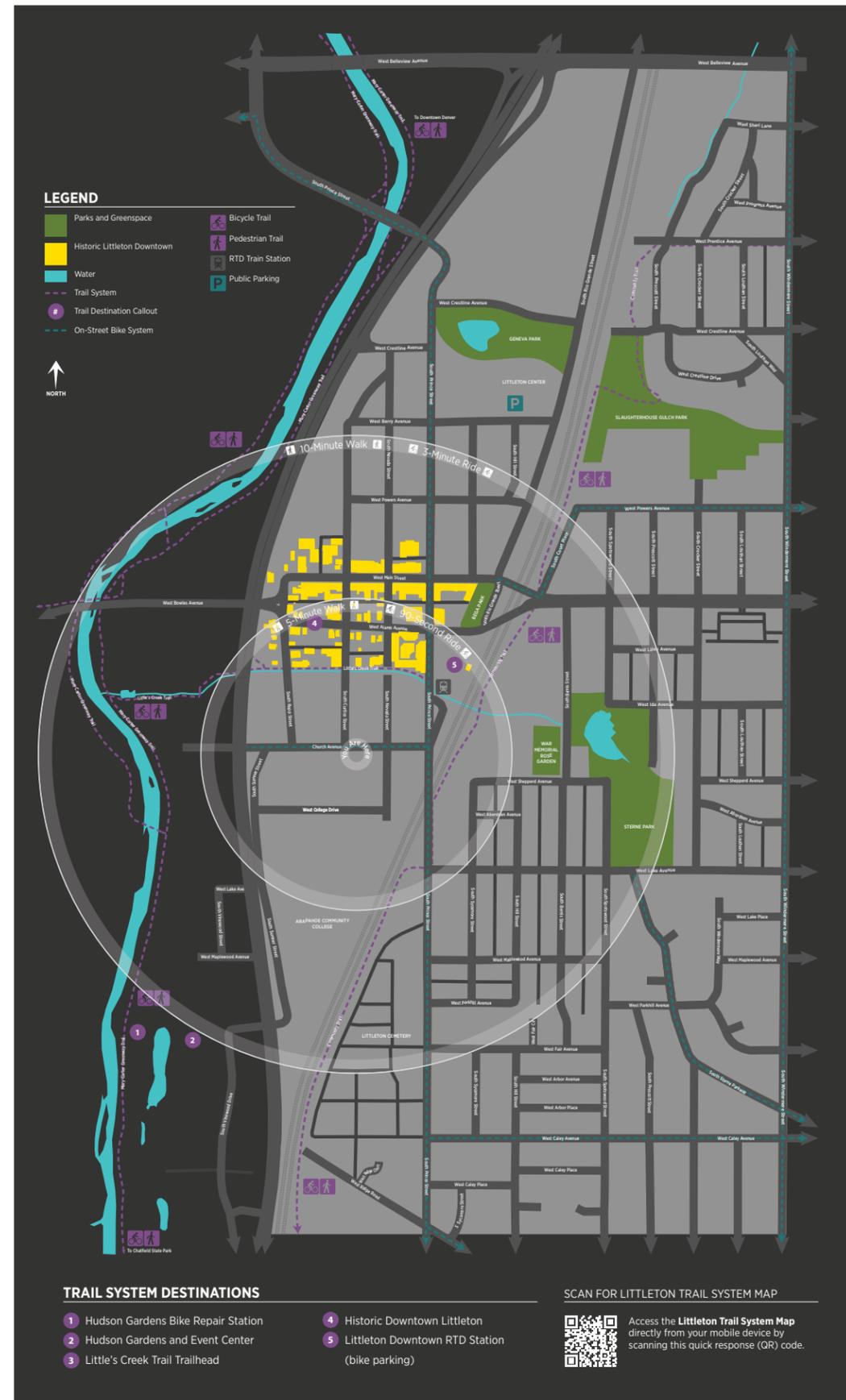
## PEDESTRIAN MAPS

Large-scale pedestrian maps are a critical component of the downtown signage and wayfinding program. Designed to highlight walking routes, destinations and the time/distances for walking and biking, the pedestrian maps provide residents and visitors to downtown with important navigational information. Billed under the heading of “Discover Downtown”, the pedestrian maps help link walkers to community resources and destinations both within and adjacent to the downtown core.



## TRAIL MAPS

Daylighting linkages to trails that connect to the downtown core will help trail users understand that they can access the amenities and resources within the downtown core while using the trail systems, while also helping downtown residents and visitors understand how to access the trail network.



# 04

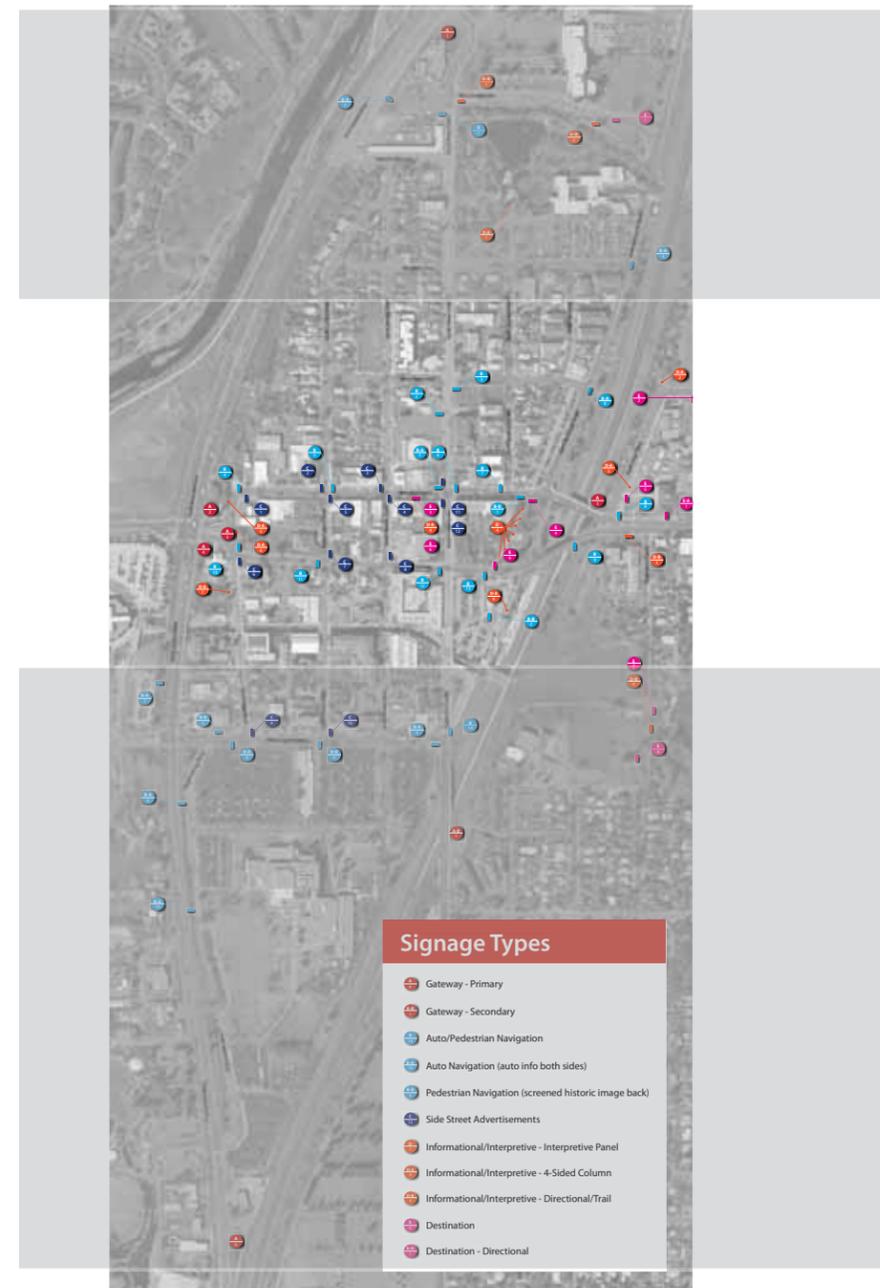
## How to Use the Signage Sections of this Book



The overview map identifies the project area, the location of signage and wayfinding, and each type of sign within Littleton's downtown core.

### THE SIGN LOCATION KEYMAP

Signs, and their individual contents, are presented in three sections within this book. At the start of each section is a portion of the Signage Location Overview map: North, Central and South. The North section contains the area north of the downtown core, the Central section focuses on the downtown core, and the South section captures the area south of downtown. The three sections of the map clearly identify each sign proposed for the project area. The key, below, shows the extents of each section and where to find detailed information within this book.



#### NORTH SECTION

Signs located in this section are shown on pages: 26-32

#### CENTRAL SECTION

Signs located in this section are shown on pages: 33-53

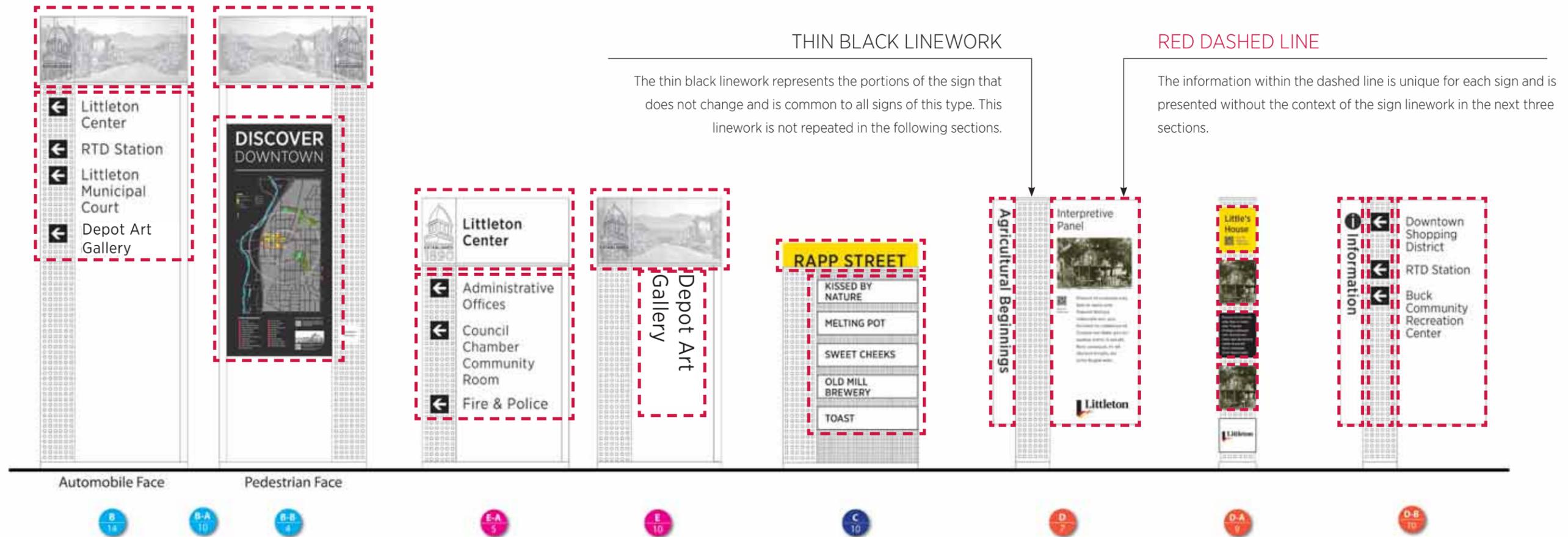
#### SOUTH SECTION

Signs located in this section are shown on pages: 54-61

## THE SIGN INFORMATION

The information that will be displayed on each sign in the Littleton Downtown Signage & Wayfinding system is presented sign-by-sign in the following three sections of this book. For the sake of brevity, the symbols, destinations and guidance informations contained on each sign are presented alone, without the context of the overall sign.

In order to clarify where the proposed information will be displayed on each sign type, the graphics below and on the following page indicate which portions of each sign are presented in this book. The areas contained within the red dashed areas are different on each sign and are presented on the following pages. The thin black linework, representing the body of the sign, is repetitive and therefore has been removed to focus your attention on the sign content.



**SIGN CALLOUT**

The information contained in the colored circles identifies the sign. The color and letter represent the family that this sign belongs to. In most cases the family includes several variants, labeled B, B-A, B-B , etc.. The number is a unique identifier, tying specific sign content to a specific location on the map.

**B  
1**

**FRONT SIGN CONTENT**

This notation describes the purpose of the content (Auto, Pedestrian, etc.) the direction that this sign face faces, and the specific destinations and directions identified on this sign.

**Auto Side**  
North Facing

- ← Littleton Center
- ← RTD Station
- ← Littleton Municipal Court
- ← Depot Art Gallery

**Automobile Face**

- ← Littleton Center
- ← RTD Station
- ← Littleton Municipal Court
- ← Depot Art Gallery

**Pedestrian Face**

**DISCOVER DOWNTOWN**

**TRANSOM IMAGE**

Several of the signs contain an image embedded in transparent material at the top of the sign. The image selected for this sign and any appropriate caption is identified in this manner.



**Transom Image**  
"Main Street"

Littleton Main Street, 1925.  
Photo courtesy of the Denver Public Library Western History Photo Collection.

**Pedestrian Side**  
South Facing

**BACK SIGN CONTENT**

LEGEND

DOWNTOWN DESTINATIONS

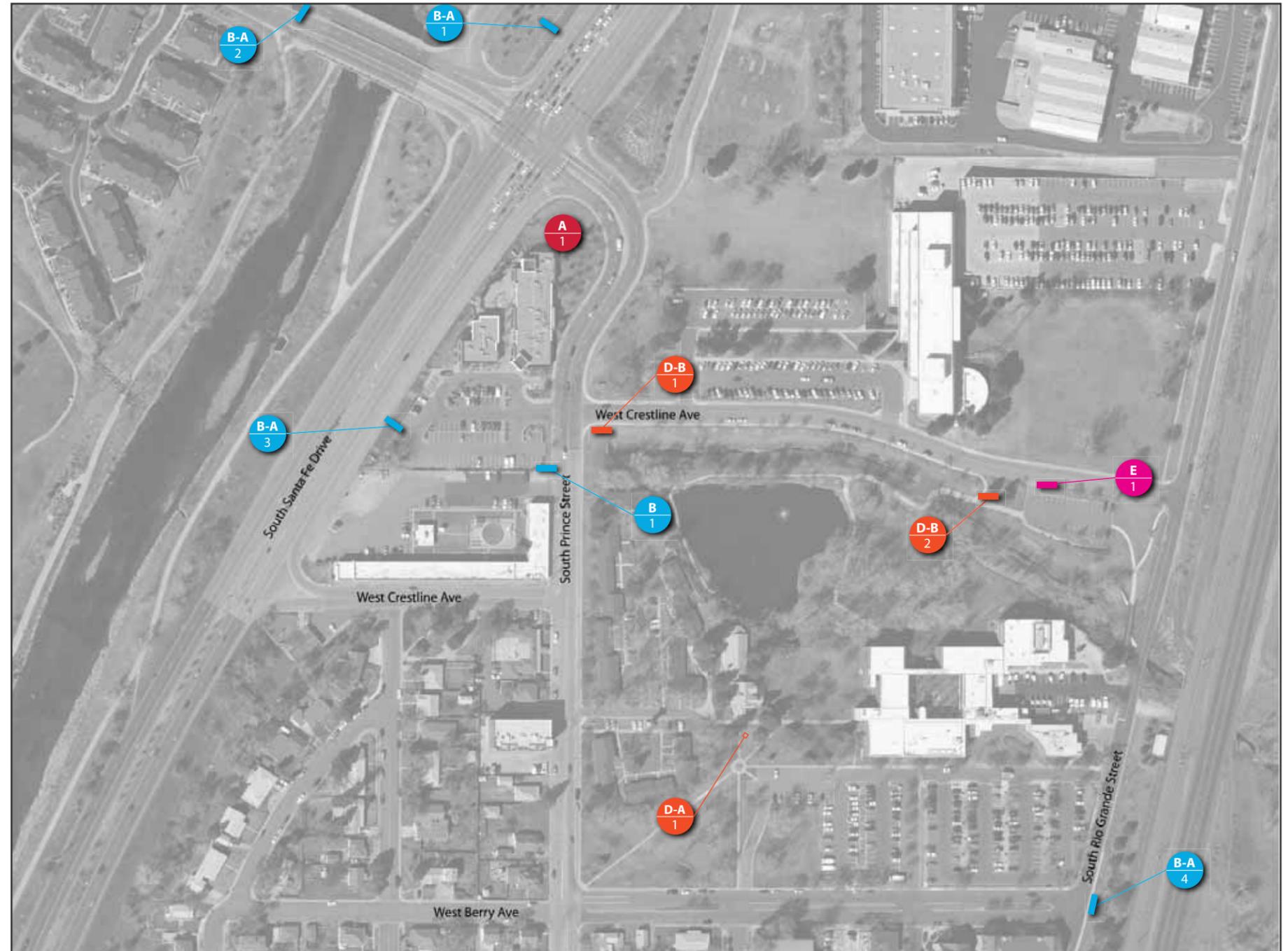
- Littleton Center
- RTD Station
- Littleton Municipal Court
- Depot Art Gallery
- Littleton Center
- RTD Station
- Littleton Municipal Court
- Depot Art Gallery
- Littleton Center
- RTD Station
- Littleton Municipal Court
- Depot Art Gallery

# 05

## North Section Signs

### Overview of Signage Types

-  Gateway - Primary
-  Gateway - Secondary
-  Auto/Pedestrian Navigation
-  Auto Navigation (auto info both sides)
-  Pedestrian Navigation (screened historic image back)
-  Side Street Advertisements
-  Informational/Interpretive - Interpretive Panel
-  Informational/Interpretive - 4-Sided Column
-  Informational/Interpretive - Directional/Trail
-  Destination
-  Destination - Directional



B-A  
1

**Auto Side**

Northeast Facing

- ← Arapahoe County Offices
- ← Littleton Center
- ← Downtown Shopping
- ← RTD Station
- ↑ Hudson Gardens

**Auto Side**

Southwest Facing

B-A  
2

**Auto Side**

Northwest Facing

- ↑ Arapahoe County Offices
- ↑ Littleton Center
- ↑ Downtown Shopping
- ↑ RTD Station
- Hudson Gardens

**Auto Side**

Southeast Facing

**Transom Image**  
“Historic County Courthouse”



The Arapahoe County Courthouse as seen from the top of the windmill at Fred A. Bemis home in 2100 block of West Littleton Boulevard; circa 1910. Photo courtesy of the Littleton Museum.

**NOTE:** All auto-oriented signs along Santa Fe will have the same transom photo image of the historic courthouse - this will help reinforce the cupola icon, ensure fewer distractions for drivers, and utilize an image legible to auto traffic

**Transom Image**  
Historic County Courthouse



The Arapahoe County Courthouse as seen from the top of the windmill at Fred A. Bemis home in 2100 block of West Littleton Boulevard; circa 1910. Photo courtesy of the Littleton Museum.

B-A  
3

**Auto Side**

Southwest Facing

- ➔ Arapahoe County Offices
- ➔ Littleton Center
- ➔ Downtown Shopping
- ➔ RTD Station

**Auto Side**

Northeast Facing

- ➔ Arapahoe County Offices
- ➔ Littleton Center
- ➔ Downtown Shopping
- ➔ RTD Station

**Transom Image**  
Historic County Courthouse



The Arapahoe County Courthouse as seen from the top of the windmill at Fred A. Bemis home in 2100 block of West Littleton Boulevard; circa 1910. Photo courtesy of the Littleton Museum.

B-A  
4

**Auto Side**

West Facing

- ➔ Littleton Center
- ➔ RTD Parking
- ➔ Downtown Shopping
- ➔ Bega Park

**Auto Side**

East Facing

**Transom Image**  
“Early RR Connection”



Milk cans being loaded onto the train at the Denver & Rio Grande RR Station, 1920. Photo courtesy of the Denver Public Library Western History Photo Collection.

B  
1

**Auto Side**  
North Facing

- ← Littleton Center
- ↑ Downtown Shopping
- ↑ RTD Station
- ↑ Post Office

**Pedestrian Side**  
South Facing



D-B  
1

**Pedestrian/Bicycle**  
Northeast Facing

- ↑ Mary Carter Greenway Trail  
Directly Ahead
- ↑ Little's Creek Trail/Downtown Littleton  
15 Minute Walk/3 Minute Bike Ride
- ↑ Hudson Gardens  
26 Minute Walk/6 Minute Bike Ride
- ↑ South Platte Park  
37 Minute Walk/9 Minute Bike Ride

**Pedestrian/Bicycle**  
Southwest Facing

- Geneva Park  
8 Minute Walk/4 Minute Bike Ride
- Littleton Center  
12 Minute Walk/5 Minute Bike Ride
- Downtown Shopping  
14 Minute Walk/6 Minute Bike Ride
- RTD Station  
17 Minute Walk/7 Minute Bike Ride

**Transom Image**  
"Main Street"



Littleton Main Street, 1925. Photo courtesy of the Denver Public Library Western History Photo Collection.



**Pedestrian/Bicycle**  
North Facing

-  Geneva Park  
3 Minute Walk/1 Minute Bike Ride
-  Littleton Center  
6 Minute Walk/1 Minute Bike Ride
-  Downtown Shopping  
8 Minute Walk/3 Minute Bike Ride
-  RTD Station  
11 Minute Walk/5 Minute Bike Ride

**Pedestrian/Bicycle**  
South Facing

-  Mary Carter Greenway Trail  
5 Minute Walk/2 Minute Bike Ride
-  Riverside Downs Shopping  
7 Minute Walk/3 Minute Bike Ride



**Pedestrian/Bicycle**  
North Facing

-  Geneva Lodge  
5 Minute Walk/2 Minute Bike Ride
-  Littleton Center  
3 Minute Walk/1 Minute Bike Ride

**Pedestrian/Bicycle**  
South Facing

-  Mary Carter Greenway Trail  
7 Minute Walk/3 Minute Bike Ride
-  Riverside Downs Shopping  
9 Minute Walk/3 Minute Bike Ride

**Side #1**  
South Facing

**Geneva Lodge**



Scan for additional information



National Register—1999  
Local Landmark—1998



**Side #2**  
East Facing

On January 7, 1927 the International Geneva Association purchased the property at what is now 2305 West Berry Avenue and converted it into a retreat and care facility for former hotel and restaurant employees. The fraternal and benevolent association was founded in Geneva, Switzerland fifty years earlier, in 1877, and had grown to 22,000 members world wide with more than 3,000 members in the United States. Frank Haberl, assistant manager of Denver's Brown Palace Hotel, selected the site. It was the only home established by the association in this country, although there were others throughout the world.



The site was known as the Romoco Poultry Farm and was owned by Mr. and Mrs. Stuart Sweet. It previously had been known as the Dowling Farm. Mr and Mrs. Sweet raised 2,000 laying hens and sold eggs. Stuart Sweet was an agricultural expert with degrees from the University of Kansas and Kansas State University. He installed the first electrically heated incubator in Littleton in 1923. The property came to the Geneva Association with several large chicken houses and a lake.



**Side #3**  
North Facing

**Geneva Lodge**



Scan for additional information

The Romoco house included popular features of the architectural style considered useful in the treatment of tuberculosis during the early twentieth century. Stuart constructed a large Craftsman style frame building with wood clapboard siding as the centerpiece to the farm. Overhanging eaves, broad front gable roof, exposed rafter ends, purlins, braces, verge boards that extend beyond the eaves are all the elements that give the building its Craftsman look. The side and front porches and dormers also have front gable roofs with similar details.



The building retains its original geometric glazed windows and doors, a common feature in Craftsman architecture. The facade has two attic vent windows, three-part double hung window on the second floor and double hung windows on the first floor, with a bay window with shed roof. A large bay screened porch was added in 1941 on the east side of the building by the Geneva Association in 1941 as a perfect place for tuberculosis sufferers to recuperate.

**Side #4**  
West Facing

An average of ten to fifteen indigent or men without wives resided at the lodge under the care of its matron, Elizabeth Rees. (Women hotel employees were not eligible to stay in the home.) Mrs. Rees supervised the cooking and cleaning, coordinated the medical care for guests and ordered all the supplies necessary to run the home. All of the shopping necessary to run the home was done in Littleton, providing a small boost to the community. On some Saturday nights, local citizens visited the home to enjoy dinners prepared by chefs who were staying there. Geneva Association chapters around the country took up collections every Christmas to provide maintenance for the home, with members contributing one to twenty dollars each. The Denver branch of the group supervised the its operation.



In 1941, rising demand for convalescent care for hotel workers prompted the association to enlarge the house by adding a new wing containing eight bedrooms and a semi-circular sunroom that overlooked the lake. This allowed the home to accommodate twenty guests.

By the 1950s, the discovery of drugs for effectively treating tuberculosis lessened the need for such a recuperative facility, and the Geneva Lodge began to function as a retirement home for association members who needed nursing care.



E  
1

**Auto/Ped Side**  
North Facing

Geneva Park

**Auto/Ped Side**  
South Facing

Geneva Park

**Geneva Lodge Historic  
Image**



The main entrance of Geneva National Home, established in 1927 to care for tubercular and incapacitated hotel and restaurant men. The gateway was built in August 1931 (by Frank Ford, Littleton builder) and faced Berry Ave. Circa 1945.

# 06

## Central Section Signs

### Overview of Signage Types

- Gateway - Primary
- Gateway - Secondary
- Auto/Pedestrian Navigation
- Auto Navigation (auto info both sides)
- Pedestrian Navigation (screened historic image back)
- Side Street Advertisements
- Informational/Interpretive - Interpretive Panel
- Informational/Interpretive - 4-Sided Column
- Informational/Interpretive - Directional/Trail
- Destination
- Destination - Directional



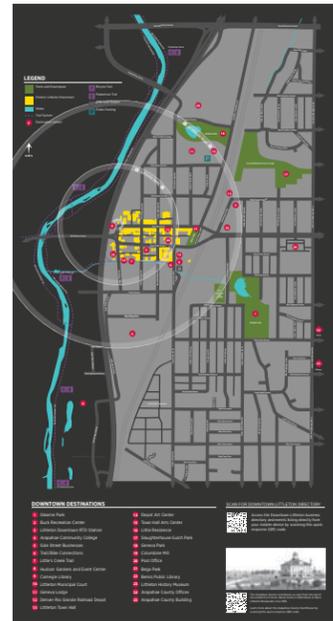


B  
4

**Auto Side**  
East Facing

**Ped Side**  
West Facing

- ← Alamo Avenue Shopping
- ← Arapahoe Community College



B  
5

**Auto Side**  
East Facing

**Ped Side**  
North Facing

- ← Alamo Avenue Shopping
- ← Arapahoe Community College



**Transom Image**  
“Main Street Hula Hoops  
- 1957”



Hula-hoopers on Main Street - 1957.  
Photo by Grissinger.

**Transom Image**  
“Library & Trolley - 1925”



Looking west toward Carnegie Library  
(constructed 1916) from Main Street.  
Main Street trolley in foreground. Photo  
taken 1925.

B  
6

**Auto Side**  
East Facing

**Ped Side**  
West Facing

- ➔ Littleton Center
- ← Post Office
- ← RTD Station
- ← Arapahoe Community College
- ↑ Town Hall Arts Center



**Transom Image**  
“Main Street - 1909”



Main Street west from Prince Street - 1909.

B  
7

**Auto Side**  
East Facing

**Ped Side**  
North Facing

- ➔ Littleton Center
- ↑ Post Office
- ↑ RTD Station
- ↑ Arapahoe Community College
- ↑ Town Hall Arts Center



**Transom Image**  
“Arapahoe County Courthouse - 1909”



Looking east toward the Arapahoe County Courthouse from Main Street - July 28, 1909.

B  
8

**Auto Side**  
East Facing

- ➔ Littleton Municipal Court
- ➔ Buck Rec Center
- ➔ Depot Art Gallery
- ⬆ Downtown Shopping
- ⬆ RTD Station

**Ped Side**  
West Facing



B  
9

**Auto Side**  
West Facing

- ➔ Sterne Park
- ⬆ Buck Rec Center
- ⬆ Depot Art Gallery
- ⬆ Littleton Municipal Court

**Ped Side**  
East Facing



**Transom Image**  
“Arapahoe County Courthouse - 1920”



View toward Arapahoe County Courthouse (built 1907) - photo from 1920.

**Transom Image**  
“Bemis Book Store & Harris Real Estate Office - 1910”



Old timers standing on the street in front of Harris Real Estate Office & Bemis Book Store - 1910. Left to right: John Harris, R.D. Haight, Col. J.B. Thomas, Unknown, John Shadwell, Unknown, Unknown, J.W. Browning, Jesse Markle, Joe Wise, Unknown.



B  
12

**Auto Side**  
West Facing

**Ped Side**  
East Facing

- ← Downtown Shopping
- RTD Station
- Arapahoe Community College
- ↑ Littleton Municipal Court



B  
13

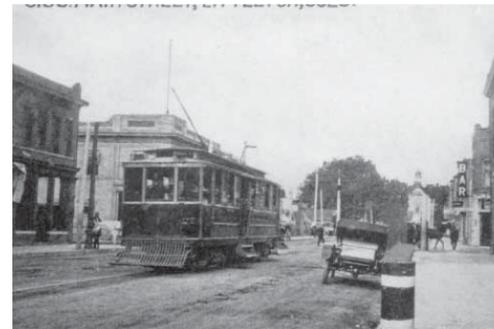
**Auto Side**  
West Facing

**Ped Side**  
East Facing

- ↑ Sterne Park
- ↑ Buck Rec Center
- ↑ Depot Art Gallery
- ↑ Littleton Municipal Court



**Transom Image**  
“Main Street 1911”



Looking east on Main Street - 1911. Hill Drug Store on right, and trolley in the middle of the street.

**Transom Image**  
“Arapahoe County Courthouse - 1948”



Arapahoe County Courthouse - 1948.

B-A  
5

**Auto Side**  
North Facing

- ← Municipal Court
- Town Hall Arts Center
- ↑ Post Office
- ↑ RTD Station

**Auto Side**  
South Facing

- Municipal Court
- ← Town Hall Arts Center
- ↑ Littleton Center

**Transom Image**  
“Main Street 1930”



Looking east on Main Street from west of Nevada Street - 1930.

B-A  
8

**Auto Side**  
West Facing

- ← Littleton Center
- ← Geneva Park
- Downtown Shopping
- RTD Station

East Facing - Blank

**Transom Image**  
“Atchison, Topeka & Santa Fe Depot - Bega Park 1970”



Atchison, Topeka & Santa Fe Depot when it was located in Bega Park (then called Rio Grande Park) - 1970.

B-B  
1

### Ped Side South Facing



### Ped Side North Facing



B-B  
2

### Ped Side East Facing



### Ped Side West Facing



### Transom Image “Main Street 1890-1900”



Looking west down Main Street from the Arapahoe County Courthouse - 1890-1910. Photo courtesy of the Denver Western History Photo Collection.

### Transom Image “Train Depot - 1910”



D&RG Depot, Littleton, Colo. Hand Cart at side was used to carry mail from Depot to Post Office. Two men in center: Left to Right: Morton Weaver and W.C. Cuthbert, Agent. Taken c.1910. Behind and to the right is the AT&SF Depot.

C  
1

East Facing

West Facing

C  
6

Rapp Street

Rapp Street

Blades to be purchased individually

Blades to be purchased individually

C  
2

East Facing

West Facing

C  
5

Curtice Street

Curtice Street

Blades to be purchased individually

Blades to be purchased individually

C  
7

C  
3

East Facing

West Facing

C  
4

Nevada Street

Nevada Street

Blades to be purchased individually

Blades to be purchased individually

C  
8

C  
11

East Facing

West Facing

C  
12

Prince Street

Prince Street

Blades to be purchased individually

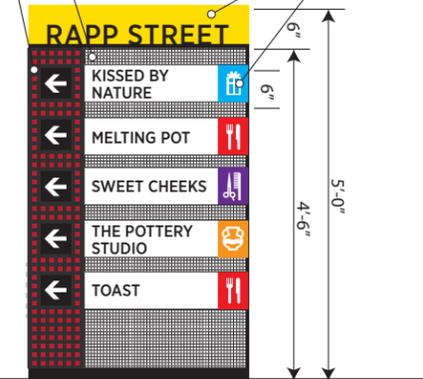
Blades to be purchased individually

.See notes for Auto/Ped Navigation sign for the column, cap and medallions.

Square punched aluminum panel with brackets for sign blades.

.090" 5052 aluminum sign blade, powdercoated in white with applied merchant name/graphics.

LED edge - illuminated 3Form Chroma Vitamin C street name fin with dimensional street name.



Side Street signage will help promote businesses located off Main Street (blades to be purchased individually)

C  
10

Side Street Advertisements

**Side #1**  
South Facing

**Depot Arts Center**



Scan for additional information



Atchison, Topeka & Santa Fe Railroad Depot



**Side #2**  
East Facing

While the pioneering railroad in the Littleton area was the Denver & Rio Grande, which arrived in 1871, the behemoth would become the Atchison, Topeka and Santa Fe. During the last decade of the 19th century and the first half of the 20th, it was not unusual for thirty or more Santa Fe trains to pass through town each day. As reported by one wag in 1889, "...we counted twelve trains as they passed to and fro inside an hour. No one has any idea of the monster traffic on these two roads until they go and look for themselves."



The Santa Fe first reached Littleton in 1887, running its tracks parallel to those of the D&RG. At first there was fierce competition between the home-grown Rio Grande and the Midwest giant Santa Fe. But once the Santa Fe won the rights for passage over Raton Pass into New Mexico, the Rio Grande resigned itself to its numerous Colorado mountainous routes and a spirit of cooperation followed. Having parallel tracks along much of the front range, the two railroads began operating a joint double-track system, which reduced congestion and delays for both lines.



**Side #3**  
North Facing

**Depot Arts Center**



Scan for additional information

The Santa Fe Railroad built its depot in Littleton after about one year of service, in 1888. Originally the structure stood just north of the Denver & Rio Grande Depot. The vernacular, wooden frame building in the "railroad style" was similar to other depot designs popular in the late 19th century. The exterior walls are board and batten siding and a bay ticket window face the tracks. Most of the windows are original and are double-hung with divided lights (muntins). The gabled roof deep overhanging eaves are supported by brackets, which provided a sheltered area for waiting passengers.



The reliance on rail service began to decline soon after the turn of the century, due to the proliferation of trolleys, buses and automobiles, and the AT&SF closed its Littleton depot in 1967. The building was donated to the city and moved to Rio Grande (now Bega) Park to be displayed with other historic buildings, such as the original 1865 log schoolhouse. In 1973, the city designated the depot as a "Landmark" and in 1979 the Keeper of the National Register declared it eligible for listing on the National Register of Historic Places.

**Side #4**  
West Facing

A community auction and matching funds from the Colorado Centennial-Bicentennial Committee raised \$20,000 to restore the building, move it out of the redesigned park to its current location at 2069 Powers Avenue and adapt it for use as the "Depot Art Center." Managed by the volunteer Littleton Fine Arts Guild and jointly financed with the city, the Depot Art Center's purpose "is to promote and advance fine art in the area, operate... for the privilege of exhibiting members' work... sponsor shows by outside artists, and conduct workshops and art classes open to the public."



In 1979, an 1898-vintage railroad caboose was donated to the city and placed on rails next to the depot. Originally belonging to the Colorado & Southern Railroad, it had passed through Littleton on many, many occasions. The caboose was restored and added to the depot's exhibition space.



**Side #1**  
East Facing

**Carnegie Library**



Scan for additional information



Local Landmark



**Side #2**  
North Facing

In the mid-teens a movement was begun to get support from the Carnegie Foundation for a new library. The location was narrowed down to two sites: the corner of Prince and Malinda (now Alamo) streets, or the west end of Main Street. One requirement for Carnegie support was that a local tax must be imposed to maintain the library. That vote passed in April 1915, and the Main Street site was selected. In August, \$500 was quickly raised by popular subscription to purchase the site from the Water Company. Some citizens, however, were still apprehensive about the financial control wielded by the Carnegie Foundation over the project.



A library board appointed by Mayor J. E. Maloney chose Jacques Jules Benoit Benedict to design the library. Benedict had designed many outstanding homes and other buildings in the area, including Denver's Woodbury Branch Library. Benedict had been educated at the Beaux-Arts School of Architecture in Paris and was known for his period architecture and fine attention to detail. Eccentric and exacting, he soon clashed with the Foundation's secretary. Plans were repeatedly sent in and returned until they were finally approved and funds of \$8,000 were released for the new building in July 1916. The new library opened 31 August 1917 under the auspices of The Women's Club.



**Side #3**  
West Facing

**Platte River & Flour Mill**



Scan for additional information



Historic Connections:  
Lost by Flooding  
and Fire



**Side #4**  
South Facing

Littleton has had a connection to the Platte River since it's incorporation in 1890. The river provided both an economic and recreational amenity - giving early Littleton residents a place to wade and play in the water, enjoy nature and harness the energy of water to provide the power needed to grind wheat into flour in a mill located at the western end of town.



Although both the Mill and the Platte River were important landmarks within the early years of Littleton's growth, tragedy in the form of fire and flooding removed these landmarks from the downtown core. A fire in the 1950's destroyed the Flour Mill, and flooding in the 1960's required rerouting the Platte River further west.

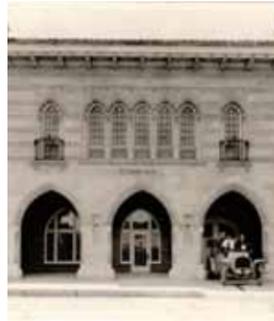


**Side #1**  
South Facing

**Town Hall Arts Center**



Scan for additional information



Local Government Seat



**Side #2**  
East Facing

The historic Littleton Town Hall stands in the middle of Littleton's four-block Main Street and provides the focal point of its downtown area. A bond issue was approved in April 1919 to fund the project at 2450 West Main Street. It replaced the town hall purchased by the city in 1898 on the same site. In 1902 the city had added a brick extension to bring the building up to the front sidewalk and rented the new space to county officials. The public library was also housed in rooms in the front of the brick addition.



The building now at 2450 West Main was constructed in 1920 and served as the seat of local government and as a community gathering place from then until 1977, when the Littleton Center was built at 2255 West Berry Avenue.



**Side #3**  
North Facing

**Town Hall Arts Center**



Scan for additional information

The second story boasts beautifully molded terra cotta in seven horizontal bands. Eagles, common to Colorado, appear over the lancet points of the windows. The state flower, the columbine, is found in the seven bands. The windows represent the combination of the Italian Renaissance and Gothic Revival styles.



The first floor housed the city offices and council chambers, as well as the town's fire truck. The truck was able to pass in and out through one of the arches. A slanting floor was installed (which still exists) so that when the truck was washed, the water ran through the doors and into the street. The entire second story was an assembly hall. Also in the building were the police department and the city jail, although the jail may have been a detached building at the rear. When completed the building was described as the finest architectural example in the country of a town hall for a small community.

**Side #4**  
West Facing

Jules Jacques Benois Benedict was the chosen architect. He had designed the city's Carnegie Public Library in 1916, and, because of the beautiful work he had done on that building, it was felt that he would, as a Littleton resident, work hard to make the town hall an architecturally distinctive structure. He was commissioned to design a multi-purpose building with a dominating facade that also expressed the town's development during the sixty years prior to its construction. The features which he designed "suggested aspiration, purpose, and action."



The flamboyant Benedict was by then one of the foremost architects of the West. He was renowned for his period architecture and fine attention to detail. He had been greatly influenced by his education at the Beaux-Arts School of Architecture in Paris. Town Hall is an Italian Renaissance revival design, popular during the early 20th century. The building is clad in architectural terra cotta with two types being utilized, a smooth face to resemble stone and one with a rougher face. Projecting piers from the building support a decorative tile hipped roof. The primary roof is flat and invisible from the street. The triple-arched arcade is the dominant feature of the facade and gives the building its Italian Renaissance feel.



**Side #1**  
East Facing

Arapahoe  
County  
Courthouse



Scan for  
additional  
information



Local Landmark



**Side #2**  
North Facing

In July 1907 A. B. McDonald was awarded a contract to erect the courthouse for \$51,845.



One thousand five hundred people attended the dedication on Wednesday evening, January 17, 1908, and found the courthouse brilliantly lighted with electricity that had been brought to Littleton only five years earlier. Luncheon had been served at noon, and dancing was the order of the evening.

The county commissioners, C. W. Bowles, J. W. Long and Henry Brady ordered a granite headstone placed above the west front door on which their names were elegantly carved. But a few years later, in March of 1915, Littleton awoke one morning to find that the names had been chiseled off, an indication of the continuing enmities in local politics.



**Side #3**  
West Facing

Arapahoe  
County  
Courthouse



Scan for  
additional  
information

English-trained architect John J. Huddart, "one of Denver's most talented nineteenth-century architects," was chosen to design the new courthouse. The cornerstone was placed on August 24, 1907 by Littleton's Weston Masonic Lodge whose master was Ebenezer Jull. Flags and bunting decorated everything. Speakers were the Colorado Masonic Grand Master, Senator Henry M. Teller and the Honorable Thomas F. Walsh, owner of Wolhurst. Local businesses closed, and Ed Bemis played his slide trombone in the town band for the occasion.



The courthouse has numerous prominent architectural features that give it a grand appearance. The building sits on a raised basement, a technique used to allow additional natural light into the basement as well as emphasize the first floor entry. The hipped roof was once clay tile and the cupola is topped with decorative finials. The cupola windows are double-hung with lattice in the upper portion of the sash. The curvilinear dormer parapets give the building its Mission Revival look. The courthouses overhanging eaves have stone support brackets at each corner with a plain frieze between vent windows. Corner pilasters extend from the top of the basement level to the bottom of the frieze. Quoins appear at the corners of the basement level.

**Side #4**  
South Facing

The county continued to use the complex until 1987 when the district courts were moved to a new justice center near Centennial Airport, several miles east of Littleton. The old building sat vacant for ten years in a continuing state of disrepair with birds, raccoons and bats its only occupants.



The original structure housed the jail in the basement, offices on the first floor, courtrooms on the second floor and juror rooms in the attic. In April 1948 a contract was let to Mead & Mount Construction Company of Denver for the addition of a 21,000-square-foot annex to the west facade of the building for a total investment of \$272,000. The new building connected to the old one by a corridor. This modification was done in a Modern style with a flat roof and walls of blonde brick. It was later described as a haphazard addition that marred the original design.



**Side #1**  
West Facing

**Side #2**  
North Facing

**Side #3**  
East Facing

**Side #4**  
South Facing

**Masonic Lodge**

Scan for additional information



Local Landmark



The Classical Revival brick building boasts a number of interesting and intricate architectural features. Perhaps most noticeable is the checkerboard, variegated brick work with the Masonic symbol (compass, square and G) inset above the classical portico entrance, made by member John R. Hoskin -- a local blacksmith. Visually the building is divided into three sections (bays) by brick pilasters that add to the classical style of the structure. The white molded cornice tops and corner plaster bases as well as the white entry are striking details against the deep red, fired bricks. Above each window on the façade is a different Masonic symbol.



O.G. (Oscar) Hill, J.D.'s brother, built Littleton's first drug store, the O.G. Drug Store, on the site of the Masonic Temple. The store was later moved to Main Street.

The Grand Lodge of Colorado laid the cornerstone on April 23, 1921 in a ceremony attended by the largest delegation of Masons yet seen in Littleton. Articles placed in the cornerstone were lists of members and officers of the Weston Lodge and the Eastern Star, town officials, officers and members of the hose company, a copy of the by-laws and the Littleton Independent, a list of members of the Grand Lodge and a coin.

**Hill General Store**

Scan for additional information

The building on 5738 South Rapp Street was erected in 1872, making it one of the oldest structures in the city. It first served as Littleton's original post office and general store. The building features wood clapboards, a gabled roof, and three corbelled brick chimneys evenly spaced out along the roof. In 1965, the Littleton Historical Society helped rehabilitate the building, adding shutters, the porch, and the shed roof.



J.D. Hill worked at the Rough and Ready Flour Mill before opening his store, becoming the postmaster in 1880. He also partnered with the historic First National Bank for a time.

The building was also used as Littleton's Town Hall before the construction of the familiar and historic Town Hall building on Main Street.

Julius D. Hill, known as J.D. Hill, was born in Massachusetts in 1843. Hill arrived in Denver in 1866 and took a job cutting 150 tons of hay along the Platte River near Fort Lupton. He then took odd jobs around Denver until he worked on the Union Pacific and Central Pacific railroads. Hill came to Littleton in 1870 and was employed by the Rough and Ready Flourmill. In 1872 he chose a site on Rapp Street and erected a large two-story white frame building just south of the Masonic Temple. Though Littleton had a few smaller stores, the J.D. Hill General Store carried everything, including hay, coal, shoes, groceries and dry goods.



Littleton's first Post Office was located in the Hill General Store. The Post Office was moved to a more central downtown location after Hill retired from being Postmaster in 1893.



**Side #1**  
East Facing

**Little House**



Scan for additional information



Richard Little:  
Founder of Littleton



**Side #2**  
North Facing

Richard Little, the founder of Littleton, commissioned one of Denver's top architects, Robert S. Roeschlaub, to design a new home in 1884. The Littles were among the most prominent residents in the community's earliest years. A civil engineer by trade, Little worked on the Capitol Hydraulic Company Ditch (Denver's City Ditch), was a co-founder of the Rough and Ready Mill and elect to the territorial legislature in 1873. Richard Little platted the town in 1872 on his land.



The house is construct of square rough cut, Castle Rock pink rhyolite, laid in irregular courses. This is one of the most extensively used quarried building materials in the Front Range area. The house is in the English/ Norman Cottage style with a complex roof structure and overlapping front facade gables. The northern front gable features a round window. The City Attorney William Caley and his wife later owned the house. Caley operated a grocery store on Main Street as well. After his death in a mining accident in 1918, the house fell into decline and became known as the local haunted house.



**Side #3**  
West Facing

**Little House**



Scan for additional information

The residence was rescued and renovated in 1937 by Harleigh Holmes, who invented the front-wheel drive axle system for the Holmes Motor Company which later joined with Coleman Manufacturing Company. Its appearance today is more like the extensive changes made by Holmes than the original Roeschlaub design. These changes include a change to the roof line and lowering of the first floor ceiling, converting the attic into a second story. The original shed dormers were removed from the roof. The original porch was removed and the conical roof over the front entry was added. All the windows were replaced and now are casement windows with awnings on the facade windows. The southwest side of the house now has a gable and the porch on the northwest side of the house was enclosed.



There is hardly a story about the history of Littleton that can be told without the mention of Richard Little's name. Not only did he lend his name to the town, but his vision, generosity and hard labors are too closely woven into the fabric of the community for any single string to be tugged at without moving the threads he lovingly stitched.

**Side #4**  
South Facing

Richard Sullivan Little was born in Grafton, NH, on May 12, 1829. The grandson of a Revolutionary patriot, Richard was graduated from Norwich (VT) College at the age of 21 with a Bachelor's Degree in engineering and mathematics. He was also an accomplished violinist whose performing talents helped pay for his education. Four years later, in 1854, he married Angeline Harwood of Nashua, NH, and the newlyweds settled in Watertown, NH. The couple had one son, Lucius.



On June 3, 1872, Little filed a plat of his land with the Territorial offices laying out the village of Littleton. The village was bounded by the Platte River to the west and the D&RG railroad tracks to the east, Berry St. to the north and Church St. to the south. Selling lots became a part of Little's livelihood. He also donated lots for churches, a schoolhouse and other civic improvements. In 1873, Little was elected to the Territorial legislature, where he championed the cause of expanded irrigation. Richard Little lived out his days in the community he founded and loved, and remained its primary benefactor and most beloved citizen.



**Side #1**  
West Facing

**Columbine Mill**



Scan for additional information

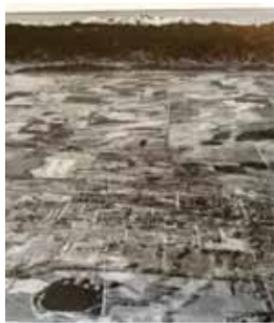


Local Landmark



**Side #2**  
North Facing

At 5798 South Rapp Street sits one of Littleton's oldest and most historic buildings. Today, it is the the 5280 Roadhouse Restaurant. For most of this century it was known as simply the Columbine Mill.



Built in 1901, the Columbine Mill is the only standing grain elevator in the Denver-metro area, housed in one of the oldest buildings in Littleton. The outside walls feature corrugated metal with a gabled roof and a shed-roof added to the north side of the elevator. The structure was originally used as a grain elevator for the Rough and Ready Flour Mill. At the time, it was the only grain elevator for western Arapahoe County and Douglas County.

In 1918, the building was purchased by the Columbine Grange of Littleton, soon to become the Columbine Mercantile Company.

The Denver and Rio Grande Railroad ran a spur line to the elevator, and in 1921, almost 64,000 bushels of wheat were shipped out of the mill.

In 1975, after a series of owners, the building became vacant. Soon a number of restaurants began to occupy the building, with the Old Mill Brewery and Grill the current owners.

**Side #3**  
East Facing

**Columbine Mill**



Scan for additional information

In 1994, the Columbine Mill was officially declared a historic landmark by the City of Littleton, acquiring a grant from the State Historic Fund to renovate and restore the structure.



The grain elevator and mill were often one of the most important buildings to an agricultural community. The Columbine, at the time of its construction, was the only one to serve western Arapahoe and Douglas counties. Frequently, towns achieved growth and dominance over other communities if they were fortunate to have an elevator, particularly if it was on an active railroad line. This was certainly the case for Littleton, whose agricultural economy boomed at the turn-of-the-century.

**Side #4**  
South Facing

The importance of mills and grain elevators to agricultural communities was always underscored by the potential to quickly lose them to fire. Grain dust is highly flammable and many communities lost these valuable agriculture assets to fire. Littleton lost its Rough and Ready mill to fire on July 9, 1959. Because of their flammability, historic elevators along the front range and eastern plains have become a very rare building type. The Columbine Mill is essentially the only historic elevator standing in the Denver metropolitan area.



The building is a timber frame, metal clad structure with corrugated metal cladding. The elevator's second story and bins are stacked wood construction. The elevator has a gabled roof and series of one story, flat roof additions to the west. The one story mercantile is wood sided and has a false front at the entrance. There is a shed roof addition to the north of the elevator, as well as one on the east.



**Side #1**  
East Facing

**D&RG Depot**



Scan for additional information



Local Designation



**Side #2**  
North Facing

Richard Little, the founder of Littleton, commissioned one of Denver's top architects, Robert S. Roeschlaub, to design a new home in 1884. The Littles were among the most prominent residents in the community's earliest years. A civil engineer by trade, Little worked on the Capitol Hydraulic Company Ditch (Denver's City Ditch), was a co-founder of the Rough and Ready Mill and elect to the territorial legislature in 1873. Richard Little platted the town in 1872 on his land.



The house is construct of square rough cut, Castle Rock pink rhyolite, laid in irregular courses. This is one of the most extensively used quarried building materials in the Front Range area. The house is in the English/Norman Cottage style with a complex roof structure and overlapping front facade gables. The northern front gable features a round window. The City Attorney William Caley and his wife later owned the house. Caley operated a grocery store on Main Street as well. After his death in a mining accident in 1918, the house fell into decline and become known as the local haunted house.



**Side #3**  
West Facing

**D&RG Depot**



Scan for additional information

The residence was rescued and renovated in 1937 by Harleigh Holmes, who invented the front-wheel drive axle system for the Holmes Motor Company, which later joined with Coleman Manufacturing Company. Its appearance today is more like the extensive changes made by Holmes than the original Roeschlaub design. These changes include a change to the roof line and lowering of the first floor ceiling, converting the attic into a second story. The original shed dormers were removed from the roof. The original porch was removed and the conical roof over the front entry was added. All the windows were replaced and now are casement windows with awnings on the facade windows. The southwest side of the house now has a gable and the porch on the northwest side of the house was enclosed.



There is hardly a story about the history of Littleton that can be told without the mention of Richard Little's name. Not only did he lend his name to the town, but his vision, generosity and hard labors are too closely woven into the fabric of the community for any single string to be tugged at without moving the threads he lovingly stitched.

**Side #4**  
South Facing

Richard Sullivan Little was born in Grafton, NH, on May 12, 1829. The grandson of a Revolutionary patriot, Richard was graduated from Norwich (VT) College at the age of 21 with a Bachelor's Degree in engineering and mathematics. He was also an accomplished violinist whose performing talents helped pay for his education. Four years later, in 1854, he married Angeline Harwood of Nashua, NH, and the newlyweds settled in Watertown, NH. The couple had one son, Lucius.



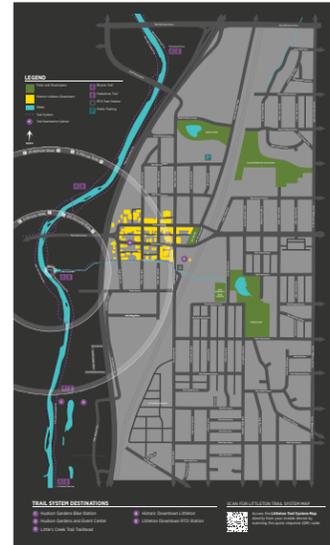
On June 3, 1872, Little filed a plat of his land with the Territorial offices laying out the village of Littleton. The village was bounded by the Platte River to the west and the D&RG railroad tracks to the east, Berry St. to the north and Church St. to the south. Selling lots became a part of Little's livelihood. He also donated lots for churches, a schoolhouse and other civic improvements. In 1873, Little was elected to the Territorial legislature, where he championed the cause of expanded irrigation. Richard Little lived out his days in the community he founded and loved, and remained its primary benefactor and most beloved citizen.



**Pedestrian/Bicycle**  
North Facing

**Trail Map**  
South Facing

- ➔ **Downtown Shopping**  
3 Minute Walk/2 Minute Bike Ride
- ➔ **RTD Station**  
4 Minute Walk/3 Minute Bike Ride
- ➔ **Little's Creek Trail**  
5 Minute Walk/4 Minute Bike Ride



E  
2

**Auto/Ped Side**  
West Facing

Buck Recreation  
Center

**“Baseball Game - Early  
1900’s”**

Baseball game at Shadycroft  
Orchard, early 1900’s

**Auto/Ped Side**  
East Facing

Buck Recreation  
Center



E  
3

**Auto/Ped Side**  
North Facing

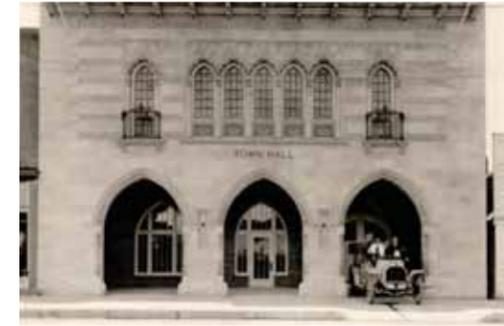
Town Hall Arts  
Center

**“Town Hall - 1920”**

Town Hall - 1920. Federal fire  
truck - man on right is possibly  
Edwin Bemis.

**Auto/Ped Side**  
South Facing

Town Hall Arts  
Center



E  
4

**Auto/Ped Side**  
North/West Facing

**Auto/Ped Side**  
South/East Facing

Bega Park

Bega Park

E  
9

**“Courthouse View”**

View toward current Bega Park site from Arapahoe County Courthouse, 1900.



E  
5

**Auto/Ped Side**  
West Facing

**Auto/Ped Side**  
East Facing

Littleton Municipal Court

Littleton Municipal Court

**“Courthouse - 1917”**

Looking east toward the historic Arapahoe County Courthouse, 1917.



E  
6

**Auto/Ped Side**  
West Facing

**Auto/Ped Side**  
East Facing

Post Office

Post Office

**“Post Office - 1940”**

Looking northwest toward US Post Office, 1940.



E-A  
1

**Auto Side**  
East Facing

**Auto Side**  
West Facing

Downtown Littleton

Downtown Littleton

➔ Littleton Municipal Court

➔ Littleton Municipal Court

➔ Buck Rec Center

➔ Buck Rec Center

➔ Depot Art Gallery

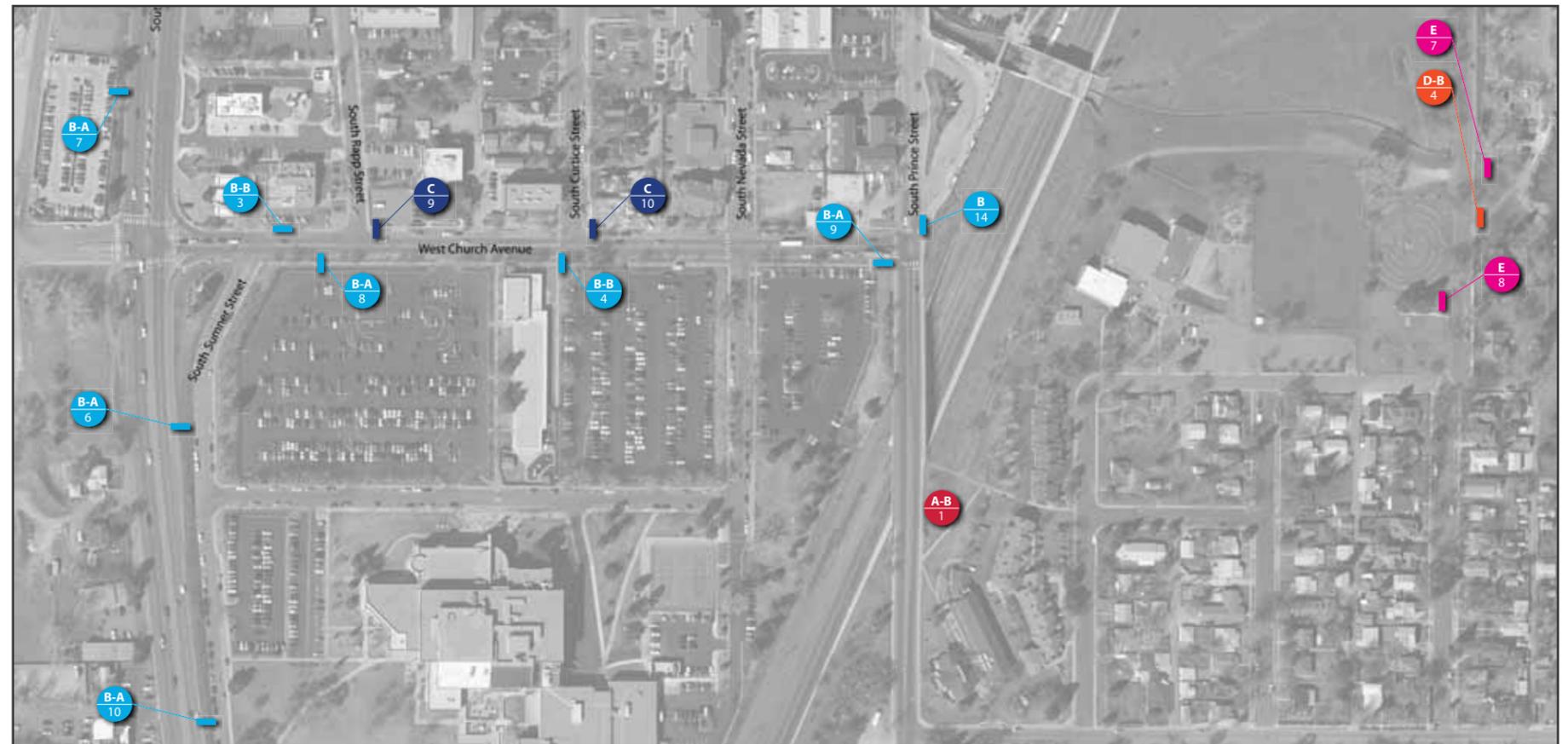
➔ Depot Art Gallery

# 07

## South Section Signs

### Overview of Signage Types

-  Gateway - Primary
-  Gateway - Secondary
-  Auto/Pedestrian Navigation
-  Auto Navigation (auto info both sides)
-  Pedestrian Navigation (screened historic image back)
-  Side Street Advertisements
-  Informational/Interpretive - Interpretive Panel
-  Informational/Interpretive - 4-Sided Column
-  Informational/Interpretive - Directional/Trail
-  Destination
-  Destination - Directional



B  
14

**Auto Side**  
West Facing

- ← RTD Station
- ← Downtown Shopping
- ← Post Office
- ← Littleton Center

**Ped Side**  
East Facing



B-A  
6

**Auto Side**  
South Facing

- ↑ Downtown Shopping
- RTD Station
- Arapahoe Community College

North Facing

- ↑ Hudson Gardens
- ↑ Breckenridge Brewery

**Transom Image**  
“Depot with Cars - 1930”



RR Depot with haybale cars, 1930

**Transom Image**  
Historic County Courthouse



The Arapahoe County Courthouse as seen from the top of the windmill at Fred A. Bemis home in 2100 block of West Littleton Boulevard; circa 1910. Photo courtesy of the Littleton Museum.

B-A  
7

**Auto Side**  
North Facing

South Facing

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>← Arapahoe Community College</li> <li>← RTD Station</li> <li>← Downtown Shopping</li> <li>↑ Hudson Gardens</li> </ul> | <ul style="list-style-type: none"> <li>→ Downtown Shopping</li> <li>→ Post Office</li> <li>→ Littleton Municipal Court</li> </ul> |
|--|---|

**Transom Image**  
Historic County Courthouse



The Arapahoe County Courthouse as seen from the top of the windmill at Fred A. Bemis home in 2100 block of West Littleton Boulevard; circa 1910. Photo courtesy of the Littleton Museum.

B-A  
8

**Auto Side**  
West Facing

Auto Side  
East Facing

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>↑ Downtown Shopping</li> <li>↑ RTD Station</li> <li>↑ Littleton Center</li> </ul> | <ul style="list-style-type: none"> <li>→ Downtown Shopping</li> <li>← Hudson Gardens</li> </ul> |
|--|---|

**Transom Image**  
Ice Skating on the South Platte - 1912



Littleton residents skate on the frozen South Platte River. The Rough and Ready Flour Mill can be seen in the background.

B-A  
9

**Auto Side**  
North Facing

- ➔ Arapahoe Community College
- ➔ Hudson Gardens

Auto Side  
South Facing

- ↑ RTD Station
- ↑ Downtown Shopping
- ↑ Post Office
- ← Arapahoe Community College

**Transom Image**  
Denver and Rio Grande  
Streamliner - 1956



The Streamliner passenger train to the Royal Gorge heads past the Littleton Depot. Note the at-grade RR crossing at Main Street, before the rail lines were depressed in 1987.

B-B  
3

**Auto Side**  
South Facing



**Transom Image**  
Conoco Oil Company  
Wheel Club, 1895

Auto Side  
North Facing



Bicycle racers pose in front of the Sunshine and Shadow Motel. Bicycle racing was a popular Littleton pastime and attraction in the 1890's.

B-B  
4

**Auto Side**  
West Facing



Auto Side  
East Facing



**Transom Image**  
Marathon Race, April 16,  
1909



Sponsored by the 'Denver Post' the 10.4-mile long 1909 marathon ran from Littleton to Downtown Denver.

C  
9

East Facing

West Facing

**Rapp Street**

**Rapp Street**

Blades to be  
purchased  
individually

Blades to be  
purchased  
individually

C  
10

East Facing

West Facing

**Curtice Street**

**Curtice Street**

Blades to be  
purchased  
individually

Blades to be  
purchased  
individually

B-A  
10

**Auto Side**  
North Facing

South Facing

↑ Hudson Gardens

↑ Breckenridge Brewery

→ Arapahoe Community College

→ RTD Station

↑ Downtown Shopping

**Transom Image**  
Historic County Courthouse



The Arapahoe County Courthouse as seen from the top of the windmill at Fred A. Bemis home in 2100 block of West Littleton Boulevard; circa 1910. Photo courtesy of the Littleton Museum.

D-B  
4

**Pedestrian/Bicycle**  
East Facing

**Trail Map**  
West Facing

→ Downtown Shopping  
7 Minute Walk/3 Minute Bike Ride

→ RTD Station  
7 Minute Walk/4 Minute Bike Ride

→ Buck Rec Center  
7 Minute Walk/3 Minute Bike Ride

→ Little's Creek Trail  
9 Minute Walk/4 Minute Bike Ride



E  
7

**Auto/Ped Side**  
West Facing

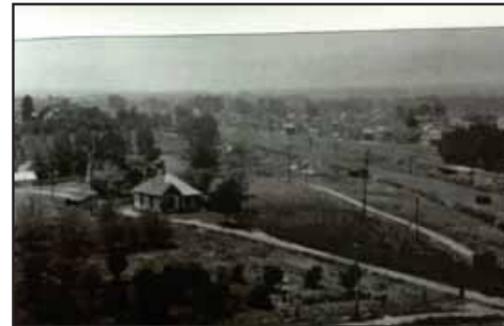
Sterne Park

**“Fred Bemis Home -  
1908”**

Southwest view from the Arapahoe county Courthouse shows the Bemis home - the first home built east of the railroad tracks.

**Auto/Ped Side**  
East Facing

Sterne Park



E  
8

**Auto/Ped Side**  
West Facing

War Memorial Rose  
Garden

**“World War 1 Inductees,  
1917”**

Young men from Littleton heading off to Europe pose in front of the old Littleton Town Hall/Post Office.

**Auto/Ped Side**  
East Facing

War Memorial Rose  
Garden



# 08

## Project Phasing

### A PHASED APPROACH TO IMPLEMENTATION

Phasing the implementation and construction of the signage and wayfinding palette ensures the overall costs are not encumbered within one fiscal year, while also providing opportunities to apply for grants and outside funding opportunities that can offset the overall City of Littleton project costs.

Benefits of a Multi-Year Signage & Wayfinding Roll-Out:

- Reduces the cost burden of a one-time CIP fund allocation
- Allows for the system to be tested at each phase
- Provides the ability to observe the fabrication and installation process (and recommend potential adjustments)
- Ensures adequate timeframes for alternate financing opportunities (grant applications, creation of special districts, potential development impact fees, etc)
- Builds community enthusiasm for the project and desire to see additional signage installed

### Phase 1 2015

First signs chosen for MAXIMUM IMPACT and USEFULNESS

Focused on downtown core – pedestrian, auto, side street & interpretive

Northern gateway improvements help direct traffic into the downtown core from the 'google' directional gateway

### Phase 2 2016

Auto/pedestrian signs beyond the downtown core (1/2)

Historic/interpretive/trail signage (1/2)

Additional gateway (to be finalized upon completion of the downtown streetscape project)

### Phase 3 2017

Auto/pedestrian signs beyond the downtown core (1/2)

Historic/interpretive/trail signage (1/2)

Two remaining gateways (to be finalized upon completion of the downtown streetscape project)

# 09

## Phase 1: 2015

### Overview of Signage Types in Phase 1

-  Gateway - Primary
-  Gateway - Secondary
-  Auto/Pedestrian Navigation
-  Auto Navigation (auto info both sides)
-  Pedestrian Navigation (screened historic image back)
-  Side Street Advertisements
-  Informational/Interpretive - Interpretive Panel
-  Informational/Interpretive - 4-Sided Column
-  Informational/Interpretive - Directional/Trail
-  Destination
-  Destination - Directional

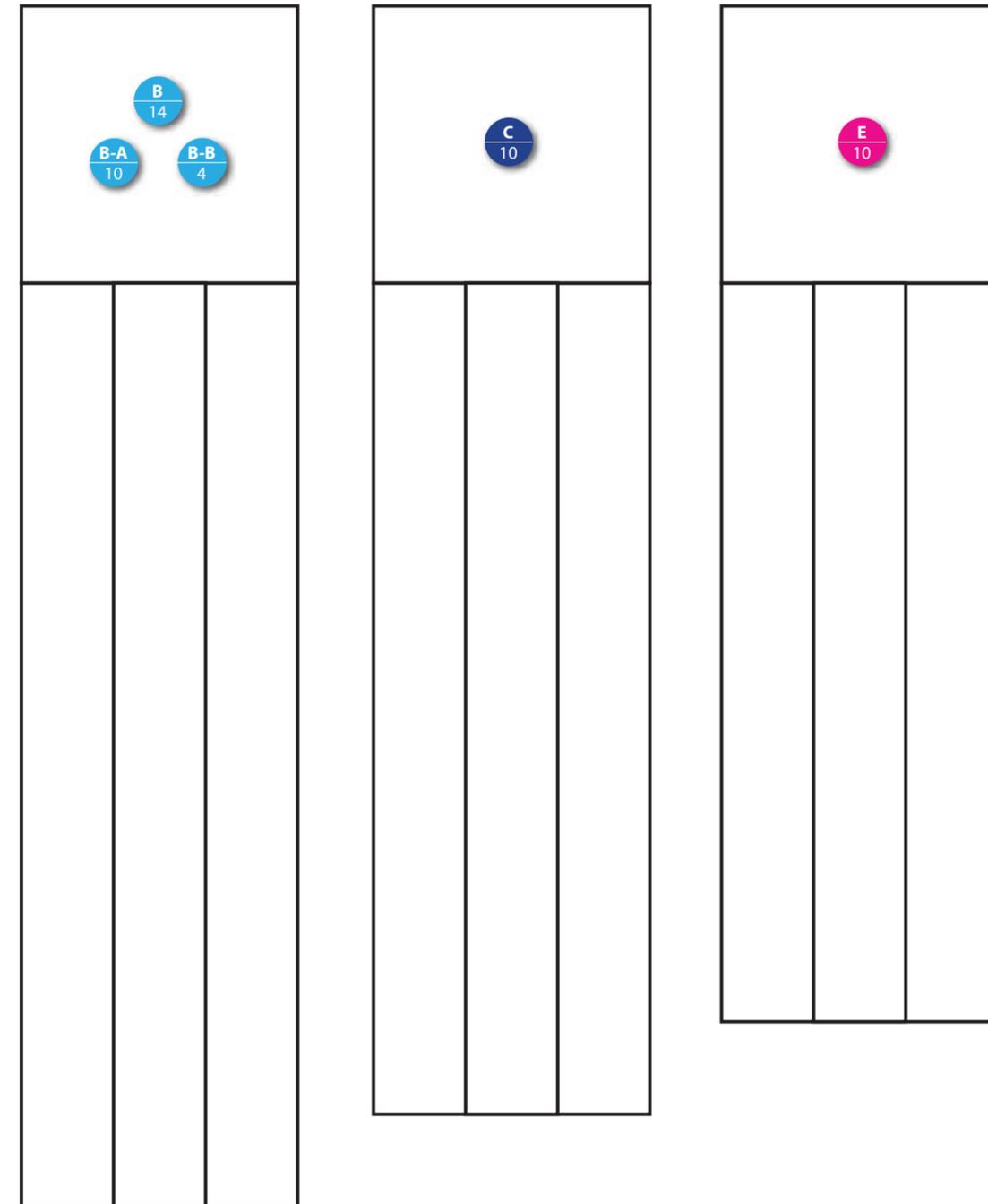
*NOTE: Destination-directional signs will be funded through a separate source*



## LOCATING PROPOSED PHASE 1 SIGNAGE:

In order to illustrate the proposed signage locations, paper templates accurately depicting the footprint of each sign type were created, placed in the field, and photographed from different angles. For each signage location, the photos illustrate:

- **Site Condition** - the type of material the sign will be installed in (concrete, gravel, grass, etc)
- **Sign Orientation** - the directional placement of the sign (north, south, east, west)
- **Sign Location** - placement of the sign in relationship to existing site features (curbs, lighting, other signage, trees, etc). **Signs should be placed 24" from the curb whenever possible to prevent accidental sign damage.**



Paper templates helped the design team determine the exact location and configuration of signage in the field. Each paper template is the exact size and scale of the various sign types.

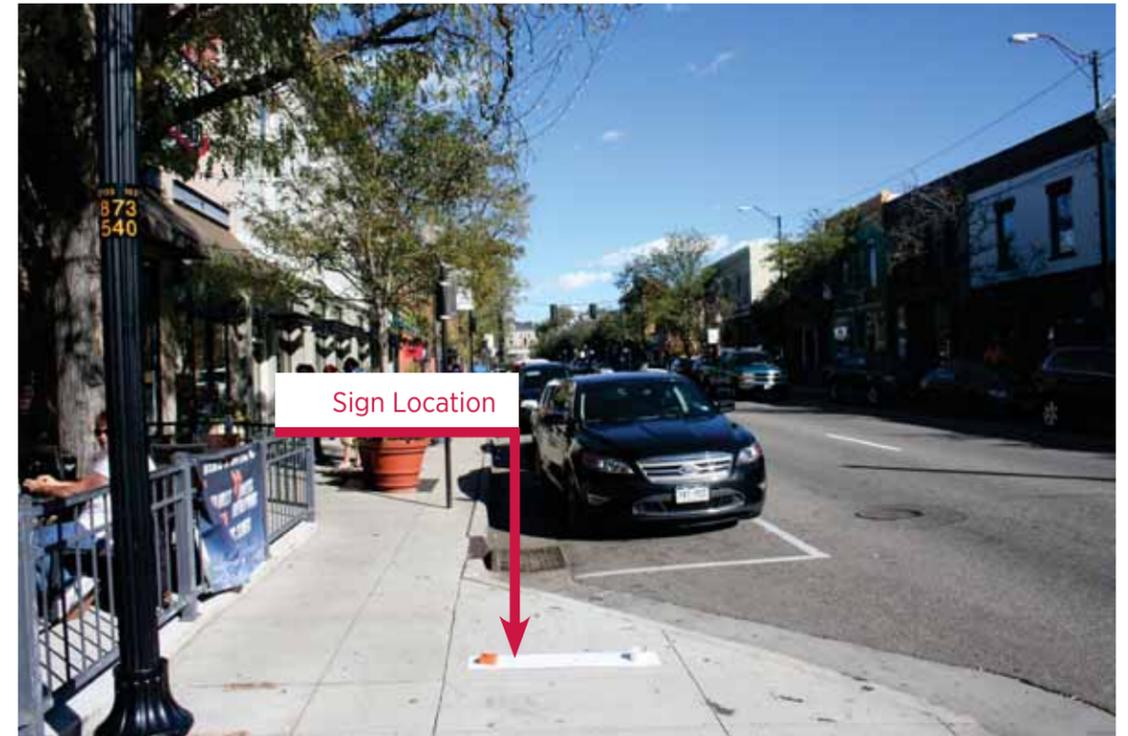
B  
4

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



B  
5

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



B  
6

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



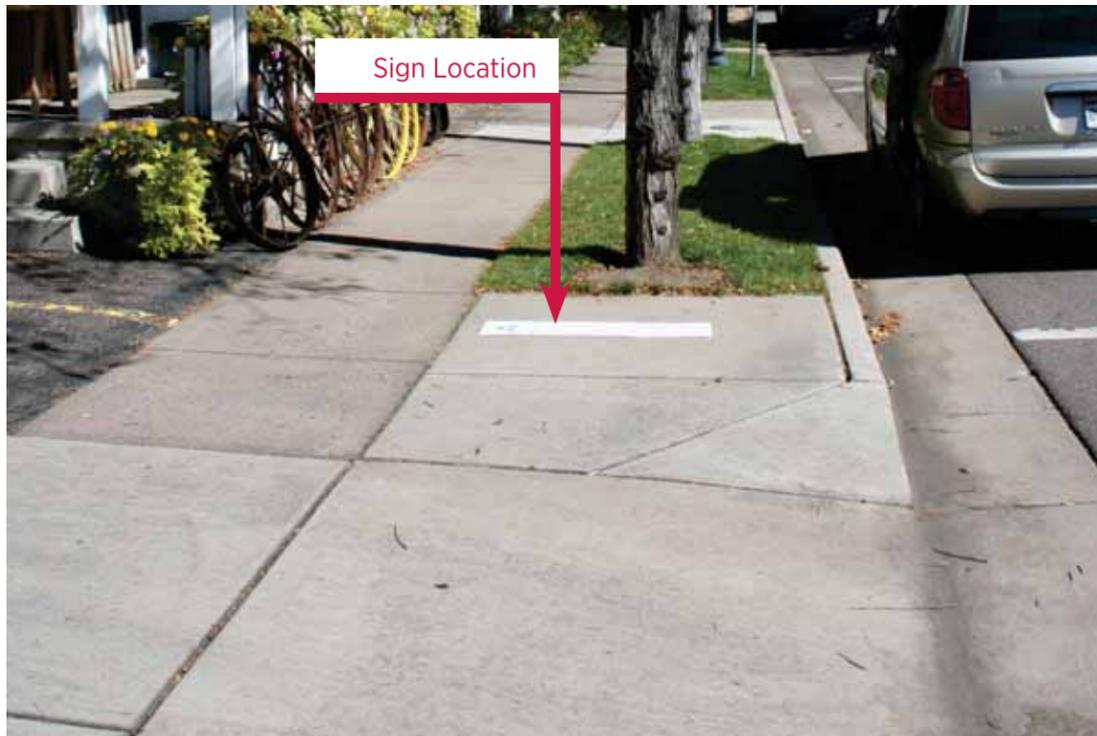
B  
7

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



B  
10

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



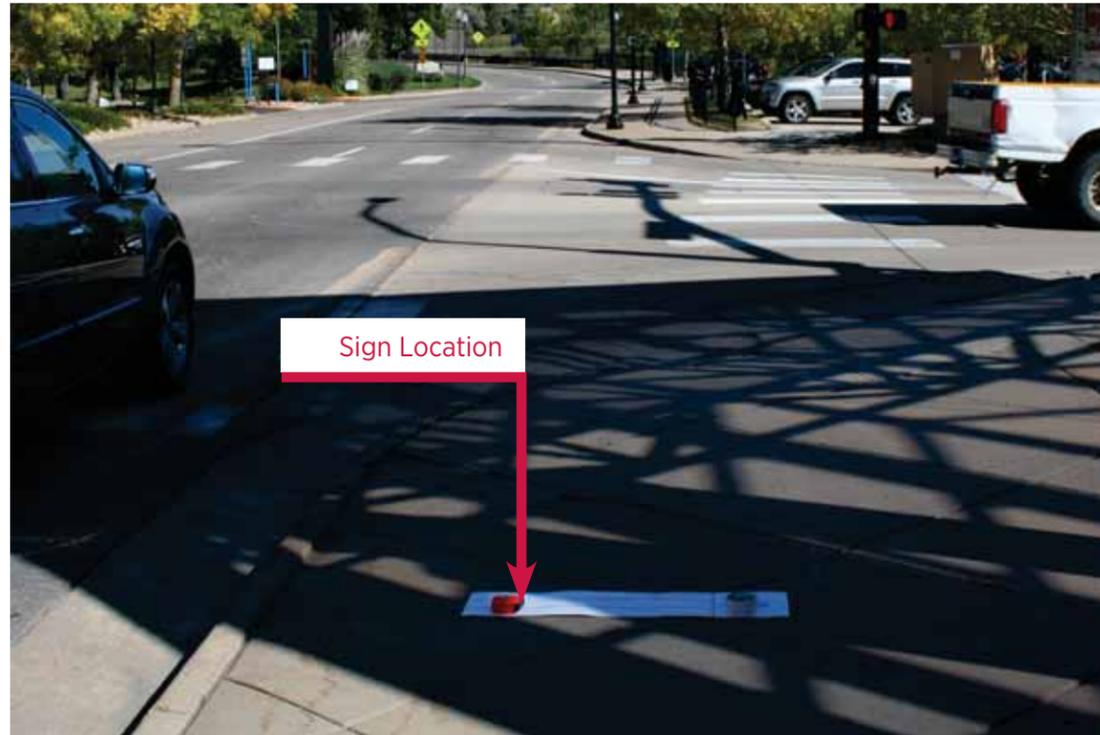
B  
11

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



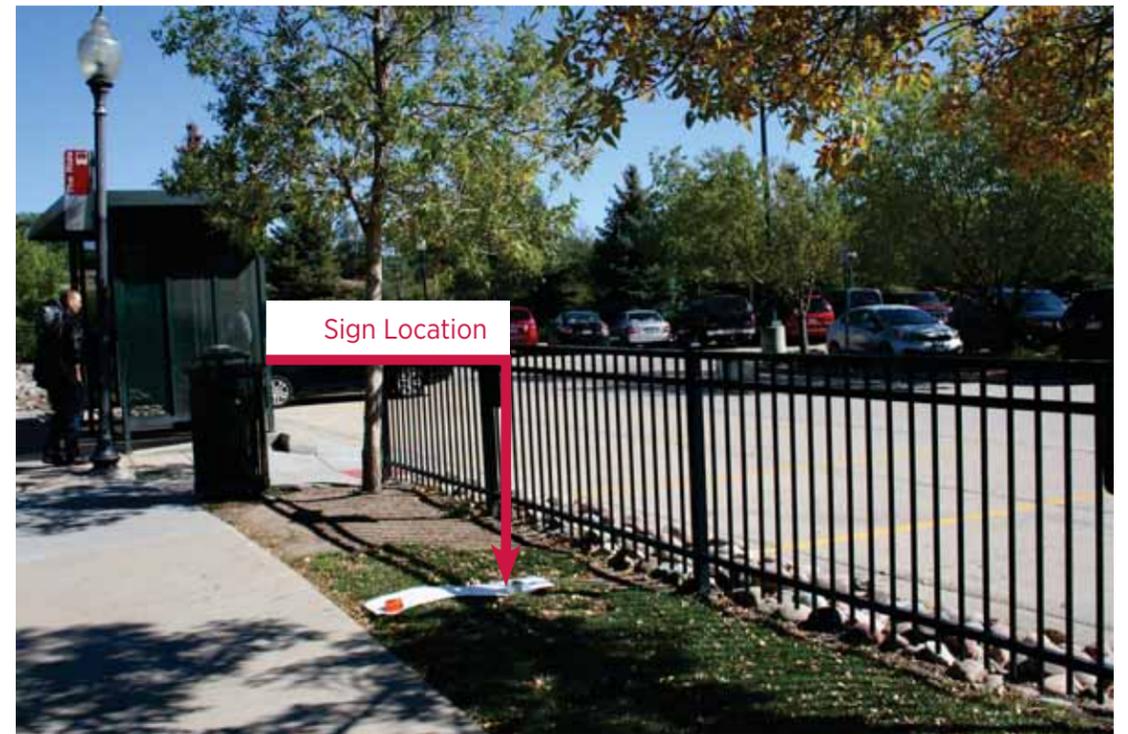
B  
12

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



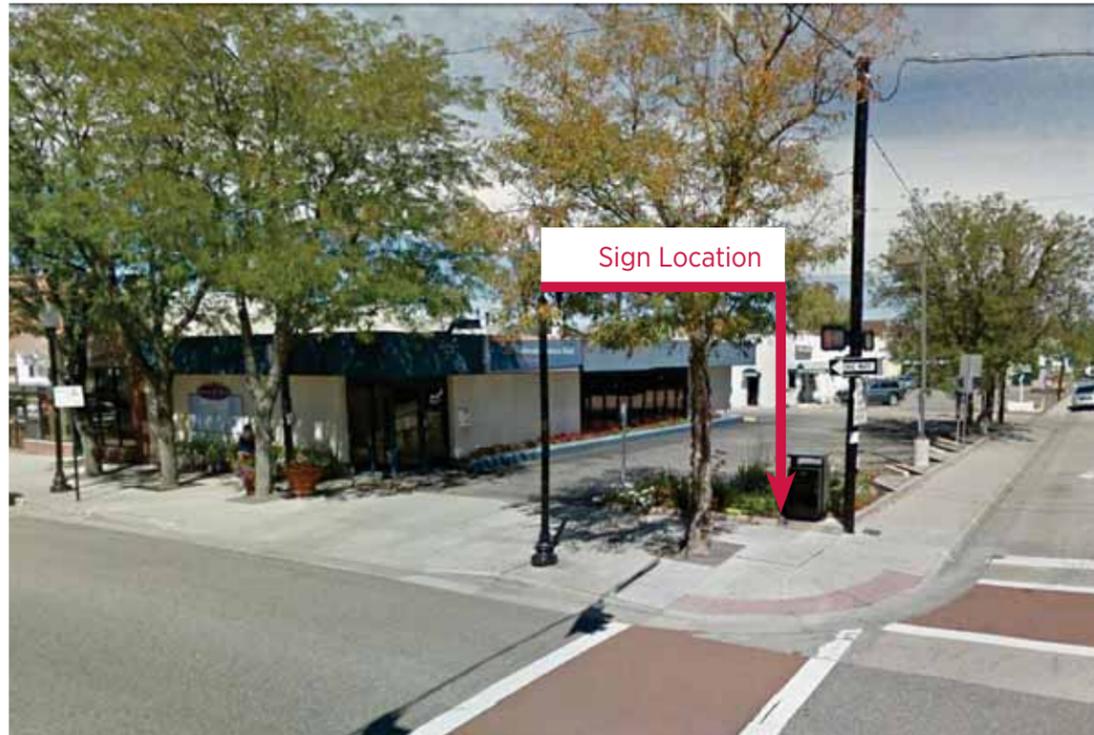
B  
13

**Auto/Pedestrian**  
East Facing Auto Info - West Facing Ped Info



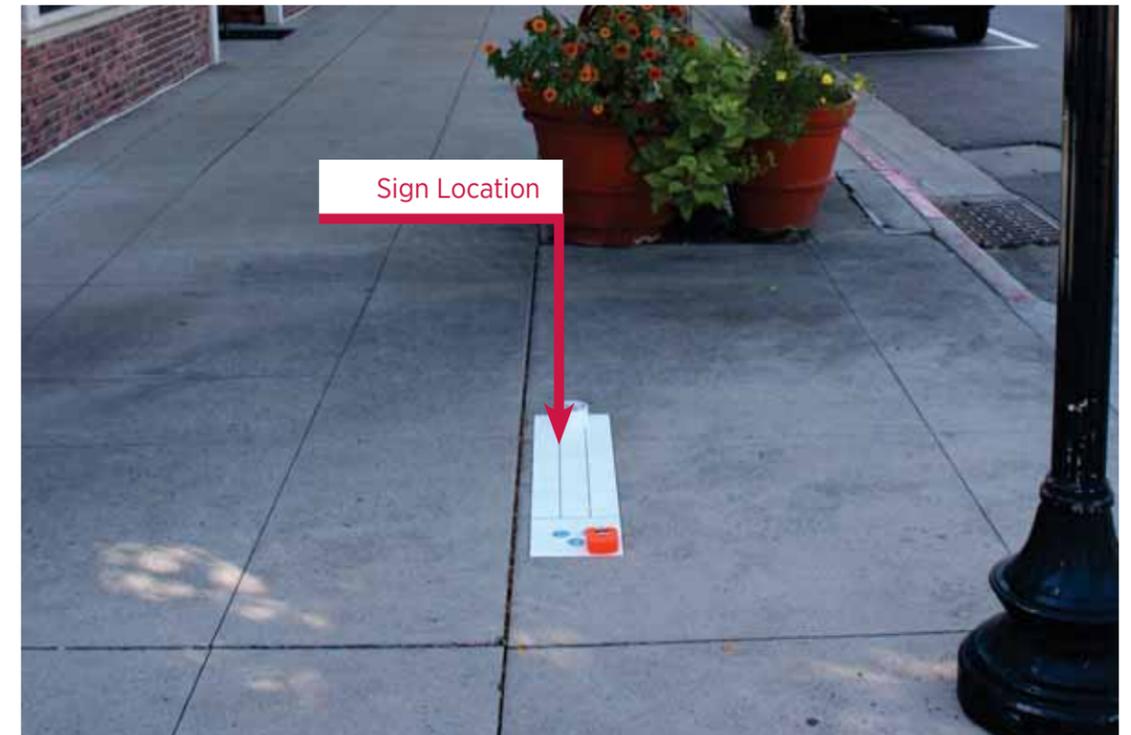
B-A  
5

### Auto/Auto North Facing Auto Info - South Facing Auto Info



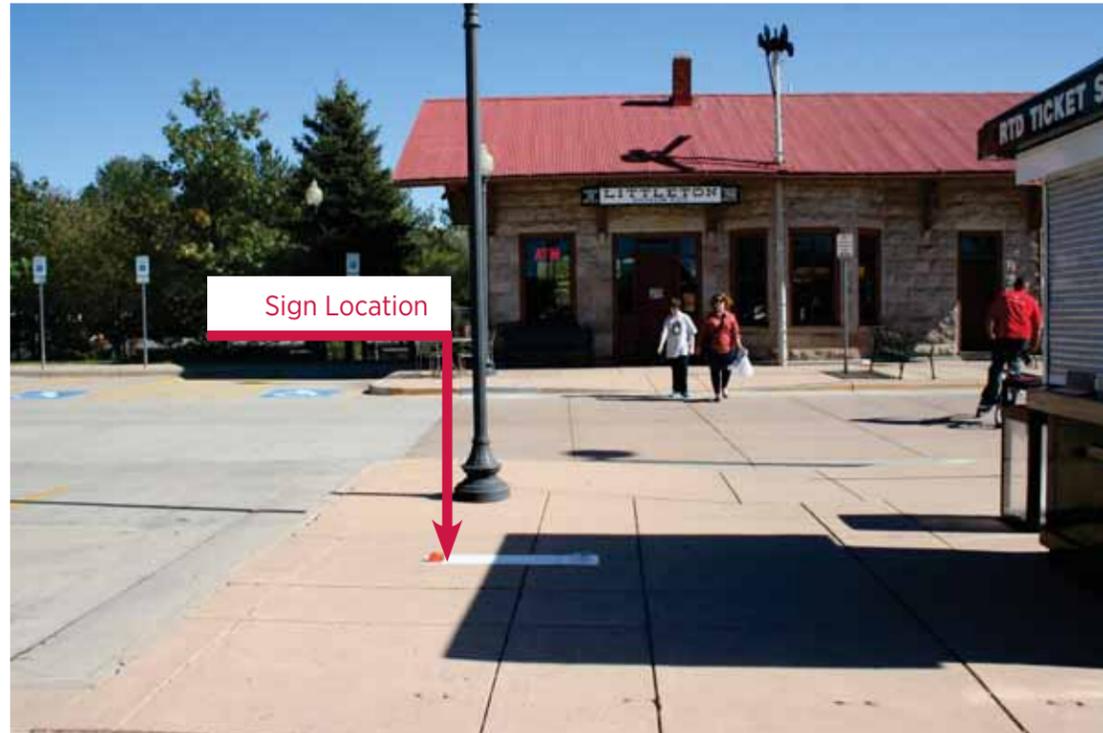
B-B  
1

### Pedestrian/Pedestrian North Facing Pedestrian Info - South Facing Pedestrian Info



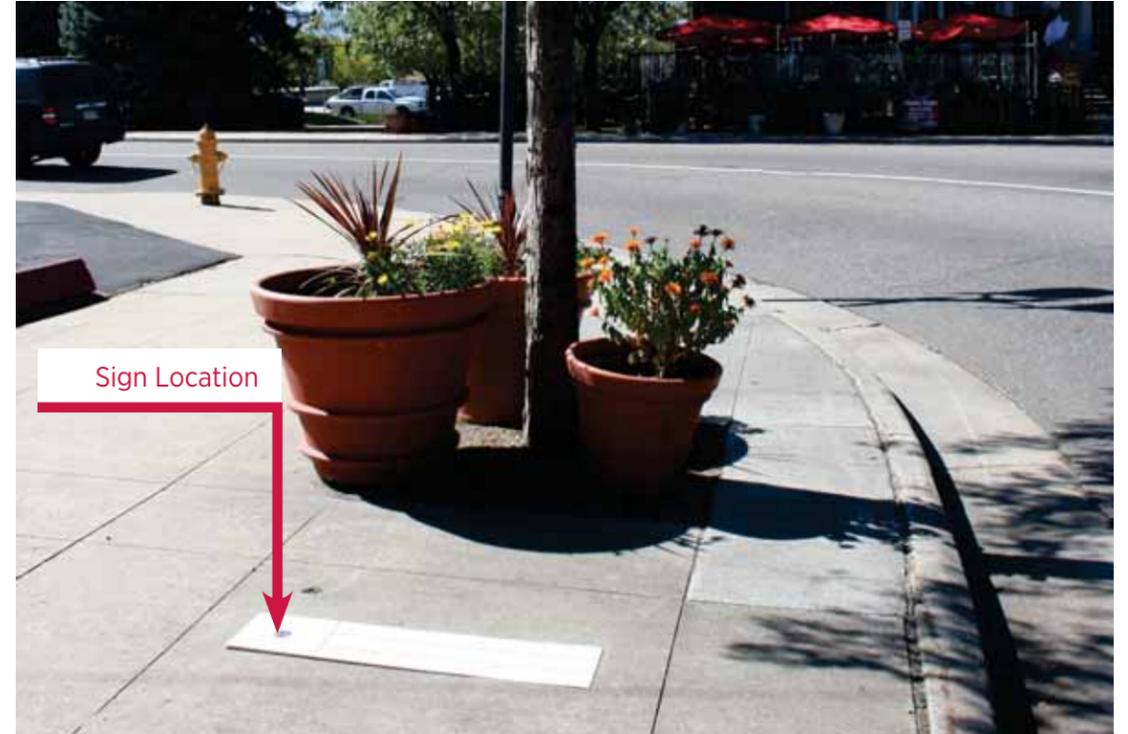
B-B  
2

### Pedestrian/Pedestrian East Facing Pedestrian Info - West Facing Pedestrian Info



C  
1

### Side Street Advertisements East-West Facing



C  
2

### Side Street Advertisements East-West Facing



C  
3

### Side Street Advertisements East-West Facing



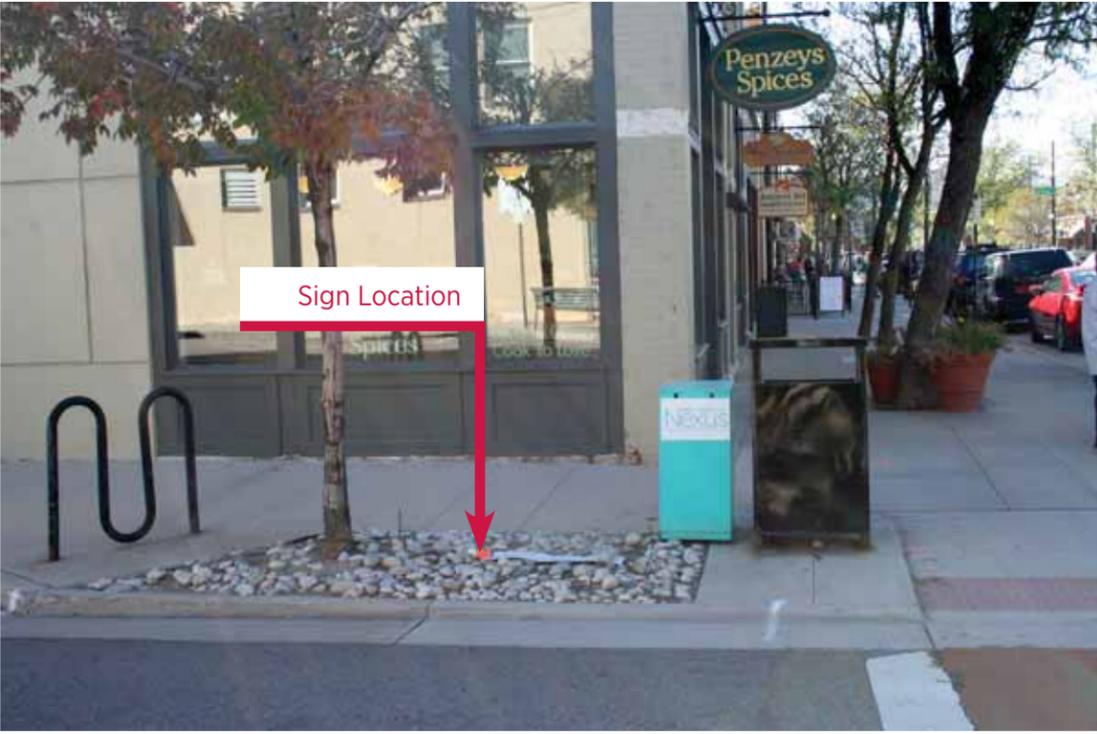
C  
4

Side Street Advertisements  
East-West Facing



C  
5

Side Street Advertisements  
East-West Facing



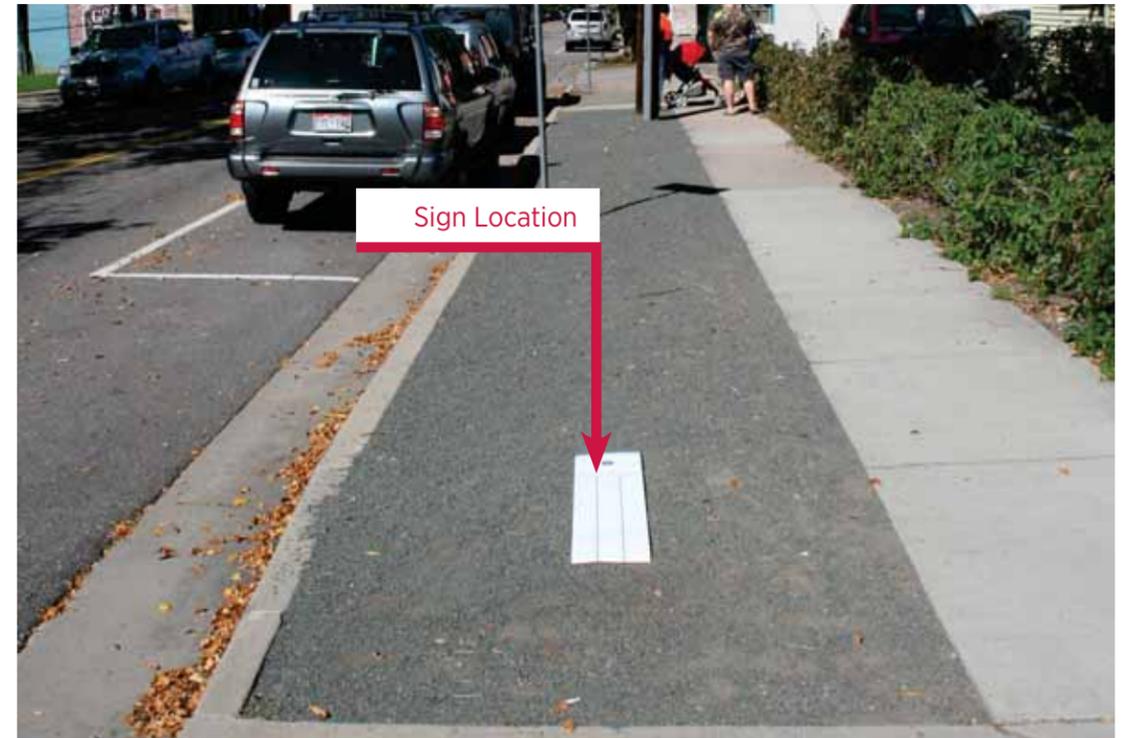
C  
6

### Side Street Advertisements East-West Facing



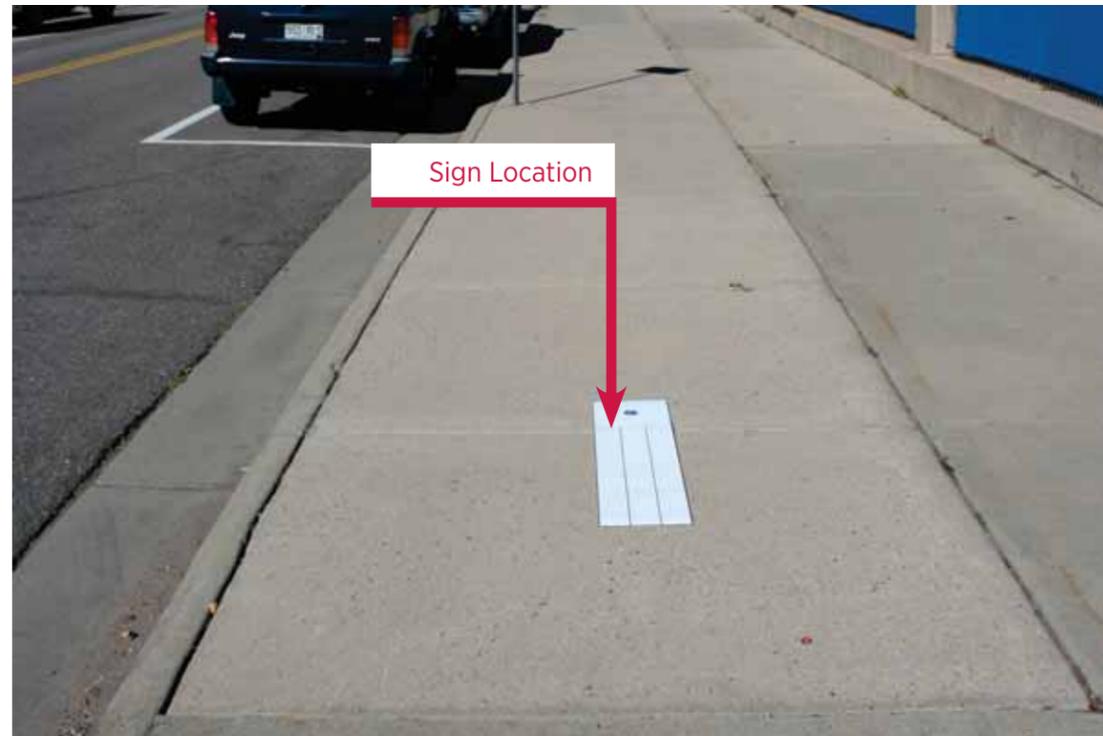
C  
7

### Side Street Advertisements East-West Facing



C  
8

### Side Street Advertisements East-West Facing



C  
11

### Side Street Advertisements East-West Facing



C  
12



D-A  
3

### Informational/Interpretive 4-Sided Column



D-A  
4

### Informational/Interpretive 4-Sided Column



A  
1

### Gateway - Primary

Intersection of Prince Street and Santa Fe Drive (Highway 85)



A  
1

**Gateway - Primary**

Intersection of Prince Street and Santa Fe Drive (Highway 85) - Main Signage Located within Existing Raised Brick Planter, Pole Signs in Grass



# Enhanced Northern Gateway:

## Alternative Design Option

### ENHANCED GATEWAY: DESIGN OVERVIEW

Although the Phase I Northern Gateway was designed to fit within the existing raised brick planter (in the location of the existing wooden Littleton signage), the design team also created an enhanced gateway design. The enhanced gateway represents a complete redevelopment of the gateway area, including new paving, lighting, site furnishings and plantings within a regraded site.

An enhanced and comprehensive redesign of the northern gateway would create a more urban entrance into the downtown core from Santa Fe, and provide a larger area for pedestrians and bicyclists to enter downtown Littleton.



# Enhanced Northern Gateway:

## Design Reference Images



# 10

## Additional Enhancements

### RECOMMENDATIONS FOR ADDITIONAL ENHANCEMENTS

Throughout the signage and wayfinding project, additional ideas for creating a stronger sense of place within downtown Littleton emerged. Some of these ideas pertained to additional urban design enhancements, while others addressed a desire to unify Littleton's signage beyond the downtown area. The following ideas represent the key themes related to additional enhancements:

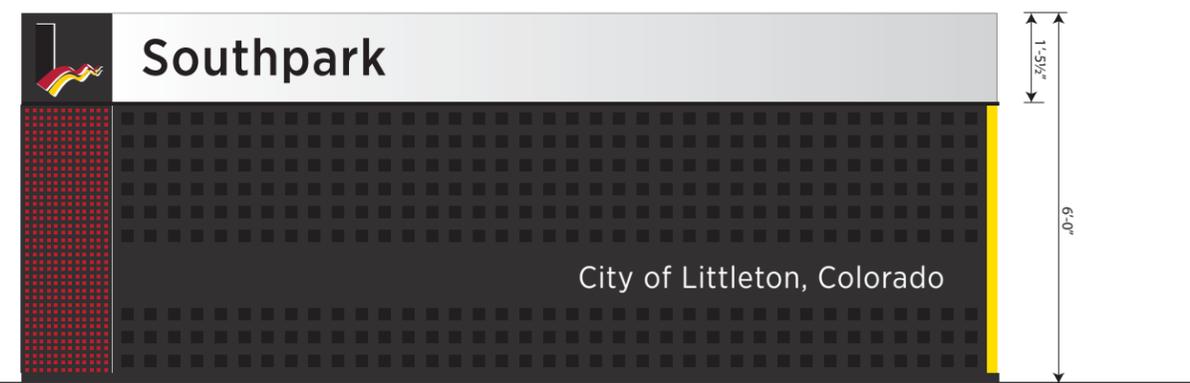
- **Southpark Signage** – As a major industrial park managed by the City of Littleton, Southpark is one of Littleton's key developed areas. In order to reinforce the Littleton brand, new Southpark signage should reflect the downtown Littleton signage look/feel.
- **Murals** – Murals are wonderful opportunities to tell stories, incorporate art into the public realm, and enhance blank building walls.
- **Downtown Walking Environment** – During the walking audits and stakeholder group tours of the downtown, ideas emerged regarding potential downtown improvements that would make it easier and more compelling to walk and bike downtown.
- **Growing Signage Outside the Downtown Core** – Although this signage and wayfinding project is focused on designing improvements within the football-shaped area in downtown Littleton, there was a desire among project stakeholders to expand the recommended signage into the rest of the Littleton community.

### SOUTHPARK SIGNAGE

A preliminary design option for a new Southpark sign includes downtown colors and elements, but substitutes the cupola for the City of Littleton stamp, and uses glossy black squares to help add character to the linear dark grey panel.

As new signs are proposed for Southpark, it will be important to begin a discussion of how these proposed signs can help reinforce the Littleton brand and the new downtown signage and wayfinding elements.

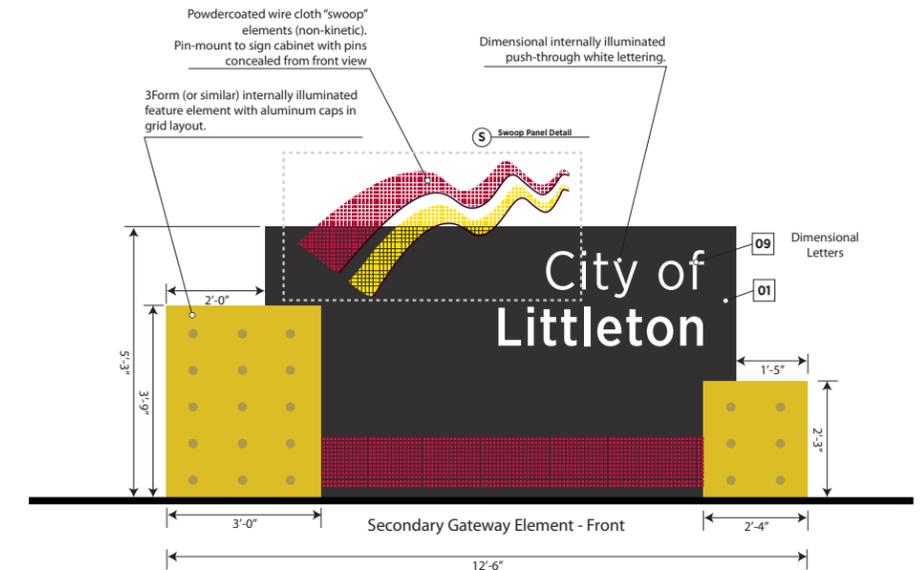
→ **designed areas in the downtown landscape**



Southpark Signage (draft option)

### SECONDARY COMMUNITY GATEWAYS

There are several areas within the Littleton community where secondary gateways can announce arrival into the municipality. Where space and funding allows, the primary gateway design can be reduced in size and complexity to create secondary gateway monuments.



## STREET SIGNS

Designed to be produced in-house by the City of Littleton sign shop, the new street signs will help reinforce the unique character of the Littleton community. In the downtown district, the signs will feature a cupola design that mirrors the cupola included in the signage and wayfinding palette. Outside of the district, the cupola will be replaced with the City of Littleton logo.

When constructing the street signs, the following guidelines should be used:

**The sign is a 6" high blade using Myriad Pro typeface to match the proposed downtown signs.**

## MUTCD GUIDANCE FOR STREET SIGN CONSTRUCTION

### Two-Lane 0-25 MPH Road

**6" High Blade Height**

**4" High Initial Caps**

**3" High Lower Case**

**2" High Prefix/Suffix**

### Two-Lane Roads 25+ MPH or Multi-Lane 0-40 MPH Road

**9" High Blade Height**

**6" High Initial Caps**

**4.5" High Lower Case**

**3" High Prefix/Suffix**



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## POTENTIAL FUNDING MECHANISMS:

### LOCAL AND STATE GRANT PROGRAMS

- **Special Districts (BID, URA, DDA, etc)**
- **Tax Increment Financing (TIF)**
- **Colorado Department of Local Affairs - DOLA (offers technical assistance to local governments for the establishment of capital improvements)**
- **Community Development Block Grant Program (CBDG – administered through DOLA in Colorado)**
- **Development Impact Fees**
- **Transportation Equity Act (TEA-LU)**
- **Division of Local Government Grants**
- **Office of Economic Development and International Trade Grants**
- **Governors Energy Office (GEO) and USDA Rural Development (RD) Energy Programs (to fund energy-efficient new lighting)**

### PUBLIC-PRIVATE PARTNERSHIPS

- **Side street signage costs can be offset through the sale of sign blades**
- **Crowd-funding campaigns can be used to raise funds for historic walking tour signs and trail signage**

### TAX ASSISTANCE FROM GENERAL FUNDS

- **Allocate specific funds for the signage and wayfinding improvements (2015-2017)**

### BENEFITS OF A MULTI-YEAR SIGNAGE & WAYFINDING ROLL-OUT:

- **Reduces the cost burden of a one-time CIP fund allocation**
- **Allows for the system to be tested at each phase**
- **Provides the ability to observe the fabrication and installation process (and recommend potential adjustments)**
- **Ensures adequate timeframes for alternate financing opportunities (grant applications, creation of special districts, potential development impact fees, etc)**
- **Builds community enthusiasm for the project and desire to see additional signage installed**

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## LIST OF RESPONSIBLE PARTIES TO ACT AS STEWARDS FOR THE FINAL PLAN:

### CITY OF LITTLETON – ADMINISTRATION & ECONOMIC DEVELOPMENT

- **Coordinate budget cycles & advocate for budget dollars**
- **Communicate with downtown businesses to advertise, promote and implement the private sign blade program**
- **Research and apply for signage & wayfinding grants**
- **Manage consultant efforts related to BID and CD packages**
- **Manage consultant efforts for yearly signage maintenance contract**

### CITY OF LITTLETON – PUBLIC WORKS

- **Fabricate and install new street signs**
- **Locate needed electrical service within signage installation zones (prior to bidding of signage & wayfinding project)**

### WORKING GROUP

- **Commit to meet quarterly to discuss needed improvements within the downtown core**
- **This group has the potential to solidify into an elected DDA or other special district planning board**

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## RECOMMENDED INSTALLATION SCHEDULE:

### 2015 - YEAR ONE ACTION ITEMS, RESPONSIBLE PARTIES & NEEDED RESOURCES

- Create Construction Drawing Set for Final Gateway Improvements (consultant) \$30,000-\$50,000
- Create Drawing Set for Final Signage & Wayfinding Bid Package (consultant) \$5,000-\$6,000
- Survey proposed signage locations to determine ease of access to electrical service (City of Littleton) Staff time, mapping/documentation capabilities
- Create side street signage promotional materials (including costs for advertising blades, timeframes for commitment and graphic standards), distribute informational materials to downtown business and property owners, and create a final list of businesses/properties who have committed to buying a side street advertisement sign (City of Littleton) Staff time, brochure/graphic outlining parameters and guidelines for the sign blade program
- Communicate with the downtown merchant group to inform them of the bid process, the anticipated construction efforts, and the timeline for installation of the new signs (City of Littleton) Staff time
- Fabricate and install the new street name signs along Main Street and Alamo Street (City of Littleton) \$15,000, staff time (see page #14 for image of West Main Street street sign)
- Create a yearly maintenance schedule for the installed signage (consultant) \$15,000
- Coordinate signage & wayfinding BID process (City of Littleton) staff time
- Design and produce a merchant directory brochure (City of Littleton) printing costs + staff time
- Begin conversations with representatives from entities that have been given new 'destination' signage requirements to see if they would be willing to provide financial support for a new sign for their structure (City of Littleton) staff time
- Research & apply for grants and revenue sources that could help reduce the capital costs of 2016-2017 installed signage

### 2016 - YEAR TWO ACTION ITEMS, RESPONSIBLE PARTIES & NEEDED RESOURCES

- Communicate with the downtown merchant group to inform them of the anticipated construction efforts, and the timeline for installation of the new signs (City of Littleton) Staff time
- Fabricate and install remaining street name signs for the core downtown area (City of Littleton) \$35,000 + staff time
- Update and print the merchant directory brochure (City of Littleton) printing costs + staff time
- Research & apply for grants and revenue sources that could help reduce the capital costs of 2017 installed signage

### 2017 - YEAR THREE ACTION ITEMS, RESPONSIBLE PARTIES & NEEDED RESOURCES

- Communicate with the downtown merchant group to inform them of the anticipated construction efforts, and the timeline for installation of the new signs (City of Littleton) Staff time
- Fabricate and install remaining street name signs for the core downtown area (City of Littleton) \$45,000 + staff time
- Update and print the merchant directory brochure (City of Littleton) printing costs + staff time
- Research & apply for grants and revenue sources that could help reduce the capital costs of 2017 installed signage
- Walk the downtown project area with the on-call signage & wayfinding maintenance consultant to do a visual audit of the condition of the 2015/2016 installed signage (make note of any condition issues/concerns)

# Signage System Overview



# Historic Downtown Littleton

SIGNAGE &  
WAYFINDING  
**PROJECT**

Existing Conditions  
Report

2014.05.05



# 01

## Introduction

### DOWNTOWN LITTLETON PROJECT AREA

Littleton's historic downtown core occupies a roughly football shape between the South Rio Grande Railway (to the east), Santa Fe Drive (to the west), the Arapahoe Community College (to the south) and the Arapahoe County office building (to the north). Running east-west through the downtown, the historic Main Street shopping district is a walkable, pedestrian-friendly spine that provides residents and visitors with a unique and memorable shopping, dining and entertainment experience.

Located along the RTD light rail system, the Downtown Littleton station is the 'main street' stop of the C and D transit lines. The downtown Littleton Park and Ride offers 361 parking spaces, 28 bike racks, and 12 bike lockers, and carries approximately 3534 riders to-and-from downtown Littleton each weekday.

As the center of Littleton's historic growth, the downtown area includes several important historic sites and local landmarks. A walk through the downtown provides a tangible connection to Littleton's historic growth and development.

The downtown area also includes important linkages to Littleton's parks and green spaces. A connection to Little's Creek Trail runs through the downtown core and links to the Mary Carter Greenway Trail just west of downtown. Near the center of downtown, Bega Park provides visitors and residents with a small shaded green that connects Main Street to Alamo Street and the RTD station.

In addition to numerous civic, shopping and retail destinations, downtown Littleton also includes several historic residential neighborhoods, including a pocket of homes just north of the historic Main Street district.

Overall, the downtown core represents the heart of the Littleton community. It is a place for gathering, celebrations, shopping, dining and coming together as a community - it is the front door to Littleton's culture and sense of place.

### Purpose of the Existing Conditions Report

The Existing Conditions Report documents the look, feel and function of Littleton's current signage and wayfinding elements. The report is organized into the following sections:

- Gateways & Entrances
- Destinations
- Street Types & Locations
- Green Spaces & Trails

Roughly a football shape, the downtown project area includes the Main Street and Alamo Street shopping districts, several civic buildings, a residential area, the Arapahoe Community College, the RTD light rail/bus station and the City of Littleton offices.

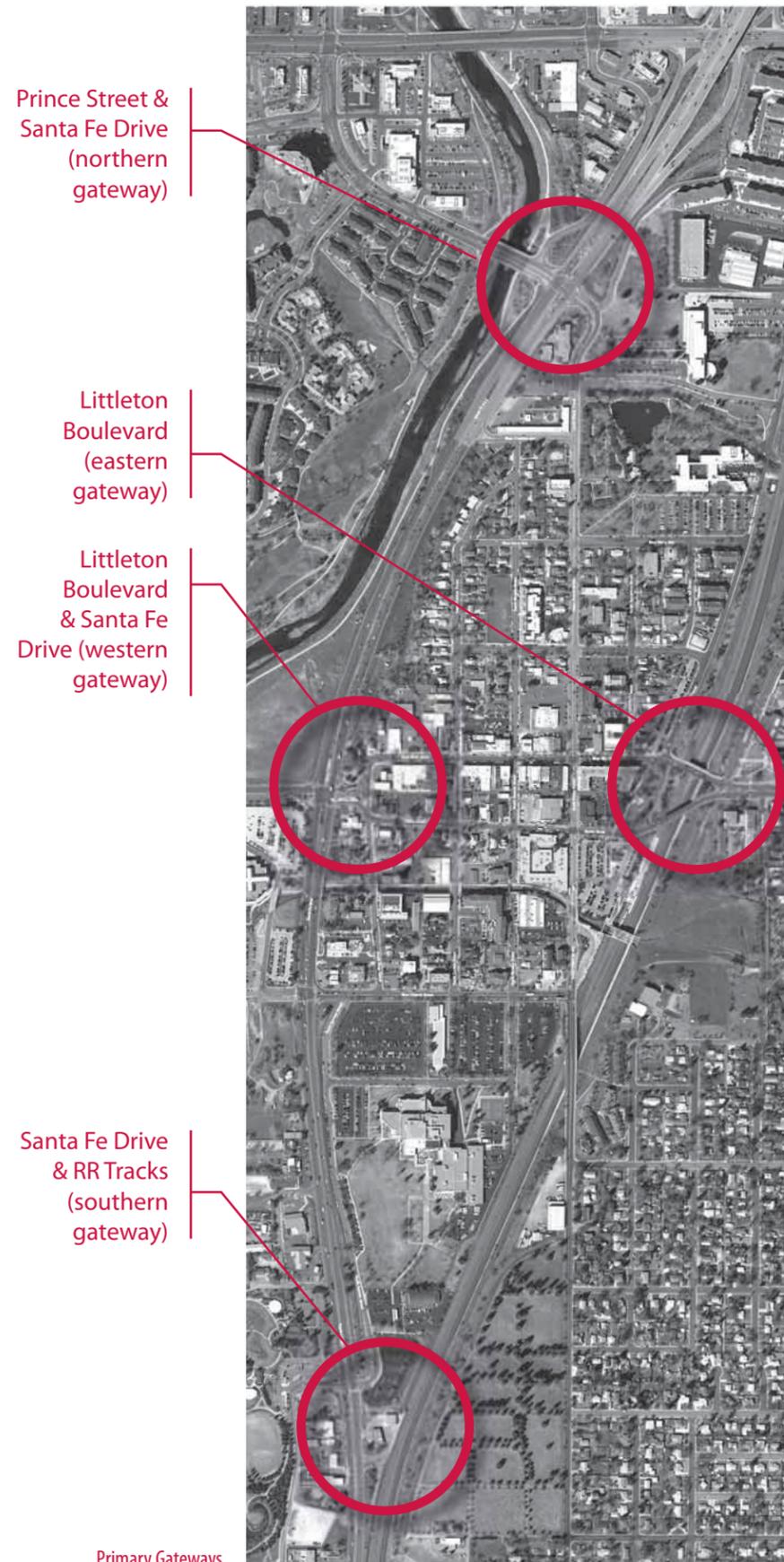


# 02

## Gateways & Entrances

### Challenges of the Santa Fe Drive Gateway Entrances

- Santa Fe Drive has 4-6 travel lanes, with traffic speeds of 55 MPH
- Although there are traffic signals and right-turn lanes at the Prince Street and Littleton Boulevard intersections, there is little in the physical environment that gives drivers the notice they need to merge into the turn lanes prior to reaching the intersection
- The existing brick gateway planters are very low and difficult to see from the height of passing autos.
- The only visible historic downtown core buildings are at the intersection of Littleton Boulevard and Santa Fe Drive, and they either have their backs to Santa Fe (Carnegie Library building) or are set too far back from the highway to be easily visible.



Primary Gateways

### PRIMARY GATEWAYS & ENTRANCES

Gateways and entrances into the downtown core are an important component of a signage and wayfinding plan. Not only do these areas help define the boundaries of the downtown district, they also serve an important role in orienting and welcoming residents and visitors into the district.

#### Santa Fe Drive Entrances - Littleton Boulevard (Main Street/Alamo Street) & Prince Street

The Littleton downtown core has three of its four main gateways located along Santa Fe Drive, a major State Highway that carries over 59,000 autos per day. The speed limit along Santa Fe Drive is 55 MPH. With high speeds and high traffic volumes, Santa Fe poses a significant hurdle to visibility of downtown Littleton, which can only be accessed by choosing to make a turn off the highway.

Recognizing the importance of these primary entrances into the historic downtown core, signage and wayfinding improvements have been installed at these entrances. A palette of low red brick walls and planted beds (some with the 'City of Littleton' label) are currently installed at all primary gateways. The most significant of these red brick elements is located at the southern end of the district. In this area, there are multiple red brick planters and a 'City of Littleton' logo done in powder-coated steel.

At the Littleton Boulevard entrance, additional circular red brick planters are located north and south of Main Street, and in the refuge island located in front of the historic Hill General Store building that fronts Santa Fe Drive.

To the north, at the Prince Street and Santa Fe Drive intersection, a large brick planter is visible to traffic traveling southbound on Santa Fe Drive. There are several large trees in this planter, which also contains a wooden 'Littleton Historic District' sign. Along the western edge of Santa Fe Drive, a large sculpture ("Coming Home" by Susan Grant Raymond) also reinforces that this area is an important gateway into Littleton.



Southern Primary Gateway



Brick Planter at Intersection of Littleton Boulevard and Santa Fe Drive



Brick Planter at Intersection of Littleton Boulevard and Santa Fe Drive



Detail of Wooden 'Main Street Historic District' Signage in Brick Planter at Northern Gateway



At the intersection of Littleton Boulevard and Santa Fe Drive, there are several challenges to creating an effective, visible and memorable gateway experience. The setback of buildings from the highway (or their orientation with the 'back' of the building facing the highway) make it difficult for motorists to perceive the historic downtown core.

Although the existing brick planters establish a palette of materials for the primary gateways, their low height and lack of large-scale plantings, signs and/or artistic features make them hard to see and not very effective in communicating the importance of these entrances into the downtown core.



## Entering from the East: Littleton Boulevard Becomes Main Street

Due to the barrier of the railroad tracks, there is only one primary gateway entrance into the downtown core from the east. Adjacent to the historic Arapahoe County Courthouse, Littleton Boulevard divides to become Main Street (westbound) and Alamo Street (eastbound). As the road divides just east of the railroad track overpass, a brick planter and sculpture (“Year of Sundays” by Rik Sargent) announce arrival into downtown.

In addition to the red brick planter and sculpture, there is an additional wooden painted ‘Main Street Historic District’ sign located north of the planters, in a planted area on the opposite side of the street.

Multiple/overlapping signage at the eastern entrance into downtown Littleton



“Year of Sunday’s” sculpture marks the eastern edge of the downtown core (note how the color of the sculpture blends in with the evergreens behind it)

## Challenges of the Littleton Boulevard Gateway Entrance

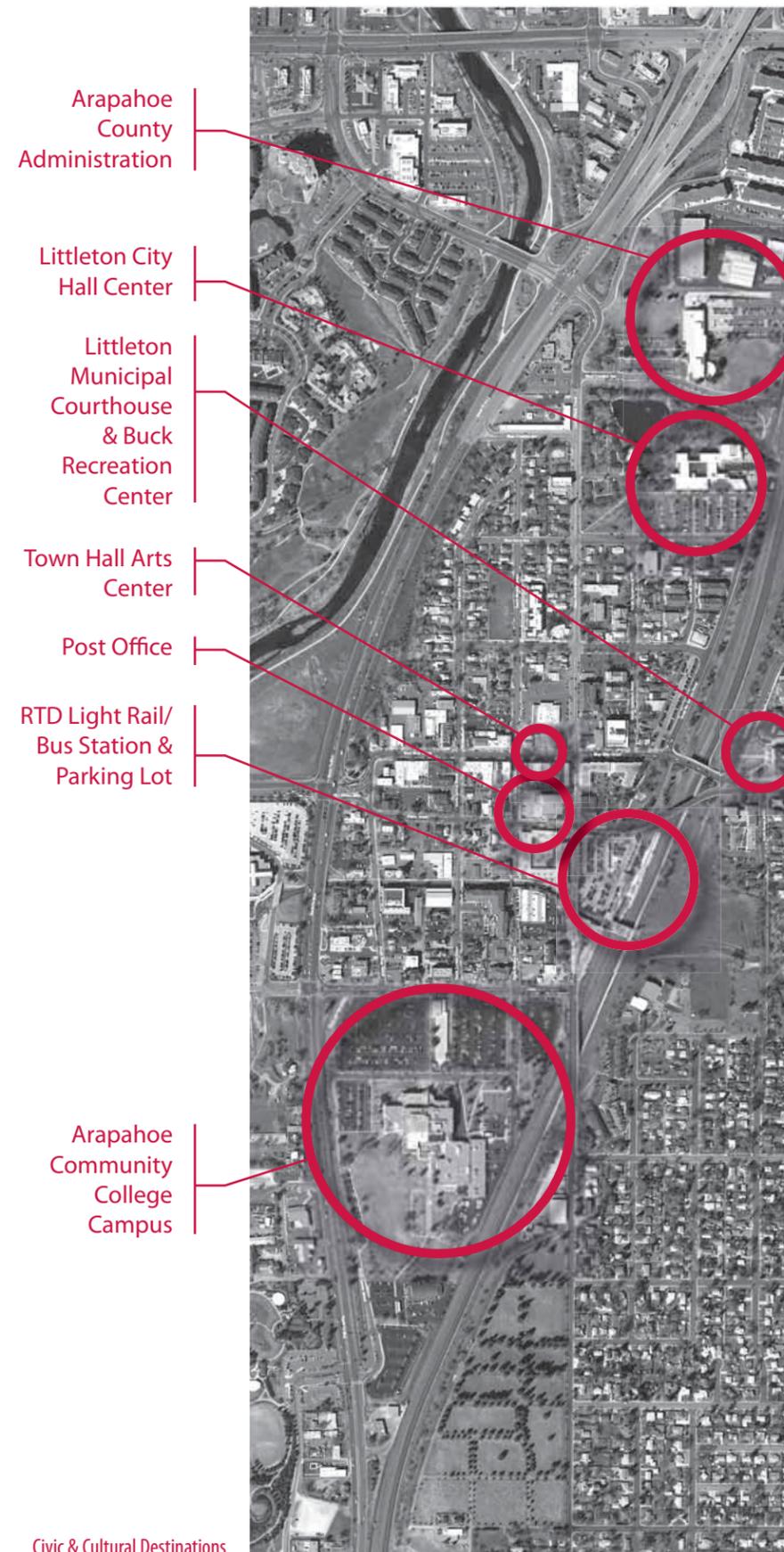
- Multiple travel lanes reduce sight lines to the red brick planters and sculpture
- Multiple signs north of Littleton Boulevard look cluttered and reduce the effectiveness of conveying the entrance into downtown
- The red brick planters are blocked by overgrown juniper shrubs, and the green color of the sculpture blends in with the backdrop of planted evergreens

# 03

## Destinations

### Challenges of Orienting Residents and Visitors to Downtown Destinations

- Although the downtown core is compact, many of the destinations are not located along the Main Street core
- Some destinations (the RTD light rail station, the ACC campus, the Buck Recreation Center, etc) are set back from the main thoroughfares, or separated from them by large parking lots
- Destinations on the eastern side of the railroad can only be accessed by walking across an overpass, which limits penetration points from east to west
- For major regional destinations (such as the Arapahoe County Administration building), it will be important to design signage that points visitors to the downtown core - however, some of these destinations may not allow City of Littleton signage within their property



Civic & Cultural Destinations

### CIVIC & CULTURAL DESTINATIONS

Littleton's downtown core contains a number of significant civic and cultural destinations that support local and regional community needs. From a signage and wayfinding perspective, many of these destinations are set back from major thoroughfares, and rely on signs placed near major intersections to help direct visitors to the front door. Some of these destinations also have large regional draws, and areas like the Arapahoe Community College, the RTD station, the Littleton Center and the Arapahoe County Administration building all have large adjacent parking lots that support large influxes of students, workers, commuters and visitors.

Although somewhat dispersed within the downtown core, each of these destinations is within easy walking distance of Main Street. However, for those destinations not located on Main Street, there is little in the physical environment of Main to indicate how close and walkable these areas are from the downtown retail and shopping core. One example of this is represented in the lack of connection between Arapahoe Community College (ACC) and the downtown shopping core. Very few students walk to the downtown retail core for shopping or eating, and instead, prefer to frequent adjacent fast food restaurants or the newly established lunchtime food truck service. However, with over 17,000 enrolled students and over 700 faculty and staff, ACC provides a unique opportunity to encourage spill-over of students into the downtown core.



Arapahoe County Administration building signage along the eastern edge of Prince Street, north of the downtown retail core



Littleton Center signage adjacent to the on-site parking lot



Littleton Center signage along the eastern edge of Prince Street, north of the downtown retail core



RTD Park-n-Ride signage at the intersection of Prince and Alamo Streets



Littleton Courthouse (Buck Recreation Center visible in background)



The US Post Office has a downtown presence along Prince Street, between Main Street and Alamo



The Arapahoe Community College Art & Design Center makes an important physical link between the downtown core and the main college campus



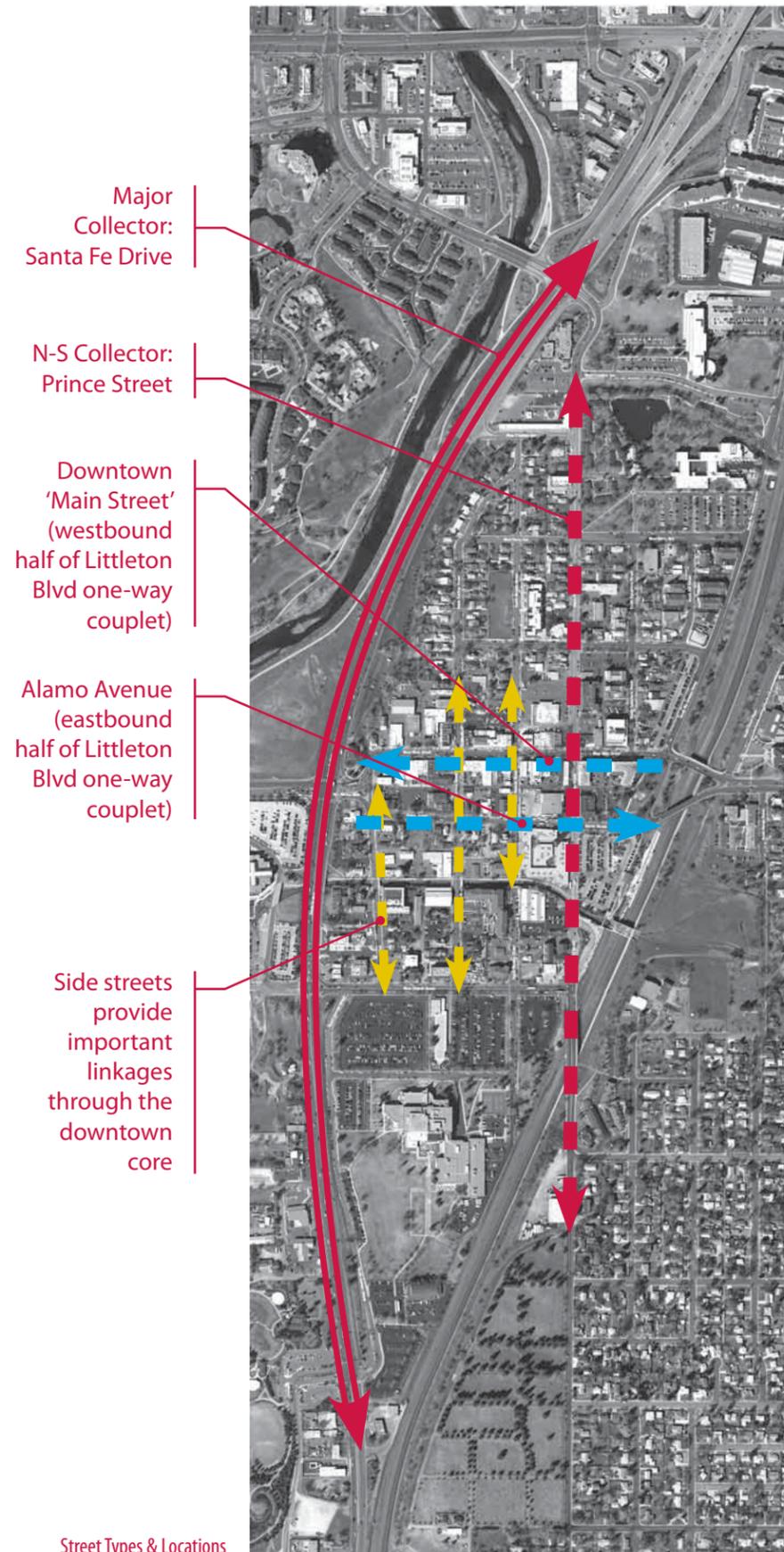
The Littleton RTD Park and Ride is a regional draw for residents and visitors wanting to use multi-modal transportation options

# 04

## Street Types & Locations

### Challenges of Designing Signage for Different Downtown Street Types

- Traffic volumes, traffic speeds and Right-of-Way widths along Santa Fe Drive make it difficult to notice existing signage and gateway features, and new features will need to be prominent enough to be visible
- Although an important shopping/retail/office street, Alamo feels disconnected from the downtown core
- Main Street is not easily visible from Alamo Street, and without signage and wayfinding, visitors may not be aware of their proximity to downtown when traveling along Alamo
- Side streets (N-S) provide important linkages to trails, residential neighborhoods and ACC, but not all side streets make complete N-S connections, and the experience of 'guessing' which streets connect can be frustrating



Street Types & Locations

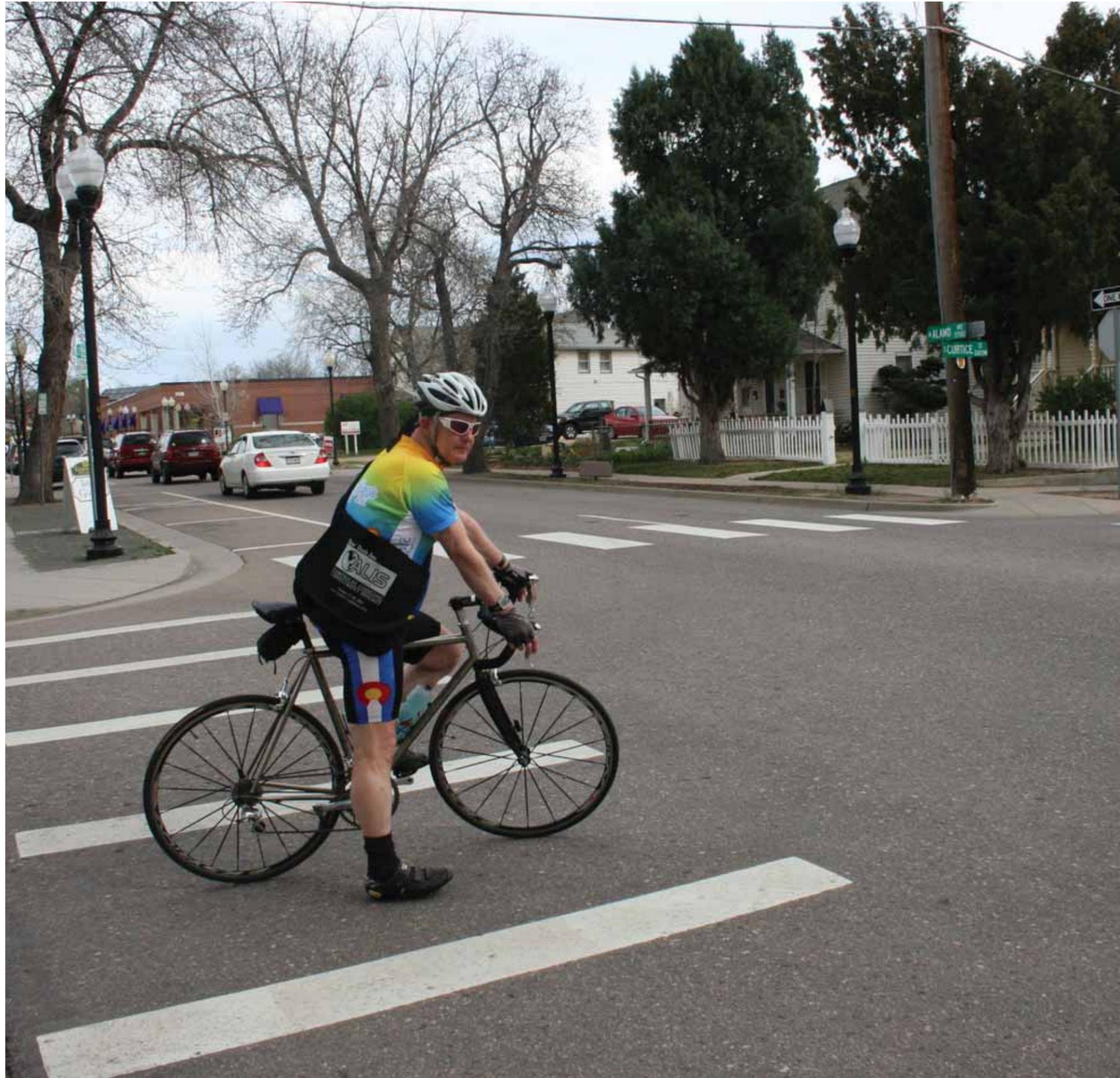
### STREET TYPES & LOCATIONS

Downtown Littleton has a number of very different street types, each with their own unique signage and wayfinding needs. As the largest street with the highest traffic volumes and speed, Santa Fe Drive offers the most opportunities for promoting the historic downtown core, but limited right-of-way areas and Colorado Department of Transportation regulations present several challenges to creating additional signage along this corridor. However, there are several major entrances into downtown Littleton from this arterial, and efforts to create a palette of signage, banners and promotional elements for this corridor would have significant impacts on driver awareness of the downtown Littleton Main Street district.

Prince Street is another significant collector street, although it's volume (just over 7000 trips per day) is significantly less than that of Santa Fe Drive (with over 70,000 trips per day). However, although this arterial does not carry the volume of traffic of a major collector, it is an important local collector street that provides access to many of Littleton's downtown destinations, including ACC, the RTD Station, Main Street & Alamo Avenue, the Littleton Center, the Post Office and the Arapahoe County Administration Building. South of the downtown core, Prince Street passes through several dense residential neighborhoods, and its use as a residential collector that funnels traffic from neighborhoods into downtown plays a significant role in planning for downtown signage and wayfinding.

The most significant east-west streets within the downtown core are Main Street and Alamo Avenue, each of which carry one-way traffic through the downtown core, and which join to become Littleton Boulevard (a two-way street) east and west of the core downtown area. As two parts of a one-way couplet, Main and Alamo each function as a core street within the downtown shopping district. However, in both density and architectural character, Main Street is the principle downtown destination and the location for local parades, festival and events. With a more residential character, Alamo Avenue has evolved into a secondary shopping and professional service district, where businesses and retail storefronts have adaptively reused single family homes or one-story brick storefronts. From a streetscape perspective, Main Street has buildings that front directly to the street, and sidewalks that stretch from the building edge to the roadway. In contrast, the buildings along Alamo Avenue are mostly set back from the roadway, with narrower sidewalks buffered from the street by tree lawns.

Connecting Main Street and Alamo Avenue are a number of N-S running side streets, each with their own character and land use patterns. Although varied, most of these connecting side streets function as 'off-main' retail and business locations. In addition to supporting 'off-main' businesses, the two-way side streets also provide important vehicular circulation routes between the one-way streets of Main and Alamo. The N-S side streets also



Side streets create important connections within the downtown core. Here, a bicyclist uses Curtis Street to access the Little's Creek Trail.

provide important connections to ACC, the Little's Creek Trail and the City of Littleton on-street bike routes.

### Alamo Avenue & Main Street Awareness

Although Alamo Avenue boasts a number of successful and charming business and retail establishments, there are few clues in the physical environment that allude to the proximity of Main Street to Alamo. For this reason, visitors to downtown Littleton who travel east from Santa Fe Drive many not even be aware of Littleton's core Main Street district - even though it's only one block away! In the same fashion, visitors who come downtown to stroll, shop, eat and be entertained along Main Street may not be aware of the additional opportunities for shopping, services and entertainment located along the side streets and Alamo Street.

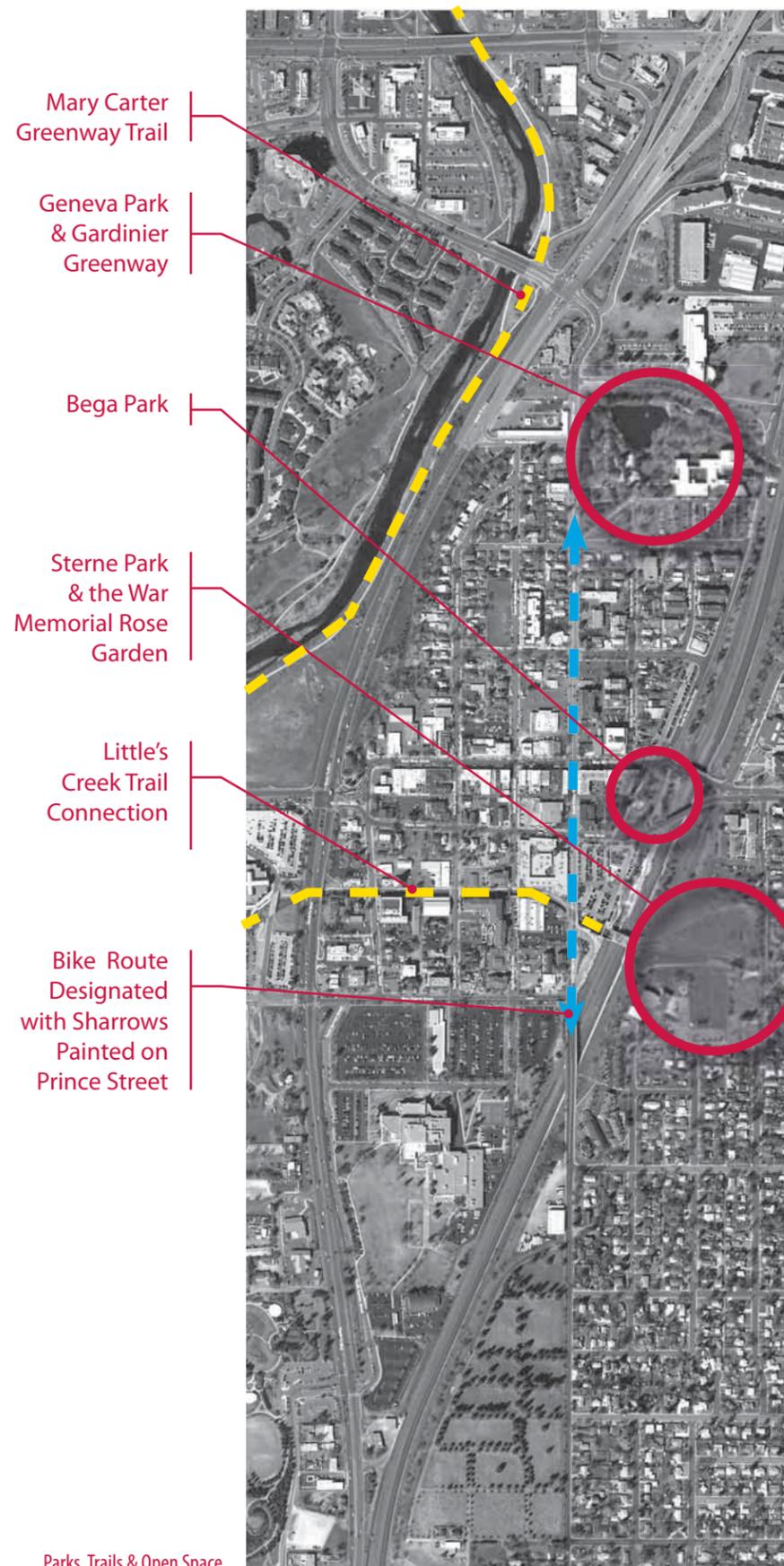
In order to help unify and connect the district, the new signage and wayfinding elements can help promote the different experiences of the district from the two major east-west streets - Alamo and Main Street. Along Alamo Avenue, directional signs for both autos and pedestrians can help point visitors toward Main Street via the side streets. Along Main Street, additional signage can help visitors understand the number and types of side-street and 'off-main' opportunities.

# 05

## Green Spaces & Trails

### Challenges of Designing Signage for Green Spaces, Trails & Open Space

- Many of the downtown green spaces and trails are set back from streets and major destinations, and can be difficult to find
- Green spaces and trails are co-managed by the South Suburban Park and Recreation District, and have signage and amenities that reflect the South Suburban palette and aesthetic (and any proposed changes to South Suburban signage will need to be coordinated with a South Suburban representative)
- Not all green spaces and trails have benches, shade, lighting and trash, and inviting more people into these spaces may necessitate additional improvements
- Not all trail/bike connections are complete, and signage may need to be adjusted as the system is finalized



Parks, Trails & Open Space

### DOWNTOWN PARKS, OPEN SPACE, TRAILS AND RECREATION AREAS

Downtown Littleton has a variety of park-like green spaces that invite residents and visitors to relax and connect with nature and each other. These parks, trails and open spaces contribute to the small-town livability of downtown Littleton, and create opportunities for healthy recreation and contemplation.

Although significant in size, many of the green spaces and trails that connect to downtown Littleton are not visible from the major streets and roadways. In those areas that are more visible and accessible, a lack of daily, active programming of the spaces reduces their potential use. Several of the green spaces are also lacking benches, shade, accessible walkways and other amenities that would make them more appealing for daily use.

### Signage & Wayfinding Elements - An Asset to Underutilized Trails and Green Spaces

In order to help promote the green spaces and trails within the downtown core, new pedestrian directional signage will point to the locations of parks and trails, and indicate the distance and walk-time needed to get to each destination. This type of signage is especially important when directing visitors to parks, trails and open space adjacent to the major downtown routes, but a block or two away from the Main Street core.

### Bega Park - Downtown's Most Prominent Green Space

Located at the eastern edge of the downtown core, Bega Park is a small green space designed to honor the relationship between Littleton and its sister city of Bega, Australia. Redesigned in 1997, the park includes a colored concrete world map with Littleton, Colorado and Bega, Australia marked. A concrete pathway provides a pedestrian connection between the RTD station, Main Street and the overflow RTD parking lot north of Main Street.

Visible from Main Street, and heavily used by light rail and bus commuters as a walkway, Bega Park is both a visible and useful green space that connects directly to the downtown core. Managed by the South Suburban Park and Recreational District, it has signage and amenities that reflect a South Suburban Rec palette.



South Suburban Park and Recreation District Signage in Bega Park

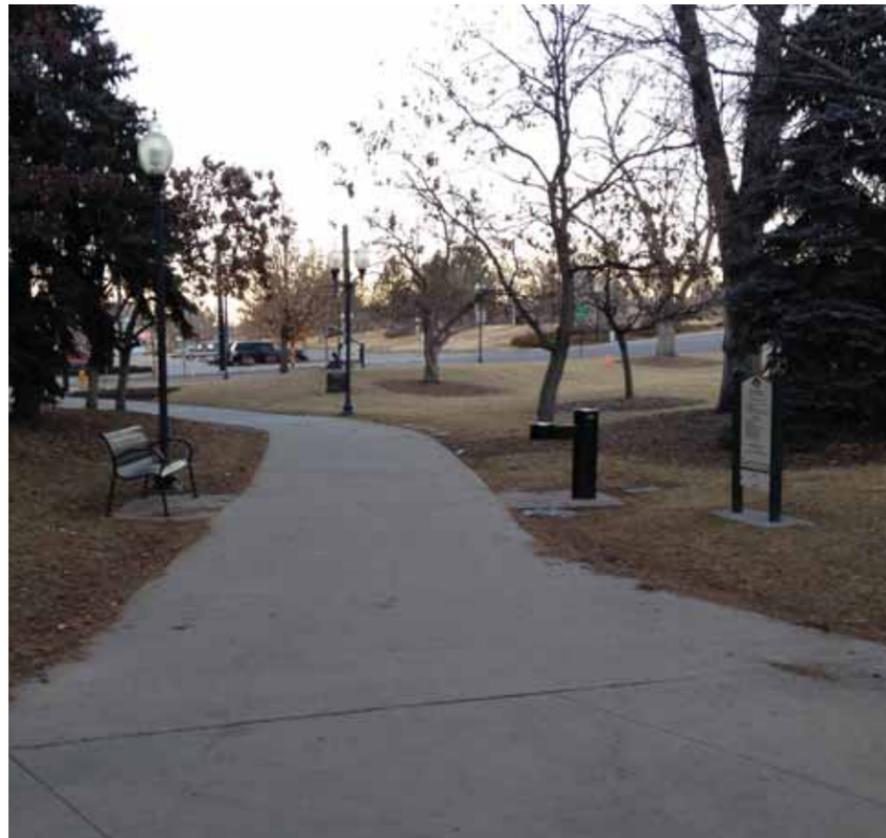
### Geneva Park & Gardinier Greenway

Geneva Park is one of downtown Littleton’s most beautiful public green spaces. Centered around a large pond and fountain, the park’s trails, grass, trees and small parking lot provide a welcome respite for both residents and visitors. Located next to the City of Littleton Center, Geneva Park has multiple walkways connecting it to the main city building complex. However, from Prince Street (the adjacent collector street), there are few physical or visual connections to the park, which reduces its ability to be used and appreciated.

One area of opportunity for increasing the visibility of Geneva Park is through the Gardinier Greenway, which runs parallel to West Crestline Avenue, north of Geneva Park. Although there is no existing trail connection from Prince Street along the Gardinier Greenway, there is an opportunity to utilize the existing attached sidewalk along the southern edge of Crestline Avenue to access the park area. Currently, there is a wooden ‘Gardinier Greenway’ sign along Prince Street, and by locating a new, more prominent sign in this area (along with some additional landscaping, benches, interpretive panels and an enlarged concrete gateway area), this connection to the Gardinier Greenway and Geneva Park can be made more visible and accessible.



Existing wooden ‘Gardinier Greenway’ signage adjacent to Prince Street



Pathway connection linking the RTD station to Main Street (through Bega Park)

### Mary Carter Greenway Trail

Located west of Santa Fe Drive, the Mary Carter Greenway Trail provides regional linkages to Englewood, Denver and beyond. As a regional trail, its eight miles provide a connection from Littleton to the Platte River Trail. Adjacent to the paved trail, a crusher fine pathway provides an alternative surface for runners and walkers.

Due to its location on the western side of Santa Fe Drive, the Mary Carter trail is most easily accessed by using the Littles Creek Trail located two blocks south of Main Street. The Littles Creek Trail passes under Santa Fe Drive, and reduces potential conflicts between bicyclists and autos. At the intersection of Prince Street and Santa Fe Drive, an at-grade striped pedestrian and bicycle crossing provides another linkage to the Mary Carter Greenway Trail. However, the speed and volumes of traffic on both Prince Street and Santa Fe Drive make this bicycle connection less appealing for novice riders.

Additional signage and improvements at the intersection of Crestline and Prince would make Geneva Park more visible and accessible





Sharrows along Prince Street provide linkages between the downtown core and the Mary Carter Trail



No trail signage exists at the intersection of Main Street and Curtice Street (although an at-grade trail connection exists along Curtice Street)



Crossing Santa Fe Drive at Prince Street on foot or by bike feels difficult and unsafe/unfriendly

### Little's Creek Trail Connection

Little's Creek trail provides a critical connection from the downtown core to a regional network of accessible, well-maintained bike and pedestrian trails. Running 2 blocks south of Main Street, Little's Creek trail is sunken, and therefore only accessible from ramps at Rapp Street, Curtice Street and Prince Street. Although brick monuments mark the street entrances to the trail, there are no signs or markers along Alamo or Main Street that direct cyclists and pedestrians to the trail. Conversely, there is no directional or map-based signage at the three downtown trail exit points that helps bicyclists and pedestrians exiting the trail to know how to get to the Main Street shopping district.



Little's Creek Trail signage at the intersection of Curtice Street and Alamo would help call attention to this important regional trail connection

# 06

## Regulatory, Temporary and Announcement Signage



Many regulatory signs take advantage of existing poles and surfaces. Some are grouped on existing light poles, while others are located on perforated square tube steel poles.



Signage promoting the downtown district and its nearby amenities varies widely in character, materiality, size and style.



Static business directory signage quickly becomes out-of-date, and unlike digital directories, cannot be 'taken along' with pedestrians as they walk through the downtown district.



Enclosures for newspaper and advertisement boxes fall into both 'signage' and 'street furnishings' categories. Along Main Street, new enclosures would help organize and unify these areas, increasing the legibility and appeal of the downtown streetscape.



There are several types of temporary signage within the downtown core. Seasonal/event banners are installed on light poles and across Main Street's eastern gateway. Along Alamo, sandwich board signs and temporary yard-type signage help promote businesses to passing cars and people.



The perception that parking is plentiful and easily accessible is critical to the overall appeal of visiting a downtown district



# 07

## Preliminary Signage Recommendations

### PRELIMINARY SIGNAGE AND WAYFINDING RECOMMENDATIONS FOR THE DOWNTOWN DISTRICT

#### Gateways & Entrances

Although the existing brick planters at downtown gateways and entrances establish a uniform style and palette of materials, they are too low and underscaled to properly announce the entry points into downtown Littleton. In order to improve the gateway experience, the following recommendations should be followed:

1. Retain the existing brick planters, but remove the outdated juniper shrubs and replace them with a sweeping palette of native grasses (to the sides of the planters and within the planters where space allows). In front of the planters, use a low-growing groundcover or rock mulch to provide a backdrop for the brickwork.
2. Where space permits, install backlit and pinmounted 'City of Littleton' letters on the front of the brick planters.
3. Within the planters, install large, vertical art pieces in keeping with the final approved downtown signage palette. These elements can be illuminated, kinetic and/or sculptural. The goal of these larger gateway elements is to create a strong sense of entry into the downtown through art, color and light (and not with words and type). Where there are multiple brick planters (at the western end of Littleton Boulevard and at the southern edge of the downtown district), multiple sculptural elements should be installed in each planter, creating a unified and artistic tableau.
4. At the eastern gateway into downtown, install the red crosswalk treatments found in other prominent downtown intersection crossings. Retain the existing sculpture at this location, but consider planting some additional tall grasses behind the sculpture to better showcase the artwork and help alleviate it blending into the existing evergreens.

#### Destinations

There are a variety of destinations within the downtown core, and the signage for each of these areas has a different look/feel. In order to create a unified palette for destinations, the following guidelines should be followed:

1. All City of Littleton destination signage should have the same look and style, and be sized according to its location and viewing distance.
2. Beyond the signage, the areas around prominent destination signage should have an unified landscape palette of trees, shrubs and groundcovers. Ideally, a fresh combination of ornamental grasses,

small-scale flowering trees and low-growing groundcovers or seasonal bulb beds should provide context and a backdrop for all destination signage.

3. For destinations not under the City of Littleton's jurisdiction (such as the RTD station, ACC, and the Post Office), discussions regarding the benefit of installing and maintaining the new backdrop palette of signature trees and shrubs should be undertaken, and where possible, agreements made so that divergent signs can still reference the look and feel of the City of Littleton downtown plant palette.
4. All walkable downtown destinations should be included within the 'Auto/Pedestrian Navigation' sign standard, which will indicate the direction of the destination, the number of blocks to get there, and the average walk time needed to access the destination from the 'Auto/Pedestrian Navigation' sign. Where possible, 'Auto/Pedestrian Navigation' signage should be located at intersections, however, mid-block signs may also be used, where needed.

#### Street Types & Locations

Being able to access and move within the downtown core is key to its legibility and perceived friendliness. The existing downtown core is surrounded by a number of high-traffic volume streets, and the one-way couplet of Main Street and Alamo through the core of downtown can make auto navigation murky and difficult. In order to make the experience of traveling to and within the downtown more transparent, the following guidelines should be followed:

1. Along Santa Fe Drive, the signage and wayfinding elements at the gateway areas should be scaled to be visible and eye-catching. Where possible, additional gateway features should be installed in the medians along Santa Fe Drive. These additional banner poles or artistic features can help provide additional lead-time for motorists to make a choice to turn into the downtown core.
2. 'Auto/Pedestrian Navigation' signage should be installed along Alamo Avenue. These signs should point to destinations within the downtown core, and help unite Alamo Avenue and Main Street.
3. At the intersections of Main Street, Alamo and the side streets, signs that promote the side-street and Alamo Avenue businesses will help support the marketing efforts of these 'off-main' businesses, offices and retailers.
4. Existing green street name signs should be updated to reflect the look and feel of the new downtown signage. Options such as black letters on a white background will help distinguish street signs within the downtown core

## Green Spaces and Trails

Although there are a number of significant green spaces within the downtown core, their lack of visibility reduces their use and appeal. Adjacent trail systems are also difficult to see and access from the downtown core, even though they are only a few blocks away. Green spaces and trails are valuable community amenities, and the following guidelines will help make them more accessible and legible:

1. For park spaces like Geneva that are set back from major roadways, new destination signage should be installed along the roadway to help point visitors to the off-street parks.
2. Where regional trails cross through park spaces, the destination park signage should include a trail map that indicates the trail location and how it connects to larger trail networks. Trail lengths should be given in miles, where appropriate.
3. At intersections that connect to the Little's Creek Trail (Curtice, Rapp and Prince), trail-specific signage should point visitors to the access routes. This trail signage should also include a trail map (with distances). The same trail markers should be repeated at the trail access points, where they can help trail users orient themselves to the downtown core.
4. Green spaces and parks are excellent locations for installing a series of signage panels that celebrate Littleton's history, culture and people. The pathway connection through Bega Park is one example of a location where multiple, visually engaging interpretive signs could provide an excellent storytelling opportunity.

## Regulatory, Temporary & Announcement Signage

Signage that makes visitors and residents aware of the rules governing parking, noise levels, and auto and pedestrian movements is critical to the success of a downtown wayfinding program. Additionally, temporary/ banner-type signs also provide important information to visitors, and help raise awareness for festivals, events and celebrations that have the potential to draw larger crowds into the downtown core. In order to make the most of these signage types, the following guidelines should be considered:

1. Within the downtown core, parking and other regulatory signage has been installed on a variety of pole types. In order to unify the look and feel of regulatory signage, the more 'Victorian' pole should be used as the standard for parking signage (along Main Street, Alamo Avenue, Prince Street and other streets where the Sternberg lights are installed).
2. For temporary/banner signage, a unified palette of colors, fonts and symbols should be used to support the overall brand and sense of place

within the downtown core. Building on the existing banner program, the current graphics should be analyzed and updated, and new messages and events programmed.

3. After coordinating with the City of Littleton Public Works Department and the Colorado Department of Transportation (CDOT), the potential for expanding the temporary banner program to poles installed in the Santa Fe median should be explored.
4. There are several 'blank wall' opportunities along Prince Street and Santa Fe Drive that can be decorated with murals that celebrate the history and culture of downtown Littleton.

The back wall of the Essex Motel (facing Prince Street) is an excellent opportunity for a painted mural celebrating the arrival into downtown Littleton







Historic  
Downtown  
Littleton

SIGNAGE &  
WAYFINDING  
**PROJECT**

Document Review  
Summary DRAFT

2014.05.05



# 01

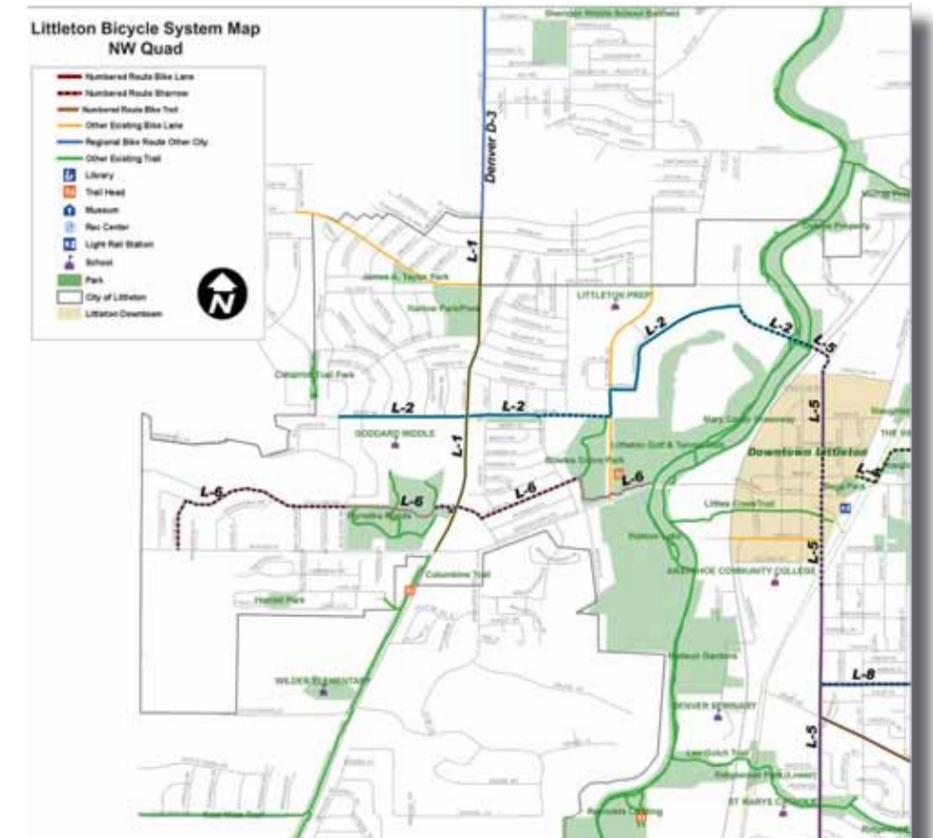
## Document Review Overview

### PURPOSE OF THE DOCUMENT REVIEW

Reviewing past City of Littleton planning and design efforts not only provides a perspective on the regulations and standards specific to downtown Littleton, it also strengthens the depth of the potential signage and wayfinding improvements. As community storytelling elements, signage and wayfinding elements are most successful when they accurately and deeply resonate with a location's history, culture, people and vision. To this end, reviewing the planning and design documents provides insights into what a community values, and how they would like to grow and improve. For the Downtown Signage and Wayfinding Plan, the document review provides a foundation for the themes, locations and design styles of potential signs, and how they can support established community goals.

### Documents Reviewed

- 2005 & 2013 Comprehensive Plans
- Downtown Neighborhood Plan
- Littleton Downtown Design Standards and Guidelines
- Littleton Boulevard Corridor Study
- Downtown District Marketing Plan
- Littleton Bike/Pedestrian Master Plan
- Brand Book
- South Suburban Parks and Rec Master Plans, Trail Maps and Signage Plans
- Transportation Plans (including traffic counts for primary community gateways)
- Littleton Sign Code
- Littleton Merchant/Property Owner Survey
- Littleton Community Scorecard 2013/2014



Reviewing completed or in-progress planning and design projects provides invaluable insights into the location and design of signage and wayfinding elements within the downtown core.

# 02

## 2005 & 2013

# Comprehensive Plans

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### 2005 COMP PLAN REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

- The City should strengthen the identity of entrances into Littleton
- The sense of entering the City is an important contributor to community identity
- Gateways include: city entryway signage, monumentation and landscaping.
- Formalize downtown entries at Prince Street, Bowles Avenue and Church Avenue with gateways including downtown elements such as lights, identification graphics and landscaping.

##### Destinations

- The Carnegie Library building and the old Town Hall building, which have been officially designated as historic landmarks, be preserved as local historic monuments.

##### Street Types & Locations

- Continued beautification efforts along major thoroughfares be encouraged as a joint effort of the property owners and the City government.
- Eliminate oversized signs, unimproved property boundaries and poorly screened storage, utility and service areas within the South Santa Fe Corridor.
- Increase the Visibility and Presence of Downtown Littleton on South Santa Fe Drive Between Prince Street and Church Avenue.

##### Green Spaces & Trails

- There should be pedestrianway connections between Arapahoe Community College and Main Street

##### Regulatory, Temporary & Announcement Signage

*There was no mention of this type of signage within the 2005 Comp Plan*

##### Character/Design Themes

- The “small town” character of Main Street should be retained
- Preserve and protect the prominent and historic view corridors of the foothills/mountains and the South Platte River corridor

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### 2013 COMP PLAN REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

- Create distinctive gateways to the city, Downtown, and other points of interest

##### Destinations

- ‘Downtown’ is identified as a neighborhood, zoned as mixed used within the core, and commercial along the Santa Fe Corridor
- Sterne Park
- The Buck Recreation Center
- The Shops at Woodlawn
- Littleton Downtown Light Rail Station
- Arapahoe Community College
- Side Street/Parallel Street Businesses
- Trail Connections
- Bike Path Connections
- The South Platte River (and Mary Carter Greenway Trail connection)
- Hudson Gardens
- The Littleton Museum

- The Carnegie Library
- The Courthouse
- Geneva Lodge
- The Denver and Rio Grande Railroad Depot
- Bowles Plaza
- Writer's Vista Park
- Littleton Town Hall
- Bemis Library
- County Government Offices
- Richard Little Home
- Big Dry Creek
- Little's Creek
- Lee Gulch
- City-Owned/Managed Parking Lots
- Columbine Mill
- Post Office
- Bega Park
- Downtown should have active uses during both the day and night

#### **Street Types & Locations**

- Pedestrian-active street that connects Main Street and Arapahoe Community College

#### **Green Spaces & Trails**

- Increase the connections between Downtown Littleton and the river corridor, improve them, and make them more appealing
- Improve the trail and walkway network throughout the city, expanding the network to become a viable transportation, as well as recreation, alternative
- Locate parks and improve access to them so that every residence is

within a half-mile radius of a park and has a comfortable and inviting walk or bicycle ride to that park

- Highlight the river

#### **Regulatory, Temporary & Announcement Signage**

*There was no mention of this type of signage within the 2013 Comp Plan*

#### **Character/Design Themes**

- Small-town, family-friendly character
- Home to people of all ages and backgrounds
- Value livability, diversity, and progress
- Value the importance of human and natural resources
- Downtown has a small town character
- Generate a creative and comprehensive wayfinding system that reinforces Littleton's sense of place while providing directions within the City
- Build upon the assets that are unique to Littleton; for example, access to the river and the natural areas that adjoin much of it, history, schools, neighborhoods, cultural facilities, and public image.
- Encourage high quality design, architecture, landscape architecture, and public art throughout Littleton.

# 03

## Downtown Neighborhood Plan

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### DOWNTOWN NEIGHBORHOOD PLAN REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

- Major entries and routes into downtown should be highlighted
- Improve major entries and entry sequences. Improvements could include gateway features, buildings that frame the entry, sculpture, landscaping, and signage
- Main Street/Littleton Boulevard
- Main Street/Alamo Avenue/Santa Fe Drive
- Price Street/Santa Fe Drive
- Downtown Littleton Light Rail Station

##### Destinations

- Main Street District
- Downtown Neighborhood
- Residential Mixed-Use District
- Enhance connections between downtown and the neighborhoods to the east and west, across the railroad and Santa Fe Drive
- Main Street
- Little's Creek
- Arapahoe Community College is located at the southern end of the Downtown Neighborhood and has 18,000 students and 700 faculty and staff
- Cultural amenities, such as the Town Hall Arts Center, should be promoted in order to strengthen downtown as a cultural center
- Downtown's historic resources should be showcased
- The retail shops and restaurants along and near Main Street combine to create one of the most attractive shopping streets in the region.
- Downtown Littleton offers specialty retail that is one-of-a-kind.
- The City has a designated Main Street Historic District

##### Street Types & Locations

- The land uses and building forms along Main, Prince, Alamo, and Curtice streets should reinforce these multi-modal streets as the principal circulation routes for vehicles, pedestrians, and bicycles
- Develop site and streetscape design templates for Main, Alamo, Prince and Curtice streets
- Improve the pedestrian environment along Curtice Street with continuous wide sidewalks, street trees, and other pedestrian amenities to reinforce Curtice as downtown's primary north/south pedestrian connection between ACC and Main Street
- All parts of downtown should be simple to navigate and easily accessible for all modes of transportation
- Large, dense residential neighborhoods exist to the east and west of downtown, but walkability is difficult due to the barriers of the railroad and Santa Fe Drive

##### Green Spaces & Trails

- Explore the installation of artwork or other attractions that could serve as destinations in the parks, in order to draw people downtown
- Parks should be enhanced to encourage their use
- Promote and improve connections to Little's Creek Trail
- Enhance connections to South Platte and Sterne Parks
- Establish connections to Slaughterhouse Gulch
- Geneva Park is the largest park in the downtown area, but it suffers from a lack of visibility and has limited access from downtown
- Little's Creek and the Little's Creek trail connection are not easily accessible and visible from the downtown core (due to grade challenges)

**Regulatory, Temporary & Announcement Signage**

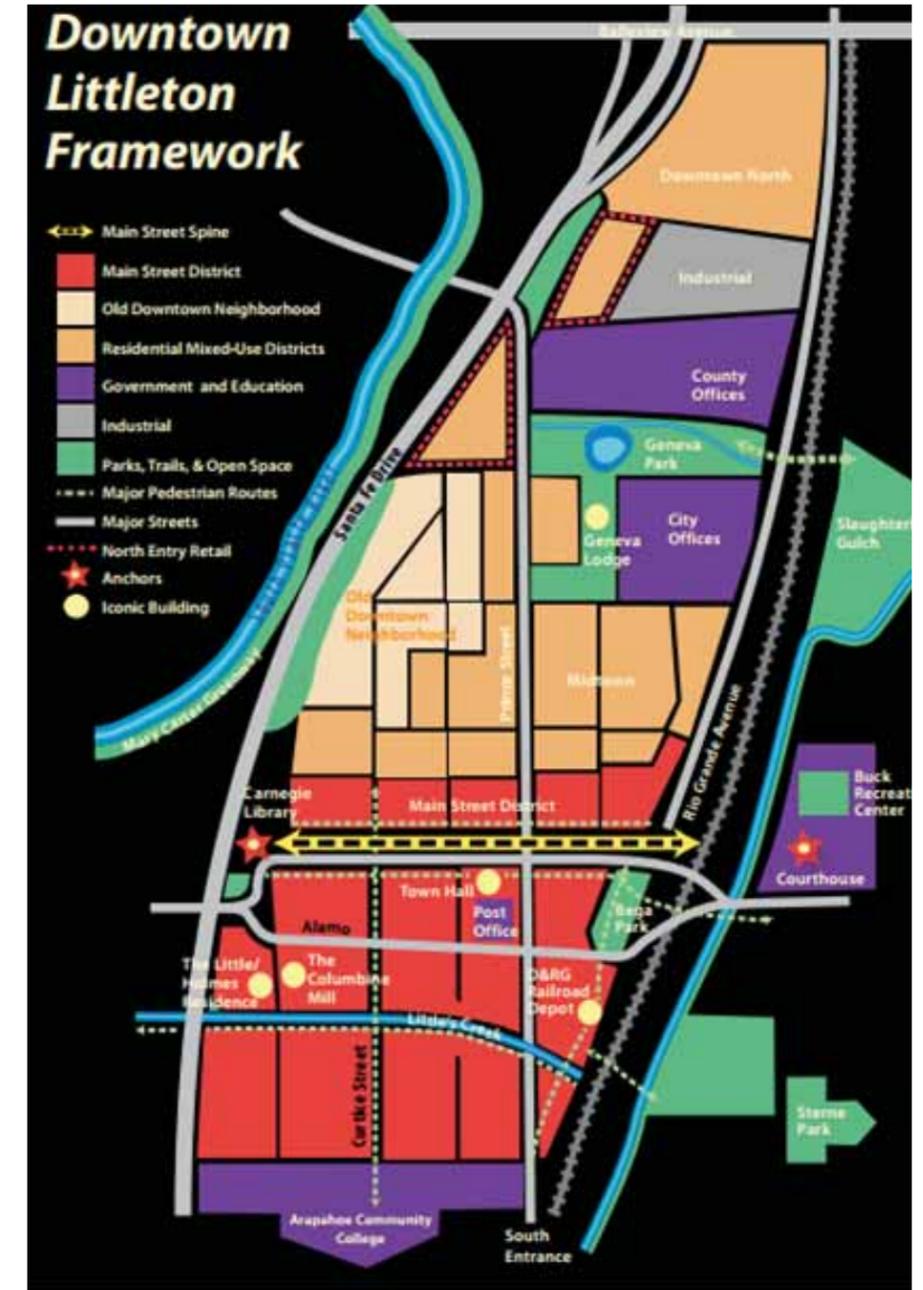
- Parking Management Program – can signage help reinforce parking management? 1173 free public parking spaces within 3 blocks of downtown
- Initiate a way-finding program that could include interactive signage and media, maps, brochures, advertising on the media, light rail, sidewalk plaques and other sidewalk enhancements
- Continue to use available technologies to promote businesses
- Identify programs to highlight the historic character of Downtown Littleton. This might also include new programs such as lighting historic landmarks, creating a descriptive historic plaque program, using interactive media, placing advertisements on light rail cars, or expanding existing walking tours

**Character/Design Themes**

- Downtown will inevitably grow and change over time, but will retain its historic, small town character, which is central to Littleton’s identity
- Historic structures
- Mountain views
- Pedestrian scale
- Historic Main Street is the image that comes to mind when people think about Downtown Littleton
- Small-Town Character
- Quality Design (enduring materials and a design that fits with downtown and that is timeless, appropriately scaled, and reflective of downtown’s character and livability)
- Sustainability
- Connectivity and Access
- Downtown Littleton is an authentic place, with iconic buildings and historic properties setting the tone



<b>Total free public parking spaces within three blocks of Main Street.....</b>	<b>1,173</b>
<b>Two-hour parking spaces.....</b>	<b>330</b>
<b>Unrestricted parking spaces.....</b>	<b>343</b>
<b>Evening and weekend parking spaces.....</b>	<b>500</b>



# 04

## Littleton Downtown Design Standards and Guidelines

### LITTLETON DOWNTOWN DESIGN STANDARDS AND GUIDELINES REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

- To acknowledge Prince Street as both a commercial entry to downtown Littleton, and as a compatible edge to the adjoining residential and institutional uses.

##### Destinations

- Littleton Center
- Northeastern Neighborhood
- Prince Street
- Northwestern Neighborhood
- Main Street
- Alamo Avenue
- Bowles/South Santa Fe Drive Entry Area
- Southern Neighborhood
- To maintain the architectural dominance of the two landmarks at either end of the street (the Carnegie Library and the old Arapahoe County Courthouse)
- Little's Creek is a unique asset to downtown in that it provides one of the very few grade separated pedestrian and bike crossings of South Santa Fe Drive. It also connects one of Littleton's largest employers with downtown and downtown's lightrail stop, as well as connecting to the Mary Carter Greenway. The creek channel and pedestrian / bike path itself should be made more attractive, like Cherry Creek in downtown Denver, so that it becomes something like a linear park.

##### Street Types & Locations

- The smaller scaled residential character in the western portion of Alamo Avenue should be maintained. New infill development should be able to continue this character even though the densities or the uses may be

different. In this portion of the Alamo Avenue subarea, new commercial or mixed use buildings should not have the same store-front character as Main Street in order to accentuate Main Street's role at the focus of downtown Littleton and to differentiate between the characteristics of the subareas.

- Alamo Avenue, despite being part of an arterial one-way pair street system, complements Main Street's small town character. However, there are significant differences. Alamo Avenue has two separate 'personalities.' Its western portion, up to about Nevada Street maintains a smaller scale residential character, resulting from the greater proportion of older houses to commercial buildings, the number of mature street trees and larger setbacks and front yards. Its eastern portion composed of larger scaled commercial buildings, and feels to be part of the Main Street downtown core.
- To orient and design buildings and open space elements in ways that help create a gateway from South Santa Fe Drive and Bowles Avenue into downtown and vice versa.
- Sidewalks uninterrupted by curb cuts and driveways shall be maximized in order to improve and support Main Street, Alamo Avenue and Rapp Street as walkable streets.
- South Curtice Street has the best potential to be an important pedestrian connection between Arapahoe Community College and Main Street. It has uses and buildings that face the street.

##### Green Spaces & Trails

- Parks should be more fully developed as amenities to the entire downtown area. They should encourage use by downtown residents as well as by city employees

##### Regulatory, Temporary & Announcement Signage

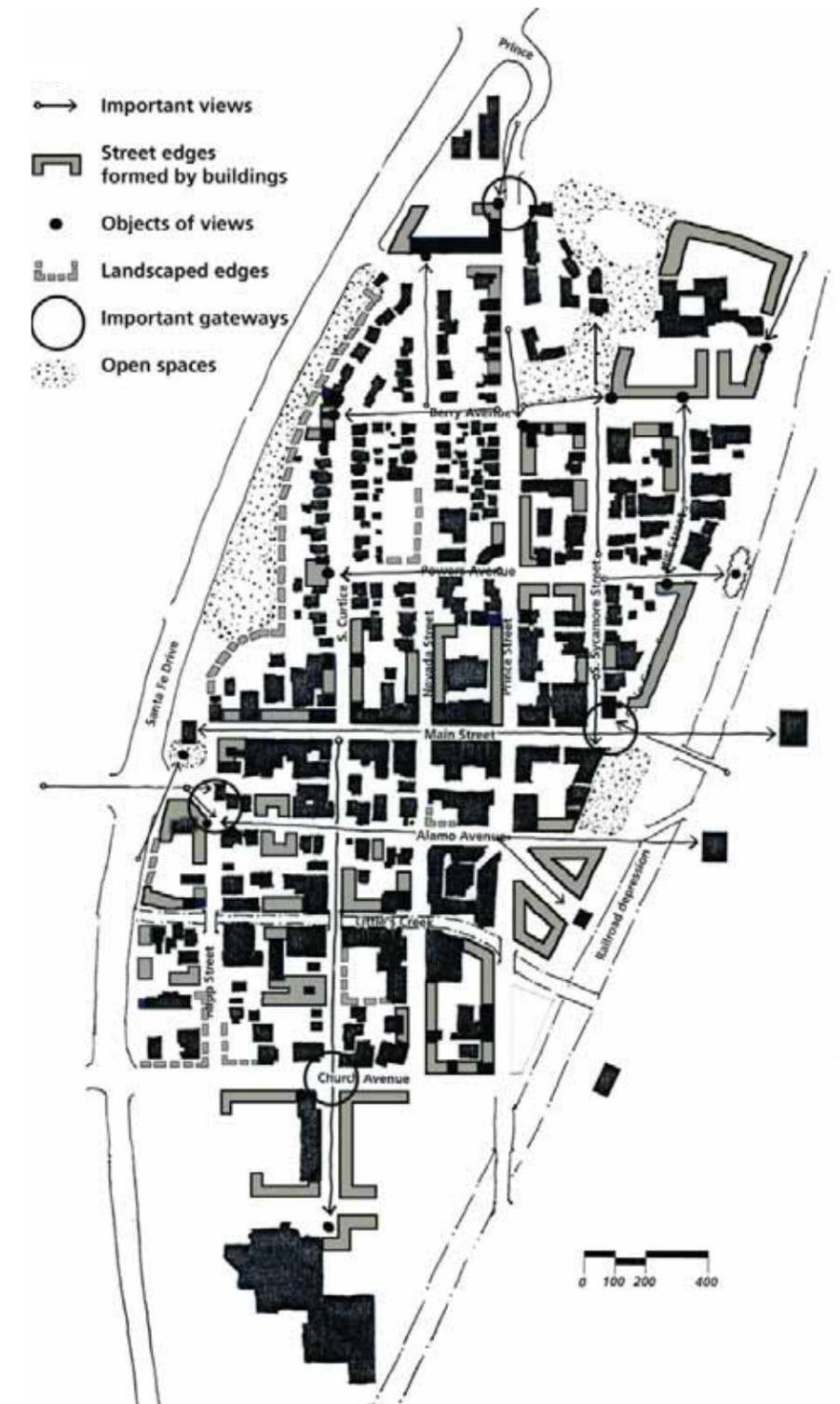
- Materials for signs shall complement the color, material and overall character of the architecture.
- Signs shall be constructed of high quality, durable materials. All materials must be finished to withstand corrosion. All mechanical fasteners shall be of hot-dipped galvanized steel, stainless steel, aluminum, brass or bronze.
- Exterior lighting of signs shall be oriented down onto the face of the sign, not up from below to minimize night sky light pollution.

- Sign illumination shall not create objectionable glare to pedestrians, motorists, and adjoining residents.
- Hand painted signs shall not be allowed, unless painted by a sign contractor specializing in hand painted or hand crafted signs.
- Sign illumination should be integrated into the design of the sign. Signs may be externally lit so long as the external lighting has been conceived and controlled as part of the sign design.
- Only one (1) monument or per street frontage sign shall be allowed per building. The monument sign may also be a joint identification sign.
- Ground signs shall be limited in height to 5 feet
- Where continuous, the base of a monument sign should be composed of a material used in the architecture of the building for which the sign is intended.
- If lighted, monument signs should be either externally lit with a shielded or directed light source, or internally lit with no exposed light sources.
- The sign has a clear hierarchy or importance in its components.
- The sign text for most components is composed of the same type face and size.
- Signs that are compatible with the adjoining residential and institutional areas have the following characteristics: Simple and elegant; Effectively lit, but not bright or eye-catching.

**Character/Design Themes**

- To use lasting materials that weather well, and gracefully age
- To use materials that need less maintenance, and that resist vandalism
- Public and private open space shall be attractively landscaped with a variety of plant materials and hard surfaces.
- Outside trash receptacles, loading docks, open storage areas and utility boxes shall be screened from public sidewalks, streets and other areas from which the property is visible. Screening for such areas shall be opaque and be provided for by means of walls or solid fences. Landscape screening is not acceptable.
- If free standing, on-site pedestrian pole lights are used, they should be a minimum of ten feet high and a maximum of fourteen feet high.

- Only those plant species that are healthy and compatible with the local climate and the site soil characteristics, drainage and water supply shall be planted.
- The practice of xeriscaping, which is landscaping to conserve water without the loss of aesthetic appeal, is strongly encouraged.
- Shrubs and groundcovers should be selected and planted so that they grow together forming a simple, continuous masses, with little or no mulch visible.



Important views and gateways into the downtown core have been identified during prior downtown planning efforts

# 05

## Littleton Boulevard Corridor Study

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### LITTLETON BOULEVARD CORRIDOR STUDY REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

- At 'Gateway' sites, materials should particularly express quality and permanence.
- Develop identifiable entries at the downtown and Broadway ends of Littleton Boulevard

##### Destinations

*There was no mention of destinations within the Littleton Boulevard Corridor Study*

##### Street Types & Locations

- Littleton Boulevard historically was the main commercial street in Littleton
- Littleton Boulevard is a 'seam' between the neighborhoods to the north and south, and is a major arterial for traffic moving east and west. It is also the 'spine' which generates and connects street/pedestrian/bike connections to downtown, the Buck Recreation Center, the Historic Courthouse, Sterne and Ketring Park to the south, and Powers Park to the north.
- Develop clearly marked pedestrian crossings with pedestrian walk signals

##### Green Spaces & Trails

- Plazas, courtyards, or other usable open spaces should be made comfortable by providing elements such as benches, low walls suitable for seating, trees, shade structures, fountains, lighting, and trash receptacles.

##### Regulatory, Temporary & Announcement Signage

- Plazas, courtyards, or other usable open spaces should be made comfortable by providing elements such as benches, low walls suitable for seating, trees, shade structures, fountains, lighting, and trash receptacles.

##### Character/Design Themes

- The material choices and their use should be durable, permanent, and express quality.
- Materials and forms that cast shadows, catch light, and take advantage of Colorado's sunny climate should be used.

# 06

## Downtown District Marketing Plan & Brand Book

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### DOWNTOWN DISTRICT MARKETING PLAN REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### **Gateways & Entrances**

- Create an outdoor media buy campaign - billboard rotation on boards leading into Littleton

##### **Destinations**

*There was no mention of destinations within the Downtown District Marketing Plan*

##### **Street Types & Locations**

*There was no mention of street types and locations within the Downtown District Marketing Plan*

##### **Green Spaces & Trails**

*There was no mention of green spaces and trails within the Downtown District Marketing Plan*

##### **Regulatory, Temporary & Announcement Signage**

- Use Main Street banners to promote events. Create an outdoor media buy campaign - billboard rotation on boards leading into Littleton

##### **Character/Design Themes**

- All internal and external communication supports the new brand and messaging.
- All marketing initiatives consider a younger demographic - host events to attract younger demographic and new visitors

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### BRAND BOOK REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### **Gateways & Entrances**

*There was no mention of gateways and entrances within the Brand Book*

##### **Destinations**

*There was no mention of destinations within the Brand Book*

##### **Street Types & Locations**

*There was no mention of street types and locations within the Brand Book*

##### **Green Spaces & Trails**

*There was no mention of green spaces and trails within the Brand Book*

##### **Regulatory, Temporary & Announcement Signage**

- To create the greatest impact with the brand, it is important to keep a specific amount of clear space around the logo. Any elements that may affect or interfere with the accuracy of the brand should be kept clear of this area.

##### **Character/Design Themes**

- All collateral materials should include a version of the Littleton logo.
- The Littleton brand should always appear with the following approved colors: PMS Black C, PMS 200, and PMS 109.

# 07

## Littleton Bike/ Pedestrian Master Plan

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### LITTLETON BIKE/PEDESTRIAN MASTER PLAN REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

*There was no mention of gateways and entrances within the Bike/Pedestrian Master Plan*

##### Destinations

*There was no mention of destinations within the Bike/Pedestrian Master Plan*

##### Street Types & Locations

*There was no mention of street types and locations within the Bike/Pedestrian Master Plan*

##### Green Spaces & Trails

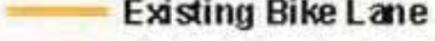
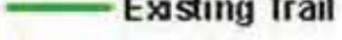
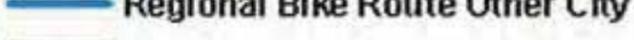
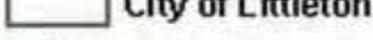
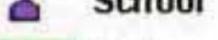
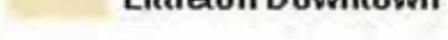
- Improved access for more of the community to the trail system
- The citywide walking and biking mapping, along with education materials, could be a great resource for the community and promote the use of the City's walking and biking network.
- Bicycle routes can consist of many facility types but at the minimum have bicycle route signs along them.
- Develop an integrated map system for Littleton that leverages the excellent mapping provided by SSPR, while showing on-street Littleton facilities as well as important destinations in Littleton
- When bicycle routes are implemented and mapping is developed it will be important to provide route signage to let bicyclists know what route they are on and where it goes. This signage also provides a visual indication to motor vehicles that they should expect bicycles on that roadway. Destination signage for pedestrians and bicycles should be installed by the City.

##### Regulatory, Temporary & Announcement Signage

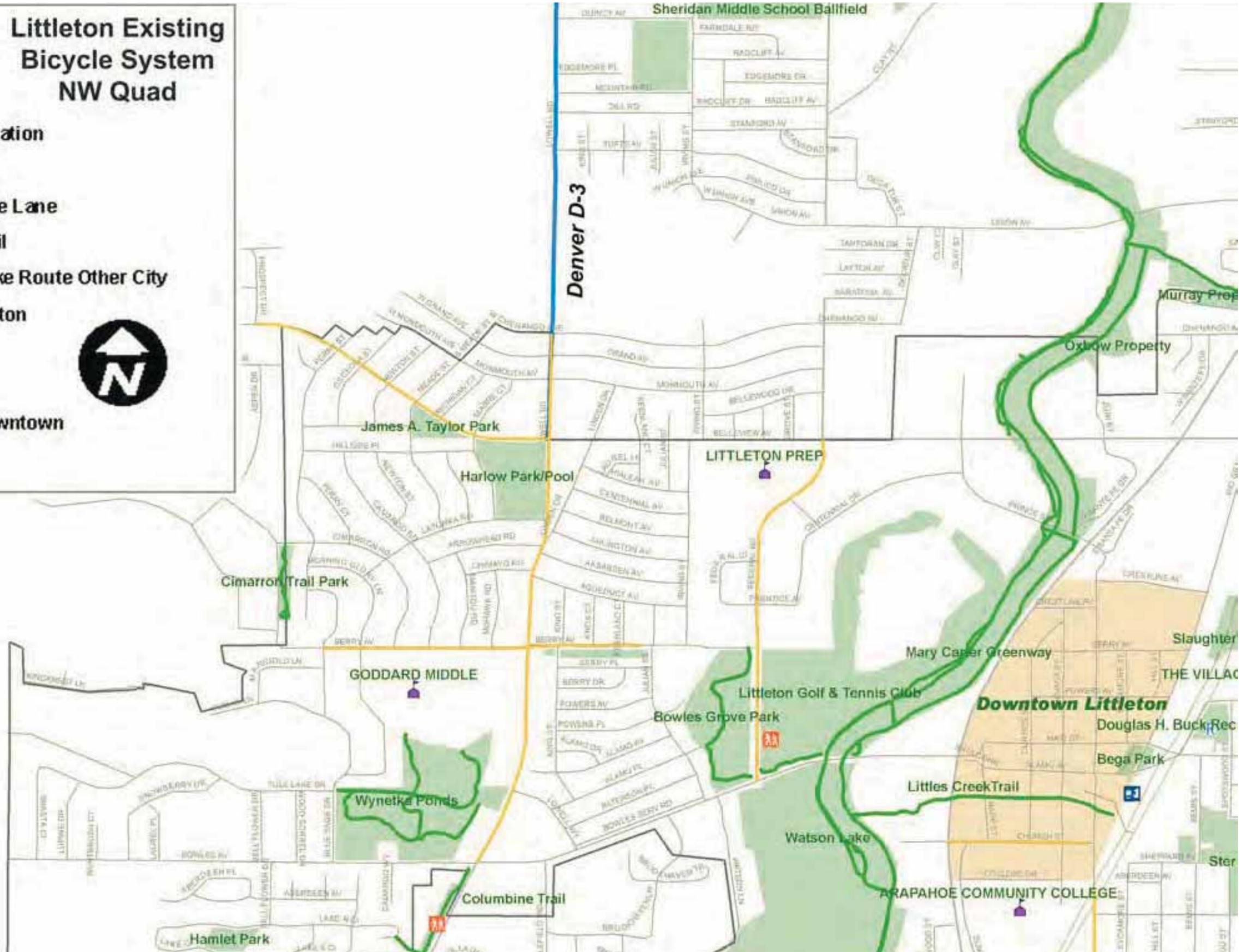
- More bike signage needed
- Littleton is currently engaged in updating destination signage throughout the City, and bicycle- and pedestrian-oriented destination signage should be included in this effort.
- In addition to informative and well placed signs, well-designed and accessible mapping of bicycle and pedestrian facilities is important in encouraging people to bike and walk to destinations in Littleton.

##### Character/Design Themes

*There was no mention of character/design themes within the Bike/Pedestrian Master Plan*

	Museum	Littleton Existing Bicycle System NW Quad
	Rec Center	
	Library	
	Light Rail Station	
	Trail Head	
	Existing Bike Lane	
	Existing Trail	
	Regional Bike Route Other City	
	City of Littleton	
	School	
	Park	
	Littleton Downtown	





# 08

## South Suburban Parks and Rec Master Plans, Trail Maps and Signage Plans

### LITTLETON COMMUNITY TRAIL MASTER PLAN REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

*There was no mention of gateways and entrances within the Community Trail Master Plan*

##### Destinations

*There was no mention of destinations within the Community Trail Master Plan*

##### Street Types & Locations

*There was no mention of street types and locations within the Community Trail Master Plan*

##### Green Spaces & Trails

- With its unique character, central location and proximity to both residential and commercial districts, the Littleton Community Trail can be a very substantial asset for this and future generations. Indeed the trail corridor, following the historic route of City Ditch, passing through wooded areas, linking parks and offering spectacular views, can become a new mile-long park and greenway in the heart of the City.
- Preserve and better reveal the historic, ecological and cultural character of the corridor including educational/interpretive opportunities. “Traffic Calming” Street/Trail Intersections: This refers to a street and trail layout that promotes a safe interaction between trail user (bikes and pedestrians) and motorists, where the trail crosses streets—particularly mid block. It consists of warning signs per the Manual of Uniform Traffic Control Devices (MUTCD), possibly a neck down that narrows the traffic lane, special texturing of both the street and the trail approach and/or a raised pavement “speed bump” or “speed table” to alert and slow motorists.
- Mary Carter Connection—Slaughterhouse Gulch Park to S. Prince St. (at S. Santa Fe): This connecting trail ties Slaughterhouse Gulch Park and the Littleton Community Trail to the Mary Carter Greenway Trail via the Slaughterhouse Gulch Drainage. In addition to constructing

approximately 2400’ of new paved multi-use trail this link will involve entry monumentation, wayfinding, and possible improvements to the S. Prince St. and S. Santa Fe Dr. intersections to improve pedestrian and bicycle movement. Details of this interface will be part of the S. Platte River Dual Trail plan.

- Slaughterhouse Gulch Park—S. Prescott St. to Littleton Blvd: Entry monumentation and wayfinding
- signage will help make the trail visible and guide users (at the Littleton Blvd. connection near the Buck Center). This crossing should be improved with textured paving, improved pedestrian crossing signage including flashing signs that include “yield to pedestrians” signage or possibly a push button operated stoplight. The new trail could have a “mini-plaza” just east of the west Alamo bridge abutment. The small plaza includes a trail entry monument, wayfinding signage and possibly a thematic sculptural element that gives the trail prominence from the street. This area could also include a decorative archway and textured pavers.

##### Regulatory, Temporary & Announcement Signage

- Safety signage (in accordance MUTCD) on both the streets and the trail will alert motorists and trail users to the crossing. Signage is placed an adequate distance ahead to allow response time and is designed per the MUTCD.
- “Share the Road” yellow diamond safety signs can be used to alert motorists to on-street shared bike lanes.
- Signage typically includes trail bicycle and pedestrian safety signs designed per the MUTCD, wayfinding signage, gateway/entry monuments, mileposts and other necessary postings such as rules and regulations. Typically signage is kept minimal within the parameters of public safety and convenience.

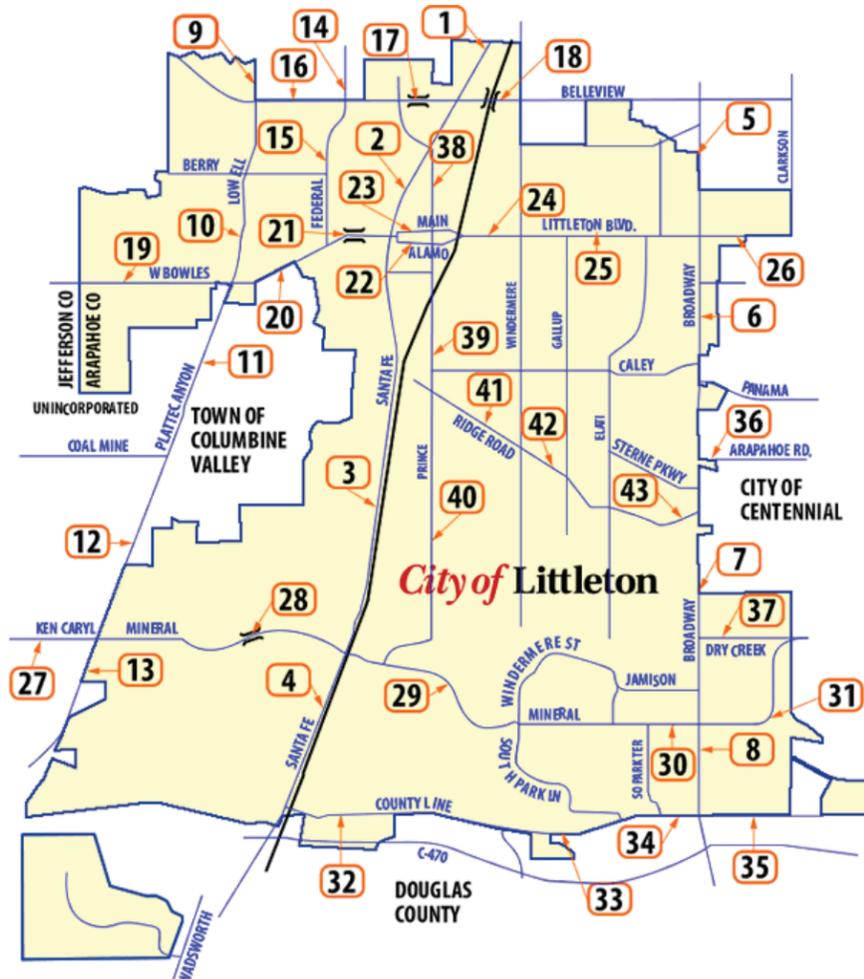
##### Character/Design Themes

*There was no mention of street types and locations within the Community Trail Master Plan*

# 09

## Littleton Traffic Counts

### LITTLETON TRAFFIC COUNT DATA



City of Littleton Traffic Count key map

COUNT LOCATION	NUMBER OF VEHICLES IN 24 HOURS						
	2012	2011	2010	2009	2008	2007	2006
<b>SANTA FE DRIVE</b>							
1 North of Belleview		70464		67001		69157	
2 Between Bowles and Belleview		59722		59495		55871	
3 Between Mineral and Bowles		50983		50833		49850	
4 Between County Line and Mineral		47571		47515		48153	
<b>BROADWAY</b>							
5 Between Littleton Blvd. and Belleview		37192		36924		39207	
6 Between Arapahoe and Littleton Blvd.		40490		38058		42300	
7 Between Mineral and Arapahoe		36424		36239		38964	
8 Between County Line and Mineral		36291		39363		38617	
<b>LOWELL BLVD. / PLATTE CANYON RD.</b>							
9 North of Belleview		8244		8668		7999	9155
10 Between Bowles and Belleview		10049		8591		10792	11506
11 Between Coal Mine and Bowles		13669		16189		14766	16072
12 Between Mineral and Coal Mine		11915		11471		11236	12531
13 South of Mineral		9214		9580		8938	8932
<b>FEDERAL BLVD.</b>							
14 North of Belleview		21871		21416		22013	23914
15 Between Bowles and Belleview		16874		23537		17076	17406
<b>BELLEVIEW AVENUE</b>							
16 West of Federal		17490		18805		17882	17043
17 Between Federal and Santa Fe		30318		32633		29738	31010
18 East of Santa Fe		40723		40599		39019	39884
<b>BOWLES AVENUE</b>							
19 Between Sheridan and Lowell		33154		32669		33499	
20 Between Lowell and Federal		37151		37123		37692	
21 Between Federal and Santa Fe		33698		33576		34670	

<b>MAIN STREET / ALAMO / LITTLETON BLVD.</b>				
22 Alamo, west of Prince (one way)	10272	10374	10927	
23 Main St., west of Prince (one way)	10025	9964	10399	
24 Between Prince and Windermere	23538	23304	24580	
25 Between Windermere and Broadway	22853	22272	26428	
26 East of Broadway	6160	6405	8282	
<b>MINERAL AVENUE</b>				
27 West of Platte Canyon	20270	21797	20230	
28 Between Platte Canyon and Santa Fe	22963	26744	28106	
29 Between Santa Fe and Southpark Terrace	23782	23830	21761	
30 Between Southpark Terrace and Broadway	25704	26303	21971	
31 East of Broadway	16175	16896	17025	
<b>COUNTY LINE ROAD</b>				
32 Between Santa Fe and Lucent *	8071	9566	8661	10085
33 Between Lucent and Southpark Lane	13499	12888	12022	12750
34 Between Southpark Lane and Broadway	15899	16785	14678	15640
35 East of Broadway **	18979	17951	12112	17786
<b>ARAPAHOE ROAD</b>				
36 East of Broadway	22963	20852	22327	23452
<b>DRY CREEK ROAD</b>				
37 East of Broadway	7273	7561	7312	11008
<b>PRINCE STREET</b>				
38 Between Santa Fe and Main St.	7188	10155	7882	7930
39 Between Main St. and Ridge Rd.	9581	12554	9841	12154
40 Between Ridge Rd. and Mineral	6651	6154	5990	6718

# 10

## Littleton Sign Code

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### LITTLETON SIGN CODE REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### **Gateways & Entrances**

*There was no mention of gateways and entrances within the Littleton Sign Code*

##### **Destinations**

*There was no mention of destinations within the Littleton Sign Code*

##### **Street Types & Locations**

*There was no mention of street types and locations within the Littleton Sign Code*

##### **Green Spaces & Trails**

*There was no mention of green spaces and trails within the Littleton Sign Code*

##### **Regulatory, Temporary & Announcement Signage**

- Roof signs, rotating or animated signs are not allowed
- Banners, pennants and other wind-operated devices are allowed as temporary signs
- Free-standing signs are limited to a maximum of 100 square feet per face and 200 square feet per sign
- Maximum height of free-standing signs and joint identification signs is 25 feet
- 

##### **Character/Design Themes**

*There was no mention of street types and locations within the Littleton Sign Code*

# 11

## Littleton Merchant/ Property Owner Survey

### LITTLETON MERCHANT/PROPERTY OWNER SURVEY REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

*There was no mention of gateways and entrances within the Merchant/Property Owner Survey*

##### Destinations

*There was no mention of destinations within the Merchant/Property Owner Survey*

##### Street Types & Locations

*There was no mention of street types and locations within the Merchant/Property Owner Survey*

##### Green Spaces & Trails

*There was no mention of green spaces and trails within the Merchant/Property Owner Survey*

##### Regulatory, Temporary & Announcement Signage (events)

- Historic Downtown Littleton's Mardi Gras Festivities (2/8 & 2/9)
- Ladies Only Sample Tour "LOST" (5/2)
- Littleton Main Street Block Party (6/14)
- Turkey Leg and Wine Hoedown (7/18 & 7/19)
- Western Welcome Week (Aug)
- Golf Cart Drive-In Theater (9/13)
- Annual Alfred Packer Bacon Party (9/14)
- Downtown Littleton Scavenger Hunt (9/21)
- Zombie Crawl & Pig Roast (10/5)
- Pumpkin Follies & Goat Show (10/11)

- Goblin Give Out with the Littleton Merchants (10/26)
- Candlelight Walk on Main Street (11/29)
- Merchant Holiday Shopping Night (12/7)

##### Character/Design Themes

- 83% of the surveyed downtown merchants and property owners support an improved brand image for the downtown district (a brand should enhance local and regional awareness)
- 87% of the surveyed downtown merchants and property owners support the development of a gateway and wayfinding signage plan for the downtown district
- A gateway signage plan would identify the best locations and most noticeable and aesthetically pleasing signs that would direct visitors into the downtown district.
- A wayfinding signage plan would identify effective and aesthetically pleasing signs, maps, and other graphic or audible methods to be used to convey location and directions to visitors.
- Wayfinding will help visitors to the downtown district easily identify where they are and how to find other destinations in the area.

# 12

## 2014 Littleton Community Scorecard and Annual Report

### LITTLETON 2014 COMMUNITY SCORECARD AND ANNUAL REPORT REVIEW

#### Overall Themes Related to Signage and Wayfinding

##### Gateways & Entrances

*There was no mention of gateways and entrances within the 2014 Community Scorecard*

##### Destinations

- A 20-minute light rail ride from downtown Denver, historic downtown Littleton features one of the few historic shopping districts along the Front Range
- Main Street has an assortment of more than 250 eclectic shops, a variety of unique restaurants, award-winning live theater and fun events
- In 2013, there were 143,488 visitors to the Littleton Museum
- 303,255 people visited Bemis Library in 2013

##### Street Types & Locations

*There was no mention of street types and locations within the 2014 Community Scorecard*

##### Green Spaces & Trails

- Littleton has approximately 35 miles of bikeways within the city limits.
- The long-awaited Littleton Community Trail is currently under construction. It will connect the Lee Gulch and Big Dry Creek Trails, following the meandering historic City Ditch. Phase 1 includes a new trail from Prentice Avenue to Slaughterhouse Gulch and Ridge Road to Lee Gulch.

##### Regulatory, Temporary & Announcement Signage

- There is free public wi-fi in all City of Littleton buildings (including the Bemis Library and the Littleton Museum)

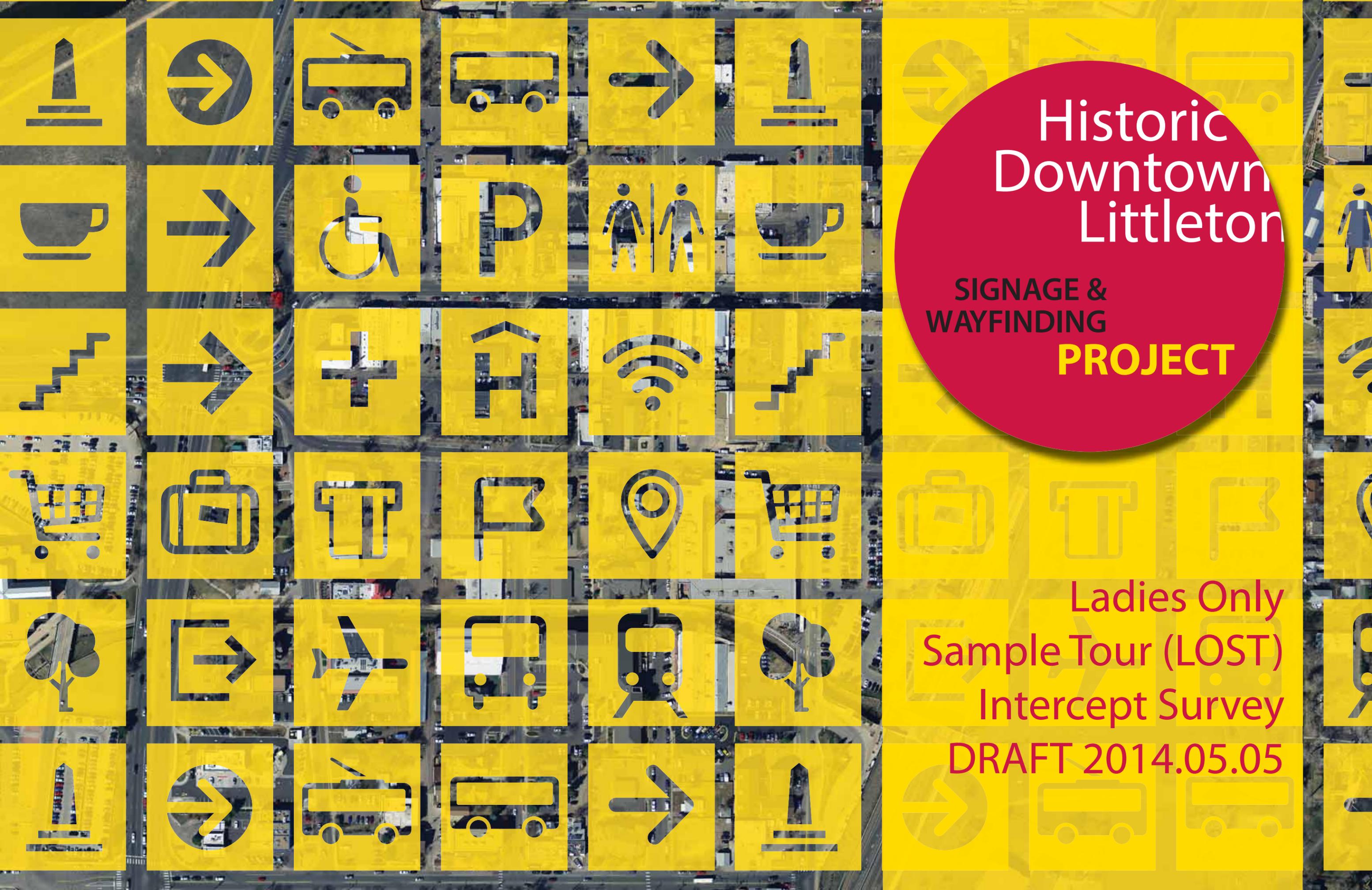
- 360 riders participated in Littleton's first Criterium Bike Race in downtown
- New bike racks were installed along Main Street in May 2013
- Littleton is part of the State of Colorado LiveWell Healthy Eating/Active Living (HEAL) Cities and Towns campaign
- The Economic Development Department launched a new website, Go2Littleton.com (the site includes a directory of Littleton businesses, a business events calendar and information on doing business and living in Littleton)

##### Character/Design Themes

- Strong sense of community
- Small-town feeling
- Parks, trails and open space
- Vibrant, historic downtown
- Top-rated schools
- Location







# Historic Downtown Littleton

SIGNAGE &  
WAYFINDING  
**PROJECT**

Ladies Only  
Sample Tour (LOST)  
Intercept Survey  
DRAFT 2014.05.05



# 01

## Survey Overview

### PURPOSE OF THE LADIES ONLY SAMPLE TOUR (LOST) SURVEY

The Ladies Only Sample Tour (LOST) is a yearly downtown event that continuously draws a large and enthusiastic crowd. Because LOST participants include both Littleton residents and out-of-town visitors, the opportunity to create survey questions that ask participants about their experience of navigating the spaces within the downtown core provided an invaluable window into how downtown visitors accessed and experienced Main Street.

### Goals of the LOST Survey

- Determine the mode of transportation visitors use to access the downtown core
- Determine the areas where visitors park their cars
- Determine where visitors who bike into the downtown core lock up their bikes
- Determine how broad an area the LOST event draws from (geographically)
- Determine how often participants in the LOST tour visit the downtown core, and when they do during a typical visit
- Determine which downtown destinations LOST participants are aware of
- Analyze the age group range of LOST participants

### LOST Survey Methodology

The Ladies Only Sample Tour (LOST) survey was administered as an elective intercept on-line and paper survey that ran concurrent with the LOST event on May 1st, 2014. Members of the design team created a survey station in front of the Town Hall Theater, complete with chairs, a table and clipboards with paper surveys and pens. Additionally, members of the design team wore a double-sided sandwich board advertisement placard that advertised the survey and signage and wayfinding project, and provided a QR code linking to an on-line version of the survey. From 3:30pm to 7:30pm, members of the design team asked those passing by on the street if they would be willing to complete the survey, stressing that it was only a few questions, and would take less than two minutes.

### Number of Completed Surveys

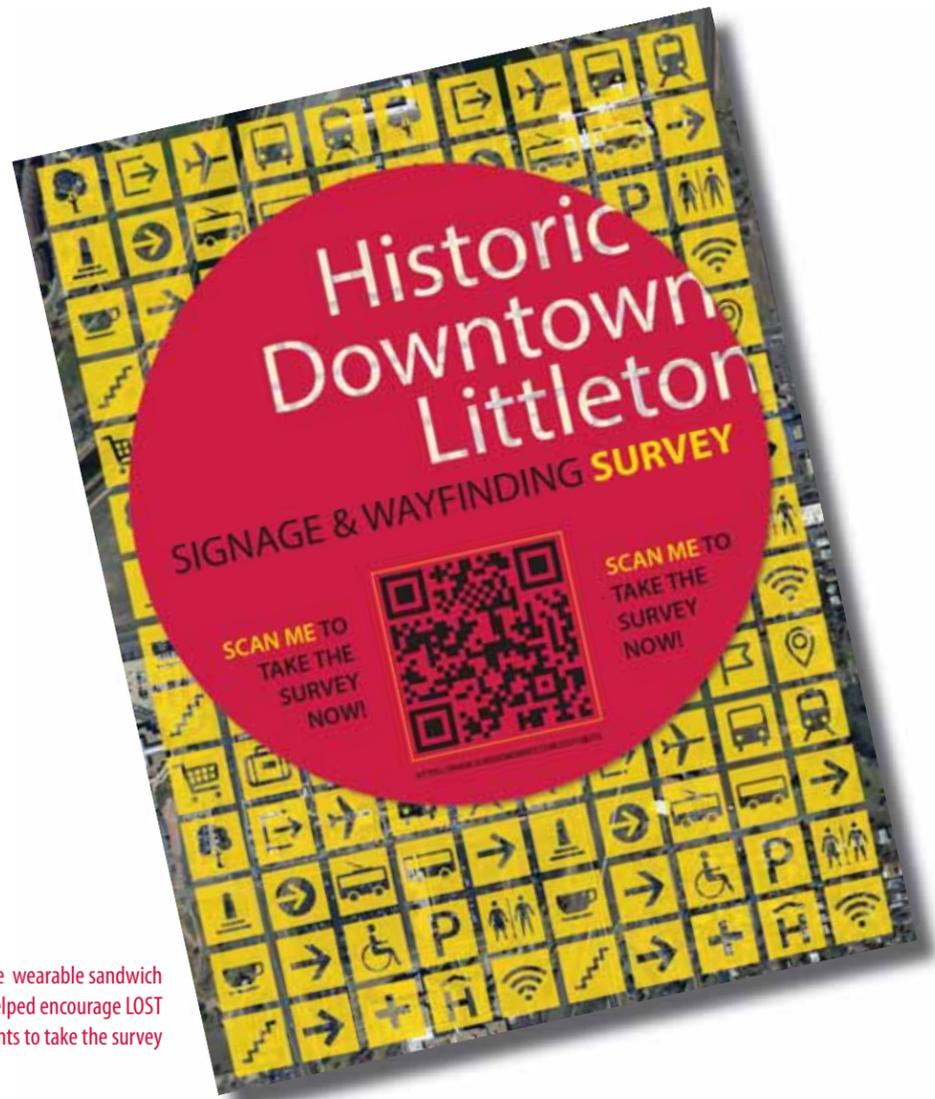
There were 82 completed surveys (4 on-line, 78 paper).



In order to encourage participation in the intercept survey, members of the design team wore a double-sided sandwich board that advertised the survey and its relationship to the signage and wayfinding project. A QR code on the sandwich board provided a link to an on-line copy of the survey.

# 02

## Survey Questions



A large-scale wearable sandwich board helped encourage LOST participants to take the survey

The intercept survey questions focused on the user experience of accessing the downtown and its destinations and amenities

Historic Downtown Littleton
SIGNAGE & WAYFINDING SURVEY

**A Little About You:**

1) In what Zip Code is your home located?  
*(write 5-digit ZIP code; for example, 00544 or 94305)* \_\_\_\_\_

2) Which category includes your age?  
 17 or younger       18 to 29       30 to 39  
 40 to 49       50 to 59       60 or Over

---

**Visiting Historic Downtown Littleton:**

3) How often do you visit Historic Downtown Littleton?  
 Daily       Several times per week       Once per week       Several times per month  
 Once per month       Less than once per month       First time visitor

4) When you visit Historic Downtown Littleton, what do you do? *(check all that apply)*  
 Shopping       Dining       Coffee/Snacks       Outdoor Recreation  
 Events       Commuting       School/Classes       Indoor Recreation  
 Theater       Concerts       Museums/Historic Sites  
 Other \_\_\_\_\_

5) How do you usually get to Historic Downtown Littleton? *(check your 2 primary modes)*  
 Drive       Walk       Bike       RTD Bus       RTD Light Rail

6) If you drove to today's event, where did you park?  
 Public Lot       Street/Meter       Other \_\_\_\_\_

7) If you biked to today's event, where did you lock up?  
 Cluster rack in public location (like RTD station)       Bike racks near your destination       Could not find a bike rack  
 Other \_\_\_\_\_

---

**Destinations Within Historic Downtown Littleton:**

8) Are you aware of these destinations within (or adjacent to) Littleton Historic Downtown? *(check all that apply)*

<input type="radio"/> Hudson Gardens Events Center	<input type="radio"/> Arapahoe Community College	<input type="radio"/> Littleton Downtown RTD Station
<input type="radio"/> Buck Community Recreation Center	<input type="radio"/> Slaughterhouse Gulch Park	<input type="radio"/> Depot Arts Center
<input type="radio"/> Littleton Municipal Court	<input type="radio"/> Littleton Town Hall	<input type="radio"/> Arapahoe County Offices
<input type="radio"/> Steme Park	<input type="radio"/> Geneva Park	<input type="radio"/> Bega Park
<input type="radio"/> War Memorial Rose Garden	<input type="radio"/> Mary Carter Greenway Trail/Platte Trail	<input type="radio"/> Littles Creek Trail

9) Are you aware of these destinations within (or adjacent to) Littleton Historic Downtown? *(check all that apply)*

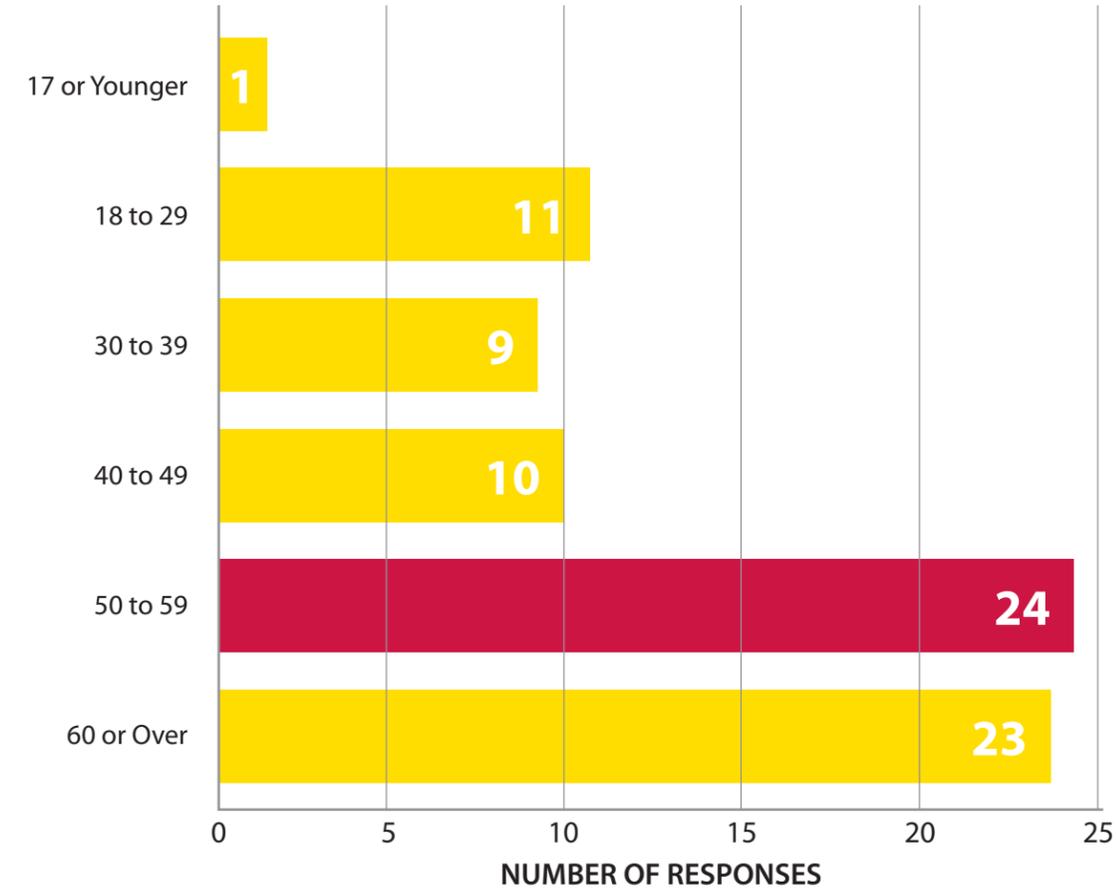
	Very Aware - it's completely obvious that I'm in/near the Historic Downtown Core	Aware - I can tell that something important is near by	Not Aware - I have no idea that the downtown core is accessible from this roadway
Santa Fe Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Littleton Boulevard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alamo Drive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prince Street	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Broadway	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SURVEY RESPONSE SUMMARY

Question #1a

Which category includes your age?

(Total 78 Responses)



Brick Planter at Intersection of Littleton Boulevard and Santa Fe Drive



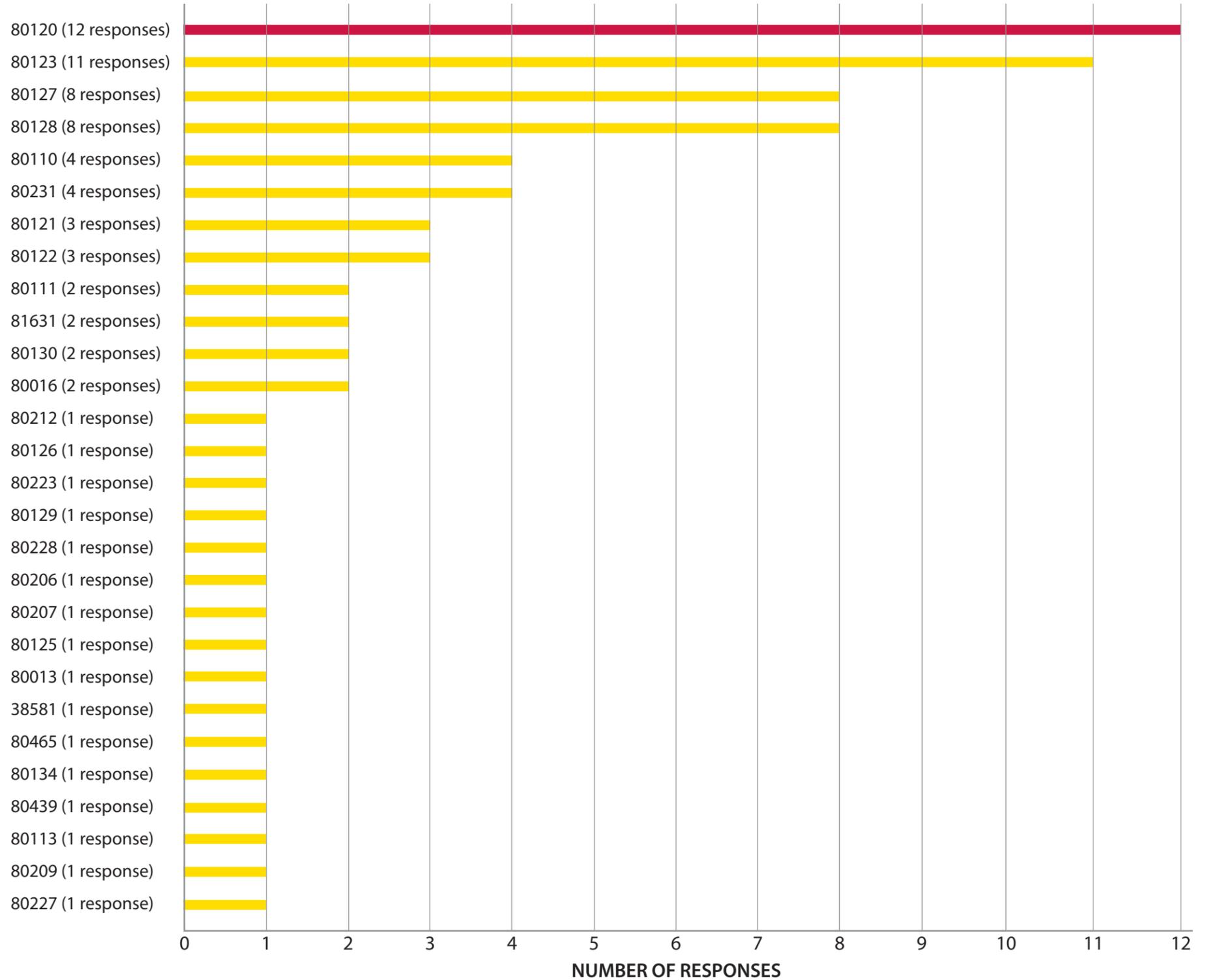
# 03

## Survey Responses

### SURVEY RESPONSE SUMMARY

#### Question #1b:

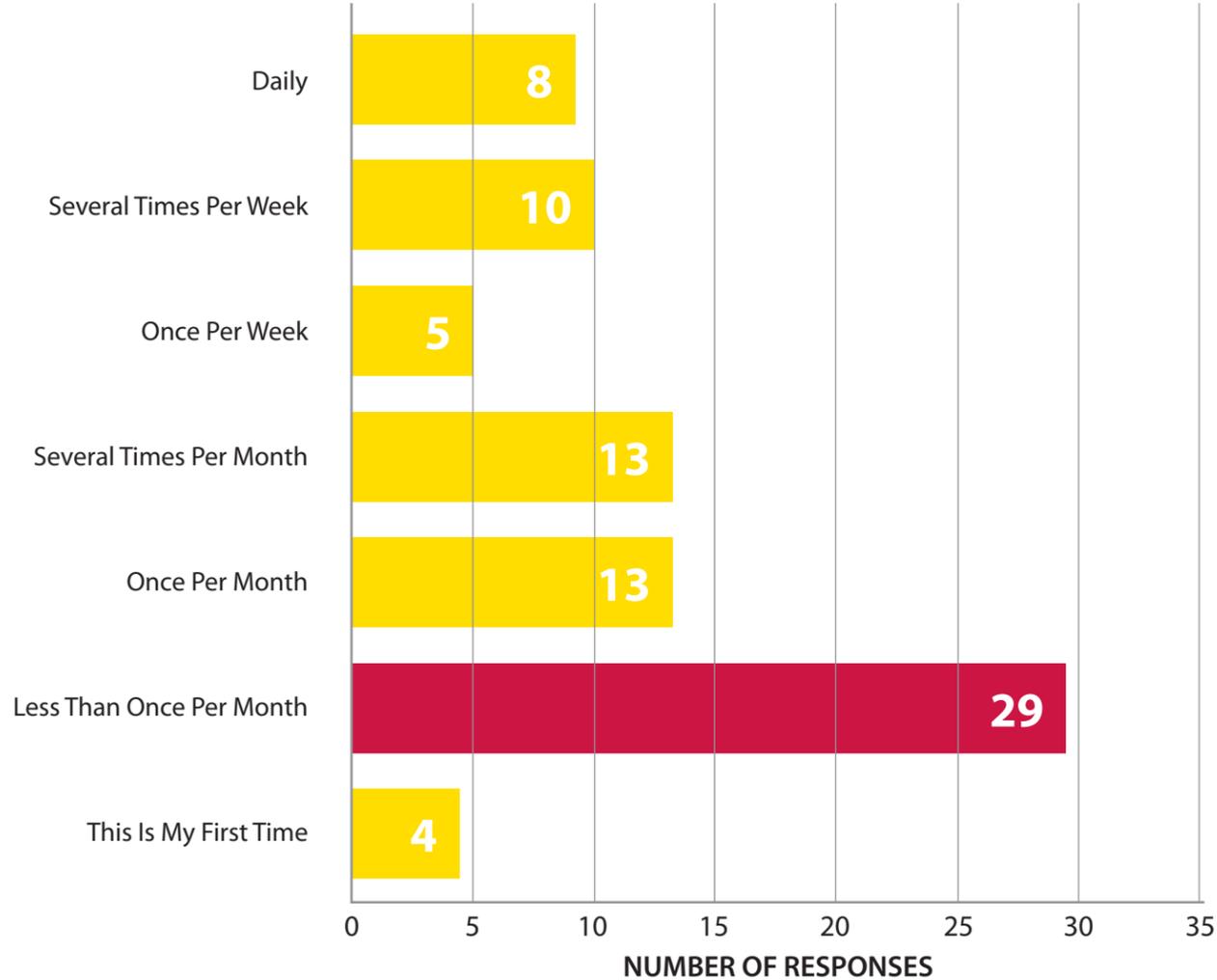
*In what zip code is your home located? (Total 78 Responses)*



SURVEY RESPONSE SUMMARY

Question #2

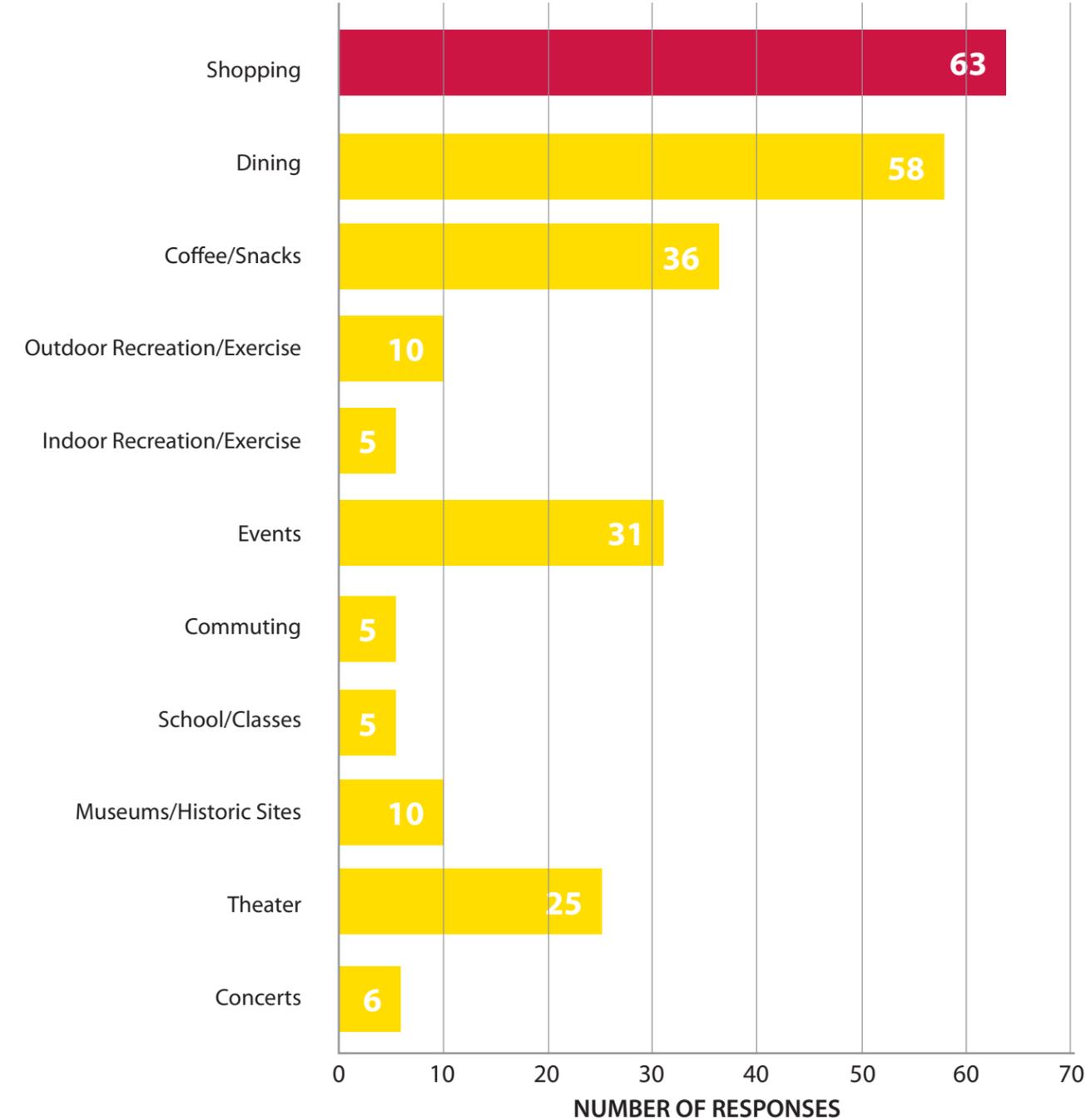
How often do you visit Historic Downtown Littleton?  
(Total 82 Responses)



SURVEY RESPONSE SUMMARY

Question #3

When you visit Historic Downtown Littleton, what do you do?  
(Total 76 Responses)

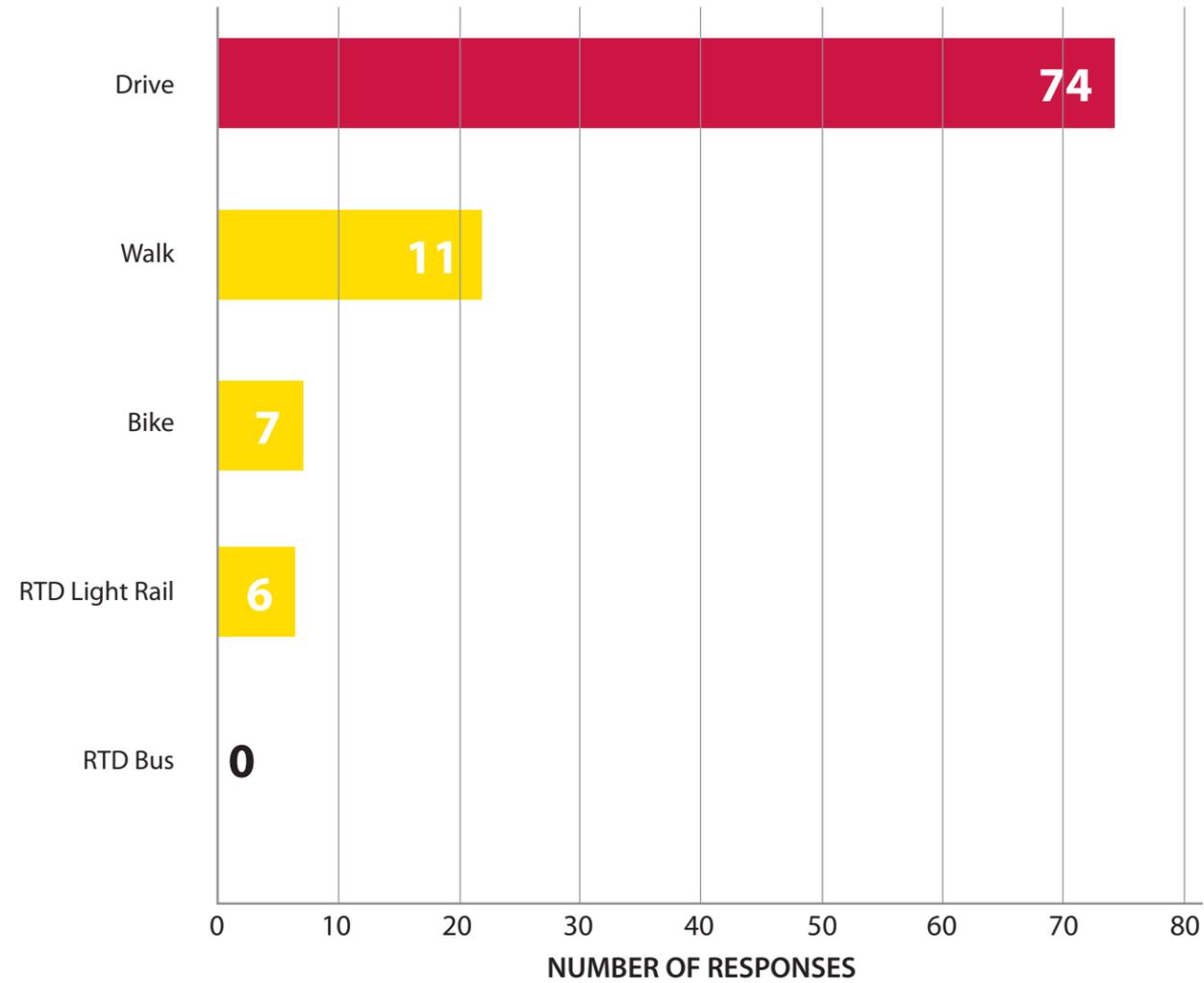


## SURVEY RESPONSE SUMMARY

### Question #4

*How do you usually get to Historic Downtown Littleton?  
(check your 2 primary modes)*

*(Total 82 Responses)*

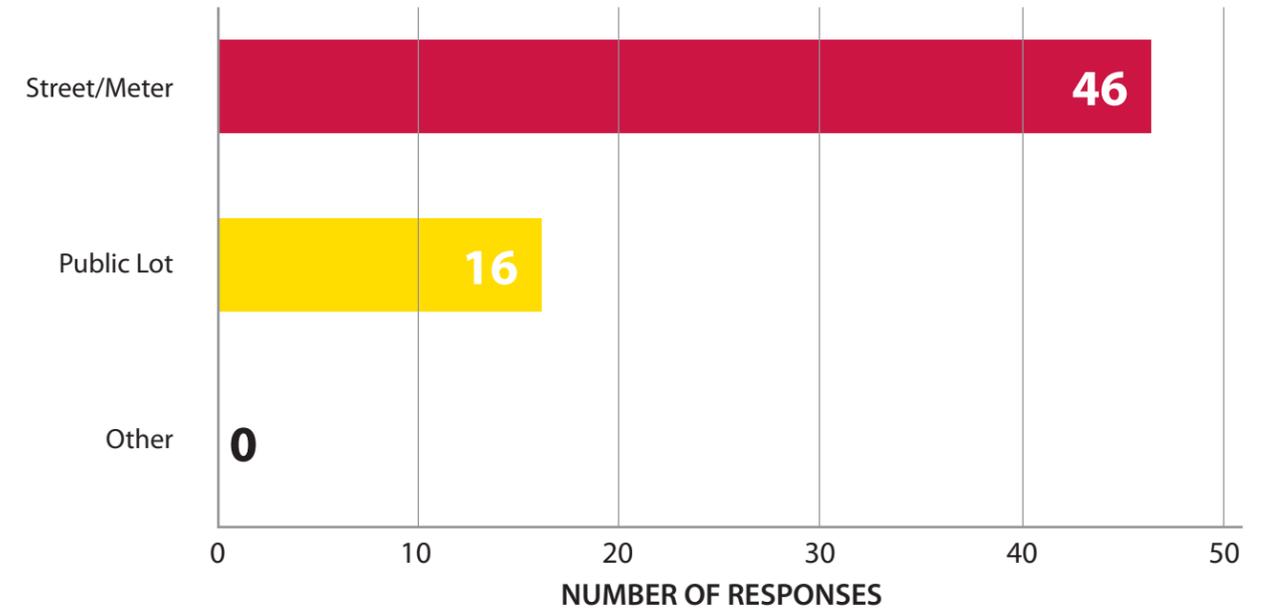


## SURVEY RESPONSE SUMMARY

### Question #5

*If you drove to today's event, where did you park?*

*(Total 62 Responses)*

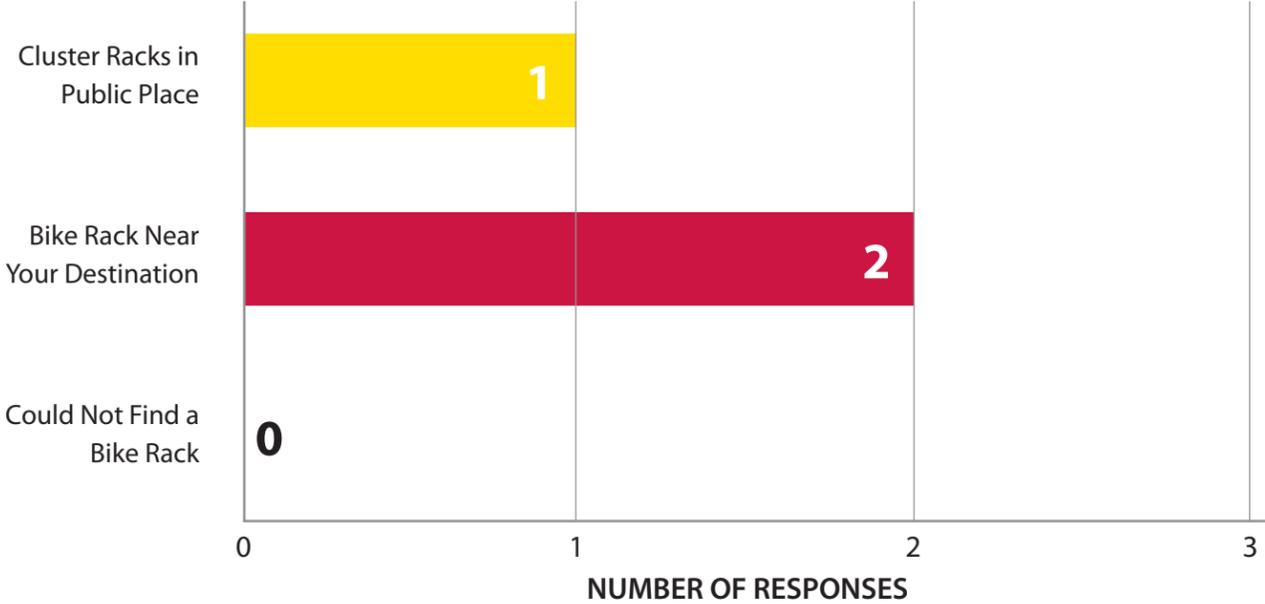


SURVEY RESPONSE SUMMARY

Question #6

If you biked to today's event, where did you lock up?  
(Total 3 Responses)

Question #7 On Next Page

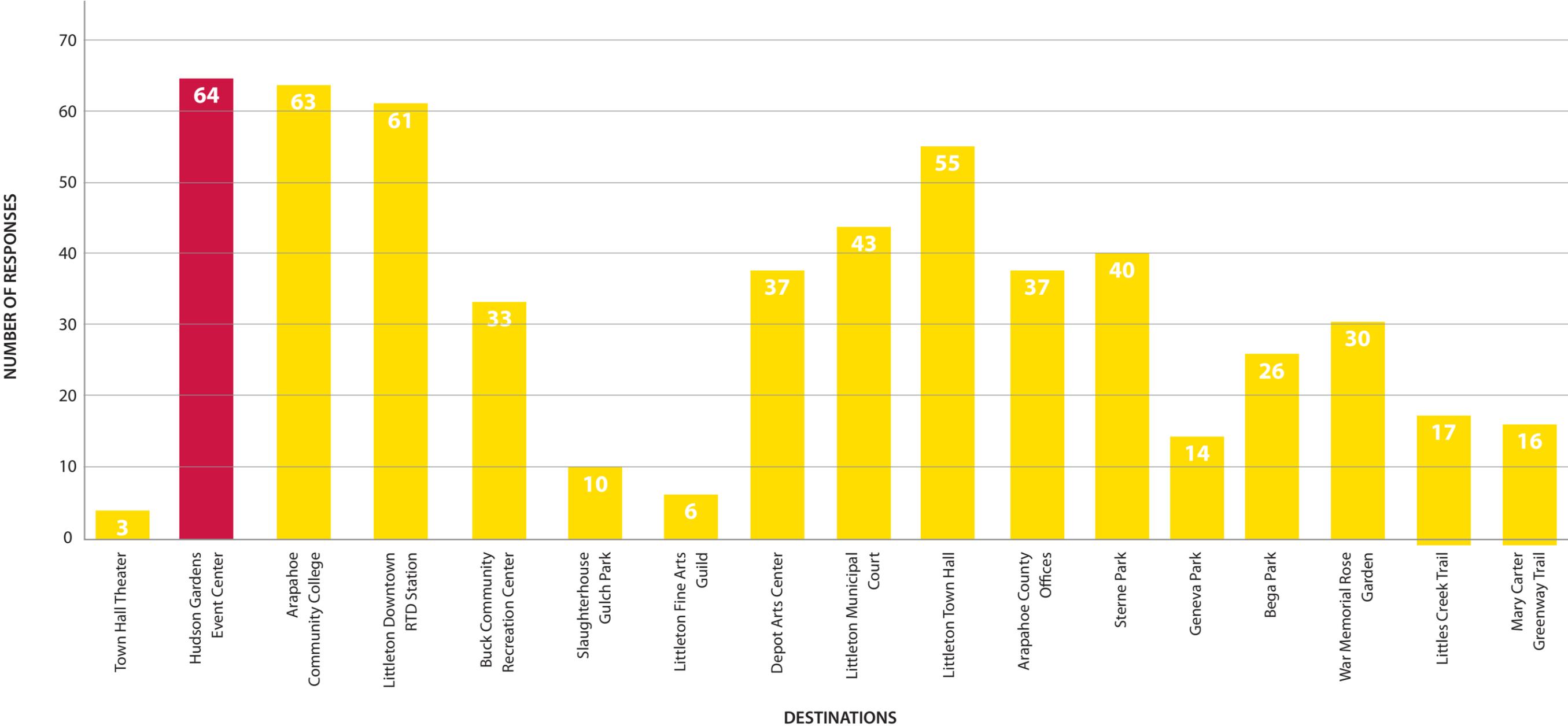


# SURVEY RESPONSE SUMMARY

## Question #7

Are you aware of these destinations within (or adjacent to) Littleton Historic Downtown? (check all that apply)

(Total 79 Responses)



SURVEY RESPONSE SUMMARY

Question #8

When you are traveling along the following roadways, how aware are you of the Historic Downtown Core and Main Street shopping district?

(Total 81 Responses)

