



ARTHOUSE DESIGN

2373 CENTRAL PARK BLVD. STE 204
DENVER, CO 80238 | 303.892.9816

CITY OF LOUISVILLE, COLORADO | SIGNAGE & WAYFINDING
SEPTEMBER 3, 2015

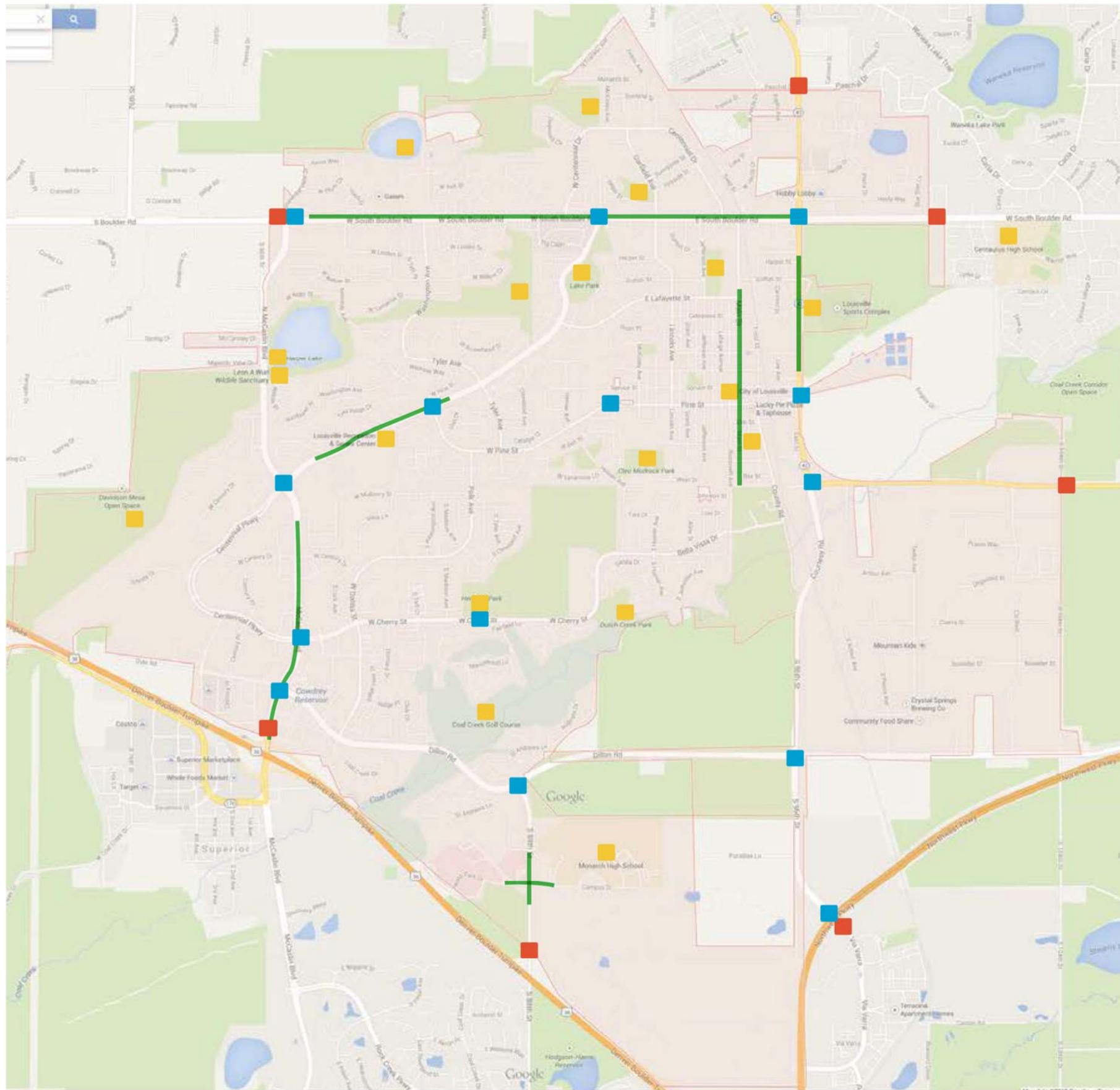


WHAT ARE KEY DESTINATIONS TO DIRECT PEOPLE TO IN THE CITY OF LOUISVILLE?

Downtown/Old Town
Rec Center
Dog Parks
Harper Lake
Davidson Mesa
Coyote Run
McCaslin Restaurants/Commercial Area
Hospitals/ER
Schools
Coal Creek Golf Course
Coal Creek Trail
Main Street
Police
Community Park
Baseball Fields
Colorado Tech Center
Grocery Stores
Bus Stops
Post Office
Home Depot
Farmers' Market
Blue Parrot
Ice Skating Rink
City Park
Cottonwood Park
Memory Square
City Hall
Public Parking
Historic Sites
Local Businesses

Steinbaugh Pavilion
Via Appia
Arboretum
Library
Breweries
Art Center
Mining Sites
History Museum
Hecla Lake
City Borders (at SBR/McCaslin, SBR Hwy. 42 and New Main/Centennial)
Sweet Cow
Dairy Center
Public Art
Tidewood Park
Front Street
The Mill Site





LOCATION STUDY

CITY OF LOUISVILLE

SYMBOL LEGEND

- City Gateway
- Decision Point
- Major Destinations
- Opportunity for Pageantry

Package Issue Date
04.28.15

Sheet Revision Date



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

1 City of Louisville, CO - Site Plan
Scale: NTS

All locations shown are approximate. The Fabricator is responsible for field verification and coordination of all final locations.
The Fabricator shall notify the Owner and ArtHouse Design of any discrepancies between ArtHouse Design's drawings, location plans, or message schedule and field conditions prior to installation.

IF THE CITY OF LOUISVILLE WAS A CAR, WHICH WOULD IT BE AND WHY?

- Honda minivan
- Used Subaru Station Wagon
- Red Vintage Mustang
- Saab (thoughtfully engineered, not like everything else)
- Old VW
- Model T Ford
- 1970's BMW
- Jeep (recreation, open space, family oriented)
- Subaru 4 Wheel Drive (lasting, sporty, family oriented)
- VW Bus (historic, hip, cool, friendly, approachable - consider for signage)
- '65 Mustang
- Tesla
- Woody Station Wagon
- Lexus RX350
- Prius
- Rav 4

IF THE CITY OF LOUISVILLE WAS A MALE CELEBRITY, WHO WOULD IT BE AND WHY?

- Dustin Hoffman
- Tom Hanks (good values, makes a difference, gives back, laid back, talented, creative, good guy)
- Bruce Dern
- Robert DeNiro (Italian Heritage, Community Minded)
- John BreauX (the best neighbor anyone could ask for)
- Paul Newman (classic, timeless, sensible)
- James Franco (open to anything, good looking)
- Gronkowski
- Winston Churchill
- Andy Griffith
- John Wayne
- Johnny Cash
- Woody Harrelson
- Jon Stewart
- Stephen Colbert
- Matt Damon
- Kevin Costner

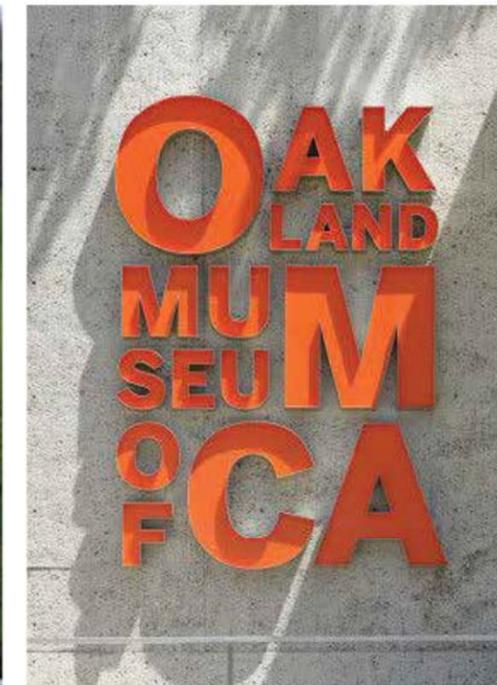
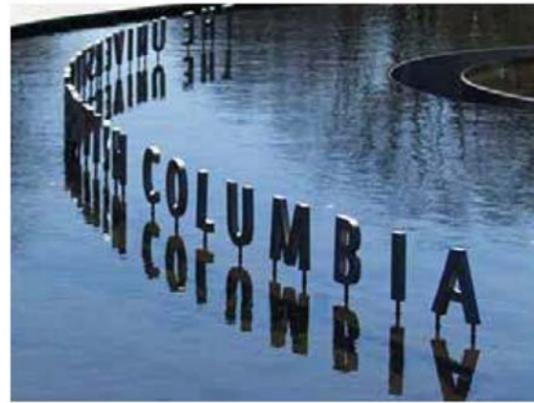
IF THE CITY OF LOUISVILLE WAS A FEMALE CELEBRITY, WHO WOULD IT BE AND WHY?

- Meryl Streep (down to earth, versatile, friendly, solid, dependable, classy, but approachable, funny, non-student, complex)
- Ina Gardner
- Katherine Hepburn (her own person, a natural, down to earth, principled)
- Audrey Hepburn (classic, timeless, sensible)
- Angelina Jolie (family values, helping other people, giving)
- Sandra Bullock (athletic, outgoing, smart, fun, intelligent)
- Susan Sarandon (strong, funny, smart, faithful)
- Kate Middleton (low key, not over the top)
- Elenor Roswell
- Jane Jacobs
- Miley Cyrus Twerking
- Loretta Lynn
- Lucille Ball
- Michelle Obama
- Laura Bush



LOUISVILLE WAYFINDING VISUAL POSITIONING

This visual positioning document reflects the visual direction to which the citizens of Louisville responded well during the town hall meeting. In general, they liked a combination of traditional and natural materials, colors and typefaces with some contemporary applications and forms. The overall impression this creates is friendly, community oriented and natural.



SIGNAGE & WAYFINDING | FAMILY 1



FAMILY 1

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



ARTHOUSE DESIGN

2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.



1 Wayfinding/Map Kiosk
Scale: 1/2" = 1' - 0"

2 Gateway Monument Sign
Scale: 1/2" = 1' - 0"

3 Interpretive Sign - Front
Scale: 1/2" = 1' - 0"

4 Interpretive Sign - Side
Scale: 1/2" = 1' - 0"

FAMILY 1

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.



1 Wayfinding/Map Kiosk - Isometric View
Scale: NTS



2 Gateway/Monument Sign - Isometric View
Scale: NTS



6 District Seal Study
Scale: NTS



6 Pole Mounted Directional - High Speed Traffic
Scale: 1/2" = 1' - 0"



1 Illuminated Bollard
Scale: 1/2" = 1' - 0"

2 Directional Marker
Scale: 1/2" = 1' - 0"

3 Secondary Directional Sign
Scale: 1/2" = 1' - 0"

4 Pole Mounted Banners
Scale: 1/2" = 1' - 0"

5 Pole Mounted Directional
Scale: 1/2" = 1' - 0"

FAMILY 1

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

FAMILY 1

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



1 Primary Monument Sign
Scale: 1/2" = 1' - 0"

2 Primary Monument Sign
Scale: 1/2" = 1' - 0"

Package Issue Date
04.28.15

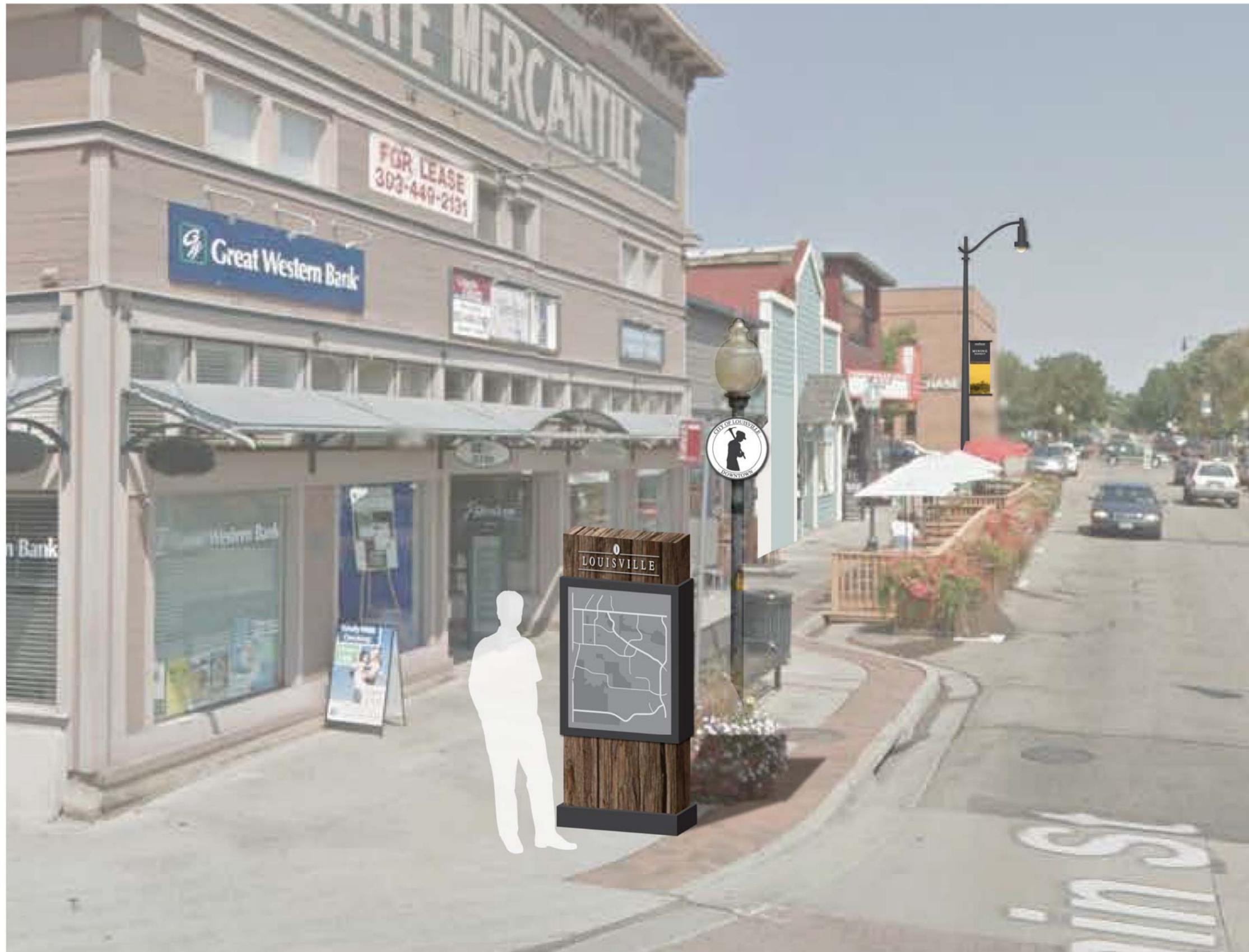
Sheet Revision Date
06.09.15



ARTHOUSE DESIGN

2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.



1 Select Signage In Context
Scale: NTS

FAMILY 1

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

DISTRICT SEAL STUDY

CITY OF LOUISVILLE, CO



1 SOUTH BOULDER ROAD/NORTH LOUISVILLE
Scale: NTS



2 CENTENNIAL VALLEY
Scale: NTS



3 MONARCH
Scale: NTS



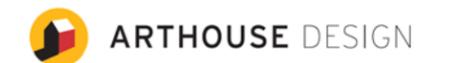
4 DOWNTOWN
Scale: NTS



5 COLORADO TECH CENTER
Scale: NTS

Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

SIGNAGE & WAYFINDING | FAMILY 2



FAMILY 2

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



1 Wayfinding/Map Kiosk
Scale: 1/2" = 1' - 0"

2 Gateway Monument Sign
Scale: 1/2" = 1' - 0"

3 Secondary Wayfinding sign
Scale: 1/2" = 1' - 0"

4 Directional Marker
Scale: 1/2" = 1' - 0"

Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

FAMILY 2

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



1 Wayfinding/Map Kiosk - Isometric View
Scale: NTS

2 Gateway/Monument Sign - Isometric View
Scale: NTS

Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.



6 District Seal Study
Scale: NTS



1 Illuminated Bollard
Scale: 1/2" = 1' - 0"

2 Pole Mounted Directional - Alt.
Scale: 1/2" = 1' - 0"

3 Pole Mounted Banners
Scale: 1/2" = 1' - 0"

4 Pole Mounted Directional
Scale: 1/2" = 1' - 0"

5 Pole Mounted Directional - High Speed Traffic
Scale: 1/2" = 1' - 0"

6 Pole Mounted Directional
Scale: 1/2" = 1' - 0"

FAMILY 2

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

FAMILY 2

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



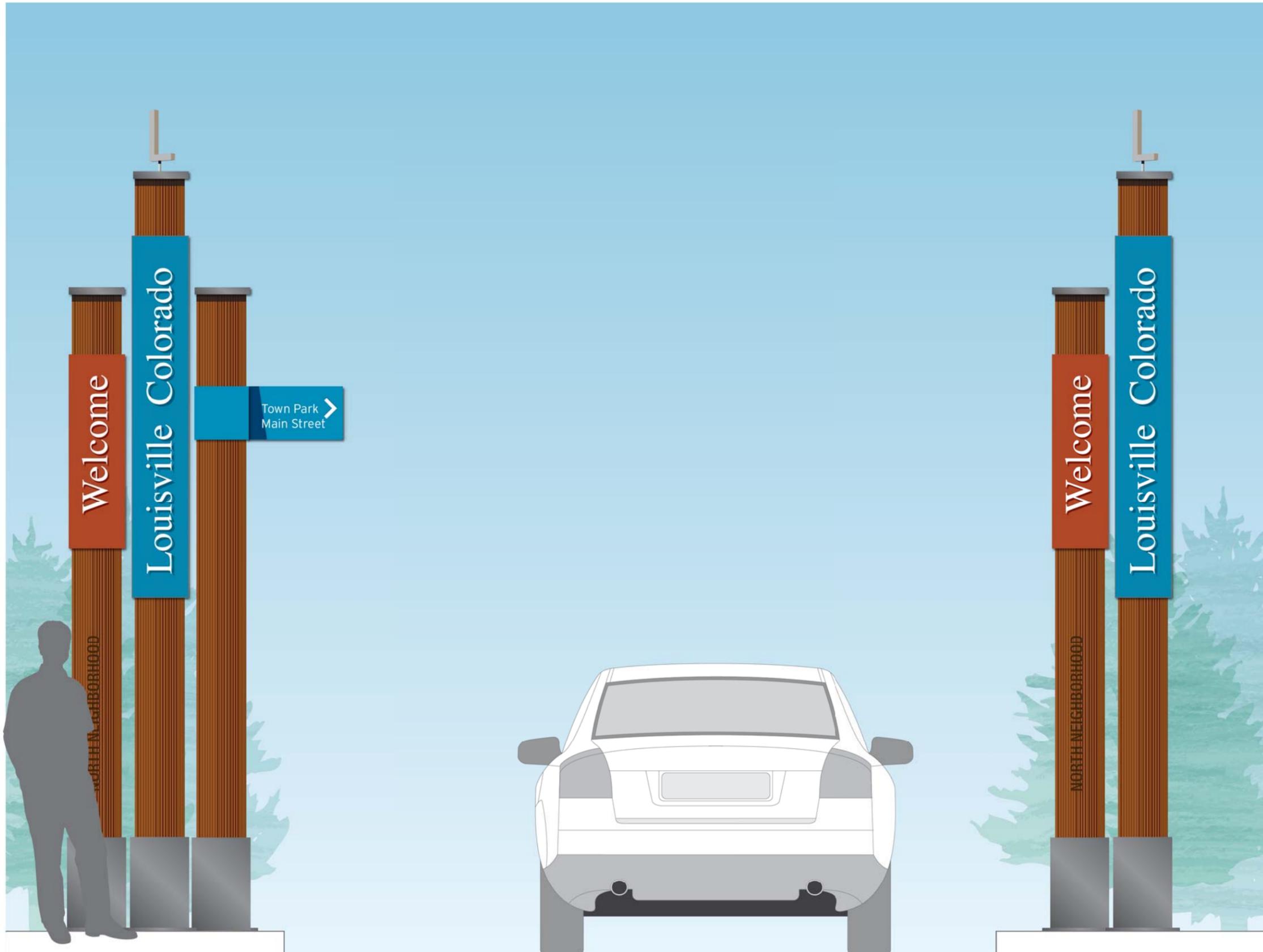
Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



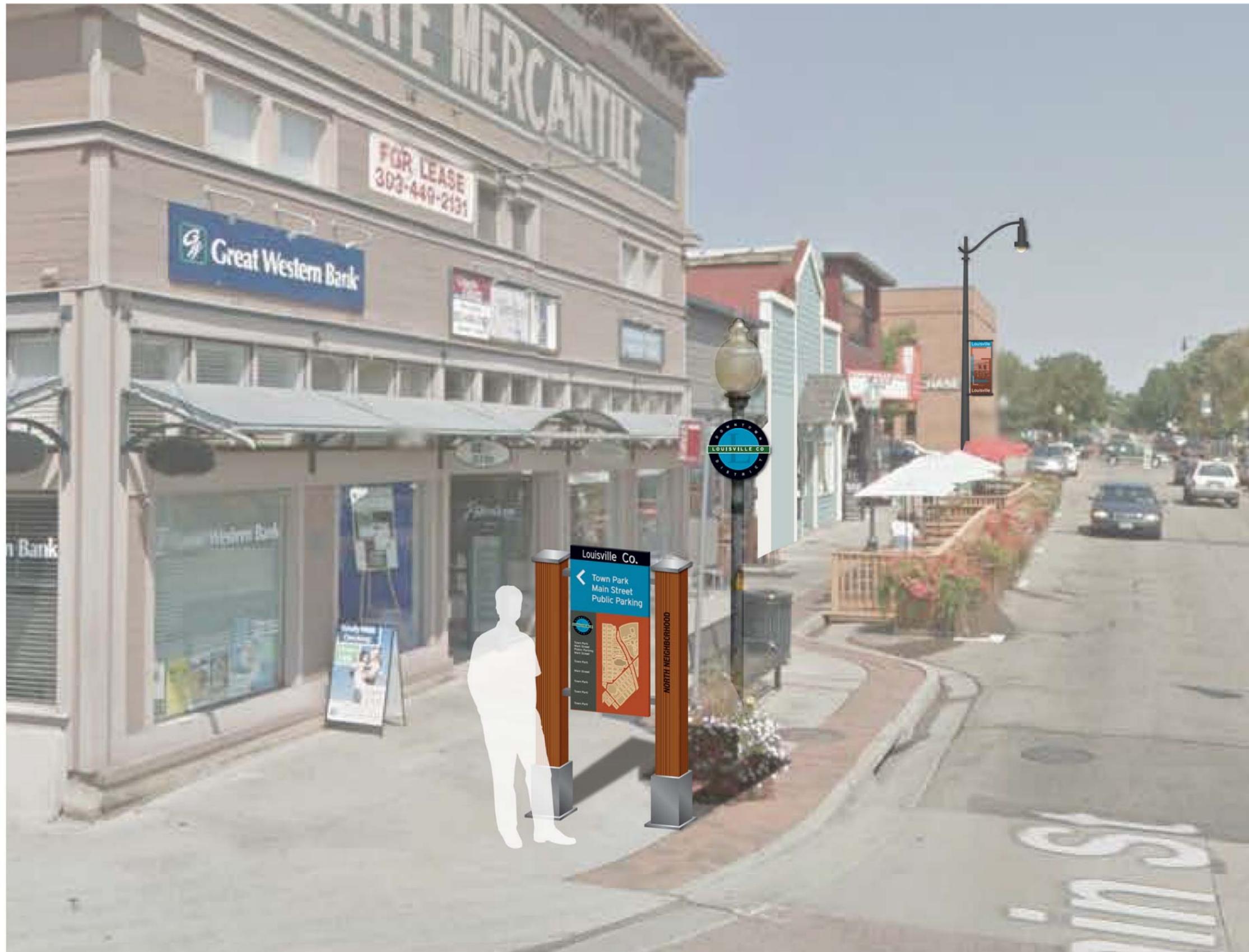
2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.



1 Gateway Monument Sign
Scale: 1/2" = 1' - 0"

2 Gateway Monument Sign - Alt.
Scale: 1/2" = 1' - 0"



1 Select Signage In Context
Scale: NTS

FAMILY 2

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

DISTRICT SEAL STUDY

CITY OF LOUISVILLE, CO



1 SOUTH BOULDER ROAD/NORTH LOUISVILLE
Scale: NTS



2 CENTENNIAL VALLEY
Scale: NTS



3 MONARCH
Scale: NTS



4 DOWNTOWN
Scale: NTS



5 COLORADO TECH CENTER
Scale: NTS

Package Issue Date
4.28.15

Sheet Revision Date
6.8.15



ARTHOUSE DESIGN

2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

SIGNAGE & WAYFINDING | FAMILY 3



FAMILY 3

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



1 Wayfinding/Map Kiosk
Scale: 1/2" = 1' - 0"

2 Gateway Monument Sign
Scale: 1/2" = 1' - 0"

3 Interpretive Sign - Front
Scale: 1/2" = 1' - 0"

4 Interpretive Sign - Side
Scale: 1/2" = 1' - 0"

Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



ARTHOUSE DESIGN

2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

FAMILY 3

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD. SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

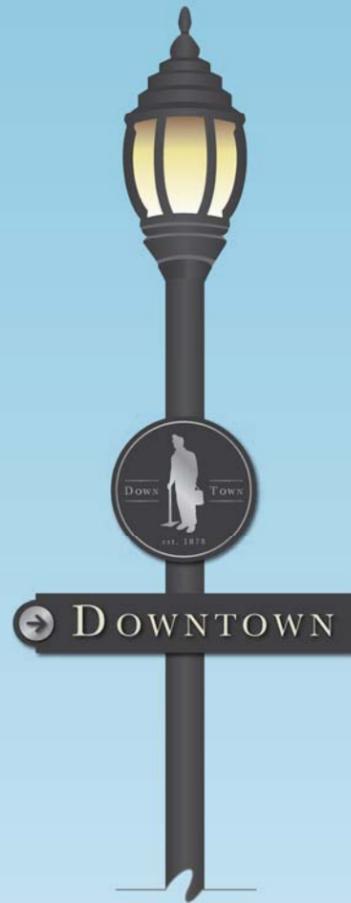


1 Wayfinding/Map Kiosk - Isometric View
Scale: NTS

2 Gateway Monument Sign - Isometric View
Scale: NTS



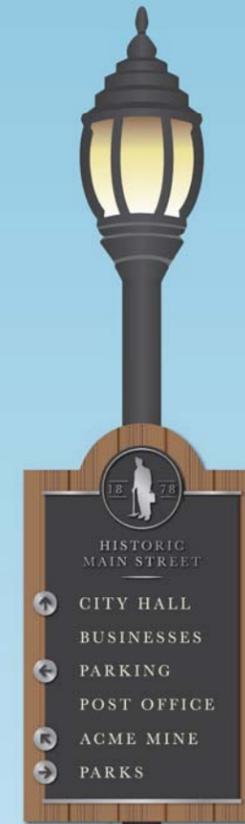
6 District Seal Study
Scale: NTS



6 Pole Mounted Directional - High Speed Traffic
Scale: 1/2" = 1' - 0"



4 Pole Mounted Banners
Scale: 1/2" = 1' - 0"



5 Pole Mounted Directional
Scale: 1/2" = 1' - 0"



1 Illuminated Bollard
Scale: 1/2" = 1' - 0"



2 Directional Marker
Scale: 1/2" = 1' - 0"



3 Secondary Monument Sign
Scale: 1/2" = 1' - 0"

FAMILY 3

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

FAMILY 3

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



1 Primary Monument Sign
Scale: 1/2" = 1' - 0"

2 Primary Monument Sign - Alt.
Scale: 1/2" = 1' - 0"

Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.



1 Select Signage In Context
Scale: NTS

FAMILY 3

LOUISVILLE WAYFINDING SIGNAGE

INSET PHOTOS



Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 ArtHouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.

DISTRICT SEAL STUDY

CITY OF LOUISVILLE, CO



1 SOUTH BOULDER ROAD/NORTH LOUISVILLE
Scale: NTS



2 CENTENNIAL VALLEY
Scale: NTS



3 MONARCH
Scale: NTS



4 DOWNTOWN
Scale: NTS



5 COLORADO TECH CENTER
Scale: NTS

Package Issue Date
04.28.15

Sheet Revision Date
06.09.15



2373 CENTRAL PARK BLVD, SUITE 204 | DENVER, CO 80238
303.892.9816 | ARTHOUSEDENVER.COM

©2015 Arthouse Design
All drawings and written material appearing herein constitute original and unpublished work of the designer and may not be duplicated, used or disclosed without written consent of designer.