



FINAL REPORT
FEBRUARY 8, 2006

TOWN OF ALTA SIGNAGE PLAN

PREPARED FOR: **Town of Alta, Utah**
Alta Resort Association



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REPORT CONTENTS

About This Report	2
What is a Signage Plan?	
What's included in this Report?	
Assumptions Used in this Plan	4
Communication Objectives	7
The Setting for Communication: An Analysis	8
Entry and Arrival	
Arrival and Wayfinding	
Locations for Communicating Visitor Information	
Interpretive Signage	
Alta: Creating a Sense of Place	13
Two Logo Alternatives	
Types of Signage and Interpretive Components	14
Overall Criteria	
Entrance Signs	
Orientation & Interpretive Kiosks	
Historical Interpretive Signs	
Orientation & Wayfinding Signs	
Locations for Signage and Interpretive Components	25
Possible Themes for Interpretive Signs and Panels	27
Implementing the Signage Plan	28
Design, Fabrication & Installation	
Estimated Fabrication & Installation Costs	

ABOUT THIS REPORT. . .

This document is the final report in the development of a Signage Plan for the Town of Alta and the Alta Resort Association.

What is a Signage Plan?

The Town of Alta Signage Plan provides an overall strategy and framework for the development, fabrication and placement of informational, directional, and interpretive signs and media at appropriate locations in the community. The plan addresses and accomplishes the following:

- **Establishes set of communication objectives** for informational and interpretive communication with Alta visitors and residents.
- **Analyzes the existing setting for communication** through signage and interpretive media. This includes assessments of how well such information is being presently provided, as well as the physical and other challenges for effective communication posed by the Alta's physical layout and likely patterns of visitor travel and movement.
- **Evaluates available visitation and demographic data** about existing and likely future visitors to Alta, and the possible implications of that data for

developing signage and interpretive media that meets the informational needs of those visitors.

- **Identifies the kinds of information to be communicated**, including:
 - An over arching “umbrella” theme or other means for creating within visitors a sense of being in a special place, not only because of its natural beauty, but also because of its unique historical heritage and the town's foundational role in the history and development of winter sports in America.
 - The specific types of signs that are needed, and the kinds of information that they should communicate for purposes of town identity, way-finding and direction. Because the appearance and placement of street identification signs and regulatory signs are governed by regulations established by the Utah Department of Transportation, this Signage Plan does not address those sign types.
 - A framework of interpretive messages and themes that organizes the information to be communicated about Alta's history and ski culture, and natural history and help provide a memorable, informative, and enjoyable visitor experience.

- Establishes a unified visual concept for the signs, interpretive displays and other physical elements, one that will honor the Alta's history as well as what Alta is today. This part of the plan also includes concept drawings for each of the major sign types and interpretive elements.
- Outlines the steps needed, estimated costs, and an estimated timetable to implement the plan after it is completed and approved.

What's Included in this Report?

This is the final report in the development of the Town of Alta Signage Plan, and is cumulative in that it includes and expands upon material presented in the interim reports presented in previous review meetings.

This final report goes beyond the November 15 interim report to include the following:

- Two different graphic possibilities for a Town of Alta logo, one using a "contemporary" look, the other with a "traditional" look.
- Visual representations showing the possible appearance of the various kinds of signs and interpretive components, including how the two alternative logos could be used.
- Revised recommendations on the number and kinds of signs and interpretive components, and their possible locations, based on input from the November 15 meeting.
- An outline of possible content themes to be used for historical and interpretive signs.
- An overview of steps needed to implement the Sign Plan, including estimated costs.

A Word of Thanks

We have appreciated the opportunity to work with you in the exciting process of creating a new and important addition to the infrastructure of the Town of Alta. We feel that the signs and interpretive media that will be developed from the plan can lend a rich new dimension to the visitor experience of those who come to Alta.

– Jerry Pulsipher
– Jim Peters
– Tom Parker
Consortium West Planning & Design Team

ASSUMPTIONS USED IN THIS PLAN . . .

To assist in analyzing the information and interpretive needs of the Town of Alta, and to make certain that all members of the Consortium West team and the Town of Alta/ARA representatives are operating in unison, the planning team has formulated a set of planning assumptions. These assumptions are based on discussions with and materials provided by ARA; on the characteristics of the town's current and potential audiences for information and interpretation; and on the themes that are appropriate for communication.

Assumptions About the Plan Itself:

- The overall goal of the Alta Sign Plan is to recommend the ultimate development strategy that will most effectively accomplish the Town's and the Alta Resort Association (ARA) goals and objectives.
- Although this plan should address the Town's and ARA's communication tools including the Internet and radio, the plan's primary focus should be on the signage.
- The sign plan is an outgrowth of the recently-completed Alta Economic Analysis that recommends the establishment of "...a 'way-finding' program that will help brand the Alta resort as well as deliver the current visitor to the existing services."
- The sign plan is neither a static nor final document that, once approved, will not change; rather, it should be dynamic report that changes as new or better ideas evolve in the design processes.
- As part of its scope, this plan should analyze the existing interpretive trail and its interpretive sign components.
- The sign plan will be a part of the overall marketing approach to increase skier days, overnight stays and average daily expenditure in Alta.
- The sign plan should part of the Town's objective to preserve Alta's uniqueness and charm.
- Any recommended signing strategy should help Alta visitors experience a stronger identity and sense of place.

Assumptions Regarding Alta Visitors And Users:

- ARA would like to increase visitation during the summer and shoulder seasons.
- ARA wants Alta to increase the number of destination visitors, i.e. increase the average length of stay.
- While the age, education, and income of Alta visitors is known, no attitudinal information is available about visitors.
- ARA wants to appeal to younger visitors without alienating its loyal repeat visitors.
- Because of the diverse types of Alta visitors, there will be multiple audiences for the information and interpretive program, each having its own information/communication needs.
- Even though a significant minority (appx. 40%) of Alta visitors come from the Wasatch Front, it is likely that these locals, like the out-of-area visitors, will not have much understanding or knowledge relating to the interpretive themes that are appropriate for communication through the Town's interpretive signing program.
- Market research has shown that of those visitors that might be labeled "locals." (Wasatch Front) 80% are repeat visitors, suggesting that consideration should be given to providing changeable interpretive information.
- Many of Alta's summer and shoulder season visitors come for outdoor recreation; therefore, the interpretive/ information program should make visitors aware of the recreational opportunities, both active and passive.

Assumptions regarding Signage and Interpretation:

- The information/ interpretive concepts to be communicated should be simple and should concentrate on the primary themes that are appropriate to Alta, i.e. where services, facilities and recreation opportunities are located; the natural and cultural history of Alta and Little Cottonwood Canyon, the ski industry, etc.
- Although not a major element in a recommended communication strategy, interpretation is an important aspect of the experience visitors will have while in Alta.
- A holistic approach tying Alta's various information and interpretive components together into a cohesive whole is more effective in providing a meaningful experience to visitors than a fragmented strategy with each component having no tie-in with the other.
- A coordinated graphic approach should be used for all interpretive and information components that will help provide visual unity for visitors, resulting in a more cohesive visitor experience.
- Alta's rich cultural history, identity and sense of place should be incorporated into the recommended signing strategy.
- Interpretive media should, given budgetary and spatial constraints, involve as many visitor senses as possible and should utilize "state-of-the-art" technology.
- In any interpretive signage, visitors will prefer a mixture of visual and verbal symbols over text-only presentations.
- The Town of Alta and ARA either possess or can procure photographic resources that can be utilized in the design and fabrication of the interpretive media.
- Any way finding, directional or identification signage should be quickly and easily understood by motorists in moving vehicles.

Assumptions about management constraints and considerations:

- The majority of the interpretive signs will be unsupervised; therefore, the interpretive media should be as vandal- and theft-resistant as possible.
- Any new signs developed will have to endure climatic extremes and should be fabricated from materials that can withstand the wide fluctuations in weather conditions found in upper Little Cottonwood Canyon.
- Any new signage should be implemented in ways that minimize negative impacts on the Town's historical and natural environments.
- Placement of signs must take into consideration the realities of winter snow removal and avalanche dangers, avoiding locations where signs may hinder snow removal processes or expose signs to potential damage or destruction.
- All interpretive and information signage should encourage visitors to interface with Alta and its surrounding natural environment in a manner that preserves the cultural and natural resources found there.
- There are no stated budgetary constraints for orientation, way finding and interpretive development at Alta; however, the information and interpretive media should provide the needed communication at a reasonable cost and without requiring unnecessary maintenance or other on-going expenses after installation.

Communication Objectives

Beyond helping Alta visitors to enjoy the town's world-class recreation opportunities as well as its natural and cultural resources, representatives of the Alta Resort Association and the Town of Alta also seek to help visitors orient themselves to the town, be aware of the amenities afforded by the town's commercial entities, find their way to the locations and activities of their choice, and better understand the uniqueness of the Alta's cultural, natural and historical resources. The primary goal of the Alta Economic Analysis "...to bring more money to Alta town businesses." Based on input provided by Town and ARA representatives as well as resource materials gathered by the Consortium West planning team, some of the major objectives of the information and interpretive program for achieving that goal are:

- Provide a self-service information program that effectively orients visitors to Alta, allowing them to easily find their way to the locations, services and activities that most interest them.
- Help create a "sense of place" in the town by providing tasteful, coordinated signage and other graphics.
- Maintain the town's ambience and natural attributes by developing attractive and environmentally sensitive information and interpretive components.
- Enrich the experience visitors have at Alta by providing interesting and engaging interpretive displays that bring to life the town's rich cultural heritage as well as the canyon's fascinating natural history and geology.
- Make visitors to Alta feel welcome in the community and communicate to visitors that the town as well as ARA are genuinely interested in them and their needs.
- Make winter visitors aware of the many things to see and do in Alta during the summer and shoulder seasons.
- Provide information to visitors that will improve or contribute to Alta's economic growth and well-being.

The Setting for Communication

One of the key elements or resources in any visitor communication program is the setting in which that communication will occur. Each such setting is a combination of elements, which may affect the communication process, either positively or negatively. The Consortium West planning team has carefully analyzed the overall communication setting at the Town of Alta in an attempt to identify not only those areas or resources that will enhance visitor communication, but also pinpoint those attributes, both tangible and intangible, that could detract from effective communication. The purpose of this section is to summarize the team's findings about both. The following sections of this plan outline a strategy and specific recommendations to the Town of Alta and the Alta Resort Association for mitigating these challenges and creating the best possible setting for effective communication with visitors to take place.

Entry and Arrival:

- One of the major challenges inherent in the town's physical setting is that there is no obvious arrival point. This is especially true as visitors approach Alta on State Road 210, the main route into town. Some distance after they actually enter the town limits, visitors pass the first buildings at the Hellgate condominiums, but there's no indication that visitors have arrived in Alta.



Current Entrance Signage:



SR 210 ENTRY SIGN:

- Located a short distance above the Hellgate Condominiums, a small highway sign indicates that visitors have indeed reached the town. However, the sign is small and therefore unobtrusive and is located up the mountainside on the opposite side of the highway. Further diverting motorists' attention from the sign is its location directly across the highway from the entrance road into the Meadows condos below the right side of SR 210.

BYPASS ROAD ENTRY SIGN:

- Visitors arriving via the by-pass road are greeted with two signs, the first a "welcome" sign clearly informing visitors that no dogs are allowed. The second is another highway sign identifying the town. Like the sign located on SR 210, this one is small and not obvious from the road.

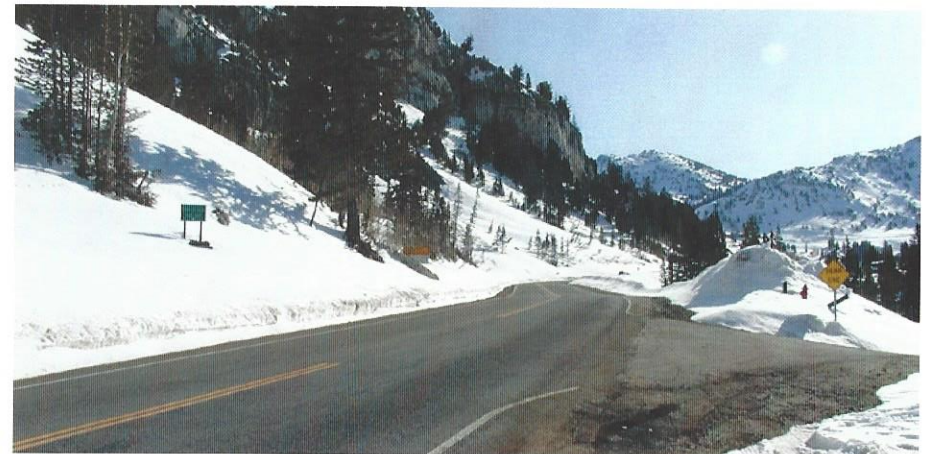


Arrival and Wayfinding:

- It is likely that most first-time visitors arriving in Alta don't realize they have arrived until they reach the turnoff to Goldminer's Daughter and see the large Wildcat Base directional sign with the Alta Resort logo.
- The sign above and the similar Albion Base directional sign located just past the upper parking area provide directional information that is oriented to mainly useful to skiers, but not of particular value to summer or shoulder season visitors.
- No directional signs presently exist for visitors arriving on the Bypass Road. Coming to the stop sign at the point where the Bypass intersects with SR 210, visitors find only a stop sign. There is no indication which way to turn to go to the center of the town, nor what kinds of facilities and services might be available.
- Even where it does exist, there is no unified system of directional and wayfinding signage. Even highway signs appear to have been installed on an ad hoc basis. The lack of consistent wayfinding signs must be confusing to most first-time visitors.

Locations For Communicating Visitor Information:

- A major challenge created by the town's physical layout is that there is no obvious town center. Unlike most communities, Alta's municipal offices and ARA offices are not prominent and therefore not noticeable, and in any case, are not really geared to handling large numbers of visitors. Visually, the closest thing to a town center is this part of Main Street between Alta Lodge and Rustler Lodge.
- Roadsides have little space for placement of signing other than minimal highway signing. This compounds the problems in providing adequate directional signing at locations such as the bypass junction with SR 201 (shown below.)



- There is no location near the town entrance that is large enough to accommodate adequate parking and any kind of kiosk or signs to provide needed information. In winter, for example, a graveled pullout beyond the condo access and opposite the small existing Alta entry sign on SR 210 is used to pile snow from plowing the highway.



- The primary public information facility, the ARA offices, are located almost at the top of Alta, not near the entrance into town. In addition, this facility, which doubles as the fire station, does not look like a public information building, and has inadequate parking space for more than a few cars during the winter months. The small foyer serves as the community post office, and could be developed into a mini information center by the addition of a larger exterior sign, an orientation panel and literature rack.
- The abandoned “Tom Moore Toilets” facility, about 100 yards west of the the fire station, has native stone walls and has potential to be redeveloped as an information kiosk. This location has adjacent parking and the information facility would not have to take away available parking spaces.



- Only two parking areas of any size are located on Main Street. The largest is the upper lot, at the entrance to the Albion Base and the access road to Albion Basin. This area has curbing but lack sidewalks along the edge and provides no place for an interpretive kiosk or sign grouping without utilizing part of the existing parking space. This site is a prime summer parking and orientation location, with existing Salt Lake City Watershed interpretive panels and a planned historical panel by the Alta Historical Society . It also serves as the summer trailhead for the nature trail.



- A second parking area, slightly smaller than the upper lot, exists just west of Rustler Lodge. This area has the same limitations as the upper lot in terms of having parking pavement right up to the edge of the drop-off, and often has cars from patrons of Rustler Lodge.



INTERPRETIVE SIGNAGE:

- Alta certainly does not lack for history and natural features that could provide interesting interpretive opportunities. The town's physical setting is stunning in its beauty with spectacular cliffs, mountain peaks and forests on all sides. Its mining history is unique in Utah, and its history as the birthplace for Utah alpine skiing go back to the roots of its introduction in America.
 - Existing interpretive signage is limited to the Albion/Sunnyside Lifts parking/overview area at the top of the town and the interpretive trail that runs from that same upper parking area down the hillside and along the valley floor to the Wildcat Base. These interpretive signs are removed and stored in late fall and are not re-installed until snow is gone in the spring. The start of the interpretive trail is not obvious to someone standing in the upper parking area, and only slightly more apparent at its western terminus near the Goldminer's Daughter. Trailhead signs are needed to make visitors aware of the trail and provide an overview of its route and purposes.
 - During summer months, the Salt Lake Metropolitan Water District erects several removable educational panels at the upper parking area. These deal with the Salt Lake watershed and its proper use and protection.
- A third possible location for information and interpretive information is at the Wildcat Base, where plentiful parking is available, along with sufficient space for an information kiosk. The main drawback of this area is its location off more heavily traveled Main Street.
 - At present, regulatory signage for parking and trail use, directional signs to trails, services and skier locations, are particularly disorganized at the Wildcat Base location. Signs appear to have been placed in an ad hoc manner as different needs have been identified. There is no coordination as to materials, colors, type styles, and placement.



ALTA: Creating a SENSE OF PLACE

The process of creating a sense of place for a community or area is not something that can happen in one fell swoop. It is generally something that gradually emerges over time from a combination of factors: the larger environment, the town's layout, the relationship of key points of activity, as well as remnants or vestiges from the past. It also depends on a lot of little details, the best of which arise out of the habits and peculiarities of those who inhabit a place: window-boxes of flowers in Switzerland, the sounds of music that (used to) float out of cafes and bars of New Orleans' French Quarter, the trickle of water falling from a mossy fountain in a Santa Fe courtyard, pathways that "just happened" over time, places where people gather, and what they do in those places. While all of these are usually factors in "place building" that come about naturally over time, a sense of place can also be created from scratch to some degree, the Disney theme parks being prime examples.

Today's Alta faces some challenges in creating its own sense of place. Fortunately, its beautiful natural surroundings are still there, including the scent of spruce and fir drifting down the mountainsides, the clouds that can hang against the peak, the light of sunset setting the slopes ablaze. Too little remains of Alta's distant historical past, with most traces of its rowdy mining days nearly erased. A few buildings from the earlier decades of Alta's resurrection as a ski town can still be found, including parts of Alta Lodge. But most of the town shows a somewhat varied architectural

face reflecting the tastes of the decades in which they were built. Alta is not an alpine village, it is not a French alps resort of concrete-modern lodge. It is just Alta — a place strong in the memory of those who cut school classes to ski on its slopes when a day pass cost \$4.00, and those who continue to come back year after year because it's not like the newer, planned, and more elegant resorts. It's Alta, the place where skiing in Utah all began.

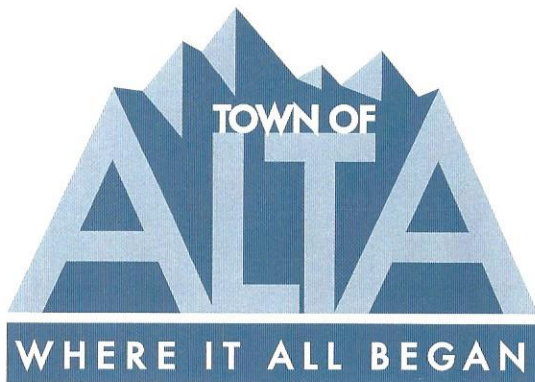
These and the other subtle elements of what really constitutes Alta serve as a good foundation for developing a sense of place. The implementation of a unified sign plan can help bring greater unity to what is now a pretty chaotic visual appearance, and this is a primary purpose of this Sign Plan. Given these factors, the Planning Team suggests using a slogan, a tag-line that could be added to the town's name in signage, marketing literature and elsewhere. Better slogans may be found, but to us this phrase seems to work:

ALTA: Where it all began

This idea relates to both beginnings that occurred here: Alta as one of the earliest mining strikes in Utah, and Alta as the first place in Utah and one of the first in the nation where alpine skiing had its start. It also suggests the place where many Utahns and others made their first run down a ski slope. It's simple, it invites curiosity about exactly "what" began, and it seems to fittingly describe what Alta is all about.

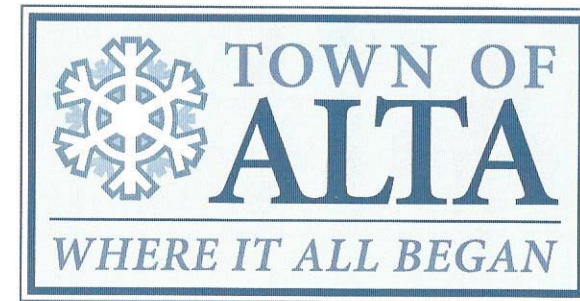
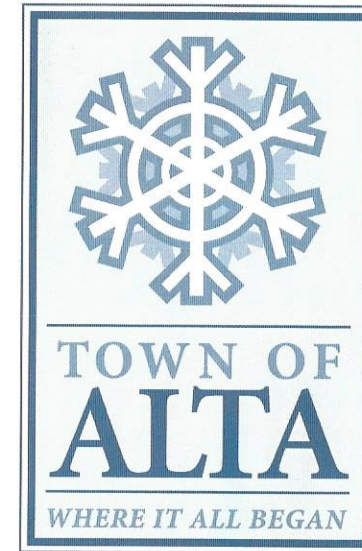
Two Alternatives for an Alta Town Logo

The logos shown below represent two possible ways of visually expressing the identity and nature of the Town of Alta. These are presented as possibilities, and could be refined or replaced during the graphic design work needed to take the effort beyond the overall concepts developed in this document.



Contemporary

Uses a sans-serif type face and graphic shapes reflective of Alta's mountain setting and current lifestyle.



Traditional

Uses a serif type face and a layout reflecting Alta's mining and winter sports heritage but with a contemporary flair.

Types of Signage and Interpretive Components

Following analysis of the information needs of visitors and residents and the unique challenges posed by Alta's physical layout and travel and use patterns, several specific kinds of informational components are proposed. All components should meet the following criteria:

Structural and Signing Materials:

- **Structural Elements** are recommended to be fabricated from wood and stone where possible, materials that reflect the historical character of Alta and has a universal "fit" for mountain locations. Metal structural elements may be needed for locations where snow removal can damage or destroy wood structural elements.
- **Sign and Panel Faces** should be fabricated from durable and weather-resistant materials, easily changed out when repairs are needed, or when updated information or seasonally different information is required. The material recommended in this plan is high-pressure laminate, which provides a durable, stable and weather-resistant sign platform, allowing high resolution full-color typography and images. This durable material is able to withstand exposure to the weather and the

temperature extremes common to a community 9,000 feet above sea level. High pressure laminate will provide the opportunity to a variety of images derived from historical photographs to show places and people as they once were in Alta, as well as modern photographic images and illustrations.

Mountings:

- Mounting systems will vary according to the need for permanence of a sign or interpretive component at a particular location. Depending on location, mountings may be free-standing or mounted to existing structures. In locations where seasonal removal is required because of snow removal conflicts, mountings should allow for easy (but not too easy) post removal, with flush-mounted ground plates or fasteners.

Graphic Treatment:

- The prime objective of the graphic design of signs and other informational components is to establish an Alta "brand" that identifies the town and resort in a visually unique way.

- The Town of Alta logo (either one of the alternatives shown on page 15, or some other logo still to be developed) should be used on all signage and interpretive components to the degree that it is practicable.
- The tag-line, "Where it all began" should be used with the Alta name wherever possible, in combination with the logo when appropriate. This combined usage would apply especially to entrance signs, information kiosks, historical signs and markers, and interpretive panels and signs.

TYPES OF SIGNS & INTERPRETIVE ELEMENTS:

Several different kinds of signs and interpretive elements are proposed in implementing this signage plan. These include:

- Welcome Signs on SR-210 and the Bypass Road.
- Interpretive Kiosks, to serve as primary visitor contact and information points.
- Interpretive and Historic Site Signs
- Wayfinding Signs (vehicular and pedestrian)

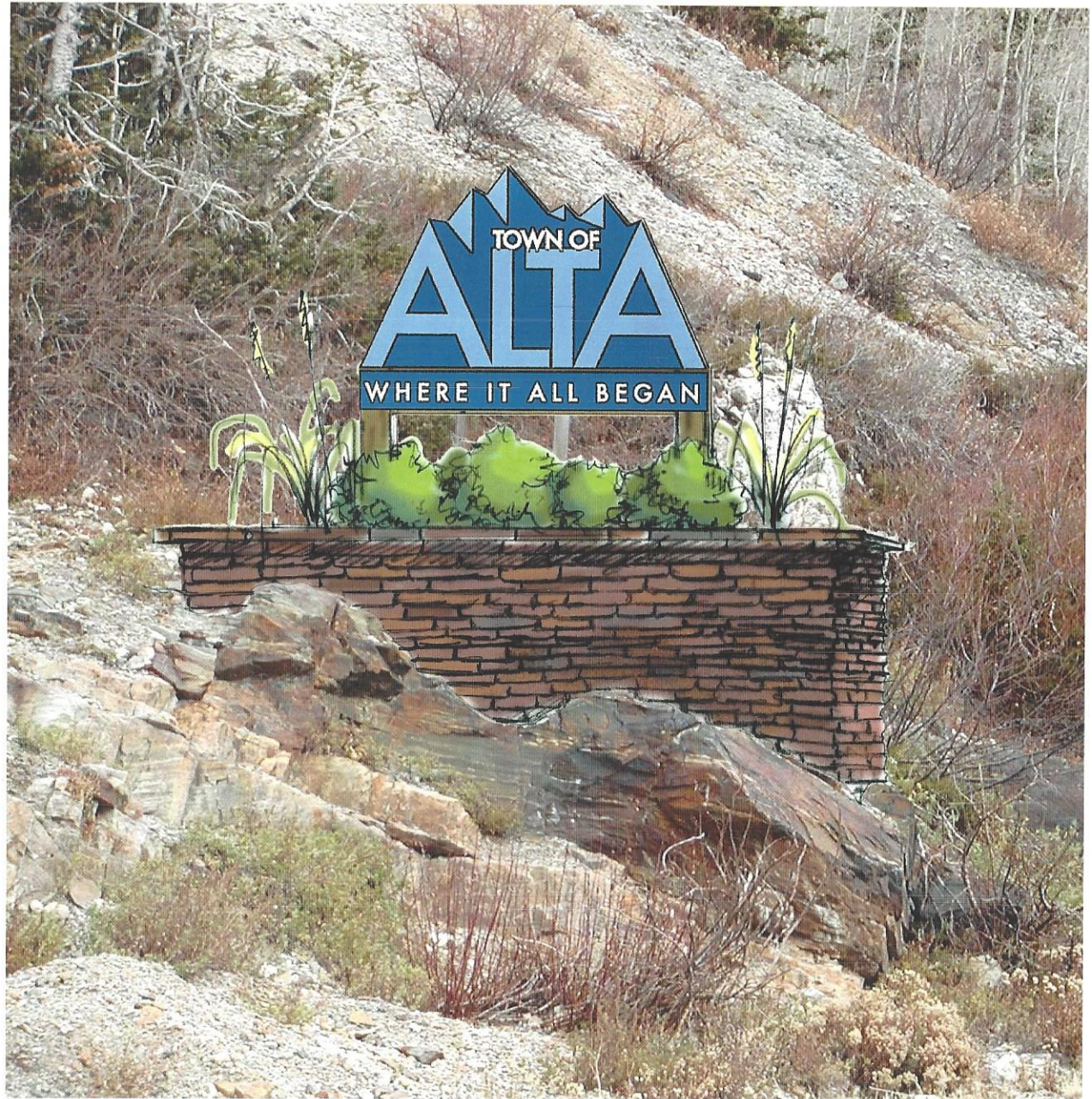
SR-210 ENTRANCE WELCOME SIGNS:

These would be substantial and permanently constructed signs featuring the Alta logo and type with the message "ALTA: Where it all began." Natural materials, including a rock-faced base, wood posts, muted colors, and a traditional type face would help create feeling of a mountain community that has been around for a while, a place distinctly different from the more contemporary architecture signing of neighboring Snowbird, a place that walks to the beat of a different drummer. Entrance signs will need to be designed with enough height to be seen over snow piled up along the highways during the winter, yet not so elevated that they look strange in the summer. In the example shown, the "traditional" logo is used with post mounts and a stone masonry base. The base could include a planter with native grasses or shrubs. The existing entry sign is shown for comparison.



SR-210 ENTRANCE WELCOME SIGNS:

This illustration shows how the proposed entrance welcome sign would look with the “contemporary” logo. Height of the sign would be sufficient to allow it to still be visible in winter.



BYPASS ROAD WELCOME SIGNS:

This sign would be similar in design to the sign on SR-210, adapted to fit the steeper slope on the bypass road entrance location. The existing signage is shown for comparison.



INFORMATION KIOSKS:

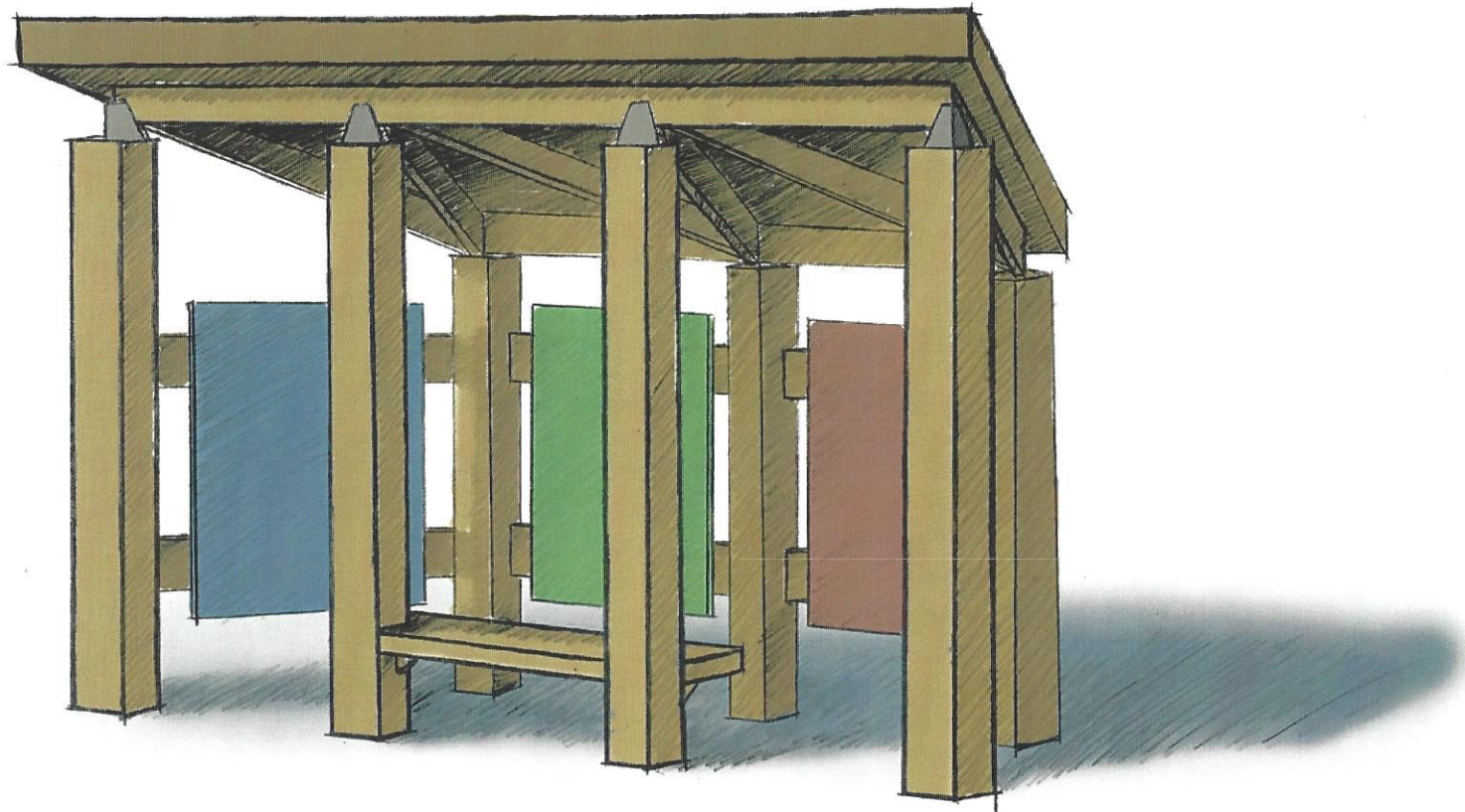
The largest of the sign plan components, information kiosks would be permanent structures located at key points in the town. Kiosks would consist of a wooden post structure with a sheltering roof, paved base, using materials consistent with an “Alta” palette of wood and natural colors. These structures would provide mounting for four information or interpretive panels. One would be an **Orientation Panel**, with a welcoming message about Alta, the logo and

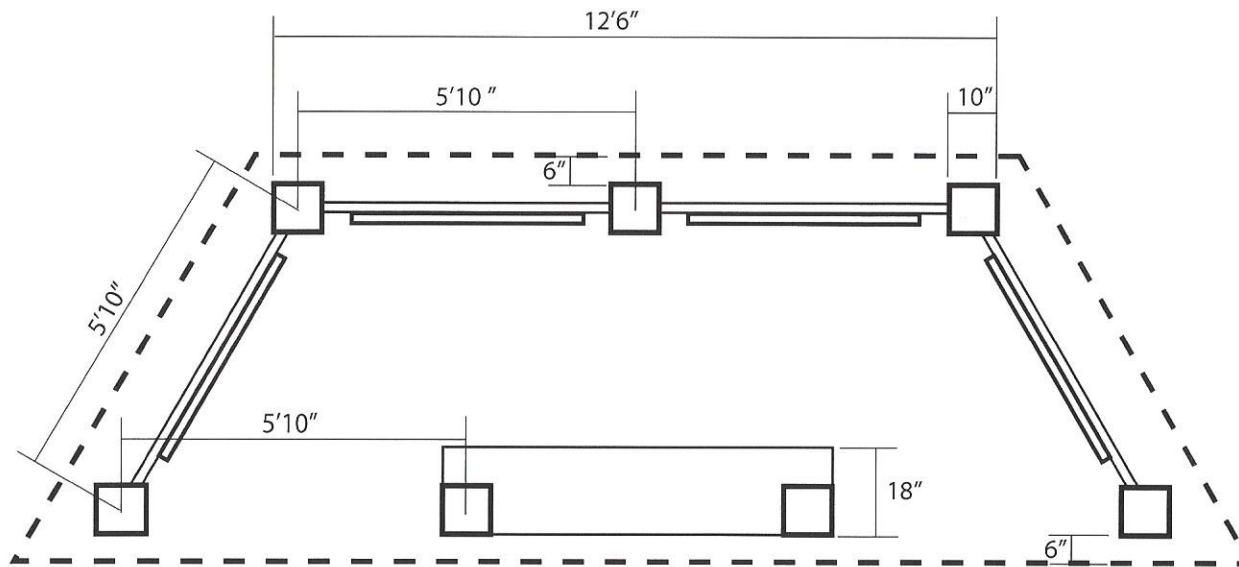
tag-line. This panel would feature a detailed map of Alta with a “You Are Here” indication and labeling of lodges, community buildings, businesses, services, and interpretive trails and sites, and other points of interest. Other panels could feature historical or natural history themes. One of the panels is recommended as a bulletin board for posting current event information and seasonal regulations. Panels would be removable and changeable to allow for seasonal adjustments to meet the communication needs of visitors in winter

as well as the summer and shoulder seasons. Ideally, these structures would be lighted, especially for use by winter visitors.

SMALL ORIENTATION PANELS:

These would be smaller versions of the larger Orientation Panels in the Information Kiosks, with similar Alta identification and logo, orientation map, and listings of lodges, businesses, community services, and interpretive trails and sites.

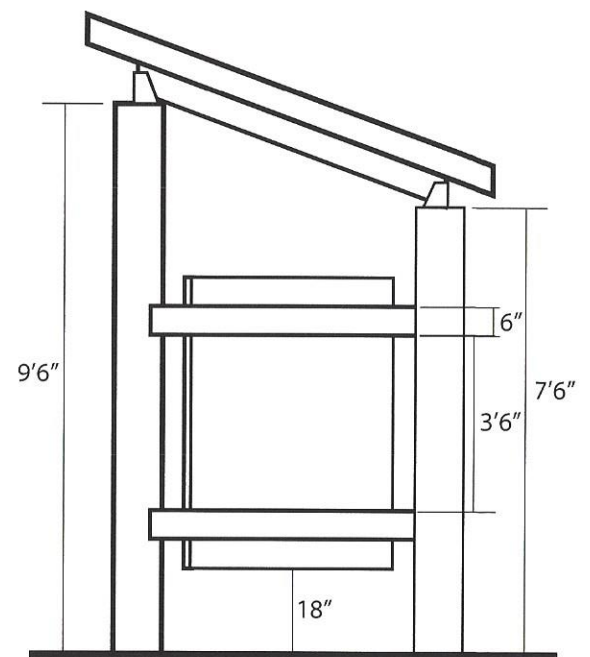
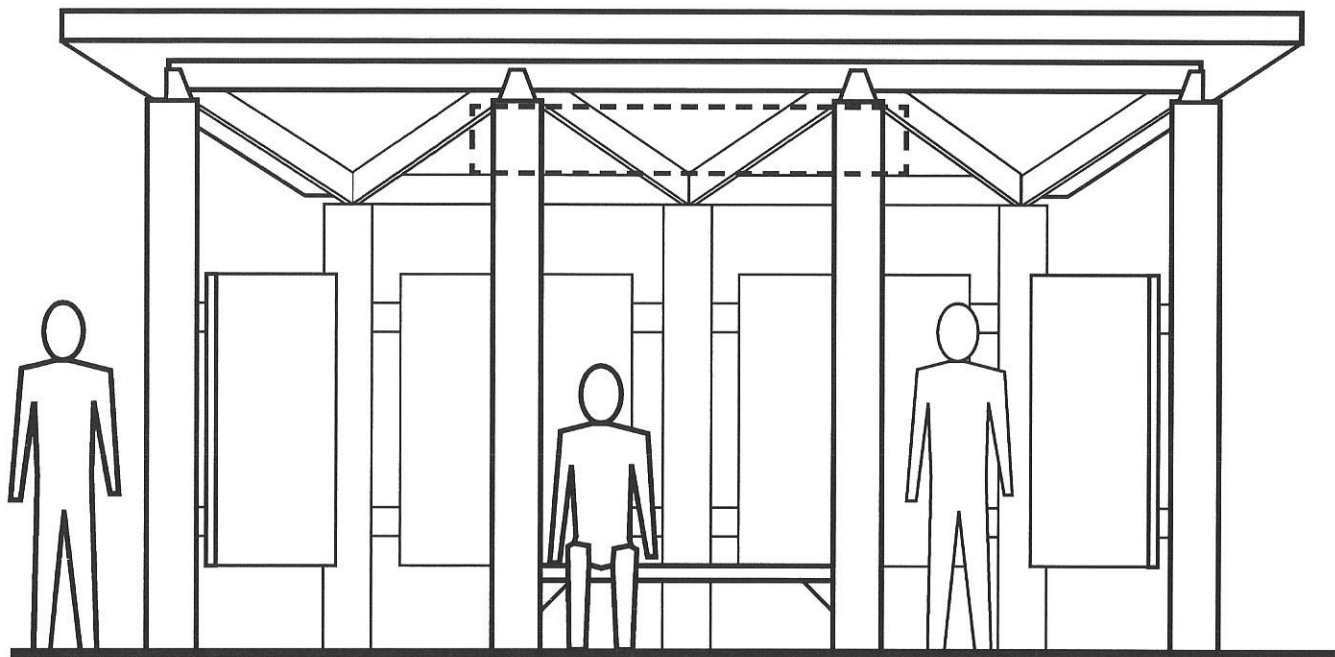




INFORMATION KIOSKS (Continued):

As depicted here, the Information Kiosk would be a permanent structure that would serve as a primary visitor contact point, perhaps near a bus stop or major parking area. Construction would be of wood posts and beams, with a sloping roof to shed snow off the back of the structure. Lighting for evening use could be an option.

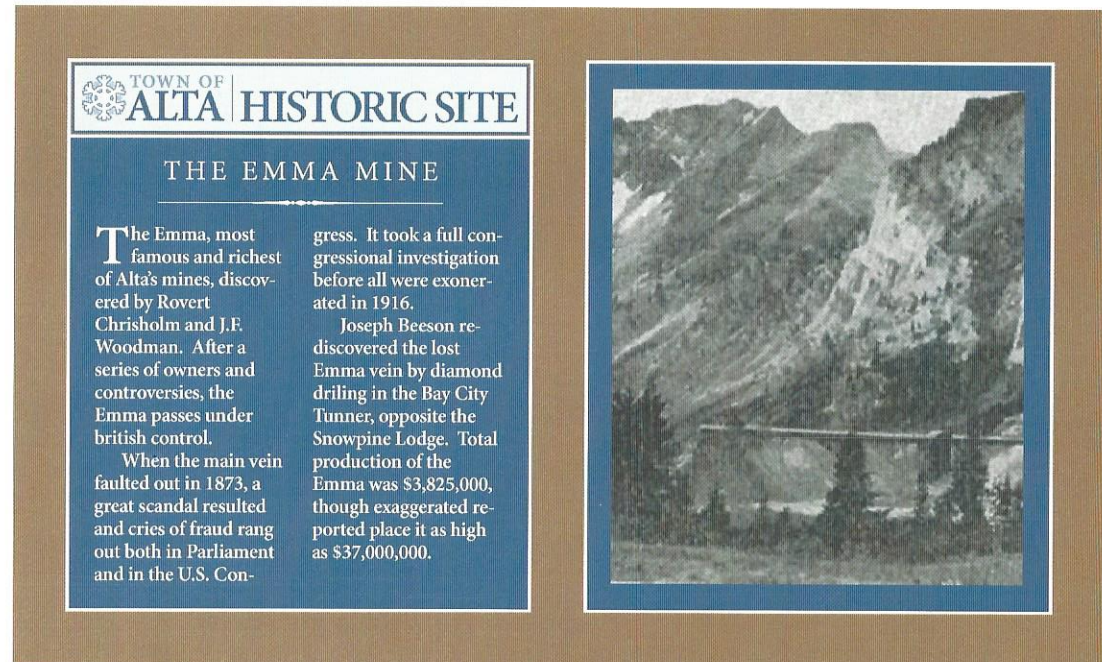
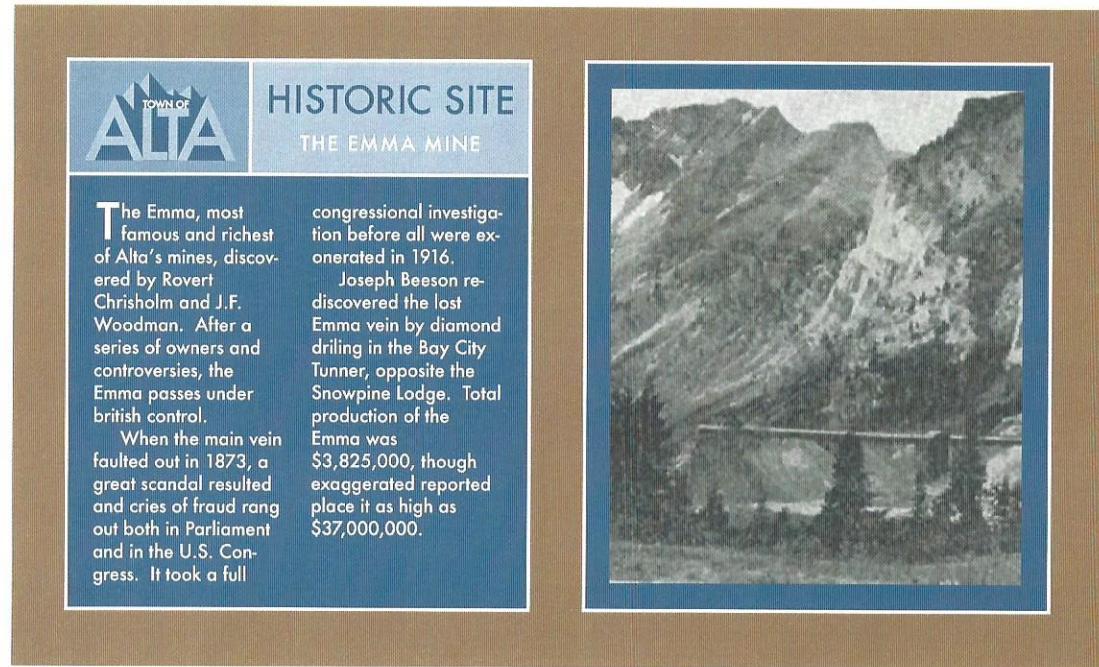
Alternate Kiosk Header: In addition to the structural features and panels shown here, an alternate "header" could be attached to the kiosk. Shown on the front elevation by dashed lines, this would identify the kiosk with a message such as "Town of Alta Visitor Information," with the logo and tag line.



HISTORIC SITE & INTERPRETIVE SIGNS:

Smaller than the interpretive panels mounted in the information kiosks, interpretive signs and historic site signs would be located near historic buildings, at historic sites, along trails and at specific sites where interesting natural or historical features can be seen. Individual historical buildings and sites could be noted with permanently placed wall-mounted or low-profile plaques that provide a glimpse into the history of the place or the people and events associated with it.

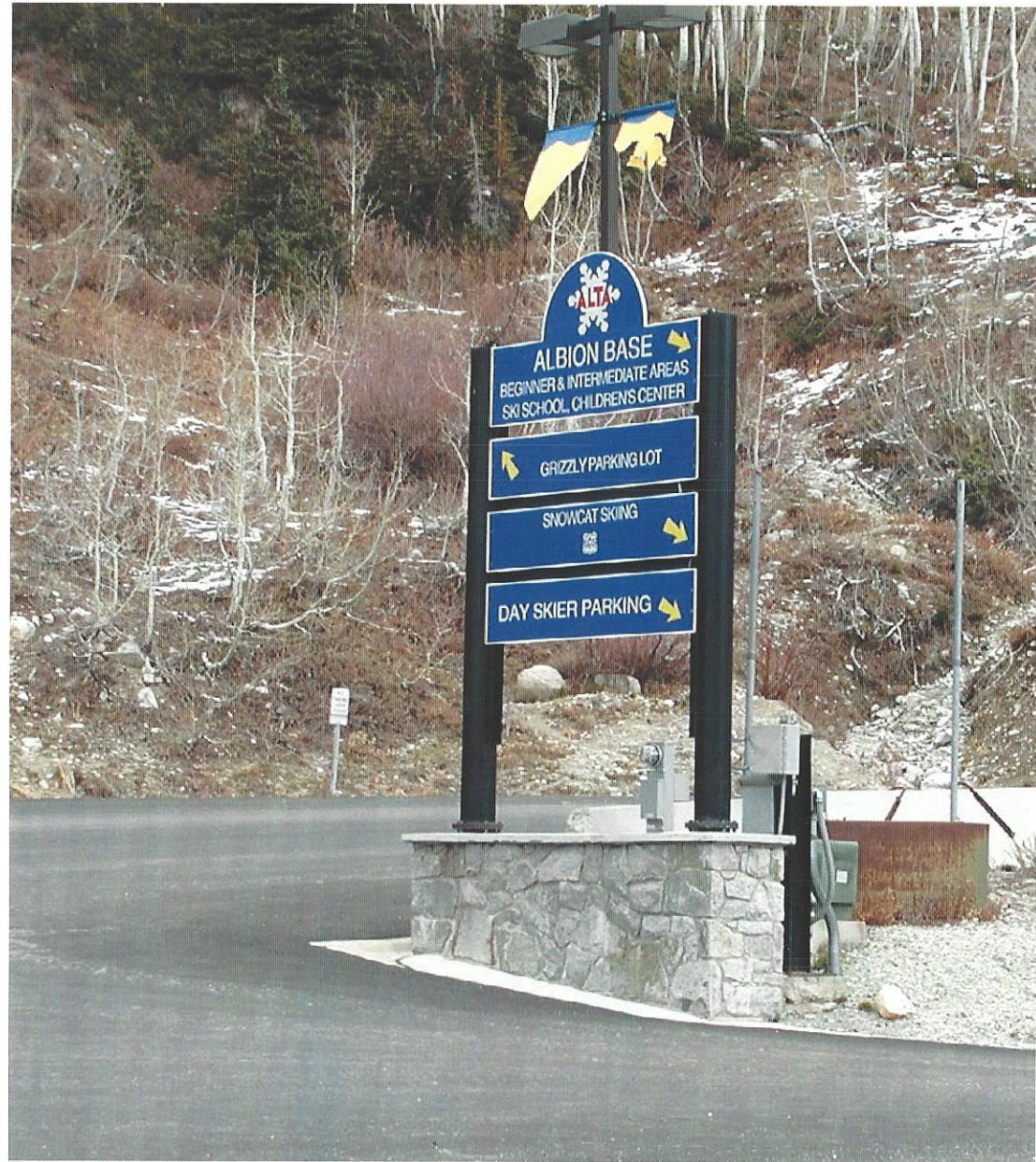
These visualizations show two alternatives for historic site or interpretive signs, one with the "contemporary" logo, the other with the "traditional" logo. These kinds of signs could be post mounted or mounted directly to a structure, depending on location.



VEHICULAR WAYFINDING SIGNS:

Automobile wayfinding functions at the two major access points to the ski lifts at Wildcat Base and Albion Base are already being provided by large directional signs constructed by ARA, and there does not seem to be a need for a duplicative effort at these junctions. Still, it is recommended that directional information on these two major structures be reworked to provide information useful to summer and shoulder season visitors rather than strictly for winter sports visitors. This might be accomplished through mounting additional directional modules, or seasonally replacing some of the existing directional modules with ones more appropriate to each season — including summer directions to trailheads, etc. The possibility of retrofitting the large existing signs with the new Alta logo that is proposed, helping to bring these visually impactful structures at least somewhat into visual harmony with the other sign plan components.

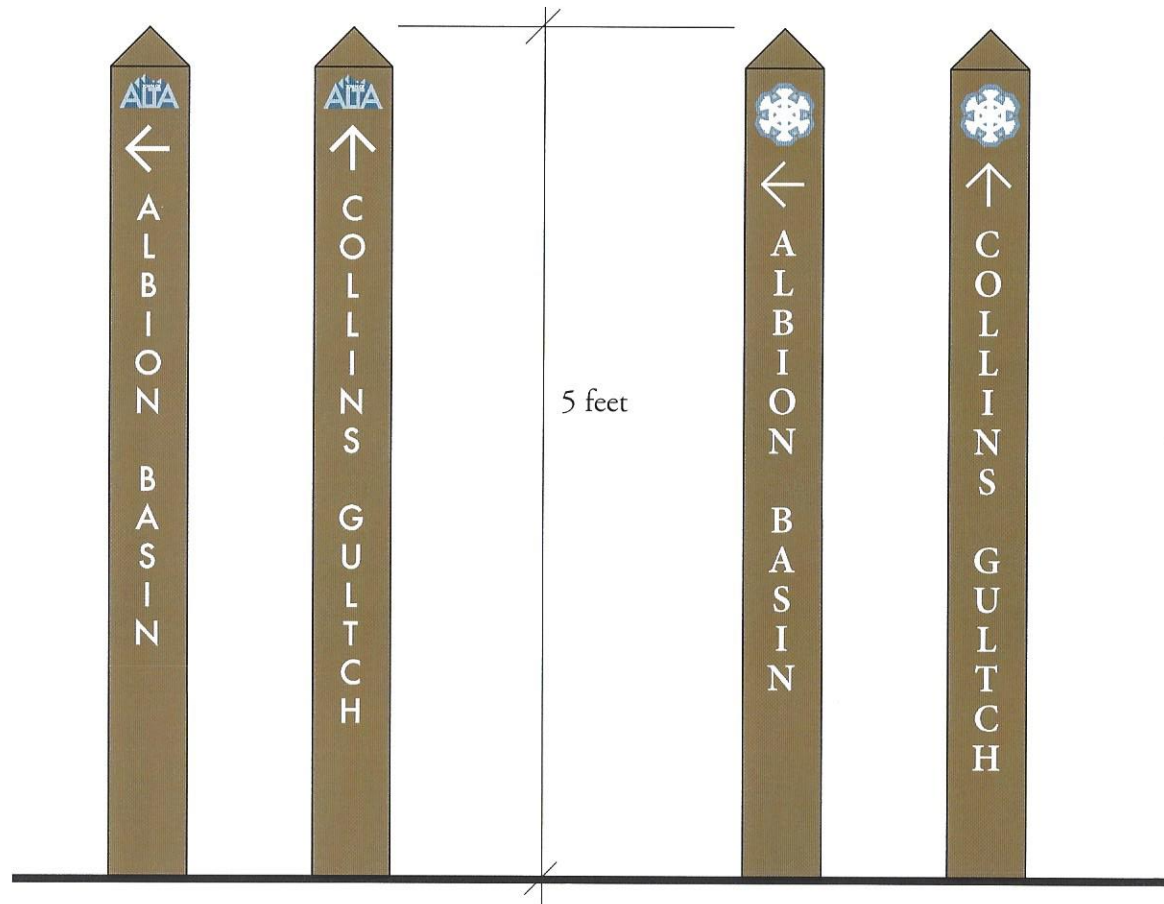
Highway Directional Signs are also needed at the SR 210 / Bypass Road intersection, providing directions to the center of town from the Bypass Road, and directions to the Bypass Road from SR 210. Because these signs would be located on or near UDOT highway rights-of-way, they will need to conform with UDOT regulations for materials and placement, and should be requested by the Town of Alta through appropriate UDOT channels.



PEDESTRIAN WAYFINDING SIGNS:

Smaller Pedestrian Directional Signs would be used to provide directions on trails and at the points where trails and paths intersect roads. It is proposed that these be of simple design, perhaps following the wooden post approach illustrated. Where such signs will conflict with skiing and winter activities, they could be installed with mountings that would make them easily removable and stored during the winter.

Pedestrian wayfinding signs could be as simple as 6 x 6 wooden posts, with applied or etched letters. These examples show both the "contemporary" as well as the "traditional" logo. Space is too limited to use the "Where it all began" tag line.



Locations for Signage and Interpretive Components

Primary locations for communicating visitor information in the Town of Alta Sign Plan are shown on the aerial photograph on the following page. Other components, such as directional signs, orientation and wayfinding signs, and historical markers would be scattered more widely through the community.

Major locations for signage and interpretive components are proposed as follows:

Entrance Signs

New entrance signs would be located on Utah State Route 210 and the Bypass Road at approximately the same locations where the existing small signs are located, with both locations generally having good sight lines and close proximity to the outlying buildings that visually suggest that a person is entering a town. Since these locations may be on highway right-of-way, exact siting of the signs will be need to be coordinated with the Utah Department of Transportation so that snow removal and other safety requirements are met.

Information Kiosks

Three alternative locations are proposed for information kiosks, the largest of the informational/interpretive components. The recommended locations are among the few sites where adequate parking is available and enough room exists for construction of pads and protective barriers. Specific sites at each location would need to be determined. It is recommended that these kiosks be constructed and maintained as permanent, year-round structures, with sheltering roofs and (if funding is available) lighting for evening use during the winter.

- **The Upper Parking Area at the end of SR 210.** This location provide a good visual overview of Alta and the surrounding mountains, and is also the trailhead for the interpretive trail. The available parking should be more than adequate for summer and shoulder season visitors, and the parking area is the place where most visitors turn around.
- **The Fire Station / Post Office Building.** While not large enough to house the size of information panels that would be used in the outdoor information kiosks, the lobby of this building could be utilized as a visitor information center. Much of the existing clutter on the walls of the building entry foyer could be removed or reorganized, with a small orientation panel (including the logo), bulletin board, and organized literature rack mounted on one of the walls. A larger “Visitor Information” sign near the entrance would need to be provided. on the outside of the building.
- **The “Tom Moore Toilets” Location.** This site is centrally situated and a reasonable walking distance from the fire station/ARA offices. The native stone walls of the old toilet facility could be renovated to serve as an attractive backdrop for interpretive panels. The site has the added advantage of not requiring the loss of any existing parking spaces. Handicap accessibility may need to be addressed. Parking adjacent to the site would be more than adequate for summer visitors. If used in the winter, the site would need to be kept clear of drifting snow.
- **The Wildcat Base.** A transportation focal point already exists at this location with the circular drop-off drive between the Goldminer’s Daughter and the lift base station. The grassy area beyond the circle drive appears to be the best location, where it is easily accessible to pedestrians and visitors arriving by automobile. The site is also at a major point of divergence for hikers, skiers and walkers. In addition to, or in place of, the grassy area, the existing bus stop could be redesigned and developed as an information kiosk.

Possible Locations for Major Signage and Interpretive Components

Entrance Sign: SR 210

Bypass Road
Directional Signs
(UDOT)

Vehicular
Directional Sign
- Existing Large

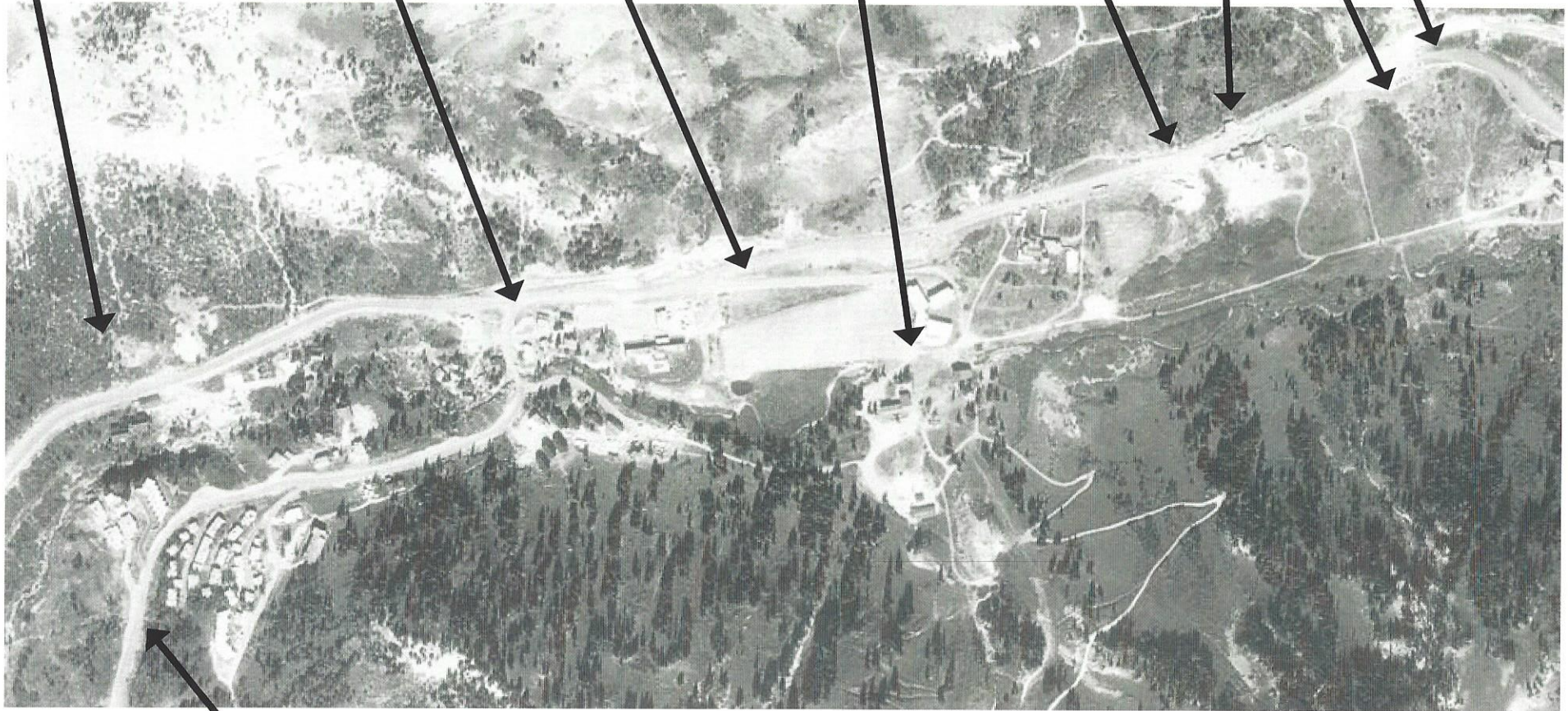
Wildcat Base
• Information Kiosk

Fire Station/Post Office
• Mini Information Center

Upper Parking Area
• Information Kiosk

Directional Sign
- Existing Large

"Tom Moore Toilets"
• Information Kiosk



Entrance Sign:
Bypass Road

NOTE: This map shows possible locations for major signs and interpretive media. Depending on budgets and Town of Alta priorities, any or all of the sites could be developed.

Possible Themes for Interpretive Panels & Signs

Alta has an interesting natural history and a fascinating cultural history, both of which provide many opportunities for interpretation in and around the community. A sampling of possible themes might be:

Natural History:

- **Geology & Climate**
 - How were the Wasatch Mountains formed?
 - Little Cottonwood Canyon: scooped out by a glacier
 - Albion Basin: A glacial cirque
 - Silver: Why was it found here?
 - The Greatest Snow on Earth: Why here?
- **Plants and Animals**
 - The Wasatch Mountains: An island of life in the desert
 - Wildflowers
 - Life Zones: Why trees & plants grow where they do
 - Microclimates: North and south facing slopes
 - Watch for These: Alta's most visible animal residents

Mining History:

- **Where it all began: Mining**
 - 1864: Picnicking soldiers discover silver
 - The Emma Mine: the richest and most famous
- **The Boom Years**
 - Central City: Alta's beginnings as a community in 1870
 - Years of growth
 - Riding the Rails: Alta's mule car railroad
- **The Declining Years**
 - Fires and Avalanches: a precarious existence
 - Resurgence in the early 1900s
 - A long and gradual decline
 - Then and Now: photos of Alta and vicinity

Alta's More Recent Past:

- **Where it all began: Recreation**
 - George Watson: self-appointed mayor and spokesman
 - Watson's Jitney: riding the rails for fun
- **Where it all began: Skiing and Winter Sports**
 - Alf Engen's 1935 visit and the beginnings of Alta as a ski area
 - The Collins lift, 1939 (the 2nd one in America)
 - Those Were the Days: Skiing catches on (\$1.50 day passes, etc.)
 - Alta Lodge: first overnight accommodations
 - World War II: winter warfare training at Alta
- **The Post-War Alta Skiing Boom**
 - New Lodges: Peruvian & Rustler, Goldminer's Daughter
 - New Lifts, New Places to Ski
- **Alta Today: Comfortable Maturity**
 - A wide network of lifts and ski runs
 - Summer recreation
 - Alta as a special kind of winter experience

Implementation of the Signage Plan

This signage plan for the Town of Alta is the first step in the process of achieving an enhanced sense of identity and place for this historic community. Implementation of the plan will involve determining interpretive and information sign wording/content, design and graphic layout of the signs, panels and structures, necessary construction of kiosks and entrance sign bases, and fabrication and installation of the signs and panels themselves.

Major steps in implementing the plan include:

- Preliminary and final design of the different kinds of signs, structures, panels and other physical elements that will be developed according to the Plan. This step would include any needed construction or shop drawings and materials specifications needed in order to fabricate and install the sign and interpretive components.
- Selection and procurement (if needed) of photographs and other graphic elements to be used in the graphic media for the signs and interpretive media.
- Fabrication and installation of the signs and interpretive components.

Estimated Costs

Cost included in this estimate are for graphic design, fabrication, and installation of the signs and panels, with necessary supports, posts, and mounting devices. Construction costs for kiosks and entrance sign bases have not been calculated due to the many variables (size, number of panels, lighting, foundation pad, etc.) that would need to be addressed in the design process.

Estimated signage costs are shown in the next column:

- **Entrance Welcome Signs** (traditional logo design), based on a 6 foot x 3 foot sign face.
\$1,500 to \$1,800 each
- **Kiosk Panels**, 4 feet x 5 feet.
\$2,300 to \$3,000 each
- **Alternate Kiosk Header**, 1 foot x 8 feet.
\$700 to \$900 each
- **Kiosk Bulletin Board**
 - With hinged door \$1,500 to \$1,700 each
 - Without door \$1,000 to \$1,200 each
- **Orientation Signs**, 16" x 20"
\$400 to \$500 each
- **Historic Site & Interpretive Signs**, 16" x 20"
\$400 to \$500 each
- **Pedestrian Wayfinding Signs**, 5-foot post type
\$150 to \$200 each