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PRESS RELEASE - FOR IMMEDIATE RELEASE

Call for Old Town Lafayette Identifier Signage Designs

LAFAYETTE, Colo., Nov. 5, 2012 – The Lafayette Urban Renewal Authority on Monday, Nov. 5, 2012, will launch a contest to select identifier signage designs for two locations on U.S. Highway 287. Graphic designers and artists are being asked to submit sign designs to the City of Lafayette Community Development Department by 3 p.m. on Dec. 3, 2012. The designer of the signage designs that are ultimately selected by the Lafayette Urban Renewal Authority (LURA) will receive a stipend of \$2,300.

LURA is seeking design concepts for two signs that express Downtown Lafayette’s character as a “Creative, Diverse and Eclectic” destination, utilize our new Old Town logo, and act as identifier signage for the Old Town commercial area. The first of these signs (“sign A”) will be located at the southeast intersection of U.S. Highway 287 and Baseline Road and will incorporate an electronic message board component. The second of these signs (“sign B”) will be located near the southeast intersection of U.S. Highway 287 and So. Boulder Road.

In September 2011, LURA along side of a team of consultants completed a Downtown Vision Plan for the city’s downtown corridor, which includes a retail strategy for the business district and identifies Old Town Lafayette’s brand as being “Creative, Diverse and Eclectic.” Downtown Lafayette has a rich history and is home to a number of cultural offerings including the Peach Festival, Oatmeal Festival, Art Night Out, the Art on the Street rotating sculpture exhibit, Mary Miller Theater, Miner’s Museum, Rocky Mountain Center for Musical Arts, World of Wonder Children’s Museum, wonderful boutique shops, and great restaurants. Building on these strengths will be the cornerstone of future efforts to enliven the Heart of Lafayette and should guide the creation of signage for downtown Lafayette.

Submissions will be accepted at the Community Development Department, Lafayette City Hall, 1290 S. Public Road, Lafayette, Colorado 80026 until 3 p.m. on Dec. 3, 2012. Materials received after this date and time shall be returned to the sender unopened. Proposals may be emailed, delivered in person, by U.S. Postal Service, or by private carrier. Proposals may not be faxed to the city. All electronic submissions must be in a pdf format.

For more information about the design contest and to read the Downtown Vision Plan, please visit: www.cityoflafayette.com/signdesign.