

**A RESOLUTION OF THE TOWN COUNCIL OF BASALT, COLORADO, ACCEPTING THE
BASALT AVENUE ROUNDABOUT DESIGN COMPETITION PARAMETERS PROPOSED BY
THE BASALT CHAMBER'S SIGN COMMITTEE AND DIRECTING TOWN STAFF TO WORK
WITH THE BASALT CHAMBER AND THE SIGN COMMITTEE IN ADMINISTERING THE
DESIGN CONTEST**

**Town of Basalt, Colorado
Resolution No. 38-B
Series of 2013**

RECITALS

The Town Council finds that it is important to give the Town a significant visual presence from Highway 82 to attract visitors to historic downtown for the financial health of the Town of Basalt. Furthermore, the Town Council believes that a monument sign/art piece in the Basalt Avenue roundabout would positively enhance the Town's presence on Highway 82. The Town Council also believes that a design competition will likely yield a better product.

**NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE TOWN COUNCIL OF THE TOWN
OF BASALT:**

- Section 1.** The Town Council hereby accepts the design competition parameters proposed by the Basalt Chamber's Sign Committee (BCSC) that are attached hereto as Exhibit "A". The Town Council also directs Town Staff to work with the Basalt Chamber and the Sign Committee in administering the design competition as detailed in Exhibit "A".
- Section 2.** The Town Council hereby directs Town Staff to make \$2,500 available as prize money for the winner of the design competition and \$1,000 available for computer software and miscellaneous expenses related to administering the design competition.
- Section 3.** The Town Council will consider allocating funding for the installation of the sign/art piece and clearing of the brush between Highway 82 and Emma Road on the west side of the Basalt Avenue Roundabout as part of the 2014 Town Budget Process.
- Section 4.** This resolution to be in full force and effect from and after its passage and approval.

RESOLUTION NO. 38, SERIES OF 2013 WAS READ AND ADOPTED by a vote of 4 to 0 on August 13, 2013.

TOWN OF BASALT, COLORADO

ATTEST:

By: 
Jacquie R Whitesitt, Mayor


Pamela K Schilling, Town Clerk



Exhibit "A"

Design Competition Parameters

The specifications

-Artist must currently live in the Roaring Fork Valley (zip codes: 81611, 81612, 81615, 81656, 81623, 81654, 81601, 81602).

-Winner is responsible for the design (including lighting and detailed specifications for the pedestal), construction of Art Piece and pedestal and supervision of the placement. Lighting must comply with Code.

-Art Piece to incorporate lettering of Welcome to Basalt as well as to represent the brand of Basalt – "confluence of rivers, recreation and culture".

-Overall size of Art Piece is to be no larger than 12 feet high and 8 feet wide. Actually lettering part no larger than 50 square feet.

-Single sided, facing highway 82 with plain finished back.

-The Town of Basalt and the Basalt Chamber of Commerce must own the copyright so that the Art Piece may be replicated and/or design parts used for satellite signs and directional signs for the creation of a cohesive wayfinding within the town of Basalt

- The winner will provide a list of materials used in the manufacturing/construction of their design; including information about how the materials stand up to Basalt's weather (-25 to + 95 degrees) and what type of minimal maintenance there will be. A two year "wear and tear warranty" is required

-There is electricity and water at the roundabout. No trees may be removed. The sign should be designed to be setback a minimum of 8 feet from the back of the sidewalk encircling the center of the roundabout. Photos of the site will be supplied by the Basalt Chamber Sign Committee (BCSC).

The cost

-Winning design will receive \$2,500 in prize money.

-Cost of completed sign on site and installed: \$20,000

-Cost of ground prep, pedestal work, lighting: \$5,000

-The BCSC needs \$1000 for the purchase of the Café software and incidental expenses such as photographing the site for the Call for Entry

-The town needs to complete clearing the undergrowth and limbing up on the northwest corner and also some limbing up on the northeast corner (behind bus stop). It is understood that this can possibly be completed by the end of March 2014.

The process

-The Chamber will use the Café Call For Entry program to formalize and centralize the competition from calling for entries to selecting the winning entry.

-Local means to announce: in the newsletters and bulletins of CCAH, Red Brick, Wyly, Anderson Ranch, Glenwood Arts, Redstone Arts, etc. Individual collecting of names of artists. Articles in papers.

-The jury will include 1 council member, 1 chamber board member, 1 P&Z member, 1 POST member, 1BCSC member and four at large members – one from each area of Basalt (Historic, BBC, Mid Valley Design Center & Industrial Park and Willits Town Center). The means of choosing the jury members will be addressed at the next BCSC meeting on August 21st and submitted to Council.

The timeline

With Council approval of a plan:

October 1, Beginning Call for Entry
October 1, Jury selected
November 15, end of Call for Entry
November 15, jury given calls
December 1, jury selects first prize winner
December 10, Council accepts (or not) jury recommendation
May 1, installation of sign completed