



**SAGE DESIGN GROUP**

Site Planning  
Landscape Architecture  
Entitlement

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**Date:** May 26th, 2022

**To:** Kelly First, Community Development Director

**From:** Josh Freehling, Sage Design Group

**RE:** RidgeGate East Monumentation and Signage Program Narrative

Kelly First:

Please see below project narrative and design intent for our RidgeGate East Monumentation and Signage Program.

**RidgeGate East Signage and Monumentation Program:**

The monumentation and signage program for RidgeGate East will be a unique blend of concrete, steel and masonry that will make Ridgegate East blend with the natural environment and existing RidgeGate signage as well as provide a custom branding for the East Development. We have focused on putting this monumentation and signage package into a document that will allow us to effectively brand our community. The variety of sign types will allow us to have the right sign or monument at the right scale in the right location.

The variety of monuments and signs is a helpful design and branding tool in the community. This variety was brought about by an analysis of the overall needs and goals of the development. Our largest sign is the community monuments. These will provide a marker for the community that can be seen from distance and let people know they have entered a unique place within the City of Lone Tree. The monument is a blend of modern design concepts and the shape and scale of the existing RidgeGate community monuments. The sub-district monuments continue the unique blend of materials used in the community monuments. These monuments will be used for areas within RidgeGate East that are large enough to need special branding that will help define the space and land use. As we continued the monumentation analysis, we determined that park monuments will be a simpler design, using less materials and be of smaller stature than the community and sub-district monuments. The clean design and sleek lettering fit with the RidgeGate East sign concept and overall community. Finally, the wayfinding signage for vehicles and pedestrians exemplifies the sleek and clean design. The black steel cabinet and reflective lettering along with the discreet fold at the bottom create an elegant simplicity that will compliment the other signs and overall development. We have created a monumentation and signage plan that will be modern and dynamic while being sensitive to the surrounding community.