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JORDANELLE
RECREATION AREA

DESIGN HANDBOOK

**For the East Side of the
JORDANELLE SPECIALLY PLANNED AREA**

March 2019

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1 – PURPOSE AND INTENT

The JSPA Planning Commission has established and will update from time to time this Design Handbook, which is intended to convey “Mountain Architecture” and common elements for the JSPA East Side area and to create a coordinated and coherent development. The architecture is based on an authentic Wasatch Mountain vernacular, where structures are reflective of both their respective functions and the surrounding environment.

Buildings and common elements are to be consistent in material finish and general form and constructed of quality materials consistent with the JSPA East Side style as well as provide a logo to be used on various common elements. The use of natural materials is encouraged. This Design Handbook identifies key elements that define the character of buildings and common elements and creates a consistent vocabulary that unifies the resort.

This Design Handbook will contain images and plans illustrating the Architectural Design Standards and Principles described herein, as well as all approved materials and finishes for architecture, common elements and an adopted logo. This Design Handbook will be maintained in the offices of the Wasatch County Planning Department and will be used in conjunction with the JSPA Code. If there is a conflict with this guide and Title 16, Title 16 rules.

2 - DESIGN PLAN STATEMENT

The general character of the buildings should be one of authenticity, where the buildings look and feel as if they belong to the resort and the surrounding environment. Depending on the building type, the building should be articulated and textured in order to generate visual interest and allow structures to fit harmoniously within the landscape of the surrounding Wasatch Mountains. The general character is defined by the overall form, massing, setting, and detail in the key component pieces. Materials will look like they are part of the mountain.

It is very important that buildings within the JSPA East Side appear harmonious with their mountain environment and that they allow the natural landscape to dominate the distant views of the lake and mountains. The climate, terrain, and important natural features, such as stands of trees and rock outcroppings, are all important factors to be considered in designing any improvements to properties within the Community. The following guidelines are intended to ensure environmentally sound and aesthetically pleasing development of the JSPA East Side, which will mutually benefit all.

Buildings shall embody "Mountain Architecture," whether Traditional Mountain or Contemporary Mountain Modern, showcasing simplicity with a modern flair. Designs should focus on how the buildings meet the ground, work with the existing grades, and harmonize with the natural character of the specific area within the JSPA East Side. The primary objective of these guidelines is to minimize off-site visual impacts through sensitive massing, color and materials selection and create consistent elements regardless of project boundaries. The design standards govern architectural elements such as building massing, roof form and the color and reflectivity of materials as well as establishes common elements in and out of the public right-of-way. These standards do not mandate an identifiable architectural style or theme beyond "Mountain Architecture." Developers and owners are required to design with materials and forms that reflect the mountain character of the site and its climate in order to create places intimately connected with the natural surroundings. Imitation of non-indigenous styles that are closely identified with other geographic regions is discouraged.

3 - ARCHITECTURAL DESIGN STANDARDS

The following architectural design standards have been established according to both climatic and aesthetic characteristics of the JSPA East Side. These standards are specifically intended to maintain the character of this region, as they promote a level of architecture which is not only compatible with the natural landscape but is also environmentally sound.

The architectural character of the JSPA East Side is a blend of Traditional Mountain and Contemporary Mountain Modern styles. The goal is to maintain a blend of Traditional and refined Contemporary styles, representing understated elegance and emphasizing quality of construction, natural colors and materials, preservation of the natural environment, and distinctive design creativity within the surrounding natural color palette and that is intended to maintain the "Deer Valley Look".

In order to fulfill the brand image of the JSPA East Side, there are key elements that must be given particular design attention. These key elements tend to be items that define the overall design quality and character of a building.

3.1 Architectural Objectives & Unifying Purposes

In keeping with the vision and the design objectives of the JSPA East Side, developers and residents will be required to design their projects in accordance with the appropriate standard design elements and the other guidelines described herein. The underlying architectural theme of the JSPA East Side is understandably based on the distinctive appearance and image of Deer Valley, referred to herein as "Mountain Architecture."

3.2 JSPA East Side Architectural Principles

The unifying strategy of architectural design is summarized by the following JSPA East Side Architectural Principles:

- a. The JSPA East Side projects shall invoke an image of Mountain Architecture;

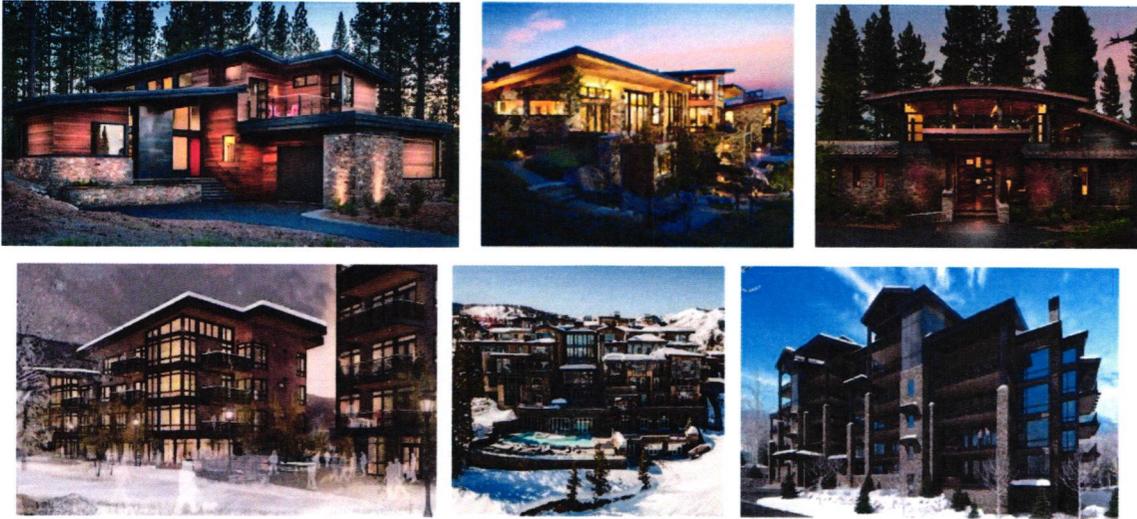
- b. Projects shall use natural stone as a unifying element or design accent in the building bases, streetscape and pedestrian walkway details;
- c. Distinctive roof lines should be created for buildings above two floors, using a low slope with shed and hips versus gable ends, which will also assist in snow management;
- d. Use wood siding, cement board with the appearance of natural wood, COR-TEN (COR-TEN is a brand name that is generally understood but is intended to mean weathered steel) or blackened steel, natural stone or natural stone veneer, and smaller areas of stucco on the facades of buildings, and utilize large planes of colors; and
- e. All elevation sides must contain doors, windows, or other openings in the walls and must be treated with the same attention to detail given to the front or street elevation.

3.3 Style Descriptions

Traditional Mountain architecture vernacular consists of bold, natural and textured buildings and materials. These buildings shall functionally and aesthetically withstand rugged mountainous environments and blend in with the topography.



Contemporary Mountain Modern is a more refined home style characterized by clean lines, flat- to low-pitched mono-slope roofs, minimal gable roof shapes, and minimal heavy trim details, with larger expanses of window systems used as exterior walls. This style allows any Traditional Mountain-influenced residence to have a bolder modern interpretation while maintaining regional charm.



3.4 Site

It is very important that buildings within the JSPA East Side appear harmonious with their mountain environment and that they allow the natural landscape to dominate the distant views of the lake and mountains. Important natural features such as stands of trees and rock outcroppings should be used as organizing elements for the site.

3.5 Green Building Design

Environmentally friendly building design should, wherever reasonable, be embraced. This should apply to all areas.

- a. *Energy Efficiency*—this technique focuses on the establishment of performance targets that account for intended use, occupancy and other energy operations for new construction and renovation projects.

- b. *Water Efficiency*—this technique emphasizes the value of decreasing demands for fresh water and reducing the generation of wastewater through optimized landscaping, integrated rainwater catchments, gray water recycling, and wastewater treatment systems. Any applied water efficiency techniques need to be compliant with County and State codes.
- c. *Building Materials*—by using sustainable construction materials and resources, green building materials have aided the reduction of extraction, processing, transportation, solid waste, and consumption.
- d. *Healthy Indoor Environmental Quality*—these processes have enhanced the sustainable communities through ventilation and thermal comfort, moisture control, daylighting, environmental tobacco smoke control, and protecting indoor air quality during construction.

3.6 Color Palette

Colors shall be similar to the natural backdrop colors of the Jordanelle Basin. Main building colors should be more subdued tones such as grays, browns and nut. Accent colors may pick up on the subtleties of the spring, summer, and fall seasons to broaden the palette.

The color palette shall reflect a similar range of hues as shown below:



3.7 Buildings and Massing

Architectural elements at the base of buildings which express structure shall be stockier, and foundation walls shall be heavier and more pronounced. Building massing should step with the natural variations in the topography to integrate the building into the natural landscape.

3.8 Articulation

Shadow lines are encouraged to add richness to the building. Elements such as windows and doors should be recessed to give deeper relief to the building facades and suggest structural strength. Windows shall not be reflective but should work to enhance the visual interest of the building.

3.9 Columns and Building Articulation

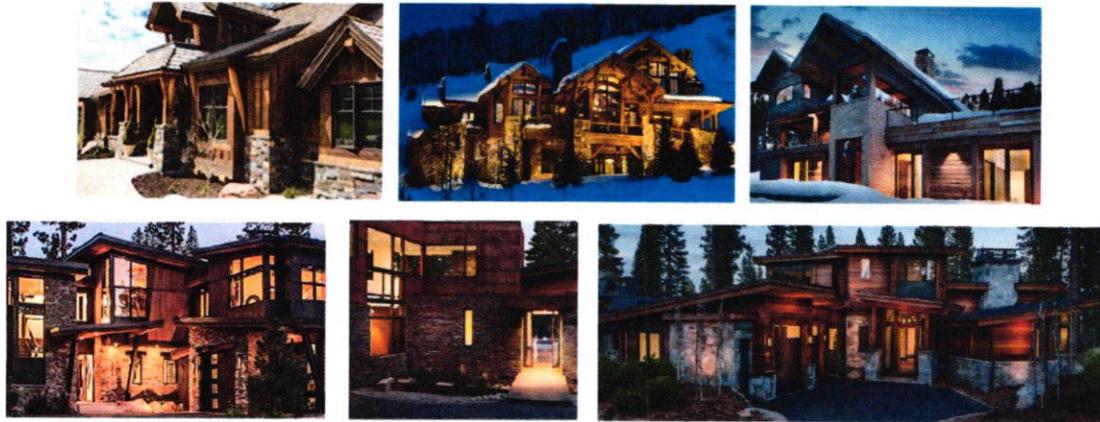
Building columns and articulation are highly interrelated. Columns provide detail along the vertical planes of a building as well as below supported structures such as awnings and balconies. Columns provide the spatial definition and depth that are critical to the articulation of a building. Additionally, the manner in which columns establish spatial definition along the ground plane greatly impacts the quality of the adjacent pedestrian environment.

3.10 Building Materials

Building materials shall reflect the natural surroundings and complement the architectural style of the building. Foundation walls must create a strong connection to the ground. For purposes of this section the adjusted exterior surface area shall be defined as the combined total exterior wall area of all facades, including all exposed foundation walls, deducting all window and door openings. A minimum of 30% of the total adjusted exterior surface area shall be natural stone or natural stone veneer, and the remaining exterior surface area shall be wood, COR-TEN or blackened steel, fiber board, Cemplank or cementitious siding with the appearance of stained natural wood. Stucco accents are acceptable and shall be less than 10

percent of the adjusted exterior surface area. Large unbroken surfaces of stucco are not permitted. Corrugated metal, round logs, and faux stone are not permitted.

Wall forms should be continuous in pedestrian areas with attention paid to detail. Storefronts in commercial areas must also be continuous.



3.11 Foundation Walls

Buildings must be carefully integrated into the natural landscape and should appear to grow out of the land. Architectural elements at the base of buildings shall be stockier to express structure and foundation walls should be heavier and more pronounced. In a building that is well integrated with the site, the foundations become a platform that defines the exterior perimeter of the interior and outdoor living spaces and sets the nature of the transition between the existing and built environment. Strong-looking foundations with the heaviest materials beneath lighter materials and forms that express longevity in a harsh climate are key to successful mountain architecture. Natural stone is considered a heavy material and shall be placed beneath other approved materials. Within six inches of ground level, foundations must be covered with materials such as natural stone, or COR-TEN or blackened steel. Consideration should be given to areas where snow accumulation is likely, and appropriate materials should be used in these areas to reduce premature exterior finish degradation.

Because exposed posts and cross bracing appear disconnected from the ground, they are not permitted. However, knee bracing, large timbers, corbels and substantial natural stone

columns or posts with natural stone bases that are consistent with the architectural vernacular are allowed as support structures for projecting elements from buildings.

Contemporary Mountain Modern:



Traditional Mountain:



3.12 Exterior Walls

Exterior walls shall match the medium color and value of the natural landscape and color palette. Buildings shall avoid flat wall planes. Building elevations should be horizontally and vertically stepped to avoid large uninterrupted wall surfaces that can distract or look out of place from the natural landscape and shall predominantly consist of wood, natural stone, natural stone veneer, fiber-board or cemplank consistent with the below materials.



3.13 Doors

Main entry doors should be oversized to make a grand statement and should have side lights, window accents, or surrounding windows whenever possible. Doors shall be constructed of steel and/or wood. The primary treatment on wood doors should have the appearance of natural stained wood. Steel doors must have a natural patina finish. Painted finishes should be avoided on both wood and steel doors. All doors should match the overall character and architecture of the building and incorporate glass as appropriate. Side or service doors may be fiberglass or aluminum if they have the appearance of natural wood, are not visible from a street, and are not on the street side of a corner lot.



3.14 Windows

Buildings may have expanses of glass to celebrate the fantastic views and provide a refined touch. Windows offer the opportunity to create scale, proportion, and detail to exterior elevations, while responding to view, privacy, and natural daylighting considerations. Sizes of window components in multi-pane assemblies can add a human scale and proportion to the building.

Window design is an integral component of the building architecture and should enhance the visual interest of the building. As such, window selection, treatment and placement relative to the wall surface shall be considered to avoid conditions where the glass surface appears to be in the same plane as the exterior finish wall surface. Windows in stone or masonry walls shall be set back from the surface of the stone or masonry to enhance the sense of mass and depth that the stone or masonry will provide. Windows in other building materials shall have appropriate treatment or design to break the wall plane. This may be accomplished by substantial window trim or integral window frames that recess the glass surface further back into the window opening. Other treatments or designs may be considered with sufficient detail provided, such as appropriately designed recessed window pockets. All elevation sides should contain doors, windows, or other openings in the walls and be treated with the same attention to detail given to the front or street elevation. Roof overhangs should be used to shade large glass areas and avoid reflective glare.

Window frames shall be constructed of the following materials: thermally-broken aluminum frames, thermally-broken steel frames, wood frames with exterior extruded aluminum cladding, fiberglass, or wood composite. Exterior colors shall be natural tones consistent with colors as outlined in other sections of the design handbook. Vinyl, vinyl

composite, and white window frames are not permitted. Windows and finishes shall not be reflective or have unfinished metal surfaces.



3.15 Garage Entrances and Doors

Garage entrances and doors shall be designed and placed to be compatible with the building and the surrounding area. Garage doors occupy a major portion of the building's ground floor and can therefore have a major impact on the pedestrian's perception of the building. In order to minimize the visual impacts of the garage door, it must be designed to be an integral part of the building's architecture, with trim and detailing that are visually interesting. Garage doors shall be designed to complement the architecture of a building and not become the dominant facade feature. Garage doors shall be recessed and landscaped to soften the impact of the door when viewed from the street.

Garage doors shall be constructed of steel, wood, fiberglass, or wood composites with windows that complement the structure. All doors shall have a natural-appearing "wood-look"

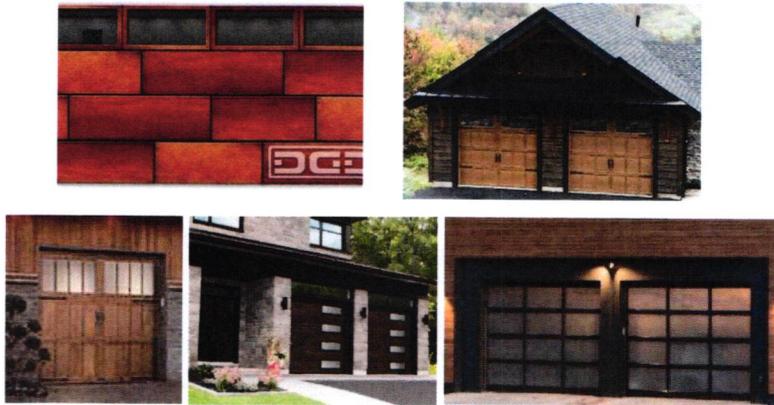
treatment. Doors that are primarily glass may have frames that are aluminum, steel, fiberglass or wood which are painted in natural tones.

Garage doors shall be set back a minimum of 18 inches from face of detached or attached single family housing. Front facing garage doors shall have a minimum eave overhang of 4 feet.

Single family detached housing garage doors will be less than 10 feet wide, 10 feet high and only two garage doors may face the street.

Attached housing two-bay garage door openings shall not be more than 50 percent of the frontage of the attached unit.

Recreational vehicle garage doors may not face the street and shall meet all other requirements except size restrictions.



3.16 Roofs and Snow Guards

In a mountain setting, it is desirable to minimize the visual impacts of development, so design decisions regarding roof form and color are crucial to blending a building back into the site. Where visible, roofs will be broken up and carefully articulated. Primary roof styles should be shed, gable, hip, or pyramid. Acceptable roof pitches range from 2/12 to 6/12. Roof materials must be non-reflective and should match the darkest values and hues of the background environment and color palette. Large unbroken expanses of roof area and long, uninterrupted ridgelines shall be discouraged.

Building roofs are an essential element of the visual landscape of JSPA East Side. The main roof should be articulated with a combination of gables and dormers that integrate windows and usable spaces. Additionally, secondary roofs should be used to break up large expanses of the main roof. All roof materials should have a natural appearance. Roof colors shall be conforming to JSPA East Side design standards, color palette and be analogous to the natural colors present in the Jordanelle Basin area. Snow guards must match the color of the roof. Roofs above entrances should be gabled or take similar measures to prevent snow from shedding in the entries.

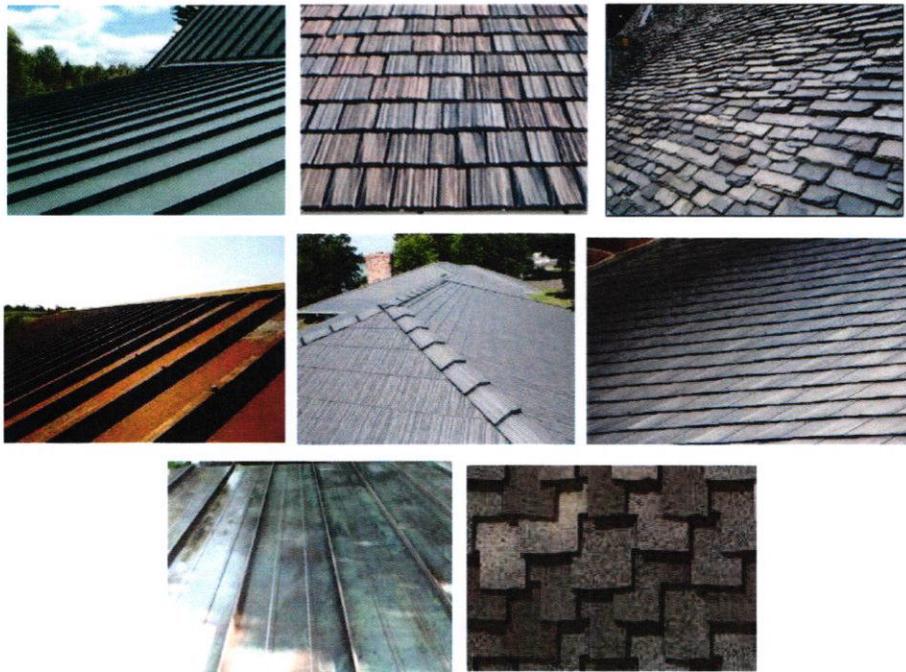
The roof of each single family dwelling shall have a roof pitch consistent with *Section 16.21.27 (B)* of the Wasatch County Code for a contemporary mountain modern design or in conformance with the specific land use designations found in the JPSA code for traditional mountain architecture.

Solar panels are allowed flush to a roof or hidden from view behind a parapet wall.



3.17 Roof Material

Approved roof materials: painted standing seam metal roof, COR-TEN or blackened steel, patinaed copper, patinaed zinc, Vail metal tile, and environmentally sensitive composite shingles such as a substantial 40-year approved wood-like shake profile. Other materials that may be acceptable include concrete, slate tiles, presidential superior grade asphalt shingles similar in quality to “Presidential Shake,” and thermoplastic polyolefin.



3.18 Eaves

Eaves shall project a minimum of 24 inches (inclusive of rain gutters) beyond the building walls in order to minimize reflections from glazing, create shadow patterns on the building walls, and protect south facing interior spaces from glare caused by the low angle of the winter sun and protect pedestrians from falling snow and ice.

3.19 Fireplaces, Chimneys, Flues, Vents & Rooftop Equipment

All roof vents shall be incorporated into the roof design and shall be complimentary to the building architecture. Acceptable solutions to individual utility roof vents are dormer venting, fireplace venting or cupola venting. Attic venting can be prefabricated shingle cap, ridge venting, custom built ridge venting, or cupola venting. Box vents, also known as “turtle vents” (powered or static), are acceptable if they are placed on non-street-facing roof planes, such as the back sides of ridges, and are evenly distributed so as to avoid vent clusters. Colors should be harmonious with the roof material and reflective surfaces or finishes should be avoided.

Flues, vent stacks, roof mechanical equipment, and other penetrations must be ganged together using as few stacks as possible and surrounded with an artificial chimney enclosure. These stacks should be articulated as features on the roof with appropriate architectural detailing and spark arresters.

Chimneys and roof mechanical equipment enclosures shall be clad in natural stone or COR-TEN or blackened steel.



3.20 Site Lighting

Developers shall use the approved street lights or something similar and utilizing the common materials of COR-TEN, wood and rock adopted as part of this handbook with the intent of a low-level, uniform street lighting scheme for safety purposes. Additional site lighting is permitted, provided such lighting has a low-level, subdued intensity and is fully shielded, down facing, and does not result in any kind of excessive glare toward the street or Neighboring Properties. External lighting fixtures are encouraged to have frosted or heavily seeded glass so that the light source is not visible. All exterior lighting sources must meet Dark Sky requirements.

3.21 Fences

Fences are prohibited in residential areas to support an open feel to the JSPA East Side and allow for wildlife migration unless necessary for safety purposes along cut slopes adjacent to the Jordanelle Parkway or as an ordinance requirement for pools.



4 - LANDSCAPE & PLANTING DESIGN PRINCIPLES

As buildings are designed and built within the JSPA East Side, care must be taken to preserve the rugged natural beauty that is so intrinsic to the area's character. The JSPA East Side's native vegetation and unique features will always remain the fabric that weaves together a cohesive, yet very distinct community.

Decisions about placement of the buildings and any outdoor areas such as patios must be sensitive to both the preservation of the existing natural vegetation and the continuation of the existing natural environment. Thus, all trees, natural vegetation, and any other features should help to enhance the overall mountain resort appearance of the building. Since the plant species that are permitted for revegetation are limited, and the growth process is long, every method that can somehow preserve existing vegetation must be employed. All landscaping desires should be carefully considered during the site-planning phase of the building design.

The Grounds of the JSPA East Side are defined as the overall outdoor pedestrian environment connecting Community Centers with Residential Areas and includes landscape treatment, trails, site structures, site signage, site lighting and signature site features such as water features and rock outcroppings. A comprehensive design approach and long-term maintenance strategy is critical to support the overall brand of the JSPA East Side and a quality experience.

Landscape elements within the public and private areas are intended to enhance the mountain character that is important to the overall design.



4.1 Basic Landscape Planning Principles

Landscaping should be reminiscent of the natural landscape found in the Jordanelle Basin by using native materials such as landscape boulders and plant species. Natural appearing land forms and flora should be maintained and predominate wherever possible. In natural open areas and private spaces, the landscape design should allow new vegetation to appear to be integrated with the existing mountain landscape and utilize indigenous species wherever possible.

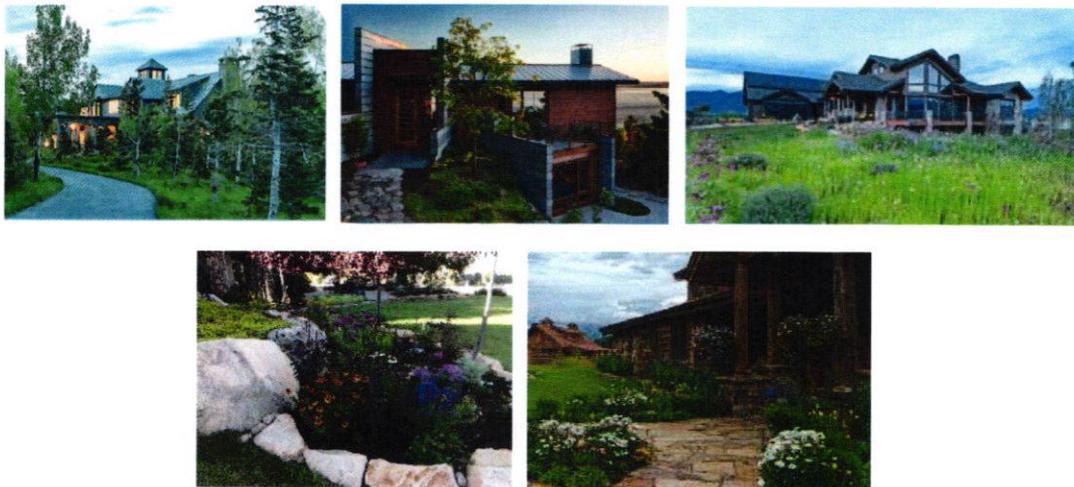
Planter walls are recommended adjacent to public spaces to encourage a sense of scale and intimacy. The walls should be faced with approved materials and standard design elements, but care should be taken to make these walls relate both to land form and building structures.

Grade changes within the landscaped pedestrian areas should be made using retaining walls with a maximum of five feet in height. Wall heights greater than five feet may be used when necessary to minimize disturbance to land form and to preserve the natural character of the area. Higher walls should have more natural stone and should be visually integrated into the landscape in form and texture. Building and landscaping should be carefully integrated to assist in creation of the streetscape, improving quality of private open space and providing color and diversity to the JSPA East Side.

Based in a mountain setting, it is key to the success of the JSPA East Side to effectively fuse the vernacular landscape with the proposed built form. By weaving the inherent natural patterning of the landscape into the fabric of the development, a solution appearing to "grow out of the landscape" is born. These guidelines have been written specifically to help guide the JSPA East Side and encourage a quality fit between development and land. As a basis for these guidelines it is essential to discuss the existing site conditions and natural site characteristics as well as criteria for the protection, enhancement or integration of these conditions and characteristics as it pertains to the JSPA East Side. It is strongly recommended that applicants use a qualified landscape architect familiar with mountain settings to implement the guidelines.

4.2 Planting

Planting is an important part of the landscape character for the JSPA East Side. Plant composition should help emphasize the sense that the mountain landscape extends through the JSPA East Side and down to the Jordanelle Reservoir. To mimic the natural landscape character, the use of native or native-like plant massing and compositions that combine deciduous and evergreen trees with under-story shrubs and groundcovers reminiscent of the surrounding mountain slopes and native Utah landscape is required. Plantings are to be incorporated into landscape design to create edges, frame views, soften building edges and extend the mountain landscape character into the resort core. A variety of plant sizes is recommended to ensure visual diversity.



4.3 Plant Materials

Plant materials should be tolerant to the Jordanelle Basin, which is characterized by cold winters and hot summers with very little rainfall. The Basin is also subject to diurnal winds throughout the year, making it difficult to plant large stock plant materials in unprotected lands. However, because of the hilly terrain in the Resort, many areas with more hospitable micro-climates are formed.

4.4 Native Plants/Native-Like Plants

Native landscapes and vegetation areas that reflect the indigenous plant materials and landscape textures are envisioned. Native landscape species consist primarily of drought-tolerant plants. Plants in wet areas shall be consistent with native species in these types of plant associations.

4.5 Turf, Meadow Grass and Wildflowers

Use alternatives to turf where ever possible. Effective alternatives to turf, which will better maintain a natural setting, include wildflowers and shrub massing for season-long color and interest. All-season planting beds adjacent to paved areas will require adequate soil depth for plant materials. In certain settings, wildflower reseeding will be necessary to maintain the color vibrancy of the planted areas. Soil depth within the planting beds can be obtained by mounding soil or building walls and raising curb edges. Planting depth requirements are critical to the health and maintenance considerations of the plant material.

4.6 Wildfire Mitigation

Fire safety and defensible space provisions on homesites are the responsibility of the homesite owner. Available at <http://www.ffsl.utah.gov/index.php/fire/resources-for-homeowners>.

5 - HARDSCAPE ELEMENTS

Hardscape elements within the public and private areas are intended to enhance the mountain character that is important to the overall design of the JSPA East Side. Hardscape elements include street furniture, feature landscape elements, walls and planters, signage, paving materials, and streetscapes.

5.1 Adopted Logo

The JSPA East Side area is intended to have an adopted logo. The adopted logo is attached as *Exhibit C*. This logo is intended to be used throughout the JSPA East Side with the intent to unify the JSPA East Side area and provide familiarity, a sense of place and a cohesive development.

5.2 Use of Logo

The JSPA adopted logo shall be used in accordance with the use and branding guidelines detailed in *Exhibit D*.

5.3 Water Features

Man-made, large-scale water features should be designed as special feature elements only and should be located strategically for maximum visitor impact and for sound attenuation. They should be designed to provide visual interest and celebrate entrances or special areas. Water should be recirculated through the water feature to minimize water loss. Consideration should be given to water quality by incorporating filtration and/or purification systems where appropriate.

The use of accent lighting in water features is encouraged; however, lighting level intensities should be kept to a minimum. Light sources, electrical cables and mechanical hardware shall be hidden from view. Water features should be constructed of natural stone and natural shaped stone with consideration given to finishing pool bottoms with natural stone or

material to give a finished elegant look. Water features should be designed to create four-season interest.



5.4 Street Furniture

Within the public realm, the intent of the street furniture such as benches and trash receptacles and other landscape elements is to unify and define the elements and character of the JSPA East Side. Custom motifs consistent with the theme of the JSPA East Side should be used in public spaces. Street furniture within the public realm must be high quality materials and may include JSPA logo. Finishes should be durable, easily maintained and respond to the demands of heavy use. Street furniture should be made of wood, natural stone, COR-TEN or blackened steel, using colors that blend with the surrounding natural areas, in accordance with the images in the Design Handbook.

5.5 Benches and Picnic Tables

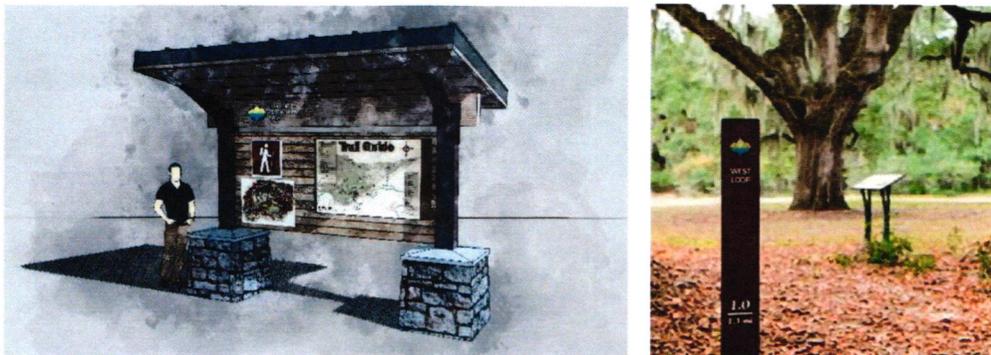
Bench or table designs for public seating will be made from wood or COR-TEN or blackened steel in styles shown below. There may be more than one bench or table design, so long as they all capture the unifying design and materials within the JSPA East Side.





5.6 Kiosks, Interpretive Centers and Wayfinding

Kiosks, interpretive centers and wayfinding are an important element to enhance the pedestrian experience for the JSPA East Side and shall embody the unifying image, approved JSPA logo, and design elements. Because the unique nature and history of the area, interpretive centers can be another item of interest in the JSPA East Side while maintaining a seamless pedestrian experience. Kiosks are another way to insure a seamless shopping experience to visitors and guests of the JSPA. The kiosks, interpretive centers, and wayfinding signs should blend with the natural background colors and be constructed with natural stone bases and shed roofs using wood, COR-TEN steel, and natural stone with phenolic resin information panels steel and substantially similar to design shown below. All trail maps including maps at trailhead kiosks and wayfinding signs shall only display the JSPA logo.



5.7 Bike Racks

Bike storage will be provided near entries to commercial and amenity spaces for use by the public. Bike racks must be highly visible, convenient and accommodate locking

mechanisms to reduce the risk of theft. Bike racks should blend with the natural background colors and be constructed of wood and COR-TEN steel as shown below.



5.8 Trash Receptacles

Garbage containers will be coordinated in design and detailing, should blend with the natural background colors and be constructed of wood and COR-TEN steel and substantially similar to design shown below. Dumpsters shall be screened from public view.



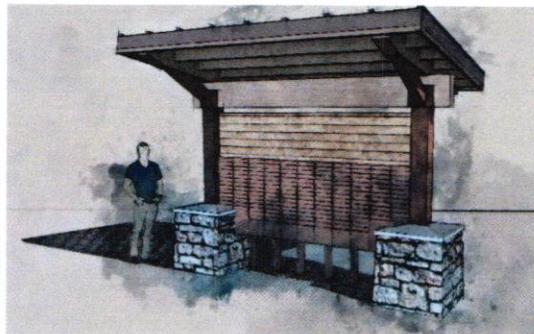
5.9 Drinking Fountains

Drinking fountains will be coordinated in design and detailing with water bottle fillers. Drinking fountains should blend with the natural background colors and shall be constructed of wood and COR-TEN steel as shown below.



5.10 Mail Boxes

Mail boxes will be coordinated in design and detailing with boxes in a darker color. Mail boxes should blend with the natural background colors and be constructed with a shed roof using natural stone, wood and COR-TEN steel and shall be built similar to the design shown below. Smaller numbers of gang boxes shall comply with the same requirements.



5.11 Bus Shelters

Bus shelters will be coordinated in design and detailing, should blend with the natural background colors and be constructed with natural stone bases and shed roof using wood, natural stone, and COR-TEN steel and shall be built as shown below.



5.12 Picnic Shelters

Picnic shelters will be coordinated in design and detailing, should blend with the natural background colors and shall be constructed with natural stone bases and shed roofs using wood, natural stone, COR-TEN or blackened steel, and painted metal.

5.13 Banners, Clocks and Flags

Banners, clocks, flags and other elements are encouraged around buildings in village areas to advertise community events. They should not have commercial messages. The image, approved JSPA logo, and elements of the JSPA East Side will be uniformly manifest in these items and should clearly communicate the unity of the area.

5.14 Paving Materials

Paving materials and patterns are important elements within the JSPA East Side. Paving character should be inspired by natural elements within the Utah landscape. It is important that a hierarchy of paving within each landscape character area be established to delineate spaces, direct pedestrians and create interest at the ground plane level. Acceptable paving materials must be durable, frost proof, easily plowed and should have a high coefficient of friction. Acceptable materials are textured concrete, colored and stamped concrete, pavers made of concrete or rock, and asphalt when edged with pavers or concrete. Aggregate concrete is not

permitted. Examples are shown below. It is intended that the commercial uses or village type development will refine this portion of the handbook.



5.15 Streets

The streetscape is a strong component of the JSPA East Side design. Streetscapes, especially in villages, are the primary interface between the pedestrian and automobile and become vibrant activity areas that invite people to come and shop or discover the amenities. Streetscapes should provide interesting signs, banners, paving materials and other JSPA East Side design elements. The streetscape should address the needs of both the pedestrian and automobile. Legibility for these two key users should be at the forefront of every signage design decision. Vehicle accessibility should not be at the expense of the pedestrian. Signs within streetscapes should not be overpowering from sign to sign but should work in harmony.

5.16 Walkways

Walkways should be designed to act as their own way-finding features by using textures, colors and materials to reinforce the travel direction and provide an exciting pedestrian experience. Wayfinding and educational kiosks or signs should be used at points of interest.

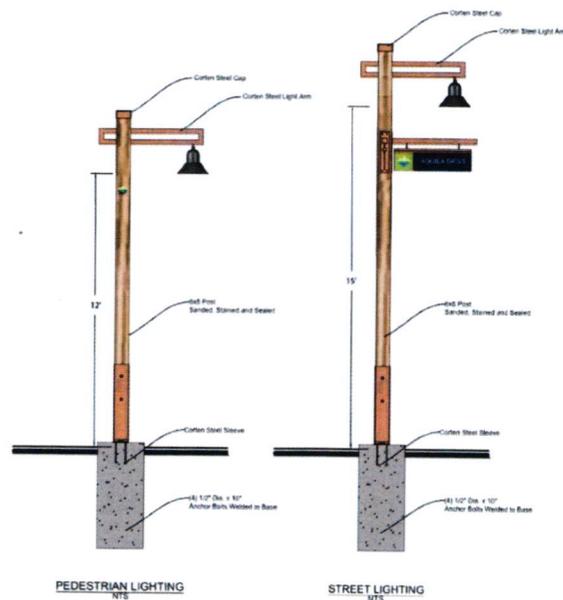
5.17 Community Lighting

Lighting is a very important aspect of the JSPA East Side. Due to the nature of lights and how they attract attention it is imperative that great care be taken in the selection of light stanchions to enhance the theme of the JSPA East Side. Lamps should use a minimal number of lumens and still provide a safe environment for pedestrian and vehicular traffic. All lighting shall be constructed of wood and COR-TEN steel, be Dark Sky compliant, approved by the

power provider and shall be substantially similar to the designs shown below. For the public areas, a series of JSPA East Side Standard Lights, Poles and Bollards shall be similar to designs shown below. These Standard Lights, Poles and Bollards shall become part of the Standard Design Elements of the JSPA East Side and include the approved JSPA logo.

Street lighting illumination levels must be of sufficient intensity to provide security but not overpower the nightscape. Street lights shall not be more than 14 feet in overall height. Bollards and other low-level lighting will be provided for pedestrian pathways. Bollards shall not exceed 42 inches in height and shall have a light cut-off of no more than 90 degrees.

Parking lot lights are permitted to be a maximum of 20 feet tall and street lights outside of the villages shall conform to the height and other regulations shown below and listed in *Exhibit A*. Street lights shall be located primarily at street intersections. Signs within a public right-of-way may only display the JSPA logo.



6 - SIGNAGE

One of the single most effective unifying elements within the JSPA East Side will be signage and the related design elements. It is the design of the common signage, the nature of the design of the other signage and how they relate together that will provide the most immediate and apparent visual stimulus to the visitor and those who reside locally. The signage must be consistently used throughout the JSPA East Side in order to be effective in the unifying process. All signage shall be consistent with the materials, character, scale and finish that define the JSPA East Side Area.

It is the intent of this sign standard that signage contributes to the character of the development in an unobtrusive manner. Signage within the JSPA East Side will add to the character of the area. Signs shall be straightforward, professional in appearance and clear as to ability to convey its information. Signs should be limited throughout the JSPA East Side and will be integrated as decoration or awnings and covers. Signs are to be scaled in a manner as to encourage pedestrian circulation and appropriate scale to the public realm. Distracting, bright or visually intrusive signage shall not be allowed.

6.1 Signs

The signs within JSPA East Side will have a common theme but also provide variety and interest to the area. Elements of the “brand identity” should be present in each sign in the JSPA East Side. Colors shall be consistent with the approved color palette and image of the resort. Loud and overbearing colors are not allowed. Using natural materials that relate to the mountain environment shall be used.

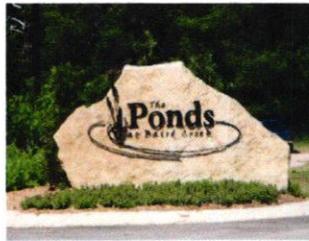
Sign locations size and scale should be carefully considered and in accordance with County regulations. Signs come in many categories, each with their own specific purpose. Signs in the JSPA East Side should be purposeful and reflect their intent clearly.

6.2 Allowed Signs

In compliance with ordinances the following signs may be allowed including projecting signs, freestanding signs, fascia signs, awning signs, hanging signs, window signs, building directories, display boxes, traffic control signs (private), election signs, real estate signs, contractor's signs and rezoning and development permit signs. Exceptions to these sign types shall be where they do not perpetuate a legitimate directional or business purposes.

6.3 Entry Signs and Monumentation

Entry signs should be larger in scale and often create the first impression for the resort itself. These entry signs shall be monumental in scale, look like they belong to the native landscape, and be a maximum of six feet in height. They should act as if they are a part of the natural experience and blend with the natural background colors. Natural stone bases shall be provided if other materials are used for the sign. Signs must be constructed of natural stone, COR-TEN or blackened steel, with lettering made from wood or metal, and if lit have Dark Sky compliant down- or back-lighting as shown below. Where possible, monument signs will look as if they are an extension of the native setting and local culture.



6.4 Directional Signs

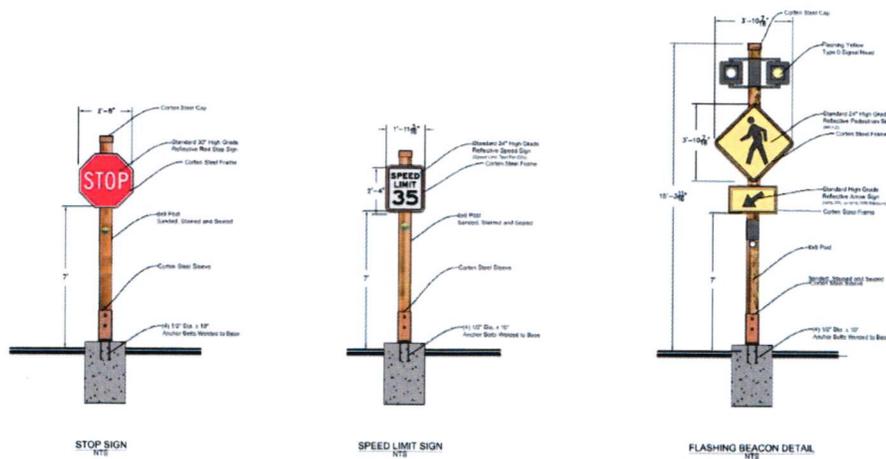
Directional signs must be easily identified for the first-time visitor to the JSPA East Side. Directional signs are oriented toward vehicles and higher speeds. Directional signs should capture the natural theme, not be overstated, and a maximum of six feet in height. These signs should be simple to read and make getting around the resort simple. Directional signs shall be consistent in their look and graphic vocabulary, blend with the natural background colors, be constructed with natural stone bases using COR-TEN steel with metal lettering, and if lit have Dark Sky compliant down- or back-lighting as shown below.

Elements of the overall JSPA brand and logo shall be consistently used on the directional signs to reinforce the JSPA brand. Signs within a public right-of-way may only display the JSPA logo.



6.5 Street Signs

These signs, which will identify various streets in subdivisions within the JSPA East Side, will be standard signs that comply with Health and Safety standards and reflect the image of the JSPA. Street signs shall be consistent in their look, display the approved JSPA logo, and be constructed of wood and COR-TEN steel as shown below and in *Exhibit B*. Signs within a public right-of-way may only display the JSPA logo.



6.6 Standard Map and Interpretive Signs

Maps of the Resort will be provided at key nodal points, providing visitors with orientation and information.

Interpretive signs are part of the educational experience for the JSPA East Side. These interpretive signs may define a view, provide history or heritage of the area or understanding about native flora and fauna. The use of technology on interpretive signs is encouraged. Things such as QR Codes can provide a link to more information for the interested JSPA East Side visitor.

Interpretive signs shall be consistent with the JSPA brand, display the approved JSPA logo, and be constructed of phenolic resin and COR-TEN steel.



6.7 Business Signs

Business signs have a long and colorful history in western culture. Not only do they define the type of business, but they also often set the character of a street, acting like banners that reinforce the brand. Business signs often are meant to provide an edge over competition making it very important to regulate the size, scale, color and material to ensure their consistency with the overall JSPA experience and the character of the room or pathway where they are located. Business signs come in many types. These types include: Building signs, entry & monument signs, blade signs, building plaques, awning & window signs, and interior signs. Each of these signs has a specific role to play in the overall character of JSPA East Side. Business signs should blend with the natural background colors, be constructed of natural stone, wood, and COR-TEN or blackened steel as shown below and if lit have Dark Sky compliant down- or back-lighting.



6.8 Building Signs

Building Signs are often important elements of other private users and will reflect the users specific brand elements. These signs must also be carefully integrated into the overall theme for the JSPA East Side. The ownership group will work closely with other private groups to keep these building signs within the overall brand context for the JSPA East Side. Building signs either identify an entire building or a specific business located within the building. Building signs are mounted flush to the building and should blend with the natural background colors, be constructed of natural stone, wood, and COR-TEN or blackened steel, and if lit have Dark Sky compliant down- or back-lighting as shown below.



6.9 Blade Signs

Blade signs are signs that are perpendicular to the pedestrian movement and are attached to posts, buildings or hang down from awnings. Blade signs are typically part of a pathway and should not be so competitive in color or scale to detract from the overall JSPA experience. At the same time they should reflect the type of business to allow easy identification for resort visitors. Blade signs should blend with the natural background colors, be constructed of natural stone, wood, and COR-TEN or blackened steel, and if lit have Dark Sky compliant down- or back-lighting as shown below.



6.10 Banner and Special Event Signs

Banner and special event signs in natural colors are allowed with special approval of County and HOA and must be removed after the event.



6.11 Sign Lighting

Lighted signs must be carefully considered. Sign lighting should integrate into the overall theme of the setting and buildings on which they are located. Sign lighting should have Dark Sky compliant down- or back-lighting as shown below and should not cause glare to pedestrians or adjacent properties.



6.12 Prohibited Signs

The following signs and sign types are prohibited: billboards, balloons, roof signs, changeable copy signs, pole signs, painted windows or building walls, internally illuminated plastic/Plexiglas or neon signs, animated, audible, dynamic or moving signs, or signs that emit light, air, noise, smoke, vapor, particles or odor or any sign not authorized by the code. Painted wall signs and signs made of material not in keeping with the natural materials found in the JSPA East Side area are also prohibited.

6.13 Safety Hazards

Signs that create a safety hazard by obstructing building ingress/egress or clear view of pedestrian or vehicular traffic are prohibited.

6.14 Snipe Signs

All Snipe signs are prohibited, including:

- a. Signs affixed to or leaning on any living plant, tree, bush or shrub;
- b. Signs nailed, stapled, screwed, taped, or glued to any building, boulder, retaining wall, bench, sign, bridge, post, lamp, banner, or other permanent fixture; or
- c. Signs left lying on the ground that would act to damage or deface that surface.

7 - PATHS AND TRAILS

The master trail system within the JSPA is also part of a comprehensive trail system in Wasatch County and the Regional Trail System. The JSPA is intended to have an extensive trail network to provide multiple types of trail users with different experiences. Trails within the master planned area shall provide connections to adjacent neighborhoods and to the Resort Villages.

The design objective for the paths and trails is to provide a safe, pleasant and "experiential" pedestrian system to link residential areas, community facilities, and public amenities as part of trail system within the JSPA, as well as to areas outside of the JSPA.



7.1 Comprehensive Trail System

The year-round success of the JSPA is largely based on a comprehensive, well designed trail system with connections to all adjacent trail systems. The JSPA system is designed as part of a much broader trail system that extends to communities within the County and also connects to Summit County, the Snyderville Basin and Park City/Deer Valley trail systems.

The trail system is designed to accommodate multiple non-motorized user groups and to provide a series of recreational experiences for biking, equestrian, hiking, cross-country skiing, walking and running. Motorized use of trails is prohibited except for authorized emergency vehicles. As final trail alignments are set, careful coordination should take place with Wasatch County to ensure standards are met.

7.2 JSPA Trails Master Plan

The JSPA is intended to have an extensive trail network to provide multiple types of trail users with different experiences. Trails within the master planned area shall provide connections to adjacent neighborhoods, commercial areas, the perimeter trail system at Jordanelle State Park, Mayflower Resort Villages and the trails in Deer Valley, Park City and Summit County. Final trail alignments should be established to take full advantage of the spectacular views available and to minimize any adverse impacts on neighborhood residents and property owners.

In key locations, small pocket parks should be provided with picnic facilities, restrooms and drinking water. Developers shall use a licensed trail builder to design and build trails.

7.3 Phasing and Costs

Developers will be required to build and maintain public trails on their property. At some time in the future a basin-wide maintenance plan may need to be considered.

7.4 Trail and Paths Standard Design Elements

Suggested standard design elements for trails and paths are as follows:

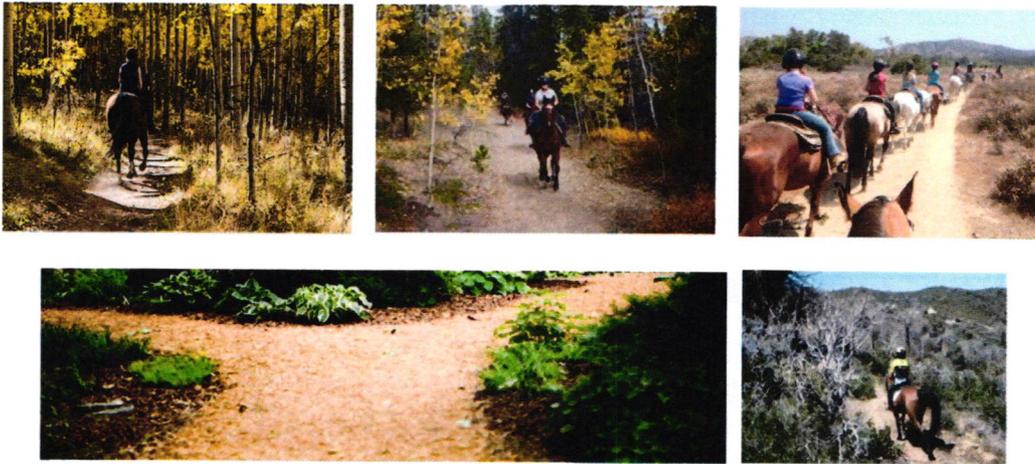
- a. Common Lighting standard design elements;
- b. Common bollards;
- c. Paved with native materials or asphalt with a weed barrier;
- d. Railings (consistent styles and sizes);
- e. Materials and design for rest areas and viewpoints (including restrooms where appropriate);
- f. Landscape planting and re-vegetation;
- g. Trail signs with the JSPA logo (the same for the entire JSPA);
- h. Walls and wall treatments;
- i. Common kiosks (as approved in this document) and wayfinding signs with the approved JSPA logo; and

- j. All trails shall be built in accordance with the Wasatch County trail standards that contains additional detail to this document.

7.5 Equestrian Trails

A proposed equestrian trail will link both sides of Highway 40, and it is important that the horseback riders have access to the trail system in SkyRidge and to the trails in the regional system in Northern Wasatch County, the State Parks and Southern Summit County. The trails may be multi-use and shared with bikers and hikers. Equestrian Trails may be shared or separate and shall be made of native material and be four feet wide.

Equestrian parking areas should be provided for these users and should consider the requirements of horse trailers for parking. This trailer parking area may be separate from the equestrian center. Horse tie-ups should also be provided in these locations.



7.6 Hard Surface Pedestrian/Bicycle Trails

A hard surface pedestrian and bicycle trail extends to the North along the Jordanelle Parkway. This hard surface trail will connect to the trail system in the Mayflower North Neighborhood, the regional system in Northern Wasatch County, and the Jordanelle State Park and Summit County system and creates a loop around the Deer Crest Village Center. The hard surface trail connects to the Mayflower South Neighborhood.

Hard surface pedestrian trails shall be paved in asphalt with a weed barrier and be ten feet wide along the Jordanelle Parkway and at least five feet wide in development areas. These trails should provide a soft shoulder on each side for pull outs. Shoulders on the uphill side of the trail should slope back to capture sediment from the hill and keep it from running over the trail system. Drainage swells should be provided on up hillsides of the trail with culverts in key locations to allow water to pass under the trail. Pocket park rest areas with restrooms should also be provided with water and picnic tables in key locations. Bike racks should be provided to allow bicycle riders to leave their bicycles and travel on foot if desired. View areas should also be considered in key locations.



7.7 Golf Cart Paths

Golf cart paths are required between holes and will cross through different properties. Golf Course paths shall be eight feet wide and paved with asphalt or concrete with minimal shoulders. Alignments for the golf paths will be finalized when the final golf course design is completed.



7.8 Compacted Soft Surface Pedestrian Trails

Compacted surface trails should be extensive throughout the JSPA. These trails link critical areas to more trafficked hard surface trails. The soft surface trails may run adjacent to the golf course. Compacted soft surface trails will require regular maintenance to keep the trail from overgrowing. The trail will also require compaction twice a year to maintain the trail surface. Where necessary, shoulders on the uphill side of the trail should slope back to capture sediment from the hill and keep it from running over the trail system. Drainage swells should be provided on uphill sides of the trail with culverts in key locations to keep water off the trail.

7.9 Mountain Trails

Mountain trails are located in sensitive areas that require a minimal disturbance to land. These types of trails should be the most extensive in the JSPA and built in accordance with County and IMBA standards. These trails are primarily for hikers, mountain bikers and equestrian users.

7.10 Trail Maintenance

Trails will be maintained as detailed in each Development Agreement.

8 - PARKING

Parking must be adequate, simple, convenient and very easy to find. Structured parking is anticipated in commercial areas.

8.1 Parking Plan

The number of parking spaces required shall be governed by the Wasatch County Planning, Zoning and Development Code regulations. In a resort setting parking lots and parking structures may be critical to the success of the resort. However, because of aesthetic concerns, it is also just as important that these types of facilities be implemented in such a way as to not detract from the overall theme of JSPA East Side.

8.2 Parking Area Design

Parking areas should be designed so that they are located to the rear or side of buildings whenever possible and in a manner such that any vehicle on the property is able to maneuver to exit from the property traveling in a forward direction. Parking areas should be designed so that a car within a parking area will not have to enter a street to move from one location to another within the same parking area, and the number of entrances and exits should be limited to reduce conflict and lessen possible congestion at street intersections. Parking areas should also allow seamless links to pedestrian patterns. This can be implemented through the use of design elements such as painted or enhanced paving, architectural features, or landscape treatments.

Developers must provide for a landscaped area, referred to as the landscape buffer, to help provide the visual screening of the parking area. The width of the landscape buffer can vary but optimally should be approximately 15 feet in width. Use these landscape buffers and walkways to reduce the visual impact of surface parking areas.

8.3 Parking Structure Guidelines

Parking structures will be found throughout the JSPA, and their design and appearance are a major consideration for the visual quality of the JSPA East Side. The design guidelines in this section are intended to assure that parking structures incorporated design features, which make them more attractive. The JSPA East Side guidelines for parking structures are as follows:

- a. Partially conceal views of cars parked in parking structures through a combination of visual barriers, retail fronts, architectural design and plantings. Open sided facilities, which allow complete views of parked vehicles, are not permitted.
- b. In the landscape buffers, utilize earth berms on walls of the parking structure at ground level to minimize visual impact and provide landscape areas.
- c. To implement screening in the Landscape Buffers, plant large trees adjacent to the structure to screen views from buildings, roads and pedestrian areas.

8.4 Visual Screening of Surface Parking and Structures

Surface parking areas and parking structures shall be screened visually from streets. They shall also be screened from Highway 40 or other major view corridors by the use of plants and berms. This visual screening is contemplated to be partial, not a complete cover. Screen walls are not required. This will apply to the view from Highway 40 as well. In cases where screen walls are used, wall faces must be treated with natural stone or a living wall in a manner that is consistent with the retaining and free-standing wall standards in the JSPA East Side. Parking should be designed to fit in the natural landscape and minimize disturbances to the native vegetation.

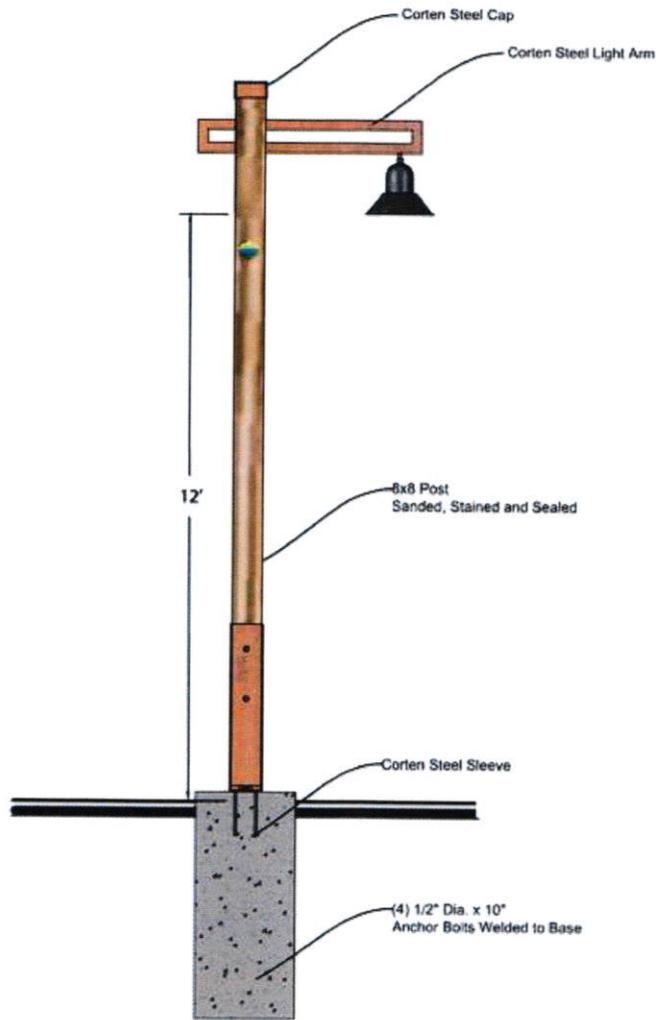
9 - GOLF TRAINING FACILITY

An integral part of developing the golf course component of the JSPA East Side is related directly to land form and ownership. Golf holes are envisioned to follow the existing landforms, and where distinct features such as ravines cross fairways they will be preserved and will become natural hazards. Grading at the golf course should take place in a manner to preserve the natural landform wherever possible. Abrupt grade breaks should be avoided unless they are part of the natural landform; such as a rock outcropping. Slopes should be no more than 3:1 on fill slopes. Cut slopes should also strive to achieve 3:1 slopes unless soils may be reclaimed steeper. Grading easements may be required outside of the golf course. Land owners will provide these easements to the toe of the maximum achievable stable slope from or to the golf course as part of the approval process. Golf design should preserve significant vegetation, drainage ways, and landform wherever possible. In cases where these features need to be changed or removed, the design will strive to reintegrate the golf course so it looks as if it belongs as part of the land. Golf design will strive to be as water efficient as possible and where possible use secondary water or untreated water for the design.

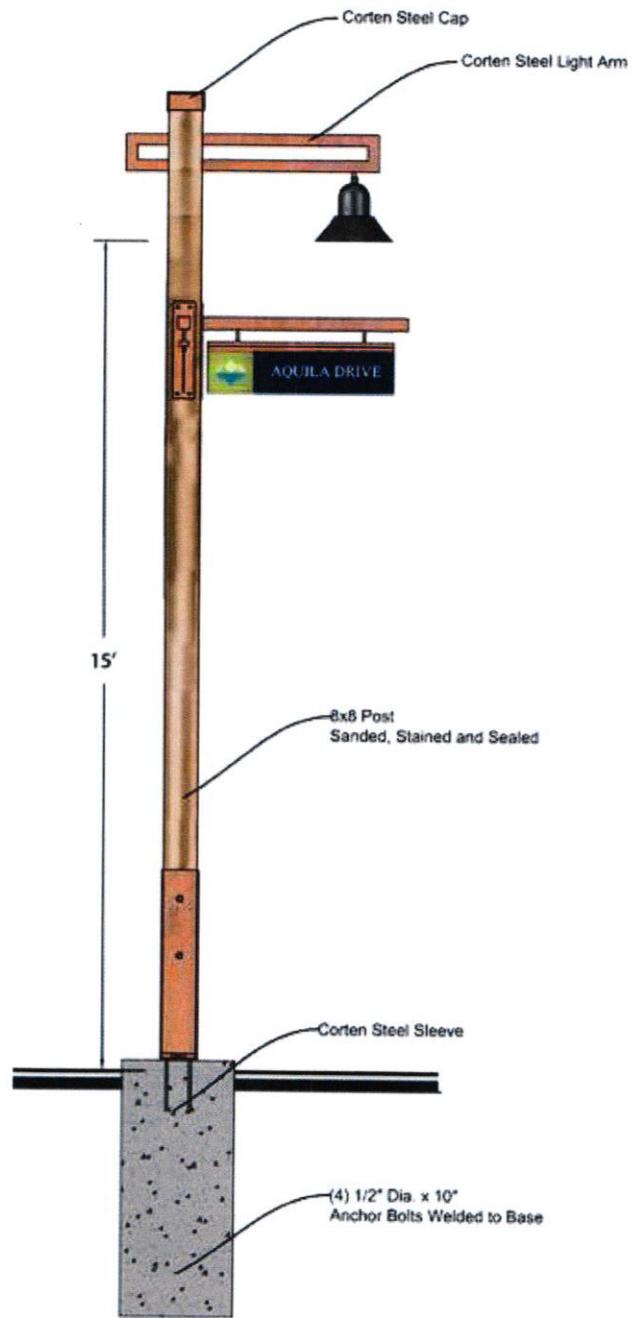
The use of native plants is encouraged wherever possible to integrate the golf design into the local environment. Native plants that are endemic to the area will require less water once established and help integrate the golf into the native landscape. Housing development, roads and recreation facilities have been set back from golf fairways at a distance recommended by the National Golf Foundation to avoid damage from errant golf balls. Buffer easements may be required on some abutting properties in order to maintain desired buffer zones along fairways. The golf course shall take place in community space.



EXHIBIT A – COMMUNITY LIGHTING

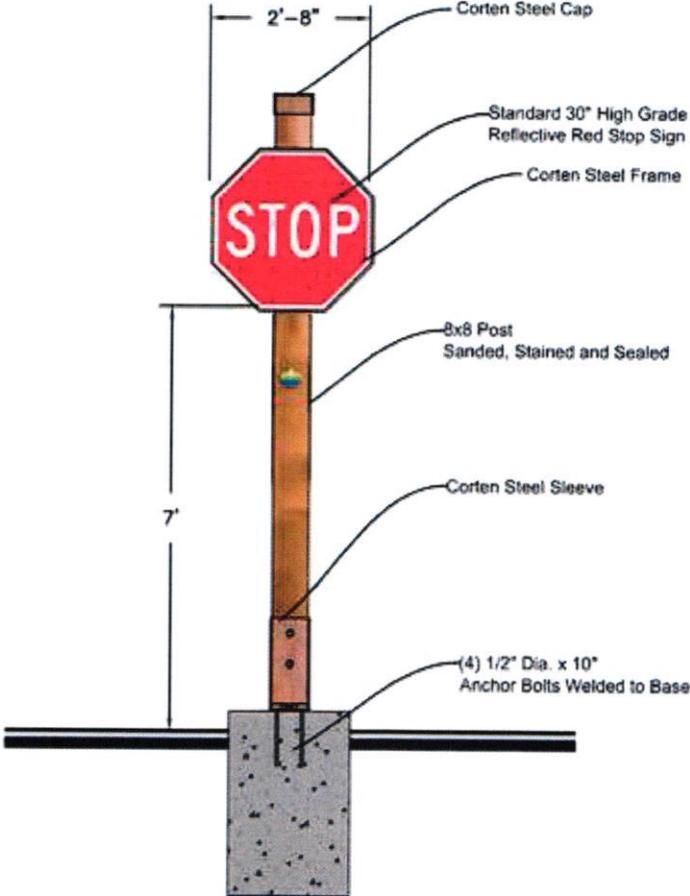


PEDESTRIAN LIGHTING
NTS

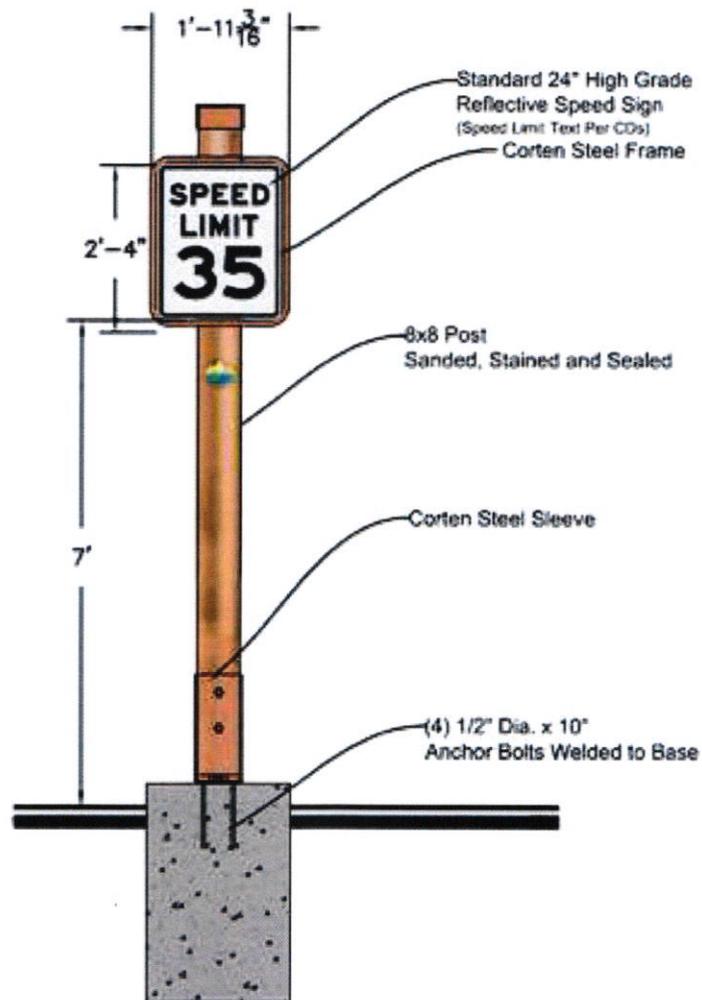


STREET LIGHTING
 NTS

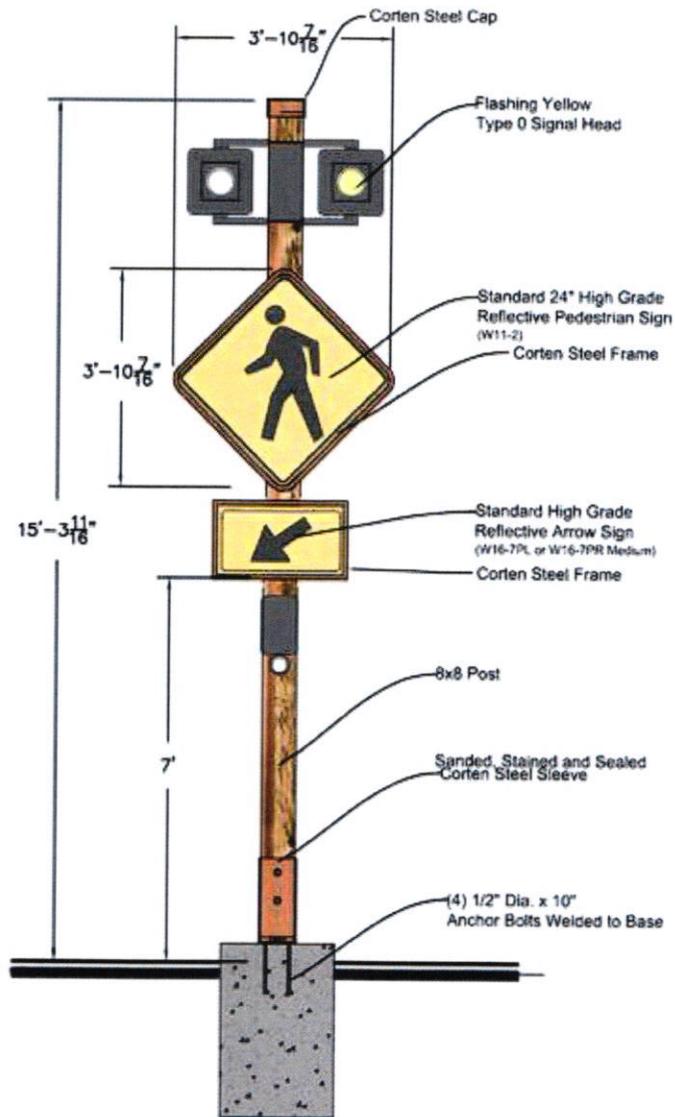
EXHIBIT B – STREET SIGNS



STOP SIGN
NTS



SPEED LIMIT SIGN
NTS



FLASHING BEACON DETAIL
 NTS

EXHIBIT C – JSPA EAST SIDE LOGO





full logo
triple line



full logo
double line



acronym logo
left aligned



brandmark logo



acronym logo
center aligned



name logo
triple line left

EXHIBIT D – JSPA EAST SIDE LOGO

Brand Guidelines

version 1.0

NEW VERSIONS OF THIS DOCUMENT WILL BE ISSUED AS THE JRA BRAND EVOLVES. PLEASE MAKE SURE YOU ARE USING THE MOST RECENT BRAND GUIDELINES DOCUMENT.

date of issue: 03/17/19



JRA - Jordanelle Recreation Area
Brand Guide



Overview

the purpose of this guide

A brand earns loyalty and respect when it effectively differentiates itself from its competition and the purpose of this brand guide is to identify and enforce the JRA logo standards as a vehicle for impact and success.

The objectives of our brand identity system are to:

Consistently express the JRA brand – our promise, history and values.

Manage the value of the JRA brand and strategic brands to instill familiarity, reinforce brand experience and protect our equity.

Provide tools to facilitate consistent delivery of the brand promise with every point of contact.

As there will be continuous touch points where the JRA brand will be seen, it's integral that each impression be consistent with the other JRA assets. JRA has one logo but can be delivered in one of 6 formats to integrate seamlessly and

efficiently into each placement. Non adherence to these standards for internal departments, Web sites, trademarks, etc. dilutes the power of the JRA brand, confuses customers and audiences, increases legal risk, and wastes JRA resources.

All internal and external applications should help protect and grow the JRA brand, as well as approved strategic brands, and should be developed with adherence to the standards provided throughout this guide. Therefore, development of internal logos is not permitted. Follow the enhanced identity system when separating the JRA logo from all graphics.

What constitutes an internal or business logo? As a rule of thumb, any kind of graphic element (photographs or illustrations) consistently linked with your business, brand, product or service name is considered a logo.

JRA LOGO

logo standards

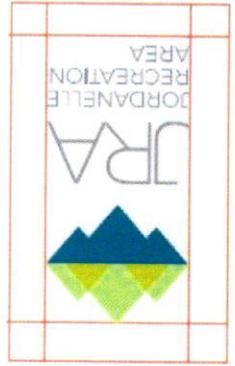
Our logo is the anchor of our brand identity. It has become a recognized and respected symbol of our area. This section provides guidelines for correctly distributing the JRA logo to ensure consistency of our brand.

A strong brand identity system requires correct and consistent application of the basic design elements to all applications / usages. This section will teach you the basics of logo usage, and provide standards for using the JRA logo for all applications and usages.



General Use

The JRA logo is a key element of our brand identity. It is one of our most valuable assets, and consistent usage enhances marketplace recognition. Because it is so key to the area's recognition, it is imperative that it be distributed correctly. Please see the examples below to avoid some of the most common misuses.



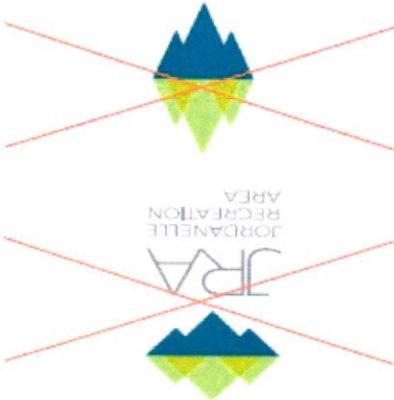
neutral or white space

20% horizontal and vertical space buffer

Our logo should have a minimum of 20% vertical and horizontal space around outside edges to allow the logo to breathe and display properly.

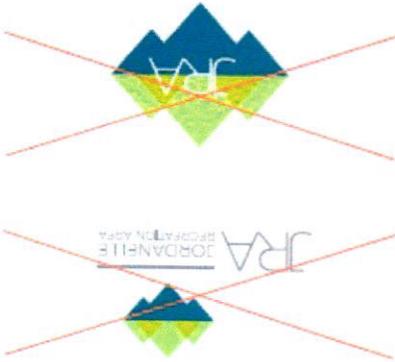
accurate perspective

A common production mishap is the odd skewing or misshaping of the logo. Please ensure that the JRA brand is accurate in perspective and aspect ratio.



official formats

With much invested in the development of the brand and to retain consistency/recognition, the JRA logo is never to be reformatted for any specific application.



Sizing & Logo Variations

JRA is one brand, but because there is often need for it to be used in many applications, an official logo set has been developed which should be followed to maintain maximum consistency and legibility.



Official Logos

These are the primary JRA brands that should be used and distributed as much as possible.

Horizontal & Vertical Logos

These are secondary JRA logos that should be used when the application merits either a vertical or horizontal format.

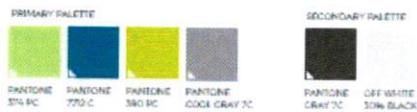
Brand Mark

Where needed the logo can be displayed as a singular brand mark.



Color & Variations

When using the JRA logo it is imperative that the official brand colors are used. Below are the official Pantone (PMS) colors and a standardized set of secondary colors as well as the official JRA color palette and a guide to help our logo be consistent in color and application.



color combinations

Do not use any unauthorized or odd color combinations. If the logo needs to be used or printed as a two color, the logos should use one authorized PMS color and the text should be another authorized PMS color.

reverse

If the logo is to be printed on a dark background use either all one color that contrasts well against the background or the regular logo with white text.

one color

If the logo is required to be used as one color, use a authorized PMS color that contrasts well with the background.



STYLE / APPLICATION GUIDE

Overall, any JRA logo application should support the overall JRA standards. To set ourselves apart and always retain a professional appeal, we have designed a bright, dynamic, colorful, brand that when applied to various environmental structures will catch the eye and read clearly. Please see the samples below as examples and please note the 20% buffer around the logo giving it the space it needs to breath for maximum impact and legibility.

DIRECTIONAL SIGNS
 Logo format: full logo double line
 Buffer: min 20% (left, top, bottom)
 Alignment: left
 Color: flat color sign

INTERPRETIVE CENTERS
 Logo format: standard
 Buffer: min 20% (left, top)
 Alignment: left
 Color: flat color sign

BUS SHELTER / TRAILHEAD KIOSK
 Logo format: standard
 Buffer: 20% (top, bottom, left, right)
 Alignment: left
 Color: flat color sign

STREET SIGNS
 Logo format: standard
 Buffer: 20% (left, top, bottom)
 Alignment: left
 Color: flat color sign

ENTRY SIGNS & MONUMENTS
 Logo format: standard
 Buffer: min 20% (left, right, top, bottom)
 Alignment: center
 Color: flat color sign

SIGN / LIGHTING POSTS
 Logo format: standard
 Buffer: 20% (left, top, right)
 Alignment: top
 Color: flat color sign

WAYFINDING
 Logo format: standard
 Buffer: 20% (left, top, right)
 Alignment: top
 Color: flat color sign

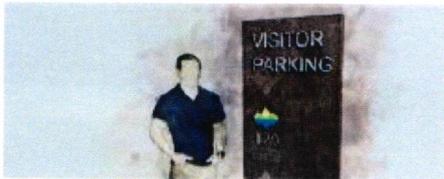
style / application guide (continued...)

Overall, any JRA logo application should support the overall JRA standards. To set ourselves apart and always retain a professional appeal we have designed a bright, dynamic, colorful, brand that when applied to various environmental structures will catch the eye and read clearly. Please see the samples below as examples and **please note the 20% buffer around the logo giving it the space it needs to breath for maximum impact and legibility.**

The JRA logo is required to be displayed and will be the only logo on the following JSPA East Side common elements:

- Street address signs (on the street sign itself)
- All wayfinding signs
- All trail maps including maps at trailhead kiosks - All signs within a public right of way

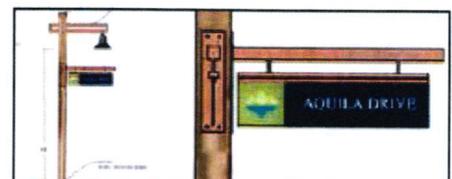
Each neighborhood or development may have other identification signs which can display their logo and the JRA logo if desired.



signage
entrance gate, environmental signs, etc



shelters / kiosks
bus, trail heads, etc.



signage
street, development, etc.

downloads

The following links have been prepared to supply authorized users with the current and best format of the JRA official logos and typesets. Please review this guide to understand the proper use of the JRA brand and typesets.

To download, go to www.jra.org/logos to download the following logos and fonts:

logos



full logo
stroke line



full logo
double line



acronym logo
left aligned



trademark logo



acronym logo
center aligned



name logo
triple line left

fonts

- **muller light**
- **montserrat light**
- **arial**

