

Webster County Conservation & City of Fort Dodge Wayfinding Design Guidelines



October 2, 2012
Prepared by:



ACKNOWLEDGMENTS

The Wayfinding Steering Committee is made up of City and County staff, numerous organizations and community volunteers organized to study the wayfinding needs of Fort Dodge and Webster County. This steering committee has worked diligently for close to a year in the advancement of this effort.

CITY STAFF:

Stephanie Houk Sheetz, Fort Dodge Business Affairs & Community Growth
Scott Meinders, Fort Dodge Engineering Department

COUNTY STAFF:

Matt Cosgrove, Webster County Conservation

STEERING COMMITTEE:

Amy Bruno, Greater Fort Dodge Growth Alliance

Cheryl O'Hern, Spin Market

Scott Johnson, Kallin–Johnson Monument

Randy Kuhlman, Fort Dodge Community Foundation & United Way

Kerrie Kuiper, Fort Dodge Convention and Visitor's Bureau

Jan Wilson, PICA

Table of Contents

| | |
|------------------------|-----|
| Introduction..... | .5 |
| Wayfinding Family..... | .13 |
| Design Guidelines..... | .19 |
| Fabrication..... | .39 |
| Implementation..... | .47 |



Webster County Conservation & City of Fort Dodge Wayfinding

Introduction

Design Guidelines

Guide Users — Who are You?

While the signage systems are intended for use by a broad public, this guide is the domain of those wanting to promote, implement, and maintain a highly effective way-finding system in Fort Dodge and Webster County. These audiences will likely include:

- Elected Officials and Other Policy Makers – Any signage initiative requires the support of policy makers to move forward for funding, implementation, and the political will for ongoing support and maintenance. This guide will help these decision makers understand the overall requirements, anticipated costs, ongoing maintenance needs and key public benefits of the system.
- Agency, Non-governmental, and Community Leaders – These leaders need a rich understanding of the (sometimes literal) nuts and bolts of this way-finding system. To support elected officials as they help the public reap the benefits, and to make sure the system continues to serve the public as envisioned – requires well-informed agency officials and advocates to address implementation, funding, or maintenance issues that might arise.
- Partners – This system has been developed to address current and hopefully future needs – but partnerships will likely be required to maintain this level of quality in branding and public communications. Partners who fully understand what it takes to effectively communicate with pedestrians, trail and vehicular users will ultimately make better partners.
- Contractors, Suppliers, Future Designers – With this guide in hand, contractors, suppliers/vendors and future designers linked to this system can work most effectively and efficiently. This guide will save city and county dollars as this system is installed and expanded over time.
- Pedestrians, Trail Users, Drivers – While at first blush it might seem the system users simply have no real need for this detailed guide, it will be advisable to share this document with users as much as practical. Why? These are the true front-lines of implementation priorities and ongoing system maintenance. The users will be the first to find problems and recognize opportunities. They are the ultimate audience for the whole of the system – the greatest beneficiaries and those who demand the service. The better they understand what's at stake here for them and for the community, the better they can aid agencies, political leaders and others in maintaining, promoting and growing the system over time.





Development of a Good User Experience

This guide will ultimately serve as a critical document in translating the vision of a welcoming community to reality on the ground. Delivering the quality outlined here and following through with the elements of brand, design, and maintenance required will be essential for Fort Dodge and Webster County to realize the promise provided here. Keeping this guide handy when the sign system is poised for expansion or maintenance will further the ongoing success of the system – but most importantly, will strongly reinforce the community promise to give residents and visitors rich opportunities to enjoy a stroll, a trail ride, or easily find their way to community events, seats of government, and local commerce.

“The future is not someplace we are going to, but a place we are creating. The paths to it are not found, they are made.”

—JANEGARVEY, Deputy Administrator, Federal Highway Administration from 1993–97



Introduction

This document provides a key present and future reference for a variety of users engaged in way finding throughout the community of Fort Dodge and the Webster County trails system.

The systems proposed here build upon the past successes for the community of a comprehensive entry portal and marker system as well as the city and county branding and planning already in place. The vehicular, trail and pedestrian signage systems described here have been crafted to communicate effectively, project a quality environment for residents and visitors, and provide the means for affordable, ongoing maintenance.

This guide will identify key users, document the design process, outline a process for implementing the systems, and describe the signage systems for implementation and archival purposes. These materials will also be useful for maintenance over time.





Signage systems for pedestrians, trails, and vehicular traffic have rapidly surfaced as a strategic means to establish community character, welcome visitors to a community, and in the case of trails, to support the public's use and appreciation of the trail system. This Webster County–Fort Dodge Community joint effort demonstrates a particularly high level of collaboration that should resonate with visitors and community residents. Rarely do counties and cities collaborate at this level to create highly aesthetic and informative systems for the public.

That this collaborative spirit has dominated the process of these sign systems is evident in the outcomes. The signs are distinctive, attractive, useful, and they reflect the historic character of the Greater Fort Dodge Community while serving ever-increasing numbers of visitors, pedestrians and trail users.

Through an initial effort to provide a comprehensive trail signage system, county and community leaders soon recognized the value of bringing that same level of public communication to the major corridors and downtown business district. With public, business, and government support, this reference guide can be used to build both community brand and level of service to the public. This guide and these systems stem from classic stakeholder involvement, needs assessments, and strategic direction – complete with definition of opportunities, challenges, goals and objectives.

But this guide is also rooted in a creative approach to uncovering community character, focusing on the power of design, and in building a foundation of support from the ongoing engagement of leaders pre-disposed to collaborate and find consensus.



The Future of This System

This signage system was developed to initially meet the needs of trail users of the Webster County Trail System in Fort Dodge. It was also developed to provide critical communications linkages to trails networks throughout the county with relatively minor “tweaking” of the system’s logo and other embedded elements. The purpose (in part) is for the user to quickly recognize he or she is part of the Webster County system – and also a part of the more local jurisdiction as it arises. This system is destined to expand over time to encompass all of the Webster County trails – and may, through key partnerships and with minor modifications – grow into neighboring counties as well.

The pedestrian users are being served by a compatible system that will provide essential way-finding and identification of seats of government/public institutions and other key community features. These elements are key to a community that wants to help visitors feel comfortable. Similarly, marking major corridors for vehicular use also builds the community’s brand as one committed to service.

Overall Signage System Objectives

Process/development. The objectives outlined in this section were not developed lightly. They were the result of a process that involved community and county leaders, active pedestrians and trail users, and those engaged in both commerce and conservation.

The process included rich, facilitated conversations related to purpose and function as well as a series of “visual listening” exercises to bring the preferred signage systems into sharp focus. Visual listening involves an exercise where participants react to a series of visual images and ultimately identify what makes that image appealing, memorable, compelling – or where/why that image might fall short.

“The purpose of the City’s wayfinding signage program is to enhance our visitor experience and direct them to our City’s assets.”

In this case, the participants worked through a series of images to do the following:

- Compare and contrast successful logo design on a national scale
- Identify local brands and identities that have resonated in the community and understand what has made those brands powerful
- Identify the strengths and challenges of incorporating various local icons into any signage and/or branding system
- Identify the strengths of the local partner brands (City of Fort Dodge, Webster County)
- Understand the potential strengths and challenges of other pedestrian, vehicular, and trail/sign systems
- Confirm a level of visual quality that would leave an appropriate impression of Fort Dodge/Webster County on the public/users
- Identify elements that were confusing vs. elements that were not effective to communicate image and information (color, material, structure, etc.)

Through this work, the committee concluded it was hoping to develop a signage system that would do the following:

- Provide nearly instant access to key direction information for a trail user while riding at a typical cycling speed, with comparable service for drivers
- In the case of trails, blend with natural surroundings, and yet remain distinctive enough to attract attention of the user and leave an impression of quality
- Demonstrate cohesion with existing City and County brands – while not subsuming the identity and character of either
- Provide a simple, readily comprehended overall communication system
- Have capacity to expand beyond the city boundaries without major modifications
- Entice users to engage in community and natural systems





Wayfinding Family
Webster County Conservation & City of Fort Dodge Wayfinding
Design Guidelines

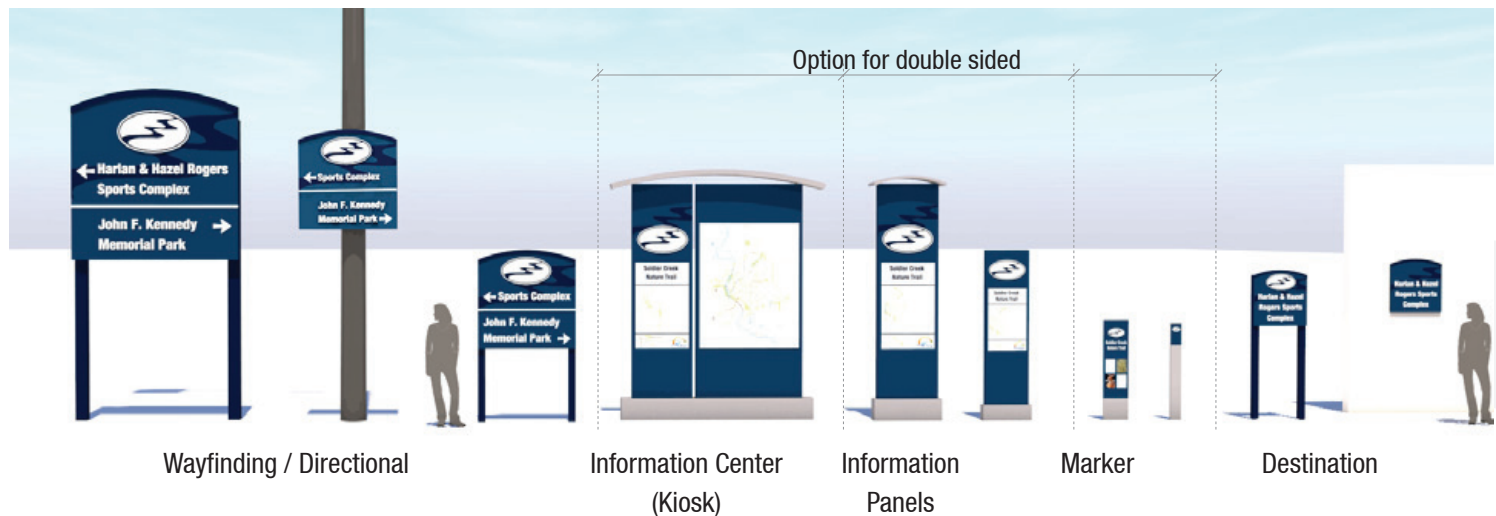
Signage System Goals

No thoughtful system to address the varied needs of pedestrians, drivers, and trail users can develop without attention paid to challenges, opportunities and associated goals and strategies. The strategic directions this guide describes result from finding the right balance between costs, service, and quality of design. These include:

- **Aesthetic appeal.** All too often, the power of brand and design is perceived as superficial in nature and not essential to way-finding. A just-the-facts-ma'am approach to signing certainly serves some purpose, but a communication system can lose function without visual appeal. Eye-appeal calls attention to the signs and therefore reinforces the system's ability to effectively provide information.
- **Simplicity.** Nothing undermines a way-finding system more quickly than an approach that challenges the user to "get" the message. Simplicity of approach and message is fundamental to quick communication – particularly for a rider or driver who must immediately grasp the information.

FAMILY OF SIGNS

While any individual user would have his or her set of particular needs, a family of signs can address a range of user interests. A user quickly adapts to the purpose of each "family member" and can readily navigate the system to get information needs met.



Urban Context.

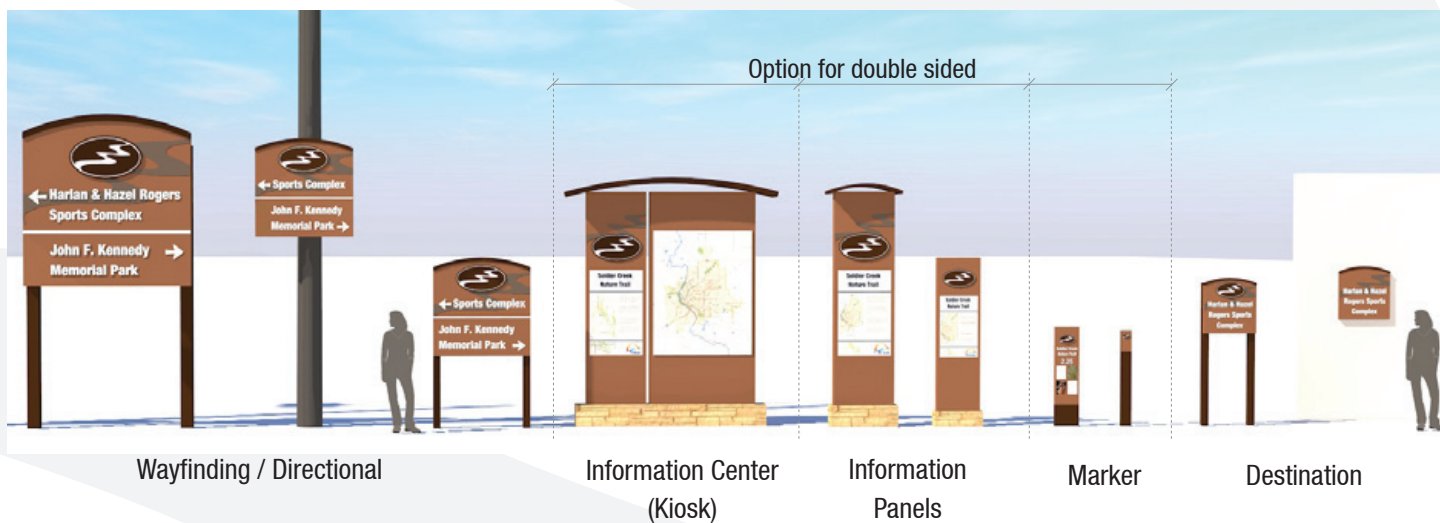
The blue color illustrated above is intended to be the Community / Vehicular Wayfinding signage package. An urban setting requires a sign system of relatively high contrast as the signage essentially must compete with a number of other visual elements. When the signs fail to gain attention, they can fail to serve. Urban settings also demand simplicity of way-finding due to the potentially high number of destinations and directions that the system may be trying to communicate.



- **Cost-effective materials/methods.** The materials and design must demonstrate reasoned quality to reflect an open, supportive community – but at an affordable price. When price is no object, high quality systems are easily produced, but open to justified criticism. Finding an appropriate balance between image, effectiveness and cost is part of the design challenge.
- **A thorough approach.** The system this guide reflects cannot overlook categories of users and their needs for information that will be complete enough to deliver a valuable service. Similarly, this guide must also thoroughly reflect the elements and scope of this system for this document to create an appropriate archival record.
- **A collective and customized brand.** This system is based on a collaborative effort that included Webster County, Fort Dodge, and a number of organizations, businesses, and individuals. This cooperative approach led to keen interest in brand development that would echo the already-existing design work of current partners to subtly demonstrate mutual respect and cooperation. At the same time, they wanted other communities/trails to be able to access this system and apply their own distinct mark while still being recognized as part of the larger collective.

A good wayfinding system will:

- 1. Create a sense of place*
- 2. Be attractive and iconic*
- 3. Provide only useful information*
- 4. Be comprehensible*
- 5. Be expandable*
- 6. Be affordable*
- 7. Eliminate visual clutter*



Rural Context.

In more rural settings and on all trails, we see less competition for communication, but at the same time we need a focal point to tell the user “start here.” Thus, the information hub increases in importance. Similarly, when the user is in a more isolated setting, the on-course marker provides important security that the user is headed down the right path. The rural user doesn’t have easy access to a passerby to check for direction or distances to destinations in the absence of signs.

Signage Families



Information Kiosk / Information Panels

Information Kiosks are vertical structures, often double sided, intended to inform through the use of displays that include maps, information panels and in some cases technology. These Kiosks are to be located at strategic locations including trailheads and major trail crossroads.

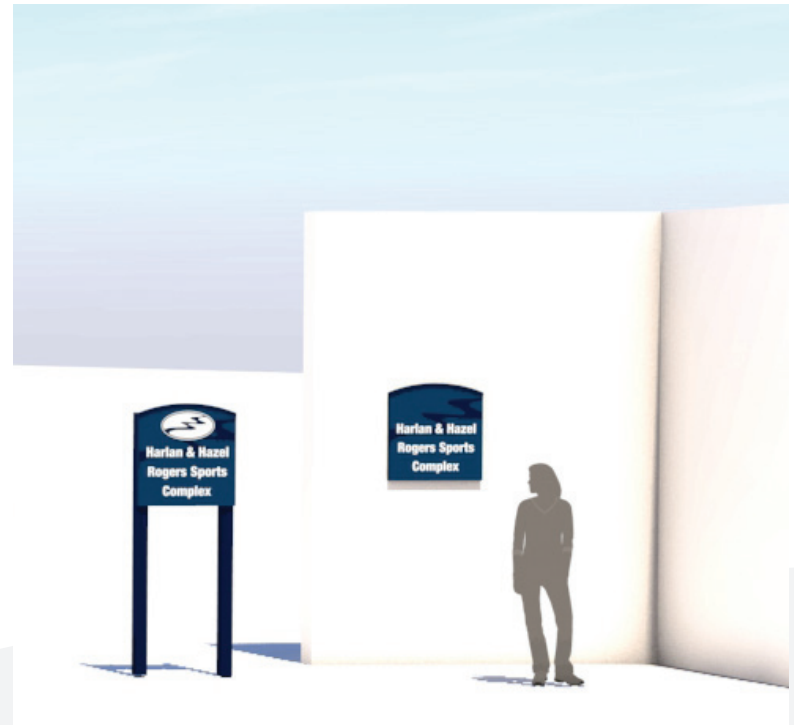
Information Panels are vertical structures, in many cases double sided, with two flat panels to present to trail users the name of the trail, the name of the municipality and/or county and, if applicable, the name of the trail system that encompasses the individual trail. Information Panels would be located at points along the trail in which interpretation of messaging is desired.

Trail Markers

Trail Markers will be vertical structures located adjacent to trails to provide trail users with visual confirmation that they are on their desired route. Trail Markers would be placed at uniform intervals: ½ mile in urban areas and 1 mile or at road crossings in rural areas. The Marker will display the trail system logo. The post can support reference or distance indicators, as well as names of rivers, watersheds, jurisdictional boundaries, and/or major streets by adding a small message blade where needed.

Trail Markers option A will be used at trail intersections.

Trail Markers option B will be used at 1/2 mile intervals.



Directional / Wayfinding

Directional or Wayfinding Signs will be vertical structures located adjacent to roads and trails to provide users with the directions and distances to important destinations. Directional Signs and the information provided on them will aid users in self-navigating the community. Directional Signs could be located along major traffic corridors, community access points, at intersections, at major trailheads, and other decision points. They will display logo, a maximum of 5 message blades each containing the name of a nearby destination, directional arrows and distance to the destination. Pictographs will also be indicated for standard amenities and services.

Destination

Destination Signs will be vertical structures located adjacent to a destination or could be mounted on a pole, building or other structure. The purpose of the Destination Sign will be to clearly identify public facilities. Destination Signs provide flexibility based on the facility is:

County – County Logo

City – City Logo

Trail – Trail Logo



Design Guidelines
Webster County Conservation & City of Fort Dodge Wayfinding
Design Guidelines

Color Palette

Decorative Powder Coated Steel Roof
Secondary Accent Color #4

Decorative Powder Coated Sign Panel
Primary Color #1

Powder Coated Raised Steel Logo
Secondary Accent Color #3, #2

Trail Name Panel
Primary Accent Color #3

Trail Name Text
Primary Accent Color #2

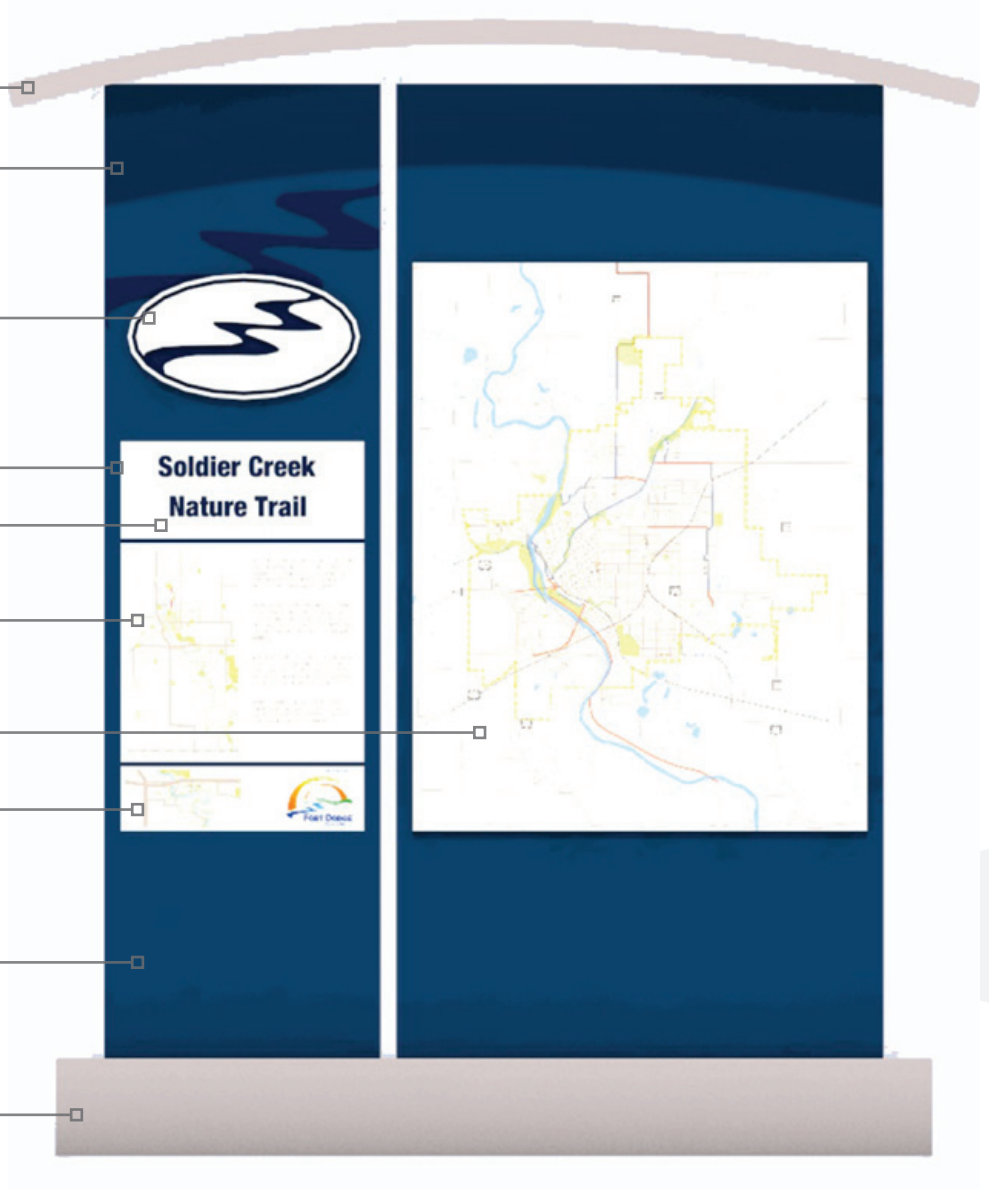
Information Panel
Primary Accent Color #3

Map Panel

Context & Logo Panel

MUTCD retro-reflectivity as required by
the IDOT and City of Fort Dodge

Concrete Base



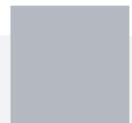
Primary Color #1
Approximate PMS295



Accent Color #2
Approximate PMS2767



Color #3
White



Color #4
Approximate PMS536



Typography Family

Primary Display / Heading / Title
SHS Standard Alphabet Clearview "W" Series

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

*Note: All vehicular text must comply with the MUTCD Standard Alphabet Fonts.

Pedestrian Primary Display / Heading / Text and subtext
HelveticaNeue Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



Primary Color #1
Approximate PMS



Accent Color #2
Approximate PMS

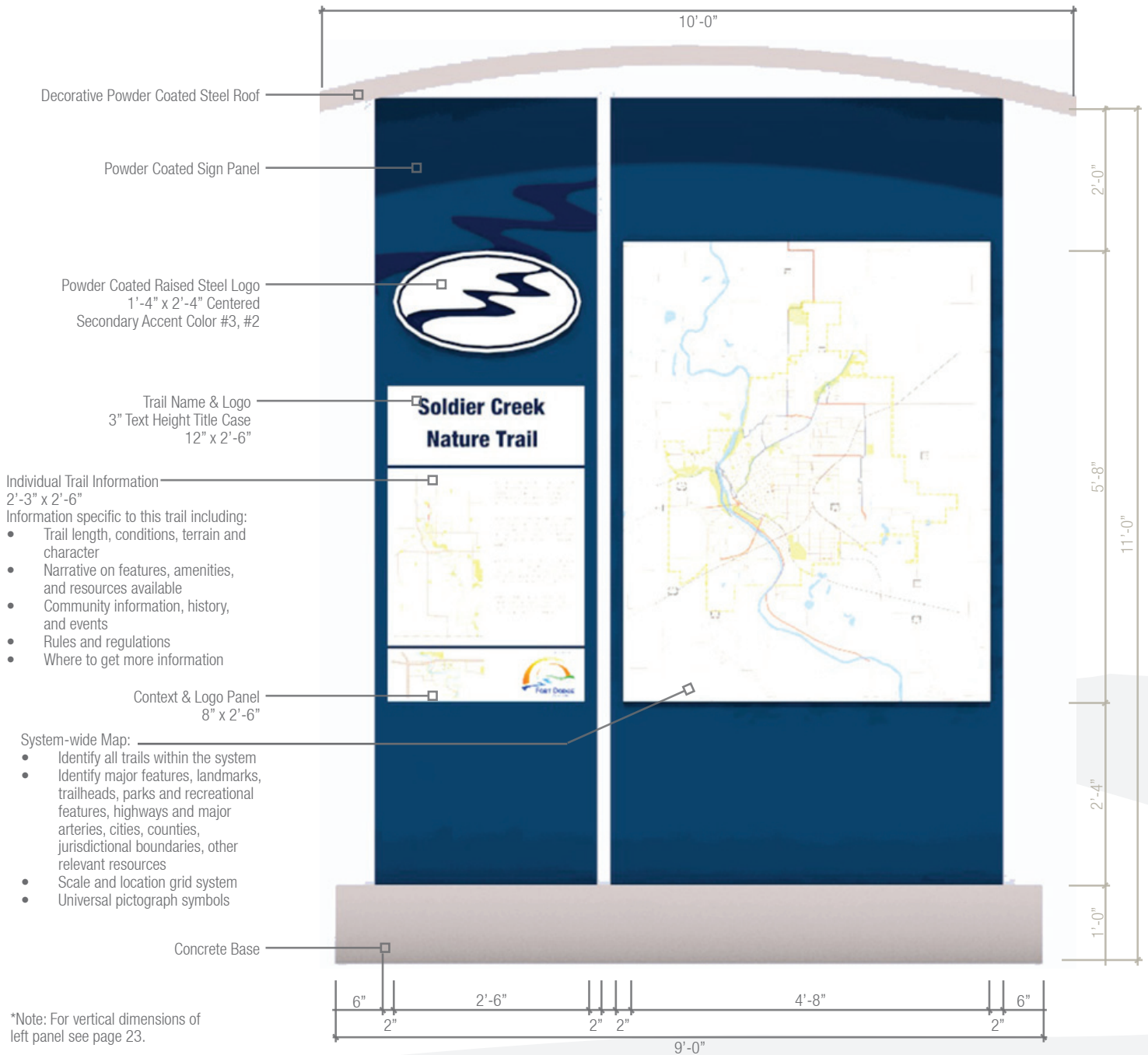


Color #3



Color #4
Approximate PMS

Information Center





Information Panel– Full Size



Decorative Powder Coated Steel Roof

Powder Coated Sign Panel

Logo Applied to Sign Panel
Primary Accent Color #2

Powder Coated Raised Steel Logo
1'-4" x 2'-4" Centered
Secondary Accent Color #3, #2

Trail Name & Logo
3" Text Height Title Case
12" x 2'-6" Centered

Individual Trail Information
2'-3" x 1'-3"
Information specific to this trail including:

- Trail length, conditions, terrain and character
- Narrative on features, amenities, and resources available
- Community information, history, and events
- Rules and regulations
- Where to get more information

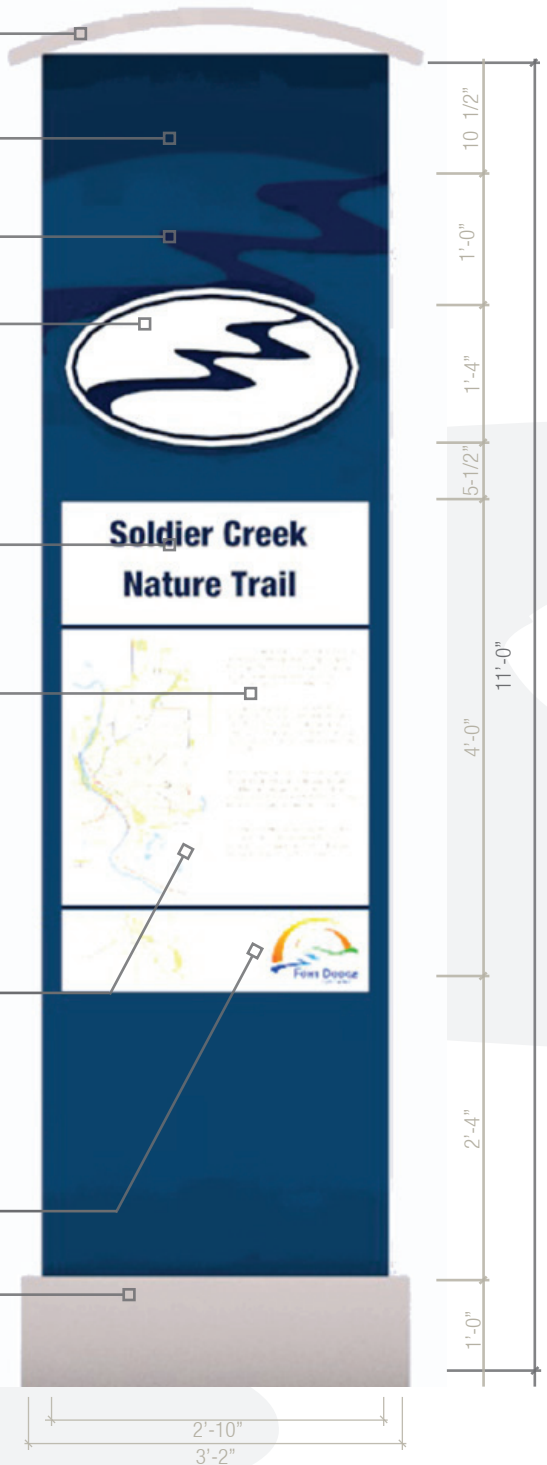
Individual Trail Map:
2'-3" x 1'-3"

Highlights a specific trail including:

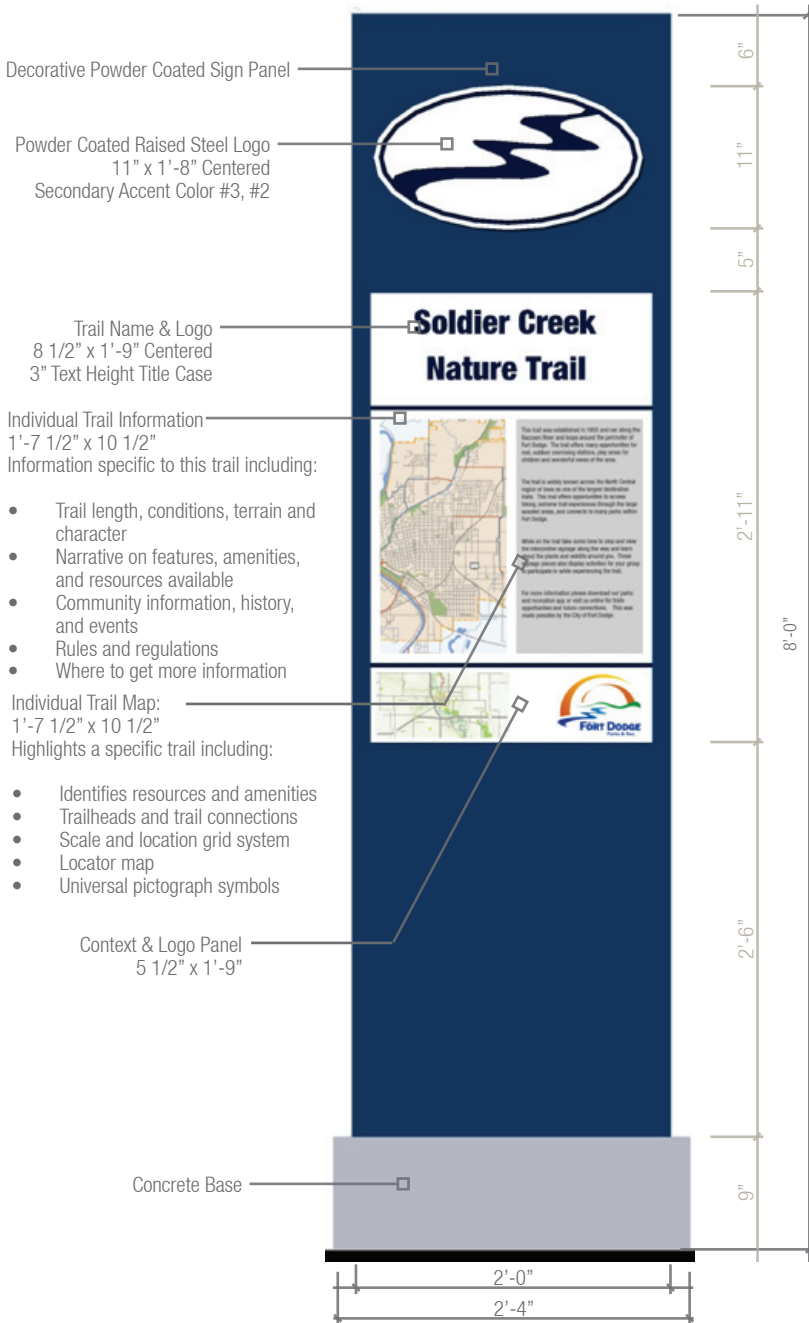
- Identifies resources and amenities
- Trailheads and trail connections
- Scale and location grid system
- Locator map
- Universal pictograph symbols

Context & Logo Panel
8" x 2'-6"

Concrete Base

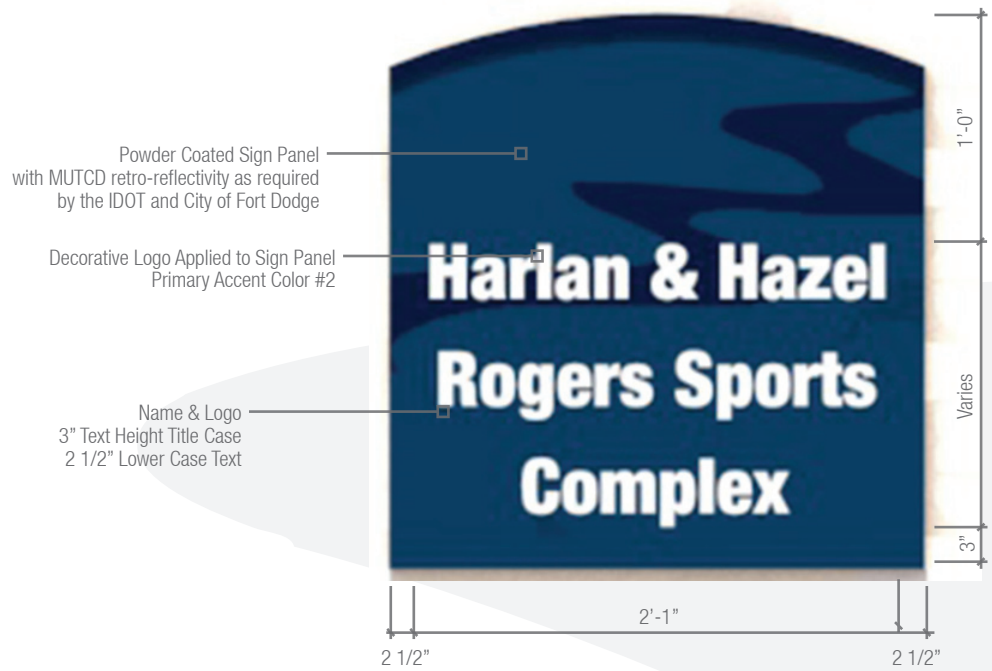


Information Panel – reduced size

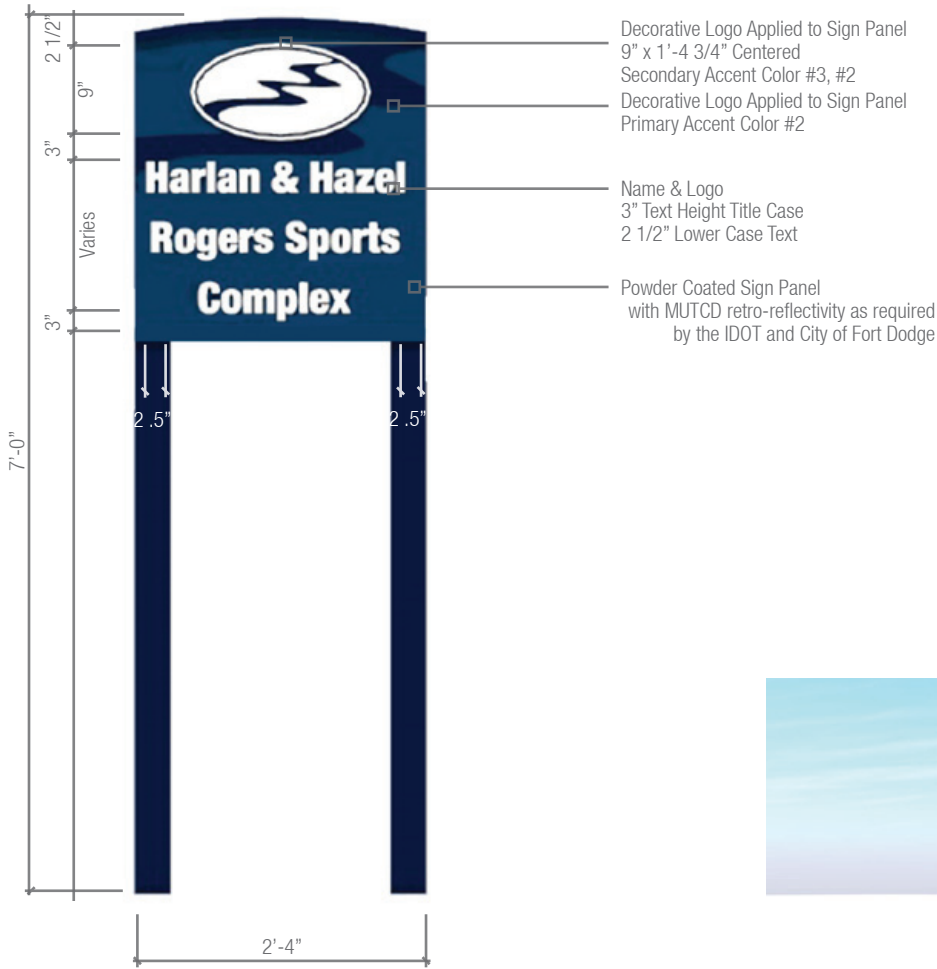




Destination Signage – Building Mounted

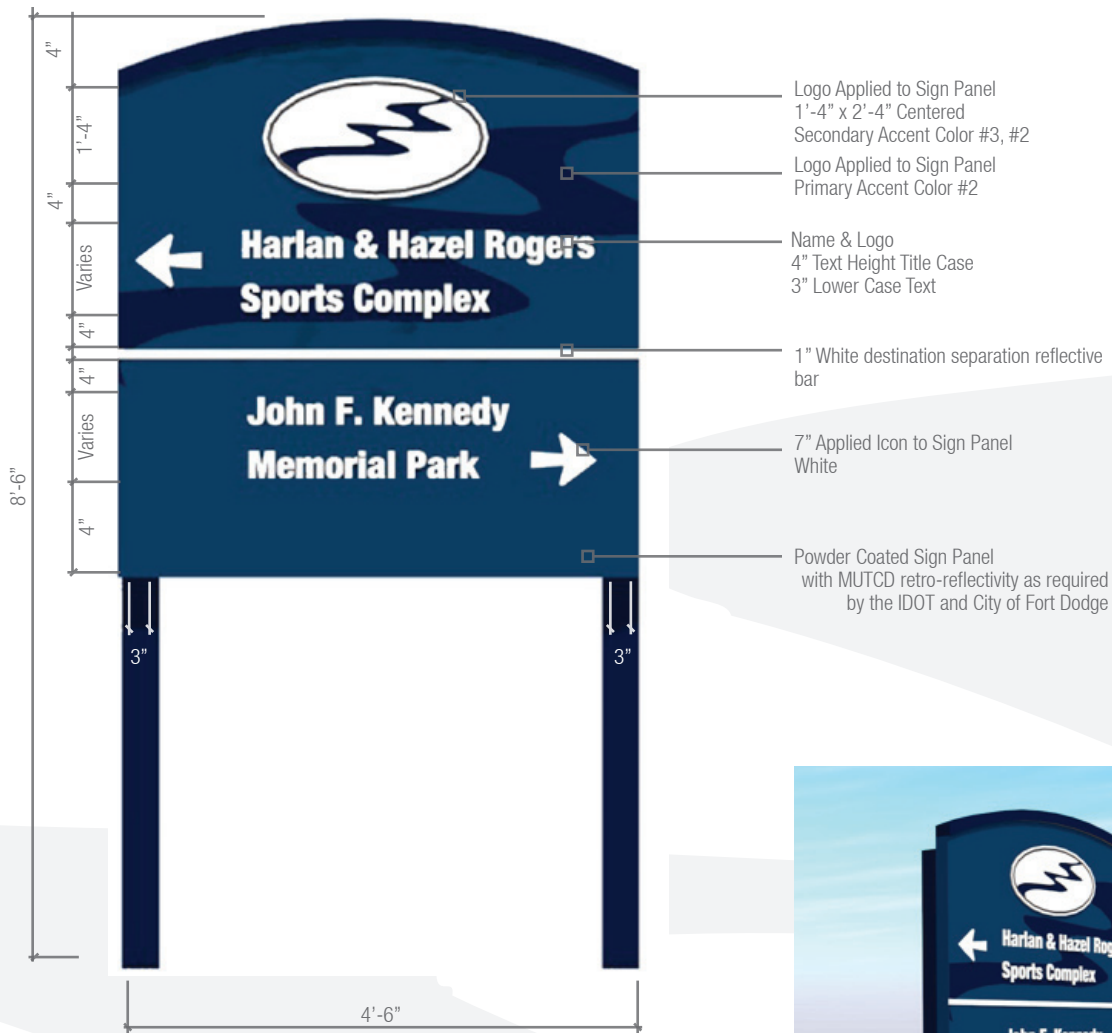


Pedestrian Destination Signage – ground Mounted

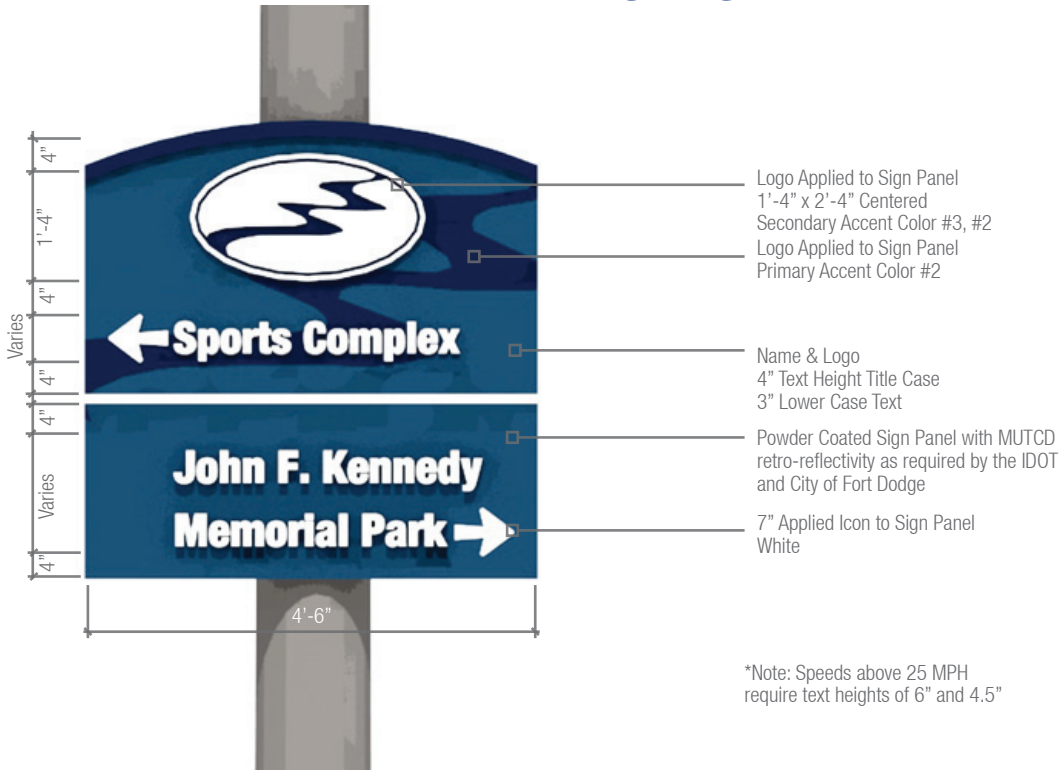




Pedestrian Directional Signage – ground mounted



Vehicular Directional Signage – surface mounted





SIGN STANDARDS

Sign Panel Size: **4' - 6" ft. x 9 ft. high (96 in.)**

Text Area Size: **40 in. wide**

Arrow Icon Size: **7 in. diameter**

Text Height Size: **4 in. (Capital Letter "M")**

Max. Viewing Distance: **150 ft.**

Preferred # of Characters Per Line: **12**

Max # of Characters Per Line: **15**

Preferred # of Lines Per Destination: **1**

Max # of Lines Per Destination: **2**

Max # of Destinations Per Sign: **3**

Colors:

Community/Vehicular Wayfinding Trails



Dark Blue



Dark Brown



Medium Blue



Medium Brown



White



White

Note: See page 20 & 21 for specified color recommendations.

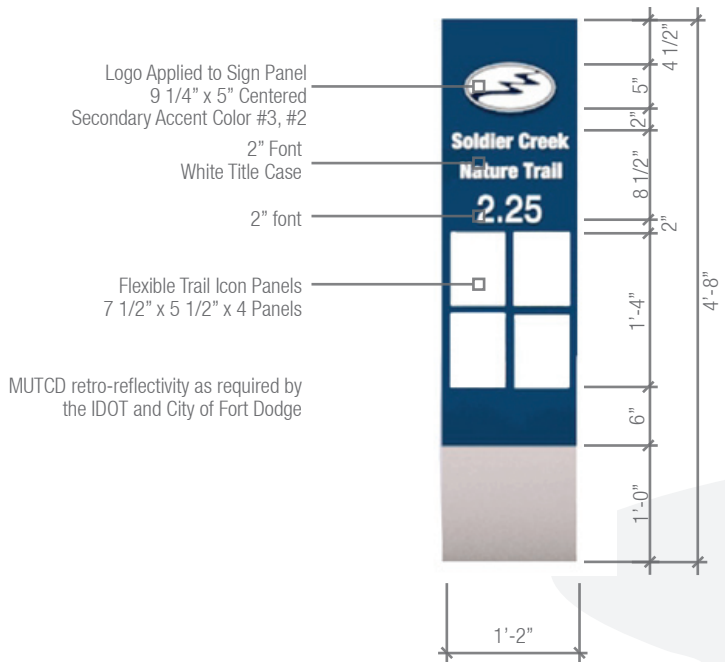
Vehicular Directional Signage – ground mounted

Speeds 35 MPH +

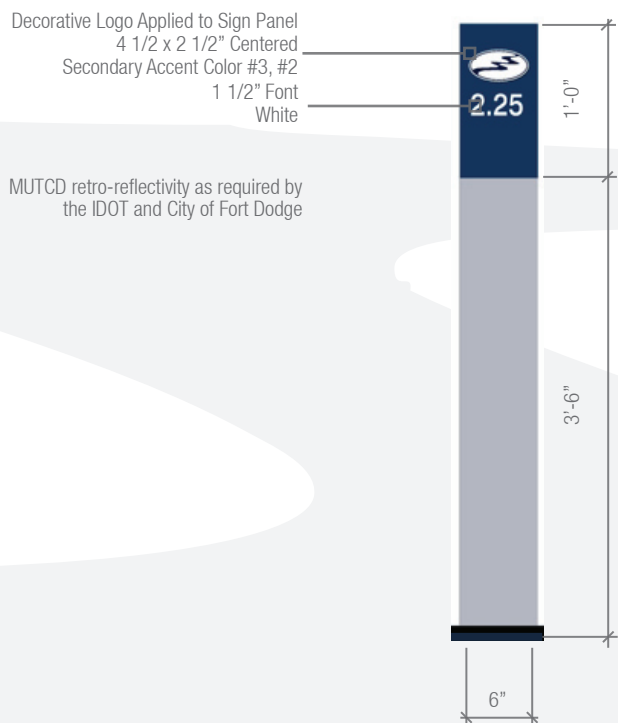




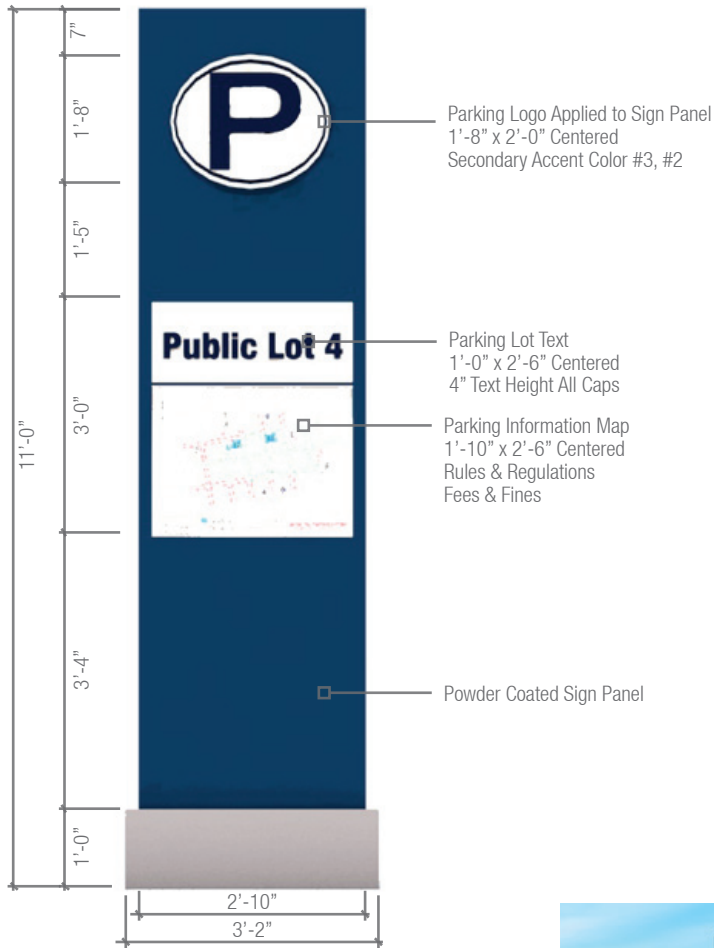
Trail Marker– Panel



Trail Marker– Post



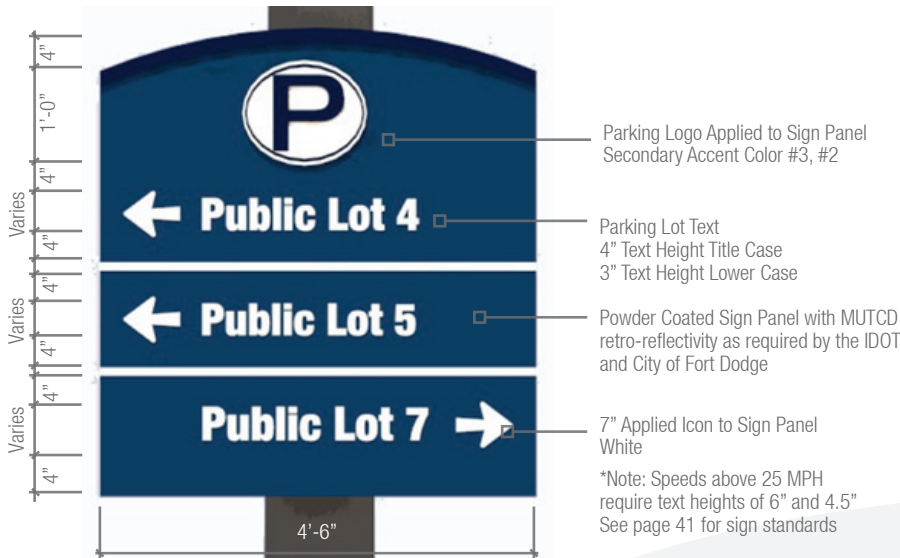
Marker – Parking Panel



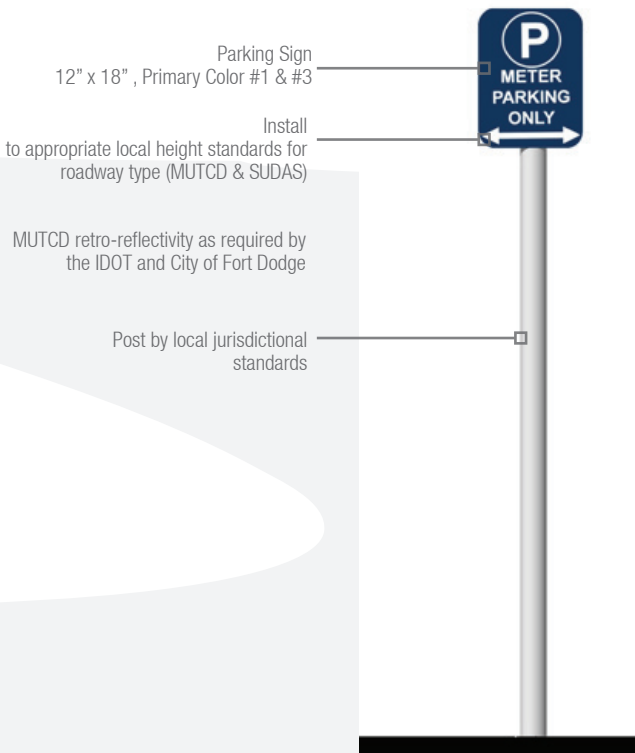


Vehicular Directional Signage: Parking – surface Mounted

Speeds up to 25 MPH



Marker – Parking



Fort Dodge Wayfinding Plan

The purpose of the City's wayfinding signage program is to enhance our visitor experience and direct them to our City's assets. Several members of the Community have assembled to form a City Wayfinding Committee.

It is agreed among the committee that a good system will:

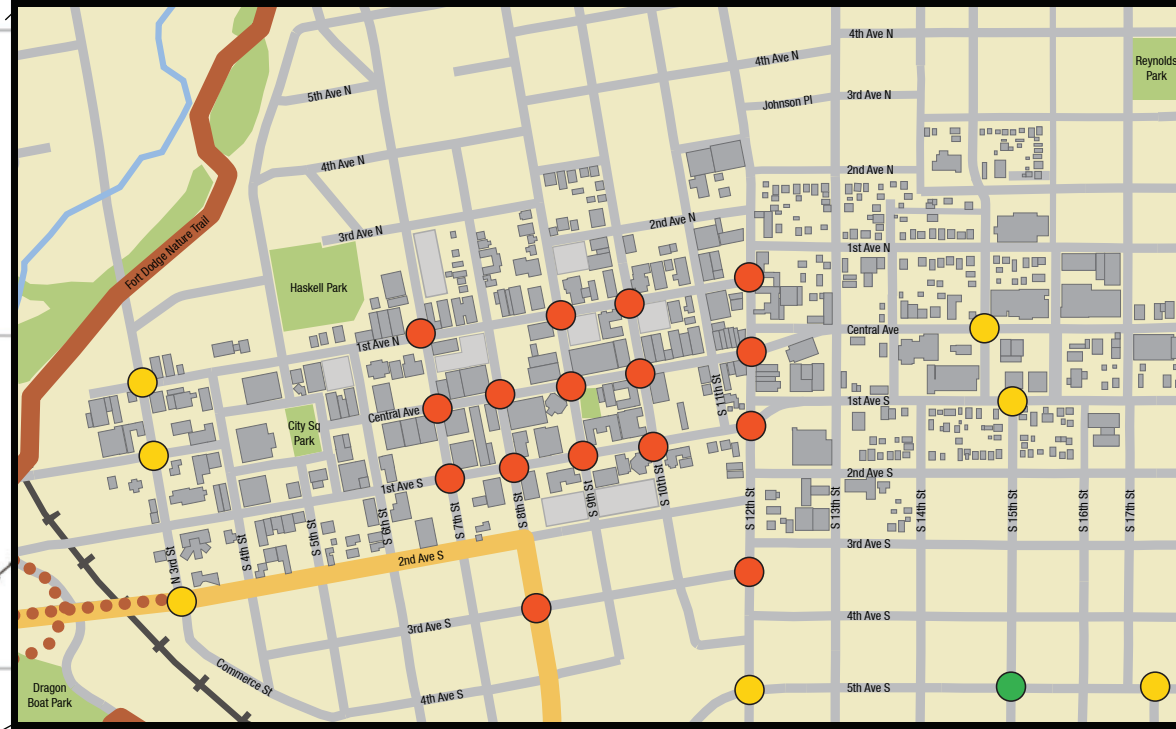
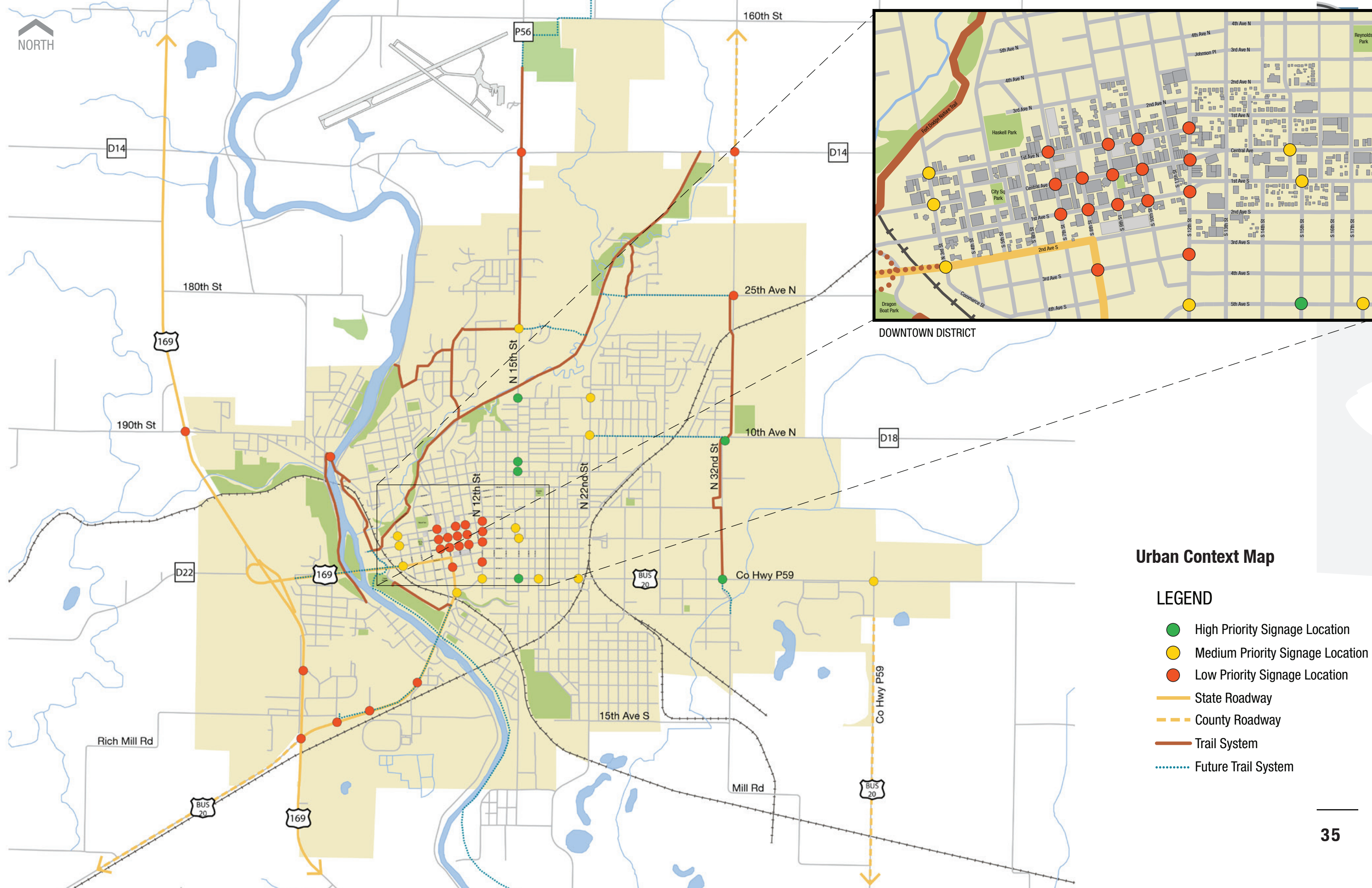
1. Create a sense of place
2. Be attractive and iconic
3. Provide only useful information
4. Be comprehensible
5. Be expandable
6. Be affordable
7. Eliminate visual clutter

The development of a wayfinding system necessitated a policy to support the decisions that were made by the committee. The City of Dubuque began by separating their city into districts, but as we discussed something similar for Fort Dodge, it became very evident that the only district that is commonly identifiable is the Downtown District. Therefore, the signage will feature mainly specific destinations with the exception of the Downtown District.

Based on the City of Dubuque's general guidelines, the committee has agreed on the following general guidelines for our wayfinding signs:



1. On any sign, preference should be given to destinations that are closer or require a change in direction.
2. Straight ahead directions should be used very sparingly and should not be used continuously. Sign locations will be placed at decision points when a change in direction is necessary.
3. Priority for signage will be given to main thoroughfares.
4. Priority should be given to destinations based on size of the attraction and the number of people it draws.
5. Signs are intended to guide tourists and other road users to key civic, cultural, visitor, and recreational "attractions". Individual retail or service businesses should be avoided.
6. Signs shall include destination rather than activities (i.e. "Kennedy Park" rather than "camping").

7. The signs should not direct users to state highway routes. This information would be included in standard signage.
8. Sign locations will reflect major Fort Dodge streets and travel routes rather than residential routes or "back way" routes.
9. Signs locations and proximity to decision points will be in accordance with recommendations from the MUTCD and field adjusted to avoid conflicts such as trees, landscaping, pedestrian facilities, etc.
10. Signs will have common color and enhancement marker. Different color sign backgrounds shall not be used to provide color coding of destinations.
11. Signs should feature letter sizes as recommended by the MUTCD.
12. The attractions will be listed by those that are straight, left, and then right. Closer attractions will be listed higher.
13. Each sign should list three (3) or fewer attractions.



Urban Context Map

LEGEND

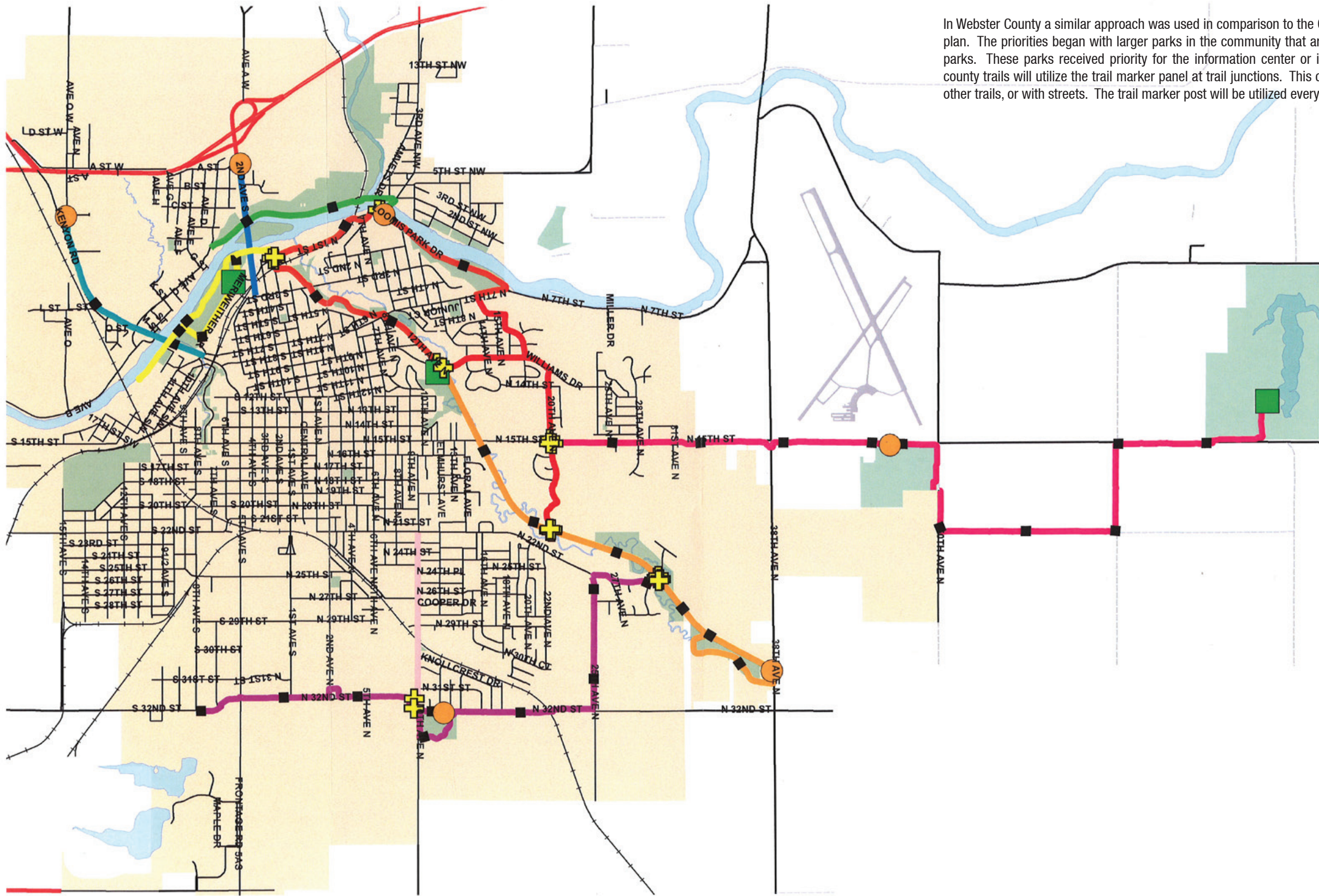
-  High Priority Signage Location
-  Medium Priority Signage Location
-  Low Priority Signage Location
-  State Roadway
-  County Roadway
-  Trail System
-  Future Trail System

This page was intentionally left blank.



Webster County Wayfinding Plan

In Webster County a similar approach was used in comparison to the City of Fort Dodge's signage plan. The priorities began with larger parks in the community that are well established / utilized parks. These parks received priority for the information center or information panel. Webster county trails will utilize the trail marker panel at trail junctions. This could include: junctions with other trails, or with streets. The trail marker post will be utilized every 1/2 mile along the trails.



- Legend**
- Parks
 - Rivers and Creeks
- Wayfinding**
- 1/2 Mile Markers
 - Intersection Markers
 - Info Panel
 - Kiosk
- Trail Segments**
- 10th Avenue North Trail
 - 15th Street Trail
 - 32nd Street Trail
 - Karl King Trail
 - Kenyon Road Trail
 - Phinney Park Trail
 - Riverfront Trail
 - Soldier Creek Trail North
 - Soldier Creek Trail South
 - Williams Drive Trail



This page was intentionally left blank.



Webster County Conservation & City of Fort Dodge Wayfinding

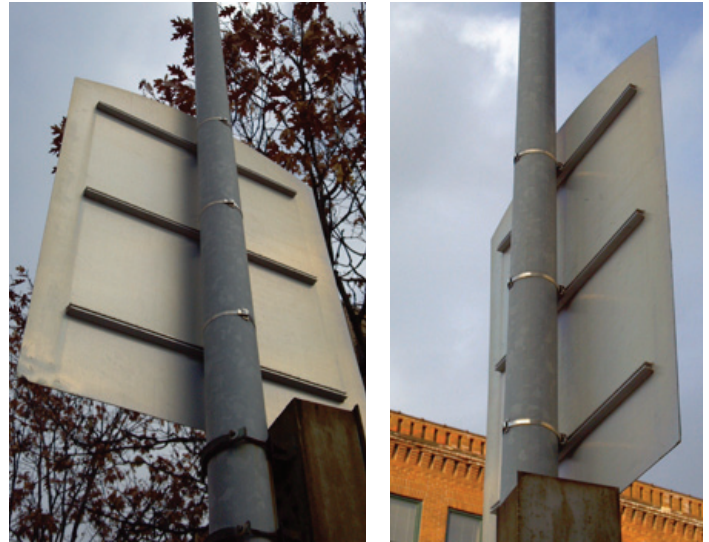
Fabrication
Design Guidelines

Vehicular Signage – Next Steps

The Vehicular Signage chapter of this document conveys the content and location of each proposed vehicular wayfinding sign. To fully implement some or all of these signs, the following steps are required:

1. Determination of any phasing or partial implementation of signs. Ultimately, all or a group of locations needs to be authorized.
2. Throughout Fort Dodge, some existing community based wayfinding signs exist and need to be inventoried for removal.
3. The exact mounting height needs to be determined. This is not an absolute, prescribed height and can be variable. Most communities choose to mount these signs with the bottom of the sign at nine to ten feet above grade. This allows for a smaller sign to still be placed below and also keeps the sign high enough to reduce most pedestrians from being able to reach or vandalize the signs. Additional consideration is needed for poles /signs located very close to a vehicular travel lane. These signs can be at risk of being struck by a large/tall vehicle passing by. In these situations, the height can be raised or the sign can be offset slightly on the pole to minimize this risk.
4. For each location, some additional field coordination is necessary including:
 - For existing poles scheduled to receive signs, any existing banner brackets or signs need to be considered for removal. In addition, some poles may require some base plate strengthening as advised by the City of Fort Dodge.
 - For locations requiring new poles, the exact location of the pole needs to be field determined and coordinated with utilities and other site features. In addition, the exact pole type, size and finish needs to be determined.
 - All locations require an inventory of nearby existing signage to confirm the proposed wayfinding sign will not obscure or conflict with any other signage.
5. The exact sign mounting system needs to be finalized and fully specified. Based on recent experiences in other communities including the City of Des Moines, the following options should be considered:
 - The illustrations on this page convey a system that has been used with some success in Downtown Des Moines. The horizontal channels are adhered to the panel using "very high bond" tape and a traditional pole mounting clamp is then utilized. An alternate system has also been used comprised of an Astro sign bracket, Stellar Series, Cable Mount to attach the signs to the poles. Each system has unique considerations and should be evaluated for Fort Dodge's needs.

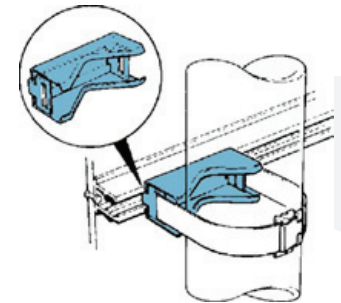
6. Finally, the procurement method needs to be identified and integrated into the final design, specification, fabrication, and installation. Some communities choose to only contract for the sign panel fabrication and take on the installation themselves. Other more turn-key options can be utilized. Each option will result in a slightly different process and involvement by design professionals and field installation specialists.
7. Utilize MUTCD recommendation for ground mounted break-away poles.



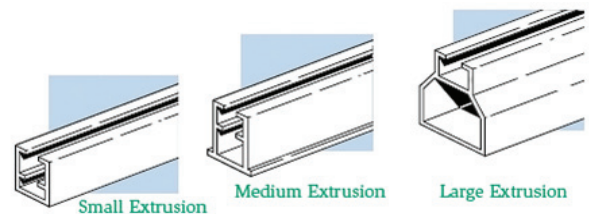
These images are taken of the Downtown Des Moines vehicular wayfinding signage system.



3M VHB Tape



Pole mounting clamp



Horizontal extrusion channel options



SIGN STANDARDS

Arrow Icon Size: **8 in. diameter**

Text Height Size: **6 in. (Capital Letter "M")**

Max. Viewing Distance: **300 ft.**

Preferred # of Characters Per Line: **12**

Max # of Characters Per Line: **15**

Preferred # of Lines Per Destination: **1**

Max # of Lines Per Destination: **2**

Max # of Destinations Per Sign: **3**

Colors:



Dark Blue



Medium Blue



White



Dark Brown



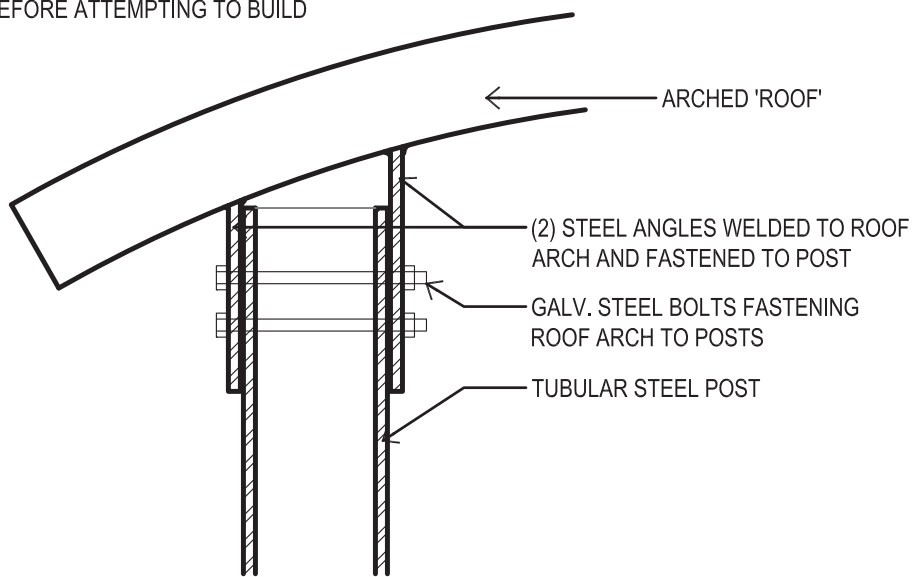
Medium Brown



White

*Note: All text must comply with the MUTCD Standard Alphabet Fonts to be published in 2012.

NOTE:
THESE DRAWINGS ARE FOR
GRAPHICAL PURPOSES ONLY.
CONSULT A SIGN FABRICATOR
BEFORE ATTEMPTING TO BUILD

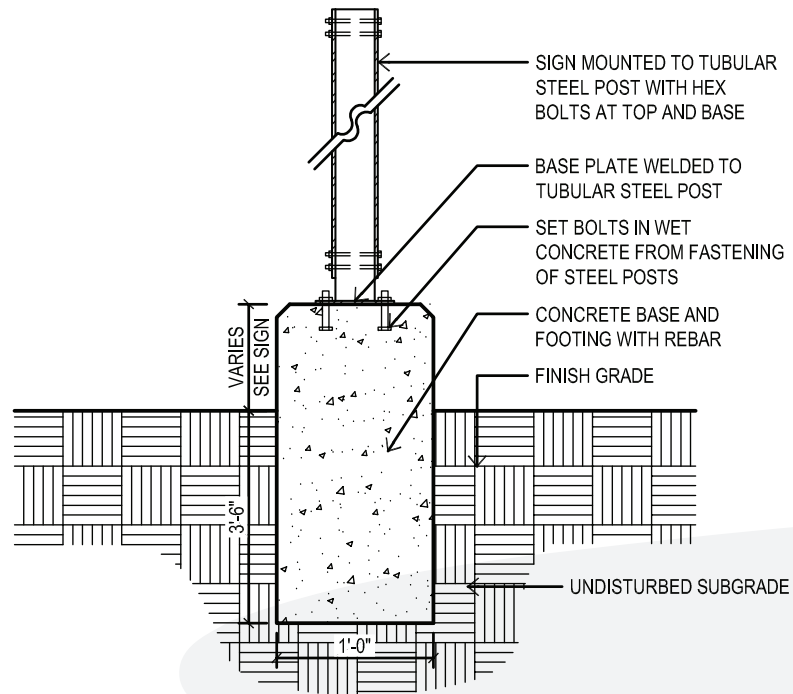


B2

TYP. SECTION: ROOF ARCH CONNECTION TO POST

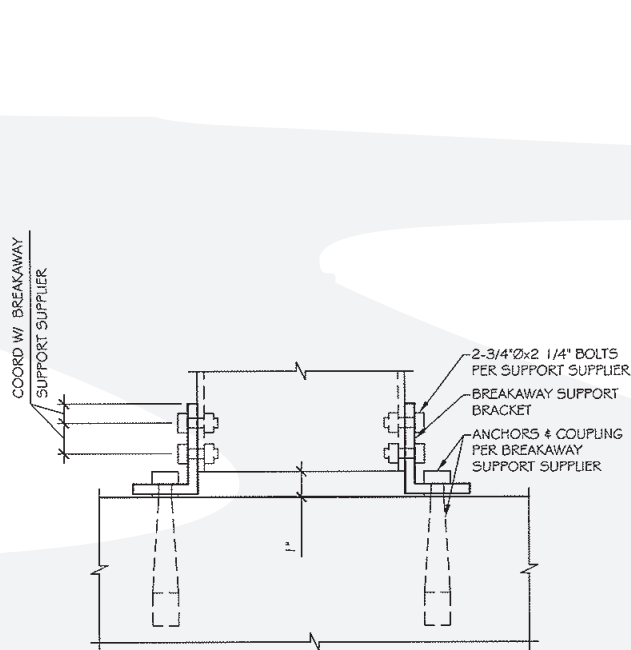
3" = 1'-0"

PC-CONC-JNTS-ISO-2500

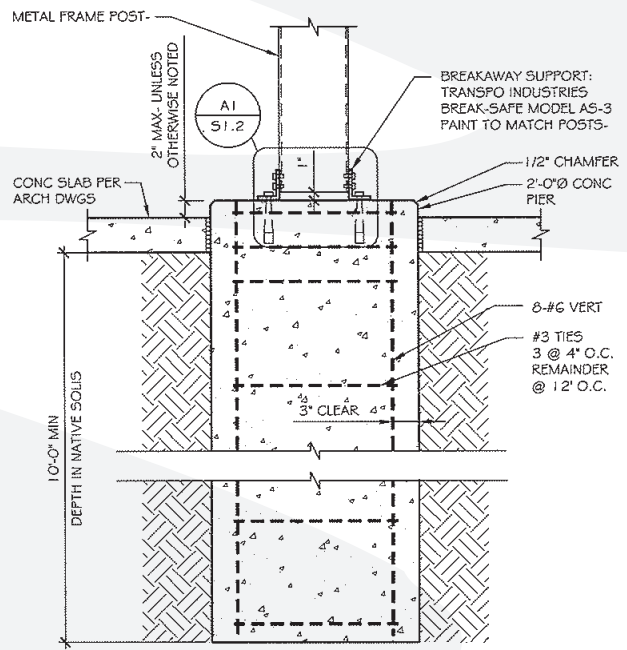


(A1) TYP. SECT. POST AND FOOTING CONNECTION
 1" = 1'-0"
 -0833

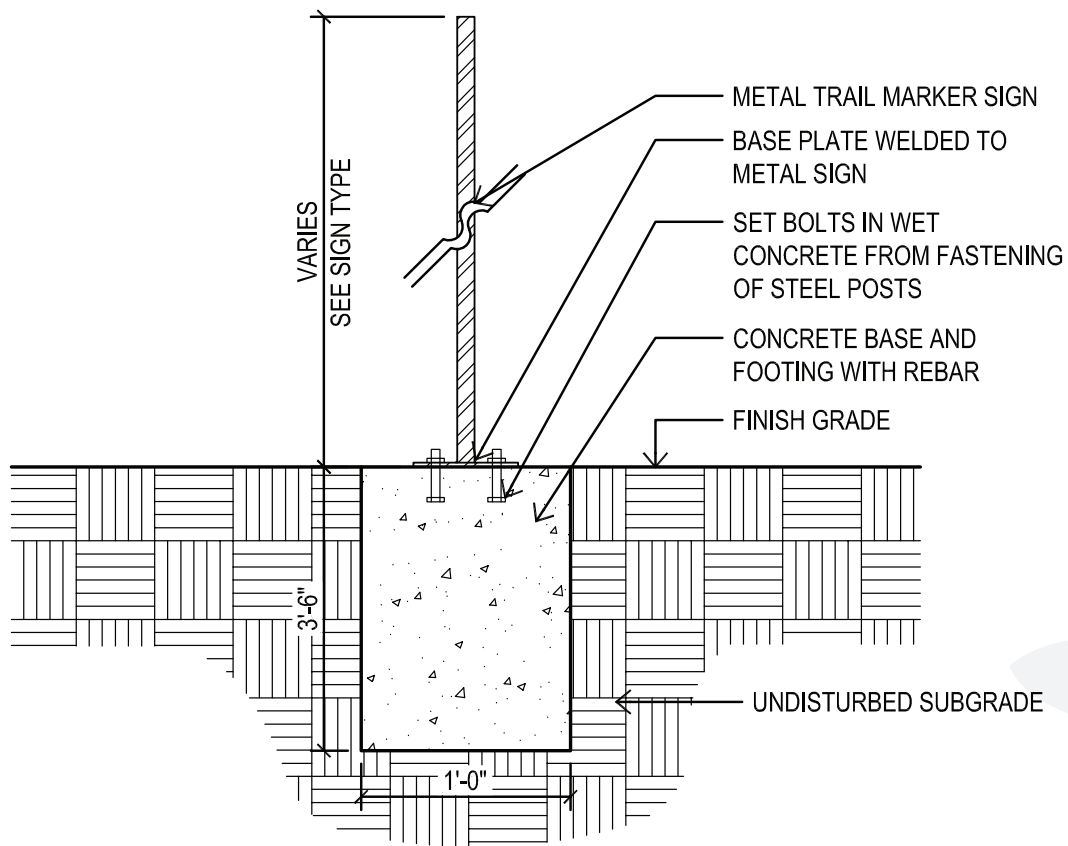
Note: Utilize MUTCD recommendation for ground mounted break-away poles.



(A1) BREAKAWAY CONN
 3" = 1'-0"
 0 3' 6' 9'

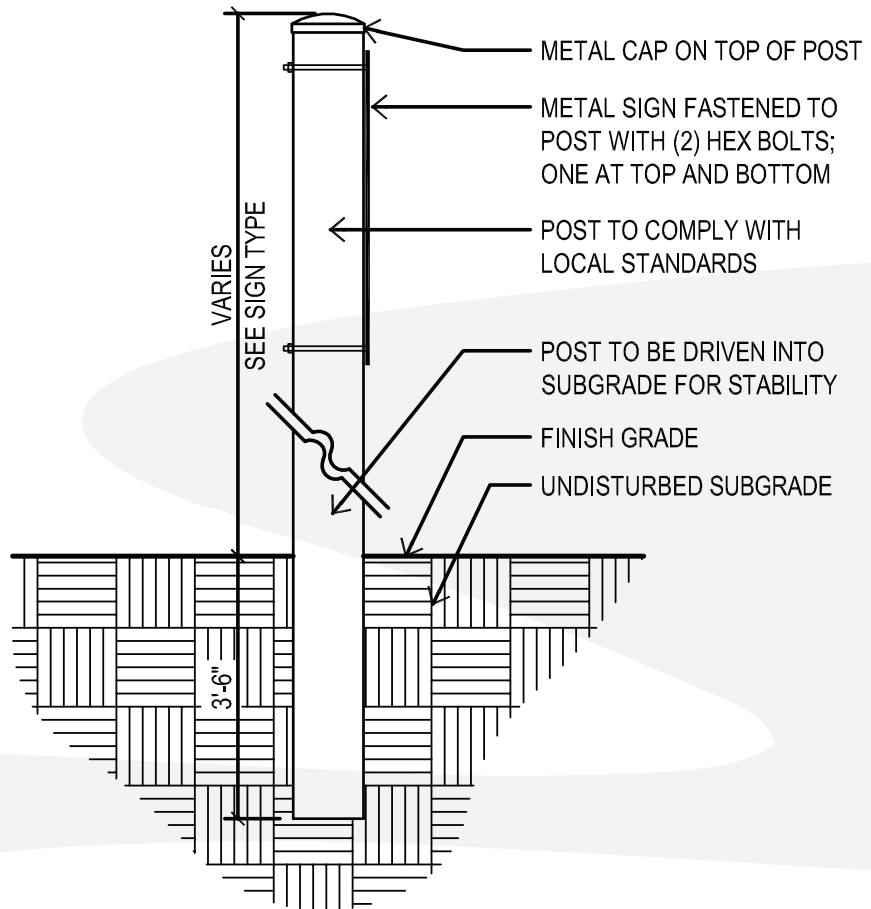


(A2) SIGN FOUNDATION
 1" = 1'-0"
 0 1/2' 1' 2'



A1 TYP. SECT. TRAIL MARKER WITH CONCRETE BASE
1" = 1'-0"
-0833

Note: Utilize MUTCD recommendation for ground mounted break-away poles.



A1

TYP. SECT. DESTINATION AND PARKING SIGN

1" = 1'-0"
-0833

Note: Utilize MUTCD recommendation for ground mounted break-away poles.



Implementation
Webster County Conservation & City of Fort Dodge Wayfinding
Design Guidelines

Opinion of Probable Fabrication and Installation Cost considerations

Timing

The wayfinding system identified in this plan is anticipated to be implemented over time. Some sign types will require immediate fabrication and installation while others may be installed over a series of several years. Included in this document are guidelines and outline specifications for the governing agency and prospective fabricators to construct the sign package. Specific time frames for fabrications and erection will vary dependent on the priorities set of the county and city. Included in this document are opinion of probable fabrication and installation cost. The following chart identifies each sign type and estimates the number of sign types that could be installed within the city and county systems .

Cost Estimates

Opinion of probable fabrication and installation costs have been developed for each sign type. These estimates are intended for project planning efforts only and will be updated over time.

In the following graphic, each sign types opinion of probable fabrication and installation costs are provided. A variety of factors will influence the final fabrication and installation costs, including but not limited to:

- Type and number of individual sign types included in a single contract for fabrication and installation—a higher number of units installed generally lowers the total cost.
- Location of signs.
 - Market cost for materials and local labor costs.
- Allocation of work between private contractors and the staff of local governments.

Funding Strategy Options

Implementation of the wayfinding system must be integrated into the overall program needs of the City and County. As improvement opportunities are, the wayfinding system will be considered comprehensively across the entire system. Potential funding sources include annual appropriations, grants, partnerships and long-term public financing.



Preliminary Cost Considerations

| Information Center Kiosk | Quantity | Price |
|--------------------------|----------|----------------------------|
| Site Prep | TBD | \$ - |
| Footing | 1 | \$ - |
| Post | 4 | \$ - |
| Steel Panels | 4 | \$ - |
| Painting | 4 | \$ - |
| Graphics | 2 | \$ - |
| Exhibits | 4 | \$ - |
| Canopy | 1 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$20,000 – \$23,400 |

| Information Panels - Full Height | Quantity | Price |
|----------------------------------|----------|----------------------------|
| Site Prep | TBD | \$ - |
| Footing | 1 | \$ - |
| Post | 2 | \$ - |
| Steel Panels | 2 | \$ - |
| Painting | 2 | \$ - |
| Graphics | 2 | \$ - |
| Exhibits | 2 | \$ - |
| Canopy | 1 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$10,000 – \$18,500 |

| Information Panels - 8 Foot | Quantity | Price |
|-----------------------------|----------|---------------------------|
| Site Prep | TBD | \$ - |
| Footing | 1 | \$ - |
| Post | 2 | \$ - |
| Steel Panels | 2 | \$ - |
| Painting | 2 | \$ - |
| Graphics | 2 | \$ - |
| Exhibits | 2 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$8,000 – \$12,500 |

| Pedestrian Wayfinding | Quantity | Price |
|-----------------------|----------|----------------|
| Site Prep | TBD | \$ - |
| Footing | 2 | \$ - |
| Post | 2 | \$ - |
| Steel Panels | 1 | \$ - |
| Painting | 1 | \$ - |
| Graphics | 2 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$2,500 |

Preliminary Cost Considerations – continued

| Wayfinding – Vehicular <25 MPH | Quantity | Price |
|--------------------------------|----------|----------------|
| Steel Panels | 1 | \$ - |
| Painting | 1 | \$ - |
| Graphics | 2 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$3,500 |

| Wayfinding – Vehicular >25 MPH | Quantity | Price |
|--------------------------------|----------|----------------|
| Steel Panels | 1 | \$ - |
| Painting | 1 | \$ - |
| Graphics | 2 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$4,500 |

| Destination Signs - Post Ground Mounted | Quantity | Price |
|---|----------|----------------|
| Site Prep | TBD | \$ - |
| Footing | 1 | \$ - |
| Post | 2 | \$ - |
| Steel Panels | 1 | \$ - |
| Painting | 1 | \$ - |
| Graphics | 1 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$1,800 |

| Destination Signs -Wall Mounted | Quantity | Price |
|---------------------------------|----------|----------------|
| Site Prep | TBD | \$ - |
| Steel Panels | 1 | \$ - |
| Painting | 1 | \$ - |
| Graphics | 1 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$1,200 |

| Marker - Panel | Quantity | Price |
|-----------------|----------|----------------|
| Site Prep | TBD | \$ - |
| Footing | 1 | \$ - |
| Steel Panels | 1 | \$ - |
| Painting | 2 | \$ - |
| Graphics | 1 | \$ - |
| Exhibits | 1 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$1,500 |

| Marker - Post | Quantity | Price |
|-----------------|----------|----------------|
| Site Prep | TBD | \$ - |
| Footing | 1 | \$ - |
| Steel Panels | 4 | \$ - |
| Painting | 1 | \$ - |
| Graphics | 1 | \$ - |
| Installation | 1 | \$ - |
| Subtotal | | \$1,200 |

