



WAYFINDING PLAN

City of Deer Lodge, Montana

November 2019

Prepared by:

**LAND
SOLUTIONS, LLC**

ACKNOWLEDGEMENTS

AND CONTRIBUTIONS

The City of Deer Lodge Wayfinding Plan is the culmination of many group and individual efforts to produce a comprehensive plan for the future of signage and wayfinding strategies in the community.

Many thanks are owed to the following list of contributors and advisors who have given their time and efforts to contribute to the success of the plan:

City of Deer Lodge

Brian Bender,
Chief Administrative Officer

Kimberly Hughes,
City Clerk

Economic Growth and Development Committee

Mary Hathaway
Jill Garland
Amanda Bohrer

City Council

Mayor:	Caleb A. Burton
President:	Rex Anderson
Ward One:	Tom Malcomb Mary Hathaway
Ward Two:	Rob Kersch John Molendyke
Ward Three:	Amanda Bohrer Abby Martin
Ward Four:	Jill Garland

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HOW TO USE THIS

WAYFINDING PLAN

The City of Deer Lodge should use this document for all planning, design, and implementation of new wayfinding signage in the community. It is intended to be used as a “living” document that will allow changes and flexibility as conditions and funding opportunities change. The plan should be used to develop phasing and implementation priorities, and be given to designers and contractors when having the signs created. The plan should also be used as a resource to coordinate among the City of Deer Lodge, committees, Montana Department of Transportation (MDT), and business owners. The document should not be used to dictate rules and regulations, but rather to guide and coordinate the development of future public signage within the City of Deer Lodge.

1 | INTRODUCTION

This Wayfinding Plan is intended to be a comprehensive guide for visual signage in the City of Deer Lodge. While Deer Lodge is a small community, its location along I-90 and local assets makes it a likely stop for visitors. Effective wayfinding signage located at important sites will help tourists navigate between destinations and discover new ones.

THE PURPOSE OF A WAYFINDING PLAN

Help people NAVIGATE

Signage can connect places by facilitating travel between destinations and notifying people of additional sights to see and places to stop.

Market local ASSETS

Wayfinding encourages economic development by highlighting and advertising local landmarks, destinations, and activities.

Enhance the visitor EXPERIENCE

Clear, readable, and eye-catching signage can create a positive experience for visitors who are trying to navigate in a new place.

Promote non-motorized TRAVEL

Signs can encourage people to use trails, sidewalks, and bike lanes to access the places they want to go.

2 | SUPPORTING DOCUMENTS

THE FUTURE OF DEER LODGE

“Between the activity, and the lure of the character of the community, visitors won’t even think about just driving through. They will park and walk around. They’ll see interesting local shops, restaurants, local art, fascinating plaques and displays telling the story of Deer Lodge. “There is a ton of history here” they’ll say. They will get the sense that many people walking the street are from here. They will feel connected.

Continuing on people will see a sign directing them to the Clark Fork River. They’ll think, “There’s a river? Let’s check it out; it’s just a few blocks west”. They’ll follow the path. It’s landscaped, well lit. In just a few minutes, they make it from downtown to a river-side park. Locals are picnicking with their families. People are fly fishing. Someone has a fish on.

“How cools is this place, you can fish downtown!” With public stream access, floating, and casting from the banks of downtown, Deer Lodge is clearly a destination for people serious about their fishing.

Walking back down Main Street, they’ll see what looks like a pocket park. There are some benches, some landscaping. There is an art display near a kiosk. At the kiosk there is an events board. There is a farmers market here every Saturday. In two weeks they are closing the street down for a micro-brew festival. A few weeks after that is an elk bugling contest. “For a small town, there is a lot going on here” they’ll think. They’ll plan on coming back, they’ll tell their friends.

Excerpt from the 2015 Deer Lodge Growth Policy, “Desired Future Conditions”, page 14.

SUPPORTING DOCUMENTS

Planning as the Foundation

The Wayfinding Plan is a result of previous community planning efforts, which recommended themed signs be incorporated in Deer Lodge to establish a unique sense of place.

City of Deer Lodge, MT Downtown Master Plan

Adopted - November 20, 2017



Prepared By:

**LAND
SOLUTIONS, LLC**

Funding for the City of Deer Lodge Master Plan was provided by an award by the Montana Department of Commerce, Big Sky Economic Development Trust Fund Program and the City of Deer Lodge

2017 DOWNTOWN MASTER PLAN

Action 2.3 in the Downtown Master Plan included the recommendation to “develop a plan for installing wayfinding signs directing people to attractions in and adjacent to downtown.” The plan further stated that, “The City of Deer Lodge and its surroundings have several attractions for both residents and visitors including downtown, Grant Kohrs Ranch, the Old Prison Museum, and Arrowstone Park. Wayfinding will help effectively guide visitors to these attractions. Wayfinding can be effective in highlighting destinations visitors may not be aware of as well as increasing foot traffic through downtown as visitors realize the relative close proximity of destinations in and around Deer Lodge.” The Downtown Master Plan involved an extensive public outreach component and all of the actions are generally supported by the City and community members.

2015 GROWTH POLICY

The Deer Lodge Growth Policy also made recommendations regarding the addition of wayfinding signs throughout the community. When describing the goal of connecting to natural amenities (page 18), the plan states that, “While a park facility on the river is a long range project that will require some major commitments, wayfinding is a simple and effective way to make connections to natural amenities without major financial resources.” The plan also mentions the benefit of wayfinding signs in downtown as a part of potential future sidewalk improvements.

3 | EXISTING CONDITIONS

THE CURRENT STRENGTHS AND CHALLENGES

Over the past few years, the citizens of Deer Lodge have undertaken several planning efforts to determine the future of their community. Public participation processes have resulted in a grand vision for the future; one that highlights the small-town character, outdoor recreation, and historic landmarks of Deer Lodge.

HISTORIC DOWNTOWN



One of Deer Lodge's main assets and draws is the historic downtown, with its shops, dining, landmarks, and services. Main Street can be the showcase of the community.

LOCAL LANDMARKS



Grant-Kohrs Historic Site, the Prison Museum, the Auto Museum, and the County Museum are unique and defining landmarks that can draw tourists and visitors.

OUTDOOR RECREATION



The Clark Fork River runs through town, creating an abundance of recreational opportunities. Deer Lodge has a great potential for parks, trails, and open space.

CHALLENGES TO OVERCOME

Knowing what to address is the first step

Every community faces challenges. Deer Lodge has been in the process of revitalization for several years and is currently addressing these issues. This wayfinding plan will help find solutions to some constraints discovered during previous planning efforts.



PREVIOUS LACK OF UNIFIED BRANDING

Now, a new community logo has been developed which will help establish a unified identity.



VISUAL CLUTTER

Lack of sign hierarchy and cohesive design creates visual competition and clutter.



LACK OF TOURISM

Many people do not enter the community, due to lack of knowledge about area attractions.



DOWNTOWN REVITALIZATION

Economic development can be spurred in downtown through revitalization strategies.



UNKNOWN AREA ATTRACTIONS

The many area attractions are not connected visually for visitors, missing opportunities.



LACK OF FOOT TRAFFIC

People walking and gathering downtown can be a catalyst for economic development.

4 | WAYFINDING GOALS

MEASURING SUCCESS AND MONITORING PROGRESS

BEGIN WITH THE END IN MIND

An achievable plan includes a way to measure success. To do this, we began by creating project goals which were developed using case studies, input from the community, and an evaluation of past planning efforts.

PROJECT GOALS



CONNECT PLACES

Allow people to travel between places and destinations.

Connect places by facilitating travel between destinations in and around Deer Lodge.



CLEAR INFORMATION

Make everything easy to understand.

Keep the information simple by using clear fonts and designs.



ENSURE VISIBILITY

Design for both vehicles and pedestrians.

Create good visibility by being legible for people driving so that they can read the signage without stopping.



NONMOTORIZED TRAVEL

Encourage walking and bicycling through town.

Promote nonmotorized travel by encouraging people to use trails, sidewalks, and bike lanes to access the places they want to go.



ECONOMIC GROWTH

Increase the opportunities for local spending.

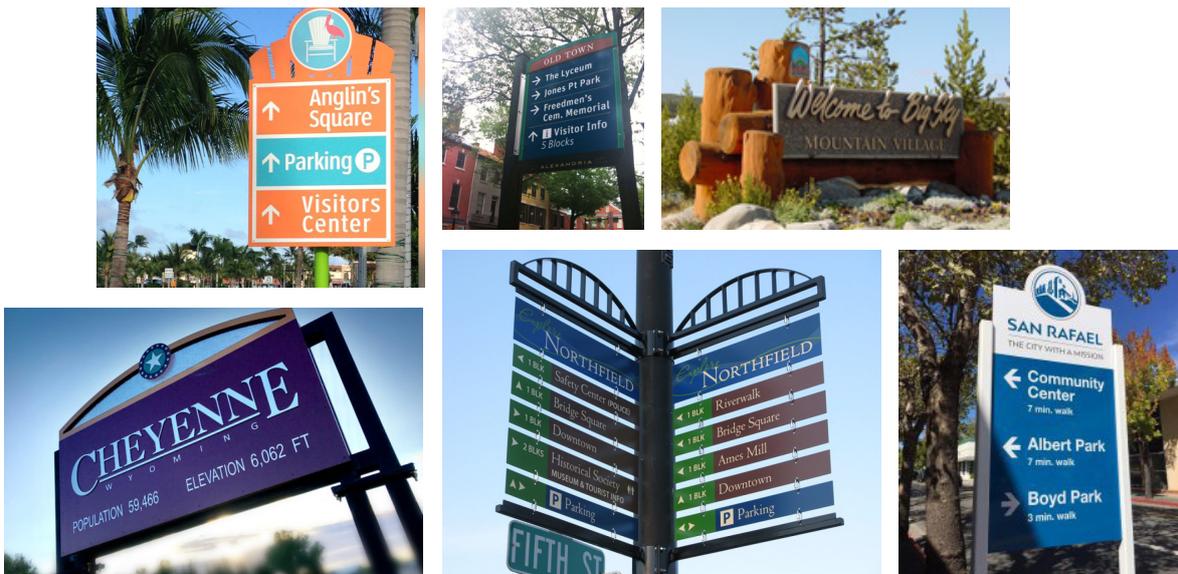
Encourage economic development by helping people find their way to local assets.

As the Wayfinding Plan is implemented, it is recommended to periodically check-in with the goals of the project. For example, once the first phase of signs is installed, evaluate the first two years in regards to the goals. Has economic growth occurred? Do people find the information easy to understand? Are there more pedestrians and cyclists out?

5 | CONCEPT ALTERNATIVES

FINDING A DESIGN FOR DEER LODGE

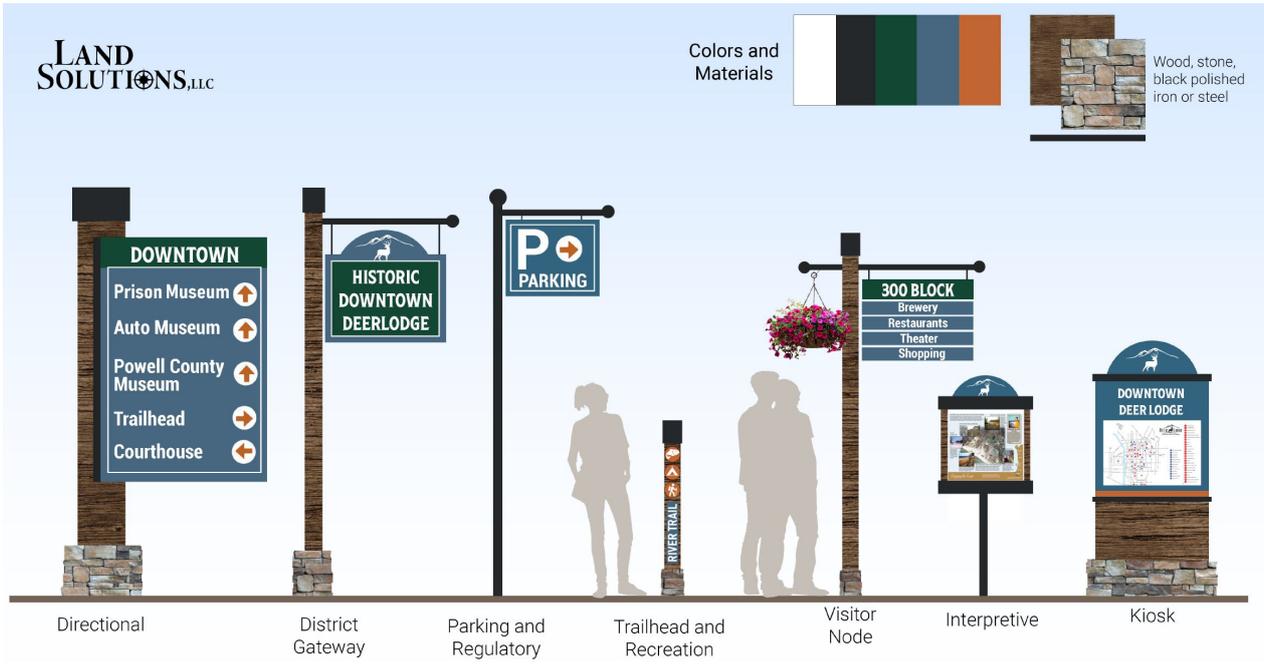
Sign family concept alternatives were created to give a variety of themes for the steering committee and Deer Lodge community to choose from. Concepts attempted to highlight natural materials such as stone, wood, and metals. Three concepts were presented to the Economic Growth and Development Committee, who then narrowed it down to two concepts to present at the public open house.



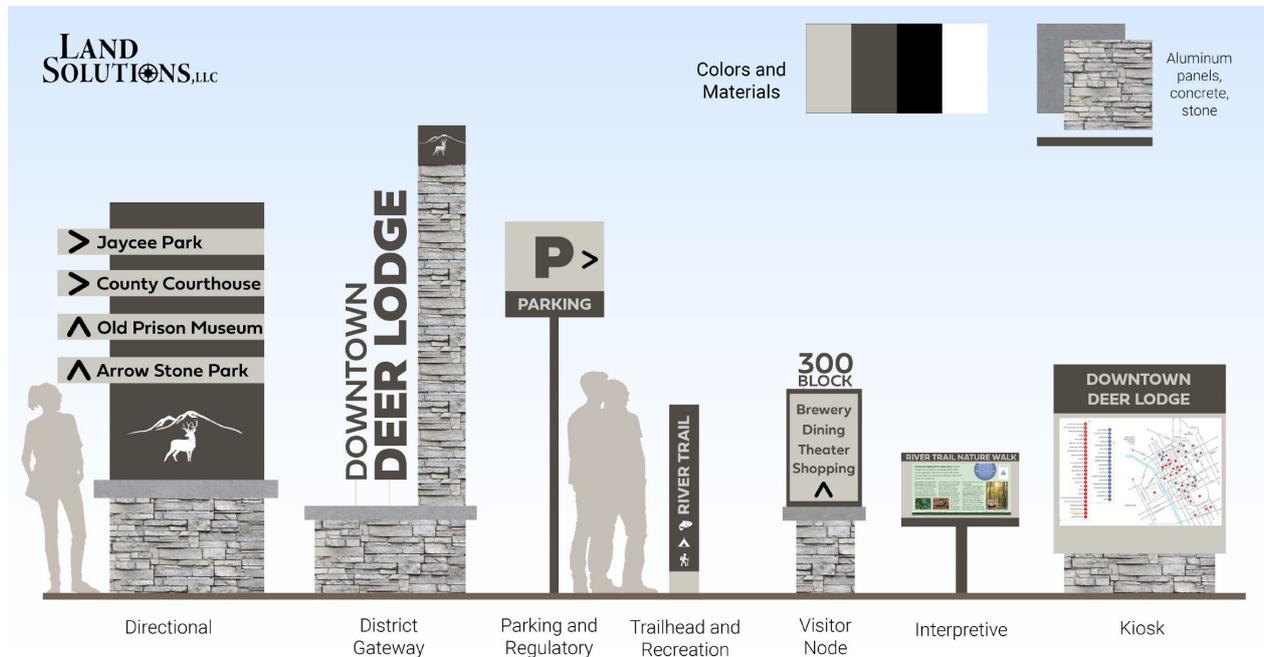
Wayfinding signs are unique to each community, and help to visually tell a story of its history and setting.

EXPLORING ALTERNATIVES

Determining what Deer Lodge looks like

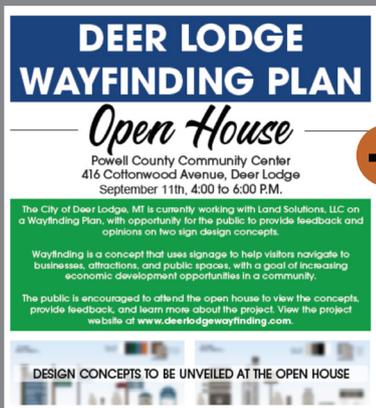


City of Deer Lodge, Montana
WAYFINDING PLAN | **Concept A**



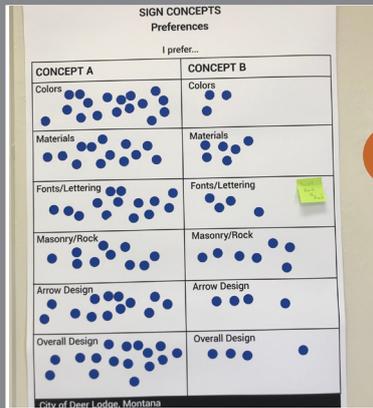
City of Deer Lodge, Montana
WAYFINDING PLAN | **Concept B**

6 PUBLIC OUTREACH



ADVERTISING AND MEDIA

Posters, a press release, an article in the Silver State Post, and posts on social media helped spread the word about the project.



PUBLIC OPEN HOUSE

An open house was held at the Community Center. Participants were given the opportunity to ask questions and provide feedback.



PROJECT WEBSITE

A website was created to highlight information on the project and let citizens provide input through an online form.

THE PLAN IN YOUR HANDS



Public input is important in any community planning effort, particularly with Wayfinding Plans. The final sign design will provide strong visual cues of the identity of Deer Lodge, and will stick

in the minds of visitors when thinking of the city. The citizens of the community came together to provide feedback and guide the design of the signs, defining what Deer Lodge means to them.

FEEDBACK

In facts and figures

22



NUMBER OF PEOPLE WHO ATTENDED THE OPEN HOUSE

26



NUMBER ON ONLINE RESPONSES

72



PERCENTAGE OF PEOPLE WHO PREFERRED CONCEPT A

WHAT PEOPLE SAID ABOUT CONCEPT A

"The colors are visually appealing and easy to read."

"Easier to add updates to new features/businesses that will be coming to Deer Lodge."

"The colors and design better match the historic nature of Deer Lodge and the surrounding scenery."

WHAT PEOPLE SAID ABOUT CONCEPT B

"Concept B doesn't stand out and looks too monochromatic."

"I love the District Gateway sign of Concept B. The Concept A District sign looks like a real estate sign."

"The all stone designs feel to me more 'high end' resort, as opposed to family friendly/outdoors recreation."

DESIGN IMPLICATIONS

Use the color scheme from Concept A, and evaluate visibility of contrast and letter sizing for the final design.

Redesign the District Gateway sign to reflect the design of Concept B; keep the node sign as-is to ensure ease of replacement.

Use the overall theme of Concept A, using more natural materials.

7 | DEVELOPING A SIGN SYSTEM FAMILY

DEFINING THE CHARACTER OF DEER LODGE

Once an initial concept was finalized, the design team further refined the sign system family, taking aspects of planning, design, psychology, and spatial standards into account.

SENSE OF PLACE



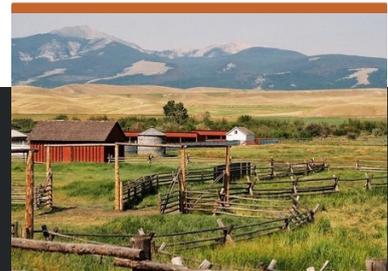
Deer Lodge is surrounded by mountains, rivers, open space and natural beauty. The wayfinding signs should highlight these features and allow them to shine.

FORM



The selected concept form of the signs are influenced by the regional vernacular and are sensitive to the context of the historic community and its setting.

MATERIALS



The materials selected for the sign system are natural, rustic, and solid, reflecting the region. Colors were selected to stand-out and add contrast, increasing visibility and memorability.

SIGN TYPES

Creating a hierarchy of visual cues

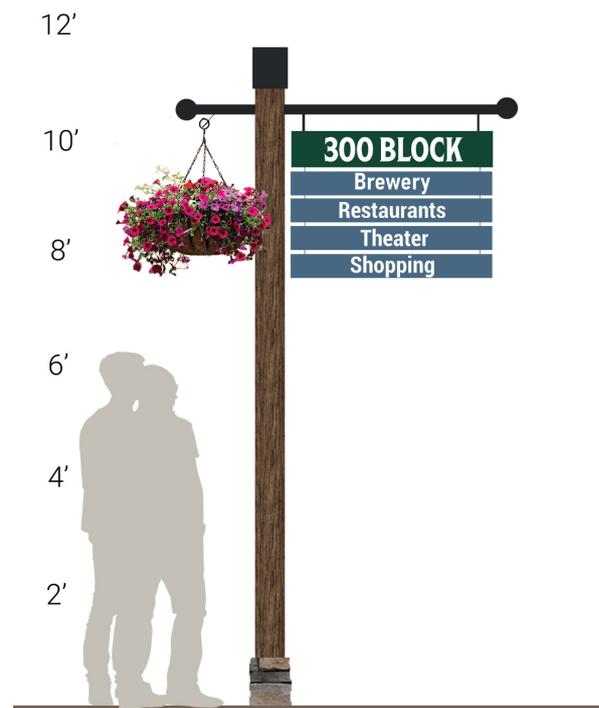
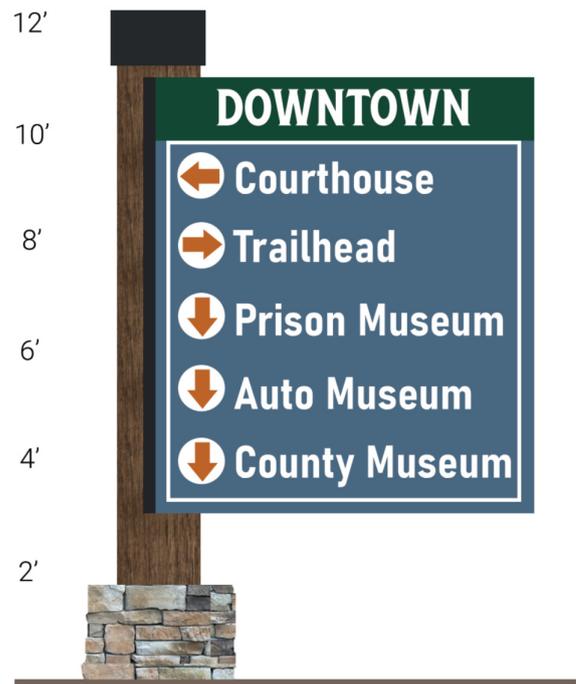
Wayfinding sign types include both those intended to direct vehicles and to aid pedestrian navigation.

VEHICULAR DIRECTIONAL

These signs will be large and noticeable, directing traffic to area landmarks and assets. Due to their large size, these signs will be used sparingly and at key locations. Text should be kept as brief as possible while still providing clear understanding to viewers. To reduce costs, an option for a simplified version using a smaller timber post and no stone base is included in the cost estimate portion of the plan.

PEDESTRIAN NODE

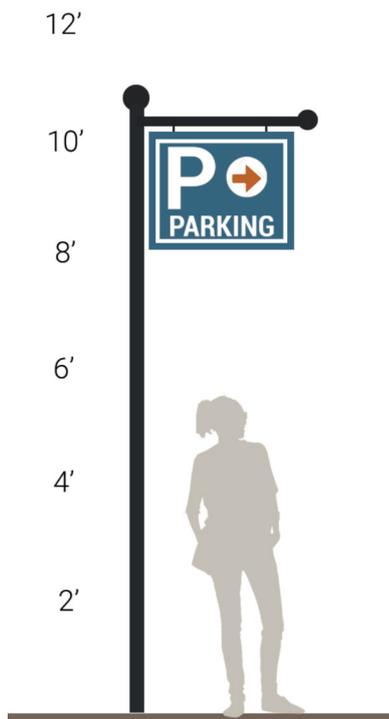
Pedestrian node signs are intended to be visible to pedestrians walking on the street. They can be placed at key locations downtown to advertise various services and local assets. Panels are designed to be easy to change as new businesses establish or change locations. Poles provide a place to add seasonal flower baskets or event banners. Clearance under signs and baskets or banners should be a minimum of 8'.





KIOSK

Kiosks will be placed strategically throughout the downtown area and will provide a map on one side and additional information on the other side. The information can be in the form of a covered bulletin board to be updated frequently with community events, or can be designed to be more permanent. Stone bases serve as planters for annual flowers and grasses.



PARKING AND REGULATORY

These signs will display an informational message to viewers, such as stop, yield, parking, no parking, restrooms, etc. These signs are intended to replace existing regulatory signs that are currently in place, as funding comes available. Signs will typically have 4" tall capital letters with a hanging 1/8" aluminum plate, and surface-applied reflective vinyl on a 5" diameter aluminum pole that can be powder coated in black. These signs are not noted on the sign placement map.



TRAILHEAD AND RECREATION

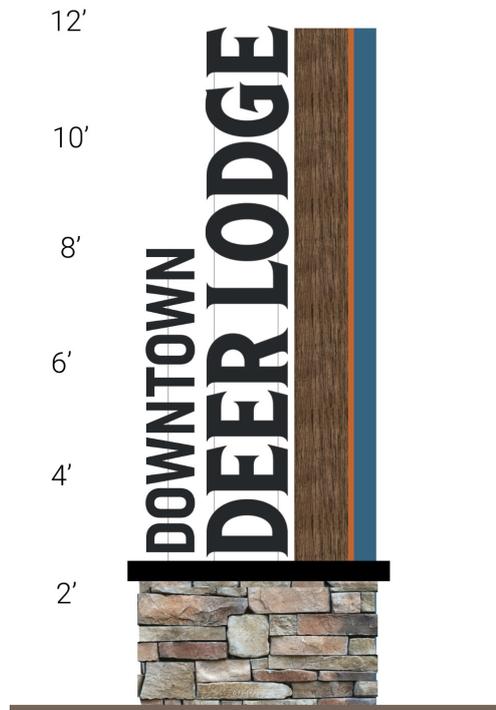
Recreation signs will be placed in parks, natural areas, and open spaces that are open to the public. The signs will include directional arrows for parking or other important navigational features, as well as symbology denoting recreational opportunities such as hiking, fishing, camping, sports fields, or picnic areas. Trailhead markers will use the same symbology. Signs will use 6-8" square timbers and aluminum plates. Stone footings are optional additions.

SIGN TYPES

Creating a hierarchy of visual cues

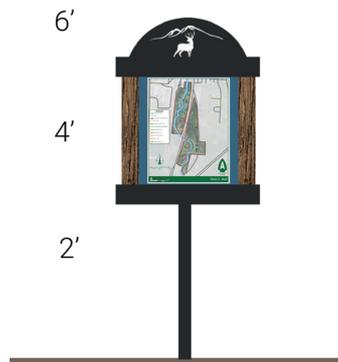
DISTRICT GATEWAY

District Gateway signs will be located at each end of Downtown, and leading from the airport into the area. These include stone bases with colored concrete caps. A square 12-14" timber post is vertically placed, with steel cut-out text held together by steel rods. Accent colors, along the timber, aid in tying the sign together visually with the rest of the downtown signage.



INTERPRETIVE

Interpretive signage can be added at historic, entertainment, or educational sites where further understanding would be beneficial. These will use aluminum or HDU panels and should be placed at a comfortable height for eye-level viewing. The City logo is used at the top of the sign and can be printed on a panel or laser-cut into a steel plate.



12'

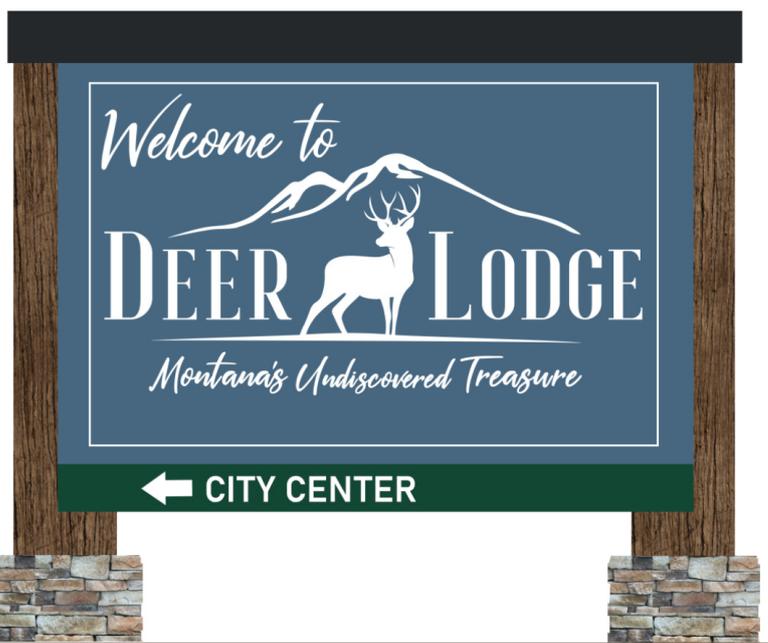
10'

8'

6'

4'

2'



COMMUNITY GATEWAY

These signs are the first impression into the community and will make the biggest impact. The city logo is broadly displayed on a blue background of aluminum or high density urethane (HDU). Large timbers flank the sides of the sign, with masonry bases anchoring it. The signs should be highlighted with landscaping and uplighting to ensure maximum visual appeal.

8 | DESIGN STANDARDS

ENSURING COHESION AND A UNIFIED IDENTITY

STANDARDS FOR A CLEAR UNDERSTANDING

The design standards at right should be used when working with contractors on the fabrication and installation of the signs. Graphics, colors, and fonts should align to create good design, while not compromising the function of the signs.

SIGN GUIDELINES

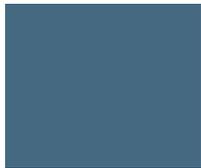
Rules and standards



Recommended minimum width = 2'

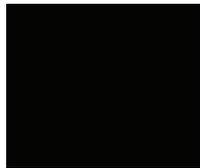
PRIMARY COLORS

R: 72 G: 105 B: 130
C: 77 M: 53 Y: 34 K: 11



Cornflower Blue

R: 0 G: 0 B: 0
C: 75 M: 68 Y: 67 K: 90



Blackest Black

SECONDARY COLORS

R: 16 G: 71 B: 53
C: 87 M: 45 Y: 78 K: 49



Evergreen

R: 194 G: 102 B: 46
C: 19 M: 69 Y: 95 K: 6



Burnt Orange

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0



Bright White

PRIMARY

Aa

Shackleton Condensed

SECONDARY

Aa

Bahnschrift, Bold Semi-Condensed

ALTERNATIVE*

Aa

Highway Gothic

*Signs in the MDT right-of-way must use Highway Gothic typeface.

LETTER SIZING

General Standards: 1" letter height = 25' of viewing distance

Gateway/District Signs = min. 18" tall capital letters

Vehicular Signs = min. 8" tall capital letters

Pedestrian Signs = min. 4" tall capital letters

LETTER CONTRAST



Recommended

CITY OF DEER LODGE LOGO

All signs that display space for graphics will have the City of Deer Lodge Logo shown in black or a color in a shade of the color palette.

COLOR PALETTE

Sign panels will use only the colors shown at left. Primary colors are to be used for large surfaces, while secondary colors are to be used as accents (no more than 20% of the sign). Signs should be "color coded" for ease of understanding, i.e. all pedestrian signs should use a blue background with white lettering and orange accent arrows.

TYPEFACE AND VISIBILITY

All signs will use the fonts shown at left. Generally, letter sizing should follow the guidelines in the chart. Additionally, contrast between lettering and background should be thought-out to ensure maximum visibility. The specified color palette was designed to be used with white lettering on a blue, black, or green background.

9 | SIGN MATERIALS

HIGHLIGHTING THE AREA'S NATURAL BEAUTY

Materials used for the signs will be finalized during fabrication and construction. The sign designer should make an effort to source materials locally when possible, and potentially collaborate with the Montana State Prison sign shop for labor options.



SIGN MATERIALS

Highlighting the local region through appropriate materials

SIGN PANELS

Colored sign panels can be high density urethane (HDU), aluminum, or steel. Cut-out lettering should be designed to last and resist vandalism.

SIGN POSTS AND CAPS

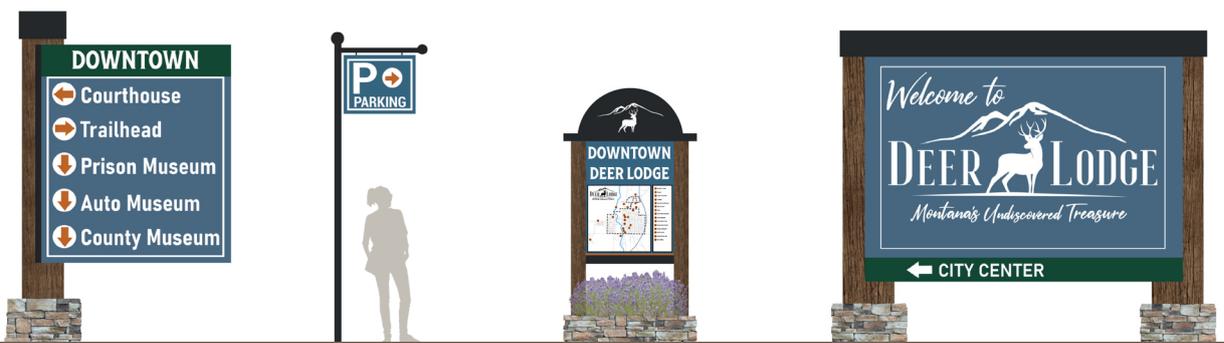
Sign posts can be aluminum or steel, with matching black caps when applicable.

WOOD TIMBERS

Large, rough sawn timbers are used in the larger sign concepts. These timbers can be sourced locally, but should remain consistent in color and texture when used for different signs.

STONE MASONRY

Stone masonry column bases anchor the signs. Local stone can be sourced, with an alternative look using cobblestones from the Clark Fork River. An option for cost-saving is to use a thin veneer stone covering.



10 | SIGN SCHEDULE AND PHASING

PHASING CONSTRUCTION AS FUNDING BECOMES AVAILABLE

PHASE ONE

The first phase of construction should make the biggest visual impact for the community. All of the community gateway signs will be installed, including landscaping and lighting. Additionally, key vehicular directional signs will be installed at important locations.

PHASE TWO

The second phase of implementation will include installing the rest of the vehicular directional signs, as well as the pedestrian node signs. This will allow for the main layer of navigation to be visible in the community, and will begin to characterize the community.

PHASE THREE

Phase three will include installation of the district gateway signs, and the remaining signage including interpretive signs, park and trailhead signs, kiosks, and regulatory/parking signs.

KEY DESTINATIONS

Planning the content of the signs

Sign content includes key destinations, attractions, and services that visitors will want to find.

PUBLIC AMENITIES:

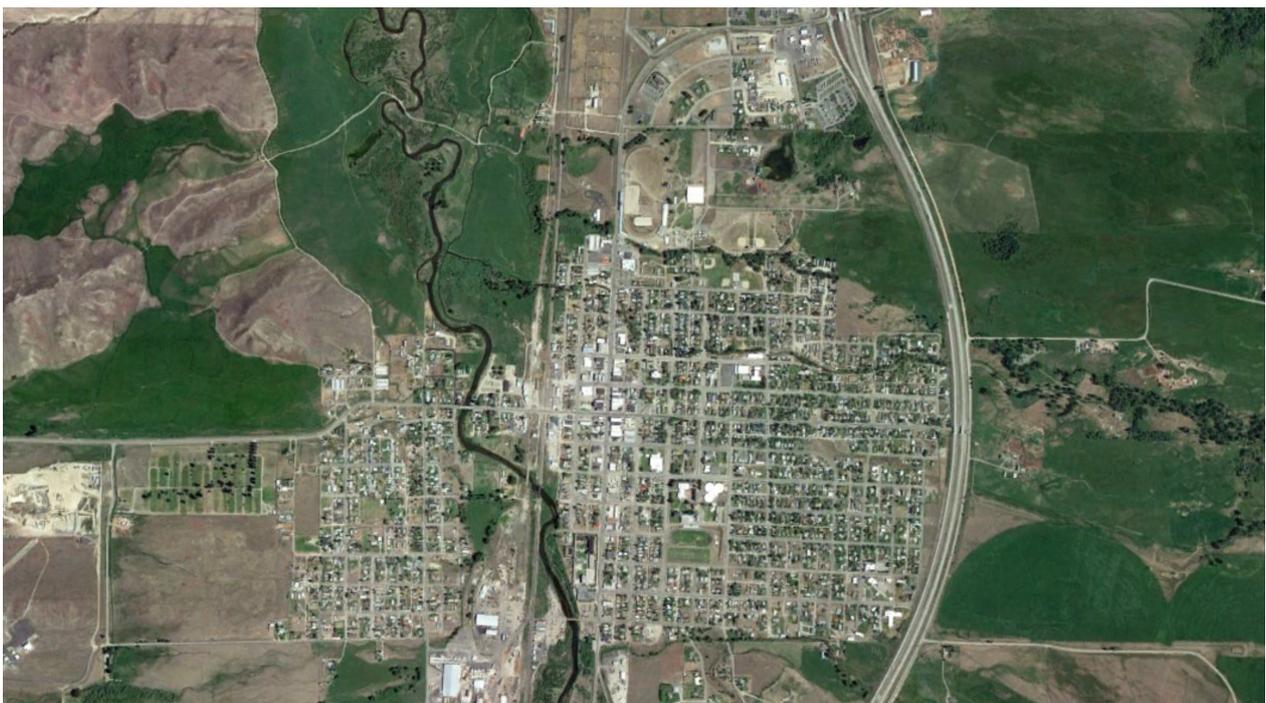
- Grant-Kohrs Ranch National Historic Site
- Old Montana Prison Museum
- Montana Auto Museum
- Powell County Museum
- Powell County High School
- Deer Lodge City-County Airport
- Hillcrest Cemetery
- Post office
- Library
- County Courthouse

TRAILS AND RECREATION:

- Cottonwood Park
- Arrow Stone Park
- Jaycee Park
- Trailheads
- Clark Fork River

AREA SERVICES

- Golf Course
- Campgrounds
- Grocery stores
- Medical Center
- Brewery
- Shops
- Restaurants
- Theater
- Lodging
- Chamber of Commerce
- City offices
- County offices
- Parking lots
- Oversized vehicle lots

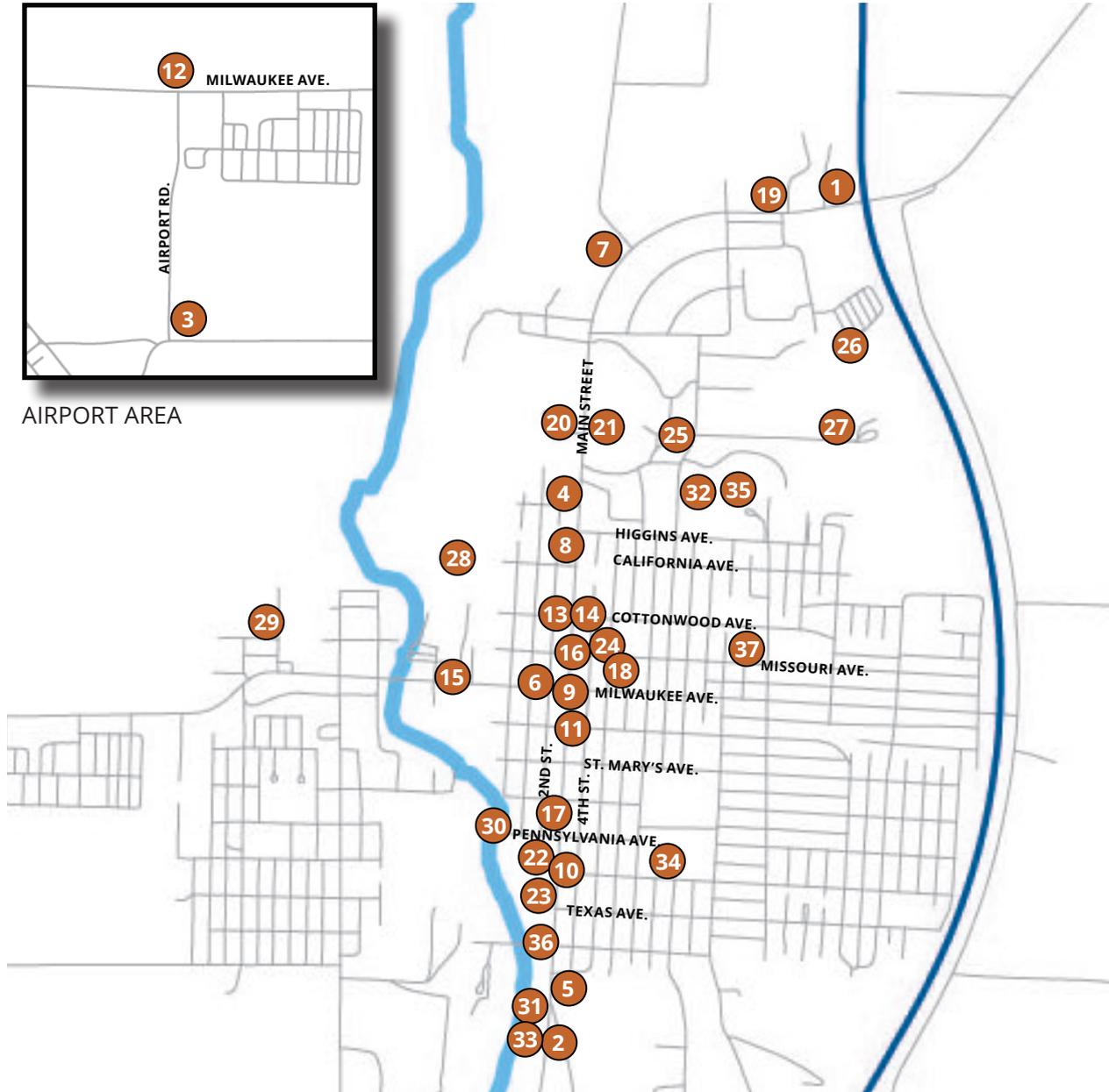


SIGN SCHEDULE

NUMBER	TYPE	DRIVING DIRECTION	PHASE
1	Community Gateway	Southbound Main St.	1
2	Community Gateway	Northbound Main St.	1
3	Community Gateway	Northbound Airport Road	1
4	District Gateway	Southbound Main St.	3
5	District Gateway	Northbound Main St.	3
6	District Gateway	Eastbound Milwaukee Ave.	3
7	Vehicular Directional	Southbound Main St.	1
8	Vehicular Directional	Southbound Main St.	2
9	Vehicular Directional	Southbound Main St.	1
10	Vehicular Directional	Northbound Main St.	1
11	Vehicular Directional	Northbound Main St.	2
12	Vehicular Directional	Airport Rd. and Milwaukee Ave.	2
13	Pedestrian Node	East side, 300 Block, Main St.	2
14	Pedestrian Node	West side, 300 Block, Main St.	2
15	Pedestrian Node	Near KOA Campground	2
16	Pedestrian Node	Missouri Ave. and Main St.	2
17	Pedestrian Node	Pennsylvania Ave. and Main St.	2
18	Pedestrian Node	Missouri Ave. and 4th St.	2
19	Vehicular Directional	Village Ln. and N. Main St.	2
20	Kiosk	Grant-Kohrs	3
21	Vehicular Directional	Across from Grant-Kohrs exit	1
22	Kiosk	Pennsylvania Ave. and Main St.	3
23	Interpretive	Texas Ave. and Main St.	3
24	Interpretive	Missouri Ave. and 4th St.	3
25	Vehicular Directional	Fairgrounds	2
26	Trailhead	S. of Indian Creek Campground	3
27	Trailhead	Aspen Ln.	3
28	Trailhead	Trail to river	3
29	Trailhead	Trail near Washington St.	3
30	Trailhead	End of Pennsylvania Ave.	3
31	Trailhead	Arrowstone Park	3

SIGN SCHEDULE

A phased plan for implementation



NUMBER	TYPE	DRIVING DIRECTION	PHASE
32	Trailhead	Jaycee Park to loop trail	3
33	Park	Arrowstone Park	3
34	Park	Cottonwood Park	3
35	Park	Jaycee Park	3
36	Pedestrian Node	1100 Block, Main St.	2
37	Vehicular Directional	Near High School	2

11 | ESTIMATE OF PROBABLE COSTS

POTENTIAL FUNDING OPPORTUNITIES



City General Funds:

The City Council can direct general funds towards implementing the Wayfinding Master Plan.

Business Improvement District (BID):

Funds can be used to fund signs that would benefit the property owners within the district.

Private Fundraising and Donations:

Private fundraising could occur, including outreach efforts to educate the public about the benefits of a wayfinding system. Private donors could receive a plaque on individual signs for large contributions.

Montana Office of Tourism Grant Program:

This grant program offers funding in “visitor facility construction”, which would likely include wayfinding signs. A 1:2 match is required.

Montana Main Street Program:

This program offers grants to help communities strengthen and preserve their historic downtown commercial districts.

Recreational Trails Program (RTP):

These grants can be used for a variety of purposes including constructing and maintaining trails. The trailhead and park wayfinding signs may be eligible to be funded by this program.

COST ESTIMATE RANGES

COMMUNITY GATEWAY

Wood and stone structure with HDU, steel, or aluminium panels displaying logo and text; uplighting, landscaping, and boulders:

Range = \$14,000 - \$16,000

KIOSK

Stone base as a planter, with vertical timber posts and HDU or aluminum panels and logo header.

Range = \$7,000 - \$9,000

TRAILHEAD

Timber post with steel post cap and HDU or aluminum panels. Optional stone base.

Range = \$750 - \$1,000

DISTRICT GATEWAY

Stone base with timber post and color accents, HDU, aluminum, or steel cut-out text:

Range = \$11,000 - \$13,500

PEDESTRIAN NODE

Timber post with hanging HDC, aluminum or steel panels, and steel rod for hanging flower baskets.

Range = \$3,000 - \$4,000

PARK

Two timber posts with HDC or aluminum panels. Optional stone bases.

Range = \$1,600 - \$2,300

VEHICULAR DIRECTIONAL

Stone base with timber post and HDU, aluminum, or steel panels and steel post cap. Alternate removes the stone base and uses a smaller timber.

Range = \$9,000 - \$11,000
Alt. Range = \$5,000 - \$7,000

INTERPRETIVE

Aluminum pole sign with timber accents and HDC or aluminum panels, with logo header.

Range = \$1,300 - \$2,400

REGULATORY

Aluminum or steel posts with hanging aluminum panels. Alternate uses a timber post.

Range = \$600 - \$1,000

TOTAL COSTS

PHASE ONE:

• Community Gateway Signs	3	\$45,000
• Vehicular Directional Signs	4	<u>\$32,000</u>
		\$77,000

PHASE TWO:

• Vehicular Directional Signs	6	\$48,000
• Pedestrian Node Signs	7	<u>\$24,500</u>
		\$72,500

PHASE THREE:

• District Gateway Signs	3	\$36,750
• Interpretive Signs	2	\$3,700
• Trailhead Signs	7	\$6,125
• Park Signs	3	\$5,850
• Kiosk	2	\$16,000
• Regulatory Signs (est.)	20	<u>\$18,000</u>
		\$86,425

Subtotal =	\$235,925
+15% contingency =	\$35,389
+12% design fees =	\$28,311

ESTIMATED TOTAL= \$299,625

Cost estimates shown should be used for initial feasibility and understanding of total potential costs. A signage designer/fabricator will more accurately gauge costs based on additional factors and details such as: design fees, finishes, difficult install locations, etc.

Design fees would include detailed design, research, revisions, samples, and construction administration and are estimated at 12%.

Value engineering efforts could include using thin stone veneers in place of masonry columns, sourcing local materials and labor options, using HDU or aluminum instead of steel, etc. These design choices may result in up to a 25% cost savings.

*Total costs use the average of the range noted above.

