



# BAR HARBOR

MAINE

## *Downtown Wayfinding* 29 July 2013

- Economic Impact *Urban Wayfinding*
- Related Design Projects
- Downtown Bar Harbor Concept Design
- Project Costs



DESIGN CONSULTANT  
**Gamble Design** LLC  
154 Maplewood Avenue  
Portsmouth NH 03801  
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PROJECT  
**Downtown Wayfinding**  
Visitor Information System  
Bar Harbor ME  
29 July 2013



## Economic Impact *Urban Wayfinding*

Gamble Design

29 July 2013

154 Maplewood Avenue

re: **Economic Impact**  
Urban Wayfinding Projects

Portsmouth NH

03801 USA

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### THE CASE FOR WAYFINDING

by Craig Berger *Associate Professor* NY Fashion Institute of Technology

We live in a world where cities can be navigated through a smartphone or other technologies and any information on a destination can be found within minutes. With all of these tools at our disposal why are physical wayfinding elements even necessary? The fact is that municipal wayfinding systems serve an important and crucial role well beyond responding to the need for basic navigation, identification and information. Wayfinding elements – such as monuments, directional systems, directories, interpretive and even regulatory signs – can enrich and enhance our experiences with urban environments.

#### Defining a Sense of Place

You are here, but how do you know where here is? Municipal wayfinding systems not only direct visitors to destinations, they also serve as teaching tools that educate visitors on the boundaries, destinations and key features of the urban environment. Martin Flores, Director of Urban Design & Planning at Rick Engineering in San Diego, termed the concept of a “legible city” where wayfinding and identification elements support the overall urban structure and experience. In his book, “Image of the City”, urban geographer Kevin Lynch suggests that all cities have a specific vocabulary that residents and visitors can “read” in the streets, landmarks, nodal areas and unique districts. Designers have discovered that by utilizing a system of gateways, signage and streetscape elements, they can enhance the legibility of a city or town. Today the “Lynch Method” of testing legibility through personal cognitive maps has shown the effectiveness of successful municipal wayfinding systems.

#### ASHEVILLE, NC CONVENTION & VISITORS BUREAU 2010

Of 4,076 people surveyed:

- 87% responded that they would explore the city further if signage and kiosks provided clear direction to additional attractions.
- 11% stated they would extend their trip by one additional overnight night stay if new or additional destinations were discovered.
- 11% of visitors = 85,241 additional overnight stays over a three year period.
- Overall, 70% stated they would consider extending their trip.

#### CAMDEN, NJ WATERFRONT 2003

30% increase in visitation since installation of their wayfinding program in 2003.

Overall, secondary destinations (arts/cultural, retail stores, restaurants, etc.) tend to see the greatest benefits of increased visitation.



**Gamble Design LLC**

**TORONTO, ON 2011**

An improved wayfinding system is expected to deliver the following key benefits:

- Increase visitors at key attractions, increase consumer spending in the Greater Toronto Area, boost the local economy and enhance the overall image of Toronto as a primary destination;
- Reduce walk times, increase confidence to walk, promote multi-modal transit and reduce reliance on private automobiles; and
- Improve urban realm, sense of community, pedestrian safety and environment.

**154 Maplewood Avenue**

**Portsmouth NH**

**Finding:** “The multiple account evaluation (MAE) documented in this report shows that the wayfinding system has the potential to deliver wide-ranging benefits across transportation, environment, economic development, urban realm and social community accounts.”

**03801 USA**

**LANCASTER, PA 1999**

Lancaster, a small city in Central Pennsylvania, is an example of the power that a wayfinding system has to improve access to less prominent destinations. After installing a city-wide wayfinding system in 1999, attendance at five major destinations in the city increased by 10% in one year’s time. In addition, city staff noted that name recognition increased for local secondary destinations such as the Art Museum and Central Market, reinforcing the value of the investment made in implementing an effective wayfinding system for their community.

**† 603.427.1300**

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**LONDON, UK LEGIBLE LONDON 2011**

While there is limited evidence to support the quantification of wayfinding benefits, findings from the Legible London<sup>1</sup> post-pilot survey and high level analysis showed that, over a 2.5 year evaluation period, the transportation benefits alone (through shorter journey times) was expected to outweigh the costs, with a benefit cost ratio estimated to be in the range of 0.9:1 and 2.4:1.

This means that for every dollar (£.66) invested the City can expect between 90 cents and \$2.40 of transportation benefits in return.

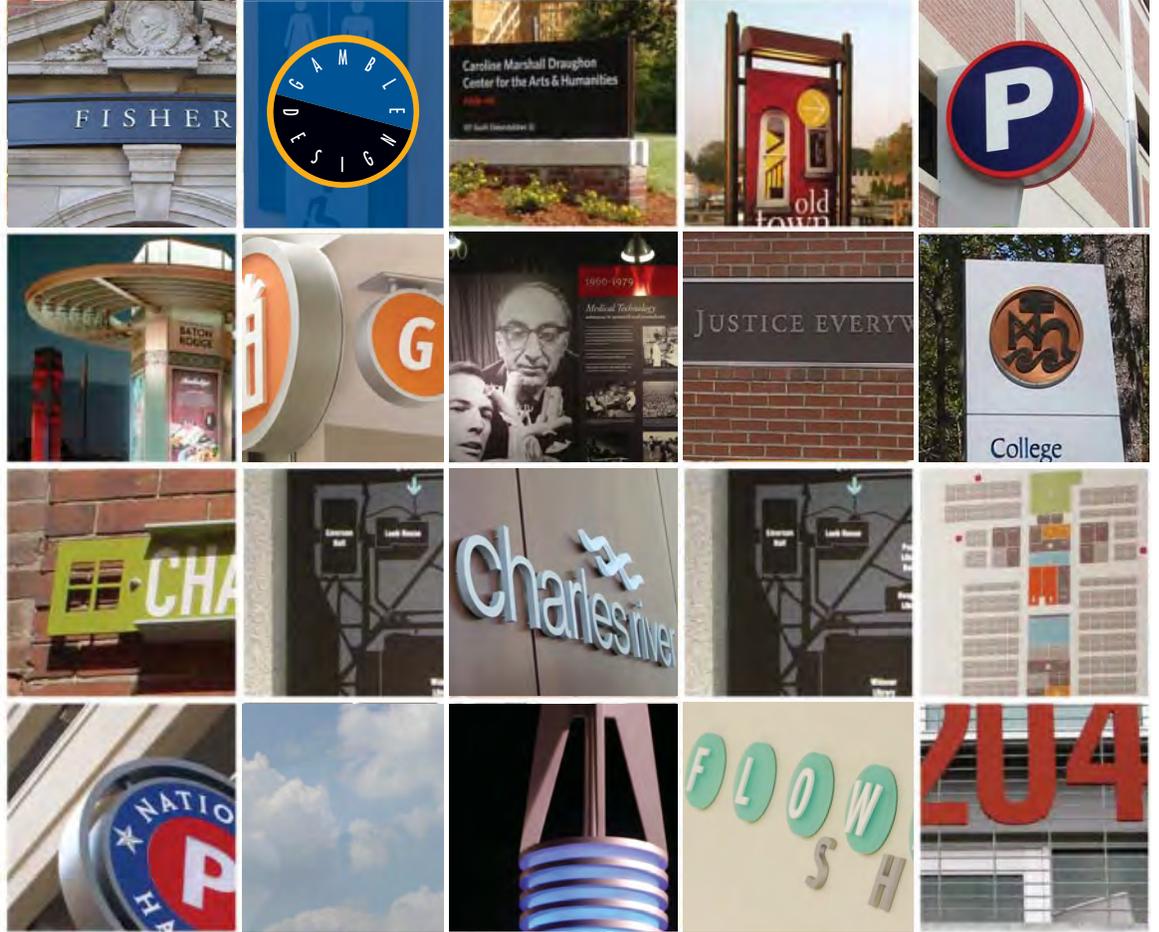
To illustrate the possible impact on tourism and the economy, a 0.5% increase in visitors through lengthened/overnight stays or repeated visits in the GTA could increase tax revenues by \$50m (£33m) per year.

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<sup>1</sup>Legible London is a pedestrian wayfinding system that’s helping people to navigate the city. Based on extensive research, the easy-to-use system presents information in a range of ways – including maps and signs – to help people find their way. The impact of the system was tested and comprehensively measured across three pilot areas.



G | RELATED PROJECTS

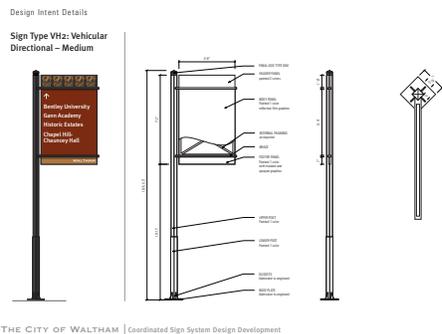
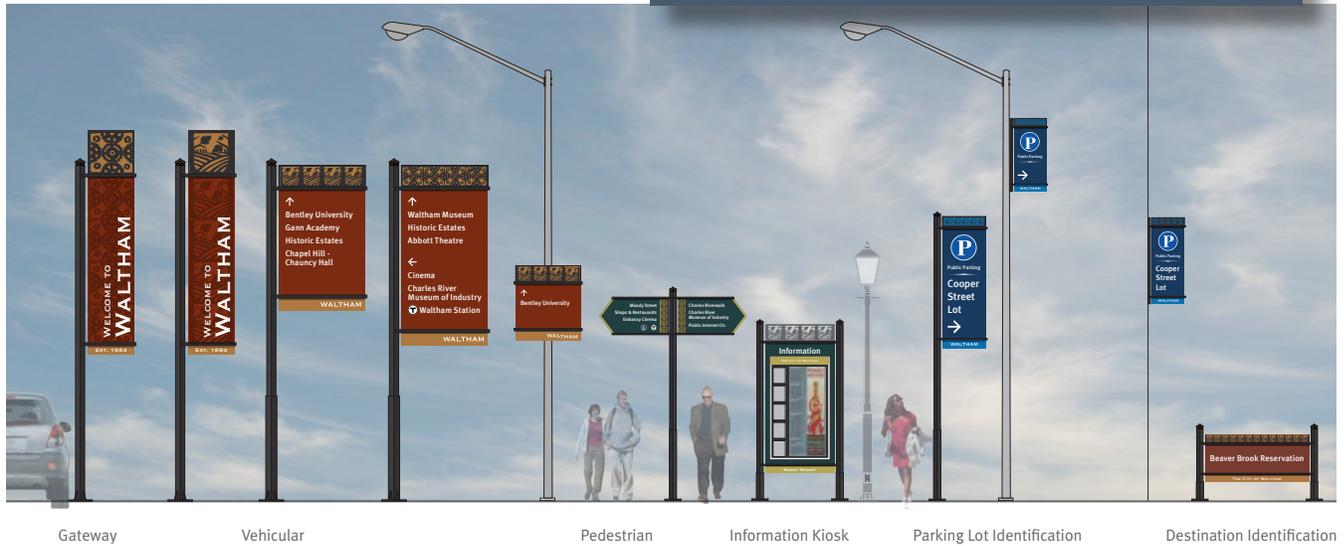


URBAN WAYFINDING

CITY STREETScape, SITE & ENVIRONMENTAL GRAPHICS



G | RELATED PROJECTS

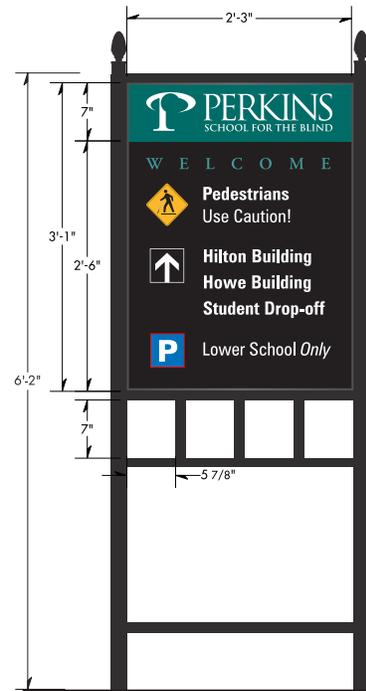


CITY OF WALTHAM WAYFINDING SYSTEM

Waltham, MA  
 This wayfinding system was developed as part of a comprehensive Tourism and Downtown Retail strategy with the goals of promoting commercial activity and finding Waltham's many "hidden" historic sites and open spaces. Another key goal was to draw high-tech workers from the adjacent Route 128 corridor into the city's vibrant restaurant district centered along Moody Street. The new system will eliminate years of pervasive sign clutter and visual pollution and present a cohesive brand image for the city.

WITH SASAKI ASSOCIATES

**Project Information**  
 Timeframe: 2009  
 Design Fee: \$40,000  
 Fabrication/Installation Cost: \$250,000 (Phase 1)



### PERKINS SCHOOL FOR THE BLIND

#### Environmental Graphics

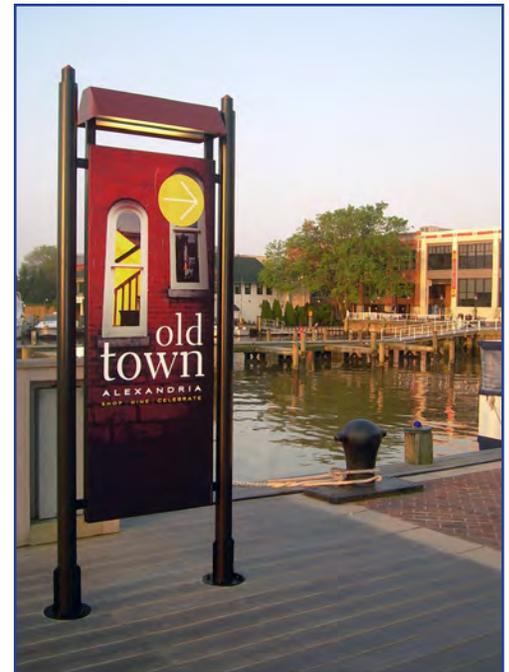
For the Perkins' beautiful and historic campus (founded 1829), Gamble Design merged traditional design elements with a contemporary sign armature patterned on existing fence and other period architectural details. Graphics were rendered in bold colors with maximum contrast to optimize low vision readability. Gamble Design has built upon this initial wayfinding system by developing additional exterior graphics and interior signs/graphics for important new architectural additions such as the new **Lower School** (2011 by Miller, Dyer, Spears) and the innovative **Grousbeck Center for Students & Technology** (2012 by Gund Partnership).

#### Project Information

Timeframe: 2004 to 2006

Design Fee: \$27,500

Fabrication/Installation Cost:  
\$69,500



## THE CITY OF ALEXANDRIA WATERFRONT

Alexandria, VA

As a key component of an overall Tourism and Economic Development plan, this city-wide system is a comprehensive approach to visitor and resident orientation. Working closely with the Planning and Zoning group and a wide range of stakeholders, a hierarchy of vehicular directionals, city gateways, pedestrian kiosks and parking identification has been developed, with seamless visitor navigation and memorable brand identity as primary goals.

WITH SASAKI ASSOCIATES

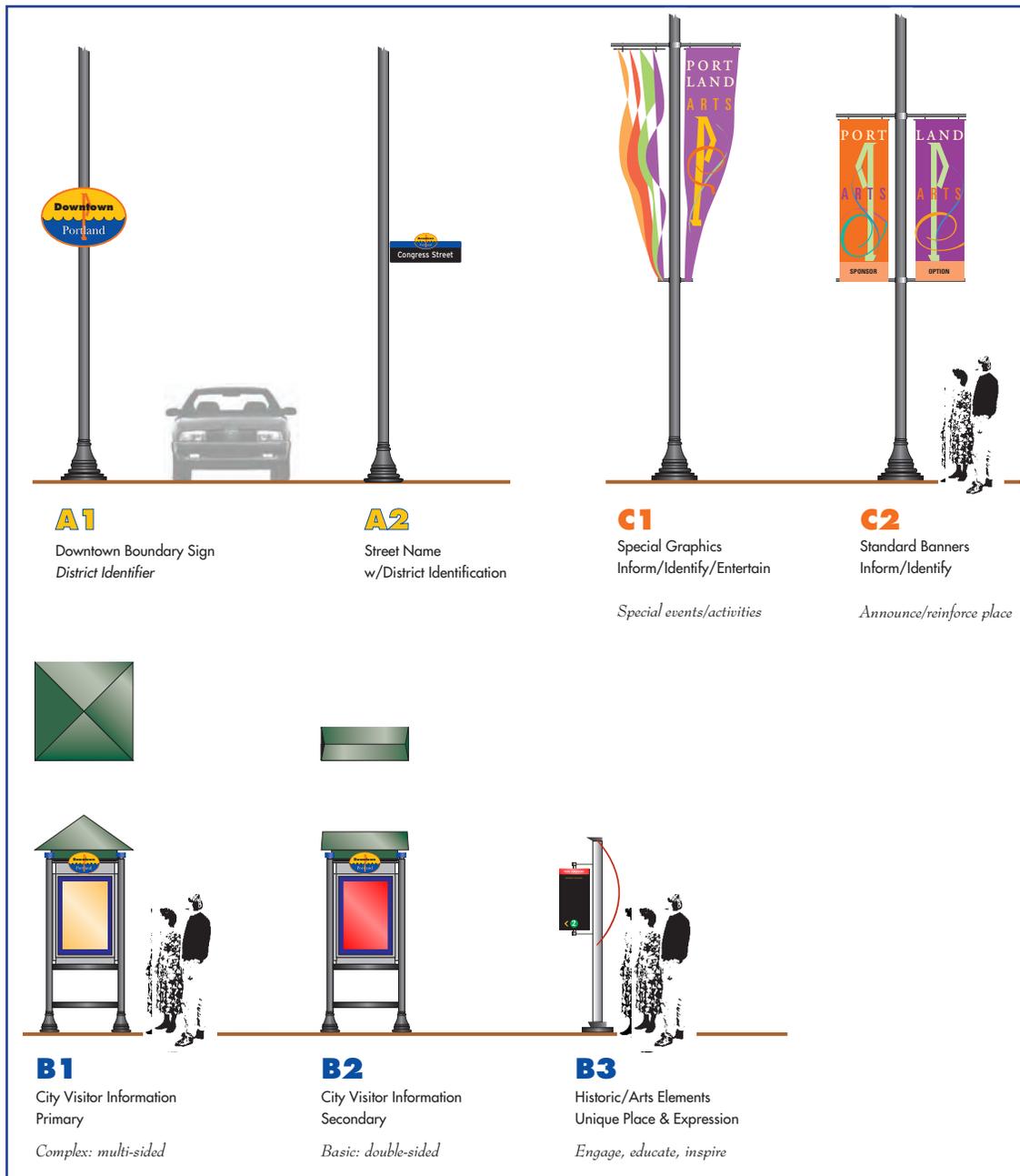
### Project Information

*Waterfront Early Implementation*

Timeframe: 2002-2003

Design Fee: \$20,000

Fabrication Cost: \$50,000



CITY OF PORTLAND, MAINE

Downtown Arts District Streetscape

Urban graphics must be visible and versatile, engaging and attractive – constructed from a “kit of parts” that is flexible and adaptable. “A” type signs shown above identify and announce arrival into the downtown. “B” components inform pedestrians within the downtown area, special graphics/banners (“C”) components are colorful, kinetic and informative visual elements that visually “float” above the city streetscape. “D” directionals shown on the following page communicate a series of sequential messages to viewers at a variety of scales, speeds and modes of movement.

**Project Information**

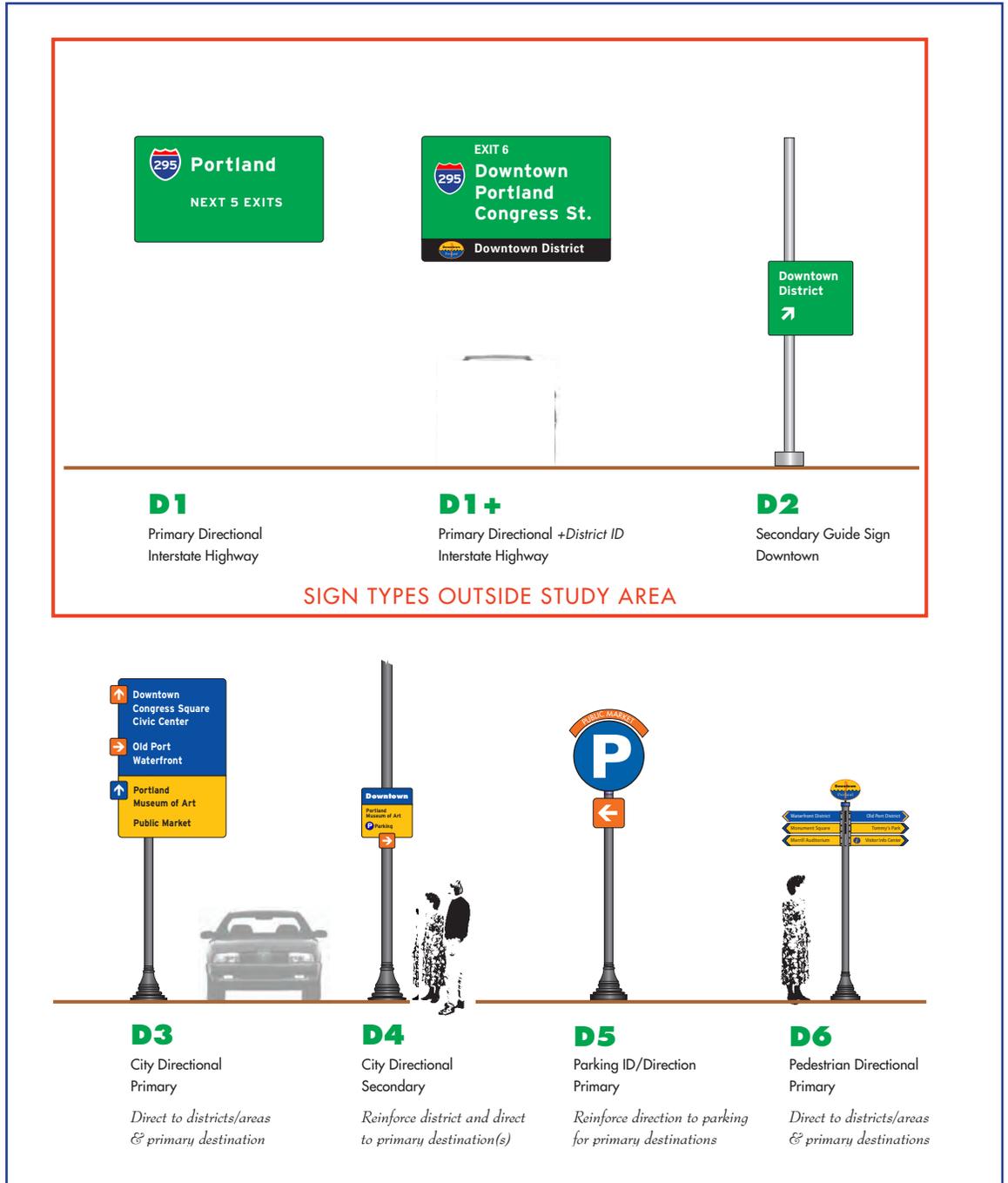
Timeframe: 1999

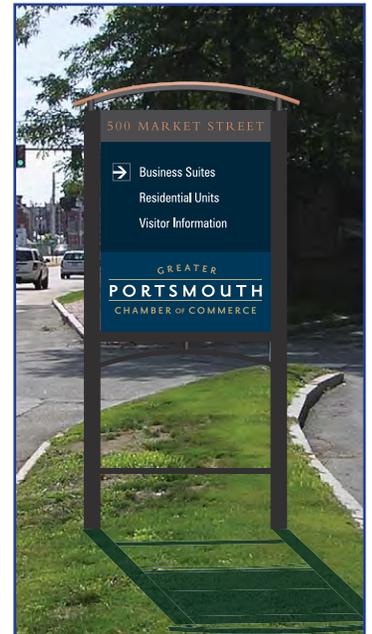
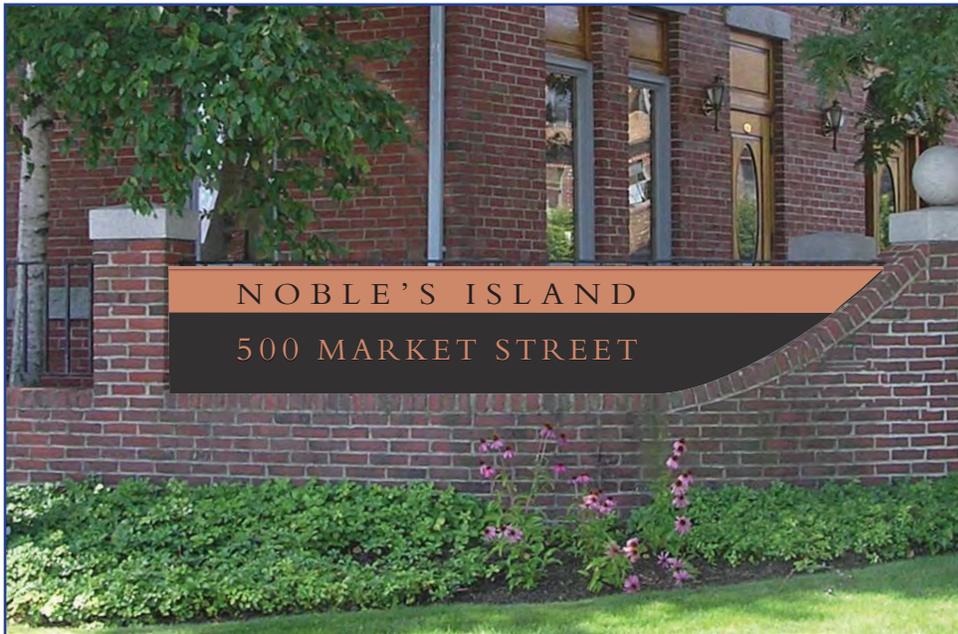
Design Study Fee: \$12,500

Cost: *Unfunded*



**G** | RELATED PROJECTS





### NOBLE'S ISLAND 500 MARKET STREET

#### Environmental Graphics

For Noble's Island, a commercial and residential property poised at the gateway to Portsmouth's historic downtown, Gamble Design developed a system of new street directionals, city entry gateway signs and an information kiosk (LED illuminated with site locator map and changeable directory) along with upgraded building identification, traffic and regulatory signs. Noble's Island is also home to the Greater Portsmouth Chamber of Commerce, with our development of new signs and graphics integrating their brand identity.

#### Project Information

Timeframe: 2007 to 2009

Design Fee: \$17,500

Fabrication/Installation Cost: \$42,600



### DOWNTOWN BATON ROUGE WAYFINDING SYSTEM

Baton Rouge, LA

*Outstanding Achievement Award 2008, International Downtown Association*

The wayfinding system is an integral part of a coordinated Downtown Visitor Amenities masterplan, and represents one of the first installed components of the plan. Imbued with a rich heritage stemming from a succession of French, English and Spanish rule and Native American culture, the directional signs, neighborhood markers, kiosks, street names, and interpretive graphics offer fresh, contemporary interpretations of the city's history and culture.

WITH SASAKI ASSOCIATES

### Project Information

Timeframe: 2008-2009

Design Fee: \$180,000

Fabrication/Installation Cost:  
\$780,000



## CHANNEL CENTER

South Boston, MA

Set in the gritty Fort Point Channel area of South Boston, over 1.5 million square feet of new construction and renovation created a new residential and commercial district. The environmental graphics borrow motifs and materials from the historic area's distinctive industrial warehouses. Neighborhood identities and street signs featuring stencil-cut aluminum graphics, I-beams and channels punctuate the urban landscape with color and brightness.

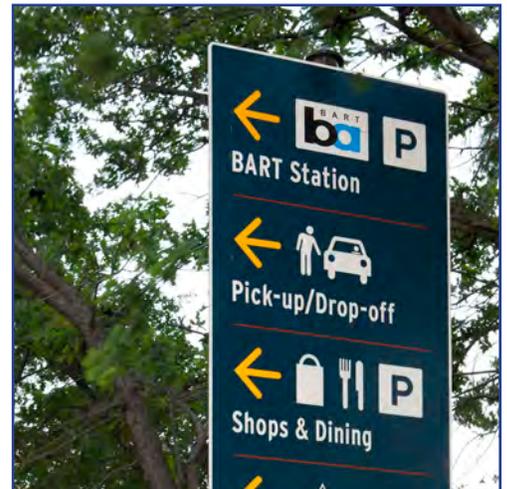
WITH SASAKI ASSOCIATES

### Project Information

Timeframe: 2007

Design Fee: \$75,000

Fabrication/Installation Cost:  
\$125,000



#### AVALON WALNUT CREEK WAYFINDING AND BRAND IDENTITY

Contra Costa County, CA

Avalon Walnut Creek is a new mixed-used transit village that combines living, shopping, and an active lifestyle with ultimate transit connectivity to downtown San Francisco. In addition to public transit, the village is adjacent to a regional bike trail network, covering a distance of 33 miles and connecting two counties and 12 cities. The wayfinding graphics reflect the mission-style architecture, with decorative metalwork patterns serving as the unifying brand expression.

WITH SASAKI ASSOCIATES

#### Project Information

Timeframe: 2009-2010

Design Fee: \$145,000

Fabrication/Installation Cost:  
\$280,000



### NATIONAL HARBOR DISTRICT WAYFINDING & BRANDING

Prince George's County, MD

National Harbor is a mixed-use development site located along the Potomac River just south of Washington, DC. Conceived as a resort and convention destination, it offers an authentic urban experience. Directional signs, parking identification and kiosks help visitors, hotel guests, and conventioners navigate the site. The wayfinding unifies the vibrant district that features unique public art, architecture, lighting and landscape design.

WITH SASAKI ASSOCIATES

#### Project Information

Timeframe: 2010-2011

Design Fee: \$190,000

Fabrication/Installation Cost:  
N/A



# G | RELATED PROJECTS



**Roger Williams National Memorial**  
Providence, Rhode Island



**Signage Survey and Assessment**  
7 December 2007



**Statue of Liberty National Monument**  
Liberty Island and Ellis Island

Including Existing Signs at  
**Liberty State Park**  
Jersey City, New Jersey

**Castle Clinton National Monument /Battery Park**  
New York, New York



Prime Contractor  
**Bunting Graphics, Inc.**  
20 River Road  
Verona, PA 15147



Subcontractor  
**Sasaki Associates**  
64 Pleasant Street  
Watertown, MA 02472



**Signage Survey and Assessment**  
22 July 2008



**Governors Island National Monument**

Including the  
**Battery Maritime Building**  
New York, New York



Prime Contractor  
**Bunting Graphics, Inc.**  
20 River Road  
Verona, PA 15147



Subcontractor  
**Sasaki Associates**  
64 Pleasant Street  
Watertown, MA 02472  
837200



**Governors Island Ferry**

**Quartermaster's Dock 102**

**Circulation**

- Major Decision Point
- Key Destination
- Future Destination
- National Park Service Boundry
- NPS Facility Non Visitor
- Pedestrian Traffic Flow

**Wayfinding Sign Types**

- P Park ID
- N NPS Site ID
- F Facility ID
- K Kiosk /Map
- D Pedestrian Directional
- T Transit
- S Street Signs

## NATIONAL PARK SERVICE SIGNAGE ASSESSMENTS

### Various Sites: Eastern United States

As part of a national initiative to improve visitor orientation on historic sites, a series of assessments were performed in order to set a baseline for user types, circulation paths, information needs and regulatory requirements. The reports provided a sign count by type and location, which enabled accurate cost estimates to be developed. Signage is based on the NPS Uniguide system, with careful adjustments to scale and mounting to minimize the impact on these unique sites.

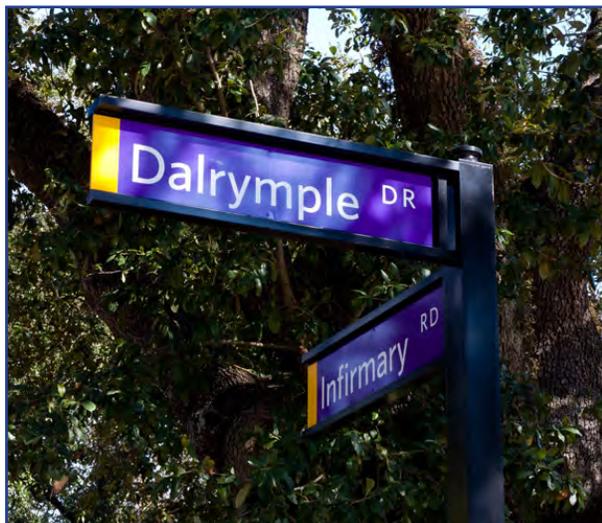
### Project Information

Timeframe: 2006-2008

Design Fee:

approximately \$10,000 per study

WITH SASAKI ASSOCIATES



## LOUISIANA STATE UNIVERSITY

### LSU Campus System

LSU is currently engaged in the development of a comprehensive wayfinding system for their historic main campus located in Baton Rouge, Louisiana. The primary goal of the program is to make the visitor experience on campus more enjoyable, and create a safer, more user-friendly environment.

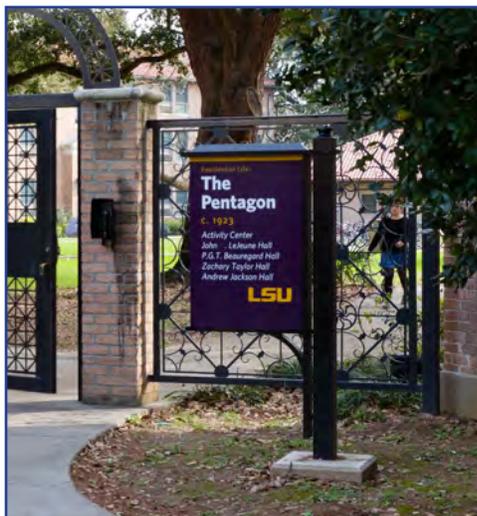
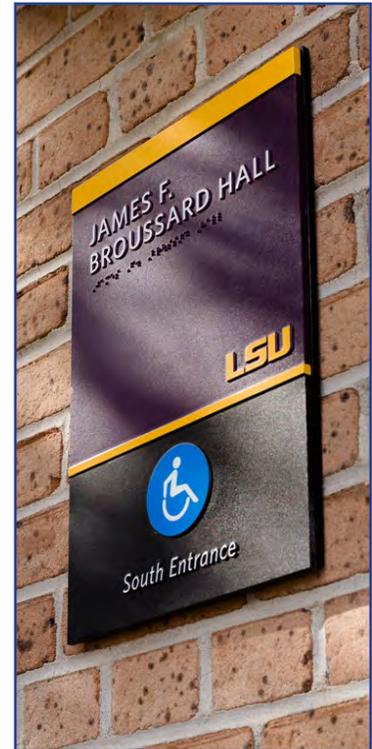
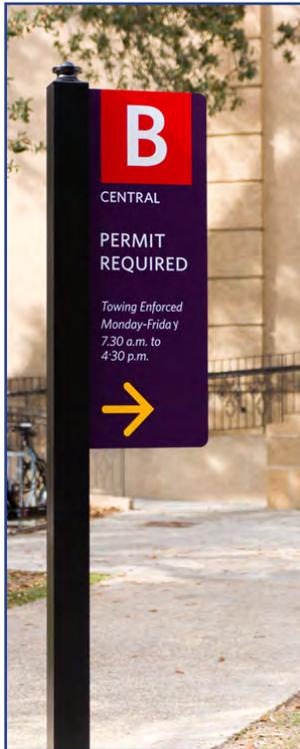
LSU is an institution steeped in tradition, with tremendous school spirit centered around its athletics program matched to a beautiful setting of live oaks and Olmsted-designed open spaces. The historic campus core is an oasis of restrained Italianate architecture framing lively academic quads.

### Project Information

Timeframe: 2009-2011

Design Fee: \$180,000

Fabrication/Installation Cost:  
\$1.2 million



### LSU Campus System *continued*

Stylistically, the sign system bridges the institution's historical image with a modern, forward-thinking vision for the future, one that clearly informs, directs and orients its users. The sign components are designed to allow updates by LSU facility staff or local vendors. Other aspects of the project include campus gateway design, full integration of LSU branding and changeable game-day signage. Full implementation of the program was completed in March 2012.

WITH SASAKI ASSOCIATES



## COLLEGE OF THE ATLANTIC

### Campus Identity & Wayfinding System

Gamble Design, in collaboration with site designer Coplon Associates, developed a comprehensive campus-wide identity and wayfinding system, including: primary “gateway” portal, secondary portal and site boundary markers along with offsite and onsite directional signs to complement interior campus roadway, building, pedestrian pathways and circulation improvements.

### Project Information

Timeframe: 2005 to 2008

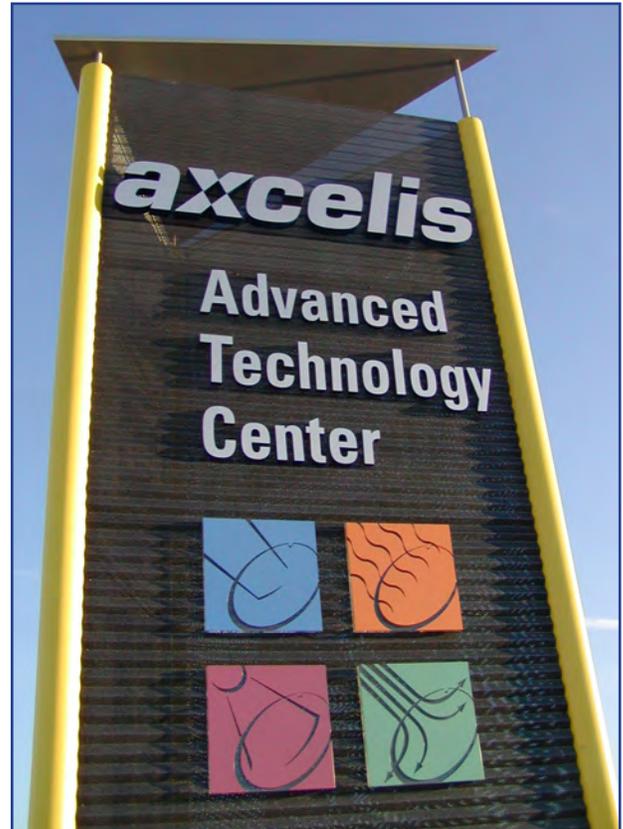
Design Fee: \$45,000

Fabrication/Installation Cost:  
\$97,500



Campus Identity & Wayfinding System *continued*

Gamble Design, in collaboration with site designer Coplon Associates, developed a comprehensive wayfinding and signage system to complement campus-wide portal, roadway, building and circulation system improvements.



#### AXCELIS TECHNOLOGIES

##### Axcelis Brand ID/Wayfinding

Primary goals were to create an environmental graphics system that is visually engaging, highly functional and complementary to both the contemporary architectural aesthetic of the new corporate headquarters and the Axcelis graphic identity. Three-dimensional graphics were created to reinforce corporate philosophy [get propulsion, fusion, accelerated gain, in the know] and showcase Axcelis' commitment to creating an innovative workplace of the highest quality.

##### Project Information

Timeframe: 2001 to 2003

Design Fee: \$68,500

Fabrication/Installation Cost:  
\$195,000



#### AXCELIS TECHNOLOGIES

##### **Axcelis** Brand ID/Wayfinding *continued*

Design development of the sign graphics system drew primarily upon architecture and new corporate standards for typography and color. Corporate brand is expressed throughout this three-dimensional system: as an identifier on campus directional signs, on primary site identification signs and on the main entry canopy.

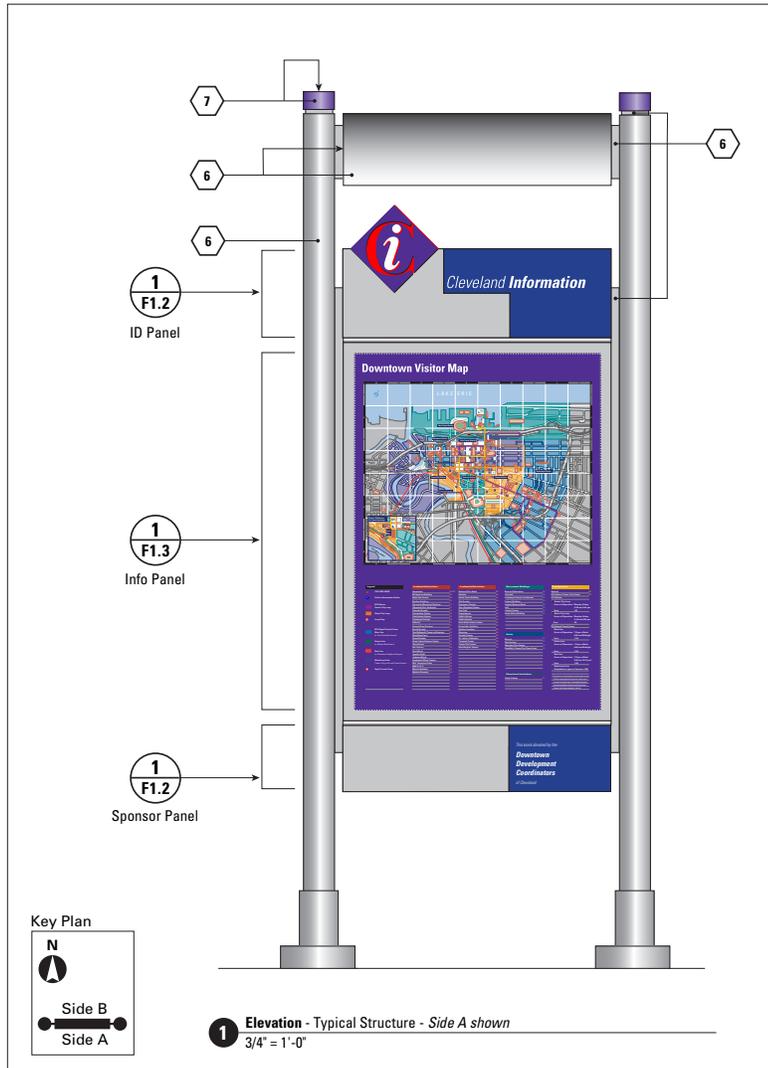
Satin stainless steel, curved/rounded metal surfaces, perforated metal and bright yellow armature structures support sleek “Axcelis” blue/matte black sign panels. Satin silver graphics combined with bright accent colors maintain a consistent design vocabulary from outside to the inside of the facility.



Greater Cleveland Sign Standards

Visitor Kiosk / Two-Sided Graphics and Color details

F1.1



### GREATER CLEVELAND WAYFINDING SYSTEM

#### Visitor Kiosk with City and District Maps

A freestanding visitor kiosk is shown above as illustrated in the Greater Cleveland Wayfinding Sign Standards Manual. This changeable information component is designed to communicate information regarding viewer location, points of interest and direction to visitors, shoppers and residents throughout Cleveland's eight downtown districts.

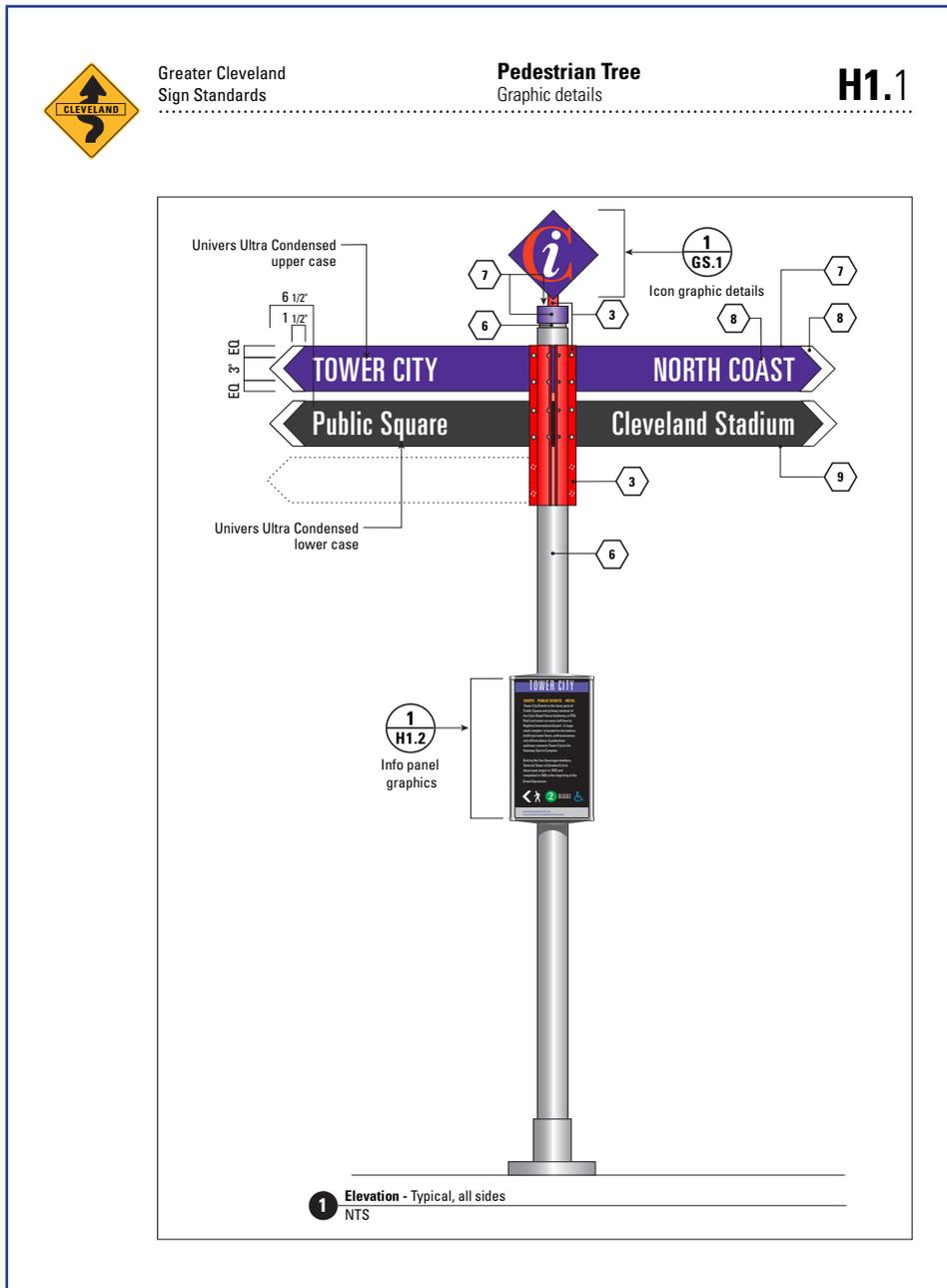
WITH SASAKI ASSOCIATES

#### Project Information

Timeframe: 1995 to 1997

Design Fee: \$99,500

Fabrication/Installation Cost: \$1.15 million



### GREATER CLEVELAND WAYFINDING SYSTEM

#### Pedestrian Tree and City Information Symbol

The design document above illustrates a pedestrian directional “tree” with district identification and changeable directional arrows. The “i” symbol on top of this pedestrian component of the citywide wayfinding system was placed on all kiosks and directional signs throughout Cleveland’s eight downtown districts. The identity graphic > developed for the wayfinding system expresses the international information symbol in an italic, anthropomorphic form that creates a sense of movement and functions as a branding signature for a wayfinding system that helps people to *find their way* through an unfamiliar and complex cityscape.





## G | RELATED PROJECTS



### HARVARD UNIVERSITY CAMPUS SYSTEM

#### Harvard Yard Wayfinding & Accessibility Project

The directive for this project was to implement fully ADA-compliant and highly functional building identification and pathway orientation in a subtle, historically sensitive manner for this landmark open space (the system was unanimously approved by Cambridge Historical and Zoning boards). The use of specialty acrylic polyurethane paint finishes and high pressure laminate on signs and stanchions resulted in an installed system that is withstanding the test of time.

WITH SASAKI ASSOCIATES

#### Project Information

Timeframe: 2004-2005

Design Fee: \$45,000

Fabrication/Installation Cost:  
\$67,500



# BAR HARBOR

MAINE

*Downtown Wayfinding* 29 July 2013

## Downtown Wayfinding Concept Design

- System Typology / Quantities
- Location Plan
- Conceptual Design Types



EG/WAYFINDING  
**Gamble Design LLC**  
154 Maplewood Avenue  
Portsmouth, NH 03801  
603.427.1300

TITLE  
**EG Concept Design**  
Downtown Wayfinding  
Bar Harbor, ME  
29 July 2013

DOCUMENT N°

**EG.1**



**G** Gateway

Qty: 3 (three)

**D1** Vehicular Directional

Qty: 13 (thirteen)

**B** Public Park ID

Qty: 4 (four)

**P** P1 Parking Lot ID

Qty: 4 (four) to 6 (six)



Visitor Information/Direction  
highway/access roadway

OUTSIDE SCOPE

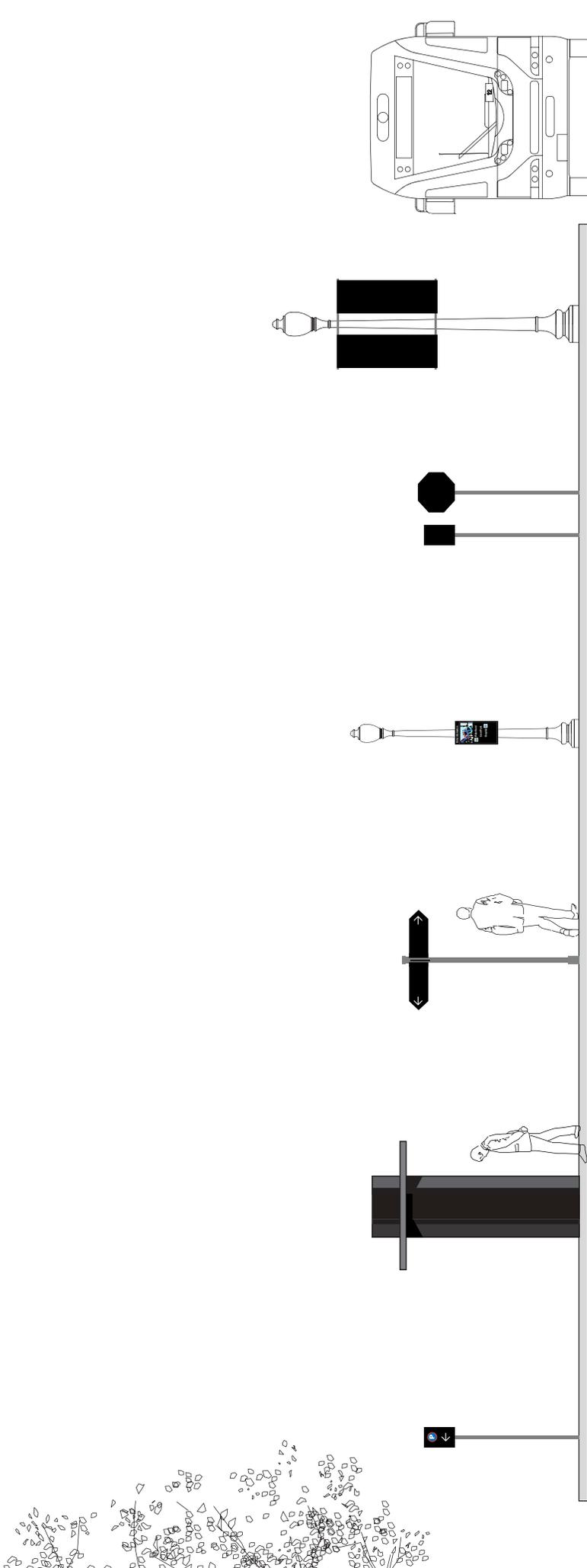
DRAWING N°  
**ST.1**

DRAWING TITLE  
**Sign Typology**  
Downtown Wayfinding  
Bar Harbor ME  
30 April 2013

ENVIRONMENTAL GRAPHICS  
**Gamble Design LLC**  
154 Maplewood Avenue  
Portsmouth NH 03801  
☎ 603.427.1300



**BAR HARBOR** | Downtown Wayfinding



**P2** Parking Directional

Qty: 6 (six) to 10 (ten)

**i** Visitor Kiosk

Qty: 2 (two)

**D2** Pedestrian Directional

Qty: 12 (twelve) - 14 (fourteen)

**D3** Pedestrian Information

Qty: 20 (twenty) to 24 (twenty-four)

Enhanced Traffic Regulatory Signs

Qty: **NIC**

Street Banner Program Standards

Qty: **NIC**



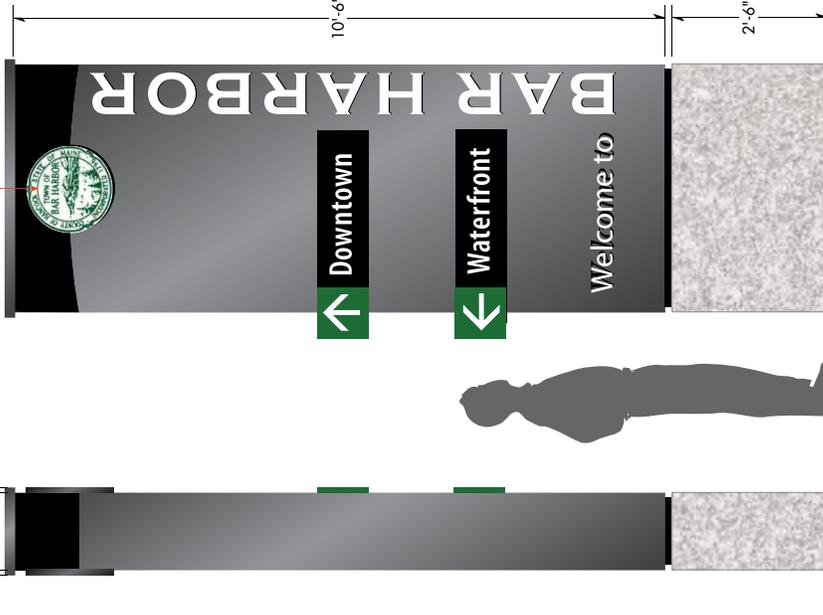
Key			
	Gateway		Public Parking
	Vehicular Directional		RV Parking
	Public Park ID		Jesup Memorial Library
	Visitor Information		Mt. Desert Island Hospital
	Waterfront		





1'-5"  
1'-3"

Cast Aluminum Plaque



**Notes:**  
Freestanding non-illuminated single-sided aluminum panel w/ vertical dimensional graphics & granite base (type/finish TBD)

**Qty:** 3 (three)

Side View



ENVIRONMENTAL GRAPHICS  
**Gamble Design LLC**  
154 Maplewood Avenue  
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603.427.1300

DRAWING TITLE

**Gateway** Concept Study A  
Downtown Wayfinding  
Bar Harbor, ME  
30 April 2013

DRAWING N°  
**G.1A**

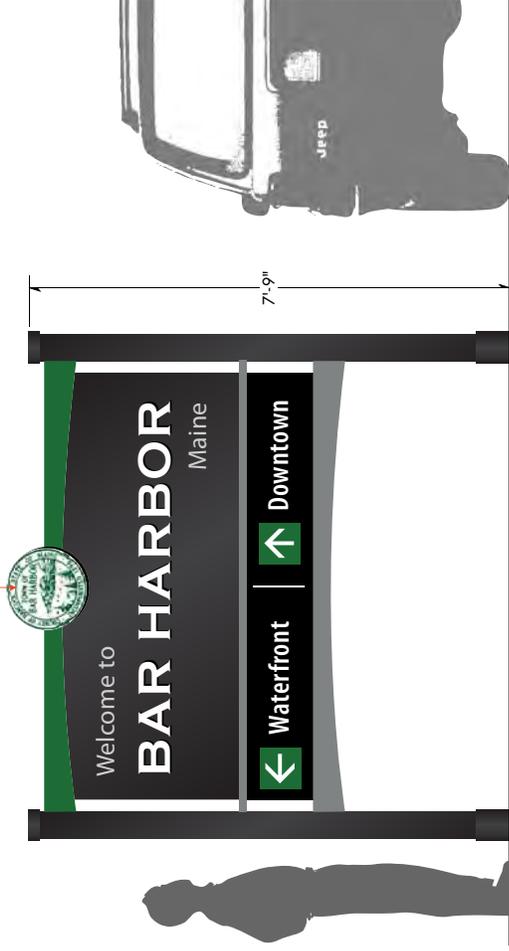


**Cast Aluminum Plaque**

**Notes:**

Freestanding non-illuminated double-sided aluminum panel w/ dimensional graphics.

**Qty:** 3 (three)



ENVIRONMENTAL GRAPHICS

**Gamble Design LLC**

154 Maplewood Avenue  
Portsmouth, NH 03801

603.427.1300

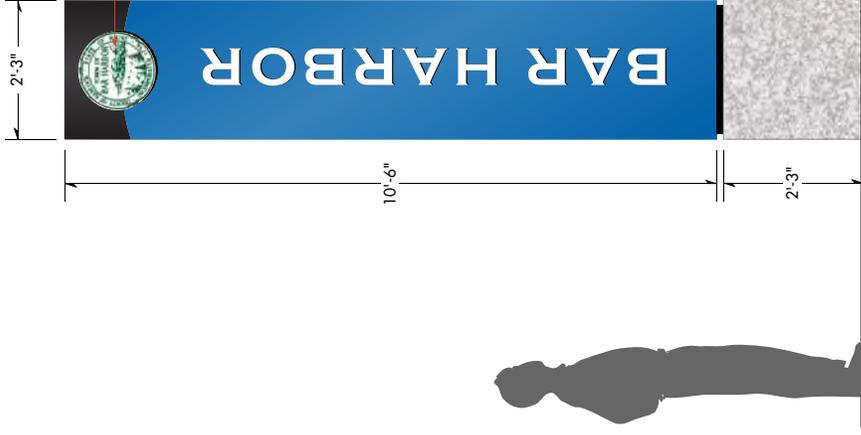
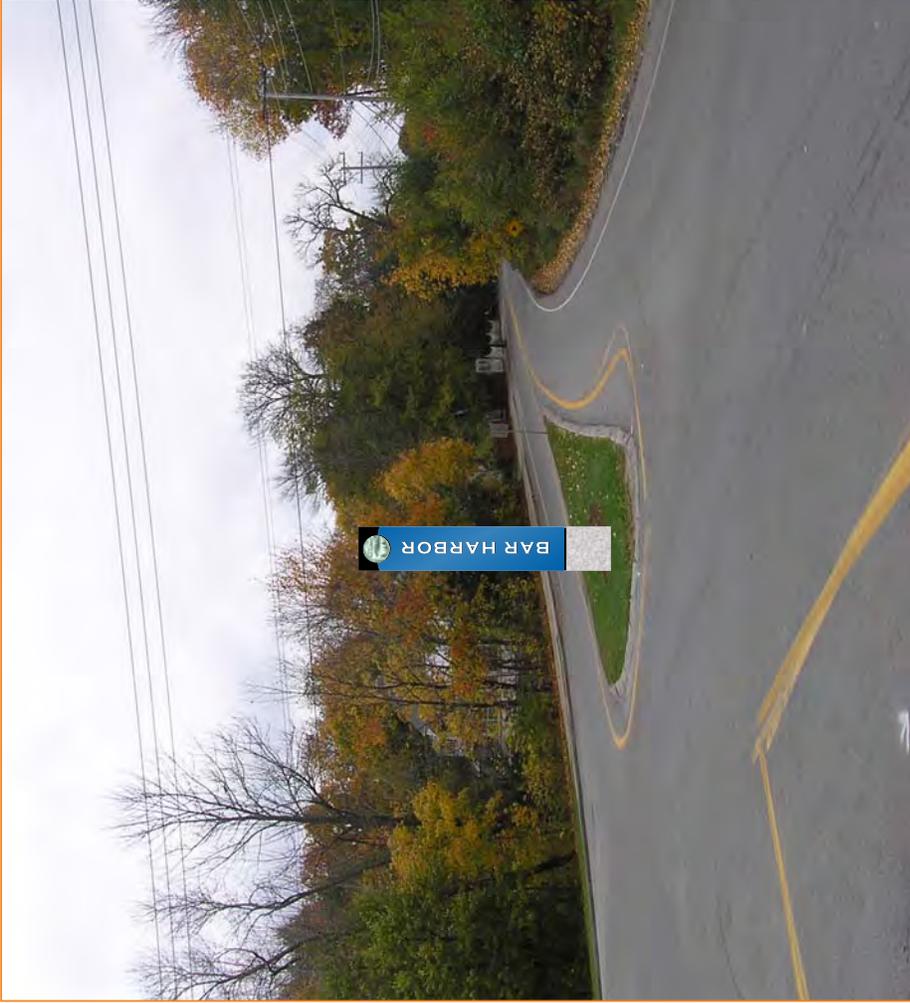
DRAWING TITLE  
**Gateway Concept Study B**

Downtown Wayfinding  
Bar Harbor, ME

30 April 2013

DRAWING N°

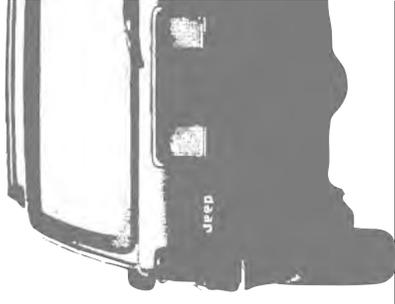
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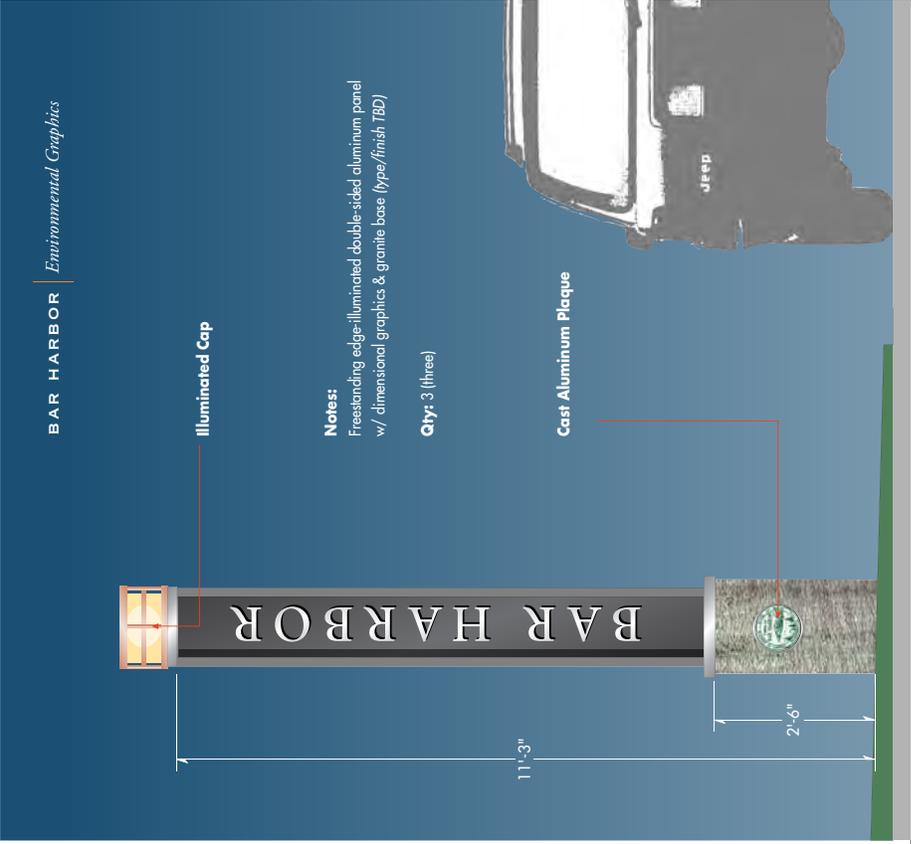


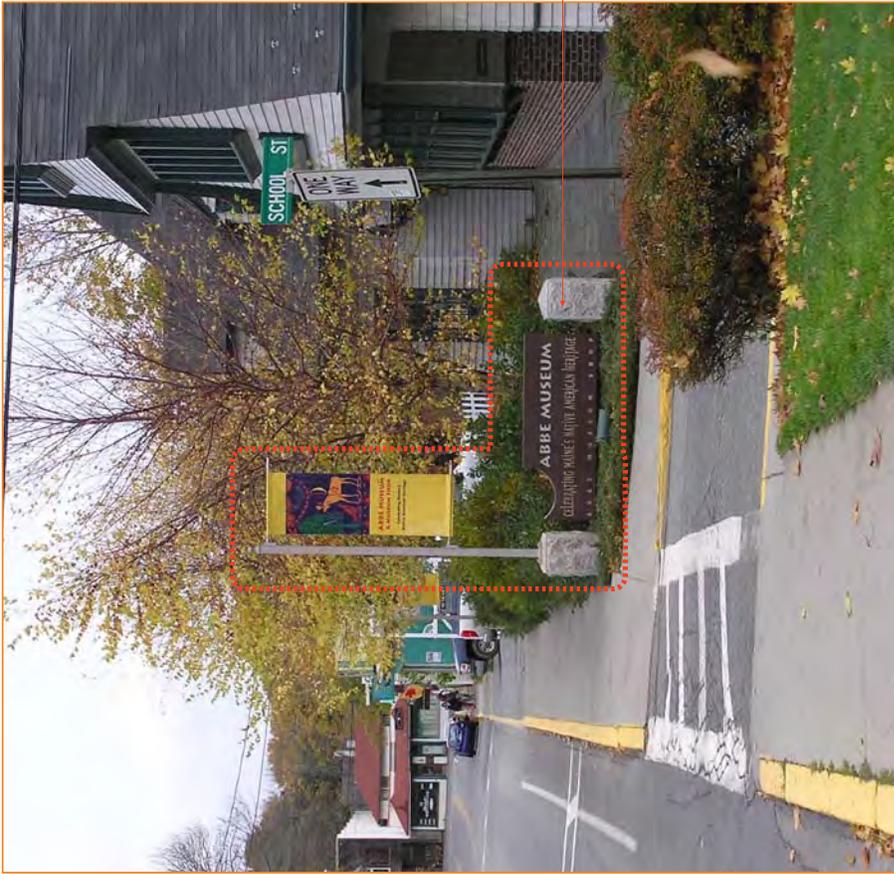
**Cast Aluminum Plaque**

**Notes:**  
 Freestanding non-illuminated single-sided aluminum panel w/ vertical dimensional graphics & granite base (type/finish TBD)

**Qty:** 3 (three)







FOR REPRESENTATIVE ILLUSTRATION ONLY

**Primary Attraction ID typical**  
 (Not included in system pricing)

**A** Primary Attraction Abbé Museum  
 1 Scale: relative to image

BAR HARBOR | Environmental Graphics

ENVIRONMENTAL GRAPHICS  
**Gamble Design LLC**  
 154 Maplewood Avenue  
 Portsmouth NH 03801  
 ☎ 603.427.1300

DRAWING TITLE  
**Primary Attraction ID**  
 Downtown Wayfinding  
 Bar Harbor ME  
 30 April 2013

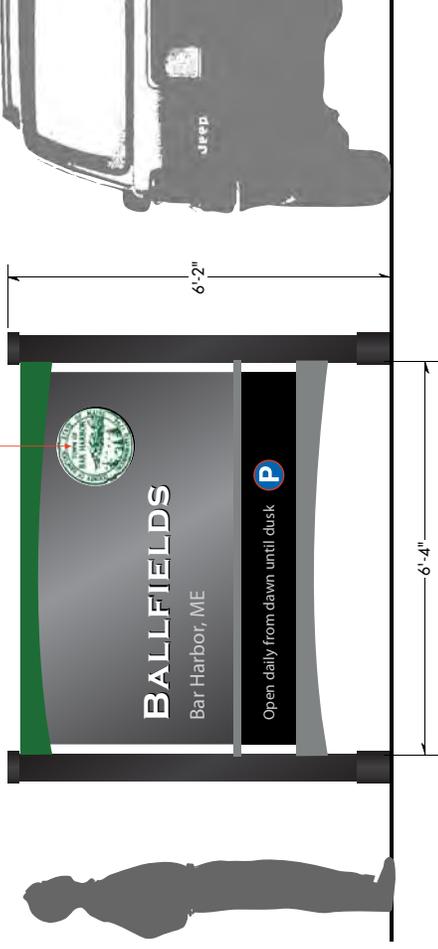
DRAWING N°  
**A.1**



**Cast Aluminum Plaque**

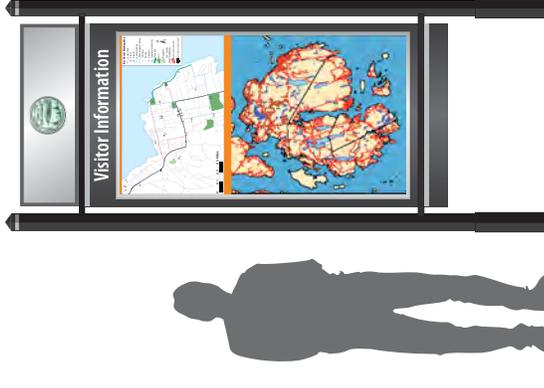
**Notes:**  
 Freestanding non-illuminated single-sided aluminum panel w/ dimensional graphics.

**Qty:** 4 (four)





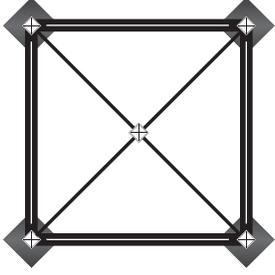
Top View 2-sided armature



**Notes:**  
 Freestanding non-illuminated  
 double-sided aluminum panel w/  
 dimensional graphics

**Qty:** 2 (two)





Top View 4-sided armature



**Notes:**  
 Freestanding illuminated four-sided kiosk  
 w/ information panels, dimensional &  
 digitally printed graphics and LED  
 down-lights on all sides to illuminate  
 graphics.

**Qty:** 2 (two)

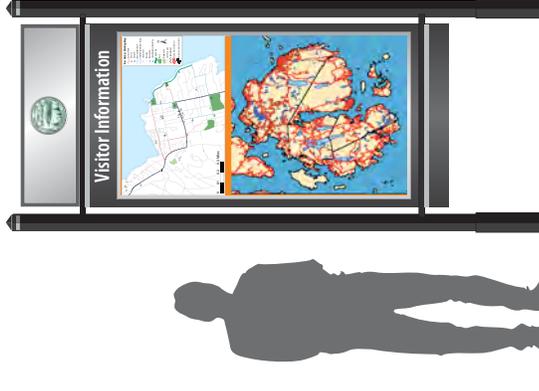




**Top View** 2-sided armature



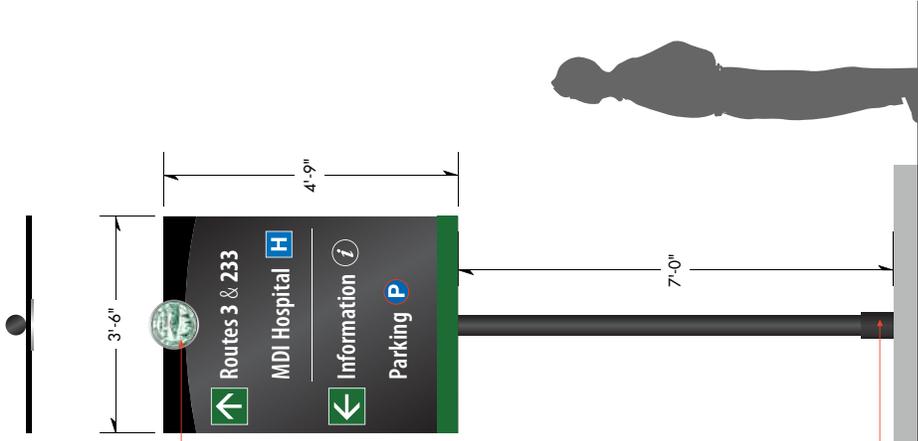
Alternate context image



**Notes:**  
 Freestanding non-illuminated  
 double-sided aluminum panel w/  
 dimensional graphics

**Qty:** 2 (two)



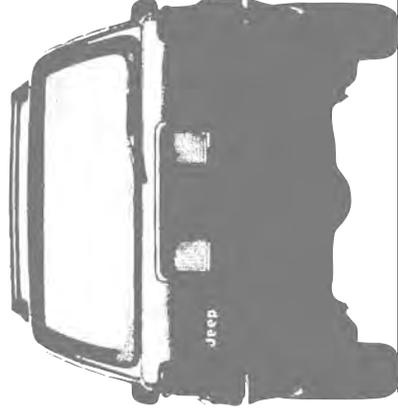


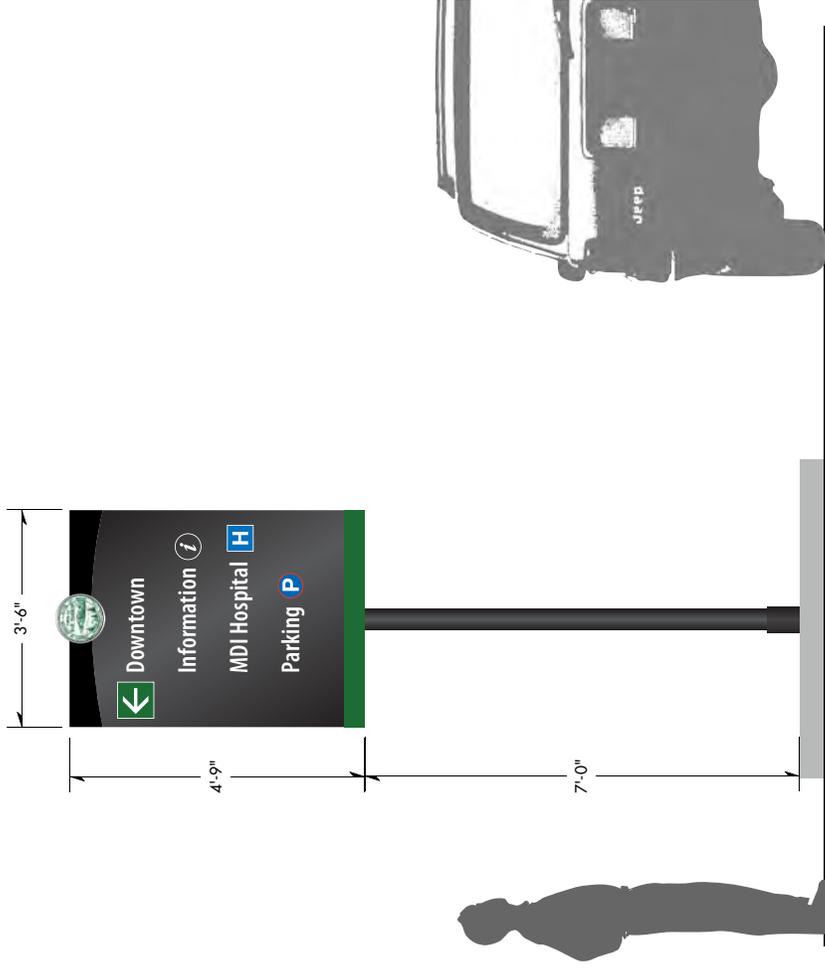
**Cast Aluminum Plaque**

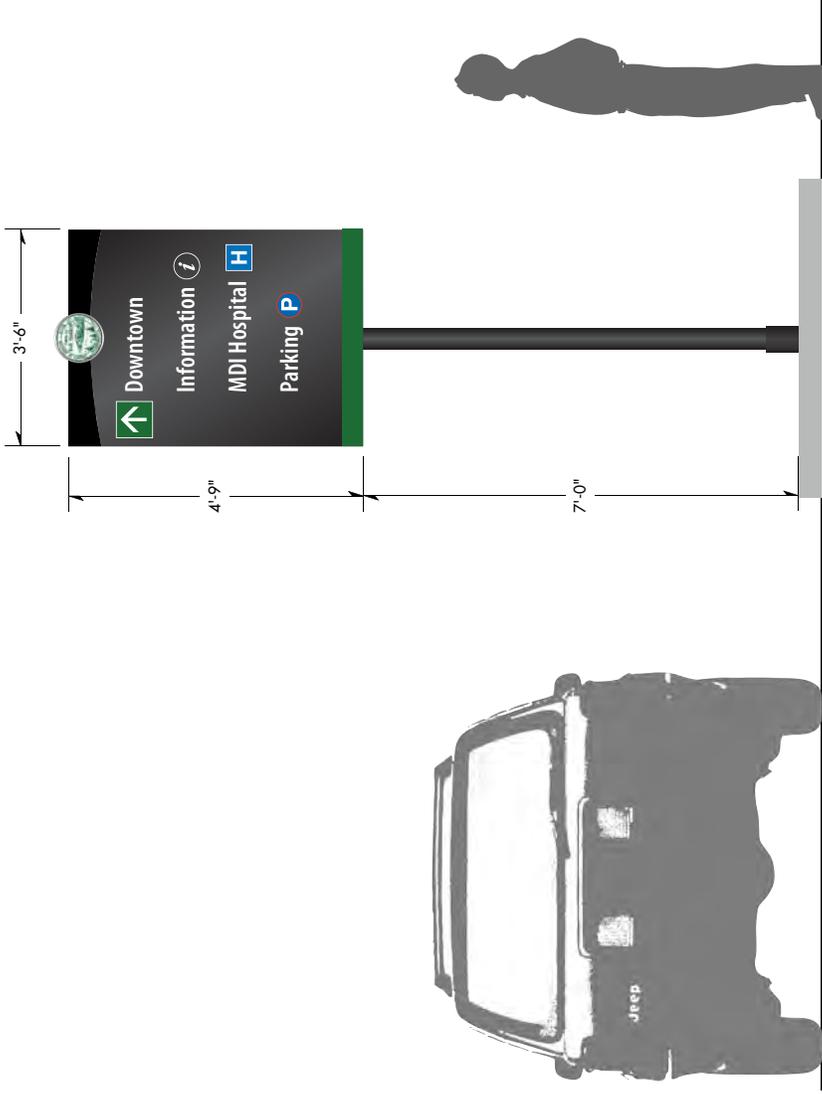
**Notes:**  
 Freestanding non-illuminated single-sided aluminum panel w/ reflective vinyl graphics

**Qty:** 13 (thirteen)

**OPTION**  
**Break-away base**  
 Price as add/alter note









Top View - Double Panel



Top View - Quad Panel

**Notes:**  
 Freestanding non-illuminated armature;  
 aluminum directional panels w/ vinyl  
 graphics mounted to 3" diameter  
 aluminum post w/ simple decorative  
 base.

**Qty:** 6 (six) to 12 (twelve)

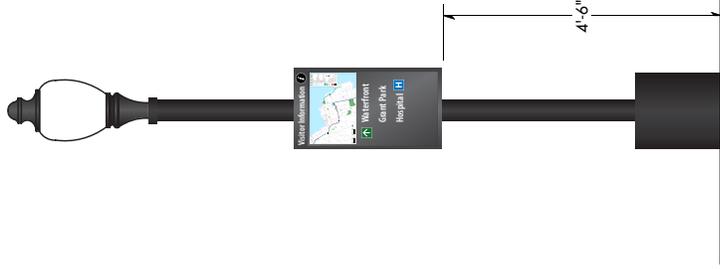




Top View - Double Panel



Top View - Quad Panel



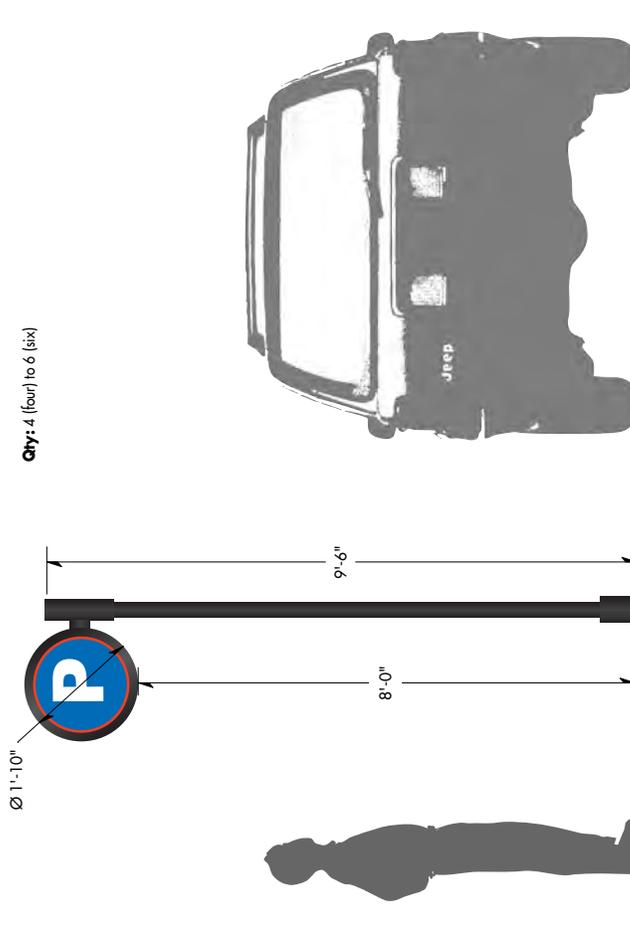
**Notes:**  
Aluminum armature holds changeable panels w/ digitally printed graphics mounted to existing light post.

**Qty:** 18 (eighteen) to 24 (twenty-four)



**Notes:**  
Freestanding non-illuminated  
double-sided aluminum panels w/  
reflective vinyl graphics

**Qty:** 4 (four) to 6 (six)



**Parking ID**

Scale: relative to image

**Parking ID Elevation**

Scale: 1/2" = 1' - 0"



ENVIRONMENTAL GRAPHICS

**Gamble Design LLC**

154 Maplewood Avenue  
Portsmouth, NH 03801

☎ 603.427.1300

DRAWING TITLE

**Parking ID**

Downtown Wayfinding  
Bar Harbor, ME  
30 April 2013

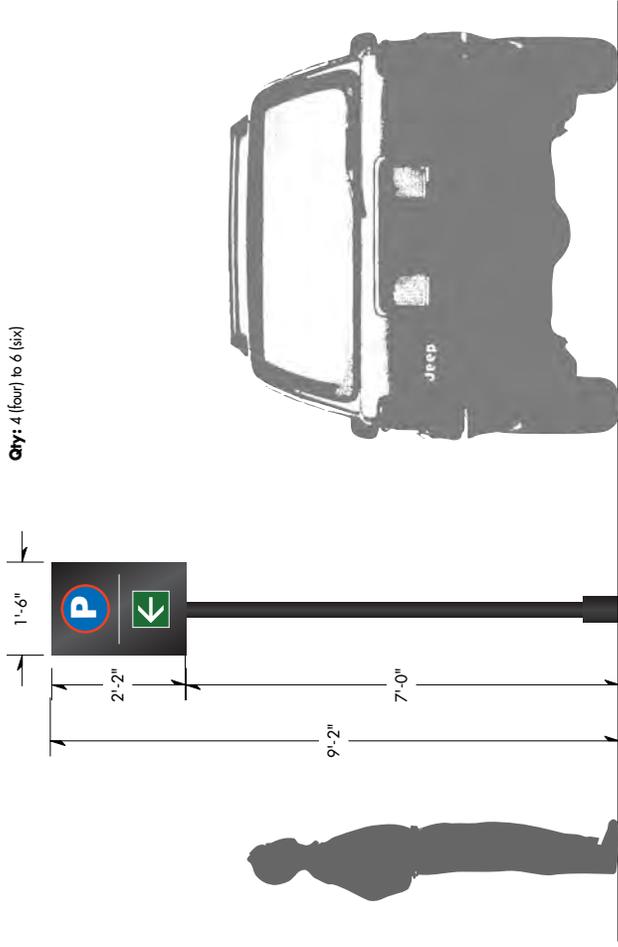
DRAWING N°

**P1.1**



**Notes:**  
 Freestanding non-illuminated single-sided  
 aluminum panel w/ reflective vinyl  
 graphics

**Qty:** 4 (four) to 6 (six)



**Parking Directional**  
 Scale: relative to image

**Parking Directional Elevation**  
 Scale: 1/2" = 1' - 0"



**ENVIRONMENTAL GRAPHICS**  
**Gamble Design LLC**  
 154 Maplewood Avenue  
 Portsmouth, NH 03801  
 ☎ 603.427.1300

DRAWING N°

**Parking Directional**  
 Downtown Weyfinding  
 Bar Harbor, ME  
 30 April 2013

**BAR HARBOR** | *Environmental Graphics*

**P2.1**



## Project Costs Downtown Bar Harbor Wayfinding 42.03

Gamble Design LLC

29 July 2013

154 Maplewood Avenue

**Downtown Bar Harbor Wayfinding**  
Visitor Information Sign System

Portsmouth NH 03801

### PROJECT COST OPTIONS

#### **A** PROJECT COST A (higher end of range)

##### 1. Design Fee

Gamble Design will design and document an exterior sign/information system for the downtown wayfinding project toward a not-to-exceed (NTX) fee amount:

- **Design Fee** estimate: **\$52,500**  
plus project expenses allowance (printing, materials, travel, etc.): **\$2,750** (est.)

**Note:** Estimated fee described above is conditional upon the following: content development (maps, info panels, etc.), project duration (length of time), number of meetings, travel (# of trips required), additional project coordination, etc.

**Project Tasks:** Final Program/Plan and Design of Downtown Visitor Information System (exterior signs/graphics) for Town of Bar Harbor per the following:

##### Deliverables

- Sign Location Plan
- Final System Typology (sign types/hierarchy)
- Design Package (design document set, sign location plan, addenda)
- Content Development: base map (1), information panel (2-3), directory listing (1), specialty map (1), image/illustration guidelines.

**Design Phase:** 8-10 weeks (est.)

##### 2. Fabrication/Installation Cost

Cost allowance for fabrication and installation of all exterior components per selected level of materials, components, finish/detail:

- **Fabrication/Installation Cost** estimate (higher range): **\$182,500**
- **Site Conditions** allowance: **\$4,500**  
*above per cost estimates provided by Neokraft Signs, Inc. of Lewiston ME (attached last page)*

**Fabrication/Installation Phase:** 6-8 weeks (est.)

##### 3. Total Cost Project Fees, Expenses & Fabrication/Installation Cost

**TOTAL Project Cost** estimate (higher range): **\$242,250**

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#### **A. Additional Costs** Not included in Project Fee above

- Preparation of Competitive Bid Package (for release to multiple fabricators)

† 603.427.1300

f 603.427.1320



**Gamble Design LLC**

154 Maplewood Avenue

Portsmouth NH 03801

† 603.427.1300

f 603.427.1320

**B** PROJECT COST OPTION B (lower end of range)

**1. Design Fee**

Gamble Design will design and document an exterior sign/information system for the downtown wayfinding project toward a not-to-exceed (NTX) fee amount:

- **Design Fee** estimate: **\$28,500**  
plus project expenses allowance (printing, materials, travel, etc.): **\$1,500** (est.)

**Note:** Estimated fee described above is conditional upon the following: limited content development (maps, images, etc.), project duration (length of time), number of public meetings, travel (# of trips required), additional project coordination, etc.

**Project Tasks:** Final Program/Plan and Design of Downtown Visitor Information System (exterior signs/graphics) for Town of Bar Harbor per the following:

**Deliverables**

- Sign Location Plan
- Final System Typology (sign types/hierarchy)
- Design Package (design document set, sign location plan, addenda)
- Content Development: base map (1), image/illustration guidelines

**Design Phase:** 6 weeks (est.)

**2. Fabrication/Installation Cost**

Cost allowance for fabrication and installation of all exterior components per selected level of materials, components, finish/detail:

- **Fabrication/Installation Cost** estimate (lower range): **\$121,500**
- **Site Conditions** allowance: **\$4,500**  
*above per cost estimates provided by Neokraft Signs, Inc. of Lewiston ME (attached next page)*

**Fabrication/Installation Phase:** 6-8 weeks (est.)

**3. Total Cost** Project Fees, Expenses & Fabrication/Installation Cost

**TOTAL Project Cost** estimate (lower range): **\$156,000**

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**B. Additional Costs** Not included in Design Fee above

- Content Development: additional maps, images, directories, information panels, etc.
- Preparation of Competitive Bid Package (for release to multiple fabricators)
- Fabrication Coordination
- Installation Review (punch list)

Low Range Project Pricing							
Qty.	Sign Type	Description	Low Price Range	Unit Install Price	Low Range Sign Totals	Low Range Install Totals	Low Range Totals
3	G.1A	Freestanding Gateway Signs <i>*Plus Base and Granite; cost plus 15%</i>	\$ 6,684.64	\$ 800.00	\$ 20,053.92	\$ 2,400.00	\$ 22,453.92
4	B.1	Public Park ID Signs	\$ 3,725.00	\$ 800.00	\$ 14,900.00	\$ 3,200.00	\$ 18,100.00
2	V.1	Information Armature <i>double-sided</i>	\$ 3,455.00	\$ 800.00	\$ 6,910.00	\$ 1,600.00	\$ 8,510.00
13	D1.1	Vehicular Directional Signs	\$ 1,295.00	\$ 450.00	\$ 16,835.00	\$ 5,850.00	\$ 22,685.00
12	D2.1	Pedestrian Directional Signs	\$ 625.00	\$ 450.00	\$ 7,500.00	\$ 5,400.00	\$ 12,900.00
24	D3.1	Pedestrian Information Signs <i>double-sided</i>	\$ 500.00	\$ 450.00	\$ 12,000.00	\$ 10,800.00	\$ 22,800.00
6	P1.1	Parking ID Signs	\$ 800.00	\$ 450.00	\$ 4,800.00	\$ 2,700.00	\$ 7,500.00
6	P2.1	Parking Directional Signs	\$ 400.00	\$ 450.00	\$ 2,400.00	\$ 2,700.00	\$ 5,100.00

Unforeseen Digging Conditions  
 Barricades and Police Traffic Control

Cost plus 15%  
 Cost plus 15%

Low Range Project Total: \$ 120,048.92

High Range Project Pricing							
Qty.	Sign Type	Description	High Price Range	Unit Install Price	High Range Sign Totals	High Range Install Totals	High Range Totals
3	G.1A	Freestanding Gateway Signs <i>*Plus Base and Granite; cost plus 15%</i>	\$ 8,684.64	\$ 800.00	\$ 26,053.92	\$ 2,400.00	\$ 28,453.92
4	B.1	Public Park ID Signs	\$ 5,725.00	\$ 800.00	\$ 22,900.00	\$ 3,200.00	\$ 26,100.00
2	V.2	Information Armature <i>4 sided</i>	\$ 7,682.50	\$ 1,200.00	\$ 15,365.00	\$ 2,400.00	\$ 17,765.00
13	D1.1	Vehicular Directional Signs	\$ 2,295.00	\$ 450.00	\$ 29,835.00	\$ 5,850.00	\$ 35,685.00
12	D2.1	Pedestrian Directional Signs	\$ 1,025.00	\$ 450.00	\$ 12,300.00	\$ 5,400.00	\$ 17,700.00
24	D3.1	Pedestrian Information Signs - <i>4 sided</i>	\$ 1,200.00	\$ 450.00	\$ 28,800.00	\$ 10,800.00	\$ 39,600.00
6	P1.1	Parking ID Signs	\$ 1,200.00	\$ 450.00	\$ 7,200.00	\$ 2,700.00	\$ 9,900.00
6	P2.1	Parking Directional Signs	\$ 700.00	\$ 450.00	\$ 4,200.00	\$ 2,700.00	\$ 6,900.00

Unforeseen Digging Conditions  
 Barricades and Police Traffic Control

Cost plus 15%  
 Cost plus 15%

High Range Project Total: \$ 182,103.92