

WAYFINDING COST PROJECTION

STEPHENVILLE, TX

Thank you for contacting National Sign Plazas (NSP) as the City of Stephenville explores the benefits of implementing a city-wide wayfinding program. NSP's design-build platform will economize resources and ensure that the system comes to life. Many factors affect the final cost, including design elements, materials, and project scope, to name a few. This initial projection is intended to give the stakeholders an idea of the cost of implementation.



Large Vehicular Sign



Small Downtown Vehicular Sign



Gateway Sign

Initial conversations with the city have indicated the project's objective would be to capitalize on the robust visitor traffic in the region to boost economic activity in the downtown area. In addition, engaging daily visitors with a branded city-wide wayfinding program that introduces them to all that the city has to enjoy will encourage users to engage in local attractions and activities. Based on the number of destinations provided and the size of the city, NSP would project the total cost to design, plan, fabricate and install the vehicular element would be between \$140,000 to \$165,000. The total number of vehicular signs locations would be approximately 35-40. Additional downtown pedestrian features such as directional signs and map kiosks would add an additional \$50,000.

CONTACT US:

(214) 924-0943

NSP.BIZ

DALLAS DIVISION
903 N. BOWSER ST
RICHARDSON, TX 75081

WAYFINDING PLANNING - SCOPE OF WORK

To establish a framework for the project, NSP will conduct a stakeholders meeting. The results of the meeting will guide NSP in preparing a Summary Report. The Summary Report will outline the project and will be the guiding influence of the Wayfinding Plan. The report will consist of a summary and challenge statements for each project element, including vehicular, pedestrian, transitional points, parks and recreation, and special districts. The Summary Report will also include a Wayfinding Model, Planning Requirements, and a Project Mission Statement. After review of the Summary Report by the stakeholders, NSP will begin work on the Wayfinding Manual. This manual will consist of all the parts that will be required to bring the plan to fruition. It will include the complete package of Sign Designs, Branding Standards, Sign Scheduling, Sign Detail Sheets, Mapping Strategies, Field Analysis, Individual Site Plans, and Phasing Schedule. A sample of this package is available upon request.

Pages will consist of the various signs designs that will be used in the Wayfinding System. These signs include, but are not limited to:

- **Large Vehicular**
- **Small Vehicular**
- **Tertiary Signs**
- **Pedestrian - Directional**
- **Pedestrian - Informative**



BRANDING STANDARDS

- Arrow Forms
- Colors: Paint, Vinyl, Powder Coating
- Fabrication Instructions
- Fonts
- Installation Guidelines
- Logos
- Paint / Color Scheme
- Page outlining
- Sign Detail Sheets for Each Sign Design
- Sign Materials
- Text Included on Each Individual Sign, in Accordance Planning
- Wayfinding Model, MUTCD, & TXDOT standards

PLANNING DYNAMIC

Location map with sign locations, in accordance with Wayfinding Model. Recommended existing sign removal (*eliminates redundancy, reduces sign blight*)

- Field Analysis Individual Site Plan
- Field Analysis of Sign Locations
- Site Plan
- Sign Elevation
- Sign Scheduling
- Offset from Travel Lane
- Sight Triangle
- Traffic Algorithm
- Setback from existing Road Sign
- Sign Layout
- Phasing Schedule

If the project is to be completed over a series of fiscal cycles, NSP will construct a phasing timetable to accommodate budgetary constraints, ongoing construction, or planned construction upon the advice and schedule of the city.

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NATIONAL SIGN PLAZAS

COST PROJECTION BREAKDOWN

Design & Planning Component

\$45,000

DOT Compliant Vehicular Signs (*Fabrication and Install*) : \$100,000 - \$140,000

35- 40 locations - \$2,500 - \$3,500 per location

(*Cost variance factors, Size, Design Elements, Foundation, Posts.*)

Downtown Features: \$50,000 - \$65,000

(*Cost variance factors, Size, Design Elements*)

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