

City of Tillamook & Tillamook Area Chamber of Commerce Wayfinding Plan

Lennox Insites and Partners in Design
30 June 2017

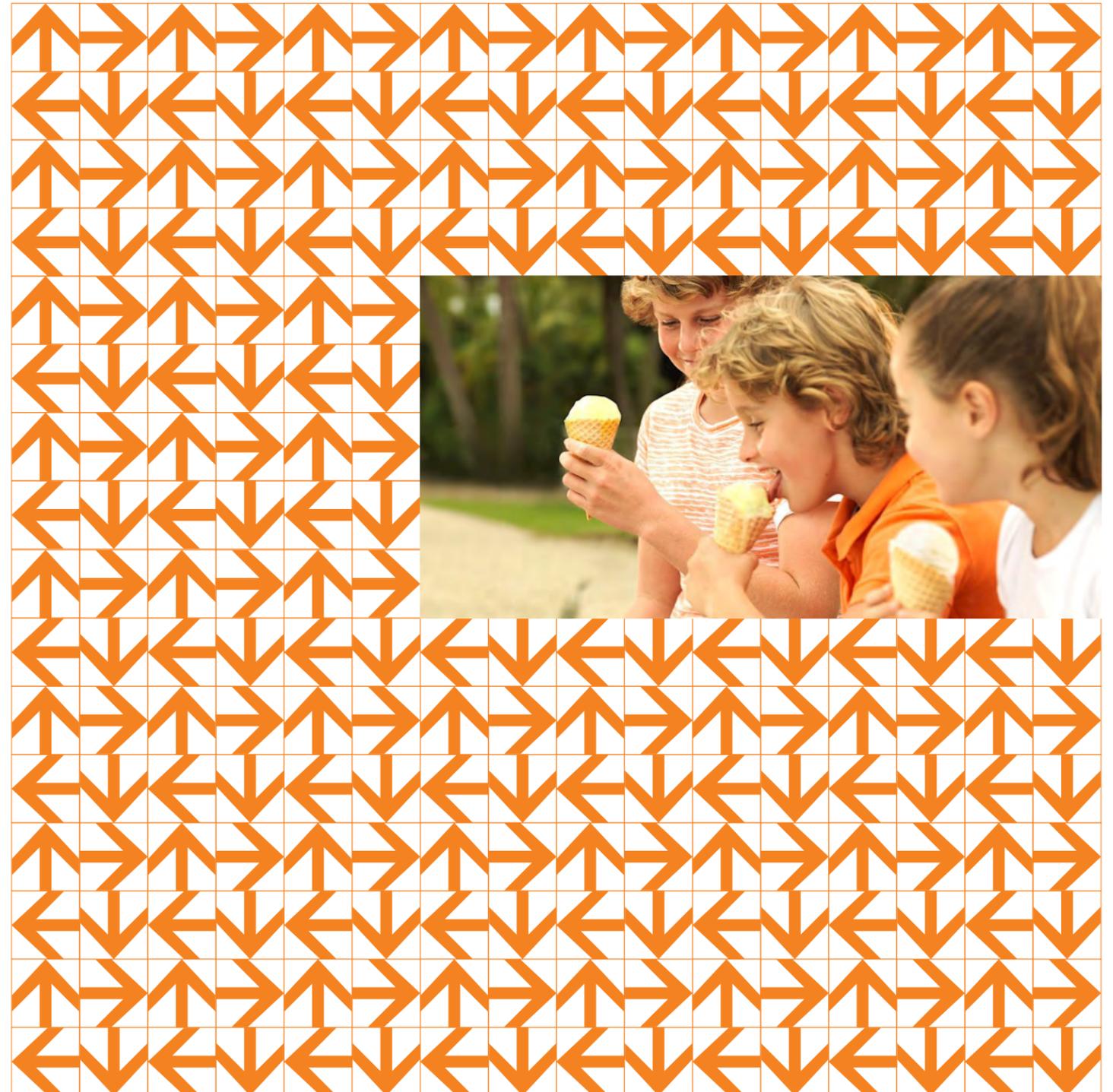


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Acknowledgments

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Introduction

The City of Tillamook is using the opportunity of the Oregon Department of Transportation's (ODOT) U.S. Hwy 101/OR Hwy 6 Traffic Improvement Project to develop a Wayfinding Plan for Tillamook with its first implementation, planned for the downtown Tillamook area.

The Tillamook Area Chamber of Commerce has been contracted by the City of Tillamook to lead this effort. The City of Tillamook's Wayfinding Plan is the first project that will implement the Visit Tillamook Coast Wayfinding Master Plan's designs for future use across Tillamook County. The use of these designs will ensure that the City of Tillamook's wayfinding system is part of an overall plan that provides a distinctive look and feel but is compatible—both visually and style-wise—with the planned county-wide system.

Background

For nearly 15 years, several city-led planning efforts have called for improvements to moving between destinations within Tillamook, including walking, cycling and driving. Past planning projects have also documented the need to make improvements in the physical infrastructure. The next step in this process is the design and development of a cohesive wayfinding system and putting in place a plan that will help the City of Tillamook to implement these efforts over several years.

The Case for Good Wayfinding

Beyond the need for basic navigation, identification and information, wayfinding systems serve an important role by defining a sense of place. In today's economic climate, it is not enough to simply know "You are Here." Rather, it's essential to engage the visitor and build an environment that illuminates and promotes "here."

Kiosks, directories, banners, interpretive elements and even regulatory signs can all enrich a visitor's experience. They bring awareness of different points of interest, retail districts, historical areas and landmarks that visitors may not know about and that may not be included in navigation technologies. They offer stories and traditions from the past. These added benefits of wayfinding not only enhance the spirit of a specific place but in a very tangible way help to create a cohesive brand—all while sustaining economic vitality and viability.

As the City of Tillamook welcomes more visitors, a well-defined wayfinding system will greatly enhance a visitor's experience on many levels. Better to enjoy the unique features of the city rather than to be lost and miss the city's charm. Wayfinding also provides benefits to residents—improving the ability of businesses and residents to provide good customer service to visitors; increasing local sense of pride in their own community; and a greater sense of security overall. New residents also benefit by having access to tools that help them get to know their new city quicker.



References

The Dairylands Brand Guide, Tillamook Area Chamber of Commerce
Tillamook – Wayfinding Technical Memo, Tillamook Area Chamber of Commerce – November 2016
Visit Tillamook Coast Wayfinding Master Plan – Draft II – December 2016

Methodologies

To ensure the success and viability of the process, a new Wayfinding Plan should be guided by the following principles:

- **Systematic** — when implemented, the plan becomes a system with each component playing a role in guiding visitors and residents. Wayfinding elements should fit together and be recognized as part of a system even though they may be different sizes and designs.
- **Consistent** — wayfinding elements should be consistent in their branding and use within the above system.
- **Adaptable** — the components of the wayfinding system need to be adaptable and serve a variety of purposes, including branding, visitor and resident orientation, improved traffic flow and support of economic development.
- **Sustainable** — as the wayfinding system is installed and built out, it will be critical to develop a maintenance schedule with clear lines of responsibility for inventorying, inspecting and cleaning. Managing the addition or subtraction of destinations as well as expansion into new areas will be ongoing. Annual budgets should allow for regular maintenance and for future replacement as needed.

Implementation and Growth

Once the initial components of this plan—welcome signs, downtown pedestrian wayfinding, parking, and destination locations—are completed, the installed components should be evaluated and any changes incorporated into the next phase. Message schedule and preliminary fabrication estimates will be provided upon committee approval. Review of the streetscape environment will be updated and further removal of unauthorized signs and obsolete elements will occur. Future phases of the plan will need to address the downtown wayfinding connection to city parks and recreation locations and ensure these additions are made using the above principles as guidance.

Project Phasing

Proposed project phasing is as follows:

- Phase 1 Welcome Signs
- Phase 2 Pedestrian & Directional Signs
- Phase 3 AD Pedestrian & Directional Signs*
- Phase 4 "Visit Tillamook Signs
- Phase 5 Kiosk (Downtown) & Park Kiosks

**AD signage (as referenced in the Location and Destination Schedules) will need to be installed after the completion of the Highway 101/6 ODOT project. Estimated installation of 2019.*



DETERMINE OBJECTIVES:

- OUTLINE VISITOR EXPERIENCE
- SCALE & BUDGET OF THIS PLAN
- RESEARCH TO MAKE THE CASE
- FABRICATION & LONGEVITY GOALS



DESTINATIONS:

- MATRIX OF PRIORITIES
- CITY'S 'BIG PICTURE' AND TOURISM SYNERGY
- COMMUNITY WORKSHOPS TO HEAR COMMUNITY



LOCATIONS & WAYFINDING:

- HEIRARCHY PLAN OF SIGN LOCATIONS
- COMMUNITY MAP
- REVIEW SIGHT LINES & LEGIBILITY STANDARDS



MESSAGE SCHEDULE:

- DETERMINE TILLAMOOK'S WAYFINDING "LANGUAGE" FOR SIGNAGE
- CREATE A DOCUMENT OF SIGN TEXT
- ON-SITE REVIEW

Design Toolbox / Typography and Legibility

Typography is a powerful tool available to support the City of Tillamook Wayfinding Plan brand and should be used consistently in program communication to maintain a strong and unified plan expression. Domaine Display and Century Gothic, the primary font families for the Dairylands brand, have been carried over into this wayfinding program.

The Tillamook Wayfinding Plan also includes the recommendation for use of a tertiary font, for broader communication purposes. The Bebas Neue font family has been selected for this purpose for its great legibility and compatibility with existing county and ODOT signage.

Where does scale and legibility truly matter? The key issue for any wayfinding sign is finding the right dimensions for the unique needs of a particular place. To transportation departments, the legibility issues that matter most are size and contrast for vehicular signs. Testing for scale in various environments should not only be part of the approval process, but should also be a key step to evaluate the effectiveness of wayfinding elements in the environment.

There are many factors to consider when deciding letter height on signage. The rule of thumb in most studies is letterforms should be clearly legible from 30 feet per inch of height. If the typography is used along a road, speed and time are other key factors (*see charts, right*).

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
1"	10'	30'
2"	20'	60'
3"	30'	90'
5"	50'	150'
7"	70'	210'
10"	100'	300'
12"	120'	360'
15"	150'	450'
18"	180'	540'
24"	240'	720'
30"	300'	900'
36"	360'	1080'

Example: if a sign will be viewed from 300' the recommendation is for letter height to be between 10" and 30" tall

Domaine Display Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&

Century Gothic Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&

Century Gothic Bold
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTU-
 VWXYZ

DURATION OF READABILITY (TIME IN SECONDS)					
		Letter Height			
		4"	6"	8"	10"
M.P.H.	25	5.5	8.2	10.9	13.6
	35	3.9	5.8	7.8	9.7
	45	3.0	4.5	6.1	7.6
	55	2.5	3.7	5.0	6.2
	65	2.1	3.1	4.5	5.7

Example: if a car passes a sign at 45 mph, 6" high letters will be legible for 4.5 seconds

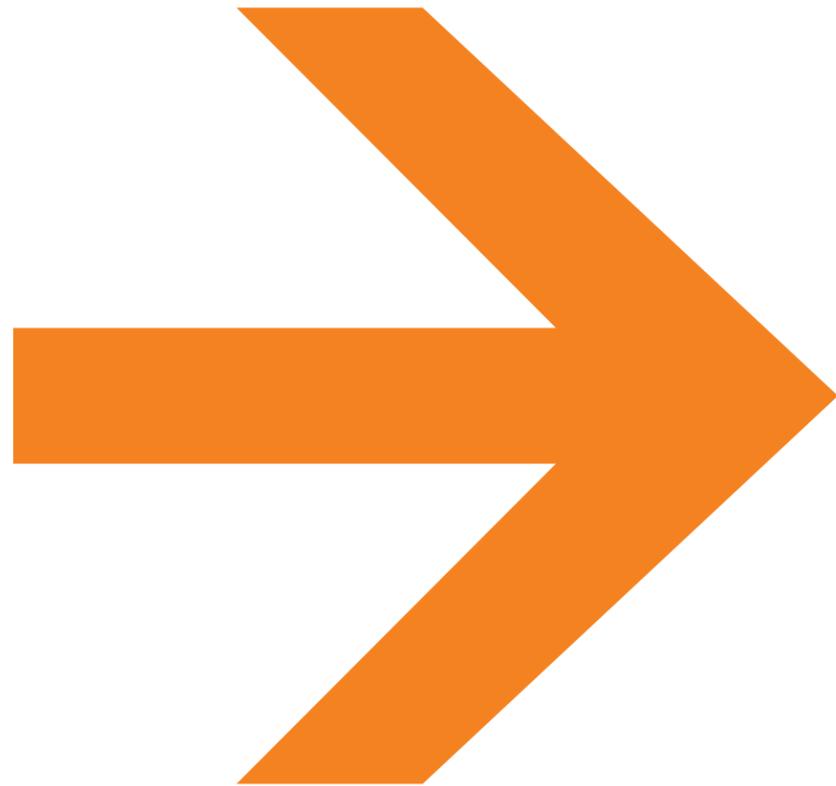
BEBAS NEUE
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&

Source: Stouse Signs
<http://blog.stouse.com/4-critical-factors-signage-letter-size-visibility/>

Design Toolbox / Directional Arrow

In its simplest form, an arrow is a line with a triangle affixed to one end, to point or indicate direction. For the City of Tillamook wayfinding program, the arrow extends navigation, and points to the next Tillamook visitor attraction.

Two arrows have been designed with the Dairylands branding, clarity, and distinction in mind. Each has its distinct application. The bolder arrow is used on Directional signage for vehicular traffic. The lighter-weight arrow is used on sidewalk Pedestrian wayfinding signage. These alternate weights ensure better legibility standards.



Bolder Arrow: Directional Signage for Vehicular Traffic



Light-weight Arrow: Pedestrian Wayfinding Signs



Design Toolbox / Color

The brand colors for the City of Tillamook and The Dairylands have been utilized in the Downtown Wayfinding Plan. "Tillamook Orange" is the primary color on much of the signage components. Black has been added to the wayfinding palette for its high contrast and legibility.

Additional colors are required to diversify the signage and to create a highly effective wayfinding program. Five colors have been selected for their complementary color values and close proximity to structural elements in the fabrication program. "Creamy Buff" references dairy-lore and adds a natural/historical context. "Tillamook Grass" is associated with the park kiosks.

All colors are specified by common name and CMYK formulas.



Design Toolbox / Color Legibility

The brand colors of the Tillamook Dairylands are distinctive and instantly communicate the community's point of view. **Color plays a large role in communications. In wayfinding it plays an even more important role in contrast and legibility.** In The Dairylands Brand Guide publication, the differences in legibility between a paragraph text in orange and a paragraph in black are clear. However, orange text does make a very welcoming impression. The iconic orange is significant to the brand, fun and visitor-friendly, but its use must be balanced, and sometimes adjusted, so as not to sacrifice readability.

Color Usage in Signage

We have tested Tillamook Orange in the field and reviewed its effectiveness regarding color contrast and legibility closely. The streetscape can be a difficult visual environment (light, speed, distraction, distance) that can further undermine communication.

Modification

This page shows how subtle differences in color modification may benefit legibility without diminishing the strength of the brand. Final color proofs will be evaluated and confirmed during fabrication.

Brand:

Tillamook Orange

RECOMMENDED

Step 1:

Contrast increased 4%

Step 2:

Contrast increased 8%



Design Toolbox / Materials and Processes

City of Tillamook sign structures honor the architectural heritage of Tillamook, and extend a strong graphics brand for The Dairylands. Constructed of regional materials with local craftsmanship sensibility. The plan’s materials palette incorporates regional materials such as substantial unfinished timber (which will weather), rough slab stone or river rock bases, exposed craftsman hardware and slotted sign faces—all of which represent Northwest-style craftsmanship.

A wayfinding program is meant to last for a long period of time, sometimes as long as 20 years, so specified technologies and fabrication are crucial to longevity in the field. With the client, we will evaluate the elements of cost, performance, environment, vandalism, maintenance and flexibility.

Recommended Sign Specifications and Materials Palette

Posts

Gateways: Western red / Port Orford Cedar, UV inhibitor

Directionals: pressure treated wood, UV inhibitor

Pedestrian Wayfinding: aluminum, powder coated

Kiosks: aluminum, powder coated

Park Kiosks: Western red / Port Orford Cedar, UV inhibitor

Bases

Gateways: local rough stone, bases should be engineered

Pedestrian Wayfinding: cast aluminum post sleeves (break-away posts), powder coated

Kiosks: custom, cast aluminum post sleeves (break-away posts), powder coated

Sign Faces

Gateways: painted aluminum “boards” mounted to solid background of same color, with “grooves” created by spaces between boards. Additional graphics layer cut from aluminum, flush mounted to minimize vandalism. Alternate to be bid and evaluated by Council: High pressure laminate (HPL) composite panels with routed or assembled groove.

Pedestrian Wayfinding: powder coated aluminum panels with laser cut vinyl graphics

Directional & markers: powder coated aluminum panels with laser cut vinyl graphics

Kiosks: HPL panel, powder coated aluminum panels with laser cut vinyl graphics. Display cases

Park Kiosks: HPL panel

Hardware

Hardware, gussets and end-caps: Galvanized steel, welded joints. Optional painted finish will be considered to conform with branding guidelines

Cow finials: Cast aluminum with painted highlight

Directionals: Direct bury in new concrete footing or buried J-bolts with plate and through-bolts

Sign Graphics: Fabrication Options and Media

Vinyl

Polyvinylchloride (PVC) film that, in sign-making, is backed with an adhesive that creates a strong bond to a variety of impervious surfaces when pressure is applied. The application and removal process is fairly easy for a professional sign shop. Vinyl graphics typically last an average of twice the life expectancy of most paints used in traditional applications. Long-term UV exposure can shorten the life of this process.

High Pressure Laminate (HPL)

This signage process uses heat and pressure in fabrication, resulting in a final product that is a permanent fusion of image and HPL that does not delaminate, separate, crack or peel. Signs and murals are generally impervious to moisture and extremely resistant to UV rays, scratching, impact damage, and graffiti. Digitally printed subsurface images, with unlimited color, are fused into a single panel with phenolic and melamine resins. HPL lifespan is generally guaranteed for 10 years.

Porcelain Enamel

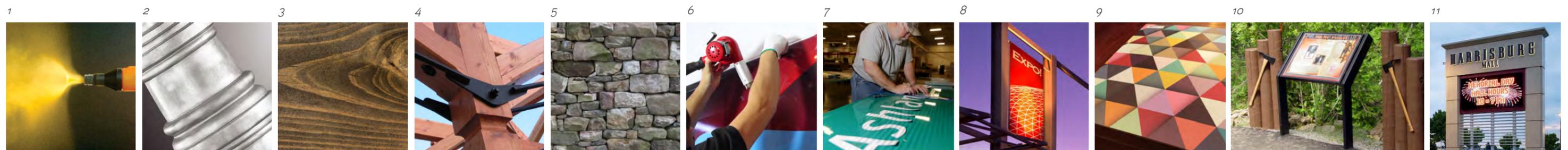
This traditional type of metal sign utilizes porcelain enamel paints topped by a ceramic slip to create a durable, glass-like surface that’s mostly impervious to environmental conditions. Porcelain can be wiped clean and is highly weather and UV resistant. Subway stations, bus terminals, tunnels and bridges have adopted this type of signage for that very reason. Unlimited color and photo-techniques are possible. The process is most vulnerable to impact damage and is considerably higher in cost to HPL and vinyl. Generally guaranteed for 10 years, enamel signs often have a 20-30 year life span.

Electronic Messaging Center (EMC)

Computerized programmable electronic visual communication devices designed for an outside environment. They are programmable and can even change automatically depending on the time of day, are capable of storing and displaying different images and formats that can be programmed to show for different lengths of time. Ultra-bright full color LEDs allow the sign to still be seen in the sunlight and make it an effective marketing tool during all hours of the day.

Photos: left to right:

- 1 powder coated aluminum panels
- 2 cast aluminum post covers
- 3 pressure treated wood
- 4 steel brackets, hardware and ties
- 5 stone bases
- 6-7 vinyl graphics
- 8-9 high pressure laminate panels
- 10 porcelain Enamel
- 11 electronic messaging center



Design Toolbox / System Management

System Management:

A wayfinding program is meant to last for a long period of time, sometimes as long as 20 years, so it can't be considered "complete" after implementation. In addition, the environment changes over time, requiring a wayfinding program to be developed to consider expansion, destination change, design improvements and system damage.

Materials Selection and System Durability

Material selection plays a crucial role in system durability. A wide range of environmental factors from pollution, to ultraviolet light, to vandalism can shorten the life of a wayfinding program dramatically. The key to wayfinding program longevity is to specify materials and methodologies based on an intended lifespan that can range from 1 to 20 years. Material selection generally falls into these broad areas:

Paints and Coating: These items generally have the most visual manifestation of wear over time. Technology has extended longevity greatly in the last few years, but it is important not to underestimate the environment's impact on fading. In addition frequent cleaning and changes can compromise painted elements.

Printing: Like paint, digital printing has improved greatly in durability. Where at one time it was thought that only baked printing processes like porcelain could withstand environmental rigors now a variety of printing approaches from printing on high pressure laminate to vinyl combined with weather resistant coating can stay durable over long periods of time. Like paint, printed materials fade under intense environmental conditions.

Substrates and Framing: Aluminum, steel, wood, stone and concrete are all underlying materials that can be utilized by the City of Tillamook.

Managing the System

In addition, wayfinding programs must be managed. There are three key management areas that communities should consider:

Maintenance: From regular cleaning to repairs to replacement, maintenance is an ongoing issue that never goes away throughout the life of the program.

Change: Managing the addition or subtraction of destinations as well as expansion into new areas.

Removal: Managing the streetscape environment including the removal of unauthorized signs and obsolete elements.

Maintenance

Maintaining programs over time requires a great deal of diligence, as well as an understanding that maintenance should be incorporated into planning and design process, to ensure effective program maintenance when the program is implemented.

Signage does require cleaning, replacement of parts, repair from vandalism and weather. Don't wait until your signage starts to negatively impact the way your brand is promoted before acting. Regular signage maintenance not only ensures your brand always looks great, but it'll also allow you to get the most out of your signage investment and prolong the need for full replacement.

Finding groups that can consistently maintain and manage wayfinding programs is difficult. Costs can often range from 7-15% of total capital expenditures on a yearly basis, and people must be found that can dedicate their time to ongoing

management. While larger cities have been leaving this task up to special service districts, smaller cities and communities often must rely both on Public Works departments and contracts with private companies. Maintenance may draw from either the public or private sector, or a combination of both. When it comes to wayfinding management clear guidelines are crucial to ongoing success. Many successful programs post their guidelines in public places to ensure that the public understands which entities are responsible for program management.

To understand maintenance needs and challenges, it is always a good idea to consult municipalities with similar systems. Many signage programs should be referenced in order to formulate a framework of tasks, guidelines and resources. Observing both large and small programs would be useful to the City of Tillamook's wayfinding program. Here are a few examples to consider and study:

<https://www.university-heights.org/Streets/SignMaintenancePlan.pdf>

<http://www.townofbrandon.com/wp-content/uploads/2014/03/Sign-Policy-Town-of-Brandon.pdf>

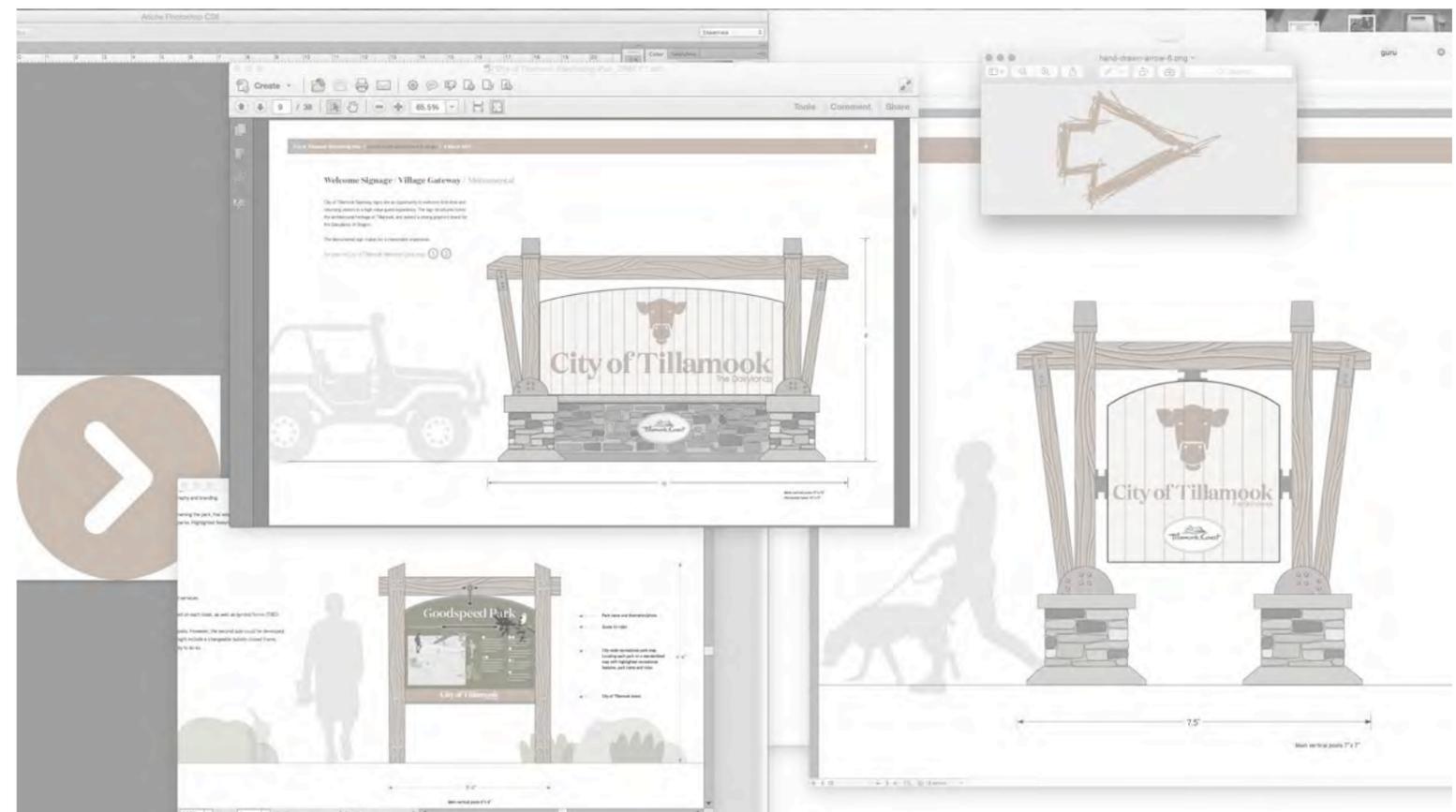
https://safety.fhwa.dot.gov/local_rural/training/fhwsa09025/

<https://partnersindesign.wordpress.com/2017/04/06/after-all-that-hard-work-signage-maintenance-plans/>

Schematic Designs

The schematic designs for the City of Tillamook Wayfinding Plan seek to define the general style, scope and conceptual design of the project including scale and relationships between the various components. The pages that follow include schematics for gateway monumental signage, village pedestrian wayfinding, directionals, and city and park kiosks, among others.

Note that at this time, dimensions that appear on the Schematics are approximations, based on multiple site visits and discussions. Design-Intent Drawings, to confirm and detail true dimensions, can begin after Committee approvals of Schematic designs and receipt of any requested planning documents. Design-intent drawings will be included in the final wayfinding plan, along with preliminary fabrication estimates.



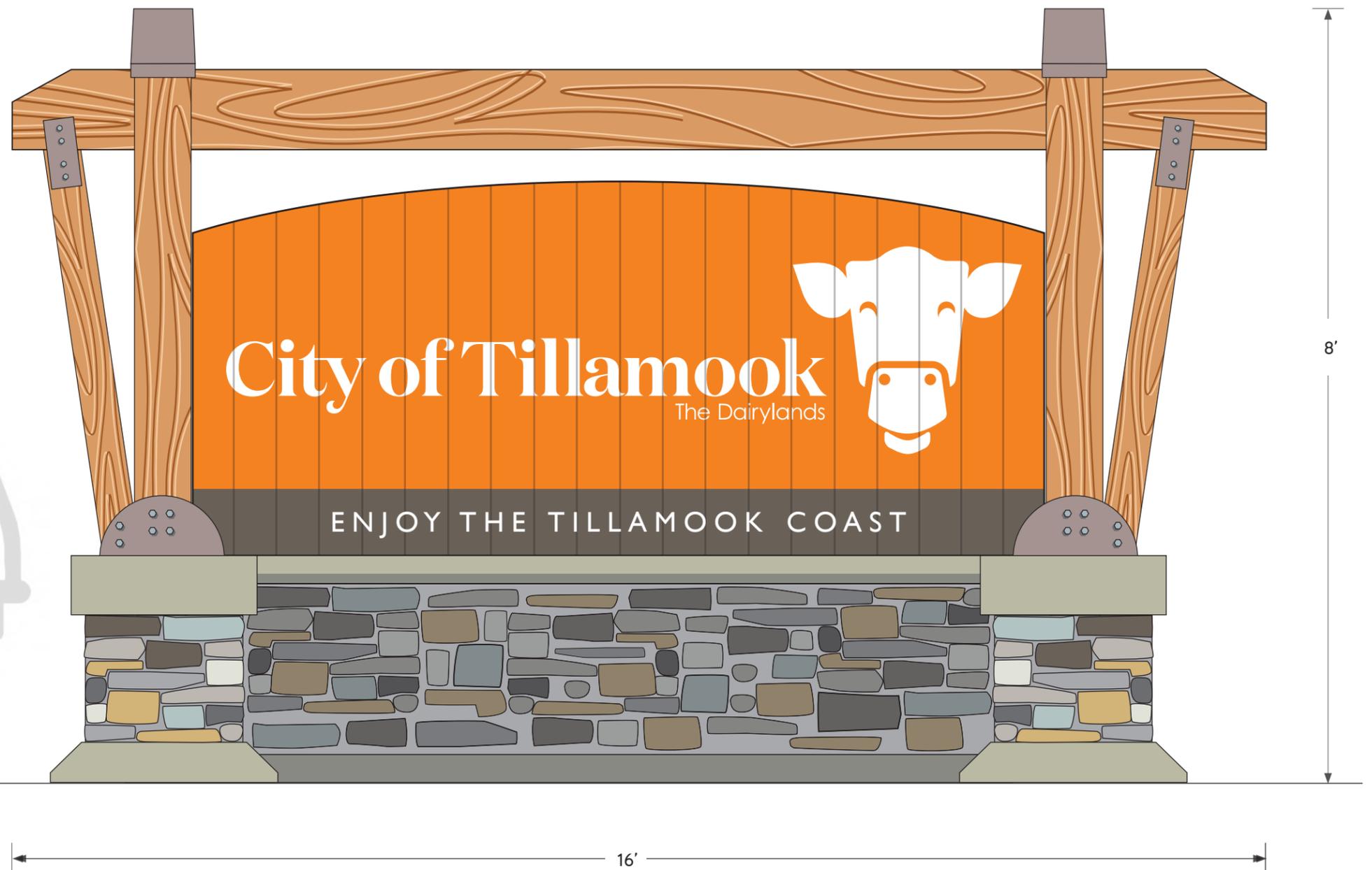
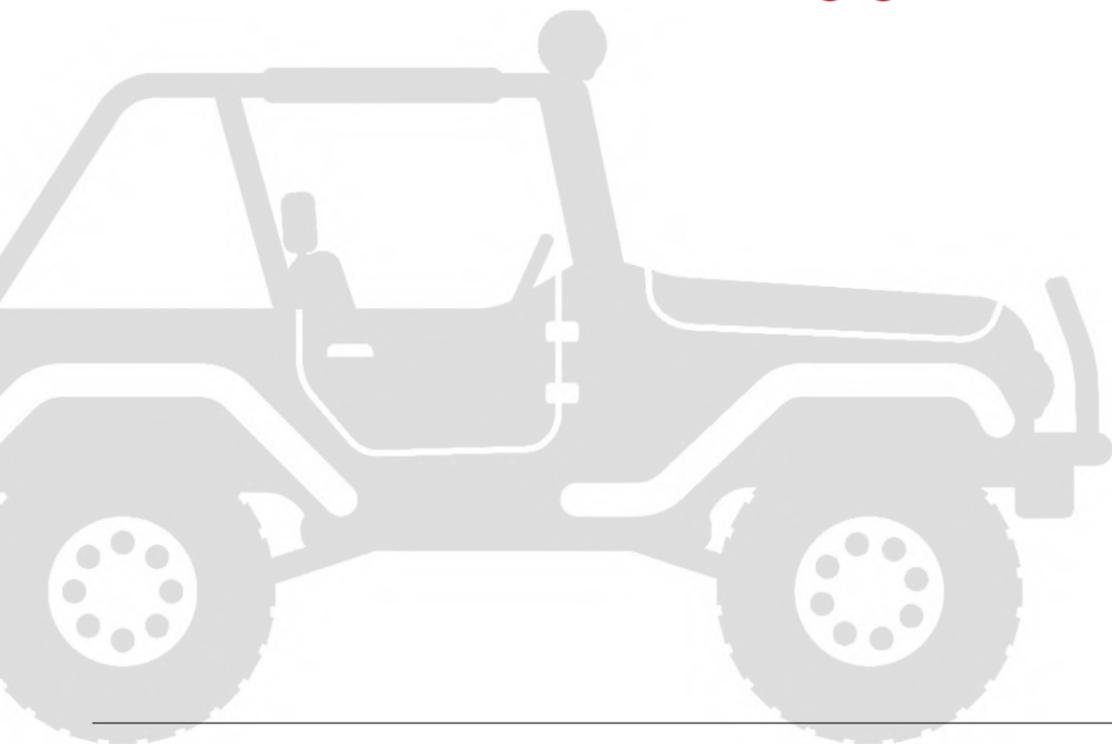
Welcome Signage / Village Gateway / Monumental

City of Tillamook Gateway signs are an opportunity to welcome first-time and returning visitors to a high value guest experience. The sign structures honor the architectural heritage of Tillamook, and extend a strong graphics brand for The Dairylands of Oregon.

Materials include substantial unfinished timber and rough stone bases. Design elements include exposed galvanized steel craftsman hardware and end-caps. Sign faces are either painted aluminum or high-pressure laminate composite panels, that give the appearance of tongue and groove.

Note: A lighting plan for the Welcome Gateways will be necessary for nighttime and stormy weather conditions. Electrical resources will need to be installed. Lighting to be spec'ed by wayfinding team and designed/engineered by the selected fabricator.

As seen on City of Tillamook Welcome Signs map **W1** **W3**



Main vertical posts 11" x 11"
Horizontal beam 14" x 5"

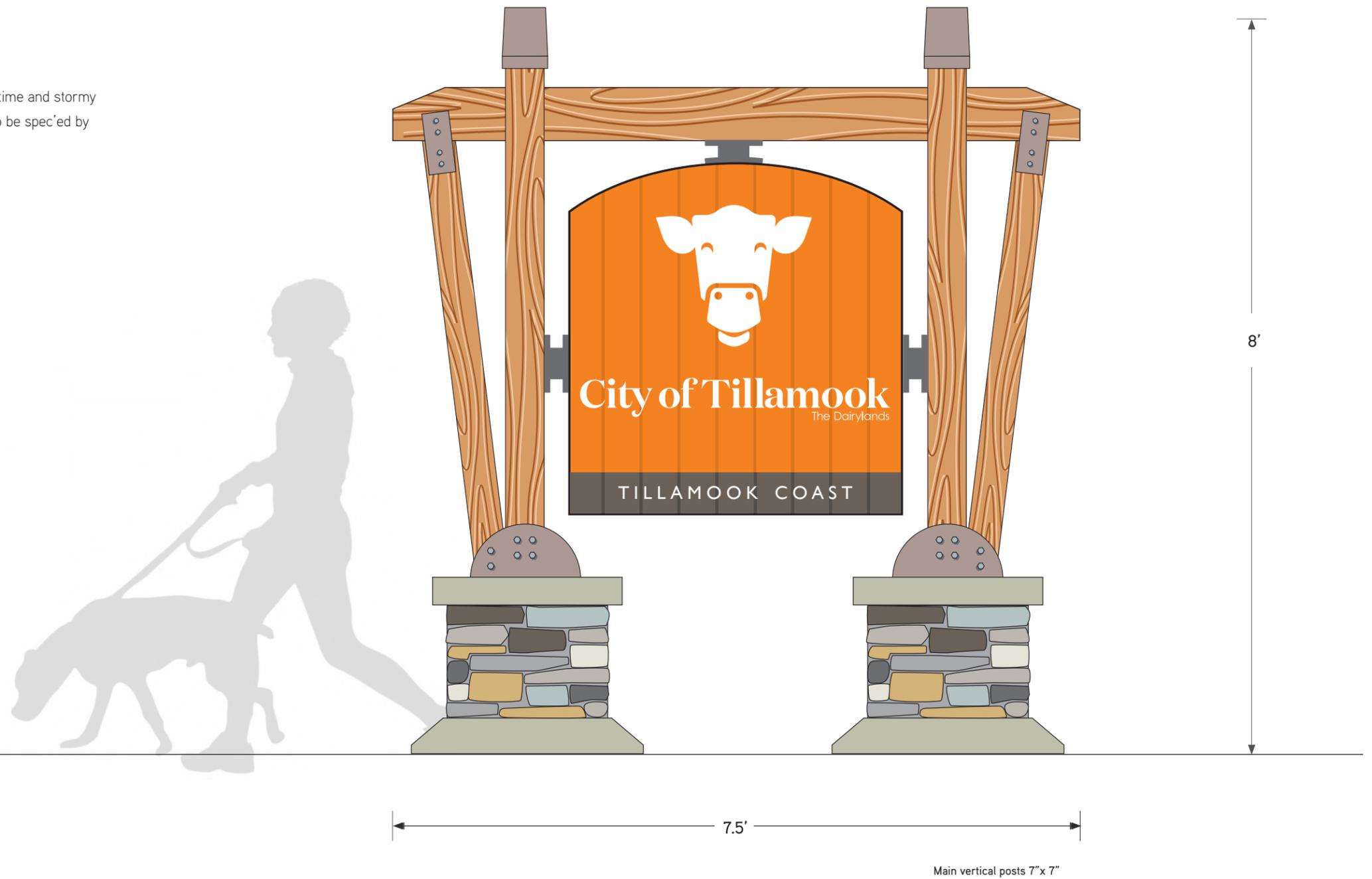
Welcome Signage / Village Gateway / Double Post

Gateway signs include substantial unfinished timber (which will weather) and rough stone bases. Design elements include exposed galvanized steel craftsman hardware and end-caps. Sign faces are either painted aluminum or high-pressure laminate composite panels, that give the appearance of tongue and groove. Long-term materials and techniques that reduce vandalism are utilized, with special consideration given to weather resistance.

The Double Post version allows for a larger “welcome” message.

Note: A lighting plan for the Welcome Gateways will be necessary for nighttime and stormy weather conditions. Electrical resources will need to be installed. Lighting to be spec'ed by wayfinding team and designed/engineered by the selected fabricator.

As seen on City of Tillamook Welcome Signs map **W2** **W5**



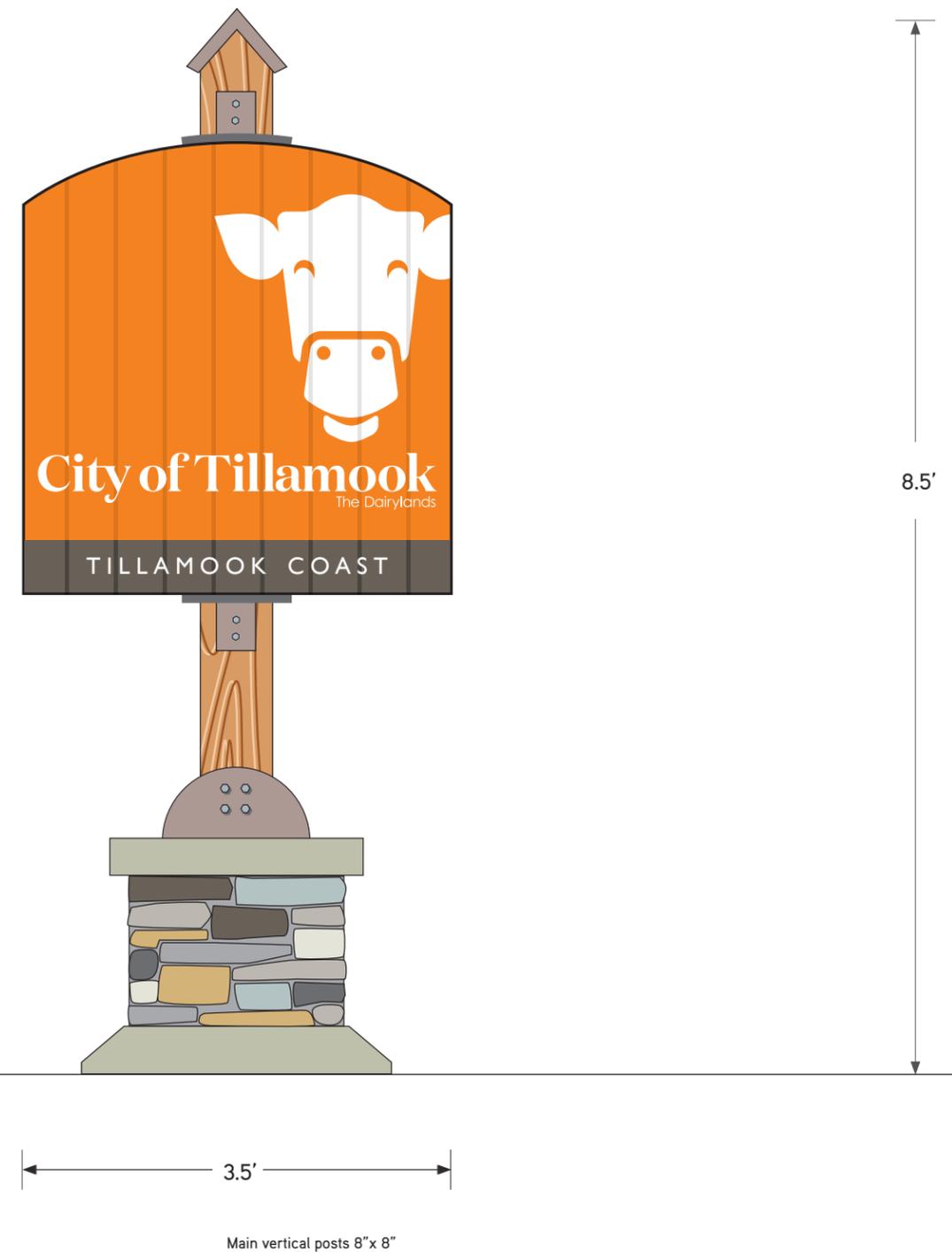
Welcome Signage / Village Gateway / Single Post

City of Tillamook Gateway signs are an opportunity to welcome first-time and returning visitors to a high value guest experience. The sign structures honor the architectural heritage of Tillamook, and extend a strong graphics brand for The Dairylands of Oregon.

Gateway signs include substantial unfinished timber (which will weather) and rough stone bases. Design elements include exposed galvanized steel craftsman hardware and end-caps. Sign faces are either painted aluminum or high-pressure laminate composite panels, that give the appearance of tongue and groove.

Note: A lighting plan for the Welcome Gateways will be necessary for nighttime and stormy weather conditions. Electrical resources will need to be installed. Lighting to be spec'ed by wayfinding team and designed/engineered by the selected fabricator.

The Single Post design allows for a smaller footprint where viewing distance is shorter and driving speeds are slower. At this time a single post gateway is not being specified in this plan, but may be utilized in the future when other entrances are considered.



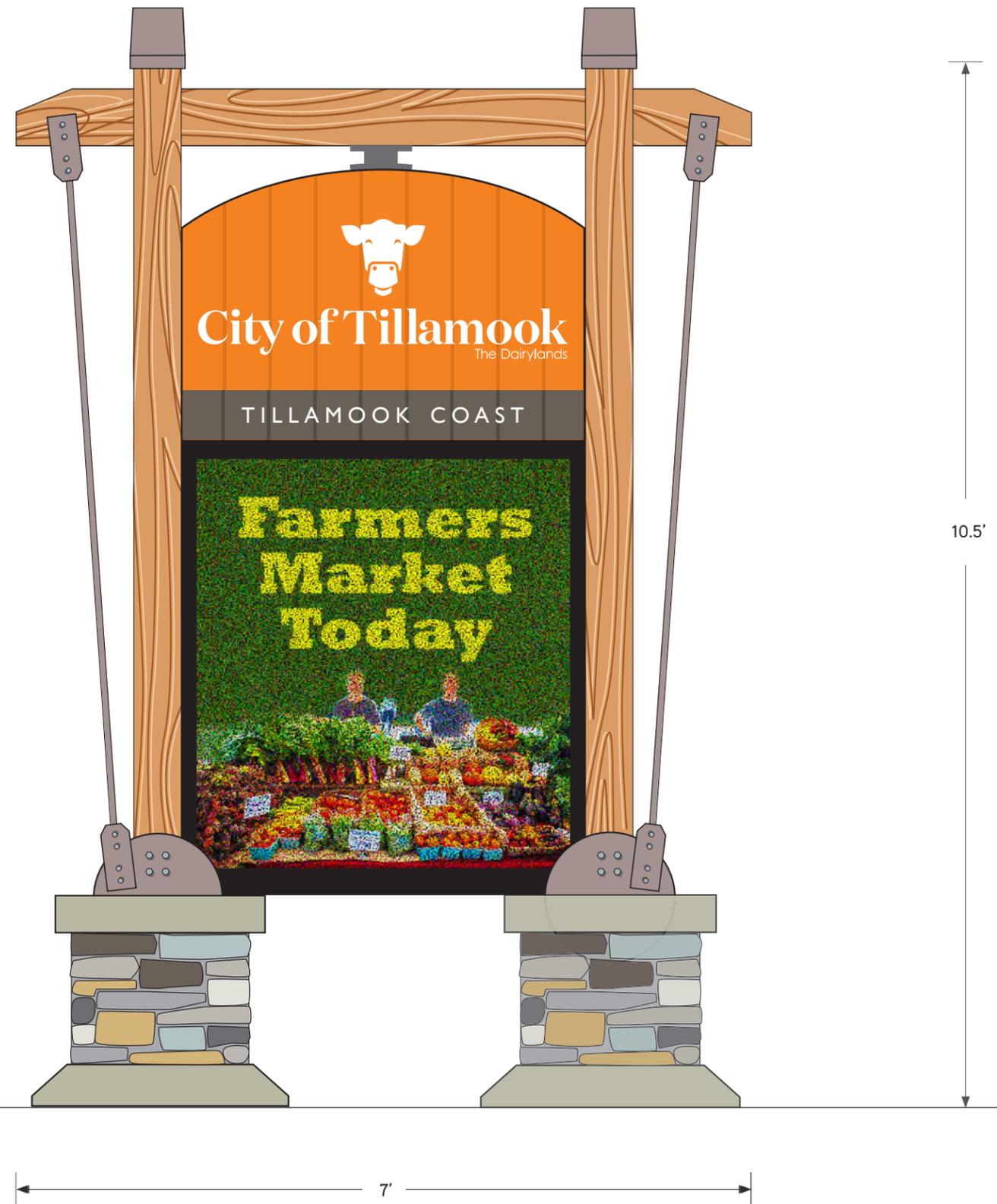
Welcome Signage / Village Gateway / Electronic Message Center (EMC)

City of Tillamook Gateway signs are an opportunity to welcome first-time and returning visitors to a high value guest experience. This gateway sign incorporates a permanent graphic welcome on the top portion, and a LED flexible electronic message center.

Note: A lighting plan for the Welcome Gateways will be necessary for nighttime and stormy weather conditions. Electrical resources will need to be installed. Lighting to be spec'ed by wayfinding team and designed/engineered by the selected fabricator.

As seen on City of Tillamook Welcome Signs map 

Note: The location of the EMC, as proposed, will require Tillamook County and Tillamook County Pioneer Museum approval for placement.



Pedestrian Wayfinding / Downtown

Downtown Pedestrian Wayfinding signage enlivens the visitor experience and extends helpful services. Directionals and identification signage make businesses and destinations more accessible, fun to find, and add visual appeal to streetscapes.

This plan is based on user studies and streets parameters and allows for only 4-6 destinations per direction, with a maximum of four directions (N, S, E, W). Consequences to adding more items per sign are confusion and a dense wayfinding plan.

These pedestrian wayfinding signs have built-in flexibility.

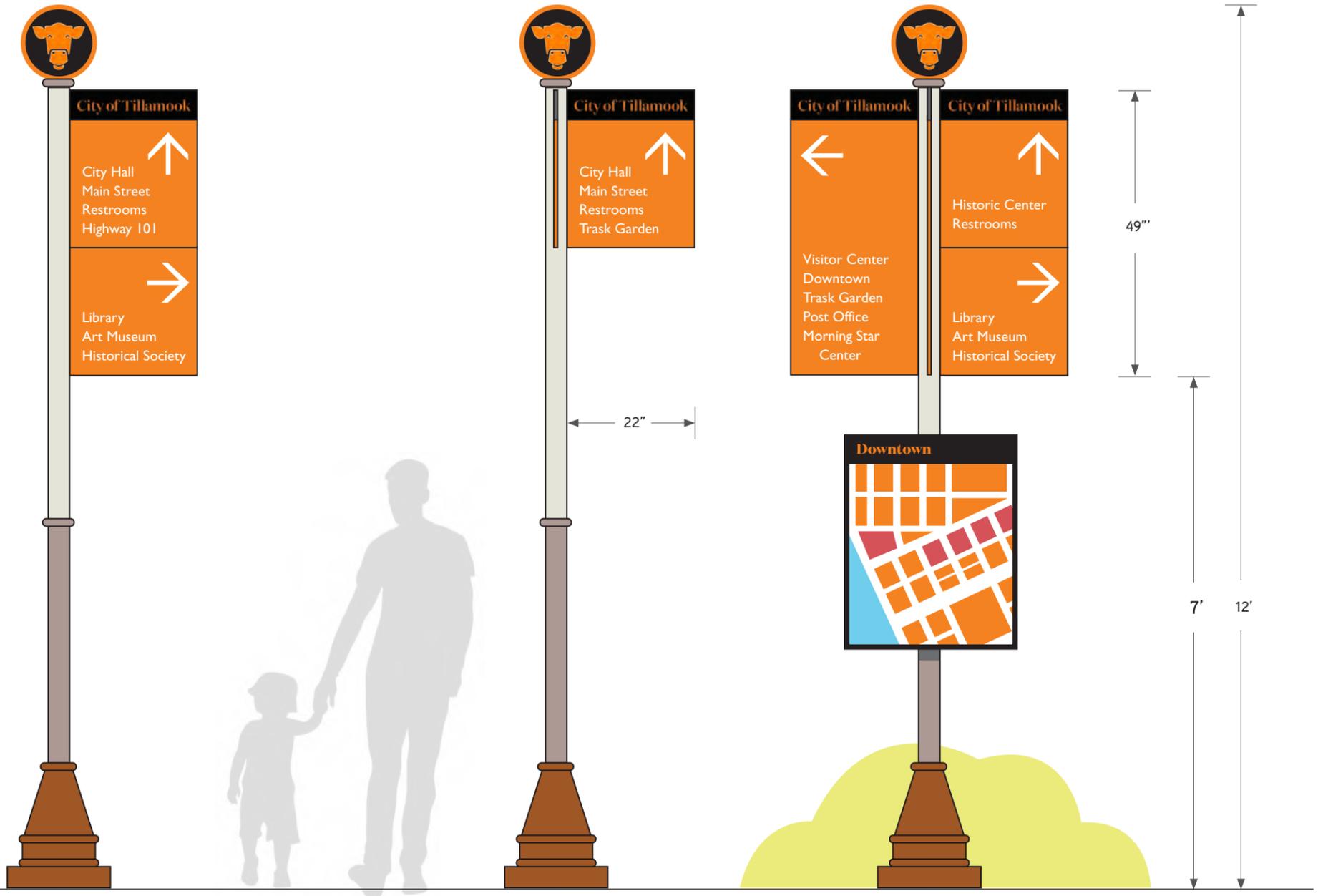
- sign panels can be updated individually
- vinyl graphics on metal panels are cost-effective
- system utilizes Tillamook's color scheme
- highlights a unique sculpted finial on top

Note: It is recommended to not use private names on signage, other than in specific instances where there is no feasible way to disassociate destination drivers. For example: "Cheese" vs "Blue Heron Cheese" and "Tillamook Cheese"; "Breweries" vs "Pelican Brewery" and "de Garde Brewery" or "Museum" vs "Pioneer Museum" and "Air Museum"

City of Tillamook
cast medallions
2-tone painted and
filled, secure-welding
for anti-vandalism

Each signpost has
the flexibility to utilize
a varying number of
panels—from a single
small panel to a maximum
of 4 large panels

Cast base adds distinction
to a post and sign and
covers the transition of
the sign post into the
pavement.



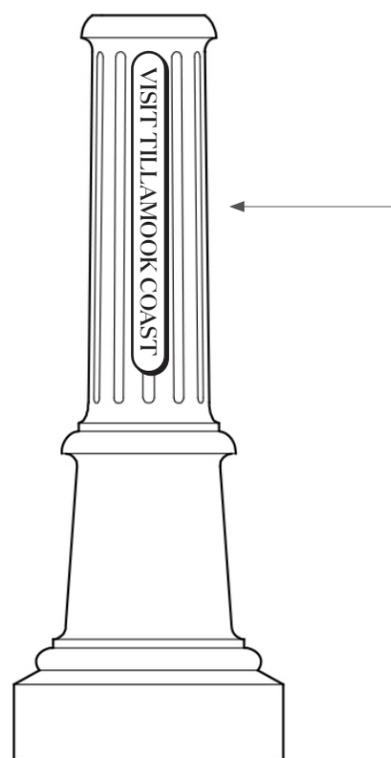
Wayfinding variation for
limited sidewalk area locations.
Wayfinding pole with additional downtown
map installed at eye-level.
36" x 28"

Pedestrian Wayfinding / Schematics Update

The schematic concept visual shown on the previous page is appropriate and intended for community review. This page outlines more design detail regarding the specification of cast aluminum poles and bases. Here is an existing considered product that can be modified into the wayfinding design plan.

OPTION: If the pedestrian wayfinding signage program receives over 75% of funding from County Transient Lodging Tax, a Tillamook Coast plaque will be incorporated into a "grooved" pole's base in a cost-effective solution. If the poles are solely funded through City-derived funds, a non-grooved sign pole base will be used.

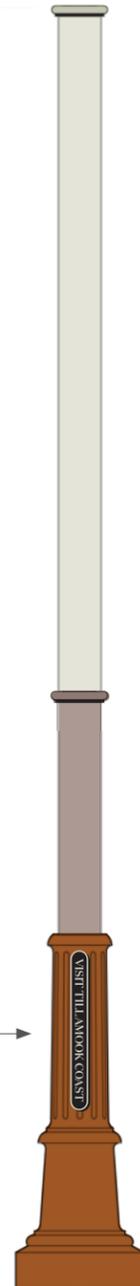
Note: Wayfinding and directionals placed along Main Ave, Pacific Ave, and 3rd St will be breakaway installations. Detailing to be determined by fabricator and engineers.



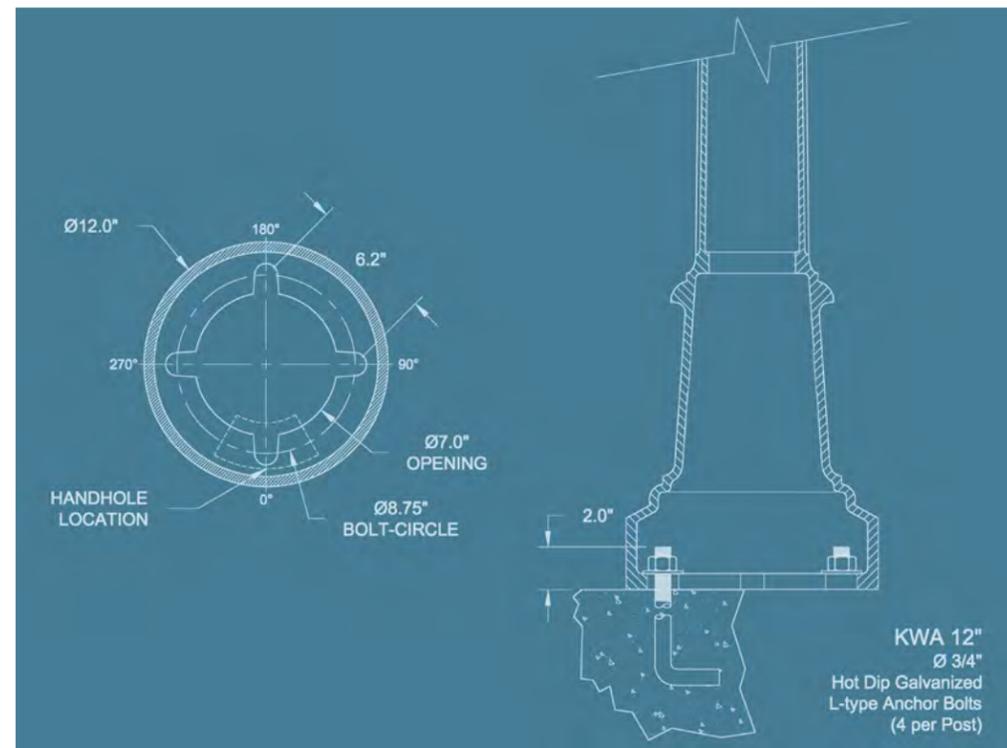
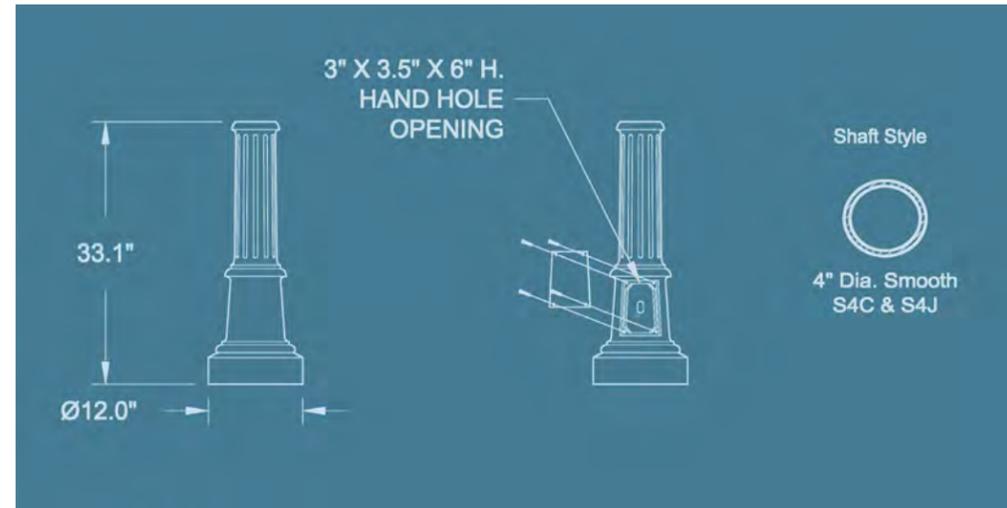
Location of "Tillamook Coast" plaque on wayfinding sign base. One side, facing out to primary street.



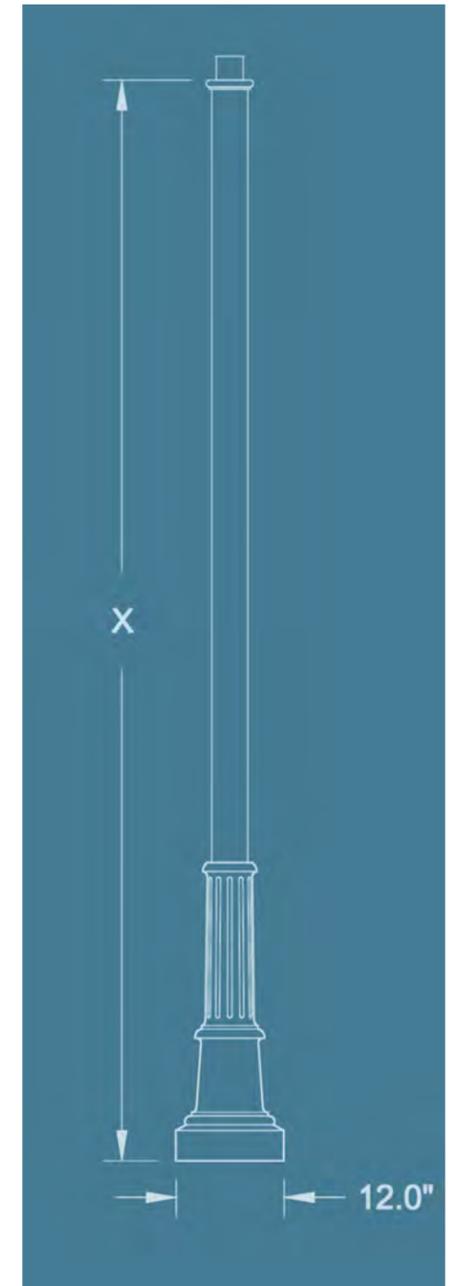
Aluminum plaque deep etched and enamel filled.



Base with powder coat color, 3-tone pole with separator ring and cap. Cow medallion not shown in this drawing.

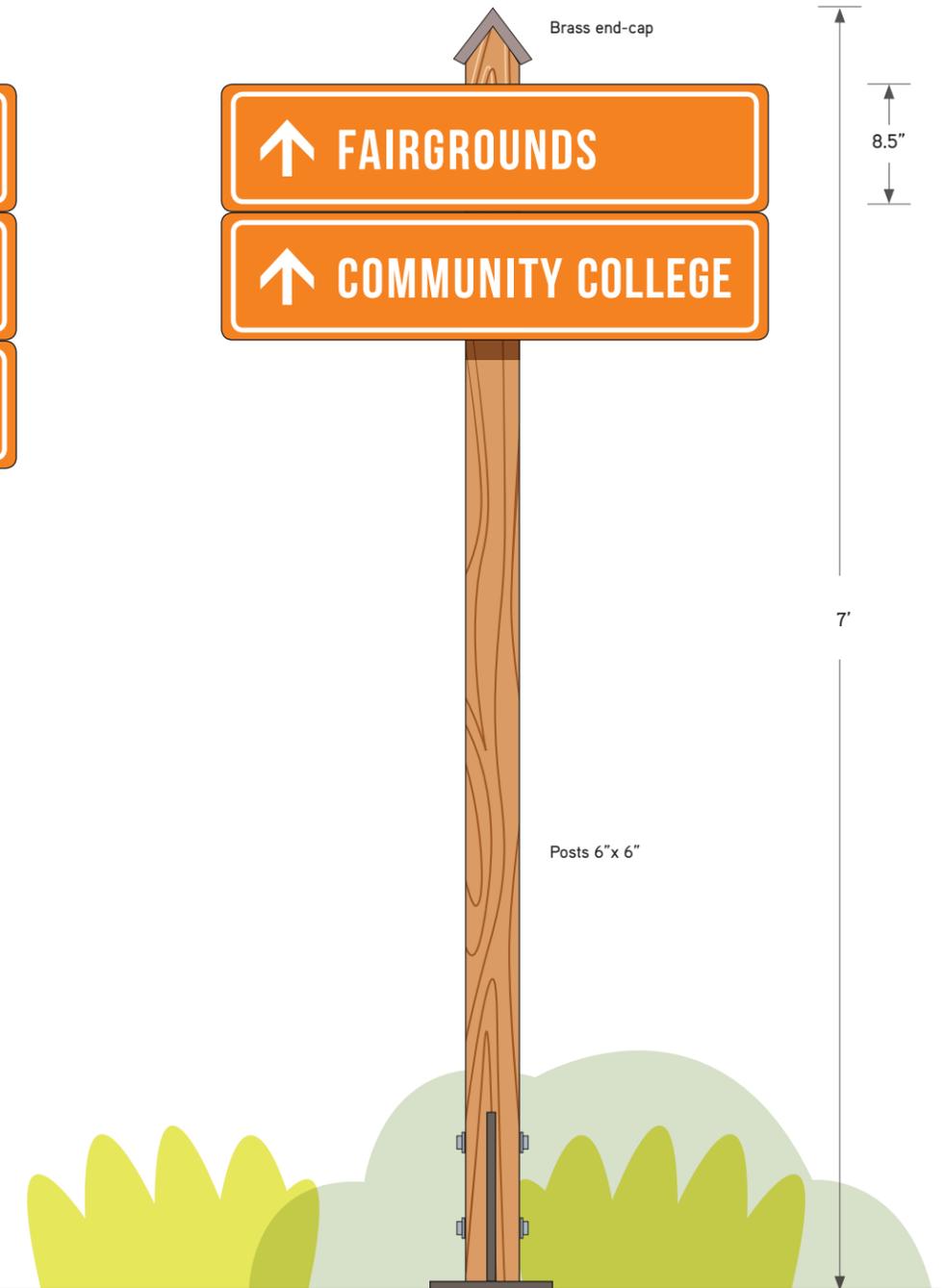


Specified aluminum base and pole. Kentwood by Holophane.



Directionals / In-City

Directional signage is primarily for reduced speed vehicles. In-city hybrid signage directs visitors to downtown and outlying areas. These simple directionals reference the design standards of other program components, with pressure-treated wood posts and galvanized or painted steel end-caps on top. Up to 3 destinations can be included per sign post. In some cases, sign panels may be added to pre-existing sign sites.

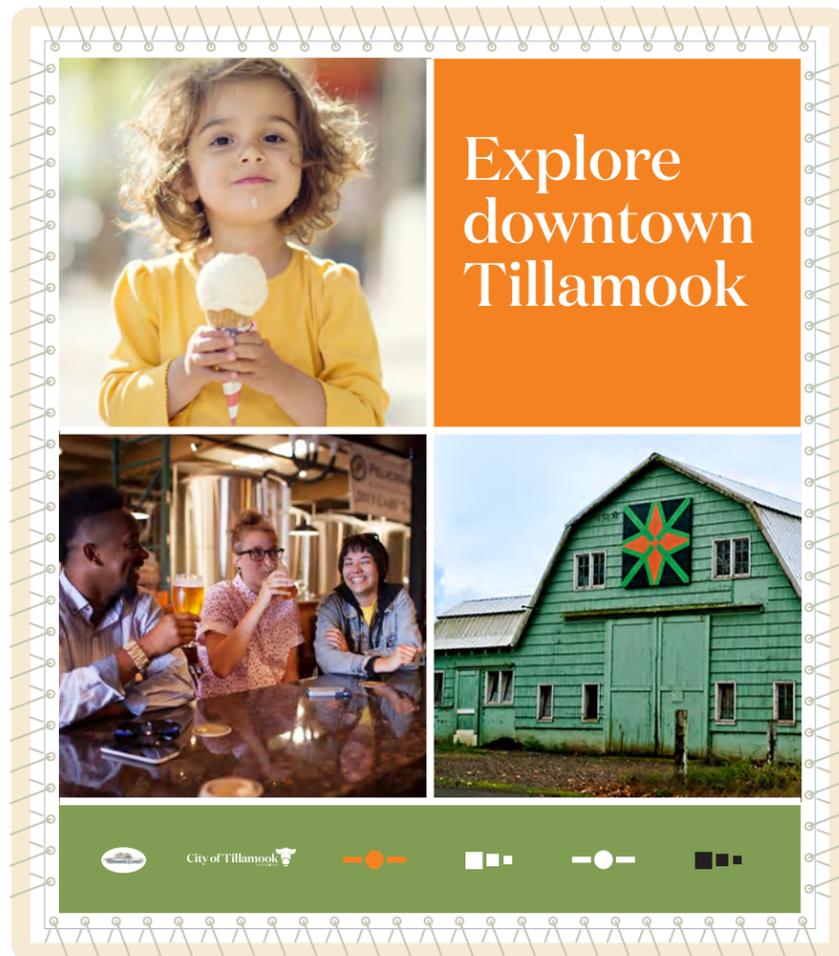


Welcome Signage / Visit Tillamook / Banners

Alerting and orienting regional visitors to the attractions and amenities of downtown Tillamook is an important corollary to the City of Tillamook Downtown Wayfinding Plan. To facilitate this, we have located 'Visit Tillamook' signage—banners and visitor orientation signage—at key areas outside of the downtown core (see Perimeter maps for placements).

Downtown banners should utilize pole locations within the existing ODOT Highway Project plan.

Broadside banner, mounted to wall or passageway



Larger scale banner at the Fairgrounds



Banners at the Farmers Market



pole mount / attachment detail

Welcome Signage / Village Tillamook / Signage

Examples of 'Visit Tillamook' signage in the downtown might include banners to highlight downtown events or seasonal features such as the Farmers Market; or celebratory signage that speaks to the regional, cultural, and architectural attractions of Tillamook. These wayfinding elements do double-duty by supporting the local merchant economy while orienting and encouraging spontaneous exploration by visitors, thereby widening the radius of awareness of downtown Tillamook.



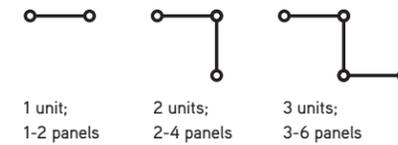
Kiosks / Map & Visitor Services

Kiosks in the Downtown Wayfinding Plan are visitor information hubs, the most welcoming of hosts. Kiosks are flexible and expandable and can be programmed in many ways—village maps, coast locator maps, services, daily events, history, tours, eco-tourism, etc.

Note: Dairylands medallion may be located on either an edge or center pole dependent on the chosen design. Chamber will provide interim panels that fit the planned ODOT kiosk so that they will be in design conformance with this plan. The long-term approach to this kiosk will be determined when the *Appendix A Message Schedule* is finalized.

Plan view

Kiosks are expandable and can be:

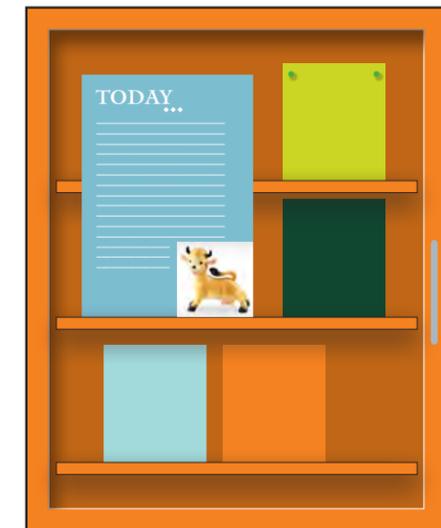


Village profile: photos, services, interpretive

Village map and a "you are here" coast map



Tillamook highlights poster



Flexible display case

7'

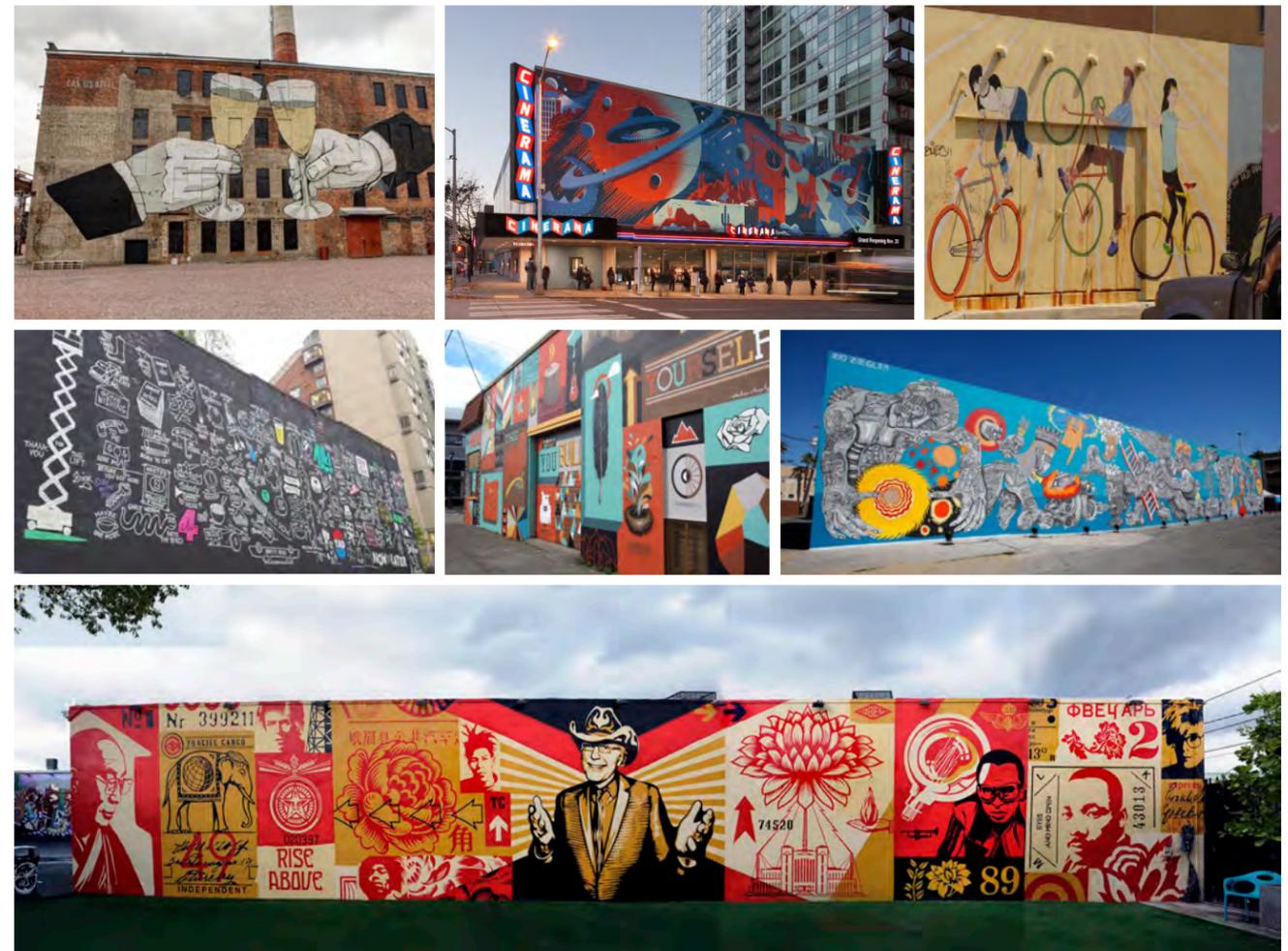
Murals

The architectural fabric of downtown Tillamook offers an ideal environment for an outdoor mural that can support the city’s revitalization and visitor tourism efforts.

Existing city structures can provide a space where art can spark a discussion, speak to the heart of the community and illustrate selected features or concepts in an engaging way. The selection of an illustrator would be a great asset to the wayfinding project. Additionally, the process itself is a way to build community and excitement about the wayfinding plan. The visual results could even extend to t-shirts and other marketing materials.



A new mural, visible to traffic traveling west on 1st Street, could cover the wall of the three-story building at 1st and Ivy, an emerging downtown gathering space.



A wide variety of urban mural inspirations abound, illustrating the various ways in which murals enhance the outdoor streetscape.

City of Tillamook Parks / Kiosks

City of Tillamook parks are the heart of recreation, respite, horticulture and beauty. The wayfinding plan invites visitors to each of these parks by providing directionals and maps. We propose that the park identity signage be handled in a similar manner, detailed in this plan—graphics, color, materials, typography and branding.

At each park, there would be a kiosk, naming the park, that would feature a city-wide recreational park map locating all city parks. Highlighted features would include:

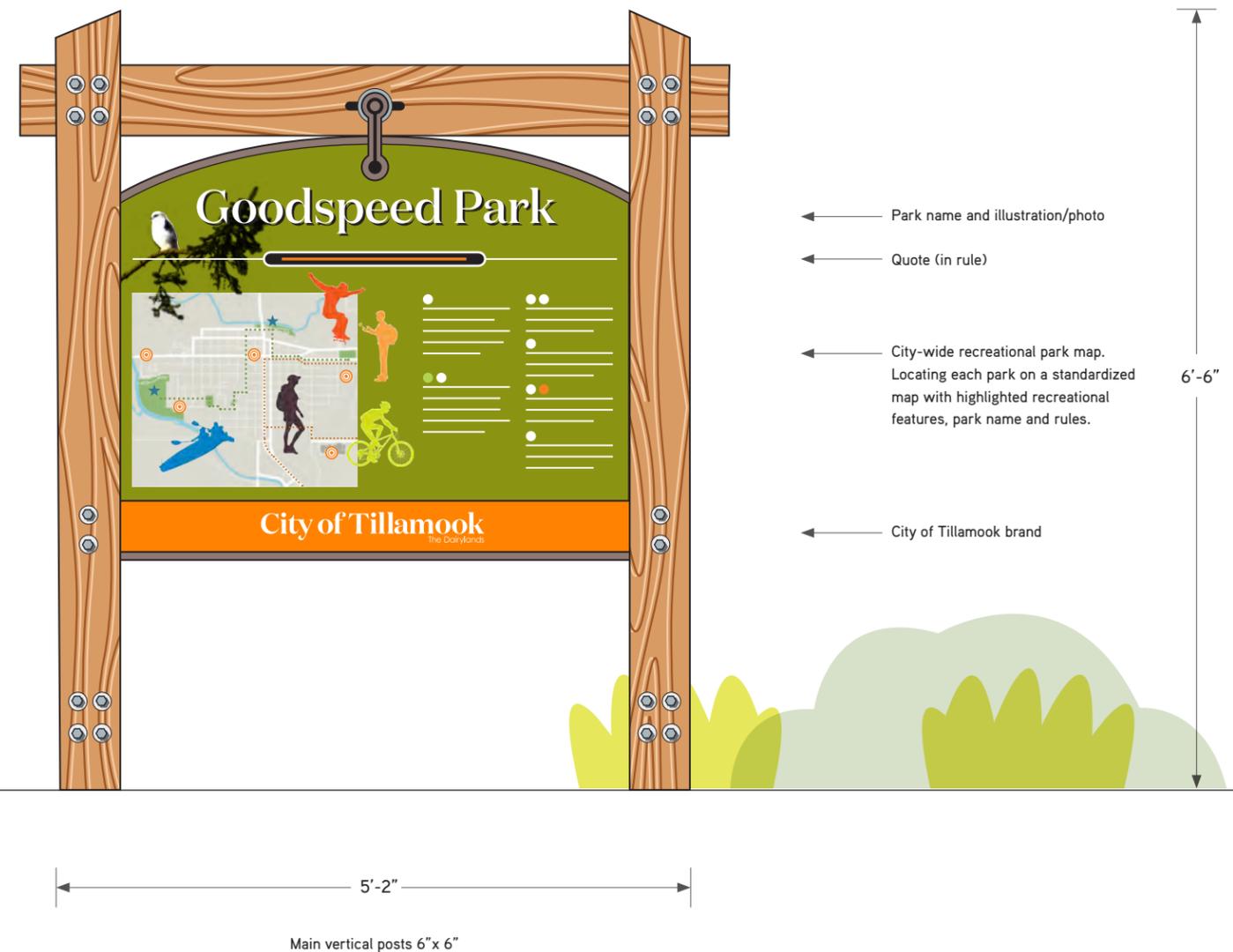
- walking trails
- boat and kayak launches*
- bike routes
- playgrounds
- restrooms
- geocaching locations
- skateboarding
- downtown landmarks and services.

Rules and regulations would be included on each kiosk, as well as symbol forms (TBD).



For the most part, these are 1-sided kiosks. However, the second side could be developed for interpretation about the park, or might include a changeable bulletin closed frame. Placement would be critical to the ability to implement a two-sided sign.

* Tillamook Coast Water Trail Markers (see following page) may also be installed at the boat launch at Carnahan Park and the kayak launch at Sue H Elmore Park.



Tillamook Coast / Water Trail Maker

Water Trail Markers are a coast-wide standard of signs that interface with the vast water trail system of the Tillamook Coast. The design references the Visit Tillamook Coast wayfinding document. Color, logo and brand reflect the VTC masterplan. Unfinished wood posts, metal sign faces with reflective vinyl graphics are standards throughout this project.

The basic goals of this sign type are to mark destinations and specify the type of access. Water Trail Markers are used as identification and directional signs.

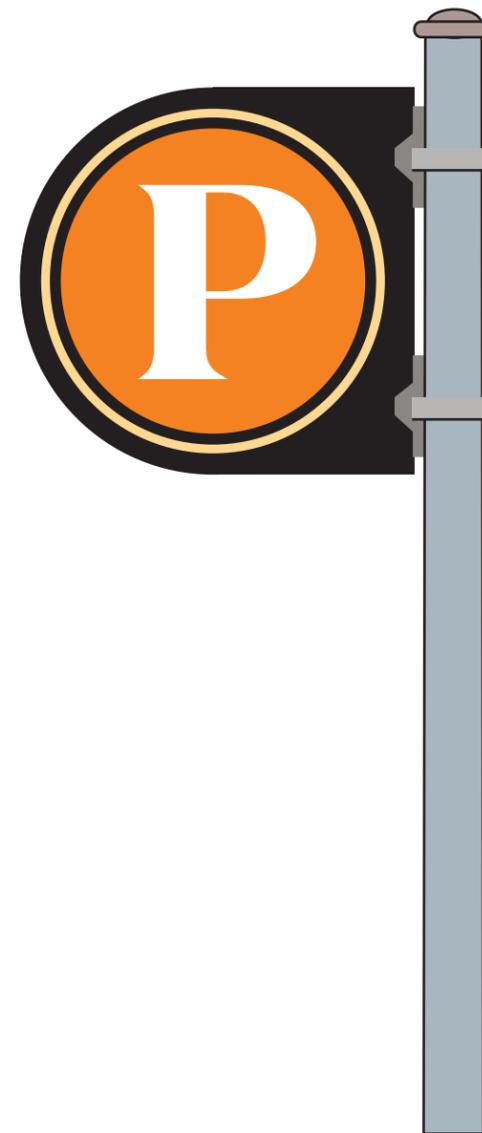


Post 4" x 4"

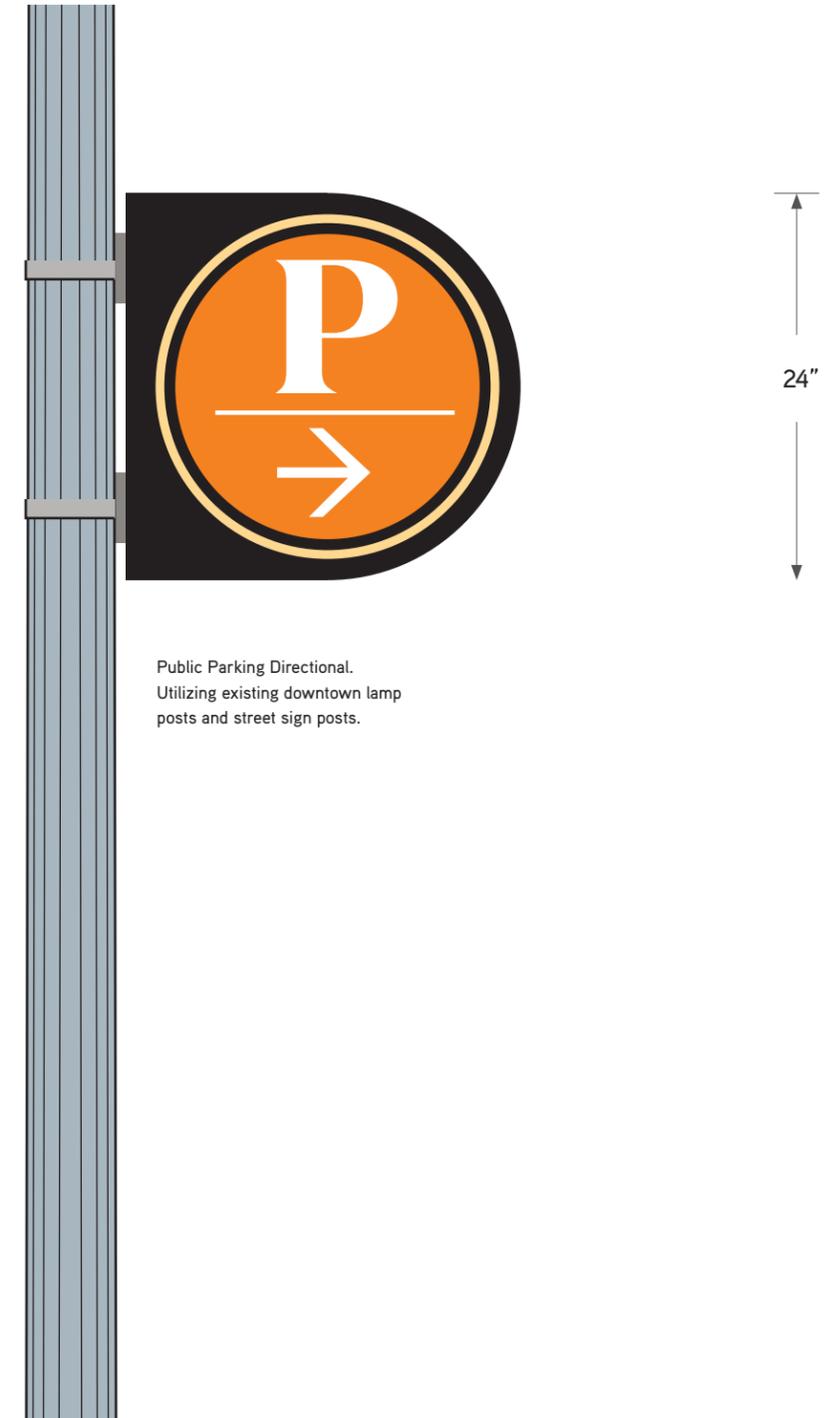
Parking Wayfinding / Downtown

Locating parking easily is a high priority and a necessary component to making the City of Tillamook more walkable and engaging for visitors to explore.

To alert drivers to the wayfinding program, a vehicular component will be installed at street-sign-level. Independent free-standing parking poles that bear a wayfinding sign may incorporate a pole cap, as described on page 9.



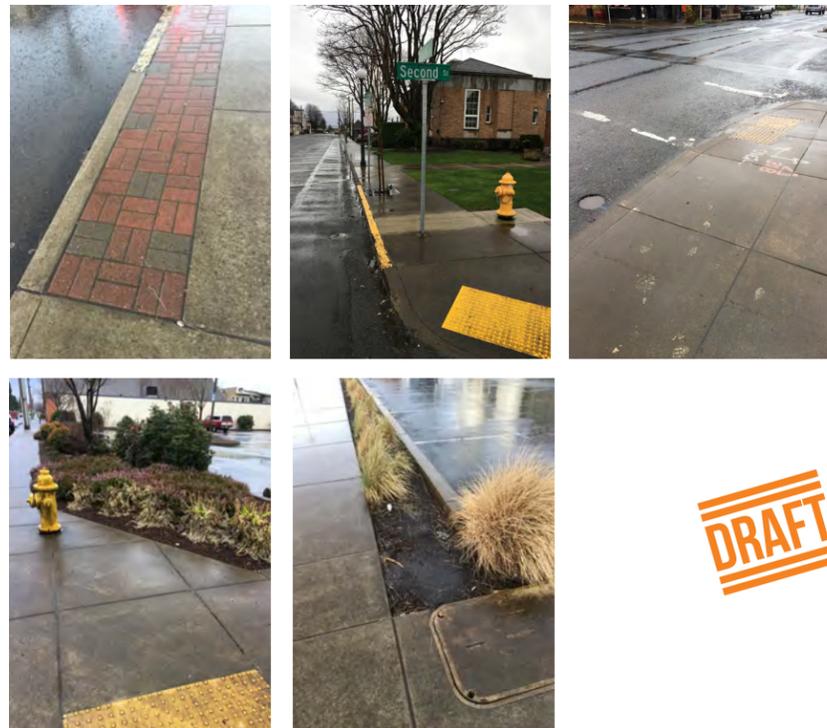
Public Parking Entrance Sign.
Attached to sidewalk-footed post.



Public Parking Directional.
Utilizing existing downtown lamp posts and street sign posts.

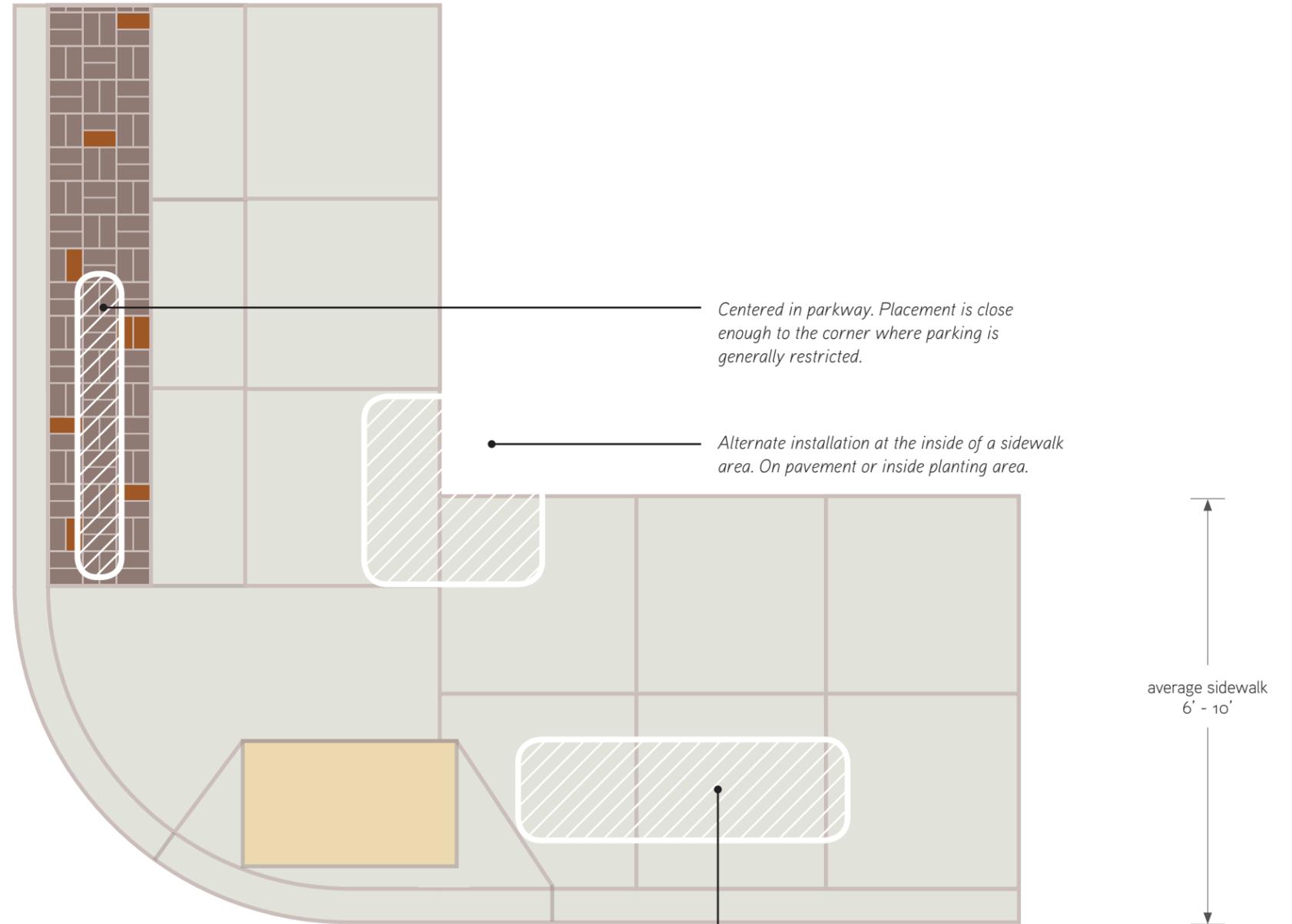
Installation / Sign-to-Curb Standard

Proper positioning of signs is an important element in the overall wayfinding network. When carefully planned and applied, correct positioning significantly improves drivers' and pedestrians' ability to navigate and engage with the network. Drivers are very limited in how many different directions and places they can look as they navigate along the roadway, and visitors want to rely on a curb-side consistency to find information and interpretation experiences.



DRAFT

Sidewalk dimensions and sign distances will be included in this plan when City and ODOT drawings are supplied to the wayfinding team.



Centered in parkway. Placement is close enough to the corner where parking is generally restricted.

Alternate installation at the inside of a sidewalk area. On pavement or inside planting area.

Shaded areas define the best locations to install the footings of pedestrian wayfinding signs. Placement is approximate and will be confirmed on site by consultants and installers. Install within 18" and 36" of curb edge.

Plan Amendment

The locational elements of the Plan may be revised periodically by a signed consensus agreement between the City Manager and the Chamber Director, so that as additional production enterprises that offer a viewing experience come on line, or if new destinations or districts are activated, the wayfinding signage can be adjusted to accommodate them.

The Messaging Schedule will be finalized over the next three months after adoption by a signed consensus agreement between the City Manager and the Chamber Director. Should that consensus not be attained within that time, the draft Schedule and any disagreed-upon elements will be brought to the City Council for resolution.

Wayfinding plan shall be reviewed annually over the life of this program to determine any subsequent changes proposed by either party and will be subject to the same consensus agreement above. Reasons for subsequent changes may include: additional private production enterprises that offer a viewing experience, new destinations or districts that are activated

All signed agreements will be reported to the City Council and Chamber Board.

All connectivity map changes illustrating the most attractive automotive, bicycle, and pedestrian routes between origins and destinations to the Kiosk Messaging development occurs subsequent to the Plan adoption.

Destinations Schedule

This list of important destinations has been created by the Tillamook community and city leaders and prioritized from both a resident's and visitor's perspective. These are the places and services that will be incorporated into the wayfinding plan.

TD = Top Destination
E = Essential Services

AD = After ODOT Development
 Signage that will need to be installed after the completion of the Highway 101/6 ODOT Project.
 Estimated installation of 2019.

Destination	Sign Title	Priority	Wayfinding Programming	Comments
1 Tillamook Cheese Factory	Tillamook Cheese	TD	- on major thoroughfares - indicate mileage - on kiosks	~2 mi from downtown
2 5 Rivers Coffee Roasters	Coffee Roaster	TD	- near city perimeter - indicate mileage - on kiosks	
3 Latimer Quilt & Textile Center	Quilt Center	TD	- on major thoroughfares - indicate mileage - on kiosks	~2 mi from downtown
4 Blue Heron French Cheese Company	Blue Heron Cheese	TD	- near city perimeter - indicate mileage - include on kiosk	~3/4 mi from downtown
5 Hadley Fields / Food Court	Hadley Fields		- near city perimeter - indicate mileage - on kiosks	~1/2 mi from downtown
6 Sue H Elmore Park	Kayak Launch		- on nearby directionals - on kiosks	
7 Pelican Tap Room & Brewery	Pelican Brewery [in some cases] Breweries	TD	- on major thoroughfares - on nearby directionals - on kiosks	Business names within proximity. In priority destinations, may be combined as "breweries."
8 de Garde Brewing	de Garde Brewery [in some cases] Breweries	TD	- on major thoroughfares - on nearby directionals - on kiosks	Business names within proximity. In priority destinations, may be combined as "breweries."
9 Tillamook County Library	Library	TD	- on major thoroughfares - on nearby directionals - on kiosks	
10 Tillamook Regional Medical Center	Hospital	E	- on ODOT signs on Hwy 101 - on directionals on 3rd St - on kiosks	~ 1/2 mi from downtown
11 Tillamook Visitor Center / Chamber of Commerce	Visitor Center	TD	- on major thoroughfares - on nearby directionals - on kiosks	

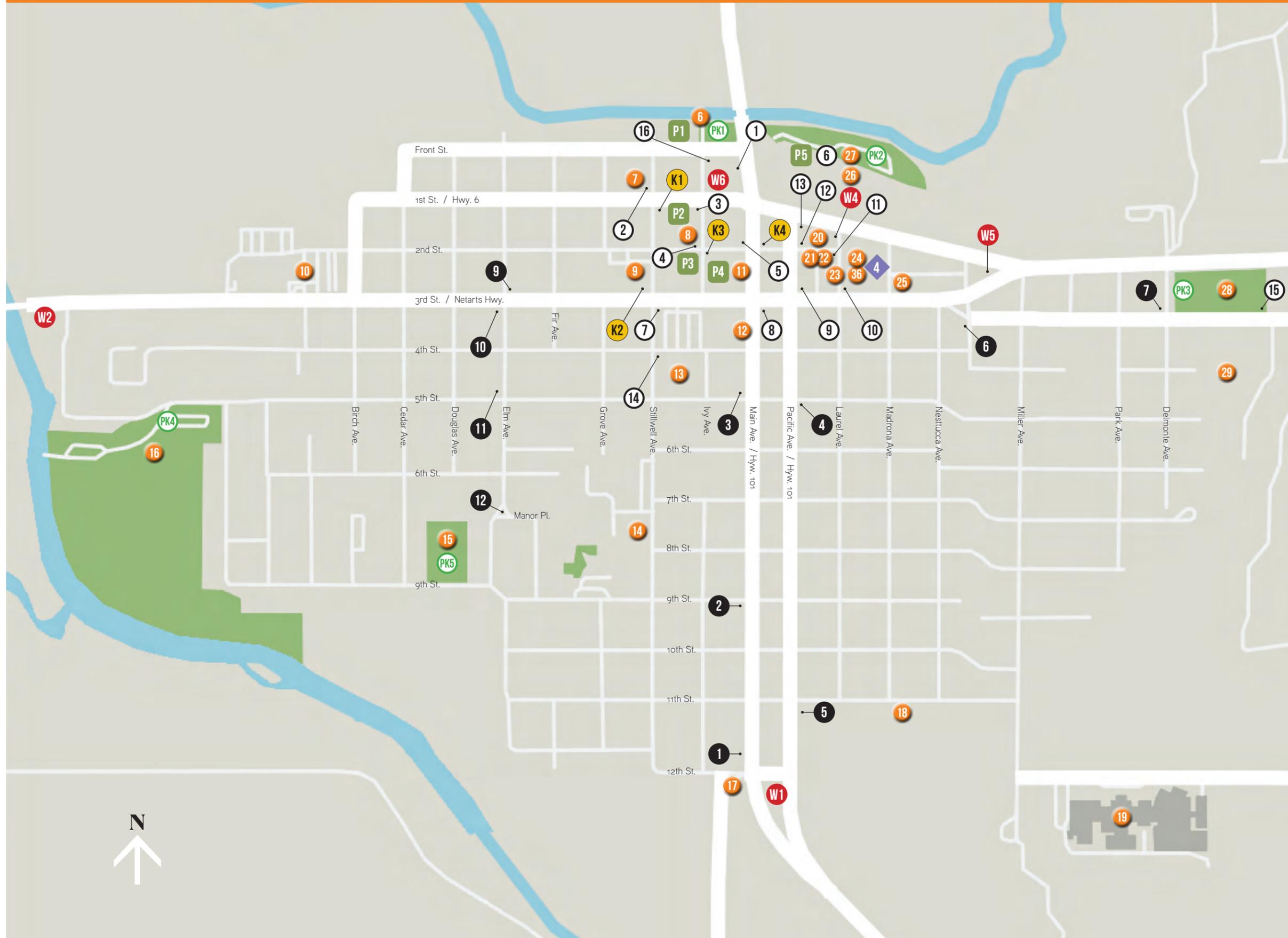
	Destination	Sign Title	Priority	Wayfinding Status	Comments
12	Tillamook Coliseum Movie Theater	Movie Theater	AD	- on nearby directionals - on kiosks	
13	Safeway	Grocery Store		- on major thoroughfares - on nearby directionals - on kiosks	
14	YMCA / Swimming Pool	YMCA		- on nearby directionals - on kiosks	
15	Coatsville Park	Coatsville Park		- on nearby directionals - on kiosks	Historic Naval Housing will be referenced in kiosk development
16	Carnahan Park	Boat Launch		- on nearby directionals - on kiosks	
17	Tillamook Association for the Performing Arts (TAPA)	Perf. Arts Center		- on nearby directionals - on kiosks	~ 1/2 mi from downtown
18	Recycling	Recycling		- on nearby directionals - on kiosks	
19	Tillamook High School	High School		- on nearby directionals - on kiosks	
20	Pioneer Museum	Pioneer Museum	TD	- on major thoroughfares - on nearby directionals - on kiosks	
21	Transit Center / Bus Station	Transit Center	E	- on major thoroughfares - on nearby directionals - on kiosks	
22	Public Restrooms	Restrooms	E	- on nearby directionals - on kiosks	

	Destination	Sign Title	Priority	Wayfinding Status	Comments
23	Tillamook City Hall	City Hall		- on nearby directionals - on kiosks	
24	Tillamook County Courthouse	Courthouse		- on nearby directionals - on kiosks	
25	Police Station	Police	E	- on nearby directionals - on kiosks	
26	U. S. Post Office	Post Office		- on major thoroughfares - on nearby directionals - on kiosks	
27	Hoquarton Landing	Hoquarton Landing	AD	- on nearby directionals - on kiosks	
28	Goodspeed Park	Playground & Skatepark		- on major thoroughfares - on nearby directionals - on kiosks	Trailhead will be referenced in kiosk development
29	Werners Meat & Brewery	Veterans Flag		- on nearby directionals - on kiosks	
30	Bowling Alley	Bowling Alley		- on nearby directionals - on kiosks	
31	Tillamook Bay Community College	Community College		- near city perimeter - indicate mileage - include on kiosk	~ 1.5 mi from downtown
32	Tillamook County Fairgrounds	Fairgrounds		- on major thoroughfares - indicate mileage - on kiosks	~ 1.7 mi from downtown
33	[DELETED]				

	Destination	Sign Title	Priority	Wayfinding Status	Comments
34	Oregon Dept of Forestry, Tillamook District	Forestry Dept		- on nearby directionals - on kiosks	
35	Tillamook Air Museum	Air Museum	TD	- on major thoroughfares - indicate mileage - on kiosks	~ 3 mi from downtown
36	Farmers Market	Farmers Market	TD	- not on directionals / seasonal - on kiosks	
37	Downtown	Downtown	AD	- on major thoroughfares - on nearby directionals - on kiosks	
P1	Public Parking	P	E	- follows temporary parking plan	
P2	Public Parking	P	E	- follows temporary parking plan	
P3	Public Parking	P	E	- follows temporary parking plan	
P4	Public Parking	P	E	- follows temporary parking plan	
P5	Public Parking	P	E	- follows temporary parking plan	

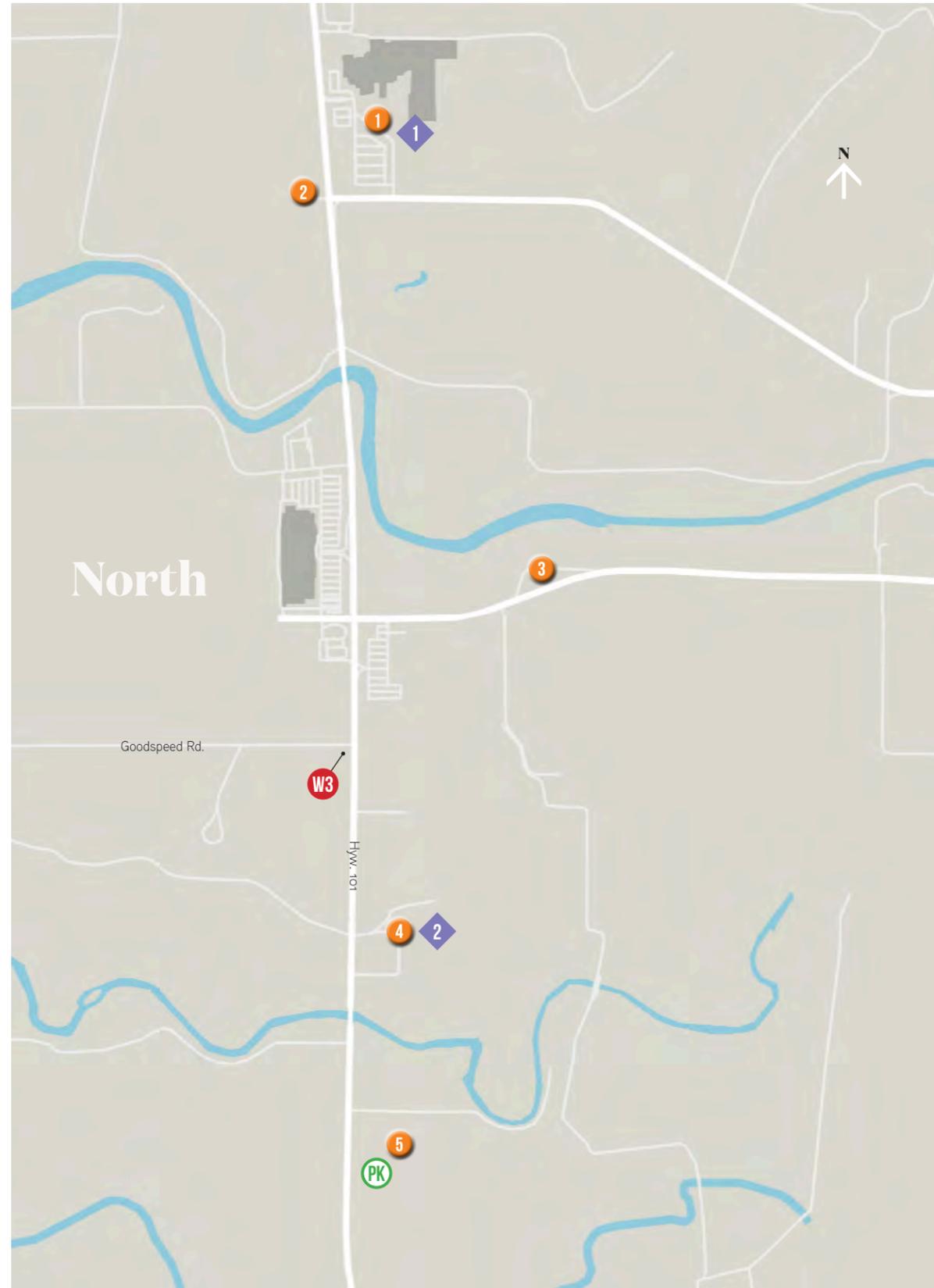
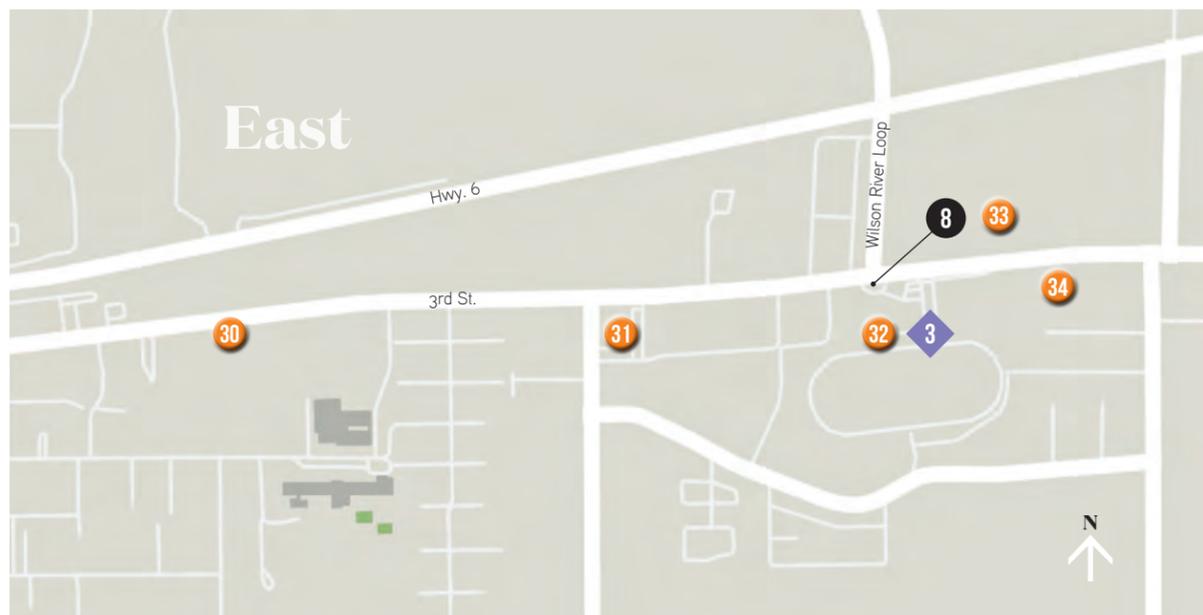
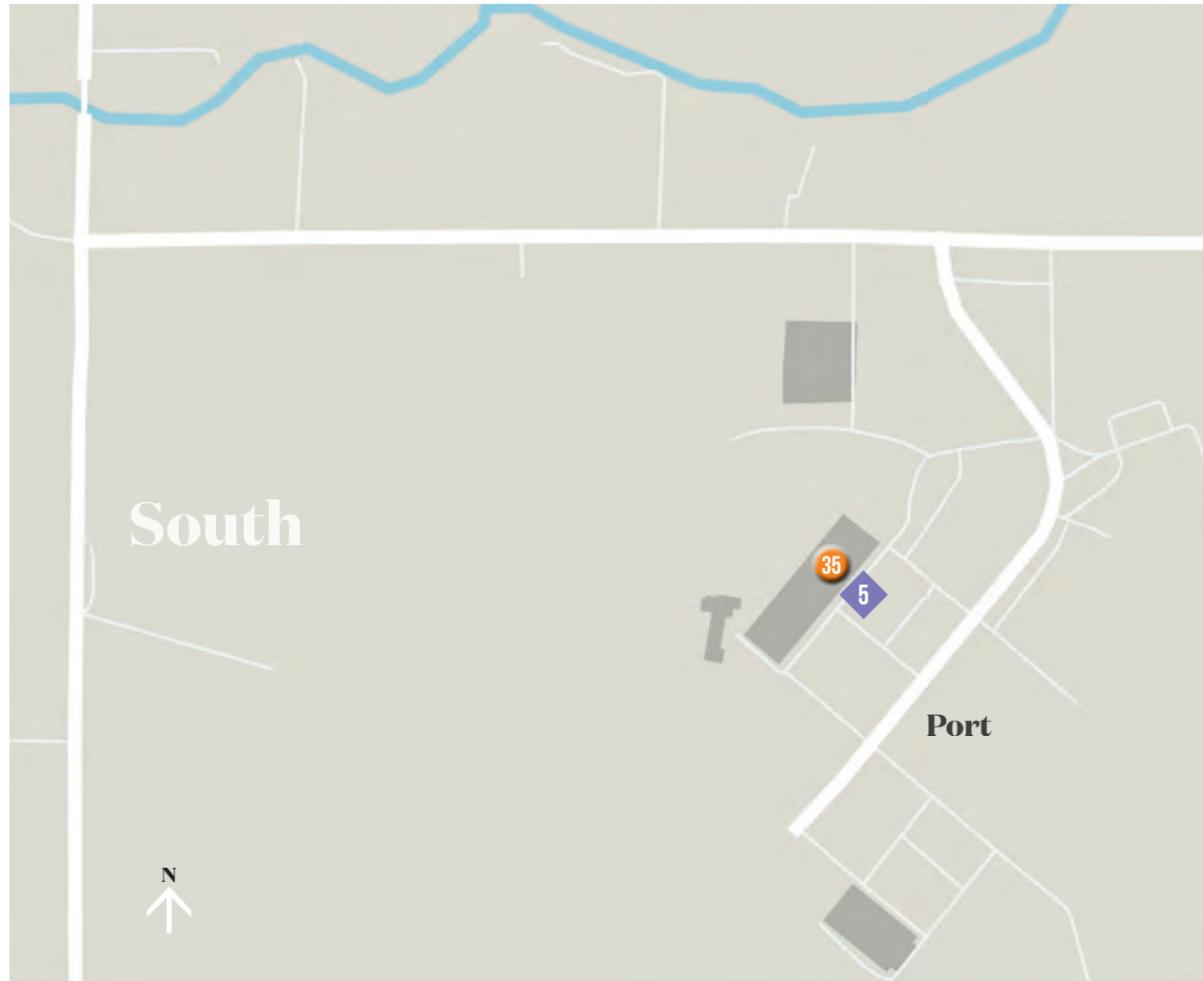
Sign Type Nomenclature

CODE	MAP	SIGN TYPE	DESCRIPTION
W		Welcome Sign	Near City perimeter. Gateway signage. Stone foundation.
		Village Monumental	Near City perimeter. Gateway signage. Double post support.
		Village Gateway / double post	Near City perimeter. Gateway signage. Single post support.
		Village Gateway / single post	Gateway signage incorporating a permanent graphic welcome on top and a LED flexible electronic message center.
		Electronic Message Center	Coastal welcome murals, and murals with a village vibe, attract and orient the visitor to the coast and village life.
		Mural + Branding Feature	Architectural features such as the Port's Railroad bridge—retrofitted to become the 'Dairyland' bridge.
PW		Pedestrian Wayfinding	Sidewalk pedestrian directional signage. Flexible panels allow multi-destinations to be included.
D		Directional (vehicular)	Directional signage primarily for reduced speed vehicles. In-city hybrid signage directing visitors to downtown and outlying areas.
K		Kiosks	Visitor information hubs. Multi-sided. Including city map, coastal locator, services, tours and display case. Interpretive potential.
VT		'Visit Tillamook' Signage	Temporary (banners) and permanent signage promoting downtown Tillamook, dining and shopping.
PK		Park Kiosks	A system of park and recreation kiosks at each park location.
P		Public Parking	Downtown public parking locations. <i>[Downtown parking sign designs to follow 2016 Temporary Parking Plan]</i>
PD		Parking Directional	<i>[Not included in this plan]</i> Directional signage to downtown parking. Installed on existing street lamp poles.



City of Tillamook Downtown Map

- 1 Destinations
- P1 Public Parking
- W1 Welcome Sign
- 1 Pedestrian Wayfinding
- 1 Directional (vehicular)
- K1 Kiosks
- 1 'Visit Tillamook' Signage
- PK Park Kiosks [not a part of this plan]



City of Tillamook Perimeter Maps

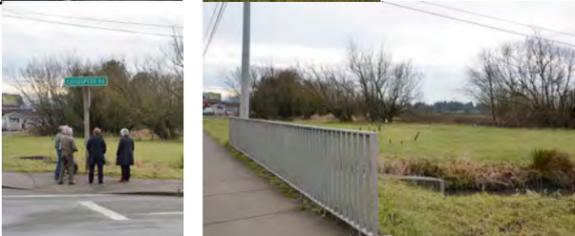
-  Destinations
-  Public Parking
-  Welcome Sign
-  Pedestrian Wayfinding
-  Directional (vehicular)
-  Kiosks
-  'Visit Tillamook' Signage
-  Park Kiosks [not a part of this plan]

Location Schedule

This Location Schedule outlines the inventory of signs and intended locations identified as having the greatest potential and effectiveness for the presentation of information from this plan.

AD = After ODOT Development

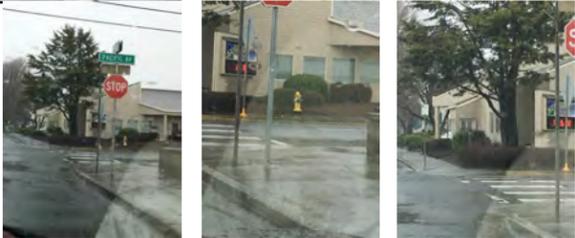
Signage that will need to be installed after the completion of the Highway 101/6 ODOT Project. Estimated installation of 2019.

Sign Type and Number	Description	Location	Image(s)	Notes
W-1	Welcome Sign. Village Gateway / Monumental	12th Street and the median between Main and Pacific Ave		Replaces the existing Hwy 101 entry welcome sign. New location will be closer to the Pacific Ave side of the median. Faces south, for northbound travelers on Hwy 101.
W-2	Welcome Sign. Village Gateway / Double Post	South side of Hwy 131 on the City Wastewater Treatment Plant property		Faces west, placed diagonally, for eastbound travelers, after crossing the Trask River Bridge.
W-3	Welcome Sign. Village Gateway / Monumental	West side of Hwy 101 on the City property at the Goodspeed Road intersection.		Faces north, placed diagonally, for southbound travelers on Hwy 101. Property needs review for flooding conditions.
W-4	Welcome Sign. Electronic Message Center	East corner of 1st St / Hwy 6 and Laurel Ave		New LED EMC sign, located near Pioneer Museum. Existing Pioneer Museum sign to be replaced with new. Faces east.
W-5	Welcome Sign. Village Gateway / Monumental	Triangle at Ocean Place, between 1st and 3rd St		Replaces existing entry sign. Faces east for westbound travelers on Wilson Ave

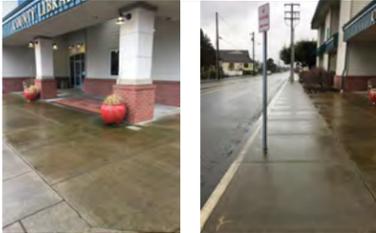
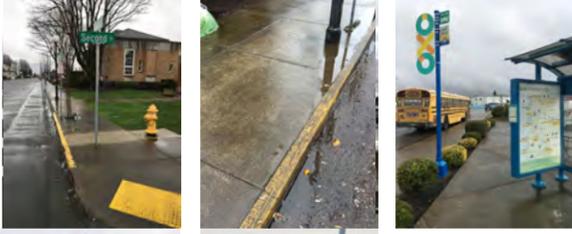
Sign Type and Number	Description	Location	Image(s)	Notes
W-6	Welcome Sign. Mural	Three-story building at Hwy 6 and Ivy Ave		"Welcome to the Dairylands" mural, on east facing wall, visible to westbound travelers.
PW-1	Pedestrian Wayfinding Sign.	Main Ave and Front St in new pedestrian refuge		AD
PW-2	Pedestrian Wayfinding Sign.	Stillwell Ave and 1st St / Hwy 6 SW corner of intersection		Corner of Pelican Brewery
PW-3	Pedestrian Wayfinding Sign.	Ivy Ave and 1st St SW corner of intersection		
PW-4	Pedestrian Wayfinding Sign.	Ivy Ave and 2nd St NW corner of intersection		Corner of de Garde Brewery
PW-5	Pedestrian Wayfinding Sign.	Main Ave and 2nd St NW corner of intersection		AD

Sign Type and Number	Description	Location	Image(s)	Notes
PW-6	Pedestrian Wayfinding Sign.	Hoquarton Landing		
PW-7	Pedestrian Wayfinding Sign.	Stillwell Ave and 3rd St / Netarts Hwy SE corner of intersecton		
PW-8	Pedestrian Wayfinding Sign.	Main Ave and 3rd St / Netarts Hwy SE corner of intersection		AD
PW-9	Pedestrian Wayfinding Sign.	Pacific Ave and 3rd St / Netarts Hwy NE corner of intersection		AD
PW-10	Pedestrian Wayfinding Sign.	Laurel Ave and 3rd St / Netarts Hwy NW corner of intersection		
PW-11	Pedestrian Wayfinding Sign.	Laurel Ave and 2nd St SW corner of intersection		AD Panel addition to include Downtown Map

Sign Type and Number	Description	Location	Image(s)	Notes
PW-12	Pedestrian Wayfinding Sign.	Pacific Ave and 2nd St NE corner of intersection		AD
PW-13	Pedestrian Wayfinding Sign.	Pacific Ave and 1st St / Hwy 6 SE corner of intersection		AD
PW-14	Pedestrian Wayfinding Sign.	Stillwell Ave and 4th St SE corner of intersection		
PW-15	Pedestrian Wayfinding Sign.	SE corner of Goodspeed Park at 3rd St		
PW-16	Pedestrian Wayfinding Sign.	Ivy Ave and Front St SE corner of intersection		May need to be reassessed due to existing lamppost
D-1	Directional (vehicular)	Main Ave and 12th St		Faces north

Sign Type and Number	Description	Location	Image(s)	Notes
D-2	Directional (vehicular)	Main Ave and 9th St		Faces north
D-3	Directional (vehicular)	Main Ave and 5th St		Faces north
D-4	Directional (vehicular)	Pacific Ave and 5th St		Faces south
D-5	Directional (vehicular)	Pacific Ave and 11th St		Faces south
D-6	Directional (vehicular)	Ocean Ave and 3rd St SW corner of intersection		Faces west
D-7	Directional (vehicular)	Delmonte Ave and 3rd St		Faces east

Sign Type and Number	Description	Location	Image(s)	Notes
D-8	Directional (vehicular)	Wilson River Loop and 3rd St		Faces north. Installation could be incorporated into existing ODOT signpost
D-9	Directional (vehicular)	Elm Ave and 3rd St NE corner of intersection		Faces east
D-10	Directional (vehicular)	Elm Ave and 3rd St SW corner of intersection		Faces west
D-11	Directional (vehicular)	Elm Ave and 5th St NW corner of intersection		Faces north
D-12	Directional (vehicular)	Elm Ave and Manor Pl Center of median		Faces north
K-1	Kiosk	Stillwell Ave and 1st St / Hwy 6		1 unit (2-sided); 2 panels. AD

Sign Type and Number	Description	Location	Image(s)	Notes
K-2	Kiosk	Stillwell Ave and 3rd St / Netarts Hwy		1 unit (2-sided); 2 panels. Near County Library entrance.
K-3	Kiosk	Ivy Ave and 2nd St		2 units (1-sided); 2 panels.
K-4	Kiosk	Main Ave and 2nd St		Structure is ODOT design. Content remains consistent with other kiosks outlined in this plan, i.e. map(s), services, history, events, etc. AD
VT-1	Visit Tillamook' Signage	Tillamook Cheese Factory		
VT-2	Visit Tillamook' Signage	Blue Heron French Cheese Company		
VT-3	Visit Tillamook' Signage	Tillamook County Fairgrounds		

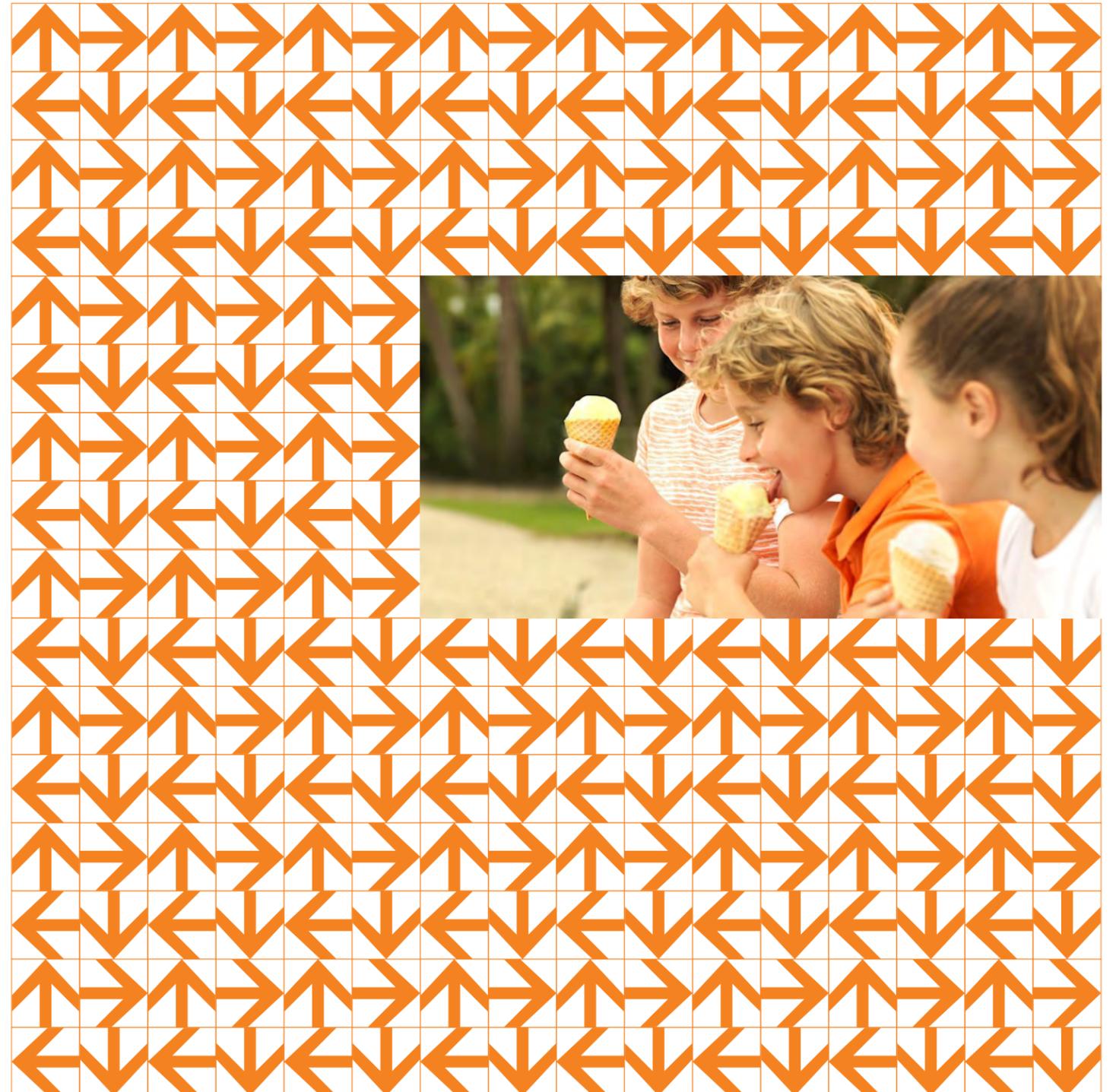
Sign Type and Number	Description	Location	Image(s)	Notes
VT-4	Visit Tillamook' Signage	Farmers Market		
VT-5	Visit Tillamook' Signage	Tillamook Air Museum		
PK-1	Park Kiosk	Sue H Elmore Park		1 unit (1-sided); Water Trail Marker for kayak launch AD
PK-2	Park Kiosk	Hoquarton Landing		1 unit (1-sided) AD
PK-3	Park Kiosk	Goodspeed Park		1 unit (1-sided)
PK-4	Park Kiosk	Carnahan Park		1 unit (1-sided); Water Trail Marker for boat launch
PK-5	Park Kiosk	Coatsville Park		1 unit (1-sided) Content will include story of Historic Naval Housing
PK-6	Park Kiosk	Hadley Fields		1 unit (1-sided) Located in high pedestrian area to interface with Food Court

City of Tillamook & Tillamook Area Chamber of Commerce Wayfinding Plan

Appendix

Early Budgeting Review

Lennox Insites and Partners in Design
30 June 2017



Early Budgeting Review / Final Phase Graphic Production & Fabrication

When completed and approved, the final Wayfinding Plan report will include Schematic and Design-Intent drawings, as well as Destination, Location and Message Schedules. This package can then be made available to fabricators when the project is sent out for a fabrication Request for Proposal (RFP).

Graphic Production / Documentation

Once design approval is given for any and all of the components, and a fabricator is selected, the final phase of Graphic Production / Documentation can begin. This phase is normally completed by the signage designers, and entails finalizing and creating layouts for the digital files needed for each individual sign face and the various graphic components of the signs.

These files would then be reviewed, edited and proofed before being released for production to the selected fabricator.

The Graphic Production / Documentation phase also includes time needed to plan and produce the content for any of the project's more complex interpretive and marketing elements (e.g. kiosks, park kiosks, banners, Visit Tillamook signs, etc). This includes research, writing, photo selection and preparation, map design and production of all sign layouts.

A review of fabricators' proofs is also included in this phase.

Graphic production and documentation estimated @ combined hourly rate of \$85/hr

NOTE: Initial fabrication pricing for this project is offered as a "Ballpark Estimate" for Early Budgeting and Review.

Final pricing to be determined when Design-Intent drawings are made available to fabricators interested in preparing an official proposal (RFP).

Fabrication

Please refer to the Schematic Designs section of the Wayfinding Plan for full descriptions of each sign type as well as the specifications and materials palette (page 9) used to compile these estimates.

Assumptions

The estimates outlined here:

- includes installation
- pricing includes prevailing wage, rounded up, based on our preliminary designs.
- shop drawings and engineering for signs when needed. May not be required on all signs so total cost might be lower.
- no sales tax in Oregon

Lighting is included in fabrication estimates for Gateway signs ONLY.

Early Budgeting Review / Final Phase Graphic Production & Fabrication

PHASE I

GRAPHIC PRODUCTION

• 1-day site visit (2-people) 16 hrs \$ 1,360

Village Gateways / 5 signs

• Graphic layout and file production
• Review of fabricators' proofs 10 hrs 850

FABRICATION

Shop Drawings and Engineering 2,500

Village Gateway / Monumental

1-sided (page 12) QTY: 2 86,000

Village Gateway / Double Post

1-sided (page 13) QTY: 2 50,000

Village Gateway / EMC

1-sided (page 15) QTY: 1 52,000

TOTAL PHASE I: \$ 192,710

PHASE II-III

GRAPHIC PRODUCTION

Pedestrian Wayfinding / Approx. 44 panels (2-sided)

• Graphic layout and file production
• Review of fabricators' proofs 44 hrs \$ 3,740

Directionals / 12 signs

• Graphic layout and file production
• Review of fabricators' proofs 12 hrs 1,020

FABRICATION

Shop Drawings and Engineering 2,500

Pedestrian Wayfinding (page 16)

QTY: 24 100,000

Directionals (page 18)

QTY: 12 36,000

TOTAL PHASE II-III: \$ 143,260

PHASE IV

GRAPHIC PRODUCTION

Visit Tillamook / 8 Pole banners/ 1 lg banner / 3 Single-Post Signs

• Content development
• Graphic layout and file production
• Photo preparation
• Review of fabricators' proofs 20 hrs \$ 1,700

FABRICATION

Shop Drawings and Engineering 2,500

Visit Tillamook (page 19-20)

Farmers Market banners QTY: 8 8,000

Fairgrounds banner QTY: 1 5,000

Single Post Sign QTY: 3 30,000

TOTAL PHASE IV: \$ 47,200

PHASE V

GRAPHIC PRODUCTION

• 1-day site visit (2-people) 16 hrs \$ 1,360

Kiosks 5 kiosks (2-sided)

• Content development
• Photo preparation
• Map development and preparation
• Graphic layout and file production
• Review of fabricators' proofs 120 hrs 10,200

Park Kiosks 6 kiosks (1-sided)

• Content development
• Photo preparation
• Map modification and preparation
• Graphic layout and file production
• Review of fabricators' proofs 60 hrs 5,100

FABRICATION

Shop Drawings and Engineering 2,500

Kiosks 1-unit (2-sided)

(page 21; K-4: graphic panels only) QTY: 4 70,000

Park Kiosks 1 unit (1-sided)

(page 23) QTY: 6 60,000

TOTAL PHASE V: \$ 149,160

PROJECT TOTAL

\$ 532,330

Early Budgeting Review / Final Phase Graphic Production & Fabrication

PHASE I

GRAPHIC PRODUCTION

• 1-day site visit (2-people) 16 hrs \$ 1,360

Village Gateways / 5 signs

• Graphic layout and file production
• Review of fabricators' proofs 10 hrs 850

FABRICATION

Shop Drawings and Engineering 2,500

Village Gateway / Monumental

1-sided (page 12) QTY: 2 86,000

Village Gateway / Double Post

1-sided (page 13) QTY: 2 50,000

Village Gateway / EMC

1-sided (page 15) QTY: 1 52,000

PHASE II-III

GRAPHIC PRODUCTION

Pedestrian Wayfinding / Approx. 44 panels (2-sided)

• Graphic layout and file production
• Review of fabricators' proofs 44 hrs \$ 3,740

Directionals / 12 signs

• Graphic layout and file production
• Review of fabricators' proofs 12 hrs 1,020

FABRICATION

Shop Drawings and Engineering 2,500

Pedestrian Wayfinding (page 16)

QTY: 24 100,000

Directionals (page 18)

QTY: 12 36,000

PHASE IV

GRAPHIC PRODUCTION

Visit Tillamook / 8 Pole banners/ 1 lg banner / 3 Single-Post Signs

• Content development
• Graphic layout and file production
• Photo preparation
• Review of fabricators' proofs 20 hrs \$ 1,700

FABRICATION

Shop Drawings and Engineering 2,500

Visit Tillamook (page 19-20)

Farmers Market banners QTY: 8 8,000
Fairgrounds banner QTY: 1 5,000
Single Post Sign QTY: 3 30,000

PHASE V

GRAPHIC PRODUCTION

• 1-day site visit (2-people) 16 hrs \$ 1,360

Kiosks 5 kiosks (2-sided)

• Content development
• Photo preparation
• Map development and preparation
• Graphic layout and file production
• Review of fabricators' proofs 120 hrs 10,200

Park Kiosks 6 kiosks (1-sided)

• Content development
• Photo preparation
• Map modification and preparation
• Graphic layout and file production
• Review of fabricators' proofs 60 hrs 5,100

FABRICATION

Shop Drawings and Engineering 2,500

Kiosks 1-unit (2-sided)

(page 21; K-4: graphic panels only) QTY: 4 70,000

Park Kiosks 1 unit (1-sided)

(page 23) QTY: 6 60,000

PROJECT TOTAL

\$ 532,330