



City of Boulder City Wayfinding & Signage Study

June 20, 2022



LGA
ARCHITECTURE

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Overview

Project Definition

Project Definition

To facilitate the growth in tourism in the Historic Downtown Area of Boulder City, the City is poised to update and expand its signage and wayfinding system within the downtown area and adjacent neighborhoods. To that end, LGA assisted the City in the preparation of the Downtown Wayfinding and Signage Study. Elements of the study to consider were as follows:

1. The City of Boulder City desires to create a new wayfinding and signage strategy within the Historic Downtown District and adjacent business areas to address concerns raised by existing businesses in the downtown area.
2. The signage should match the historic charm and character of the downtown area, but integrate technology as appropriate.
3. The City believes that the existing signage does not stand out and adequately address the needs of the business community.
4. An important aspect of the study was to conduct outreach to the business community to determine how best the project can help the businesses, what is currently working, and what is not.
5. The study also needed to address the business areas adjacent to Nevada Way including Wyoming Street.
6. The City also desired an intercept survey be conducted on a Saturday to understand the perspective of tourists and their ability to find their way within the downtown.
7. The study also considered signage and wayfinding elements on Boulder City Parkway at the intersection of Nevada Way and Buchanan Blvd.
8. The study also needed to address directions to City owned parking lots and oversized parking areas.
9. The study needed to be complete by June, 2022.
10. The study can be used to further develop design documents for bidding or handed to a single design build contractor for their use in preparing design build proposals.

Overview

Process

Process

The LGA team began this process by researching wayfinding and signage methods used by other cities throughout the U.S. LGA also met with representatives of Boulder City in a kickoff meeting to receive background information on past wayfinding and signage used within the Historic Downtown District.

Next, the LGA team walked the entirety of the Historic Downtown District on a weekday afternoon. During this visit, LGA looked at existing signage and how visitors interacted with this signage. Additionally, the team made note of which parts of the Historic Downtown District received the most foot traffic and business from visitors, as well as which public parking lots were most used.

During the month of March, 2022, LGA ran two separate surveys to gauge the sentiment of both business owners and visitors regarding the City's overall Signage and Wayfinding Strategy within the Historic Downtown District.

The first survey was sent to Boulder City downtown area businesses. The internet-based survey opened on March 9, 2022 and was closed on March 22, 2022. In total, 52 businesses responded to the survey.

On March 19, 2022, the LGA team conducted intercept surveys in the historic downtown area of Boulder City between 2 PM and 5:30 PM. The downtown area was very active early in the afternoon with visitor volume dwindling around 4 PM. LGA canvassed visitors and residents on both ends of the business district on Nevada Way, Arizona Ave, and Wyoming Ave.

The results of all three surveys can be found in the Appendix section of this study.

The LGA team met with Boulder City representatives and presented the survey information. Several concepts to be developed were identified.

LGA returned the following week with several solutions to satisfy the areas of concern. Those items were vetted and refined. The results are included in the following sections.

Overview

Solution

Solution

Based on the data gathered from business owners, visitors, and residents during the survey phase of this study, as well as meetings with City staff, the following Wayfinding and Signage solutions were conceptualized:

1. Banners that assist in identifying the Historic Downtown District.
2. Stationary kiosks that include a QR code allow visitors to find information on downtown businesses via mobile devices.
3. Recognizable Public Parking Signage.
4. An updated Boulder City tourism website in partnership with the City and Chamber of Commerce.

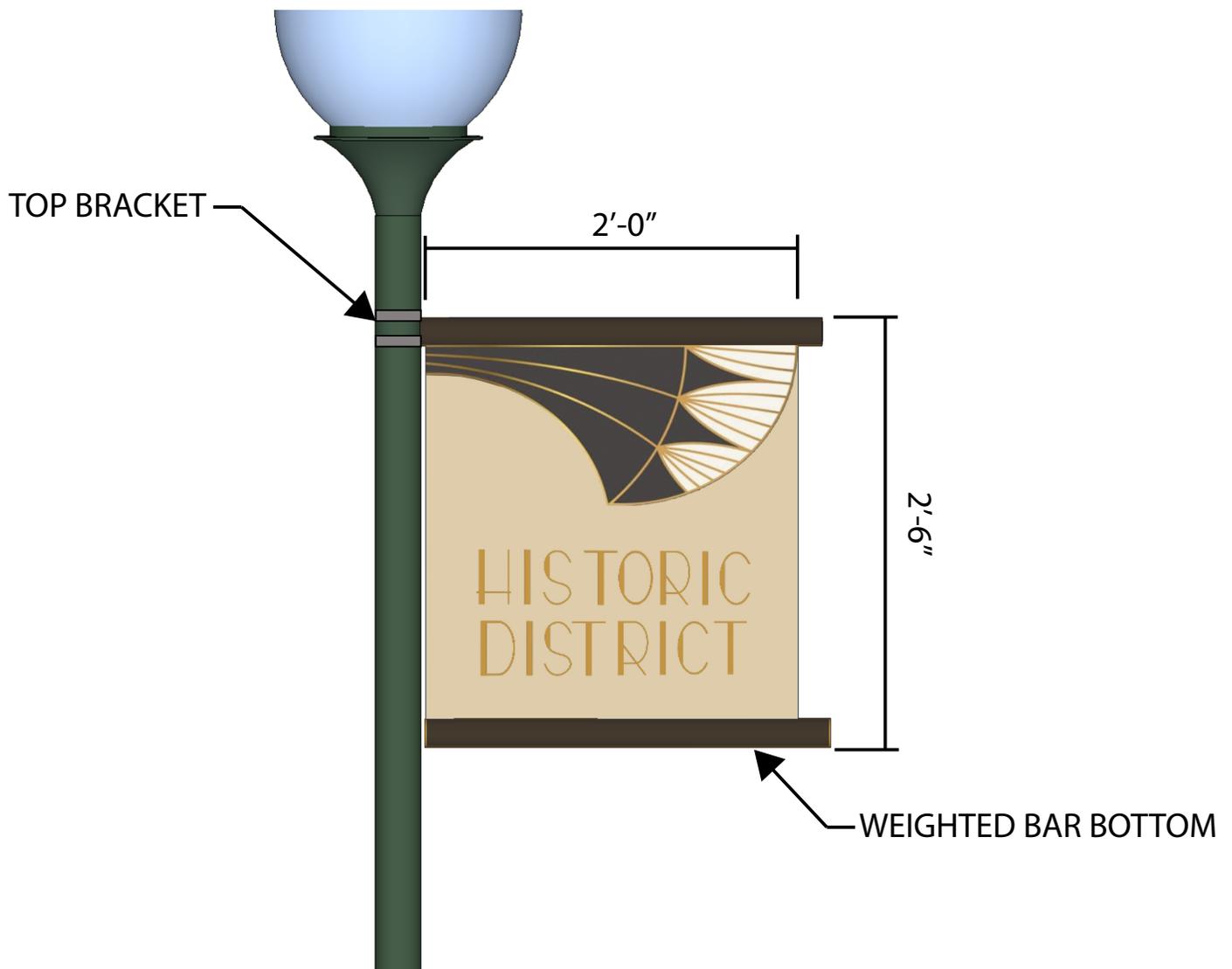
Plans

Banners

Banners that assist in identifying the Historic
Downtown District

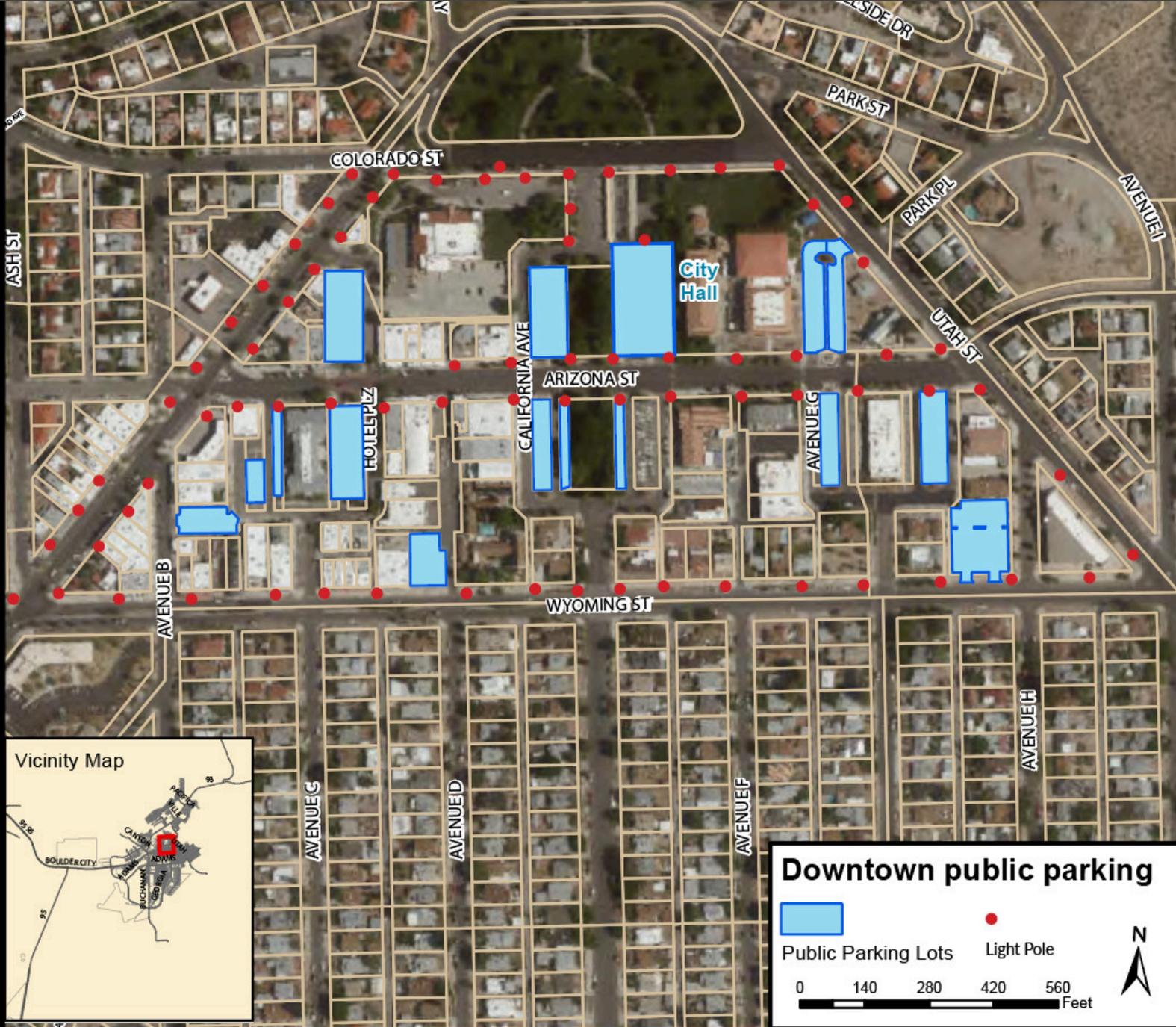


Banner identifying Historic District outside of City Hall



Dimensions of banners that will be attached to lightpoles

Recommended Location for Historic Banners



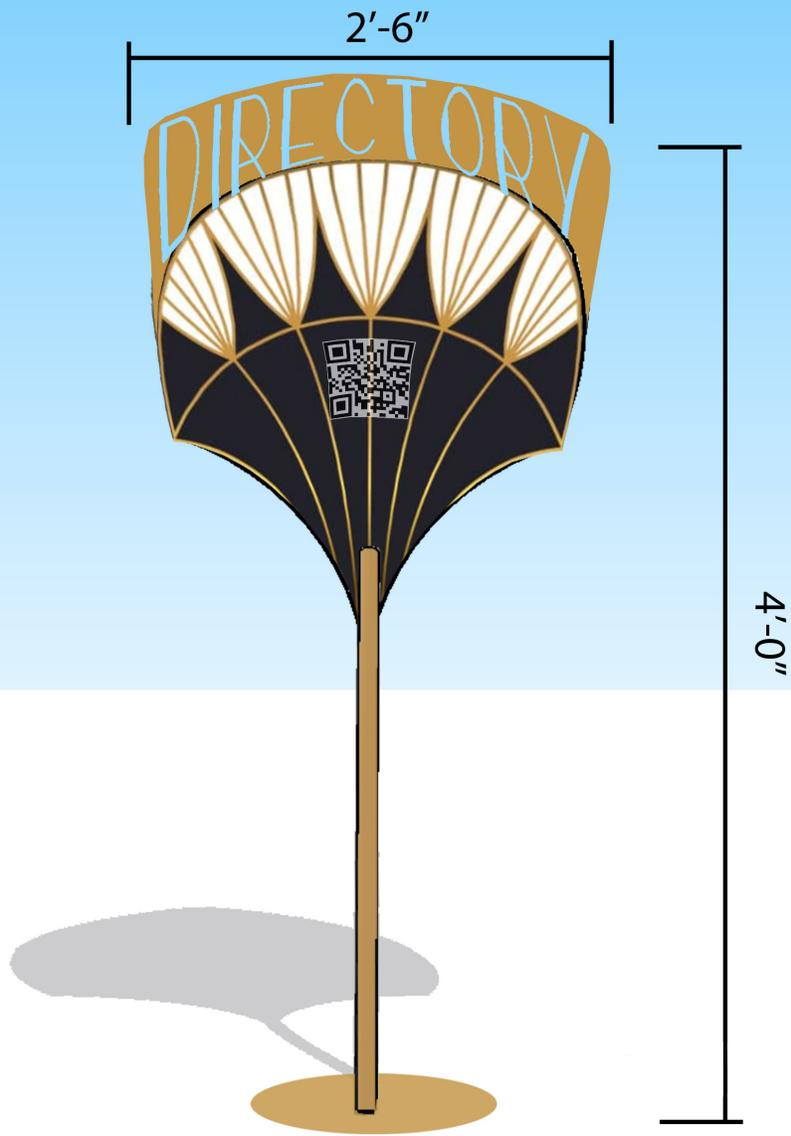
Plans

Kiosks

Stationary kiosks that include a QR code allow visitors to find information on downtown businesses via mobile devices



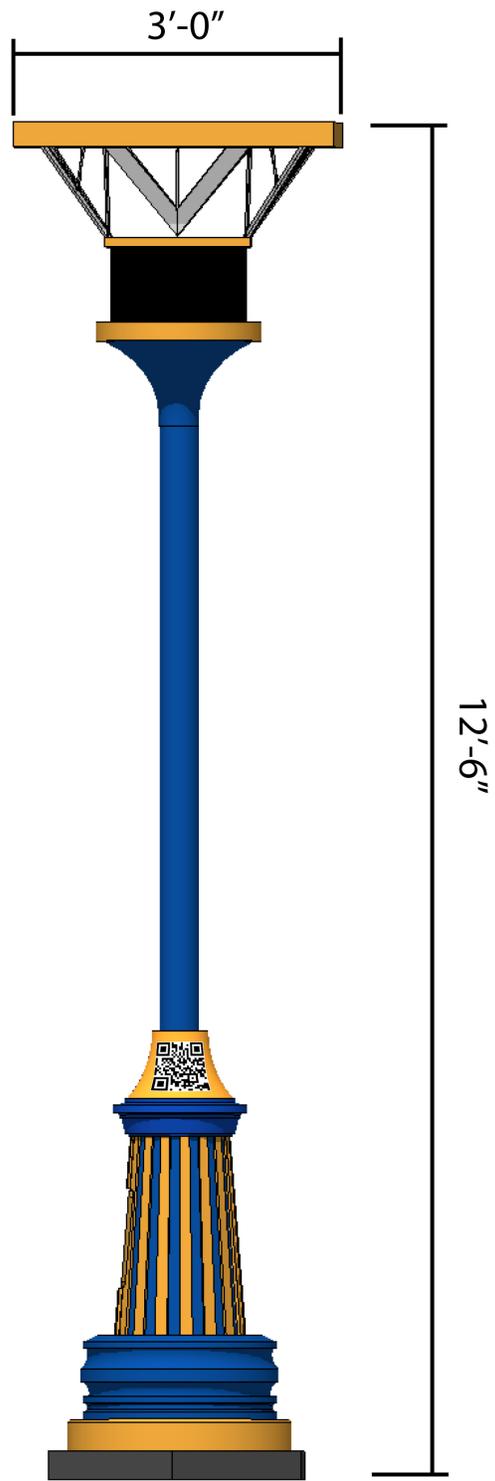
Example of banner and kiosk with QR code on intersection of Nevada Way and Arizona St.



Dimensions of QR code kiosks

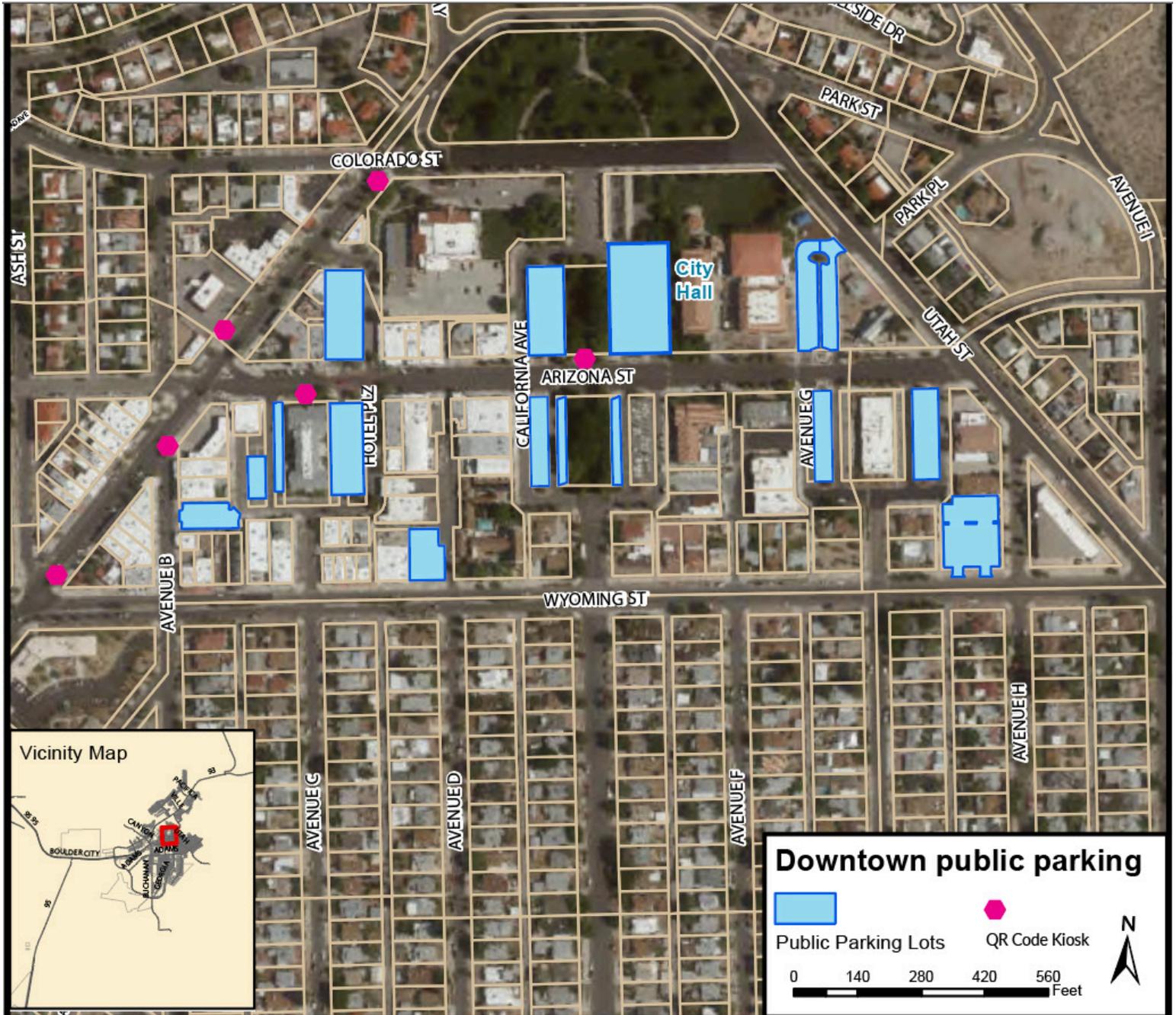


Example of banner and alternate kiosk design with QR code on intersection of Nevada Way and Arizona St.

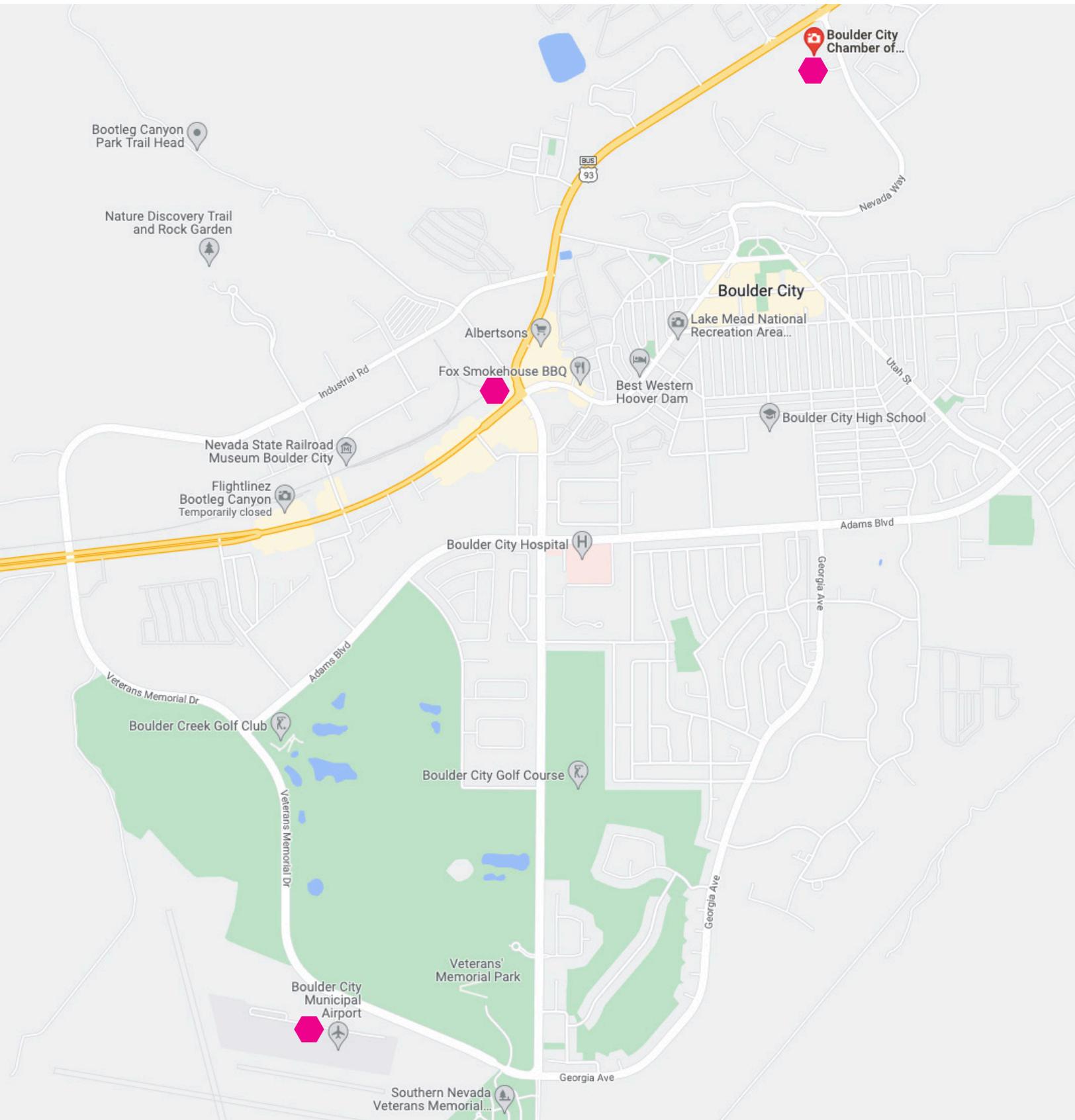


Dimensions of alternate kiosk design with QR code

Recommended Locations for Kiosks in Historic District



*Additional kiosks to be located at the Railroad Museum, Airport, and Chamber Visitor Center.



QR Code Kiosk

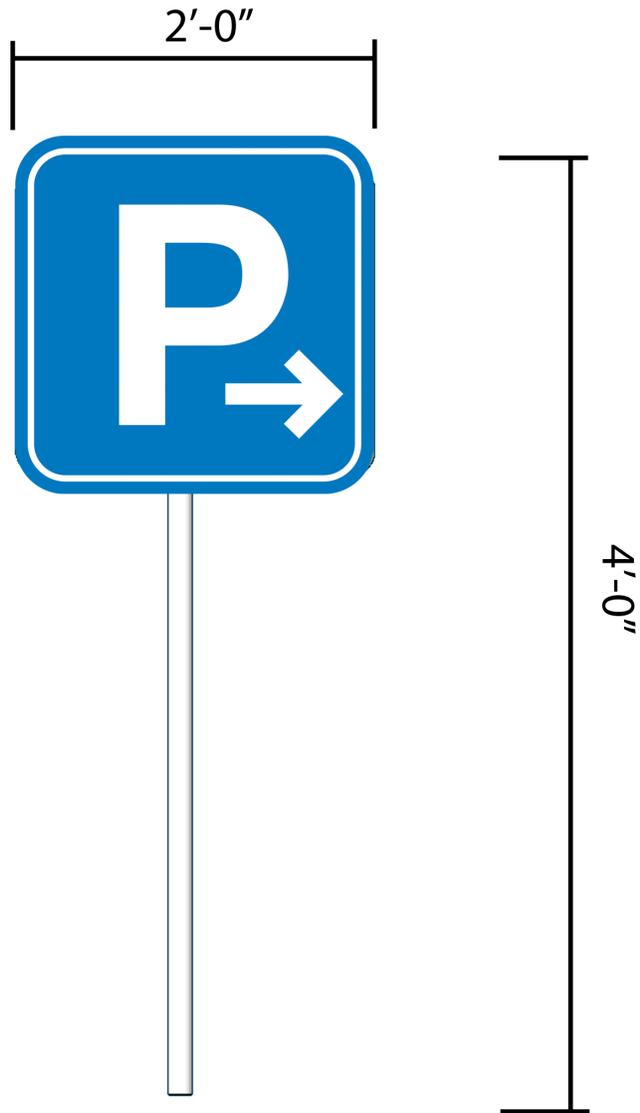
Plans

Parking Directional Signs

Recognizable Public Parking Signage



Example of updated directional parking signage on intersection of Nevada Way and Arizona St.



Dimensions of updated directional parking signage

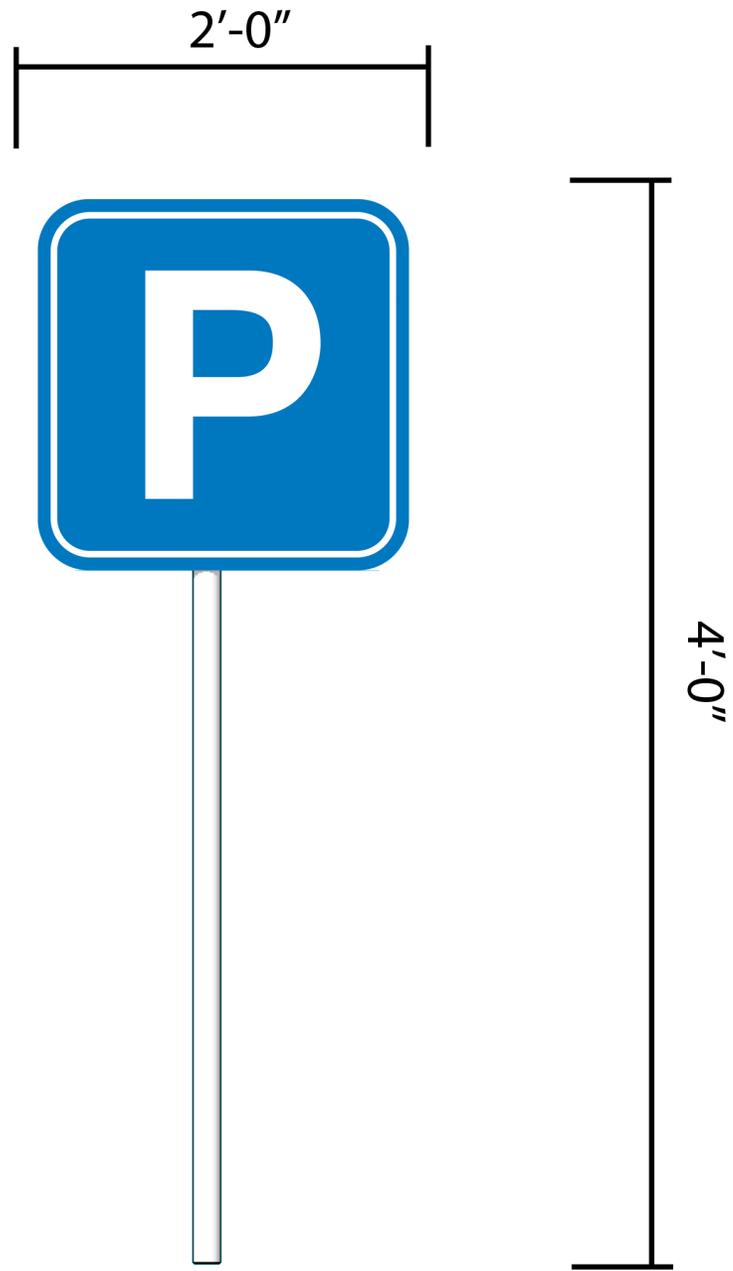
Plans

Parking Location

Parking Signs to identify Public Parking Lots

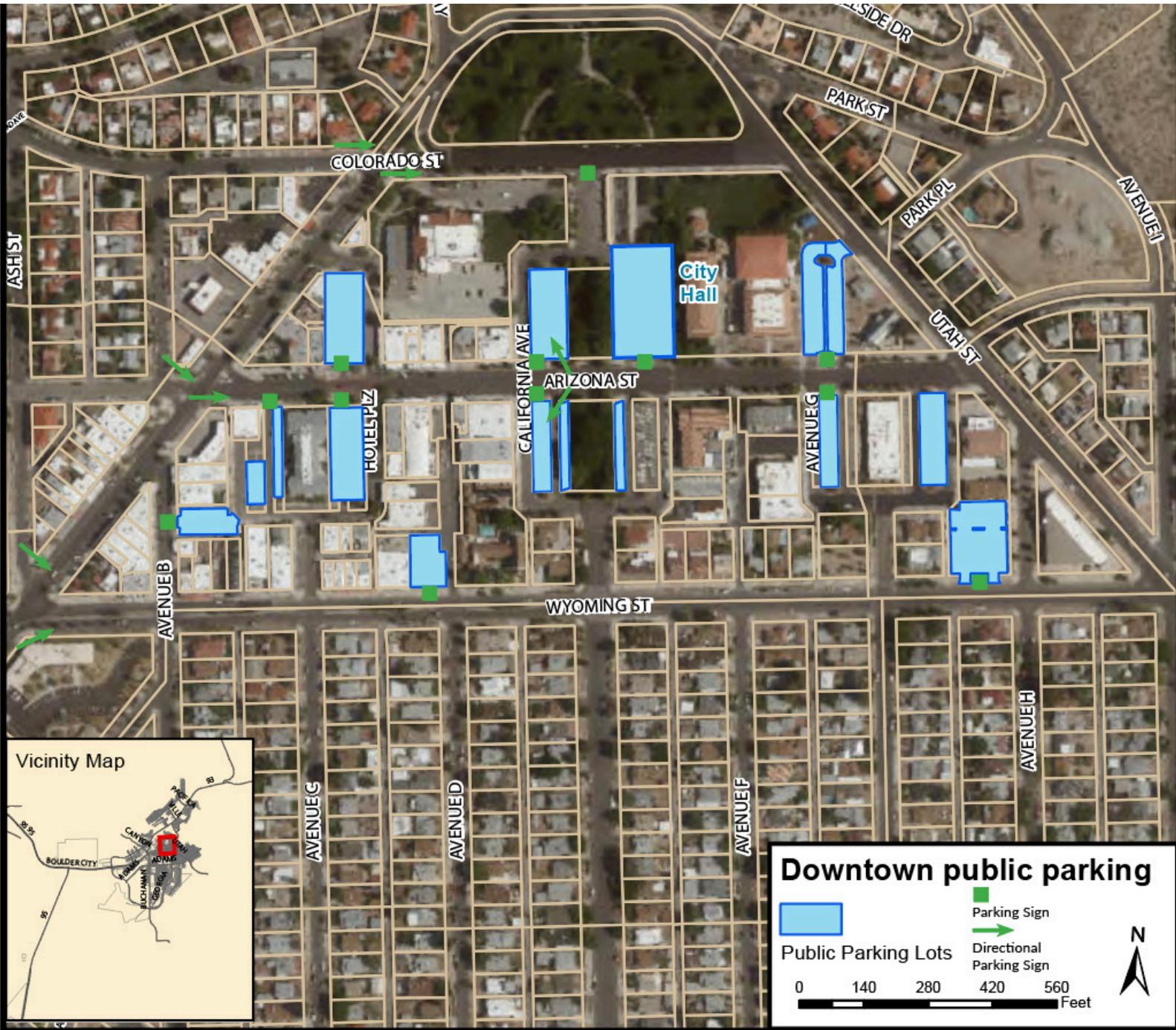


Example of updated parking signage in front of City Hall



Dimensions of updated parking location signage

Recommended Location for Parking Signs



Plans

Website

An updated Boulder City tourism website in partnership with the City and Chamber of Commerce

Website

The LGA team recommends an updated Boulder City tourism website in partnership with the City and Chamber of Commerce that is kept up to date with information regarding businesses, events, and parking. This website could also have profiles for each business that link directly to their respective websites. The following example for Taos, New Mexico's website was selected as it successfully integrates many of these features. Images of similar websites used by various cities can be found in the City Research section of the Appendix of this report.



[LOGGING](#) [EXPLORE](#) [PLAN](#) [EVENTS](#) [Q](#) [☰](#)

Categories

- Home/Lifestyle (37)
- Shop Online (34)
- Clothing & Accessories (31)
- Jewelry (16)
- Art Galleries (10)
- Flowers & Chocolate (6)
- Historical/Native (6)
- Painting & Sculpture (6)
- Children's Stores (5)
- Native Indian Stores (5)
- Gems, Minerals & Metaphysical (4)
- Arts, Clay, Craft & Stone (3)
- Books & Toys (3)
- Gear Shops (3)
- Yarns, Fibers & Textiles (3)
- Multi-Media (2)
- Sweet Treats (2)
- Arts & Culture (1)
- Food & Drink (1)
- Guided Hikes (1)
- Guided Tours (1)
- Hair & Beauty (1)
- Holistic Therapies (1)
- Pottery & Metals (1)
- Skiing & Snowboarding (1)
- Tattoo & Piercing (1)



[Visit Site](#) [575-758-0440](#)



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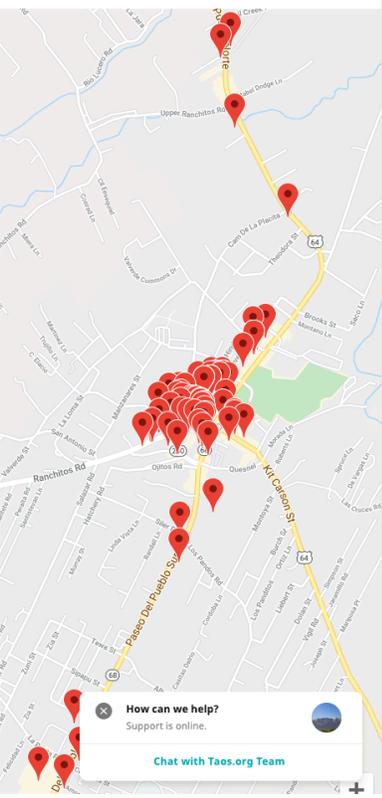
Murals & Faux Paint by David Vedoe
Murals & Faux Paint by David Vedoe. Transform you House, Business or Office with Murals, Faux Paint and other Design options. Call for a free consultation. Works on Historic Lodges, Boutique Hotels and B&B's, Galleries, Offices and Private Residences, Etc.

[575 779 3789](#)



Taos Art Supply
Taos Art Supply, is in a 220-year-old building nestled between Ledoux Street and Ranchitos Road. Offering everything artists need to create their next masterpiece!

[Visit Site](#) [575-770-4824](#)



How can we help?
Support is online.

[Chat with Taos.org Team](#)

Budget

Cost Estimate

Cost Estimate

The following construction cost estimate was prepared in conjunction with the Signage and Wayfinding Study. The costs are not escalated and based upon market conditions in May of 2022. Although it may be possible for the City of Boulder City to fabricate and install some of the items included in the estimate, this estimate is based upon a Design Bid Build delivery method with all work contracted out. The estimate is based upon prevailing wage labor rates and does not include design and/or engineering fees, building permit fees, and inspections provided by third parties.

Estimate Summary

1. Banners (65 total which includes 10% overage on materials)	\$21,600.00
2. Kiosk Option Leaf (9 total)	\$28,600.00
3. Kiosk Option 2 Lamp (9 total)	\$38,500.00
4. Parking Directional Signage (6 total)	\$3,700.00
5. Parking Location Signage Option One (Pole Mounted Sign) 10 Total	\$5,200.00
6. New Website	\$25,000.00

Additional detail for the estimate can be found following this summary.



Boulder City Wayfinding and Signage Study

Boulder City, NV



PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022



INTRODUCTORY NOTES

This estimate is based on verbal direction from the client and the following items, received 01 March 2021 and 06 June 2022:

Option 01 - Parking Direction Render	01 sheet
Option 01 - Parking Sign	01 sheet
Option 01- Dimension	01 sheet
Option 01- Dimension_Render	01 sheet
Option 01 -Leaf Dimension	01 sheet
Option 01 -Leaf Dimension Render	01 sheet
Option 01 -Parking Direction Dimension	01 sheet
Option 01 -Parking Sign Render 01	01 sheet
Option 02 - Parking Dimension	01 sheet
Option 02 - Parking Location 02	01 sheet
Option 02 - Parking Location copy	01 sheet
Option 02- Lamp_Kiosk Dimension	01 sheet
Option 02- Lamp_Kiosk Render	01 sheet
Re: Boulder City Wayfinding and Signage Study - OCMI Preliminary Design	EMAIL

The following items are excluded from this estimate:

- Professional fees.
- Building permits and fees.
- Inspections and tests.
- Furniture, fixtures & equipment, except as noted.
- Installation of owner furnished equipment.
- Construction change order contingency.
- Overtime.
- Hazardous material abatement/removal.
- Items referenced as NOT INCLUDED or NIC in estimate.

Basis of Estimate:

- This estimate is based on a construction start date of May 2022
- This estimate is based on a Design-Bid-Build delivery method.
- This estimate is based on prevailing wage labor rates.
- This estimate is based on a detailed measurement of quantities. We have made allowances for items that were not clearly defined in the drawings. The client should verify these allowances.
- This estimate is based on a minimum of four competitive bids and a stable bidding market.
- This estimate should be updated if more definitive information becomes available, or if there is any change in scope.
- We strongly advise the client to review this estimate in detail. If any interpretations in this estimate appear to differ from those intended by the design documents, they should be addressed immediately.

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

PROJECT OVERVIEW

ELEMENTS	SCENARIO 1	SCENARIO 2	SCENARIO 3	SCENARIO 4
01. BANNERS	\$21,600	\$21,600	\$21,600	\$21,600
02. KIOSKS - OPTION 1 FAN SHAPED	\$28,600		\$28,600	
03. KIOSKS - OPTION 2 LAMP		\$38,200		\$38,200
04. PARKING DIRECTIONAL SIGNAGE	\$3,700	\$3,700	\$3,700	\$3,700
05. PARKING LOCATION - OPTION 1 POLE MOUNTED SIGN	\$5,200	\$5,200		
06. PARKING LOCATION - OPTION 2 SCULPTURAL LETTER P			\$64,200	\$64,200
TOTAL CONSTRUCTION COST	\$59,100	\$68,700	\$118,100	\$127,700

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

PROJECT SUMMARY

ELEMENT	TOTAL COST	QUANTITY	\$/EA
01. BANNERS	\$21,598	72	\$299.98
02. KIOSKS - OPTION 1 FAN SHAPED	\$28,623	9	\$3,180.33
03. KIOSKS - OPTION 2 LAMP	\$38,206	9	\$4,245.16
04. PARKING DIRECTIONAL SIGNAGE	\$3,732	6	\$622.08
05. PARKING LOCATION - OPTION 1 POLE MOUNTED SIGN	\$5,153	10	\$515.28
06. PARKING LOCATION - OPTION 2 SCULPTURAL LETTER P	\$64,227	10	\$6,422.70

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

SITE SUMMARY

ELEMENT		TOTAL COST	\$/EA
01 GENERAL REQUIREMENTS			
02 EXISTING CONDITIONS			
03 CONCRETE			
04 MASONRY			
05 METALS			
06 WOOD, PLASTICS, AND COMPOSITES			
07 THERMAL AND MOISTURE PROTECTION			
08 OPENINGS			
09 FINISHES			
10 SPECIALTIES			
11 EQUIPMENT			
12 FURNISHINGS			
13 SPECIAL CONSTRUCTION			
14 CONVEYING EQUIPMENT			
21 FIRE SUPPRESSION			
22 PLUMBING			
23 HEATING, VENTILATING, AND AIR CONDITIONING			
26 ELECTRICAL			
27 COMMUNICATIONS			
28 ELECTRONIC SAFETY AND SECURITY			
31 EARTHWORK			
32 EXTERIOR IMPROVEMENTS		\$15,404	\$213.94
33 UTILITIES			
NET DIRECT SITE COST		\$15,404	\$213.94
DESIGN CONTINGENCY	18.00%	\$2,773	\$38.51
SUBTOTAL		\$18,177	\$252.45
ESCALATION	1.33%	\$242	\$3.37
SUBTOTAL		\$18,419	\$255.82
GENERAL CONDITIONS/REQUIREMENTS	10.00%	\$1,842	\$25.58
SUBTOTAL		\$20,261	\$281.40
CONTRACTOR OVERHEAD AND PROFIT	4.50%	\$912	\$12.66
SUBTOTAL		\$21,173	\$294.07
INSURANCE	1.00%	\$212	\$2.94
SUBTOTAL		\$21,384	\$297.01
BONDS: CONTRACTOR	1.00%	\$214	\$2.97
TOTAL SITE COST		\$21,598	\$299.98

TOTAL COUNT 72 EA

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

DESCRIPTION	QUANTITY	UNIT	UNIT RATE	ESTIMATED COST
32 EXTERIOR IMPROVEMENTS				
Site signage				
Pole banner, material and installation	65	EA	219.00	\$14,235
Banner		INCL.		
Weighted bottom pocket		INCL.		
Connections, brackets, metal fasteners, etc.		INCL.		
Pole banner, material only	7	EA	167.00	\$1,169
Banner		INCL.		
Weighted bottom pocket		INCL.		
Connections, brackets, metal fasteners, etc.		INCL.		
TOTAL - 32 EXTERIOR IMPROVEMENTS				\$15,404

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

SITE SUMMARY

ELEMENT		TOTAL COST	\$/EA
01 GENERAL REQUIREMENTS			
02 EXISTING CONDITIONS		\$503	\$55.89
03 CONCRETE		\$634	\$70.44
04 MASONRY			
05 METALS			
06 WOOD, PLASTICS, AND COMPOSITES			
07 THERMAL AND MOISTURE PROTECTION			
08 OPENINGS			
09 FINISHES			
10 SPECIALTIES			
11 EQUIPMENT			
12 FURNISHINGS			
13 SPECIAL CONSTRUCTION			
14 CONVEYING EQUIPMENT			
21 FIRE SUPPRESSION			
22 PLUMBING			
23 HEATING, VENTILATING, AND AIR CONDITIONING			
26 ELECTRICAL			
27 COMMUNICATIONS			
28 ELECTRONIC SAFETY AND SECURITY			
31 EARTHWORK		\$1,007	\$111.89
32 EXTERIOR IMPROVEMENTS		\$18,270	\$2,030.00
33 UTILITIES			
NET DIRECT SITE COST		\$20,414	\$2,268.22
DESIGN CONTINGENCY	18.00%	\$3,675	\$408.28
SUBTOTAL		\$24,089	\$2,676.50
ESCALATION	1.33%	\$321	\$35.69
SUBTOTAL		\$24,410	\$2,712.19
GENERAL CONDITIONS/REQUIREMENTS	10.00%	\$2,441	\$271.22
SUBTOTAL		\$26,851	\$2,983.41
CONTRACTOR OVERHEAD AND PROFIT	4.50%	\$1,208	\$134.25
SUBTOTAL		\$28,059	\$3,117.66
INSURANCE	1.00%	\$281	\$31.18
SUBTOTAL		\$28,340	\$3,148.84
BONDS: CONTRACTOR	1.00%	\$283	\$31.49
TOTAL SITE COST		\$28,623	\$3,180.33

TOTAL COUNT

9 EA

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

DESCRIPTION	QUANTITY	UNIT	UNIT RATE	ESTIMATED COST
02 EXISTING CONDITIONS				
Demolition				
Exterior Improvements, Allowance	1	LS	503.33	\$503
Incidental demolition		INCL.		
Haul and dispose		INCL.		
TOTAL - 02 EXISTING CONDITIONS				\$503
03 CONCRETE				
Site Concrete				
Sign footing	9	EA	70.47	\$634
Formwork		INCL.		
Reinforcement		INCL.		
Concrete		INCL.		
Backfill and compact		INCL.		
TOTAL - 03 CONCRETE				\$634
31 EARTHWORK				
Site Earthwork, minimal anticipated	1	LS	1,006.67	\$1,007
TOTAL - 31 EARTHWORK				\$1,007
32 EXTERIOR IMPROVEMENTS				
Site signage				
Pole mounted sign	9	EA	2,030.00	\$18,270
Metal sign, reflective		INCL.		
Custom lettering		INCL.		
Connections, brackets, metal fasteners, etc.		INCL.		
TOTAL - 32 EXTERIOR IMPROVEMENTS				\$18,270

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

SITE SUMMARY

ELEMENT		TOTAL COST	\$/EA
01 GENERAL REQUIREMENTS			
02 EXISTING CONDITIONS		\$503	\$55.89
03 CONCRETE		\$3,624	\$402.67
04 MASONRY			
05 METALS			
06 WOOD, PLASTICS, AND COMPOSITES			
07 THERMAL AND MOISTURE PROTECTION			
08 OPENINGS			
09 FINISHES			
10 SPECIALTIES			
11 EQUIPMENT			
12 FURNISHINGS			
13 SPECIAL CONSTRUCTION			
14 CONVEYING EQUIPMENT			
21 FIRE SUPPRESSION			
22 PLUMBING			
23 HEATING, VENTILATING, AND AIR CONDITIONING			
26 ELECTRICAL			
27 COMMUNICATIONS			
28 ELECTRONIC SAFETY AND SECURITY			
31 EARTHWORK		\$1,007	\$111.89
32 EXTERIOR IMPROVEMENTS			
33 UTILITIES		\$22,115	\$2,457.22
NET DIRECT SITE COST		\$27,249	\$3,027.67
DESIGN CONTINGENCY	18.00%	\$4,905	\$544.98
SUBTOTAL		\$32,154	\$3,572.65
ESCALATION	1.33%	\$429	\$47.64
SUBTOTAL		\$32,583	\$3,620.28
GENERAL CONDITIONS/REQUIREMENTS	10.00%	\$3,258	\$362.03
SUBTOTAL		\$35,841	\$3,982.31
CONTRACTOR OVERHEAD AND PROFIT	4.50%	\$1,613	\$179.20
SUBTOTAL		\$37,454	\$4,161.51
INSURANCE	1.00%	\$375	\$41.62
SUBTOTAL		\$37,828	\$4,203.13
BONDS: CONTRACTOR	1.00%	\$378	\$42.03
TOTAL SITE COST		\$38,206	\$4,245.16

TOTAL COUNT

9 EA

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

DESCRIPTION	QUANTITY	UNIT	UNIT RATE	ESTIMATED COST
02 EXISTING CONDITIONS				
Demolition				
Exterior Improvements, Allowance	1	LS	503.33	\$503
Incidental demolition		INCL.		
Haul and dispose		INCL.		
TOTAL - 02 EXISTING CONDITIONS				\$503
03 CONCRETE				
Site Concrete				
Sign footing	9	EA	402.67	\$3,624
Formwork		INCL.		
Reinforcement		INCL.		
Concrete		INCL.		
Backfill and compact		INCL.		
TOTAL - 03 CONCRETE				\$3,624
31 EARTHWORK				
Site Earthwork, minimal anticipated	1	LS	1,006.67	\$1,007
TOTAL - 31 EARTHWORK				\$1,007
33 UTILITIES				
Power and supply, Assume connect to existing		NA		
Site electrical				
Lighting				
Pullbox	1	EA	2,600.77	\$2,601
Lighting fixtures, 12 feet pole, square, MH, Allowance	1	EA	9,225.00	\$9,225
Conduit and wire	80	LF	50.71	\$4,057
Light Pole Foundation	1	EA	6,231.85	\$6,232
TOTAL - 33 UTILITIES				\$22,115

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

SITE SUMMARY

ELEMENT		TOTAL COST	\$/EA
01 GENERAL REQUIREMENTS			
02 EXISTING CONDITIONS		\$302	\$50.33
03 CONCRETE		\$423	\$70.50
04 MASONRY			
05 METALS			
06 WOOD, PLASTICS, AND COMPOSITES			
07 THERMAL AND MOISTURE PROTECTION			
08 OPENINGS			
09 FINISHES			
10 SPECIALTIES			
11 EQUIPMENT			
12 FURNISHINGS			
13 SPECIAL CONSTRUCTION			
14 CONVEYING EQUIPMENT			
21 FIRE SUPPRESSION			
22 PLUMBING			
23 HEATING, VENTILATING, AND AIR CONDITIONING			
26 ELECTRICAL			
27 COMMUNICATIONS			
28 ELECTRONIC SAFETY AND SECURITY			
31 EARTHWORK		\$1,007	\$167.83
32 EXTERIOR IMPROVEMENTS		\$930	\$155.00
33 UTILITIES			
NET DIRECT SITE COST		\$2,662	\$443.67
DESIGN CONTINGENCY	18.00%	\$479	\$79.86
SUBTOTAL		\$3,141	\$523.53
ESCALATION	1.33%	\$42	\$6.98
SUBTOTAL		\$3,183	\$530.51
GENERAL CONDITIONS/REQUIREMENTS	10.00%	\$318	\$53.05
SUBTOTAL		\$3,501	\$583.56
CONTRACTOR OVERHEAD AND PROFIT	4.50%	\$158	\$26.26
SUBTOTAL		\$3,659	\$609.82
INSURANCE	1.00%	\$37	\$6.10
SUBTOTAL		\$3,695	\$615.92
BONDS: CONTRACTOR	1.00%	\$37	\$6.16
TOTAL SITE COST		\$3,732	\$622.08

TOTAL COUNT

6 EA

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

DESCRIPTION	QUANTITY	UNIT	UNIT RATE	ESTIMATED COST
02 EXISTING CONDITIONS				
Demolition				
Exterior Improvements, Allowance	1	LS	302.00	\$302
Incidental demolition		INCL.		
Haul and dispose		INCL.		
TOTAL - 02 EXISTING CONDITIONS				\$302
03 CONCRETE				
Site Concrete				
Sign footing	6	EA	70.47	\$423
Formwork		INCL.		
Reinforcement		INCL.		
Concrete		INCL.		
Backfill and compact		INCL.		
TOTAL - 03 CONCRETE				\$423
31 EARTHWORK				
Site Earthwork, minimal anticipated	1	LS	1,006.67	\$1,007
TOTAL - 31 EARTHWORK				\$1,007
32 EXTERIOR IMPROVEMENTS				
Site signage				
Pole mounted sign	6	EA	155.00	\$930
Metal sign, reflective		INCL.		
Connections, brackets, metal fasteners, etc.		INCL.		
TOTAL - 32 EXTERIOR IMPROVEMENTS				\$930

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

SITE SUMMARY

ELEMENT	TOTAL COST	\$/EA
01 GENERAL REQUIREMENTS		
02 EXISTING CONDITIONS	\$503	\$50.30
03 CONCRETE	\$705	\$70.50
04 MASONRY		
05 METALS		
06 WOOD, PLASTICS, AND COMPOSITES		
07 THERMAL AND MOISTURE PROTECTION		
08 OPENINGS		
09 FINISHES		
10 SPECIALTIES		
11 EQUIPMENT		
12 FURNISHINGS		
13 SPECIAL CONSTRUCTION		
14 CONVEYING EQUIPMENT		
21 FIRE SUPPRESSION		
22 PLUMBING		
23 HEATING, VENTILATING, AND AIR CONDITIONING		
26 ELECTRICAL		
27 COMMUNICATIONS		
28 ELECTRONIC SAFETY AND SECURITY		
31 EARTHWORK	\$1,007	\$100.70
32 EXTERIOR IMPROVEMENTS	\$1,460	\$146.00
33 UTILITIES		
NET DIRECT SITE COST	\$3,675	\$367.50
DESIGN CONTINGENCY	18.00% \$662	\$66.15
SUBTOTAL	\$4,337	\$433.65
ESCALATION	1.33% \$58	\$5.78
SUBTOTAL	\$4,394	\$439.43
GENERAL CONDITIONS/REQUIREMENTS	10.00% \$439	\$43.94
SUBTOTAL	\$4,834	\$483.38
CONTRACTOR OVERHEAD AND PROFIT	4.50% \$218	\$21.75
SUBTOTAL	\$5,051	\$505.13
INSURANCE	1.00% \$51	\$5.05
SUBTOTAL	\$5,102	\$510.18
BONDS: CONTRACTOR	1.00% \$51	\$5.10
TOTAL SITE COST	\$5,153	\$515.28

TOTAL COUNT 10 EA

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

DESCRIPTION	QUANTITY	UNIT	UNIT RATE	ESTIMATED COST
02 EXISTING CONDITIONS				
Demolition				
Exterior Improvements, Allowance	1	LS	503.33	\$503
Incidental demolition		INCL.		
Haul and dispose		INCL.		
TOTAL - 02 EXISTING CONDITIONS				\$503
03 CONCRETE				
Site Concrete				
Sign footing	10	EA	70.47	\$705
Formwork		INCL.		
Reinforcement		INCL.		
Concrete		INCL.		
Backfill and compact		INCL.		
TOTAL - 03 CONCRETE				\$705
31 EARTHWORK				
Site Earthwork, minimal anticipated	1	LS	1,006.67	\$1,007
TOTAL - 31 EARTHWORK				\$1,007
32 EXTERIOR IMPROVEMENTS				
Site signage				
Pole mounted sign	10	EA	146.00	\$1,460
Metal sign, reflective		INCL.		
Connections, brackets, metal fasteners, etc.		INCL.		
TOTAL - 32 EXTERIOR IMPROVEMENTS				\$1,460

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

SITE SUMMARY

ELEMENT	TOTAL COST	\$/EA
01 GENERAL REQUIREMENTS		
02 EXISTING CONDITIONS	\$503	\$50.30
03 CONCRETE	\$4,027	\$402.70
04 MASONRY		
05 METALS		
06 WOOD, PLASTICS, AND COMPOSITES		
07 THERMAL AND MOISTURE PROTECTION		
08 OPENINGS		
09 FINISHES		
10 SPECIALTIES		
11 EQUIPMENT		
12 FURNISHINGS		
13 SPECIAL CONSTRUCTION		
14 CONVEYING EQUIPMENT		
21 FIRE SUPPRESSION		
22 PLUMBING		
23 HEATING, VENTILATING, AND AIR CONDITIONING		
26 ELECTRICAL		
27 COMMUNICATIONS		
28 ELECTRONIC SAFETY AND SECURITY		
31 EARTHWORK	\$1,007	\$100.70
32 EXTERIOR IMPROVEMENTS	\$40,270	\$4,027.00
33 UTILITIES		
NET DIRECT SITE COST	\$45,807	\$4,580.70
DESIGN CONTINGENCY	18.00% \$8,245	\$824.53
SUBTOTAL	\$54,052	\$5,405.23
ESCALATION	1.33% \$721	\$72.07
SUBTOTAL	\$54,773	\$5,477.30
GENERAL CONDITIONS/REQUIREMENTS	10.00% \$5,477	\$547.73
SUBTOTAL	\$60,250	\$6,025.03
CONTRACTOR OVERHEAD AND PROFIT	4.50% \$2,711	\$271.13
SUBTOTAL	\$62,962	\$6,296.15
INSURANCE	1.00% \$630	\$62.96
SUBTOTAL	\$63,591	\$6,359.11
BONDS: CONTRACTOR	1.00% \$636	\$63.59
TOTAL SITE COST	\$64,227	\$6,422.70

TOTAL COUNT 10 EA

PRELIMINARY DESIGN COST ESTIMATE R1

OCMI JOB #: 220166.000 | 06 June 2022

DESCRIPTION	QUANTITY	UNIT	UNIT RATE	ESTIMATED COST
02 EXISTING CONDITIONS				
Demolition				
Exterior Improvements, Allowance	1	LS	503.33	\$503
Incidental demolition		INCL.		
Haul and dispose		INCL.		
TOTAL - 02 EXISTING CONDITIONS				\$503
03 CONCRETE				
Site Concrete				
Sign footing	10	EA	402.67	\$4,027
Formwork		INCL.		
Reinforcement		INCL.		
Concrete		INCL.		
Backfill and compact		INCL.		
TOTAL - 03 CONCRETE				\$4,027
31 EARTHWORK				
Site Earthwork, minimal anticipated	1	LS	1,006.67	\$1,007
TOTAL - 31 EARTHWORK				\$1,007
32 EXTERIOR IMPROVEMENTS				
Site signage				
Sculptural letter P	10	EA	4,027.00	\$40,270
Metal sign, reflective		INCL.		
Connections, brackets, metal fasteners, etc.		INCL.		
Graphic		INCL.		
TOTAL - 32 EXTERIOR IMPROVEMENTS				\$40,270

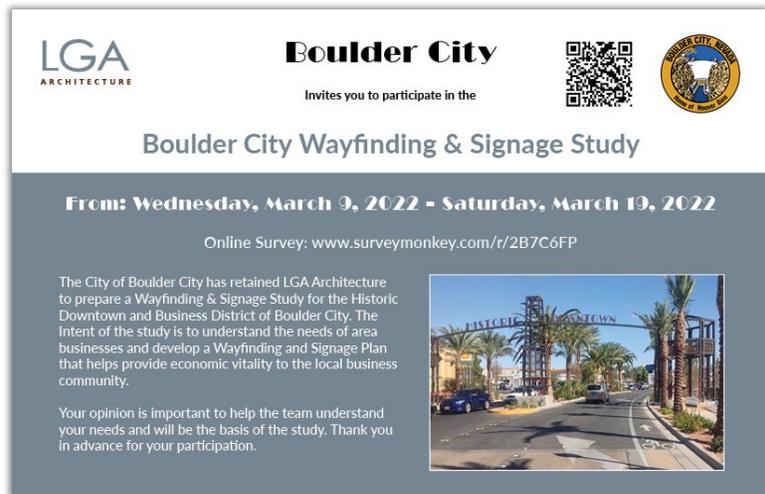
Appendix

Business Outreach



Surveys

To kick off the survey, the City of Boulder City and LGA representatives presented to local businesses at the Chamber of Commerce Mixer on March 9, 2022. On March 10, the survey link was also distributed to all pertinent businesses in the City's database.



LGA
ARCHITECTURE

Boulder City
Invites you to participate in the



Boulder City Wayfinding & Signage Study

From: Wednesday, March 9, 2022 - Saturday, March 19, 2022

Online Survey: www.surveymonkey.com/r/2B7C6FP

The City of Boulder City has retained LGA Architecture to prepare a Wayfinding & Signage Study for the Historic Downtown and Business District of Boulder City. The Intent of the study is to understand the needs of area businesses and develop a Wayfinding and Signage Plan that helps provide economic vitality to the local business community.

Your opinion is important to help the team understand your needs and will be the basis of the study. Thank you in advance for your participation.



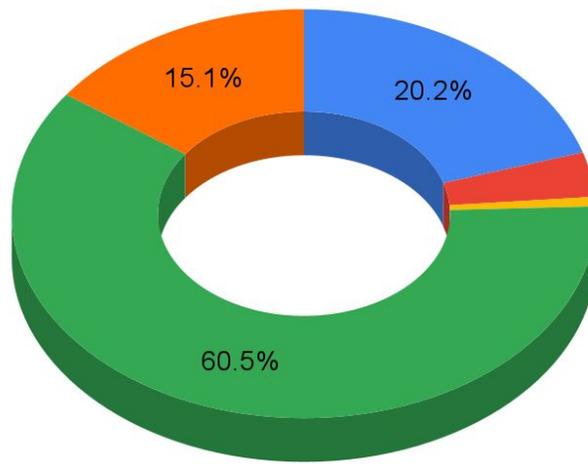
Business Surveys

52

52 Businesses took the survey
Results are as follows:



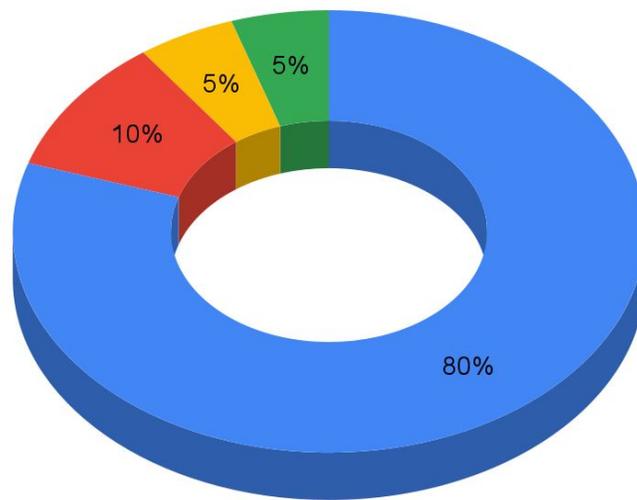
Describe the impact on your business since Interstate 11 was opened



- Business Improved
- Less Business
- Unknown
- No Impact to the business
- Business was not opened



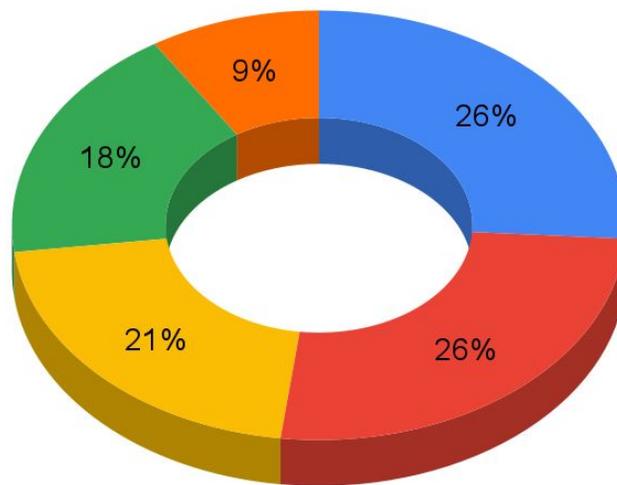
How do your customers find you?



● Word of mouth or Internet search ● Foot Traffic ● GPS/Maps ● Signage



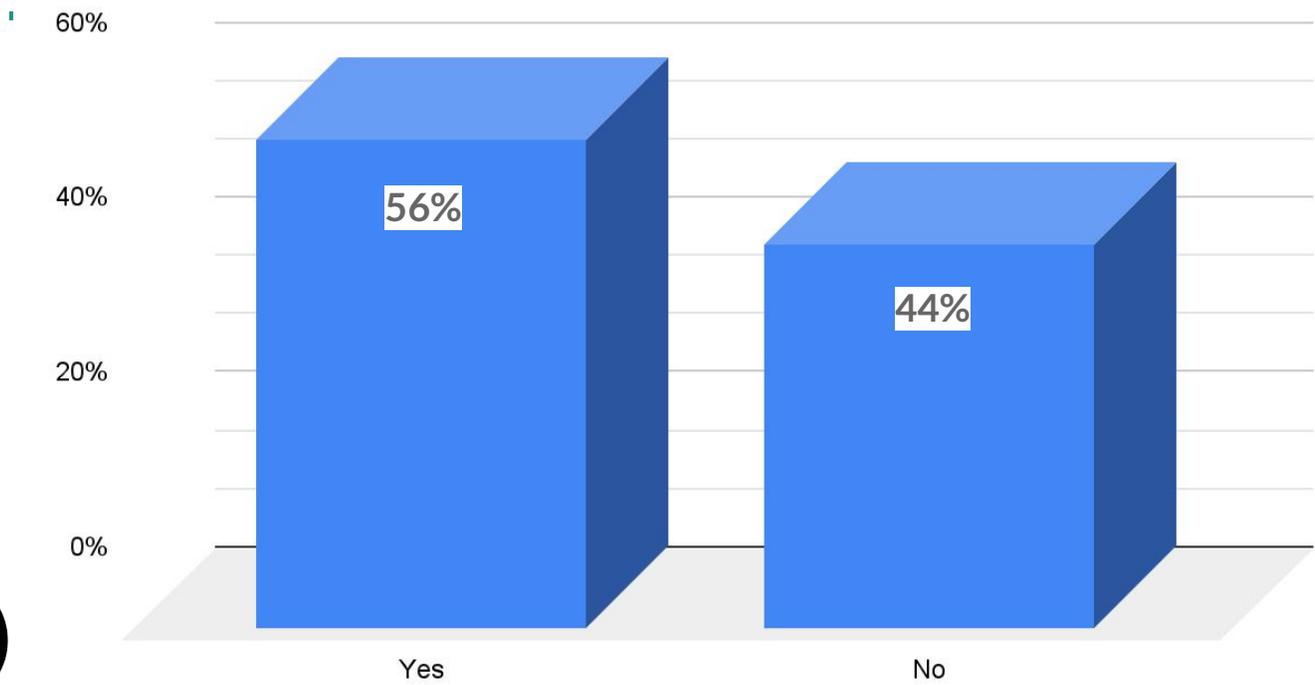
What do customers say is the biggest impediment to finding your business



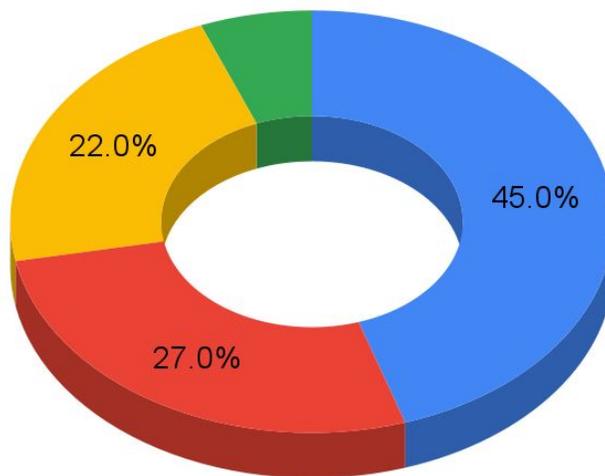
- No Impediments
- Signage
- Location
- Lack of parking
- Lack of online presence



Do you find the existing Boulder City Wayfinding and Signage helpful?



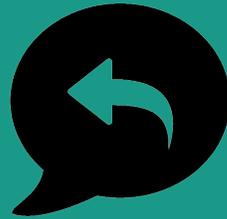
If answered no, can you elaborate?



● More Directional Signage ● No Impact ● Unsure ● Addressing Issue



Other observations



- One respondent suggested that maps such as “wine walk” be developed for all businesses
- One respondent indicated that there is no sign at town entrance
- One respondent mentioned to promote “Old Town” as a destination. Parking signs and parking for 2 wheel vehicles
- One respondent suggested that the kiosk maps are not updated
- One respondent cited that there is no indication that there are businesses on Wyoming
- One respondent suggested new signage to direct people to Chamber of Commerce
- One respondent suggested that a current Boulder City business website would be helpful

Appendix

Intercept Survey

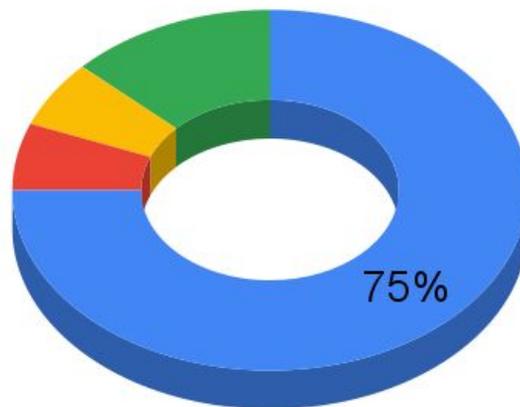
Visitor Surveys

34

34 Visitors took the survey
Results are as follows:



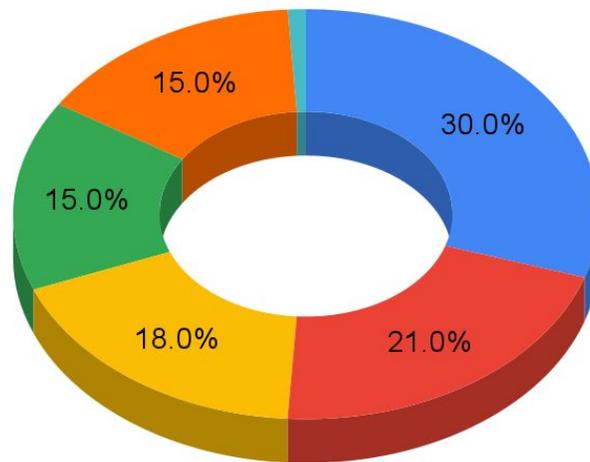
Where do you live?



- Las Vegas
- California
- New York
- Other : Minnesota, Illinois, Colorado, Oklahoma, Arizona

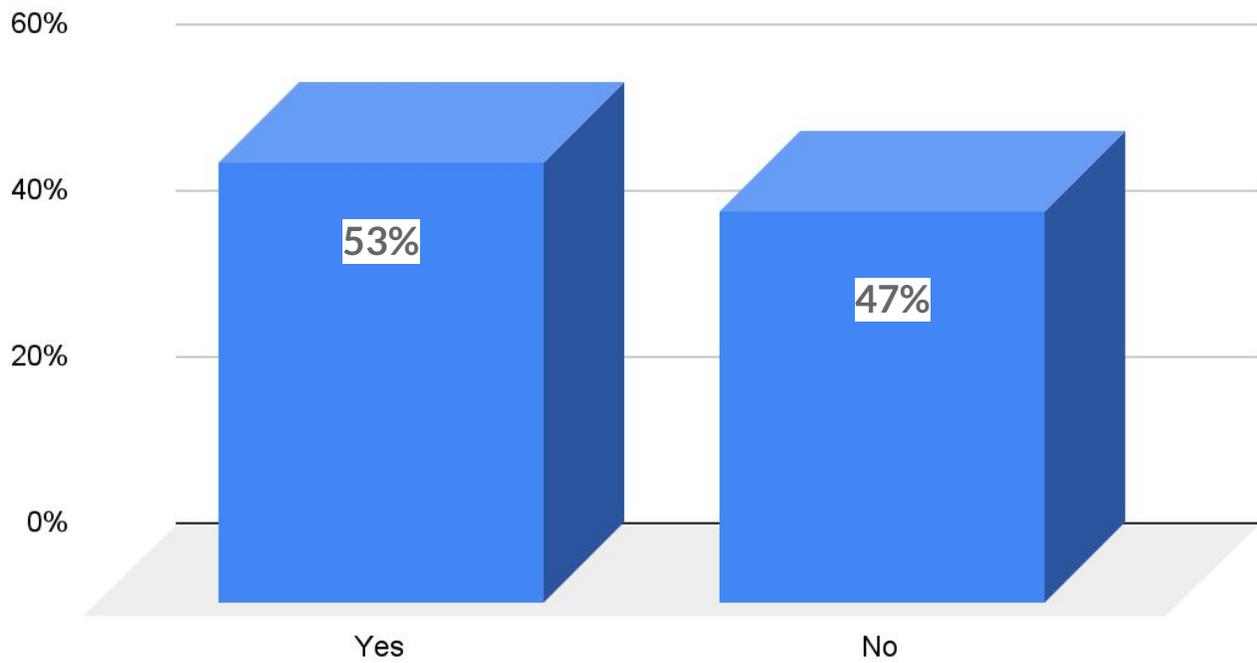


How often do you visit Boulder City?

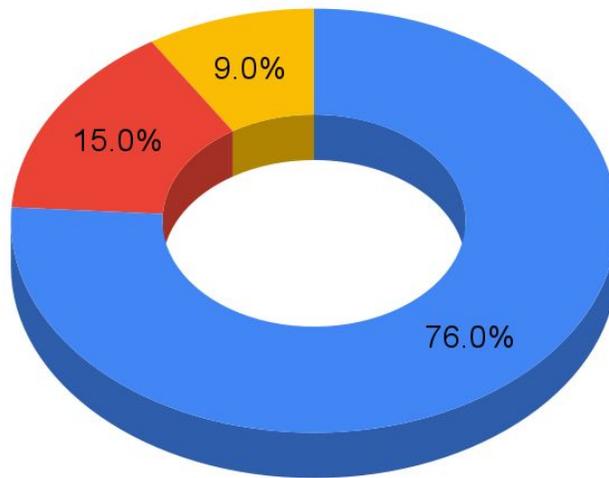


- Visit monthly
- First time visitors
- Visit yearly
- Visit weekly
- Do not visit often
- No response

Did you plan to visit a specific business?



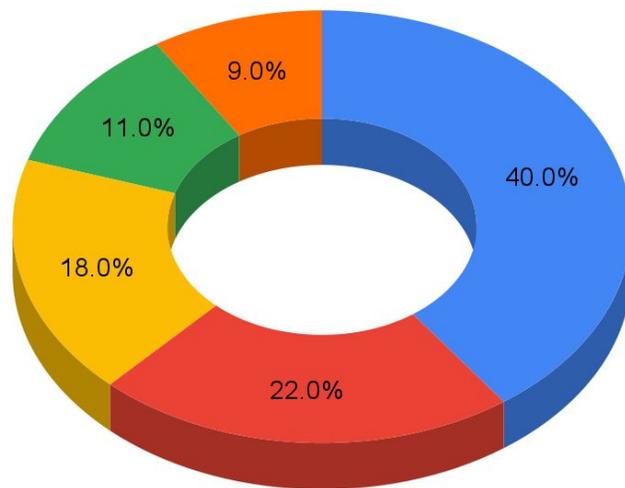
Did you find the existing Wayfinding and Signage helpful?



● Helpful ● Not Helpful ● Didn't Matter



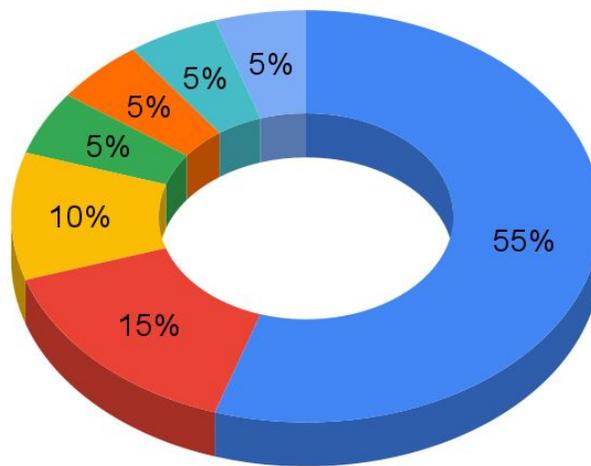
What do you like about Boulder City commercial areas?



● Small town feel ● City walkability ● Historical character ● Nice people ● Quality of infrastructure



What do you not like about Boulder City?



- Nothing
- Parking
- Store Hours
- Signage
- Motorcycle Parking
- Empty Stores
- Too Far



Resident Survey

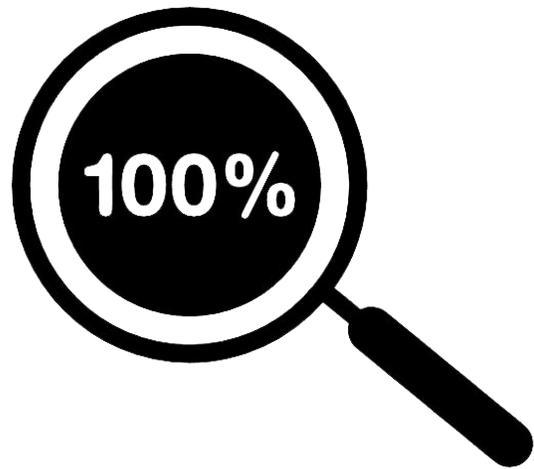
During the course of the intercept survey 6 residents were polled



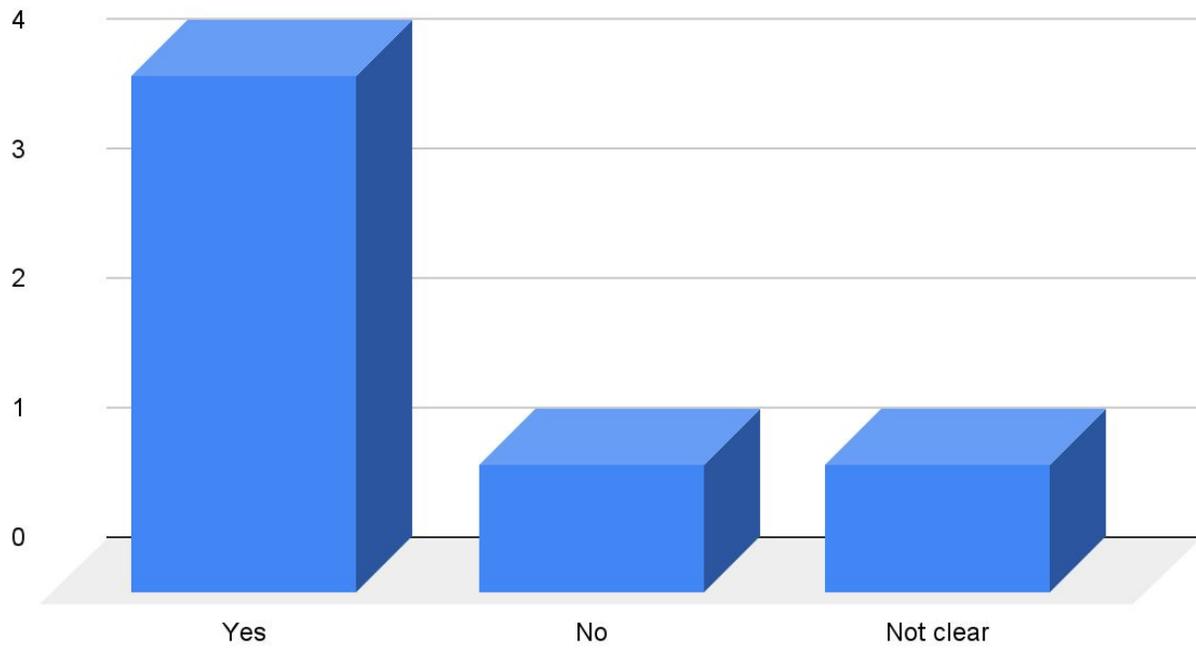
Results are as follows:

Do you think that customers can find the business district in Boulder City?

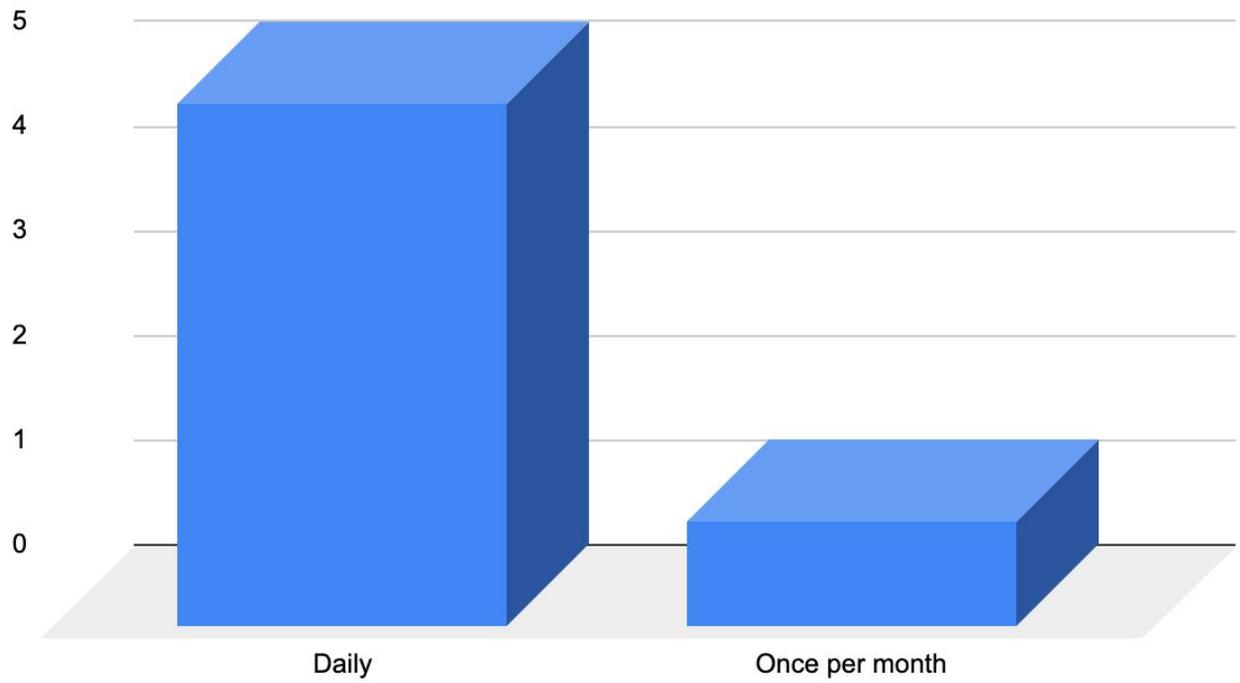
All 6 responded "YES"



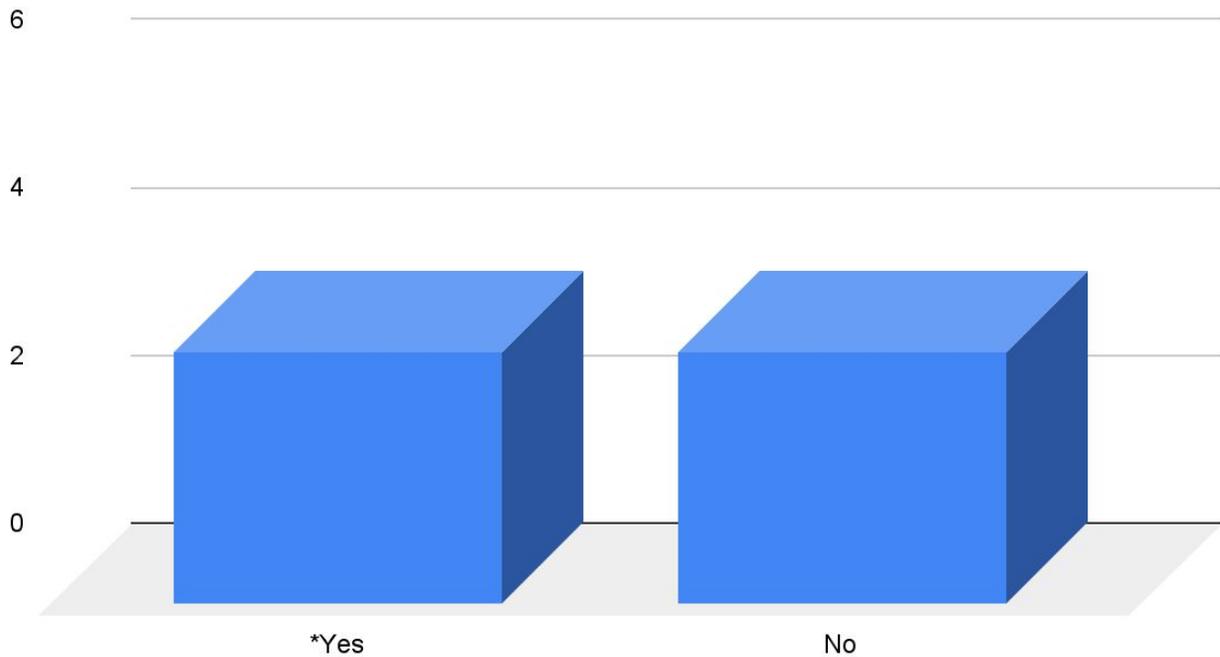
Do you think customers can find parking?



How often do you visit local businesses?



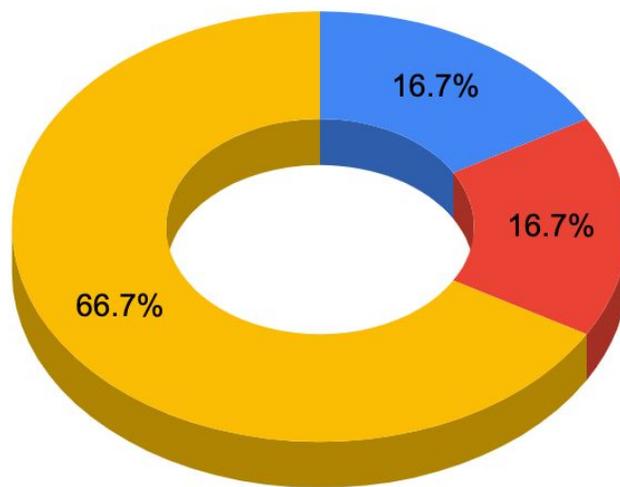
Have you noticed changes since Interstate 11 opened?



*Those who elaborated on the yes vote stated decreased traffic, and less trucks



Anything else you could offer the team?



● More directional signage ● Signage is outdated ● No opinion



Appendix

City Research



- ⊕ Wayfinding solutions
- ⊕ Stainless-steel etched panel dedication plaques
- ⊕ High pressure laminate informational panels
- ⊕ Parking signage with themed finials



Tallahassee, FL - Cascades Park

Cascades Park is the newest social center of the City of Tallahassee bringing together arts, entertainment, education, history and wellness. Located in the heart of downtown, Cascades Park offers a variety of outdoor and recreational amenities, including 2.3 miles of biking and walking trails, an outdoor amphitheater, an interactive water fountain, a children's play area, a Smokey Hollow Commemoration and a storm-water facility that is designed to flood offering relief to nearby areas during major storm events.

Park signage includes gateway monument signs with a map and highlighted features, stainless steel etched panels for dedication plaques and monuments depicting the history of the property and the City of Tallahassee.

The signage also includes parking signage with themed finials to indicate the appropriate parking areas and parking hours. Donor plaques and pedestrian directional signs are located at intersections throughout the park that included an information/map cabinet with interchangeable copy.

Tampa, FL - Sparkman Wharf

Sparkman Wharf is an outdoor waterfront destination in the heart of the Water Street Tampa Development. Located along the Garrison Channel in downtown Tampa, Sparkman Wharf combines re-imagined waterfront loft-style office space with refreshed ground-level retail nestled in a park-like environment, which features an intimate dining garden, biergarten and lawn for play and relaxation. Additionally, Sparkman Wharf features 10 unique dining options, craft beer, music, waterfront views, and outdoor spaces for lawn games.



Taos, NM

This New Mexico town draws in visitors with its adobe architecture and diverse mix of things to do. Here, you'll find Taos Pueblo, the only living Native American community with UNESCO World Heritage Site status and a National Historic Landmark designation, as well as the Rio Grande Gorge Bridge, which is the second-highest bridge on America's highway system. Plus, Taos boasts an adobe-filled historic district that hosts seasonal outdoor concerts and is home to various shops and art galleries. If you decide to visit in winter, you'll enjoy proximity to powder-covered mountains known for their excellent ski slopes.



Categories

- Home/Lifestyle (37)
- Shop Online (34)
- Clothing & Accessories (31)
- Jewelry (16)
- Art Galleries (10)
- Flowers & Chocolate (6)
- Historical/Native (6)
- Painting & Sculpture (6)
- Children's Stores (5)
- Native Indian Stores (5)
- Gems, Minerals & Metaphysical (4)
- Arts, Clay, Craft & Stone (3)
- Books & Toys (3)
- Gear Shops (3)
- Yarns, Fibers & Textiles (3)
- Multi-Media (2)
- Sweet Treats (2)
- Arts & Culture (1)
- Food & Drink (1)
- Guided Hikes (1)
- Guided Tours (1)
- Hair & Beauty (1)
- Holistic Therapies (1)
- Pottery & Metals (1)
- Skiing & Snowboarding (1)
- Tattoo & Piercing (1)


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Tony Whitecrow's

Soul of the Southwest – featuring the very finest in one of a kind, custom made western clothing bedding, and accessories.

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Box Canyon

Made in New Mexico souvenirs, gifts, and local art. Cards, toys, snacks, candy, and sundries. United States Post Office and other business services. Your friendly one-stop shop.

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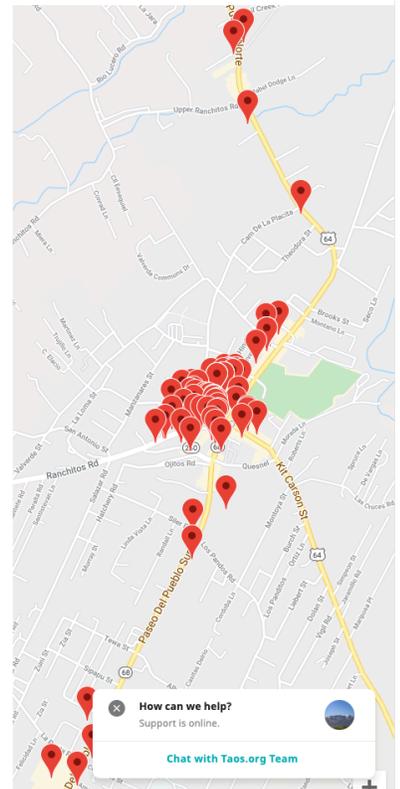
[575 779 3789](tel:575-779-3789)


Taos Art Supply

Taos Art Supply, is in a 220-year-old building nestled between Ledoux Street and Ranchitos Road. Offering everything artists need to create their next masterpiece!

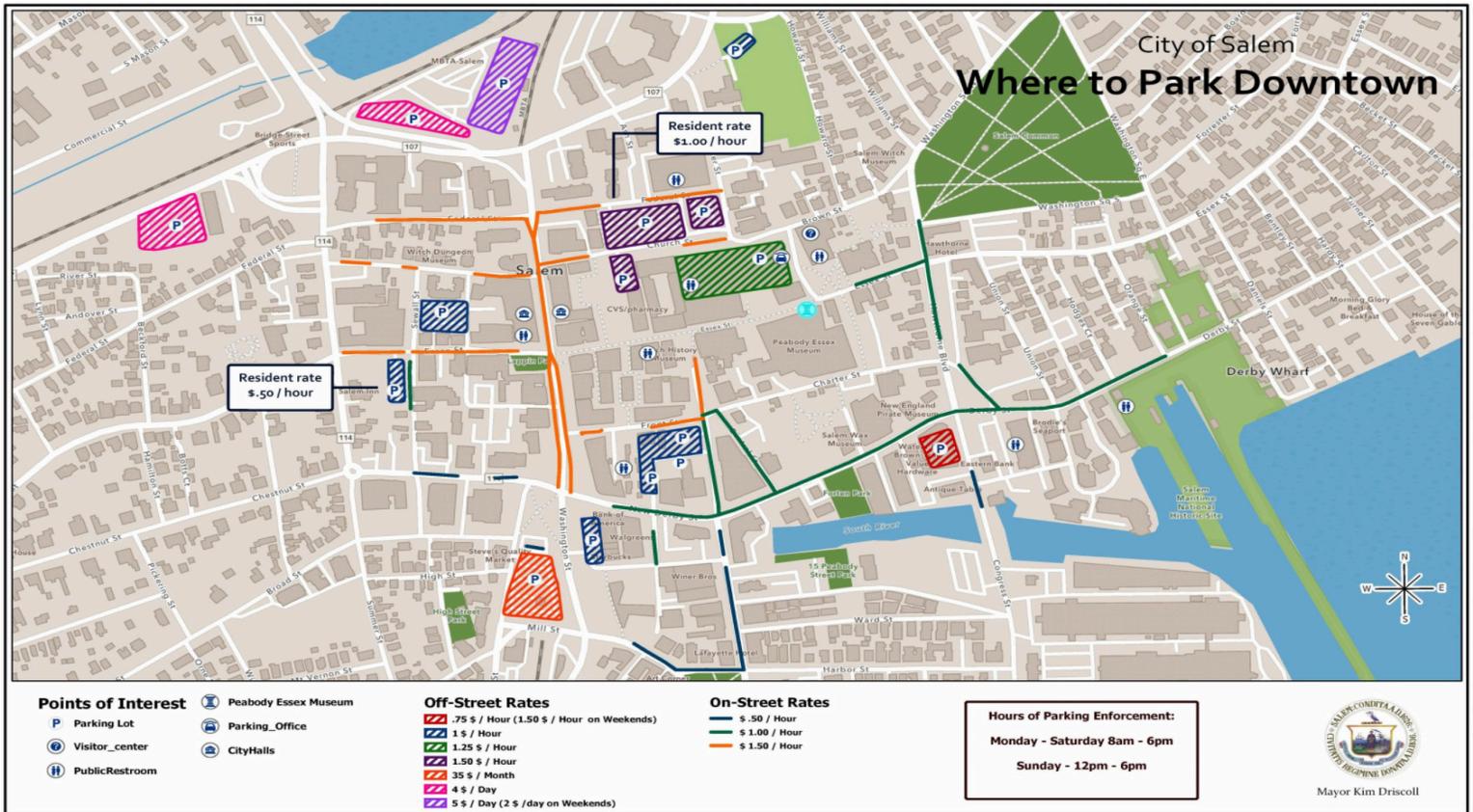
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Salem, MA

Though it's perhaps best known as the site of the infamous Salem witch trials in 1692, this town on Massachusetts' north coast offers so much more than witch kitsch. Learn about Salem's maritime history while sailing around the harbor on a replica schooner, or take a spin through The House of the Seven Gables – a National Historic Landmark District and the setting for the Nathaniel Hawthorne novel of the same name. Despite its small-town status, Salem is also home to the oldest continuously operating and collecting museum in the United States (the Peabody Essex Museum).



Williamsburg, VA

Head to this quaint Virginia town to explore its Colonial district, where visitors can transport themselves back to the olden days as they interact with actors in period clothing and learn more about life during the Revolutionary War. To continue the history lesson, travelers should also plan to stop by Jamestown and the Yorktown Battlefield. For those who need a break from the area's rich history, there are Busch Gardens and Water Country USA, two amusement parks where families will find all kinds of fun thrills.

DISCOVER *Where to Eat*



CATEGORIES

CUISINE

FACILITY AMENITIES

MEALS SERVED

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SEARCH



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AROMAS COFFEESHOP, BAKEHOUSE & CAFE

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