

LAKEWAY Area



Regional Wayfinding Program | Discovery, Analysis and Definition Report

July 18, 2014

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dawa

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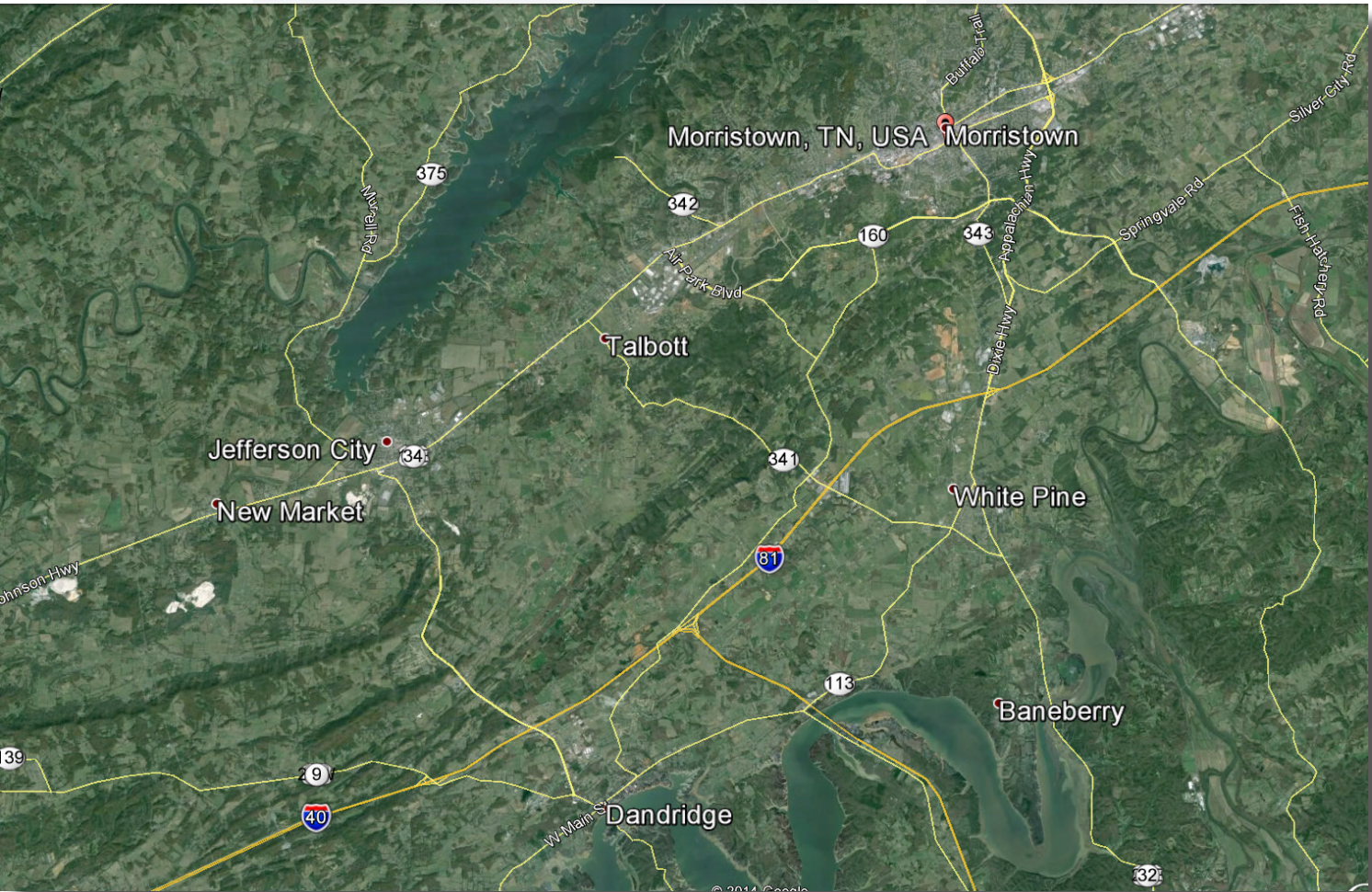
Forward

The planning and design team of Kimley-Horn and Associates, Inc. and Dawa, Inc. has been contracted by the Lakeway Area Metropolitan Transportation Planning Organization (LAMTPO) to develop a wayfinding program for the Lakeway Area. This wayfinding initiative was undertaken to clarify routes into and between communities, and to primary tourist/ event focused destinations in the region.

Regional wayfinding is as much about branding as it is about improving navigation. The individual communities in the area have a rare opportunity to come together under the Lakeway Area name, pool their amenities into a more extensive tourist destination and

develop a sense of place for the Lakeway Area brand. Primary to carrying out this regional wayfinding program successfully is identifying and inviting tourism advancement stakeholders in the region to join with LAMTPO in the development of a Lakeway Area brand and leveraging the wayfinding program as a means to build community consensus around that brand.

The following report outlines the parameters for designing and implementing the Lakeway Area identity and regional wayfinding program.



Objectives

Fundamental to planning and designing the identity and wayfinding program are the formalized objectives for doing so. These objectives serve as reference points with which to evaluate solutions as they are recommended during the planning and design processes and help set priorities for implementation.

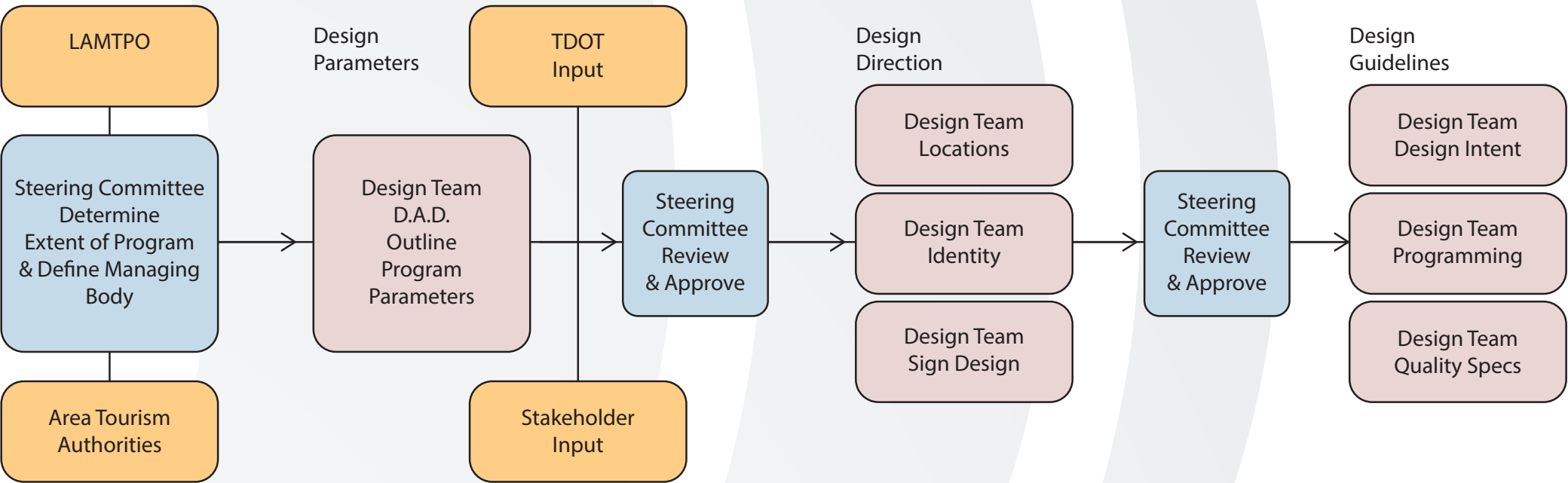
The Steering Committee has reviewed the preliminary objectives offered by the design team and revised as follows.

The objectives of the Lakeway Area wayfinding program is to:

- Bring the communities of the Lakeway Area together to define the geographic and jurisdictional boundaries of the region.
- Establish appropriate identity for Lakeway Area inclusive of constituent communities.
- Present and uplift the Lakeway Area identity and the assets that make up the brand
- Familiarize visitors with the communities within the Lakeway Area.
- Improve visitor experience navigating the area through a comprehensive and integrated wayfinding system.
- Develop design guidelines for a system that can be implemented as area grows.
- Support the clean up of unattractive sign assemblies in the area.
- Provide wayfinding signage that is:
 - Simple and clear
 - Easily distinguished
 - Consistent in presentation and language
 - Easy to implement in phases
 - Affordable and practical to maintain

Process Guidelines

The process starts with the formalization of a steering committee made up of LAMTPO members and area tourism development and marketing staff. The steering committee requires the authority to support the design process, obtain government approvals, garner public support and secure the funding mechanism necessary to make the vision of a Lakeway Area wayfinding program a reality.



MUTCD Section 2D.50.08Guidance:
If used, a community wayfinding guide sign system should be established on a local municipal or equivalent jurisdictional level or for an urbanized area of adjoining municipalities or equivalent that form an identifiable geographic entity that is conducive to a cohesive and continuous system of signs. Community wayfinding guide signs should not be used on a regional or statewide basis where infrequent or sparse placement does not contribute to a continuous or coordinated system of signing that is readily identifiable as such to the road user. In such cases, Destination or other

guide signs detailed in this Chapter should be used to direct road users to an identifiable area in which the type of eligible destination described in Paragraph 1 is located.

- TASK 1
Discovery, Analysis and Definition (DAD) – Design parameters for the project are outlined in the following report.
Input required from Steering Committee with permission to proceed to next task includes:
- Determine program extent
 - Approve program objectives
 - Approve process guidelines
 - Approve design vernacular outline
 - Adopt criteria for inclusion
 - Approve list of destinations with nomenclature
 - Prioritize sign locations/decision points
 - Determine sign family

- TASK 2
2a Schematic Design, Identity – Developing schematic design options for your identity
2b Schematic Design, Signage – Developing schematic design options for your sign program

- TASK 3
Design Intent Documentation – Refine the identity, detail the Hardware System and apply Graphics and Information Systems to complete family of signs including development of message schedules and location plans.

- TASK 4
Sign Design Guidelines Implementation Workbook
Develop design guidelines from Design Intent Drawings and Implementation Specifications.

Detailed review and approval of each task is required to proceed to subsequent tasks.

Challenges and Opportunities



Where are the Lakes?
The lakes are not visible from primary circulation routes into the communities of the Lakeway Area. Unacquainted visitors need to be introduced and encouraged to visit them.
Consider including prime lake viewing locations on regional maps supported by trail blazer signs on the ground. Prioritize implementation of signs that lead visitors to the lakes and natural areas.



Sign Clutter
Sign clutter is an issue that plagues communities across the country. As signage is implemented for instances of routes changes, designation additions, sign removals and repairs, the sign assemblies are rarely reconfigured to organize message panels in an orderly fashion. There are also situations where the visible appearance of signs degrades as they decay with age or incur damage from vandalism and accidents.

A focused effort to remedy sign clutter is not our primary mandate, but in concert with our efforts to determine locations of wayfinding signs, we will identify existing guide signs near the proposed locations for wayfinding signs that have redundant information and suggest their removal. In addition, we will identify guide sign assemblies in the vicinity of wayfinding sign locations that appear to be in disarray, and are worn or damaged and bring them to the attention of TDOT.

When structurally and aesthetically appropriate, the design team will mount signs to existing poles to minimize sign accumulation.



Share Your History
There are stories to be told about structures and events around the region and everyone loves a touch of history.
Consider providing interpretive notes near pedestrian dense locations. Keep implementation simple and affordable.



Overhead sidewalks or Over-Street Mall?
We have read of the numerous recommendations to demolish the overhead sidewalks in Morristown.
Until demolition, consider embracing the sidewalks and invite visitors on up as a destination of the Lakeway Area wayfinding program.



Lakeway Area Identity & Design Vernacular



IDENTITY DEVELOPMENT
Each community within the area has and will maintain their own marketing identity. We will develop an identity for the Lakeway Area that is appropriate for use on the wayfinding program and for use by area tourism marketing authorities. The Lakeway Area identity will function:

- as stand alone
- with marketing tag lines (by others)
- with constituent community nomenclature

DESIGN VERNACULAR
As the name implies, the lakes are the primary reference point for the residents and familiar visitors of the Lakeway Area with history and nature as well. The identity is to be unique to the region yet able to accommodate identification of each constituent community in the area through a typographical addition.

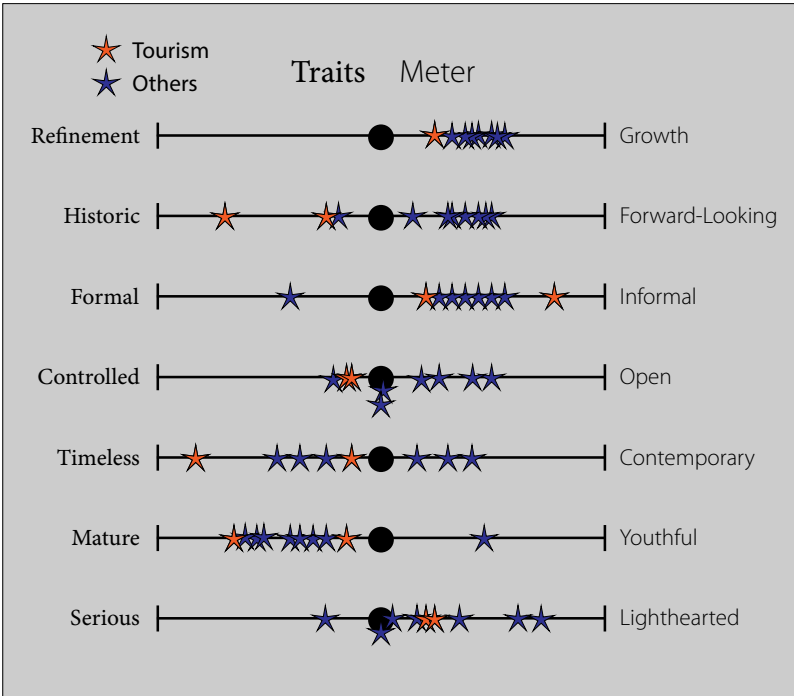
- Communities in the Region
- Hamblen County*
Morristown “In the Mountains Between the Lakes”
 - Jefferson County “Mountains of Authenticity”*
Jefferson City - Seat of Jefferson County
White Pine
Dandridge (pending) Listed in the National Register of Historic Places
New Market (pending) Equestrian Park
Baneberry (pending)

- Characteristics
- Friendly
 - Historic downtowns
 - Mountain views
 - Rural communities with “small town charm”
 - Large city amenities with “Small Town/Community” feel
 - Lake and outdoor recreation

- Revitalizing
- Great place to raise a family
- Transportation hub
- Regional Assets & Pride
- Lakes and Natural Beauty
- Historic Downtown Dandridge
- Autumn Colors
- Heritage and History
- Quality of Life
- Educational Opportunities
- Industrial Development

Brand Promise: “Come for a day and stay forever” from Morristown/Hamblen Co. 2003 tourism plan

Possible Tag-lines: “Live, Love, Lake”, “Life’s Best on the Lake”, “Between the Lakes”



Preliminary Criteria for Inclusion

A. Purpose

- 1. The purpose of these criteria is to establish guidelines for the mention of destinations on signs and maps included in the Lakeway Area Wayfinding Program.
- 2. The purpose of the Wayfinding system is to assist motorists and pedestrians to efficiently find destinations they are looking for, and it shall not be a tool for commercial advertising. The system constitutes government speech and does not provide a forum for private speech.

B. Definitions

The following words and terms, when used in these Guidelines, have the following meanings, unless the context clearly indicates otherwise:

Destinations: Includes facilities or defined areas that are operated by public agencies, non-profit organizations, private businesses, and tourism-oriented service entities with identifiable structures or borders, and that are advertised under a single name. Individual destinations that are not managed by the same organization, do not have the same street address and do not have a common destination name may not combine to qualify for mention on signs.

General Public: A service shall be deemed available to the “General Public” if it is available to anyone, at any time, without any membership or other requirement limiting use by the public at large.

Mention: A specific individual listing of a destination on a Wayfinding Sign or Map.

On-Premise Sign: A sign which is erected upon the same real property the Destination is located. The sign shall only advertise the Destination located thereon.

Primary Wayfinding Route: Primary routes into and out of the wayfinding area from major thoroughfares.

LAMTPO: Lakeway Area Metropolitan Transportation Planning Organization. LAMTPO

will provide interpretation of requests and approval authority for inclusion in the system. LAMTPO reserves the right to evaluate and update eligibility criteria periodically.

Lakeway Area: Geographic area between Cherokee and Douglas Lakes with Morristown, Jefferson City and White Pine as central location.

Wayfinding Sign: Official Signs installed pursuant to approved design guidelines.

Wayfinding Program: The comprehensive network of directional signs and maps directing visitors to Uptown Destinations under these guidelines.

C. Candidates for Mention

- 1. **Boat Launches/Marinas:** A public facility for the launching of boats and parking of motor vehicles and trailers.
- 2. **Business Park:** An area within a city which is officially designated as a business park by the local officials at least 400 acres or larger.
- 3. **Campgrounds:** A facility with continuous operation for at least 6 months per year and a minimum of 20 overnight sites. An attendant shall be available during the hours of operations and rest rooms with showers, running water and flush toilets shall be available. Accommodations sold on annual or time-sharing basis or otherwise not available for General Public use will not be counted toward the minimum requirements.
- 4. **Commercial Visitor Destinations:** Commercial destination with at least 45 Shops or 6 entertainment venues and at least 400,000 square feet of air conditioned space.
- 5. **District:** An urban area with defined boundaries that share a common physical, ethnic, cultural or political character.
- 6. **Equestrian Centers/Horseback Riding Areas:** Areas designated for horseback/pony back riding for the General Public.

- 7. **Golf Courses:** A facility open to the public and offering at least nine (9) holes of play. Miniature golf courses, driving ranges, chip and putt courses, and indoor golf shall not be eligible.
- 8. **Historic Site:** A structure or place of historical or architectural significance designated by one of the following: the United States Department of Interior, the Tennessee Department of Cultural Resources or National Register of Historic Places.
- 9. **Hospital:** An institution providing primary health services, medical or surgical care to persons, primary inpatients, suffering from illness, disease, injury, etc. The facility must be approved by the Department of Health and be open for emergency care 24 hours a day.
- 10. **Library:** A building where books, manuscripts, historic documents, and other information are stored for public access.
- 11. **Municipal Buildings:** A government owned building housing the primary offices of or for the convening of official activities for the Country, State, County or City.
- 12. **Museum:** A facility in which works of artistic, historical, or scientific value are cared for and exhibited to the public.
- 13. **Railroad Stations/Bus Terminals:** A passenger terminal utilized for discharging and picking up passengers and ticket sales.
- 14. **Resort:** A commercial establishment offering lodging and recreational activities to travelers and often having restaurants, meeting rooms, stores, etc., that are available to the general public.
- 15. **Theaters and Performing Arts Centers:** A public facility for the performing arts, exhibits, and concerts which has a minimum occupancy of 250 people.
- 16. **Parking Facilities:** A structure or lot, which is available to the general public and is deemed appropriate for inclusion by LAMTPO.

- 17. **Parks, Public Squares & Recreational Facilities:** Any area designated by the State, City or County as a public park, square, recreational area or trail.
- 18. **School of Higher Education:** Colleges, Universities, and other post High School Educational Institutions who own their facility and offer a minimum degree program of the traditional academic variety.

D. General Eligibility Requirements

The following general criteria must be met by all Destinations in order to be eligible for mention in the Wayfinding Program.

- 1. **General:** The Destination shall be open to all persons regardless of race, color, religion, ancestry, national origin, sex, age or handicap; be neat, clean and pleasing in appearance; be maintained in good repair; and comply with all Federal, State and local regulations and statutes for public accommodations concerning health, sanitation and safety. Pursuant to federal regulations promulgated under the authority of the Americans with Disabilities Act, the participant understands and agrees that no individual with a disability shall, on the basis of the disability, be excluded from the Destination.
- 2. **Admission Charges:** If a general admission is charged, it shall be collected upon entry and other charges shall be clearly displayed, at the place of entry, as to be readily visible.
- 3. **Annual Attendance:** There is a minimum annual attendance of 3,000.
- 4. **Hours of Operation:** Destinations other than arenas, schools, fairgrounds, and religious sites shall maintain regular hours and schedules and be open to the public for a minimum of 120 days per calendar year.
- 5. **On-Premise Sign:** The Destination shall have an On-Premise Sign that is readily visible from the street, identifying the name of the facility. This may require that a facility upgrades its existing on-premise sign(s) to meet legibility and conspicuity

Preliminary Criteria for Inclusion (cont.)

- requirements of vehicular or pedestrian travelers.
6. Fees: All wayfinding program components shall be constructed and maintained by LAMTPO. Name changes or other revisions to the program requested by participating destinations shall be implemented by LAMTPO, and all costs associated with revisions paid for by requesting destination.

1. If the request for signing is received from a third party and the destination qualifies, LAMTPO shall validate the request with the official from the institution to determine if the institution is interested in pursuing the request. Approval and implementation of sign installations shall not proceed without the approval of the institution and execution of a reimbursable agreement between the requester and LAMTPO.
- E. Signing Limitations
The following limitations apply to all signs in the system.

1. Wayfinding Signs are considered supplemental to the overall signing system for highways and conventional roads. Therefore, before a sign is added to the program, sufficient space along roadway shall exist to accommodate the wayfinding/supplemental sign without compromising function of required roadway signage.

2. Wayfinding sign mentions are limited to 3 per conventional highway sign and 4 per on-street directional sign. Length and complexity of nomenclature for mentions on directional should be minimized.

3. Sign designs shall conform to the approved design guidelines for letter size and typical layout. The use of pictographs, logos, or symbols on guide signs is prohibited for all destinations.

4. LAMTPO and TDOT have the responsibility and authority to relocate or remove signs on TDOT and City right-of-ways if a need for a higher priority regulatory, warning, or guide sign is identified. No refund or reimbursement will be made for removed signs.
- F. Paying for Modifications to the System
The initial implementation of the system was grant funded. Signs will be maintained by the jurisdiction in which they are located. Cities within the Lakeway Area do not have budgeted programs for additions or changes to the project. Therefore, it is critical the applicant understand the following are

steps in the modification proposal process:

2. It is the responsibility of the qualifying destination to provide funding for all costs involved in field investigation, designing, administering, fabricating, installing, inspecting, and maintaining signs. Once the destination is qualified and the level of inclusion is determined, LAMTPO will provide a project cost estimate including a firm price for planning phase and estimates for subsequent design and implementation costs. A reimbursable agreement between the requester and LAMTPO is required before proceeding.

3. If a qualifying destination requests a name change on the sign, the destination must pay all costs associated with changing the sign including new supports if required.

4. Additions to the system on the State roadway system must be approved by TDOT.

Outline Application for Inclusion

The application for inclusion provides a formal request from venue to LAMTPO outlining assets and challenges of each venue and is typically accompanied by an application fee. Beyond simple criteria for inclusion, if there are more destinations for mention than can be accommodated on wayfinding system signs, inclusion can be prioritized by size of attraction, hours of operation, regional significance, seasonal operation and parking facilities.

APPLICATION FOR INCLUSION

Facility Identification

Formal Name of Facility: Abbreviated Name of Facility (if applicable):

(Please note: Lengthy names may need to be abbreviated or shortened for signage. All modifications will be reviewed and approved prior to installation).

Address: Phone: Contact Person: Email:

General information

Type of facility: Primary use:

Is the real estate owned or leased? (Please circle one) Owned Leased

Hours of operation: Number of days per year the facility is open to the public:

Does the facility charge admission? (Please circle one) Y N

Directions to Destination

Does the facility have a website and, if so, does the website include directions? (Please circle one) Y N

Please provide the URL if applicable:

Where are the primary entrances to the building?

Does the facility have signs that identify the primary building(s)? (circle one) Y N Location of Signage?

Please attach photos of the identification signage at entrances referenced above.

Attendance

How many years has the facility been open and operating?

How many visitors does or will your facility accommodate per year?

If your facility is a school, how many students are enrolled in full-time curriculum at this location?:

Signature of Owner:

I certify to my knowledge that this application is accurate and complete.

Signature: Printed Name: Title: Date:

Sign Message	Formal Name
Lakeway Area	
Hamblen County	
Morristown	
Jefferson County	
Jefferson City	
White Pine	
New Market	
Dandridge	
<i>Morristown</i>	
Historic Downtown	Historic Downtown Morristown
Civil War Trail	
Bethseda Church	
Crockett Tavern	Davey Crockett Tavern Museum
Museum	
Rose Center	Rose Center Cultural Arts
Visitor Center	Morristown Visitor Center
Chamber of Commerce	Morristown Chamber of Commerce
Frank Lorino Park	Frank Lorino Park
Panther Creek Park	Panther Creek State Park
Wayne Hansard Park	Wayne Hansard Park
Cherokee Park	
Camp Site	
Boat Ramp	Cherokee Lake Boat Ramp
Airport	
City Govt. Center	Morristown City Center
Justice Center	
Library	
Hospital District	
Walters State CC	Walter State Community College
TCAT	Tennessee College of Applied Technology
West H.S.	West High School
East H.S.	East High School
Burke Toney Stadium	Burke Toney Stadium

Sign Message	Formal Name
Morristown [golf sym.]	Morristown Golf Club
Mill Stone [golf sym.]	Mill Stone Golf Course
Sign Message	Formal Name
Shopping Mall	College Square Mall
ETPC	ETPC Industrial Park
ETVID	ETVID Industrial Park
MAID	MAID Industrial Park
<i>Jefferson City</i>	
Historic Downtown	Historic Downtown Jefferson City
Glenmore Mansion	
Branner Hicks House	
Roy Harmon Park	Roy Harmon Park
Mossy Creek Park	Mossy Creek Park
Cherokee Dam	
City Govt. Center	Jefferson City Government Complex
Library	
Carson Newman Unv.	Carson Newman University
Jeff County H.S.	Jefferson County High School
Elementary & dle Schools	Jefferson County Elementary/Middle School Mid-
Jeff Co. Industrial Park	Jefferson County Industrial Park
Hospital	Tennova Hospital
<i>White Pine</i>	
Library	White Pine Library
Lion’s Park	
Town Hall	
Elementary School	White Pine Elementary School
WSCC Expo Center	Walters State Community College Expo Center
<i>Dandridge</i>	
Courthouse Museum	Jefferson County Courthouse and Museum
Resort	The Point Resort
<i>New Market</i>	

Destinations and Nomenclature

The nomenclature proposed in this section intends to assist the visitor with navigation to their desired (known) destination and inform the unfamiliar visitors who pass the signs of the amenities offered within the Lakeway Area while minimizing the space each destination occupies on wayfinding signs.

Sign Message	Formal Name
River Glen	River Glen Equestrian Park
Others	
Visitor Center	Jefferson County Visitor Center
Baneberry	
Strawberry Plains	
Bull’s Gap	
Greenway	Morristown Greenway System (future)
<i>Hamblen County</i>	
BSA Camp	BSA Camp Davy Crockett
County Courthouse	
Rural Mount	Rural Mount Raceway and Historic House
Longstreet Museum	General Longstreet Museum
Everhart [CG symbol]	Everhart Campground
Fall Creek [CG/BR sym]	Fall Creek Campground and Marina
Greenlee [CG symbol]	Greenlee Campground

*Note: On maps, LAMTPO has the option of including additional destinations and also including formal names for destinations where space allows.

Notes about preliminary destinations
Rose Center capacity: 320 in performance hall
Campsites # of sites: Greenlee/fall Creek 50, Cherokee Park 74, Panther Creek 50, (seasonal leases will be subtracted from capacity figures when considering for mention)
East & West H.S. Auditoriums each seat 750
Burke Toney Stadium: 5,000 seats
Industrial Parks acreage: ETPC 900, ETVID 400, MAID 670
Morristown’s College Square Mall: over 50 stores

Nomenclature On-Sign Sample Spacings

MUTCD Section 2D Guide Signs
2D.06.03 Support: The principal legend on guide signs shall be in letters and numerals at least 6 inches in height for capital letters. On low-volume roads (as defined in Section 5A.01) with speeds of 25 mph or less, and on urban streets with speeds of 25 mph or less, the principal legend shall be in letters at least 4 inches in height for capital letters.

For Lakeway Area Logo on Guide Signs
2D.50.40 An identification enhancement marker may be used in a community wayfinding guide sign assembly, or may be incorporated into the overall design of a community wayfinding guide sign, as a means of visually identifying the sign as part of an overall system of community wayfinding signs and destinations.
Standard:
41 The sizes and shapes of identification enhancement markers shall be smaller than the community wayfinding guide signs themselves.
Guidance:
42 The area of the identification enhancement marker should not exceed 1/5 of the area of the community wayfinding guide sign.

6" Cap Ht. XX
60" w Panel

Morristown
Jefferson City
White Pine
New Market
Dandridge

Shopping Mall
Expo Center
ETPC
ETVID
MAID
Rural Mount

Morristown
Historic Downtown
Civil War Trail
Bethesda Church
Crockett Tavern Museum
Rose Center
Visitor Center
Longstreet Museum

White Pine
Library
Lion's Park
Town Hall
Elementary School
WSCC
Expo Ctr.

Airport
City Govt. Center
Justice Center
Library
Hospital District

Jefferson City
City Govt. Center
Downtown
Carson Newman Univ.
Jeff County H.S.
Elementary & Middle Schools
Mossy Creek Park
Library
Glenmore Mansion
Branner Hicks House

Walter State CC
TCAT College
West H.S.
East H.S.

Industrial Park
Cherokee Dam
Hospital

Frank Lorino Park
Panther Creek Park
Wayne Hansard Park
Cherokee Park

Dandridge
Courthouse Museum
New Market
River Glen

Parking [P]

Baneberry
Strawberry Plains
Bull's Gap

Destinations on Signs
Sample layouts show space allocation required for proposed nomenclature. Final list of destinations and approved nomenclature is to be determined by LAMTPO Steering Committee.

Font is Clearview Highway 2 scaled to 6" cap height (4.5" lower case) on 60" wide panels with 3.25" borders. Clearview Highway font approved for use by FHWA will be used for all directional information.

Final height of panels for each sign type variation will be determined during design intent phase.

Routing and Preliminary Sign Placement

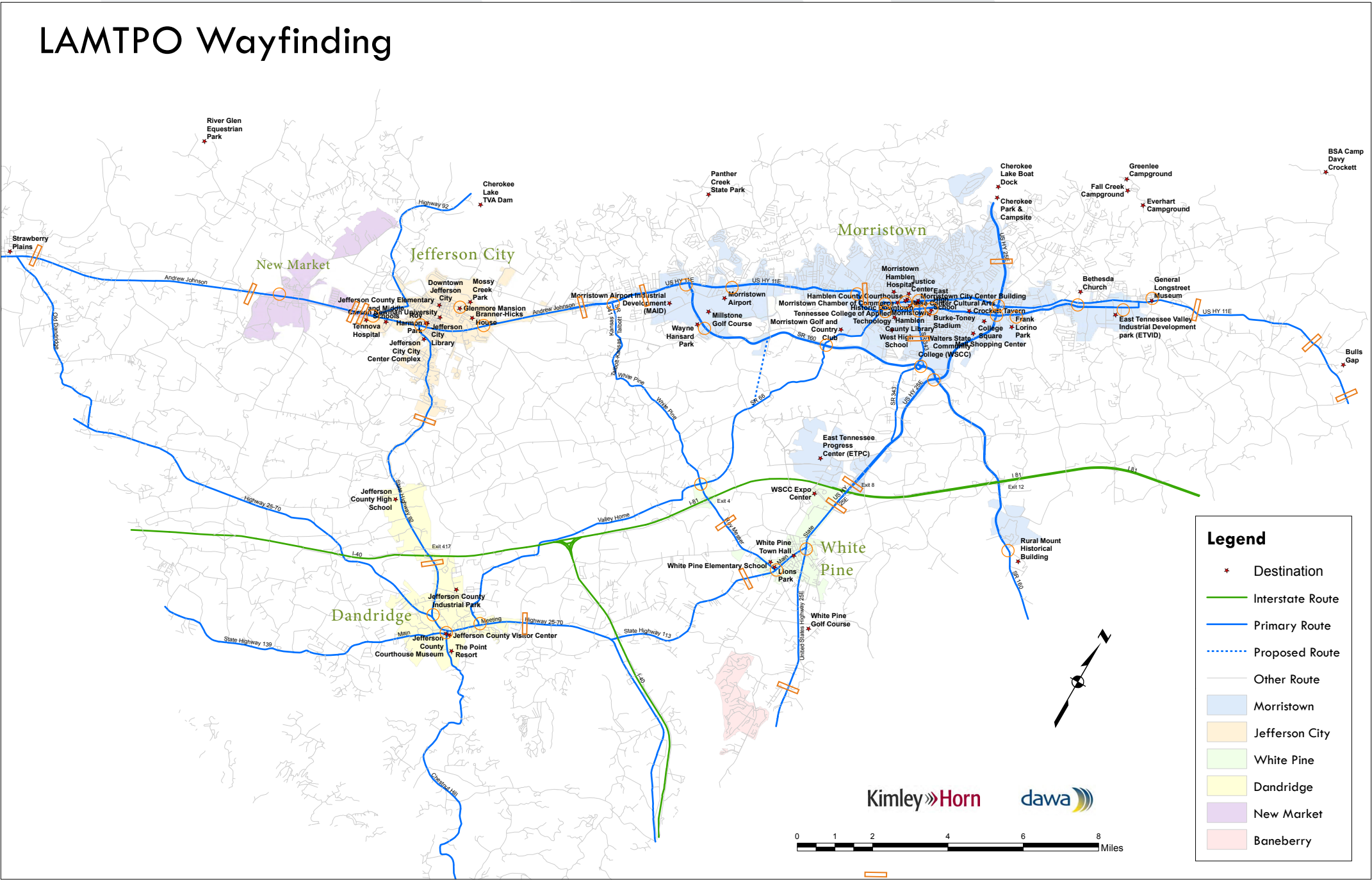
Signs will be placed in advance of intersections, allowing enough time that vehicles can change lanes if required on multi-lane roads.

- Implementation may be prioritized by a logical order. Consider the following:
- Constituent Communities of the Lakeway Area
 - Lake views & Nature - Public Parks
 - Historic and Cultural Amenities
 - Government Centers and Services
 - Higher Education
 - Privately Owned Tourist Destinations
 - Privately Owned Business and Commerce

When signs for a higher priority destination are implemented that can serve a lower priority destination on the same sign, the lower priority destination can be included for cost efficiency.

Future Routes
New routes into Lakeway Area communities such as that from I-81, exit 4 to hwy 66 and into Morristown will be signed as the routes are opened.

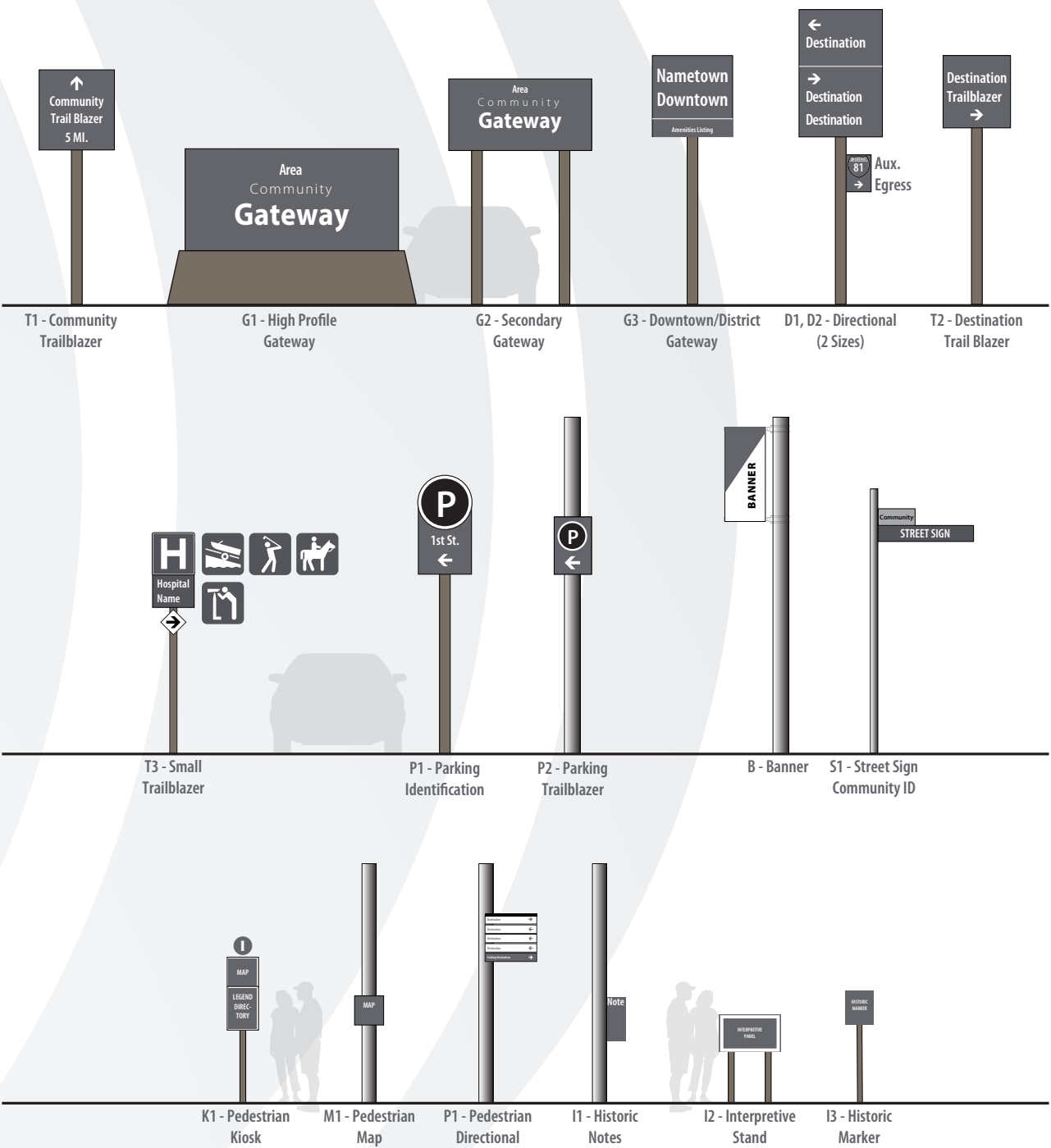
MUTCD Guidance:
01 When used in high-speed areas, Destination signs should be located 200 feet or more in advance of the intersection, and following any Junction or Advance Route Turn assemblies that might be required. In rural areas, the minimum distance between a Destination sign and either an Advance Route Turn assembly or a Junction assembly should be 200 feet.
Option:
02 In urban areas, shorter advance distances may be used.



Proposed Sign Family

MUTCD Section 2D
Community Wayfinding Signs

2D.50 19 The minimum luminance ratio of legend to background for community wayfinding guide signs shall be 3:1.
20 All messages, borders, legends, and backgrounds of community wayfinding guide signs and any identification enhancement markers shall be retroreflective (see Sections 2A.07 and 2A.08).



Proposed Sign Types

Community Trailblazer - Directional signs near freeway exits.
Community Gateway - 2 sizes, primary entry and secondary entry depending on prominence of location
Downtown/District Gateway (optional) - designation of downtown or district within downtown
Vehicular Guide Signs – Two sizes based on the speed of traffic where the sign is located, single sided.
Destination Trailblazer - 2 sizes for locations based on speed limit.
Parking Signs - Identification and trailblazer can be double sided if positioned at intersection or entrance.
Banners - Mount to existing utility poles by City Staff.
Community ID Street Sign Additions - Reinforce downtown or historic districts.
Destination/Park Identification - Single or double sided depending on orientation to road for publicly owned destinations without conspicuous signs.
Map Kiosks – Two-sided: Community Map on one side; Area Map or a cultural/historic interpretive component on the other.
Pedestrian Directional - for high density pedestrian areas with multiple destinations within walking distance.
Historical Notes/Interpretation/Markers - Sizes and formats TBD by location, mounting constraints and complexity of message.

Cost Estimates - Production + Install

Gateway	7.5k + 2.5k
Directional Large	4k + 1k
Directional Small	3k + .7k
Trailblazer Large	2k + .7k
Trailblazer Small	.7k + .5k
Pedestrian Kiosk	1.25k + .3k
Interpretive Stand	1.75k + .5k