



Date: January 11, 2016

c/o Marie Jones  
mjones@fortbragg.com  
City of Fort Bragg  
416 N Franklin St  
Fort Bragg, CA 95437

RE: Fort Bragg Welcome Sign

Description: CNC relief carved sign from 3-D modeled design based on the theme of "redwoods meeting the sea and a beautiful sunset". The most important thing to note about this sign is that it will be very sculptural and three dimensional as a result of the capabilities of ArtStruct's cnc router. The paint will accentuate the relief carving and with top light the dimensionality will even show from the highway as you drive by the sign.

Themes to be included:

- ~Marina dock post with metal cap speaks to the boating and ocean folk
- ~Fine woodworked fluted column holding up the other end of sign speaks to historical, lumber and woodworking interests
- ~Fluted redwood column/post has a thick carved redwood tree element that mounts to the surface and floats in front of actual signage. This will further the depth.
- ~Sunset-carved in relief to add dimensionality, this will add a lot of color and lively energy. I am excited to work on the actual sun, as it will be a real centerpiece of the sign.
- ~Ocean bay-Also carved with textural surface similar to provided sample
- ~Lettering will be dimensional faceted letters, that are applied after painting the main body of the sign. The letters will be constructed in recycled plastic bottle material
- ~Detail-work that will enrich the sign, and be mostly observable to pedestrian traffic will include an intricately carved skunk train coming out from behind the redwood tree, various wildlife, and a fishing boat. These elements are at this point to be rendered as details and not a significant player in the overall formal concept.



#### Details:

#### Materials:

- Lettering from "Green Urethane" exterior grade, environmentally friendly material
- Sign slab created from joined 3 by 6 Heart B Redwood Beam stock
- Treated pier from Noyo Harbor for post and top cap of fabricated copper
- Lighting is in addition to quote and not encompassed in this bid

- Installation not included - to be quoted later
- Delivery included

#### Option 1:

Letters project out of the sign up and down. In this case the letters will be machined out of the "Green Urethane" material and this adds to the overall cost of the sign. This is more expensive but will make the sign much more unique and dynamic design-wise. With the letters attached after painting the sunset and water this allows the painting process to be more fluid and I see this as making the paint job nicer.

#### Option 2:

Letters are machined in Redwood as part of the sign slab. Also a quality option this is just less unique and special than option 1 but is also very nice and dimensional.

#### Dimensions:

Total height to top of lights	9 ft tall
Height of top of main body of sign	6 ft tall
Width	18ft wide including tree

#### Itemized Materials cost:

Pier Post	\$600
8" by 8" by 12ft Redwood post	\$750
High quality redwood sign lumber	\$2,880
Lettering material	\$700 for option 1 only
Lighting (does not include electrical drop)	tbd, add on later
Paint	\$600

#### Cost of Manufacture

Computer design-work	\$2,000
Cnc Machining	\$2,600
Sourcing materials/construction/assembly	\$1,500
Painting	\$2,500
Delivery	\$300

Option 1 Total \$14,430

Deduct \$700 for Option 2



Project Schedule:

From date of receipt of deposit to delivery date build time two month minimum timeframe requested.

Installation: Option to be proposed upon request as need be

Links to helpful information:

Lettering board material

%40 post consumer "green Urethane" lettering material

<http://precisionboard.com/products/high-density-urethane-pblt/>

Link to 20 minute video showing the ArtStruct cnc router creating a simple sign

<https://drive.google.com/file/d/0B-jYbdToGKfKbXJvdGRfdWptZlE/view?usp=sharing>

ArtStruct's entry door and fine woodwork website

<http://artstruct.com>

Thank you very much for working with ArtStruct Studios

Sincerely,

Yorgen Q Kvinsland, ArtStruct

YORGEN QUENT KVINSLAND | PRINCIPAL ARTIST • CA LICENSE 949726

post office box 1432 • mendocino • ca 95460

studio: 707.937.6242 • mobile: 707.813.0505 • [info@artstruct.com](mailto:info@artstruct.com) • [www.artstruct.com](http://www.artstruct.com)



METAL CAP ON  
PILING

SUNSET

FORT BRAGG

WELCOMES YOU

ROUND  
PILING

RELIEF CNC  
CARVED SURFACE

REDWOOD  
BOUGHS  
PROUD OF  
SIGN SURFACE

FLUTED  
REDWOOD  
POST

OPTION 1



FORT BRAGG COAST SIGN

Yorgen Quent Kvinsland  
PRINCIPAL ARTIST  
  
CA LICENCE 949726

studio: 707.937.6242  
mobile: 707.813.0505  
info@artstruct.com  
www.artstruct.comt

mendocino  
post office box 1432  
ca 95460



METAL CAP ON  
PILING

SUNSET



FORT BRAGG  
WELCOMES YOU

REDWOOD  
BOUGHS  
PROUD OF  
SIGN SURFACE

ROUND  
PILING

RELIEF CNC  
CARVED SURFACE

FLUTED  
REDWOOD  
POST



OPTION 2



*FORT BRAGG COAST SIGN*

Yorgen Quent Kvinsland  
PRINCIPAL ARTIST

CA LICENCE 949726

studio: 707.937.6242  
mobile: 707.813.0505  
info@artstruct.com  
www.artstruct.comt

mendocino  
post office box 1432  
ca 95460





City of Fort Bragg – Welcome Sign Proposal  
Braggadoon Signs & Graphics  
January 15, 2016

Dear Marie Jones, and the City of Fort Bragg-

Thank you for the opportunity to submit a proposal for the new Welcome Sign. Attached, please find the following:

- Mockups of the proposed design (Options 1 & 2)
- Sign site placement (Options 1 & 2 – daylight and evening scenarios)

The design approach utilizes a full redwood slab as the base for the sign. Inherently beautiful and a reference to our logging history, I feel this would make a simple and effective background for a modern design. The redwood slab, although costly, would weather our coastal climate well, and has already been located for this use. Another, less costly option, would be to join two slabs to create the necessary height.

The text of the sign would be made of cast brushed aluminum. In option one, the text would be lit by led lights embedded behind the letters that would create a soft glow around the shape of the text. In option two, we would again use cast brushed aluminum as the material, but this option allows for directional lighting from above.

The RFP indicated a request for redwood posts for sign support. This would work for this design as well, however, as you will note in the mockup, a stainless pole, or, at the very least, a stainless-wrapped pole would set the wood off nicely.

Also optional would be to include several rounds of anchor chain at the base of the poles. This creates a more sculptural effect, and gives a nod to our fishing industry as well.

Some figures of which I am certain:

Redwood Slab – approx.. 5' x 19' @4500.00

Joined slabs at the same size @2500.00

Cast brushed metal lettering (without LED inserts) @\$3500.00

Directional Barn Lighting – 4 qty. \$2200.00

The time frame for a sign like this would be minimal.

The slab has been located and is ready for use, the lettering has about a 2 week turnaround, as well as the lighting.



I apologize for submitting without a full budget. When I first received the RFP, I thought for certain that there would be no chance I could find the time to submit anything at all, but when this idea struck at the beginning of the week, I had to put something together for a review.

If this design is, indeed, something that you would wish to consider, I am happy to complete the due diligence necessary for the realization of a complete bid, including electrical work and installation if necessary.

Again, thank you for the opportunity to submit an idea.

All my best, with wishes for a Happy New Year-

Kiersten Hanna, Owner  
Braggadoon Signs & Graphics  
435 N. Main St.  
Fort Bragg, CA 95437  
707.964.5050  
Kiersten@ Braggadoon.com





#### OPTION ONE

- SOLID REDWOOD SLAB BASE - 5'H X 18'W
- BRUSHED ALUMINUM CAST METAL LETTERING - ILLUMINATED FROM WITHIN WITH LED LIGHTING - CREATING SOFT EXTERIOR GLOW
- CUSTOM STAINLESS POSTS
- MARINE ANCHOR CHAIN AT BASE



Kiersten Hanna, Owner  
Kiersten@Braggadoon.com  
Braggadoon.com

Braggadoon Signs & Graphics  
435 N. Main St.  
Fort Bragg Ca 95437





#### OPTION ONE

- SOLID REDWOOD SLAB BASE - 5'H X 18'W
- BRUSHED ALUMINUM CAST METAL LETTERING - ILLUMINATED FROM WITHIN WITH LED LIGHTING - CREATING SOFT EXTERIOR GLOW
- CUSTOM STAINLESS POSTS
- MARINE ANCHOR CHAIN AT BASE

#### Revised Mockup of Option One:

For the purpose of better illustrating the halo effect created by the embedded LED lighting



Kiersten Hanna, Owner

Braggadoon Signs & Graphics

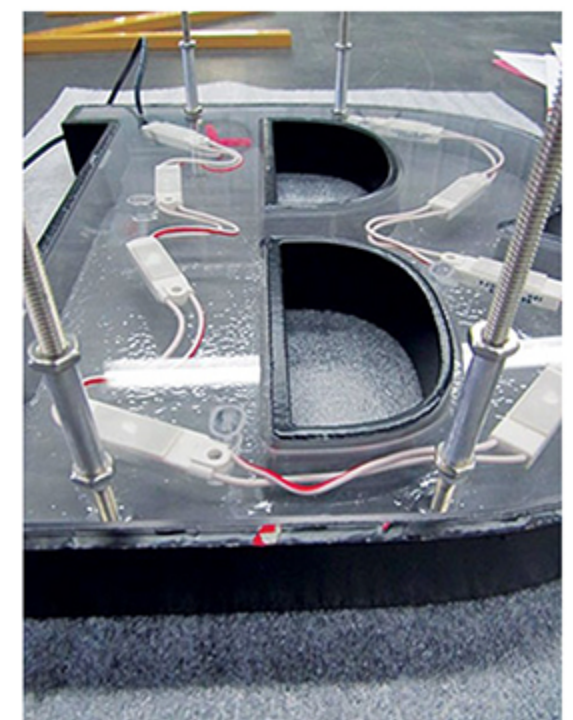
Custom Cast Lettering:  
1200-V. Clear Anodized  
Stud Mount-Standard  
Flat Face  
Cast-Lexan Halo Backs  
Inside Cast Bk-Painted White  
2 part, Clear Anodized  
Detachable Studs  
60watt LED Power Supply  
**\$5000.00**



Option I design - evening mockup



Examples of halo-LED lit signage and an illustration of the fixtures embedded within the back of the lettering







#### OPTION TWO

- SOLID REDWOOD SLAB BASE - 5'H X 18'W
- BRUSHED ALUMINUM CAST METAL LETTERING
- BARN LIGHT FIXTURES
- CUSTOM STAINLESS POSTS



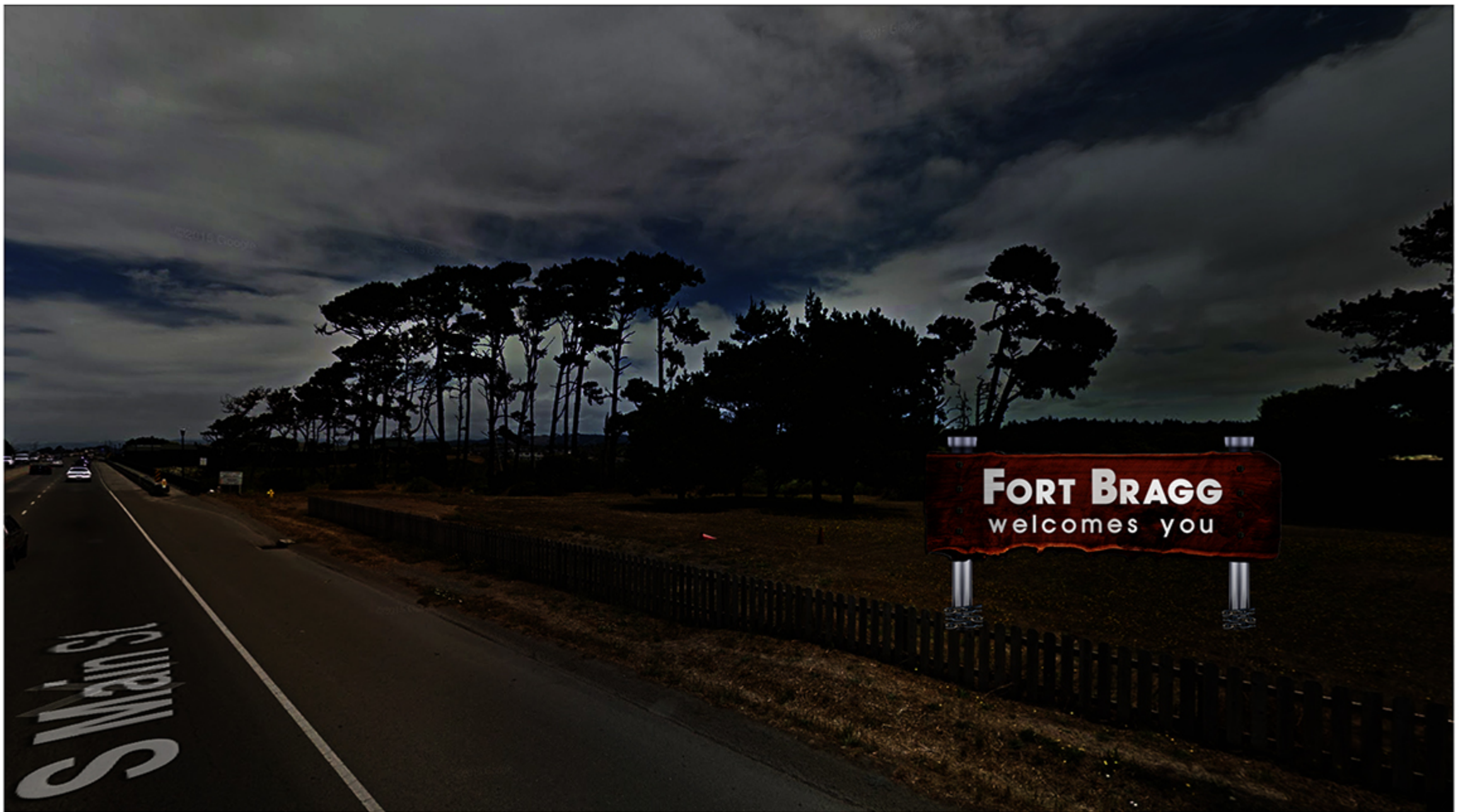
Kiersten Hanna, Owner  
Kiersten@Braggadoon.com  
Braggadoon.com

Braggadoon Signs & Graphics  
435 N. Main St.  
Fort Bragg Ca 95437





Option 2 design - daylight mockup



Option 1 design - evening mockup





43197 Road 409  
Mendocino

fone.. 707-964-0608  
fax..

rick@mendosign.com  
cont. lic.527921

A



#### 5'X12" SINGLE SIDED CARVED SIGN

3" thick Heart B, boards fastened with through bolts

Sign delivered to a location in Fort Bragg, and installed by city.

Sign to be finished with highest quality house paints and sign paints available. Primed to block tannon bleed through

We can install the sign on upright stable posts for an additional \$350

We would like 90 days from when 50% deposit is received until completion.

Any of these versions will cost \$10,225

We are open to discuss modifications.

B



C



This is an original unpublished drawing created by THE SIGN SHOP. It is submitted for your personal use in conjunction with a project being planned for you. It is not to be shown to anyone outside your organization, nor is it to be reproduced, copied, or exhibited in any fashion without expressed written permission from THE SIGN SHOP. Right to use designs for anything other than the subject sign is a violation of copyright laws.

The design rights are sold separately for other uses.