



### Bigger isn't Always Better

Located on U.S. Highway 1, the same highway that starts in the Florida Keys and ends in Maine, Red's Eats is arguably the most popular lobster shack in Maine.

Built in 1947 in what is now considered an awkward highway right of way, people from around the nation flock to the Wiscasset restaurant. During high season it's common to see lines of customers wrapped around the building and down the sidewalk, and on weekends, approximately 25,000 vehicles a day drive on U.S. Highway 1 through the tiny town.

Due to pedestrian safety complaints, non ADA-compliant issues and traffic maintenance challenges the Maine Department of Transportation (MDOT) and the local municipality utilized 123BIM technology that illustrated an elaborate wharf and waterfront solution that was immediately shot down. After reducing the scope with two design alternatives using 123BIM, MDOT, local officials and business owners quickly agreed to a scaled-down solution, proving that bigger isn't always better.

Transportation officials clearly and effectively communicated the scope of the project and built trust with the public by utilizing 123BIM technology at multiple public involvement meetings. Each design iteration was clear and concise, and allowed stakeholders to fully understand each phase of implementation.

123BIM infrastructure technology isn't just about speed and eye candy. The immersive and visually interactive options allow viewers to fully understand the project's scope and impact, thus accelerating review and approval time to keep your projects on schedule!

Transparency is key. A successful public involvement campaign does more than engage, involve and educate stakeholders - it fosters trust between agency and citizens.

Interested in learning more about 123BIM? Join us for a virtual tour here.

Click the links to take the - [Virtual Tour](#) and visit [Red's Eats](#)

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