

PLAZA MONUMENT SIGNAGE CONCEPT REVIEW

10 01 21

MATERIALS & FORM

WHITE ACRYLIC LETTERING AND FIN EDGE



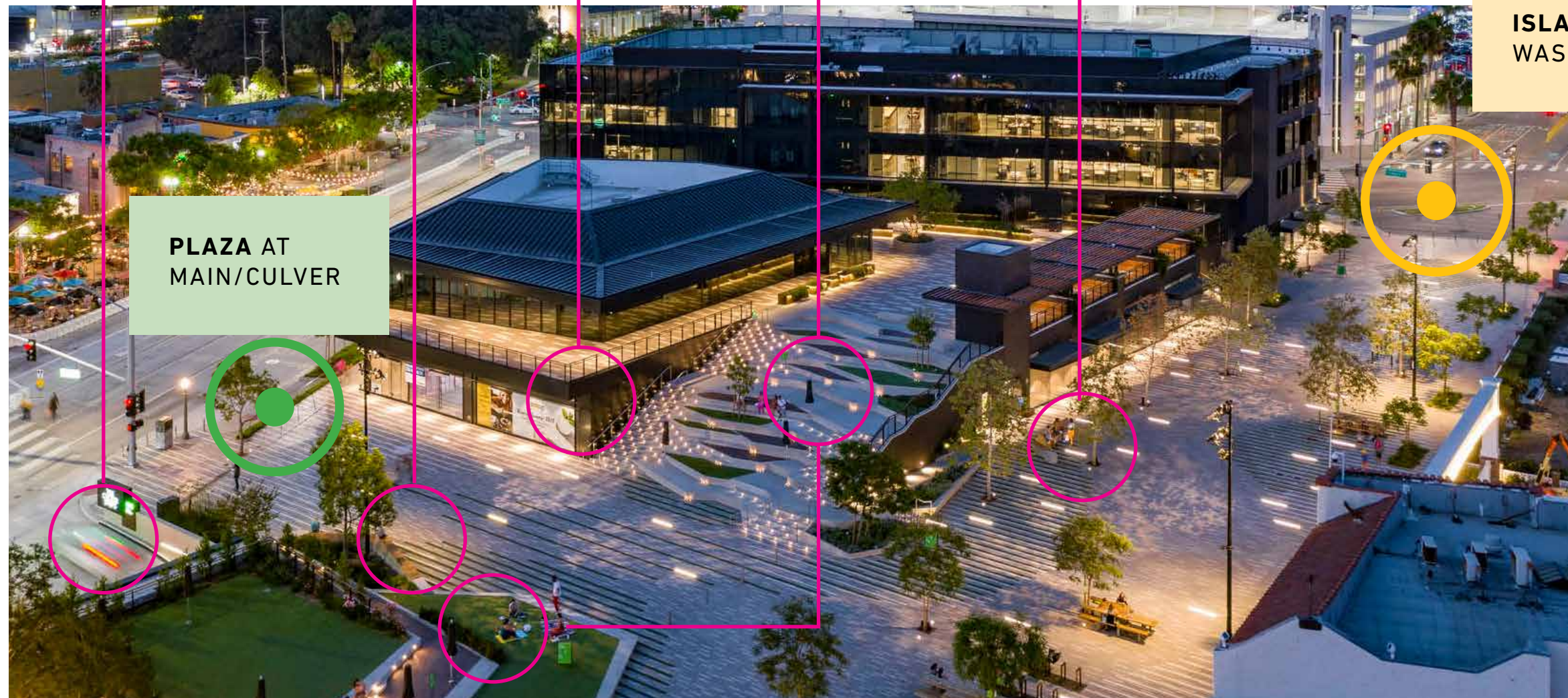
METAL PANELS



FORMED CONCRETE



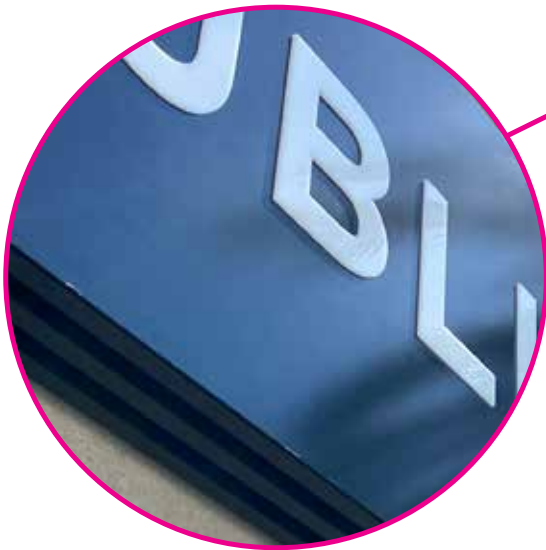
WOOD SLATS



ISLAND INCE AND WASHINGTON



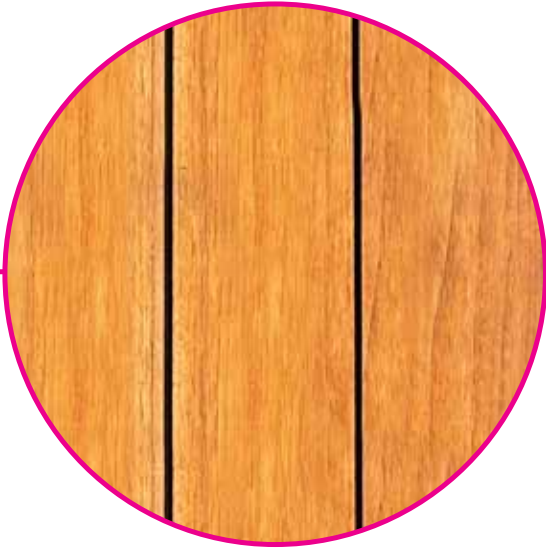
INTERNALLY LIT LETTERS



ILLUMINATED PUSH THROUGH LETTERS



BLACK METAL FRAME WITH SAME EDGE DETAIL AS PARKING SIGN



WOOD FINISH ALUMINUM PANELS THAT MATCH EXISTING PLAZA BENCH MATERIAL



MATCHING CONCRETE COLOR AND TEXTURE AS STEPS AND OTHER FORMS AROUND PLAZA



● ISLAND INCE AND WASHINGTON



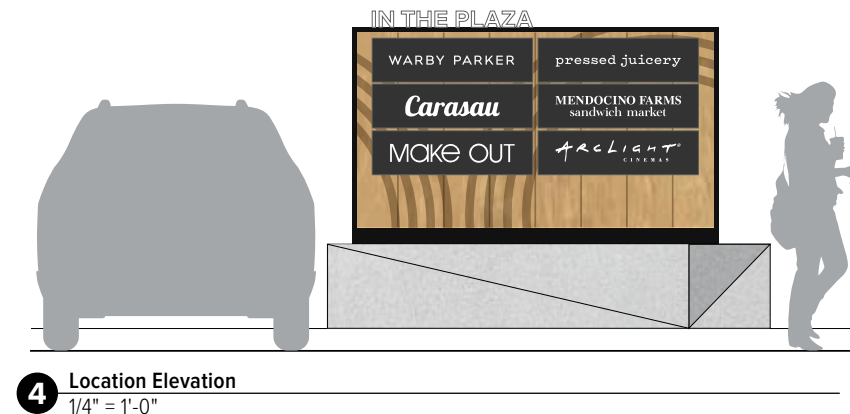
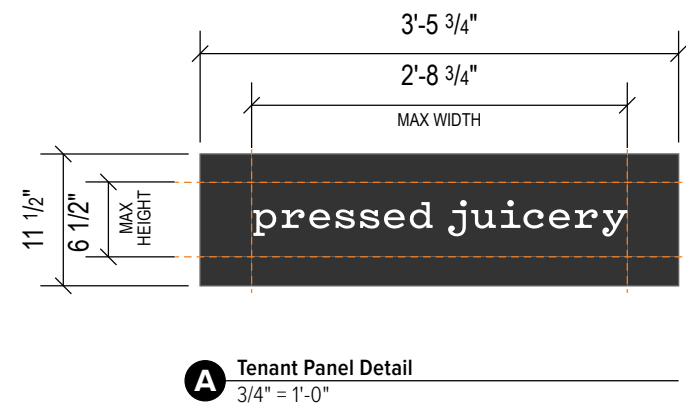
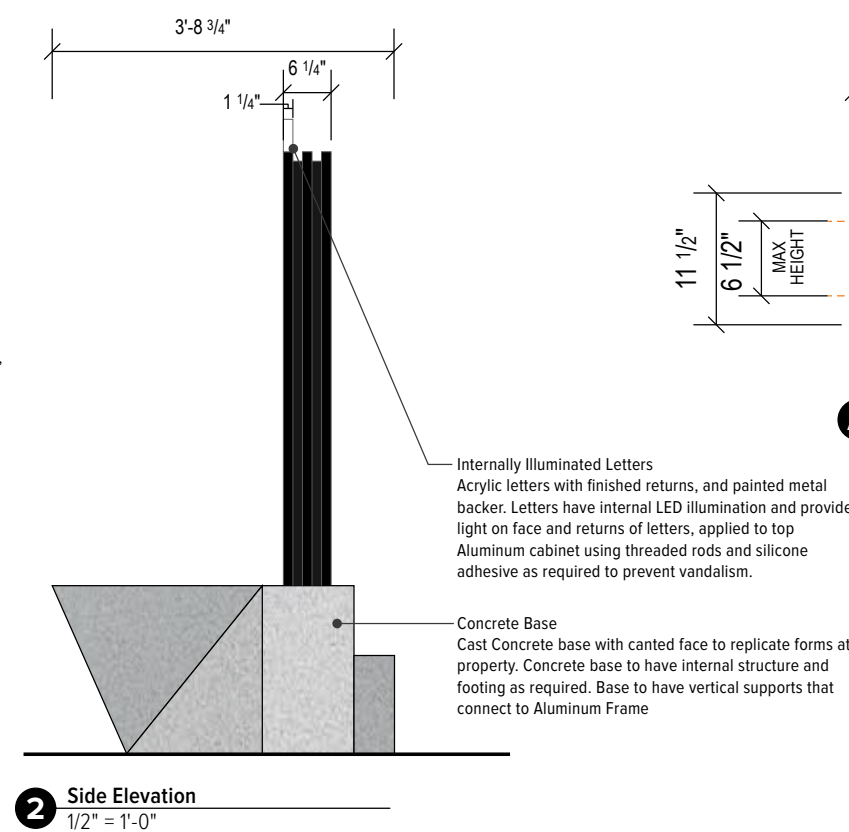
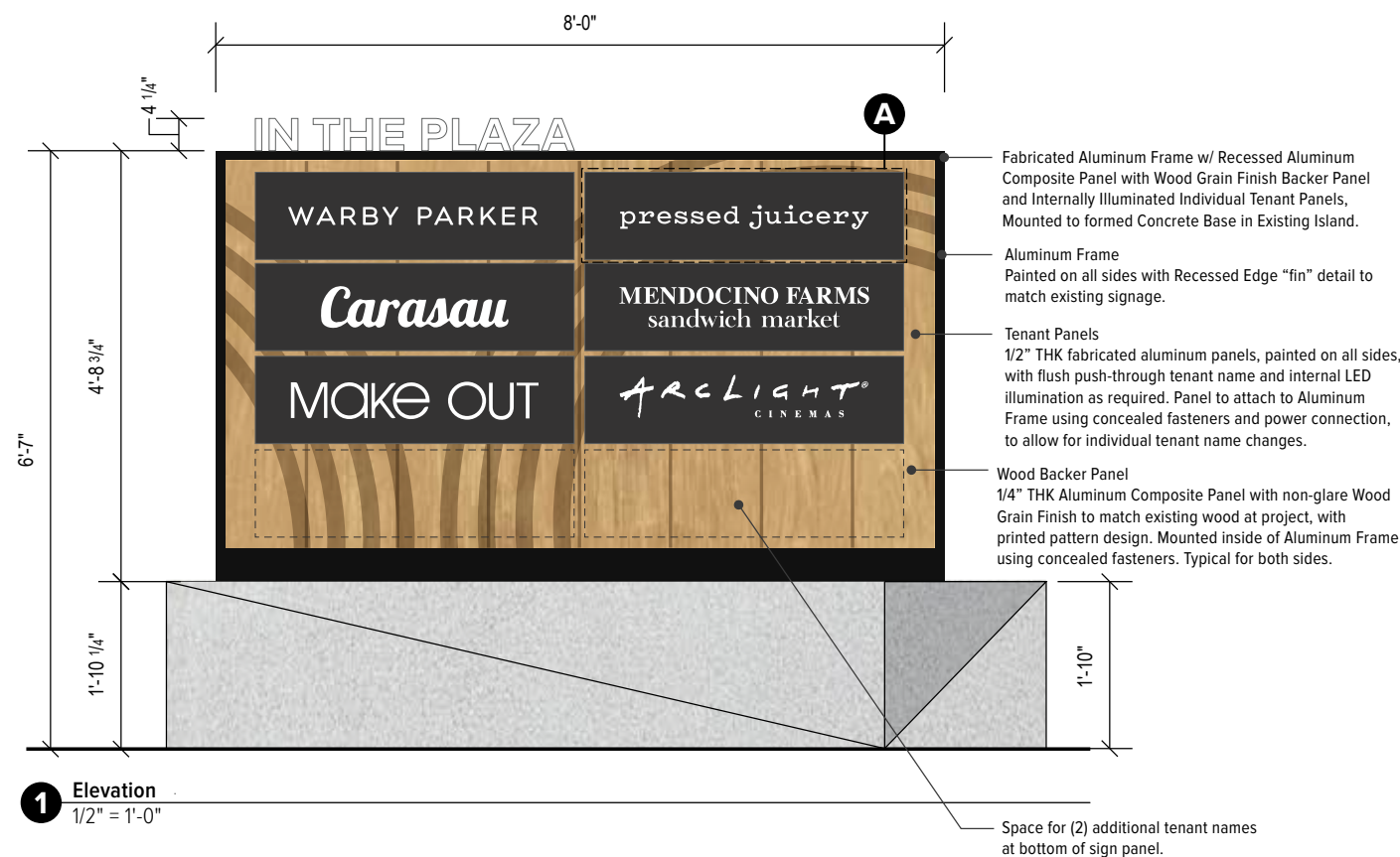
● PLAZA MAIN AND CULVER

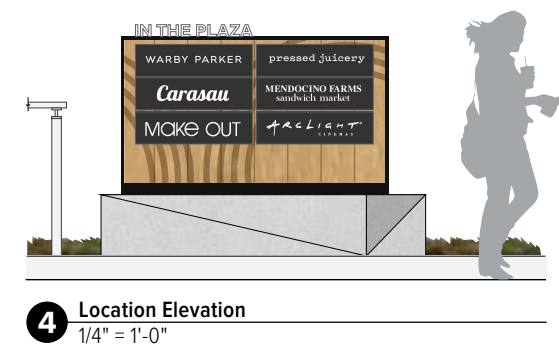
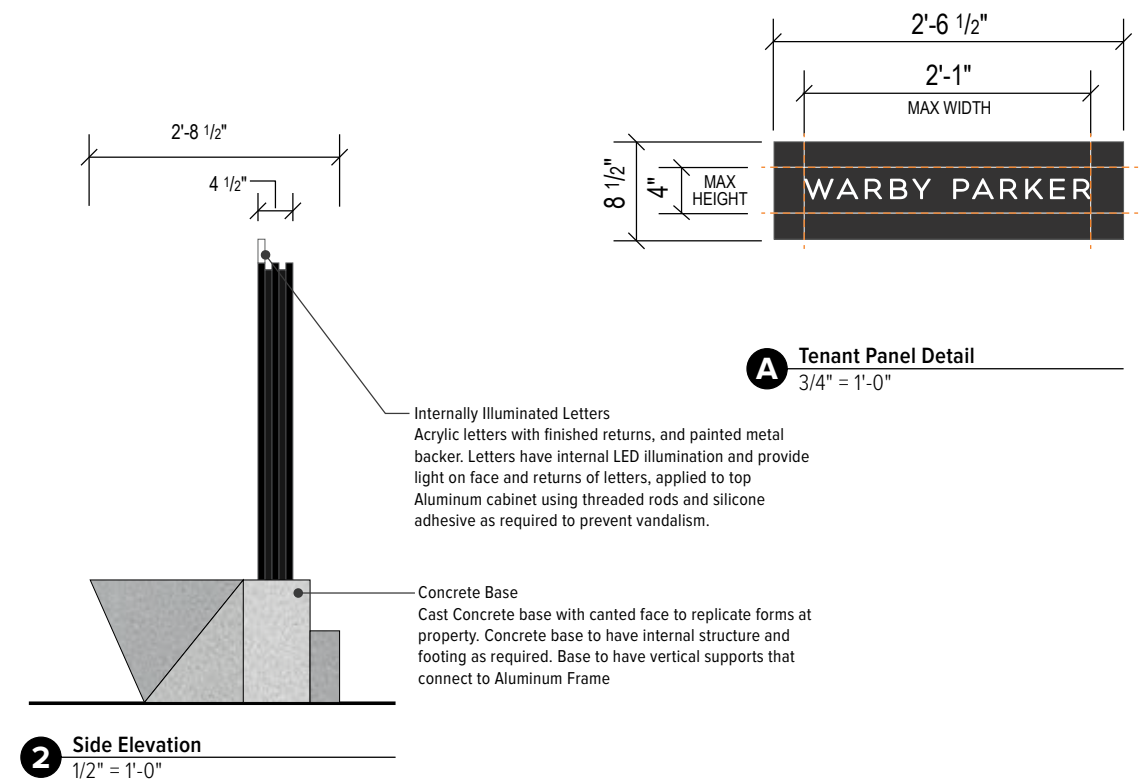
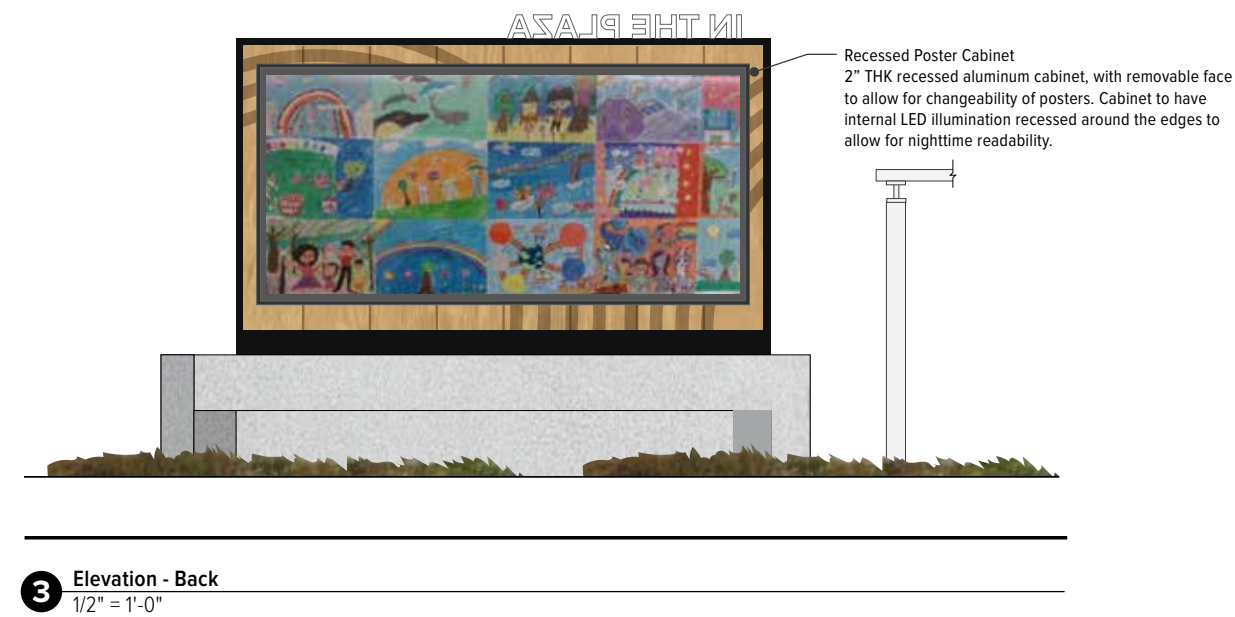
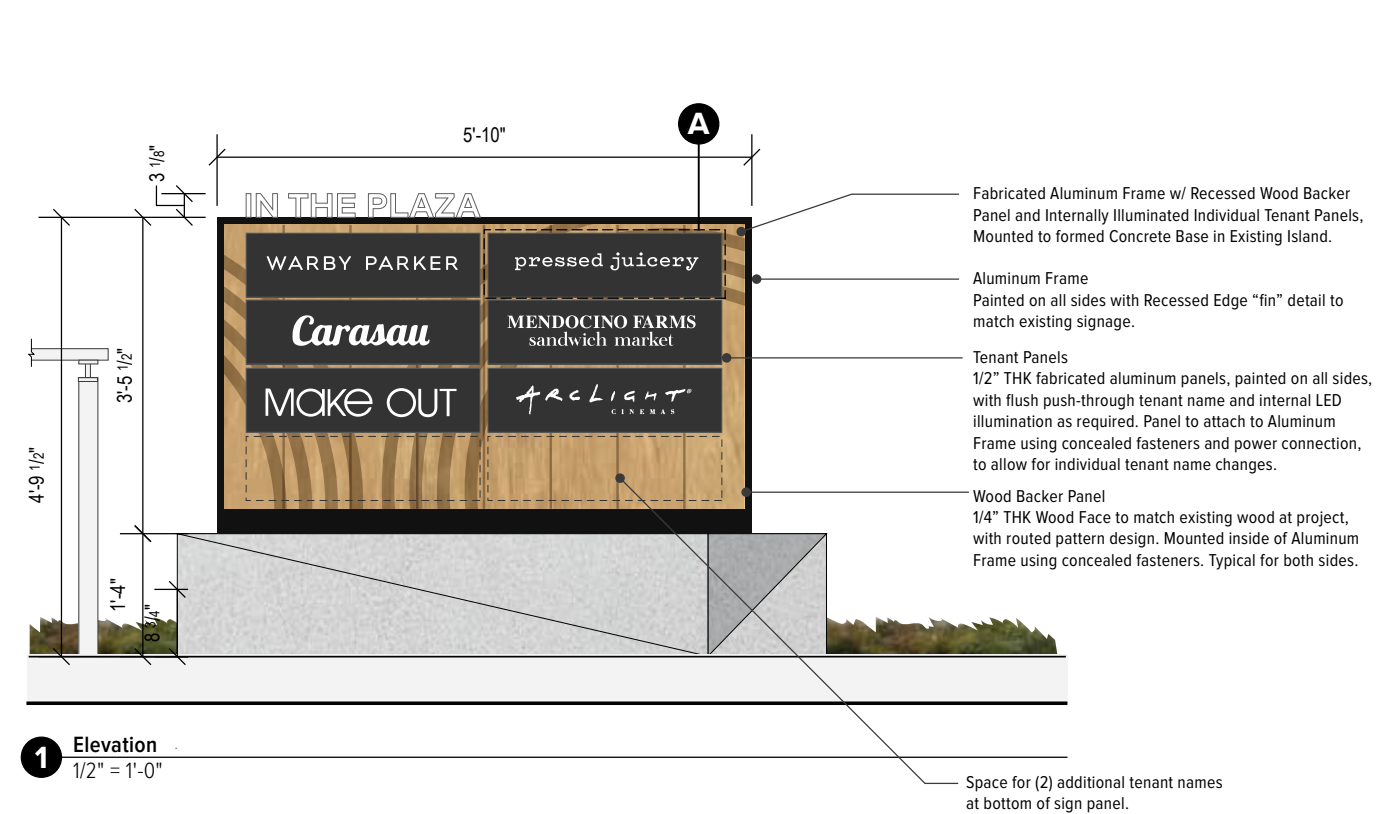


CONCEPT 1



ISLAND INCE AND WASHINGTON



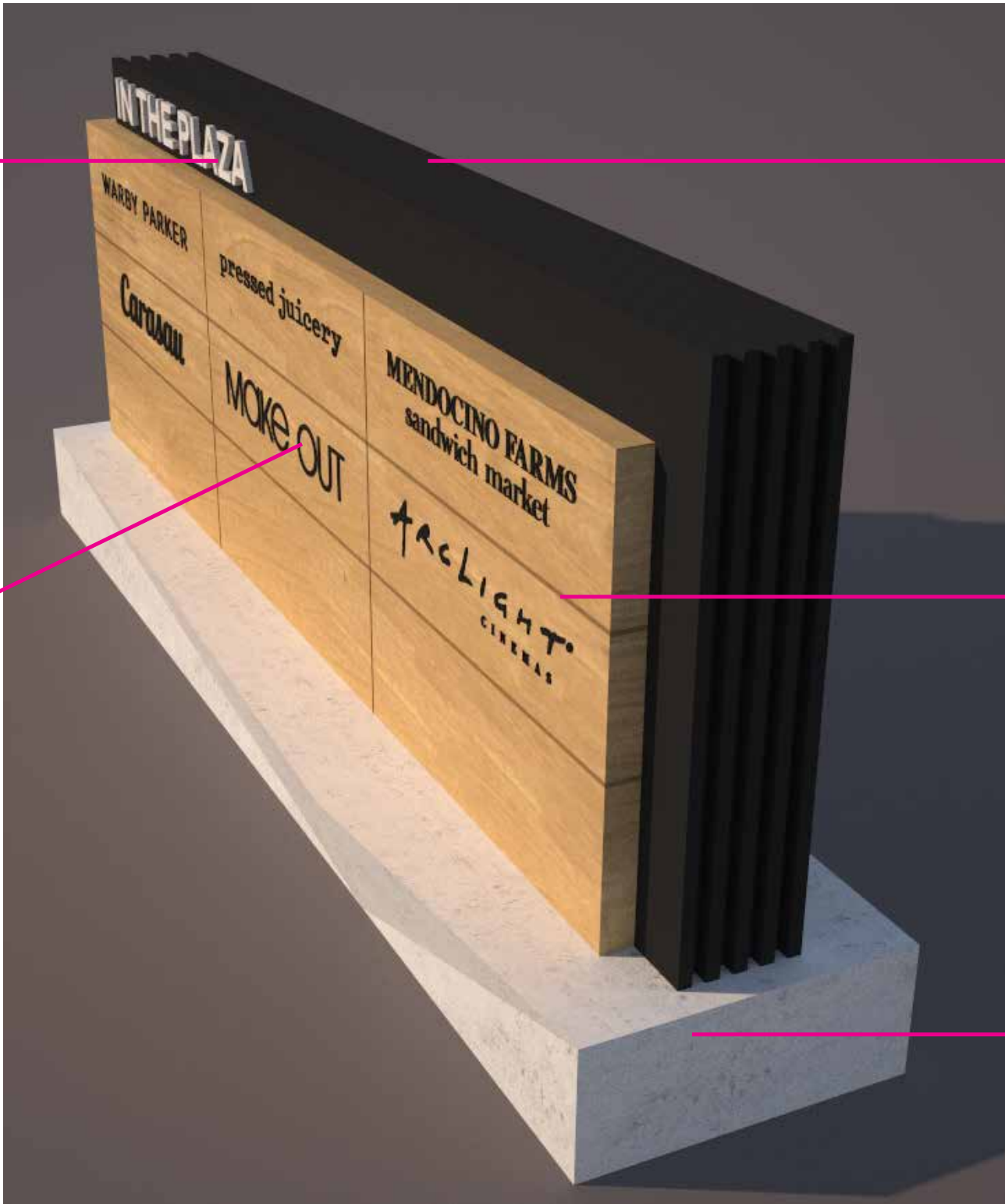




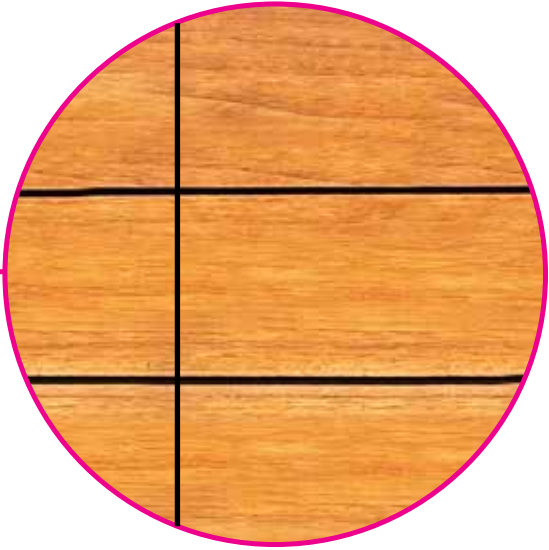
INTERNALLY LIT LETTERS



BLACK ALUMINUM FLUSH MOUNTED EXTERNALLY ILLUMINATED LETTERS



BLACK METAL FRAME WITH SAME EDGE DETAIL AS PARKING SIGN



WOOD FINISH ALUMINUM PANELS THAT MATCH EXISTING PLAZA BENCH MATERIAL



MATCHING CONCRETE COLOR AND TEXTURE AS STEPS AND OTHER FORMS AROUND PLAZA

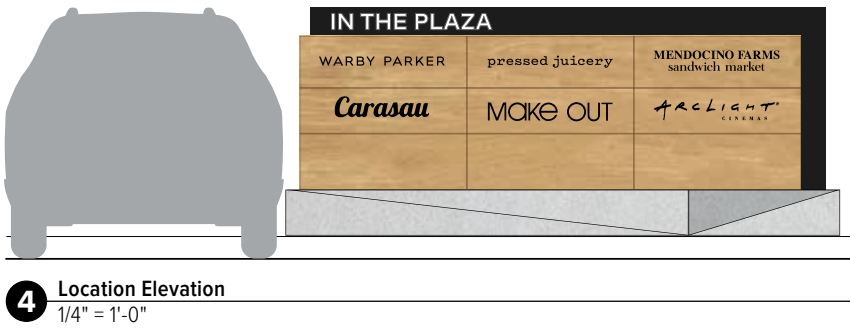
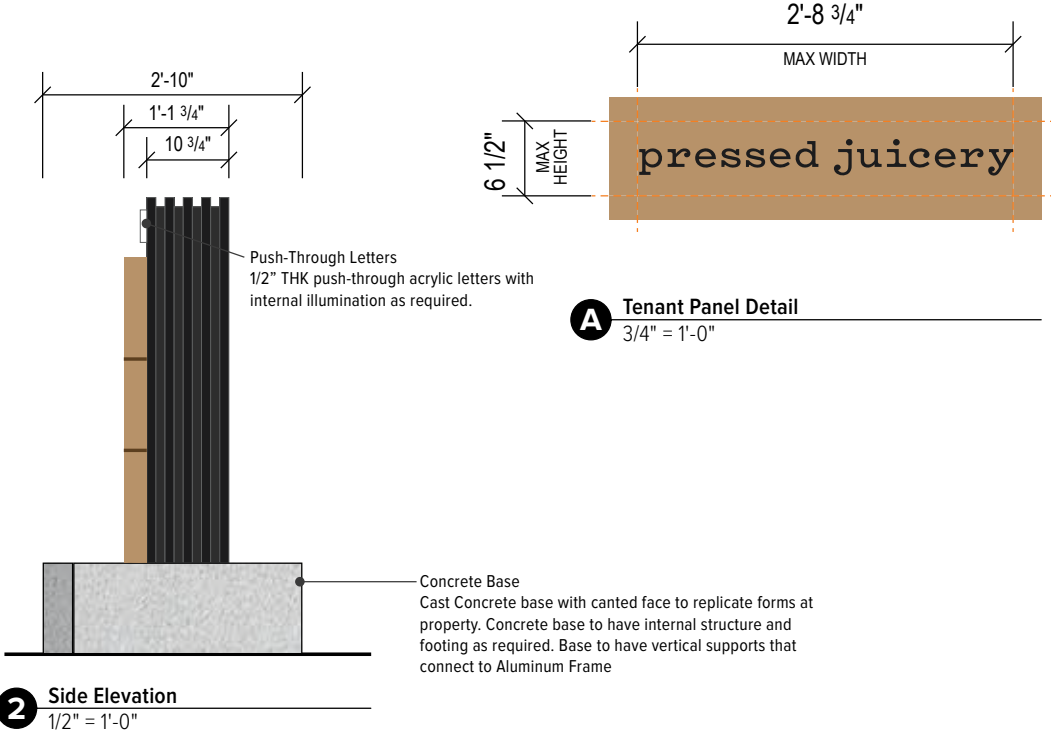
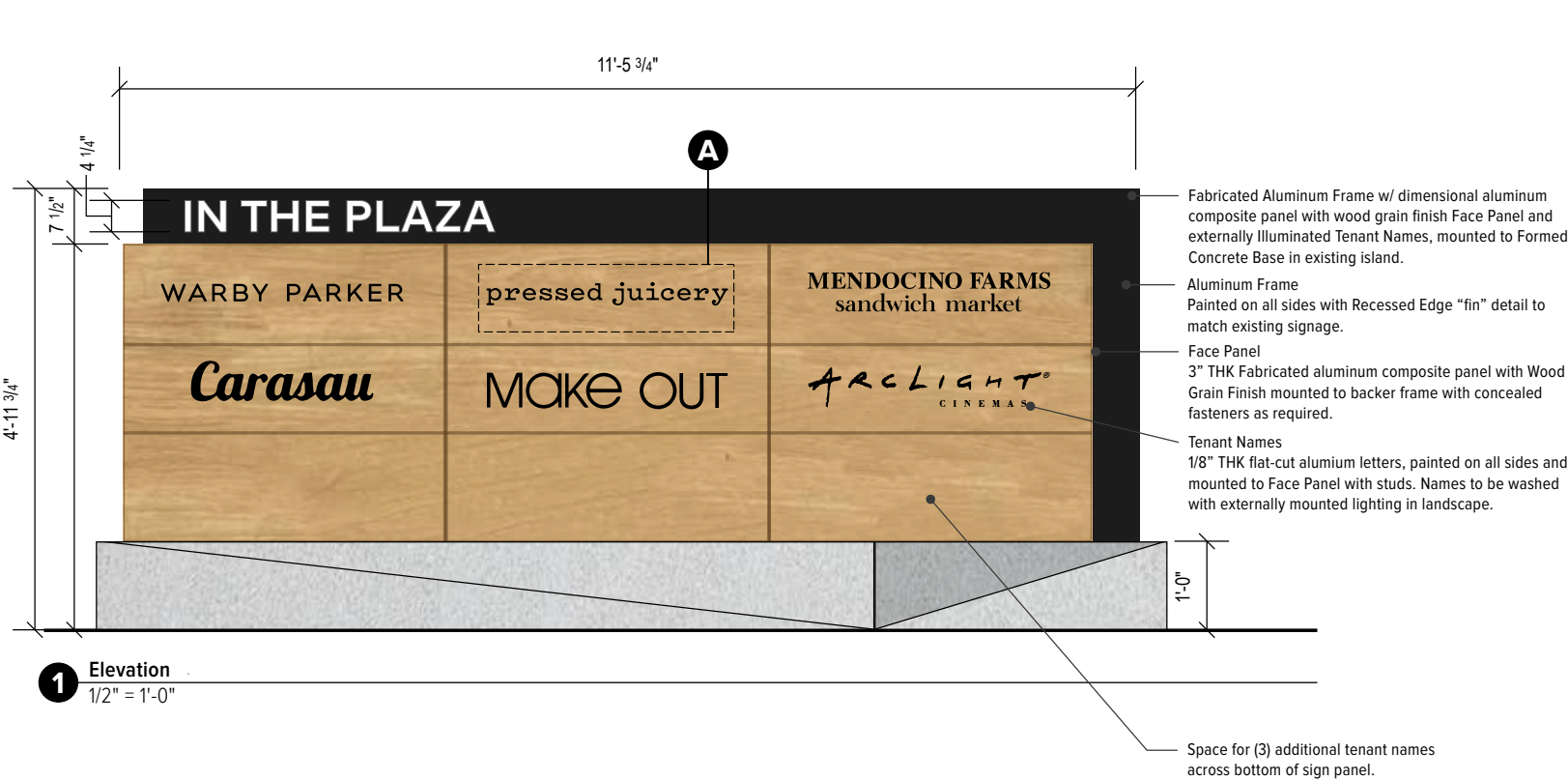


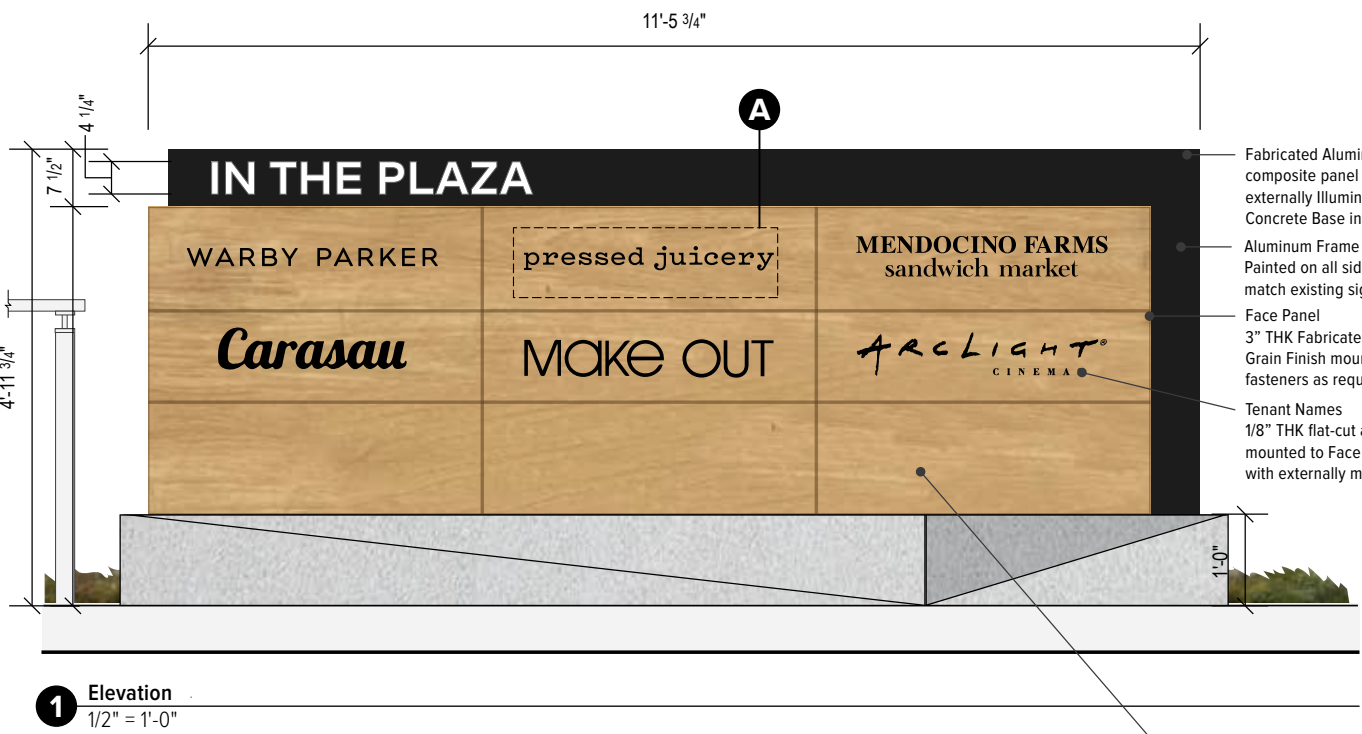
ISLAND INCE AND WASHINGTON



PLAZA MAIN AND CULVER







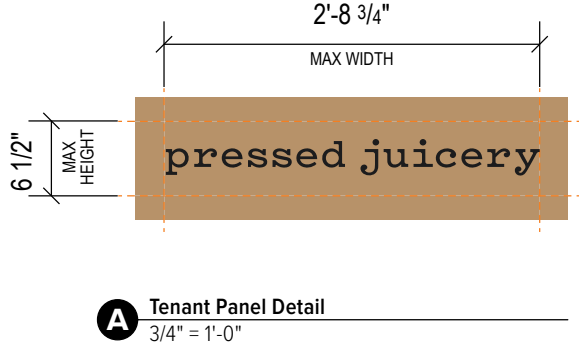
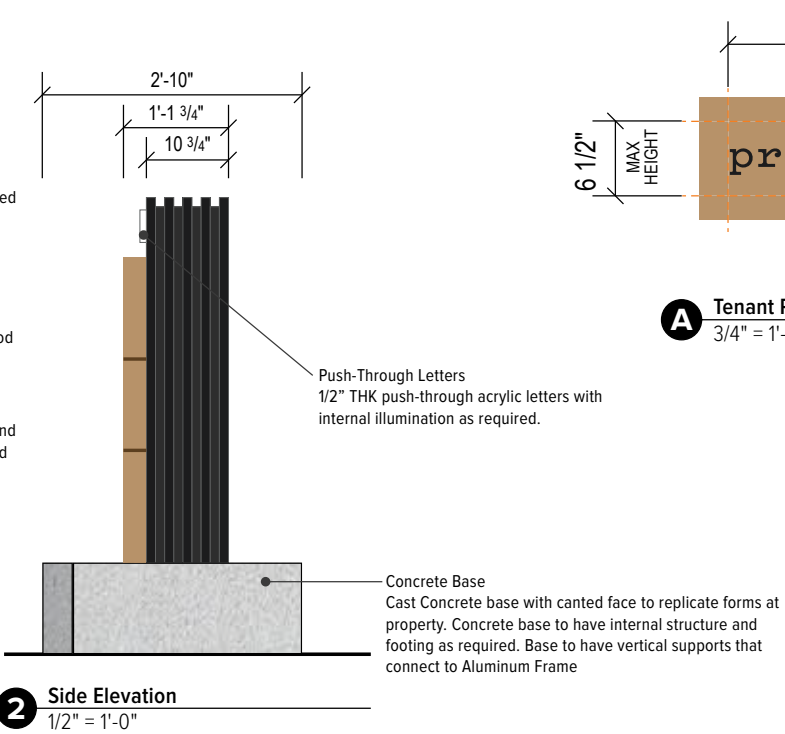
Fabricated Aluminum Frame w/ dimensional aluminum composite panel with wood grain finish Face Panel and externally Illuminated Tenant Names, mounted to Formed Concrete Base in existing island.

Aluminum Frame
Painted on all sides with Recessed Edge "fin" detail to match existing signage.

Face Panel
3" THK Fabricated aluminum composite panel with Wood Grain Finish mounted to backer frame with concealed fasteners as required.

Tenant Names
1/8" THK flat-cut aluminum letters, painted on all sides and mounted to Face Panel with studs. Names to be washed with externally mounted lighting in landscape.

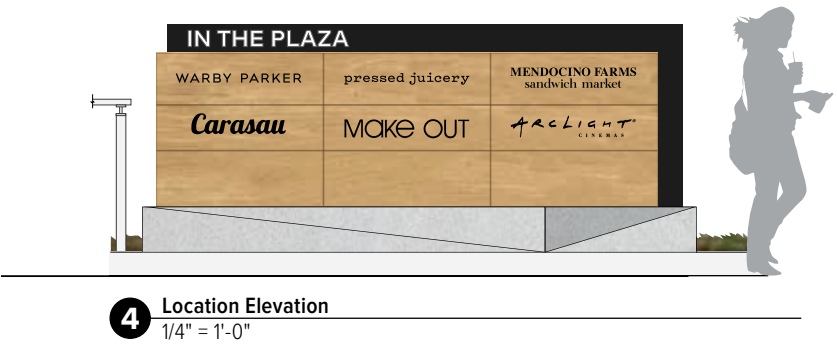
Space for (3) additional tenant names across bottom of sign panel.



Push-Through Letters
1/2" THK push-through acrylic letters with internal illumination as required.



Recessed Poster Cabinet (Lockable, managed by HCP)
2" THK recessed aluminum cabinet, with removable face to allow for changeability of posters. Cabinet to have internal LED illumination recessed around the edges to allow for nighttime readability.



APPENDIX

SPECIFIC ISSUE

- Multiple businesses in the plaza lack street-facing business identification signage

PROPOSED SOLUTION

- Two monument signs identifying plaza businesses, strategically located for optimum visibility

SIGN OBJECTIVES

- Take inspiration from modern and sophisticated design elements of the new plaza architecture, including the Culver Steps parking entrance

Forms

Materiality

Scale

Layers

Dimensionality

- Visually reinforce that the listed businesses are located close by, in the plaza
- Maintain scale/visual volume that is appropriate for neighborhood and downtown Culver City, rather than shopping center gateway
- Avoid unnecessary intrusion into plaza site lines (nothing monolithic)

- Give equal billing to all plaza businesses – Culver Steps and non-Culver Steps
- Ease of changability as businesses come and go
- Avoid any appearance of advertising on city property
- Avoid giving the impression that the listed businesses are the complete list of businesses at The Culver Steps
- Situate both signs – island and plaza – optimally, taking into consideration the site-specific vehicular/pedestrian constraints posed by each location (ie. safety, sidewalk, letter height, etc.)