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NORTH MARKET BRIDGE PARK

Exterior Signage : Revised Concepts

05.01.20



CRAWFORD HOYING

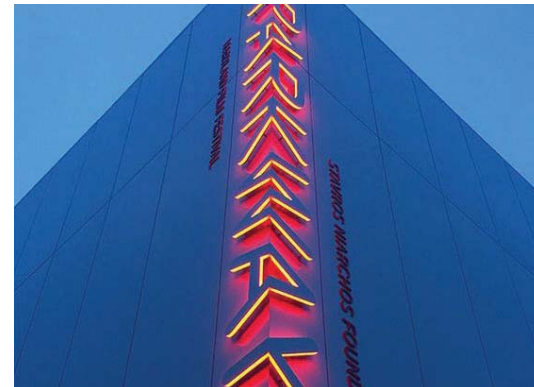
NORTH MARKET BRIDGE PARK

Crawford Hoying // North Market Bridge Park
Exterior Signage: Sign Count + Materials

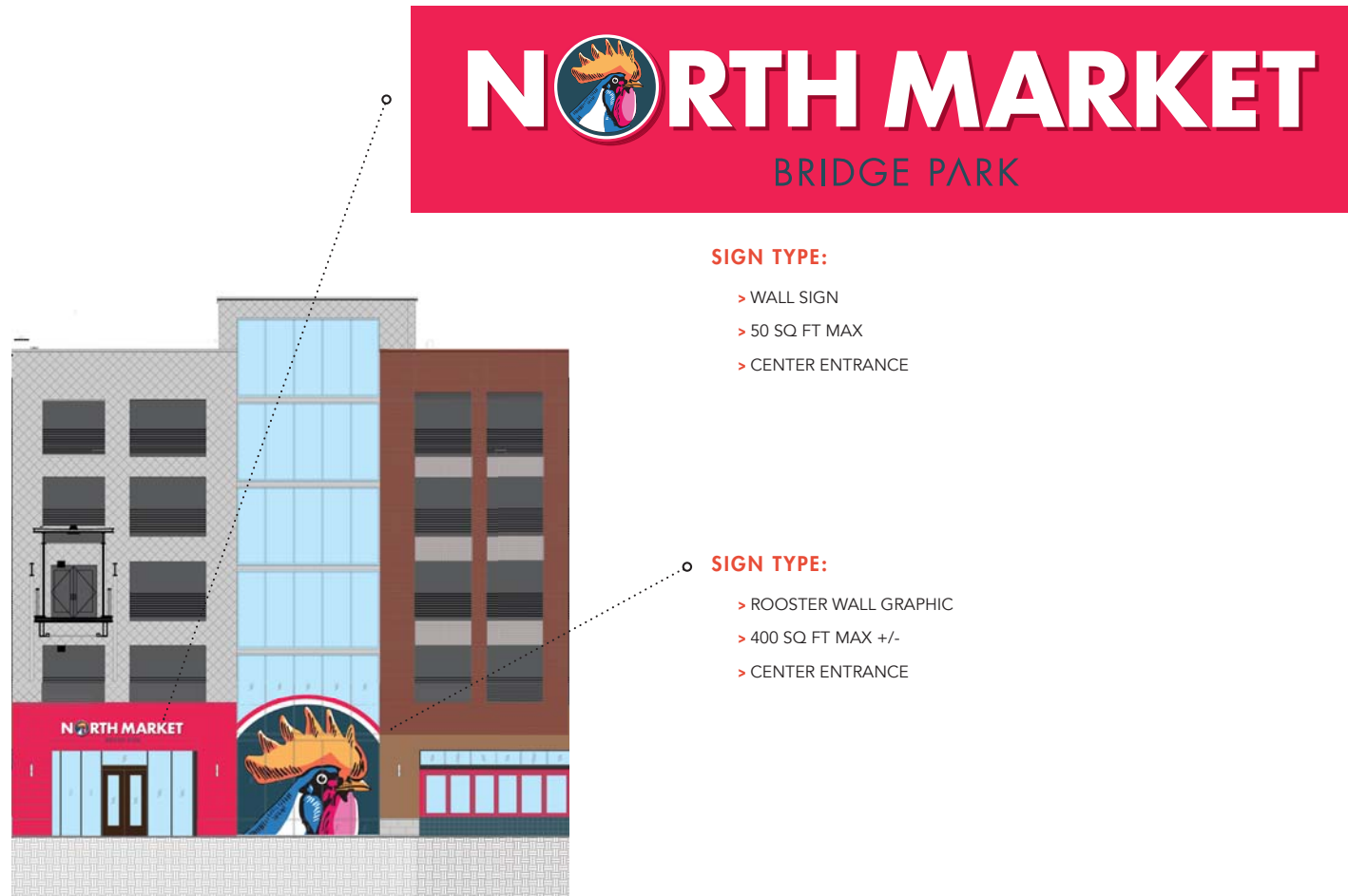
ELEVATION	PAGE	SIGN TYPE	APPROXIMATE SIZE	LOCATION	MATERIAL	ILLUMINATION
West	6	Wall Sign	2.5'x25' (50sf)	Center Entrance	Metal	Yes
	6	Wall Graphic (Rooster)	14'x25' (400sf)	Center Entrance	Vinyl	No
	7	Perforated Poles (3)	3'x26.7' (80sf)	West Elevation	Stainless Steel	Yes
	8	Door Handles (2)	3.5' Diam (12sf)	South/North Entrances	Cast Bronze	No
	9	Wall Sign	3'x40' (120sf)	Southwest Corner	Paint	No
	10	Wall Sign	3'x4' (12sf)	South Entrance	Acrylic	Yes
	12	Projecting Sign	3.5' Diam (12sf)	North Entrance	Metal	Yes
ELEVATION	PAGE	SIGN TYPE	APPROXIMATE SIZE	LOCATION	MATERIAL	ILLUMINATION
North	11	Wall Sign	1.5'x16' (24sf)	North Entrance	Paint	No
ELEVATION	PAGE	SIGN TYPE	APPROXIMATE SIZE	LOCATION	MATERIAL	ILLUMINATION
South	13	Wall Sign	3'x40' (120sf)	Southwest Corner	Paint	No
	14	Placemaking Art Sign (Rooster)	8'x5' (40sf)	Southwest Corner	Metal and Paint	Yes
	14	Window Sign	30% Max Coverage	South Window	Vinyl	No
		TOTAL SIGN COUNT (14)				

INSPIRATION.

The possibilities are limitless working with an iconic local brand and incorporating that brand into such a refined, modern location. These are just a few of the examples we have pulled that are the strongest types of signage/wayfinding that could be explored with the exterior of the North Market Bridge Park building and its surroundings.

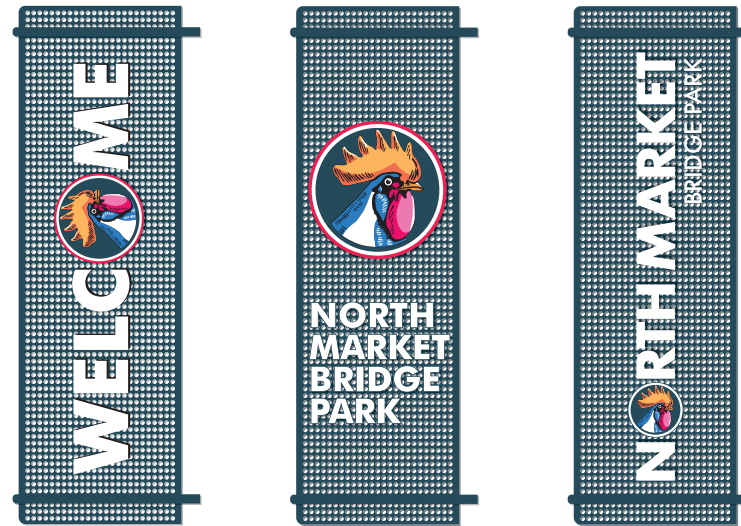






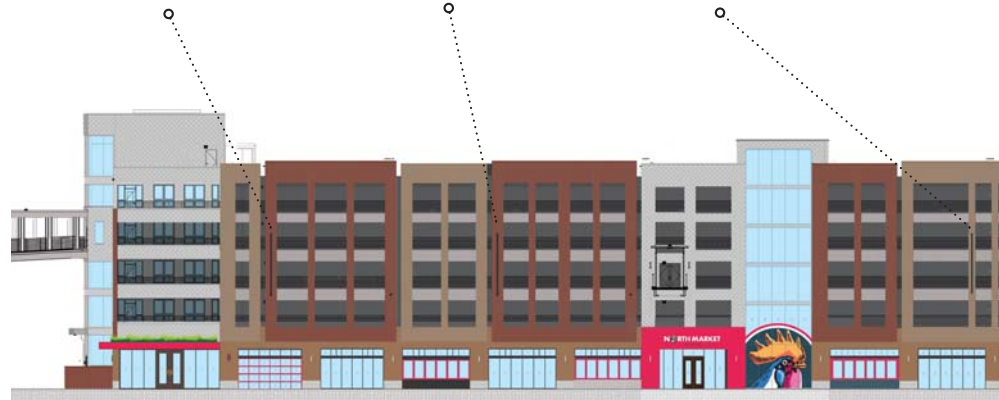
OVERSIZED PERFORATED
METAL SIGNAGE

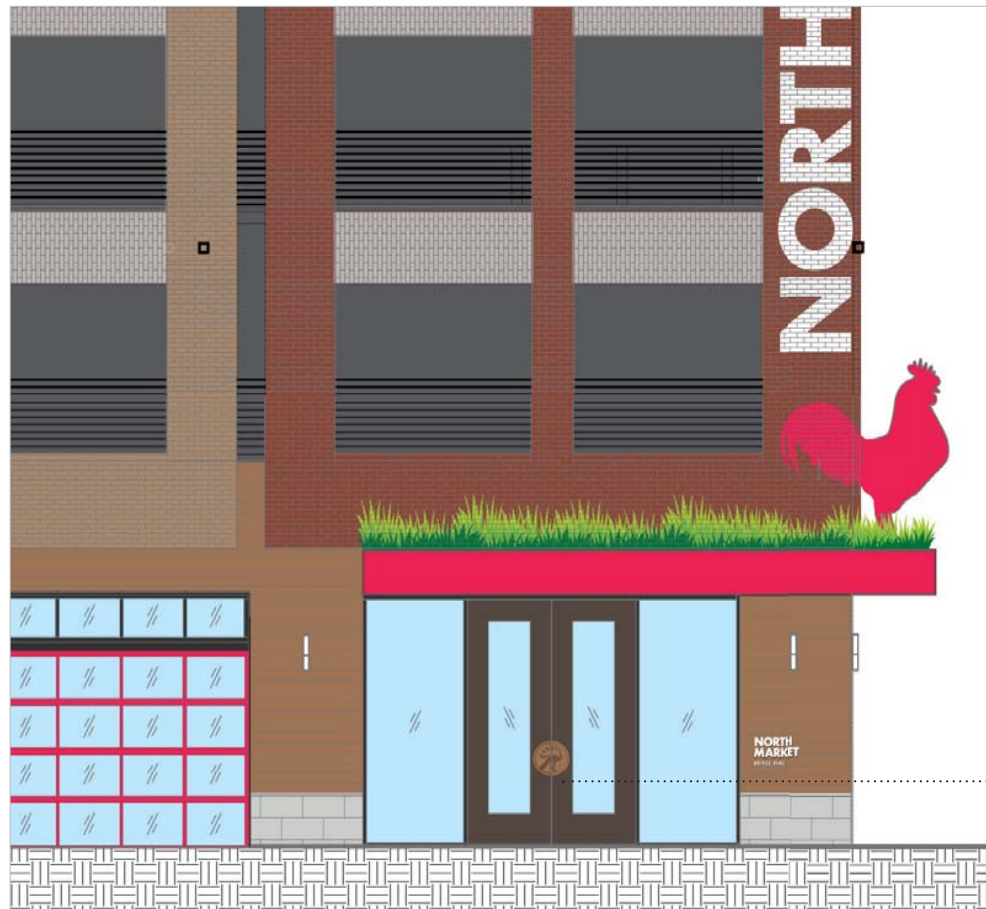
A modern, more permanent and upscale take on a pole banner. These will not only be visually striking but they also feel right for the established North Market brand.



SIGN TYPE:

- > PERFORATED POLES (3)
- > 80 SQ FT MAX
- > WEST ELEVATION,
VARIOUS INTERVALS





SIGN TYPE:

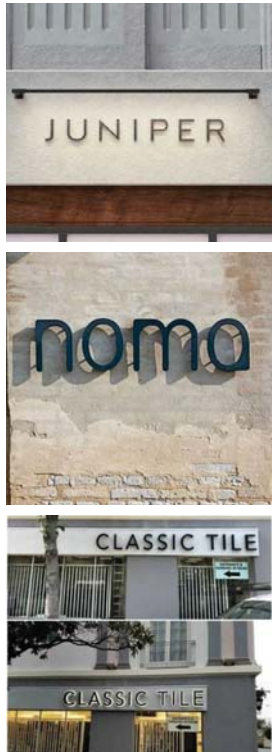
- > CAST BRONZE DOOR PULLS
- > 12 SQ FT MAX
- > SOUTH & NORTH ENTRANCES





SIGN TYPE:

- > WALL SIGN
- > 120 SQ FT MAX
- > SOUTHWEST CORNER



SIGN TYPE:

- > WALL SIGN
- > 12 SQ FT MAX
- > SOUTH ENTRANCE

**NORTH
MARKET**

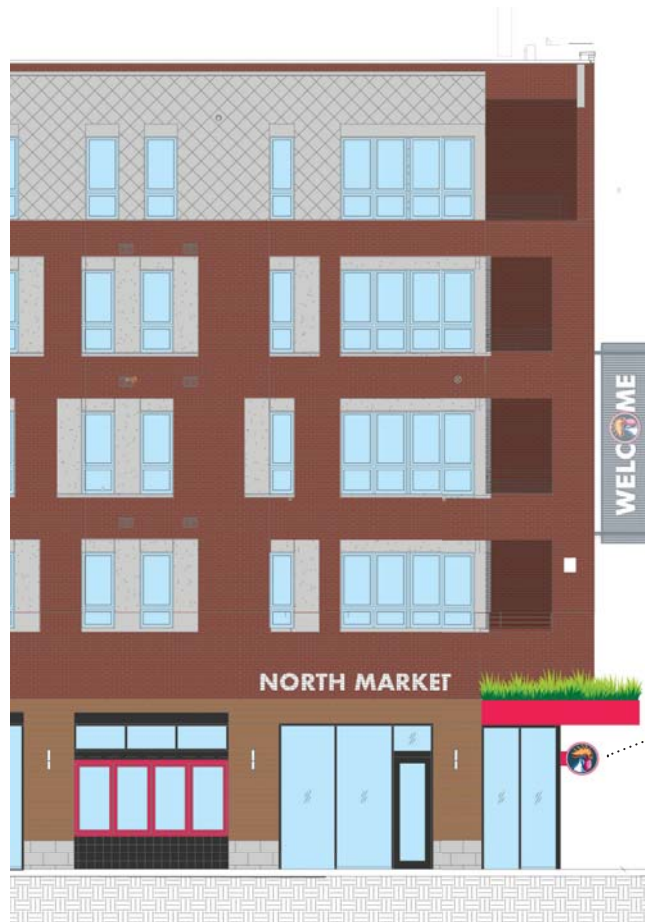
BRIDGE PARK



- SIGN TYPE:**
- > WALL PAINT
 - > 24 SQ FT MAX
 - > NORTH ENTRANCE

NORTH END

We have added a round, projecting rooster icon sign at ground level to the northwest side. This sign will help with wayfinding for those walking north and south on Longshore.



SIGN TYPE:

- > PROJECTING SIGN
- > 12 SQ FT MAX
- > NORTHWEST FACADE



SOUTH END

The south side has a large painted wall graphic that is on the west and the south sides of the building. This wall graphic would be highlighted by a 3D red rooster sculpture above the south entrance. One would also see the metal banner style signs that are attached to the facade of the western view of the building. We are also suggesting a vinyl window treatment for the large windows on the southwest corner of the market.

- SIGN TYPE:**
- > WALL SIGN
 - > 120 SQ FT MAX
 - > SOUTHWEST CORNER



SOUTH END



- SIGN TYPE:**
- PLACEMAKING ART SIGN >
 - 40 SQ FT +/- >
 - SOUTHWEST CORNER >

- SIGN TYPE:**
- WINDOW SIGN >
 - 30% MAX COVERAGE >
 - SOUTH WINDOW >

