

GET
STREET
SMART

THRIVING DISTRICTS BY DESIGN



AUGUST

Trade secrets of
distinctive signs
and lighting

GET STREET SMART

High-impact Storefronts - June

Sidewalk Appeal - July

Distinctive Signs + Lighting - August

Improved Sales - September

Window Reflections- October

Customer Promotions - November

By

Brian Emerick, AIA

Emerick Architects P.C.



Distinctive Signs + Lighting

ROLE OF SIGNS + LIGHTING

- District Identity
- Building Identity
- Business Identity

Part I- Introduction



District + Building Identity



Market Square, Victoria B.C.

Block Identity



A R T O F C A T E R I N G

Business Identity



Branding the Building



Clutter

ROLE OF SIGNS + LIGHTING

- Brand + Logo Review
- Types of Signs
- Lighting of Signs
- Other Considerations

Part II- Signage



Branding the Building





Case Study: Next Adventure

OPTION 1



OPTION 2



OPTION 3



OPTION 4



Case Study: Next Adventure

SIGNAGE DESIGN PRINCIPLES

- Pedestrian Oriented
- Contextually Appropriate
- Unique to the District
- Flexibility
- Appropriate Lighting

Signage Design Principles



Good + Bad



Bad + Ugly

STARTING AT
\$55
A MONTH

**NO CONTRACT
WIRELESS PLAN**
— WITH —
UNLIMITED MUSIC

Plan and coverage details in store. The Android Robot is a trademark of Google, Inc. Samsung and the Samsung logo are trademarks of Samsung Electronics Co., Ltd.

SAMSUNG
Vitality™

cricket
muve
MUSIC

NOW AT **BEST BUY**

cricket
your call

National Register Skidmore Old Town Historic District

Contextually Inappropriate



Photos by Seanette Corkill



Business Identity



Painted Sign Band



OBLATION
papers & press

Pin Mounted Classic Bronze



Primary Wall Signage



Primary Wall Signage



Primary Wall Signage



Northwest Bank

Pinmount Canopy Signage



Flush Mount Canopy Signage



back lit lettering



pin-mounted lettering

Letter Signs



Corner Marquee Signage



Corner Marquee Signage



Historic Wall Mural



Photo by Seanette Corkill

Wall + Blade Signage



Blade Signage



Blade Sign



Blade + Window Signage



Blade Signage



Blade Signage



Blade sign with external lighting



Blade sign with neon lighting

Blade Marquee Signage



Blade Signage



Marquee Blade Signage



Iconic Signage



Photo by Seanette Corkill

Missing Signage



Photo by Seanette Corkill

Yikes! Avoid Clutter

Signage Case Studies



RONNIE MALKA

OWNER

ronnie@malkadiamonds.com

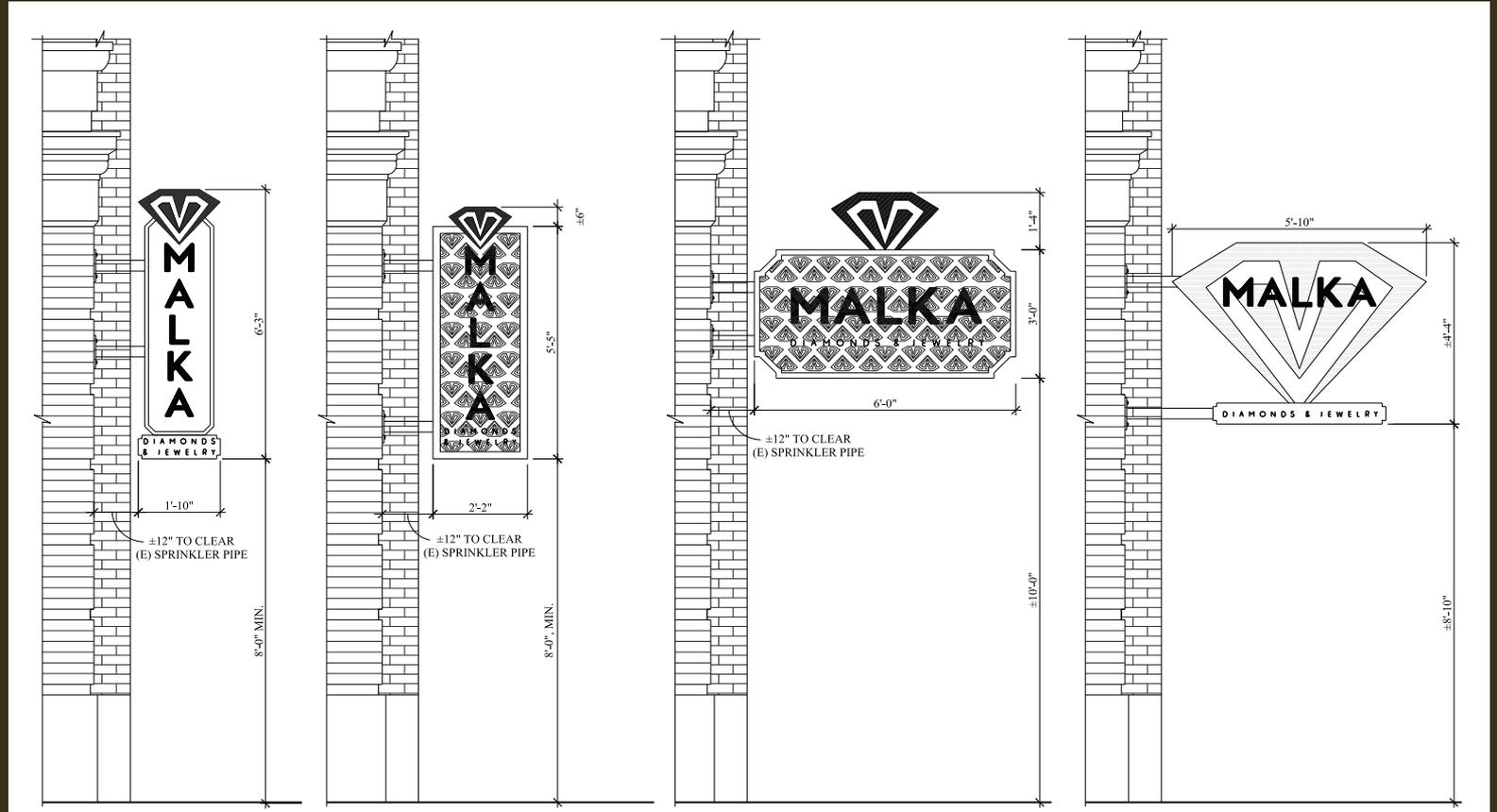
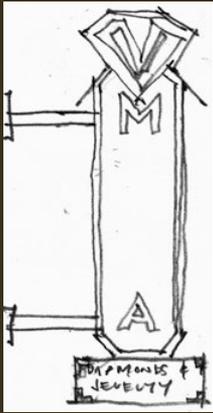
529 SW 3RD AVE. #100 PORTLAND OR 97204

PH: 503.222.5205 FX: 971.255.1417

MALKADIAMONDS.COM



Case Study: Malka Jewelry



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Case Study: Malka Jewelry



April 18, 2012

Mr. David Malka
Malka Jewelry
529 SW 3rd Avenue
Portland, OR 97204

RE: Quotation – New Exterior Projecting Sign -- Malka Jewelry

We are pleased to provide this quotation to provide a new projecting sign at the above address.

SCOPE OF WORK: (Per Drawings #12-JF233r2)

Projecting Sign – East Elevation: Design, engineer, manufacture and install one (1) internally illuminated double-faced projecting display

COST: \$17,700.00 (Plus Cost of Permits)

NOTE: Sign & Electrical Permits – Estimated to be \$500.00 (will be invoiced at cost)

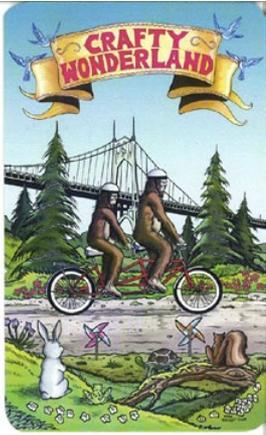
QUALIFICATIONS:

1. Standard payment terms include 50% down with purchase order. The balance is due upon completion of the work. (Credit Cards accepted for 100% deposit).
2. **This proposal assumes column structurally adequate for standard exterior attachment.**
3. This proposal excludes standard signage permits (invoiced at actual cost)
4. This proposal excludes primary electrical (dedicated 20-amp, 120v circuit required by code).
5. A sales agreement and approved drawings with layout and colors must be signed.
6. Landlord/owner approval must be secured by customer, if appropriate.
7. This proposal is valid for thirty days.
8. This contract constitutes a security agreement.
9. **Lead-time is 5 - 7 weeks from receipt of deposit and issuance of permits.**

We look forward to working with you to complete this project.

Regards,

Case Study: Malka Jewelry



Brand



Existing Photos



Option A

Externally lit marquee sign, gold enameled aluminum folded + bowed to look like ribbon. Red letters w/ blue + white embroidered trim + possible cut outs.

Wood blade sign hung from steel frame w/ lights

Remove awning + restore transoms.

Interior window box displays with track lighting above

Option to paint storefront

Option to remove tile base, replace with cement plaster. Restore column base.



Option B

Keep awning + cover with various colors of fabric - quilted look.

Wood blade sign hung from steel frame w/ lights

Ribbon sign mounted to trim between storefront and transom

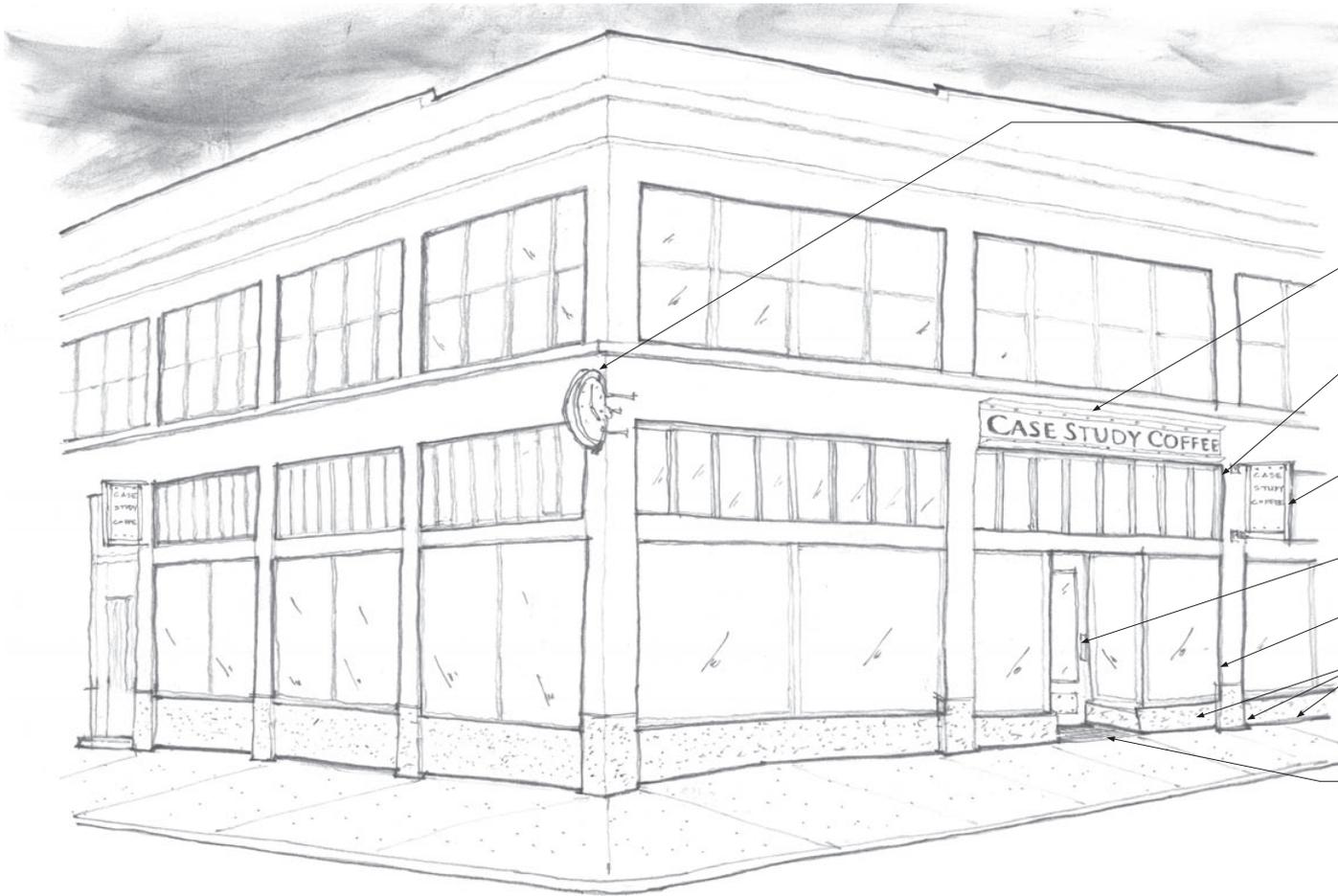
Option to paint storefront

Option to remove tile base, replace with cement plaster. Restore column base.



Examples

Case Study: Crafty Wonderland



Blade signs

Custom-built corner-mounted clock with signage.

Externally lit marquee sign, riveted steel lintel. Painted metal letters.

Remove existing awnings + restore/replace transom windows throughout space.

Blade sign hung from steel frame with lights, style to match marquee signage.

New clear coat vertical grain fir door with bronze hardware.

Option to paint storefront.

Option to remove tile base, replace with cement plaster and restore column bases throughout.

New entry tile mosaic.

Corner Perspective - SW Yamhill Street + 10th Avenue

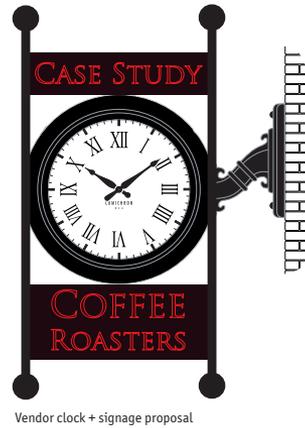
Case Study: Case Study Coffee



Sandy space



Existing entry



Vendor clock + signage proposal



Steam clock in Vancouver, BC



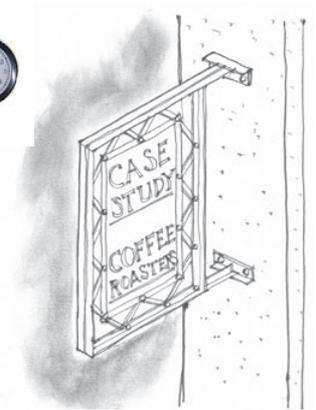
Steam punk science



Existing interior



sketch of clock with moving parts



Existing transom condition

Case Study: Case Study Coffee



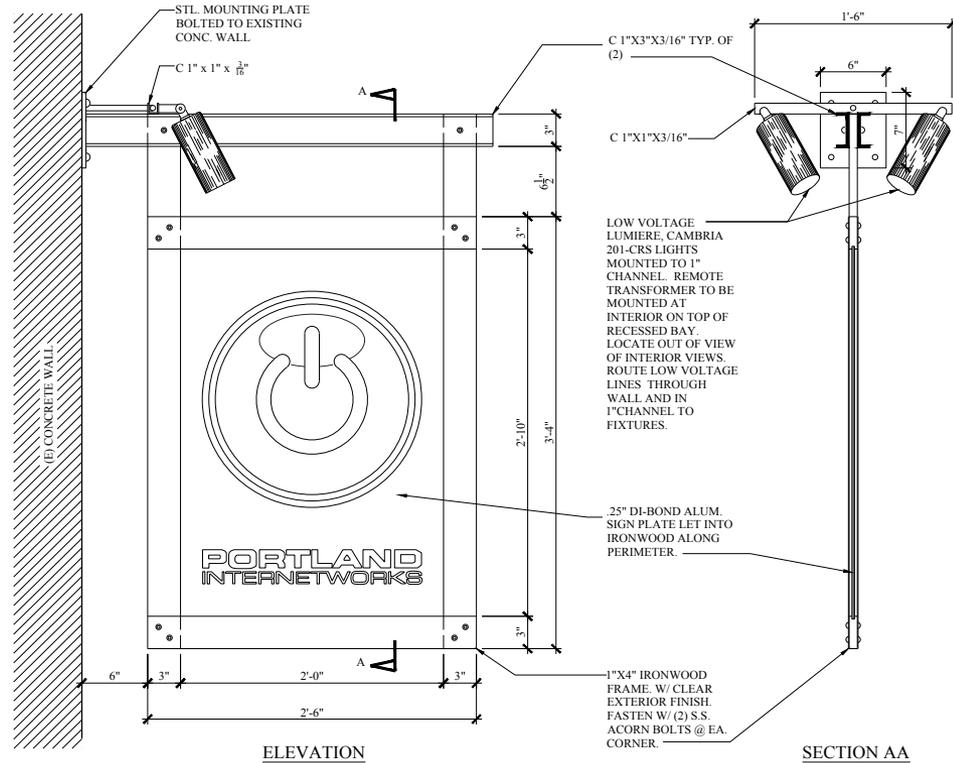
'REJUVENATION'
PORCELAIN ADDRESS
NUMBERS

WOOD
P.
ILL.

FULL-LITE CUSTOM
WOOD DOOR. REFER TO
A5.1 FOR TYP. DOOR
DIMS + HARDWARE.

T&G PANELS TO MATCH
(E) EAST BAY. PRIME +
PAINT. TYP.

ELEVATION



GENERAL NOTE:

ALL STEEL TO BE POWDER COATED, COLOR TO BE BRONZE. VERIFY SIGNAGE LOGO/ GRAPHICS WITH TENANT. ALL STEEL FRAME CONNECTION BOLTS TO BE PAINTED W/ GLOSS ALKYD ENAMEL MATCHING COLOR TO STEEL FRAME.

(E) CONCRETE WALL

LOW VOLTAGE
LUMIERE, CAMBRIA
201-CRS LIGHTS
MOUNTED TO 1"
CHANNEL. REMOTE
TRANSFORMER TO BE
MOUNTED AT
INTERIOR ON TOP OF
RECESSED BAY.
LOCATE OUT OF VIEW
OF INTERIOR VIEWS.
ROUTE LOW VOLTAGE
LINES THROUGH
WALL AND IN
1" CHANNEL TO
FIXTURES.

25" DI-BOND ALUM.
SIGN PLATE LET INTO
IRONWOOD ALONG
PERIMETER.

1"X4" IRONWOOD
FRAME. W/ CLEAR
EXTERIOR FINISH.
FASTEN W/ (2) S.S.
ACORN BOLTS @ E.A.
CORNER.

ELEVATION

SECTION AA

NOTE:

SIGNAGE TO BE BY OTHERS UNDER A SEPARATE PERMIT.

3

BUILDING SIGNAGE

SCALE: 1-1/2"=1'

Case Study: PDX Internetworks



Case Study: PDX Internetworks

ARCHITECTURAL LIGHTING

- What to Highlight
- Lighting Types
- Range of Investment
- Business Specific
- Temporary + String Lighting

Part III- Building Lighting



Gooseneck - Night + Day



Column Lighting



Column Lighting



Column Sconce Lighting



Retail - Before + After



Photos by Seanette Corkill



Retail Display Lighting



Retail Lighting



Restaurant Lighting



Neon Lighting

Wm R Johnson
JEWELERS

DIAMONDS • FINE JEWELERY • WATCHES • REPAIRS

Neon Lighting



Neon Lighting



Sculptural Lighting



District String Lighting



Photo by Seanette Corkill



Building String Lighting



Retail String Lighting



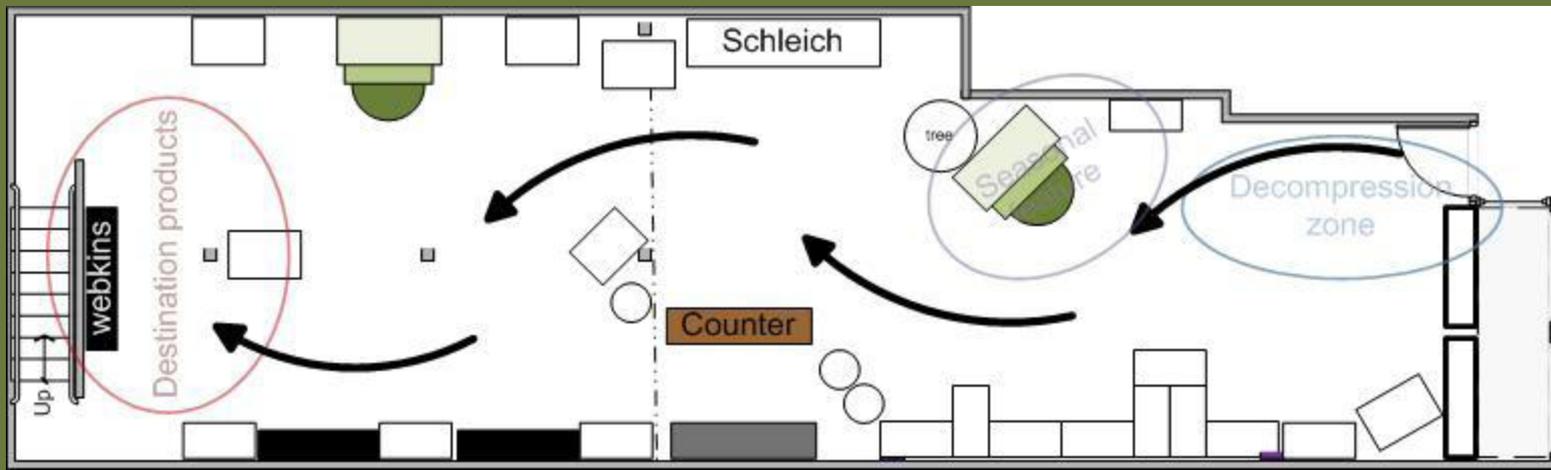
Preview of
upcoming
topics > > > >





SEPTEMBER

Design your way
to improved sales





OCTOBER

Window reflections
(Is your best side
showing?)





NOVEMBER

Can-do customer
promotions