



Park Heights at Sunnydale

Public Right of Way Signage Schematic Design

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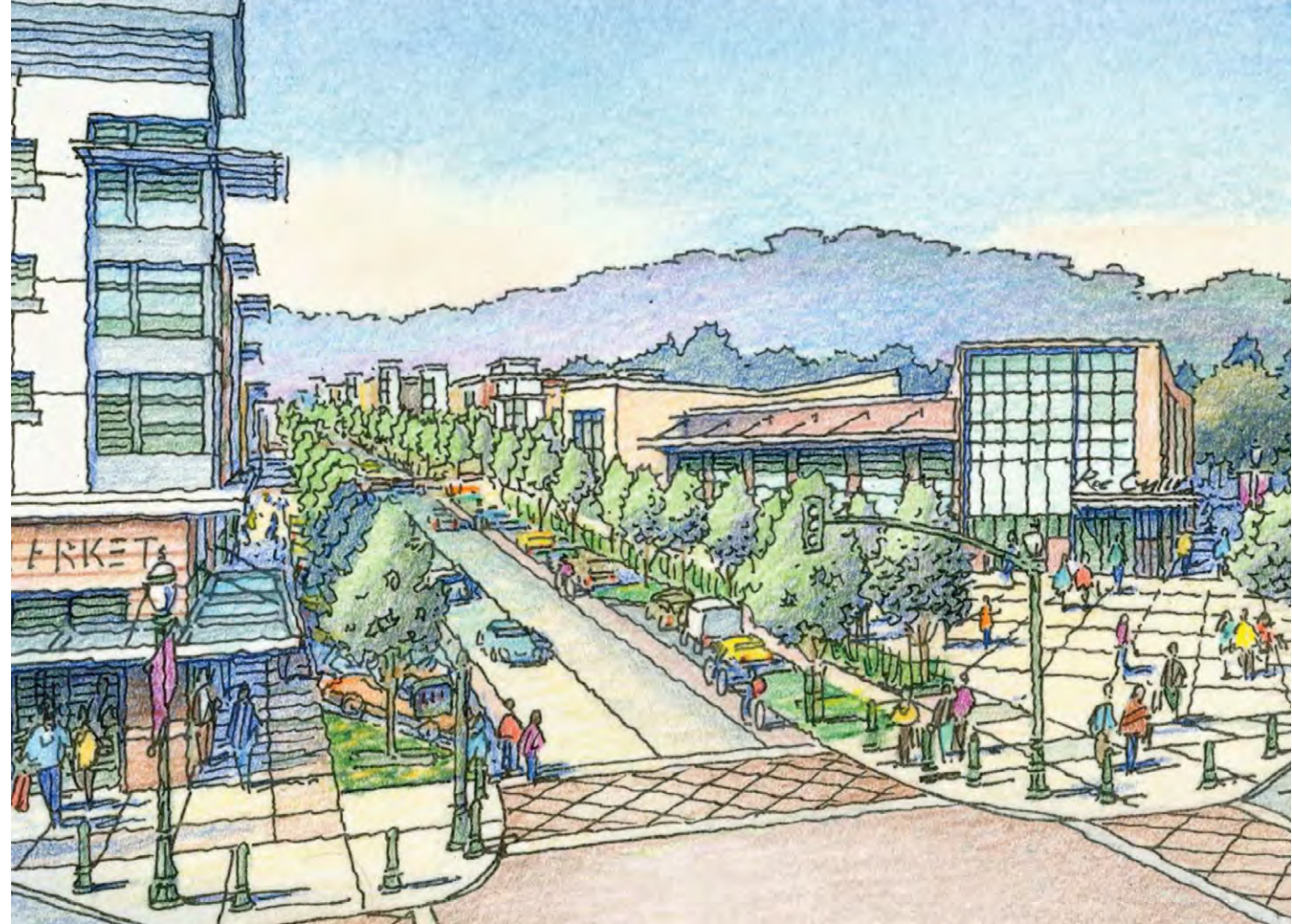
Park Heights at Sunnydale

Signage Schematic Design Overview

Overarching Sunnydale Revitalization Goal:

Revitalize the Sunnydale community into a vibrant and welcoming San Francisco community with a rich history, modern residences, supportive amenities and beautiful natural environment that values family, health and culture, is home to a wonderfully diverse group of people.

- Provide a safe, secure environment for all residents
- Support youth, elders and families through quality programs, facilities, parks, and neighborhood retail
- Provide ways to strengthen community and end the social and physical isolation from the rest of San Francisco
- Be a sustainable, healthy community with green streets, open spaces and beautiful landscaping
- Be a great place to live and visit



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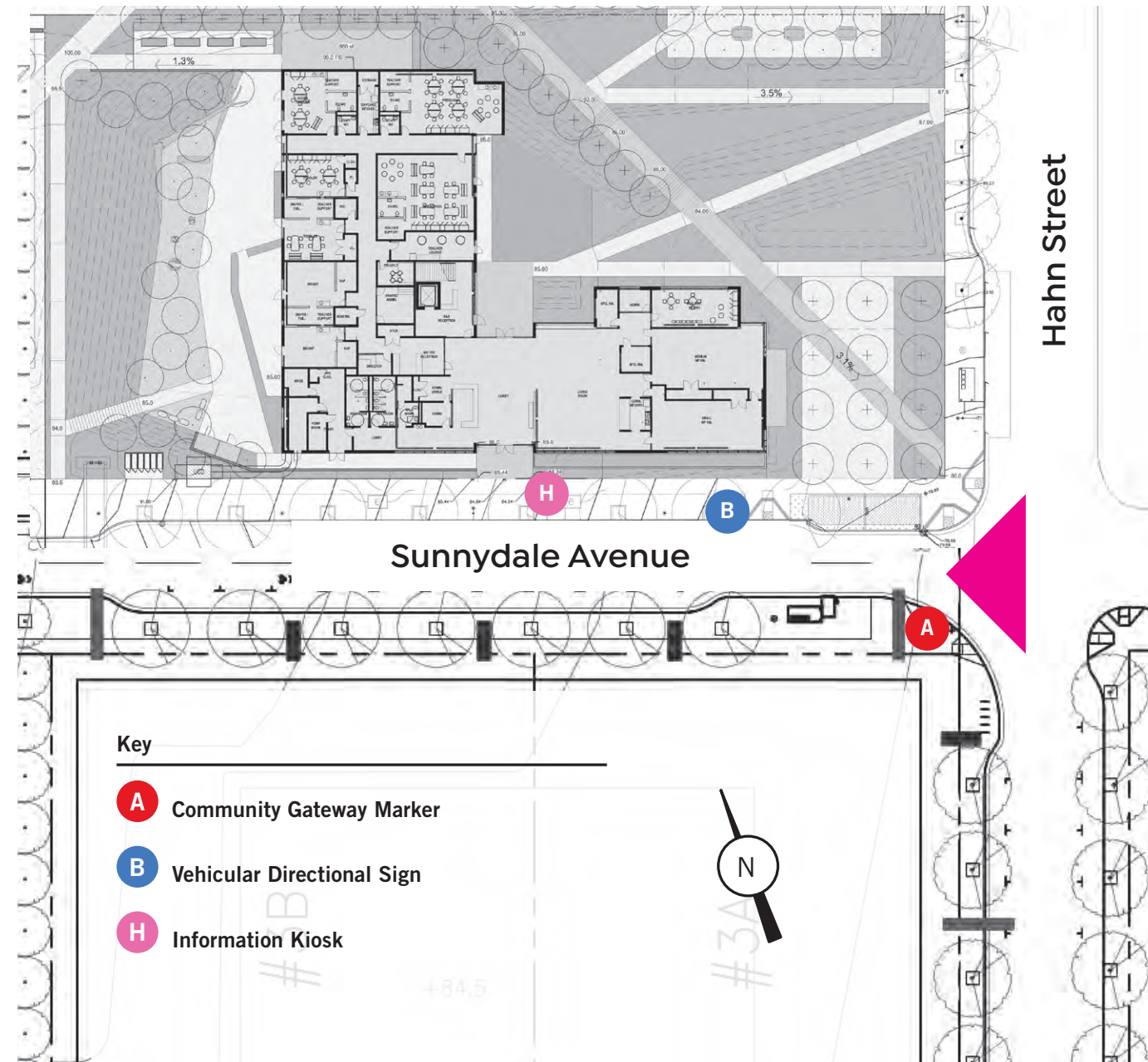
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Environmental Graphics Program: Sunnydale Avenue & Hahn Street Intersection Public Right of Way



Sunnydale Site



Park Heights at Sunnydale

Existing Site



HAHN STREET LOOKING NORTH WEST TOWARDS MCLAREN PARK



HAHN STREET LOOKING SOUTH EAST TOWARDS VISITACION VALLEY

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Project Background



Extensive Community Outreach and Engagement Throughout the Process

Park Heights at Sunnydale

Brand Visual Palette

Be part of an emerging, exciting and diverse San Francisco development with rich history and culture in a dynamic urban environment surrounded by natural beauty.



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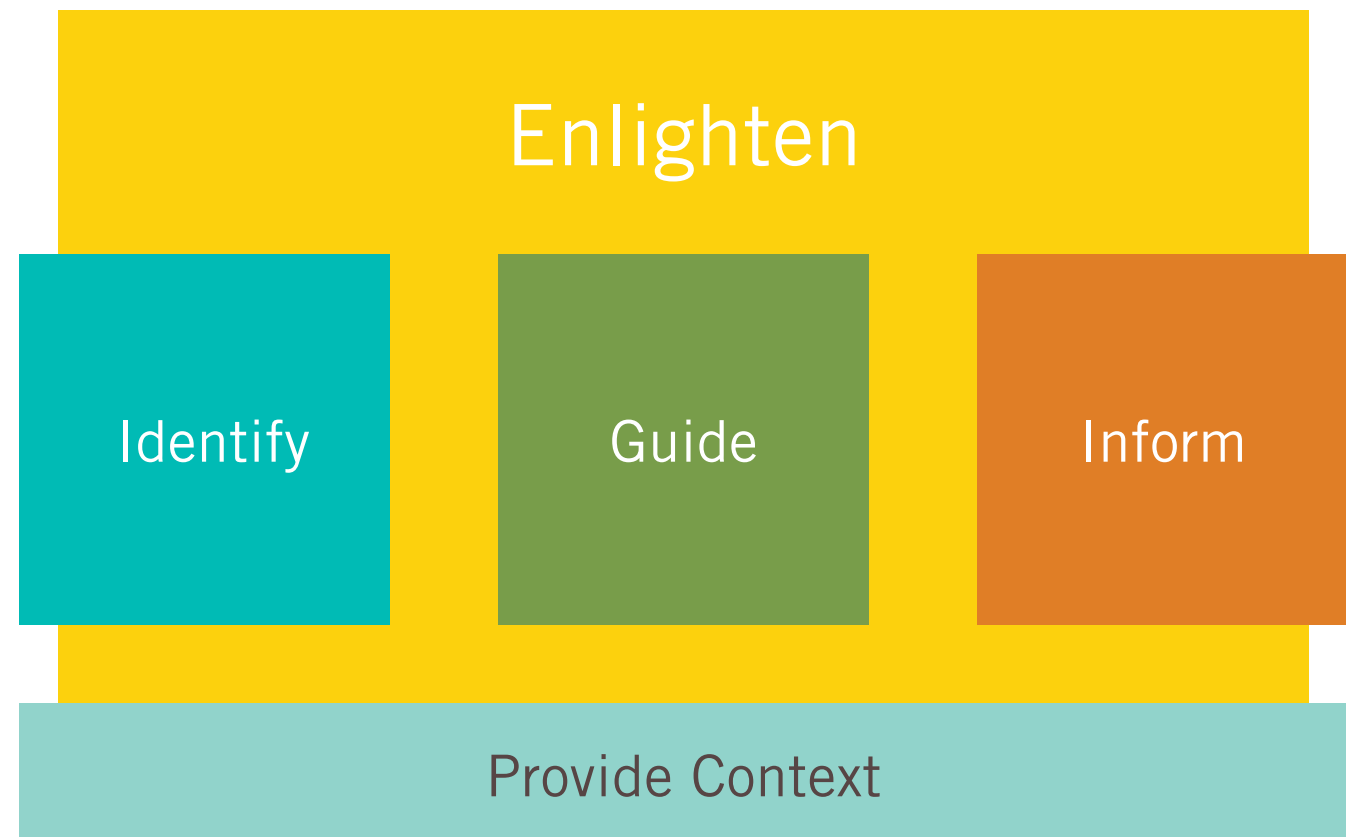
Signage Schematic Design Overview

Guiding Principals to Align with Overarching Objectives

- Create a welcoming gateway to the community
- Identify, guide and inform
- Establish an active street identity and site presence
- Illustrate cultural connections
- Specify logical locations and durable materials and construction
- Engage stakeholders where they live and operate

Design Style

- Celebration of community diversity through imagery, graphics, patterns and color
- Evoke the community's physical assets, features and character
- Utilize visual resources to strengthen connection
- Capitalize on the form to enhance the message



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Identity & Signage Design Visual Inspiration



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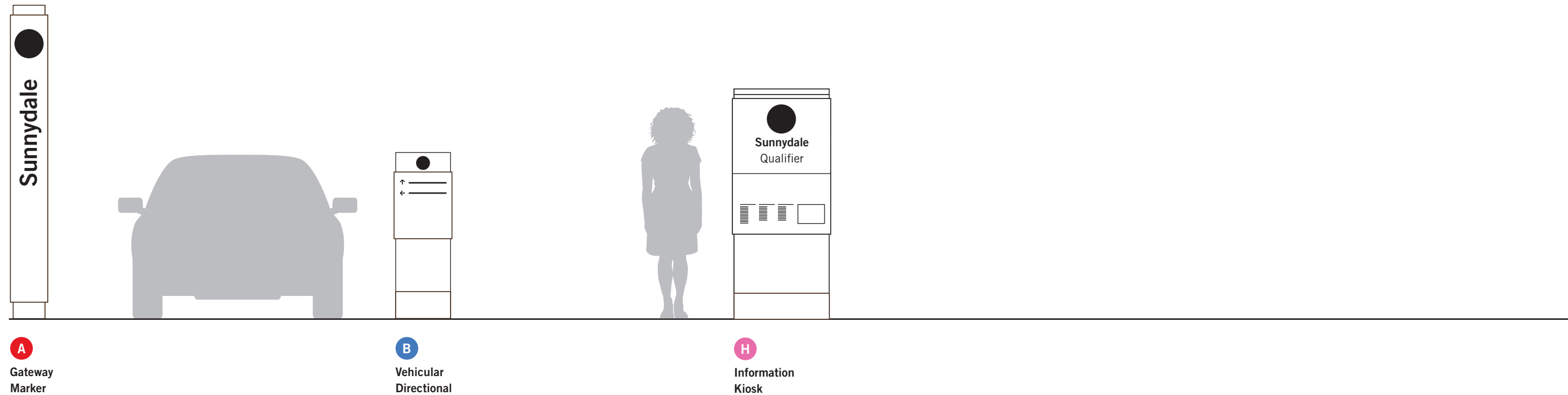
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Park Heights at Sunnydale

Environmental Graphic Typologies



Environmental Graphic Typologies

The environmental graphics typologies is a set of sign types that fit the wayfinding needs of Sunnydale. While the typologies shown in diagrammatic form on this and the following page do not dictate design, they do indicate form and scale.

Programming and implementation of branded environmental graphics identify the community and create connections as residents and visitors move to and through it. A well implemented program present repeated brand impressions as signs and graphics guide, highlight features, inform and provide a comfortable and memorable experience.

Diagrammatic environmental graphics are provided for informational purposes only and do not indicate a proposed design

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Over-arching Sign Design Concept: A Beacon



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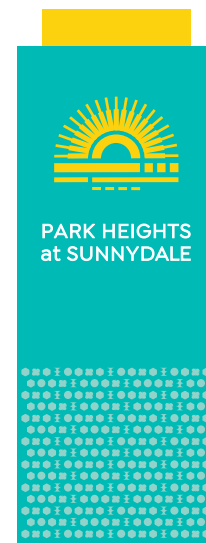
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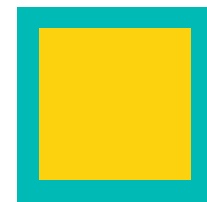
Sign Design Typologies: **A** Gateway Marker

Gateway Marker

1' - 8"



8' - 0"



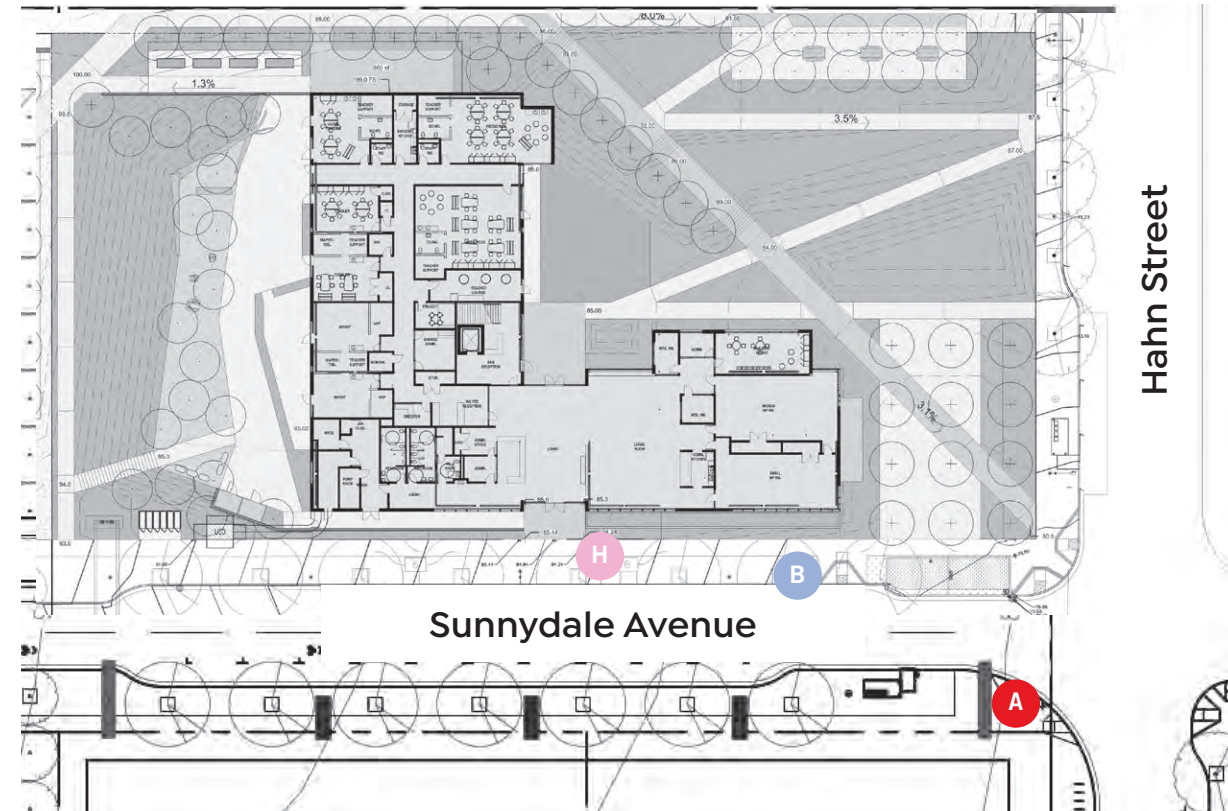
Plan View

GRAPHICS SHOWN IN FOUR LANGUAGES ON EACH OF FOUR SIDES

POWDER COATED ALUMINUM CABINET WITH PRINTED GRAPHICS (PATTERN AND TEXT) ON EACH SIDE OF SIGN

EXAGGERATED BOARD FORM CONCRETE BASE

EACH SIDE OF THE FOUR-SIDED SIGN CABINET WILL DISPLAY A DIFFERENT LANGUAGE: CHINESE, ENGLISH, SAMOAN AND SPANISH



Front Elevation

SIGN TEXT:
COMMUNITY NAME, PARK HEIGHTS AT SUNNYDALE, APPEARS IN ONE OF FOUR LANGUAGES ON EACH SIDE OF THE SIGN: CHINESE (CANTONESE), ENGLISH, AND SAMOAN AND SPANISH

Park Heights at Sunnydale

Sign Design Typologies: **B** Vehicular Directional

Vehicular Directional Sign



Plan View

3' - 0"



Front Elevation

GRAPHICS ON EACH OF TWO SIDES OF SIGN

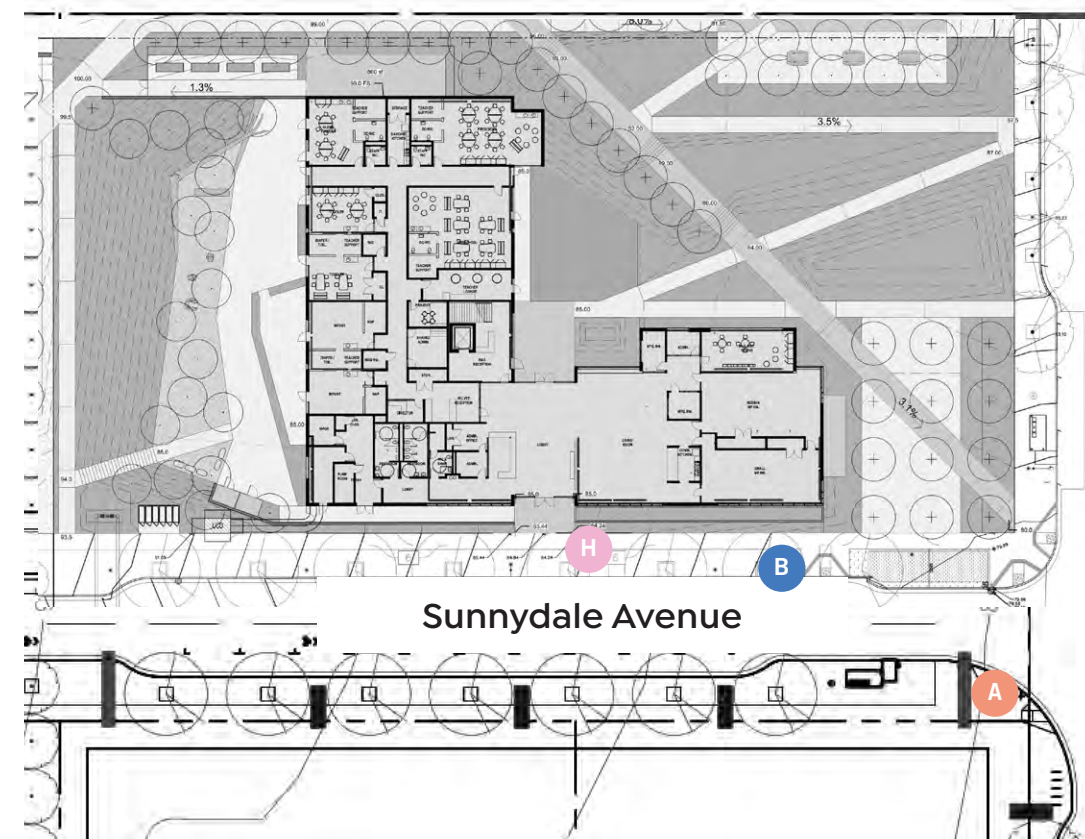
POWDER COATED ALUMINUM CABINET WITH PRINTED GRAPHICS (PATTERN AND TEXT) ON EACH SIDE OF SIGN

EXAGGERATED BOARD FORM CONCRETE BASE

5' - 4"

9"

Side Elevation



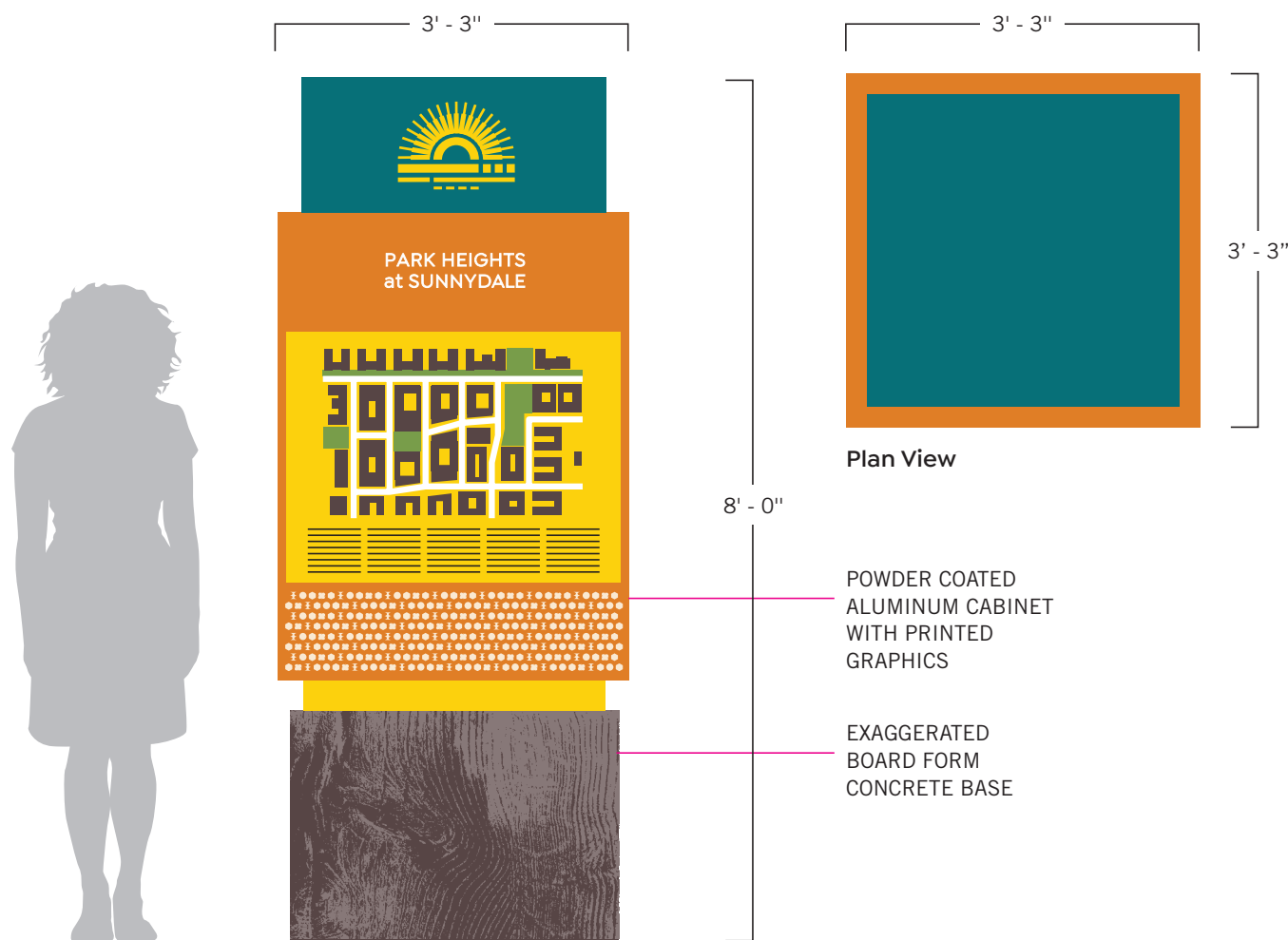
Hahn Street

Sunnydale Avenue

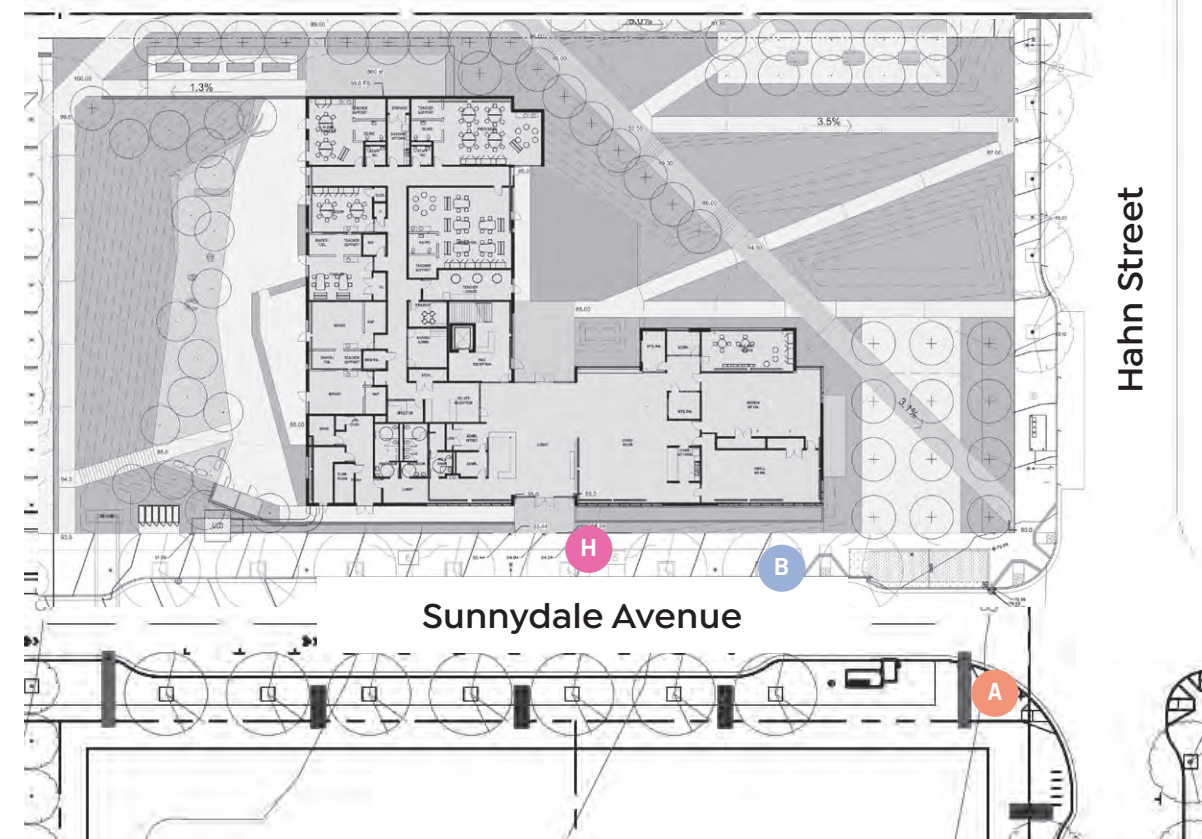
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Sign Design Typologies: H Information Kiosk

Information Kiosk



SIGN CONTENT:
KIOSK GRAPHIC PANELS MAY DEPICT A COMMUNITY MAP, ANNOUNCEMENTS, SAN FRANCISCO LOCATION CONTEXT, AMENITY DIRECTORY, ETC.



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North Side of Sunnydale Avenue at Hahn Street: Directional Sign, Kiosk and View of Block 1



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Park Heights at Sunnydale

South Side of Sunnydale Avenue at Hahn Street: Gateway Marker Sign and View of Block 3



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Thank you!



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