WHAT WE DO

Branding and Identity
Signage and Wayfinding
Environmental Design
Graphic Design
BAY AREA DISCOVERY MUSEUM
SAN FRANCISCO FOOD BANK
PROJECT SCOPE

Provide GBD with concept designs for signage, which can then be used to raise additional funds for further design and implementation of a signage program.
DOGPATCH & NW POTRERO HILL GBD
SIGNAGE ADVISORY COMMITTEE MEMBERS

Julie Christensen  Olle Lundberg
Mark Dwight       Benjamin Ospital
Susan Eslick      Patricia Quill
Tyra Fennell      Deborah Rappaport
Keith Goldstein   Michael Rubel
Bruce Huie        Michael Yarne
HOW DID WE GET HERE?

**Task 1: Research and Analysis**
- Kick-Off Meeting
- District Walk Through
- Summary Report

**Task 2: Concept Design Alternatives**
- Design concepts developed
- Concept Design Presentation

**Task 3: Concept Design Refinement**
- Refinement of one concept design alternative applied to primary sign types
- Final Concept Design Presentation
WHAT WE HEARD

In both the Kick-Off Presentation and Concept Design Presentation, the Signage Advisory Committee provided descriptions of the character of the district. The group also determined the primary and secondary thresholds into and out of the district.
DOGPATCH'S UNIQUE CHARACTER

As described by the GBD’s Signage Advisory Committee

- Rough and tumble
- Artistic
- Community of Makers
- Small Business Oriented
- Industrial (i.e. Bethlehem Steel)
- Homemade
- History of unincorporation
- Entrepreneurial Spirit
- Rebel Spirit

- Ad-hoc environment
- Variations in architectural scale
- Cowboy Spirit
- Family Oriented
- Proud History
- Future Oriented
DISTRICT IDENTITY / AREA MARKERS
HOW VISIBLE SHOULD THRESHOLDS INTO DOGPATCH BE MARKED?

What are the primary thresholds?

22nd & 3rd are the heart of the district:
22nd Street is the commercial corridor, and will be expanding. The street will experience greening and connect from Pier 70 to Potrero.

What are the secondary thresholds?

Train Stations:
- 3rd & 20th Street
- 22nd Street Station
OVERVIEW OF DOGPATCH & NW POTRERO
SIGN TYPES

Architectural Scale District Identity
Free Standing District Markers
Blade District Markers
GBD Markers
Historic Marker
Directional Sign
Area Map
Area/Community Information Posting
Typical Regulatory Sign
Family of Small Markers
Material & Color Palette
Typography Palette
ARCHITECTURAL SCALE DISTRICT IDENTITY

Create opportunities for large scale district markers that incorporate art.
INITIAL THOUGHTS

Tennessee Street / 23rd
INITIAL THOUGHTS

Tennessee Street / 23rd
ARCHITECTURAL SCALE DISTRICT IDENTITY
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