

LBX

LONG BEACH EXCHANGE

SIGNAGE & WAYFINDING

100% CONCEPT DESIGN

20 JULY 2016



selbert perkins design collaborative

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OVERVIEW

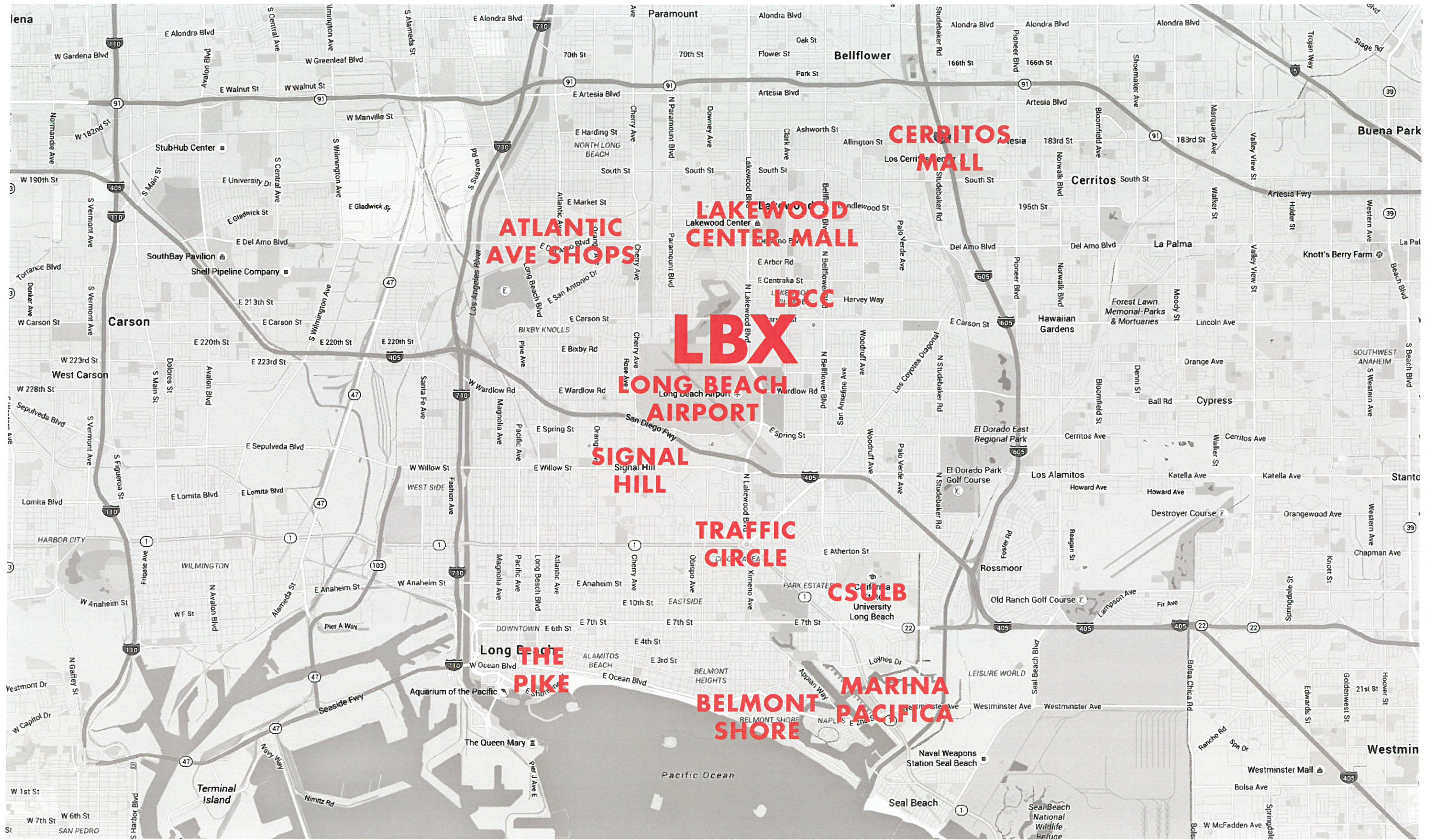
The purpose of Signage and Graphics for the Long Beach Exchange is to establish a comprehensive and intuitive identification and wayfinding system for guests, that draws on the rich history of Douglas Park.

PROJECT GOALS

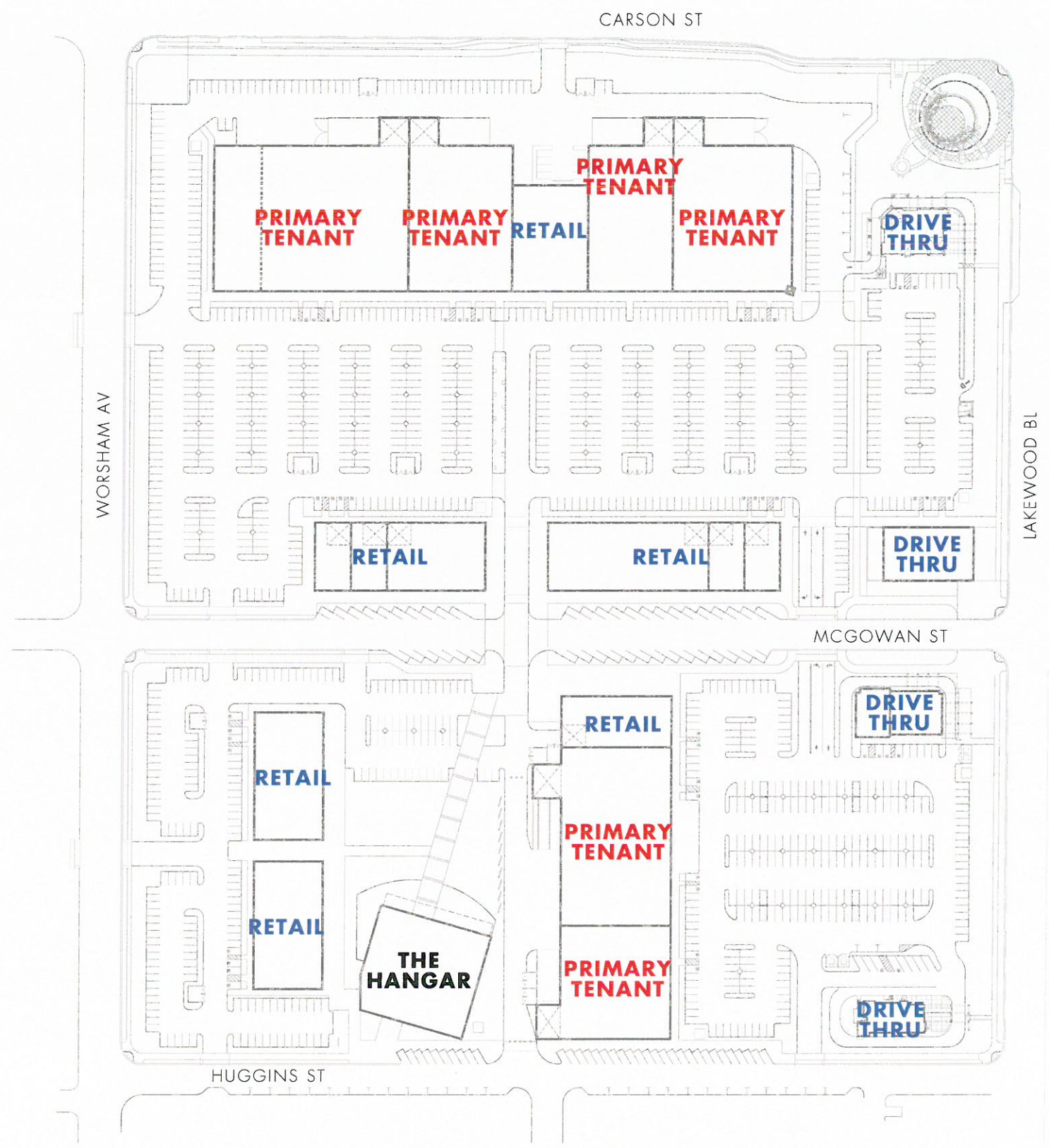
- Create a welcoming, intuitive, and positive experience for all guests
- Enhance the guest experience with placement of landmarks, identification, direction, and information signs at key locations
- Create a unified visual language for all communication elements that celebrates the sites connection to the aviation industry
- Design a unified and flexible system to facilitate maintenance, repair, reprogramming, and replacement
- Design all signs to comply with appropriate codes











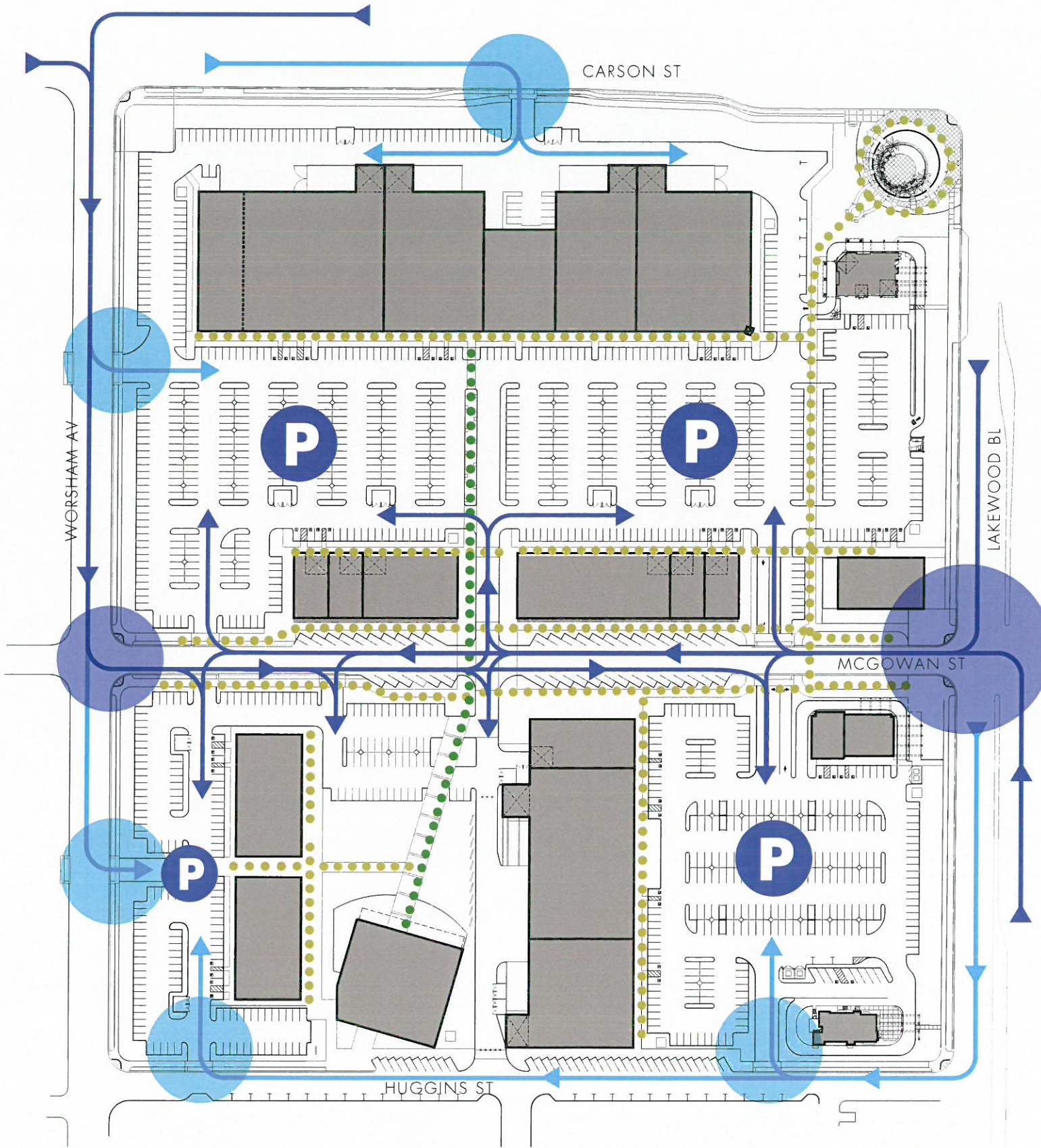
KEY

**PRIMARY
TENANTS**

**SECONDARY
TENANTS**

THE HANGAR



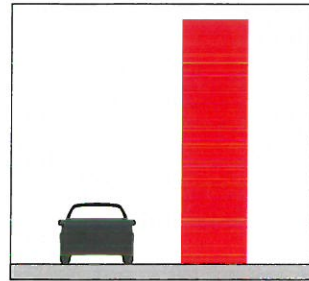


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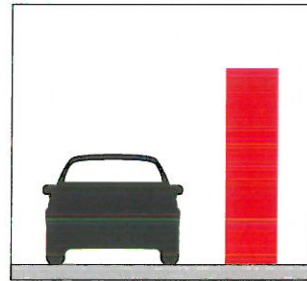
- P** Parking Zone
- Primary Vehicle Entrance
- Primary Vehicle Circulation
- Secondary Vehicle Entrance
- Secondary Vehicle Circulation
- Primary Pedestrian Circulation
- Secondary Pedestrian Circulation



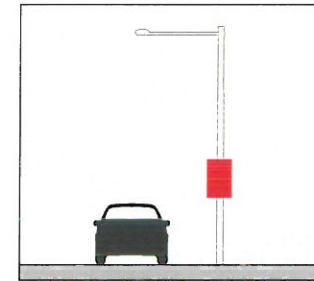
IDENTITY



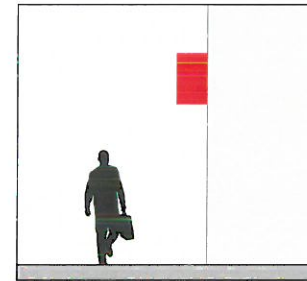
A1 SITE MARQUEE



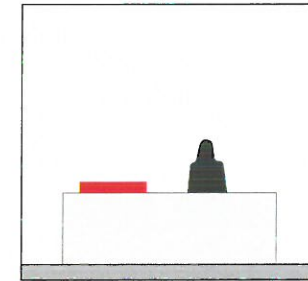
A2 TENANT PYLON



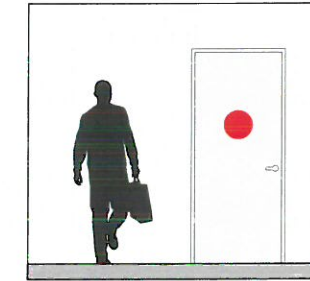
A3 PARKING AISLE ID



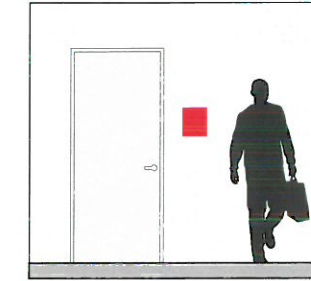
A4 BLADE ID



A5 CUSTOMER SERVICE
DESK ID



A6 RESTROOM ID
DOOR

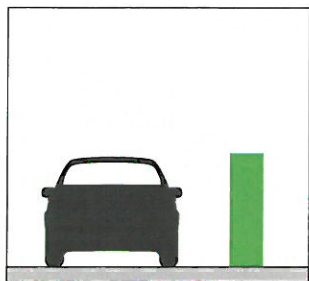


A7 RESTROOM
ID - ADA

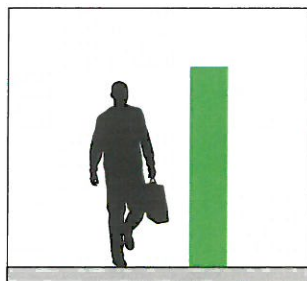


A8 HANGAR ID

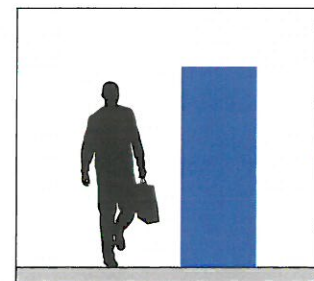
DIRECTION



B1 VEHICLE WAYFINDING

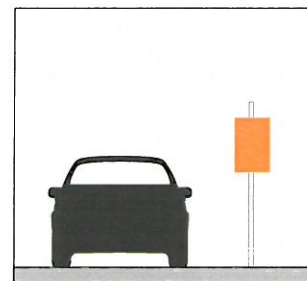


B2 PEDESTRIAN
WAYFINDING



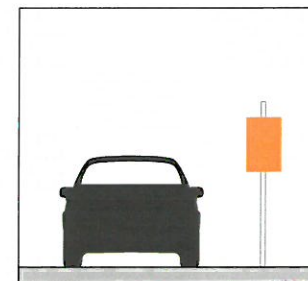
C1 DIRECTORY

INFORMATION

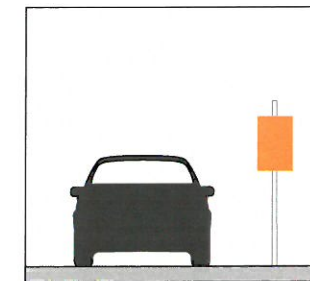


D1 PARKING
RULES

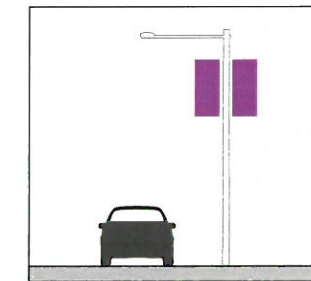
REGULATION



D2 ACCESSIBLE
PARKING

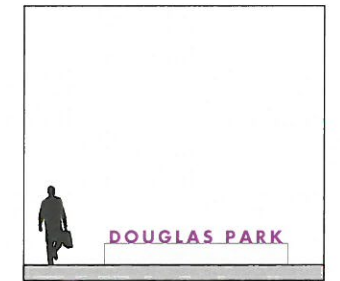


D3 ACCESSIBLE
VAN PARKING



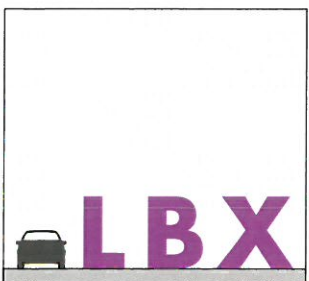
E1 BANNER

AMENITY



E2 STREET GATEWAY

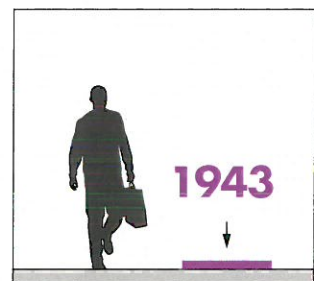
AMENITY



E3 "BUILD TO"
ARCHITECTURAL FEATURE



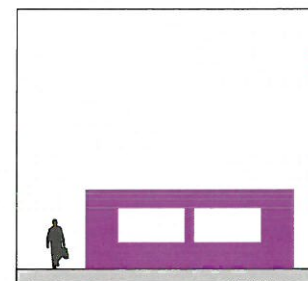
E6 BOH SUPERGRAPHICS



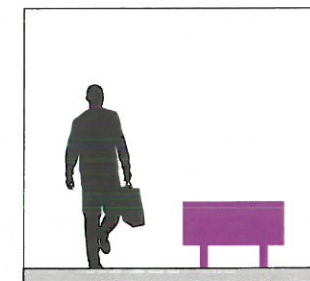
E4 LANDING STRIP
TIMELINE



E7 HISTORICAL
IMAGE GALLERY



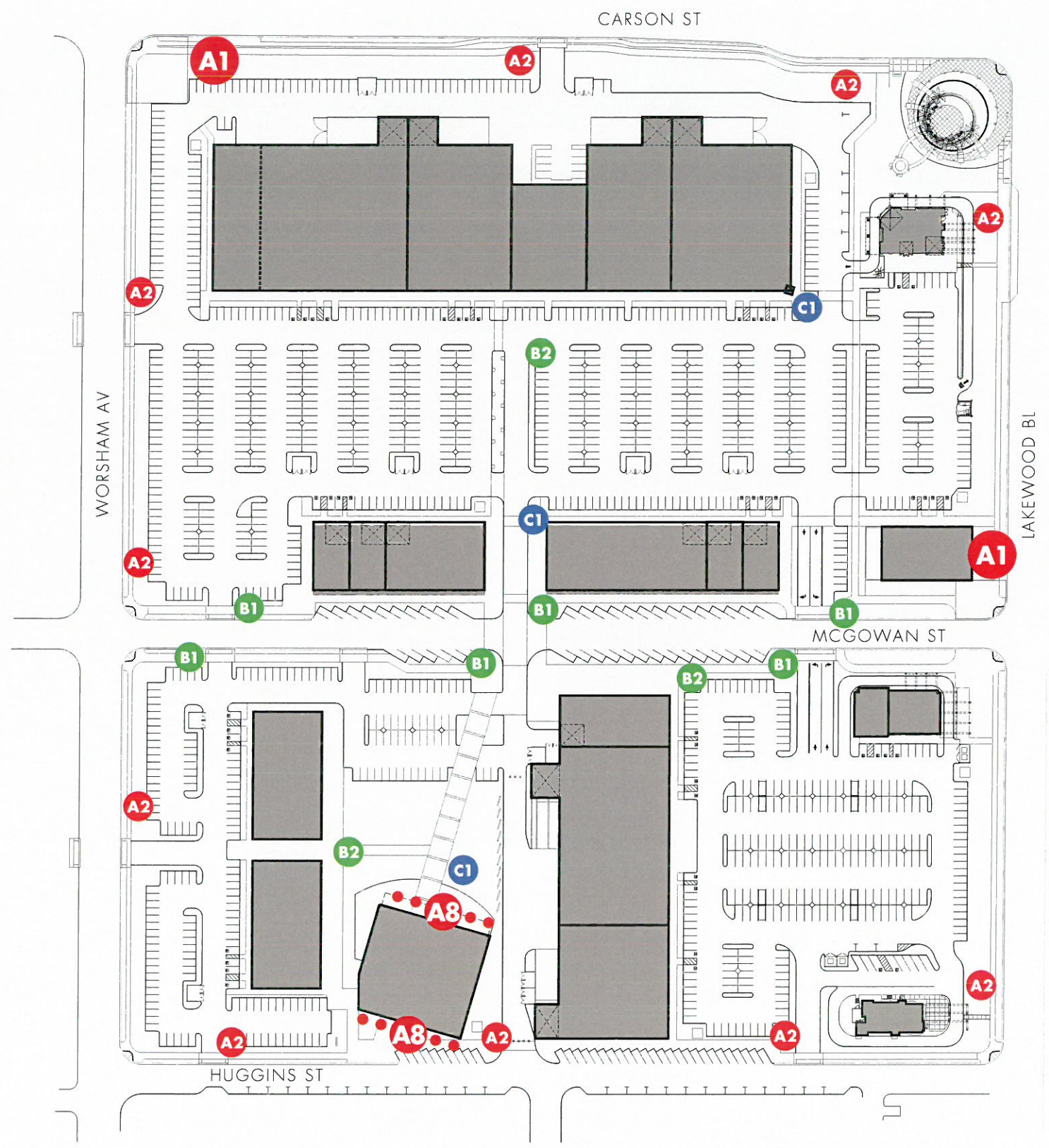
E8 CONTAINER KIOSKS
WRAP



E9 PLAQUES



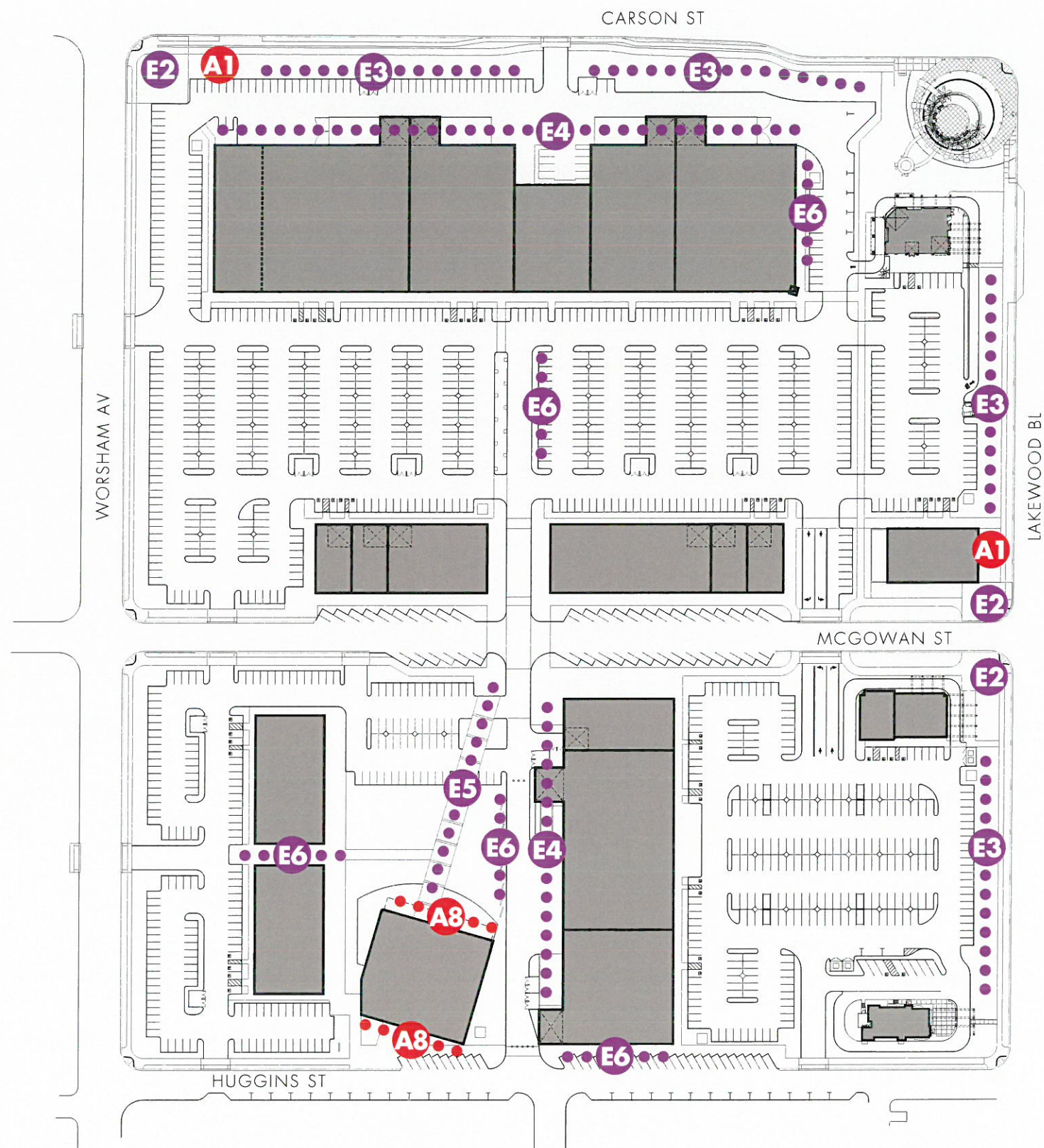
E10 AIRPLANE SCULPTURES



KEY

- A1** SITE MARQUEE
- A2** TENANT PYLON
- A8** HANGAR ID
- B1** VEHICLE WAYFINDING
- B2** PEDESTRIAN WAYFINDING
- C1** DIRECTORY

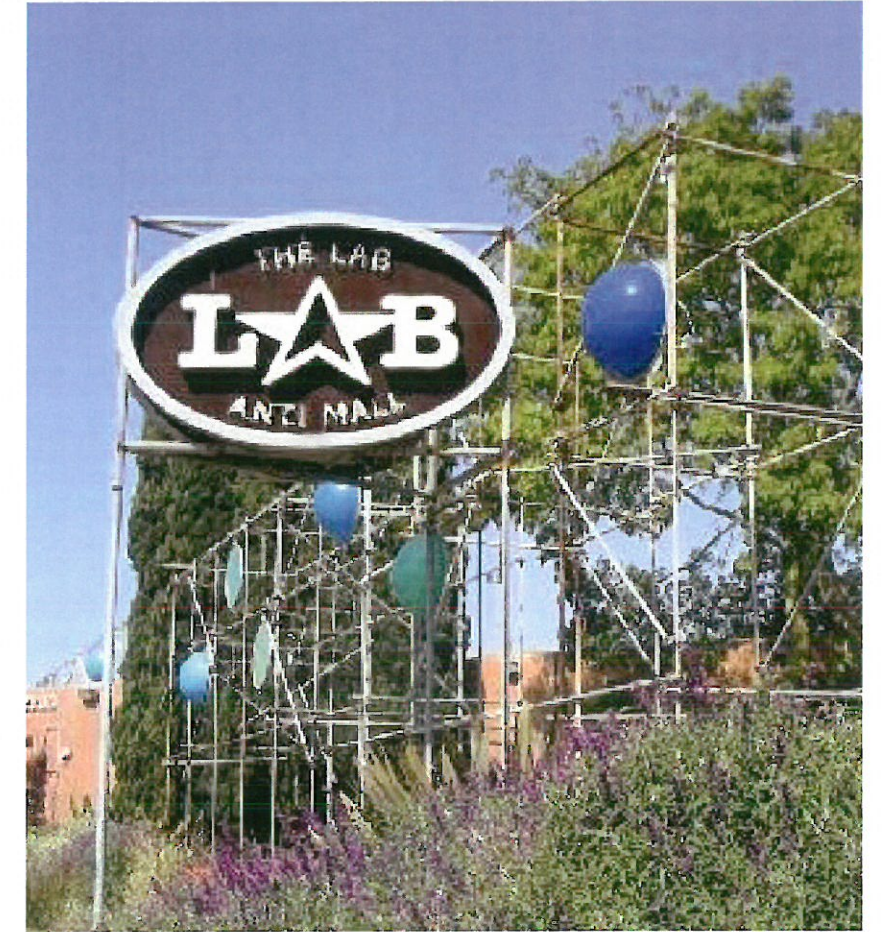
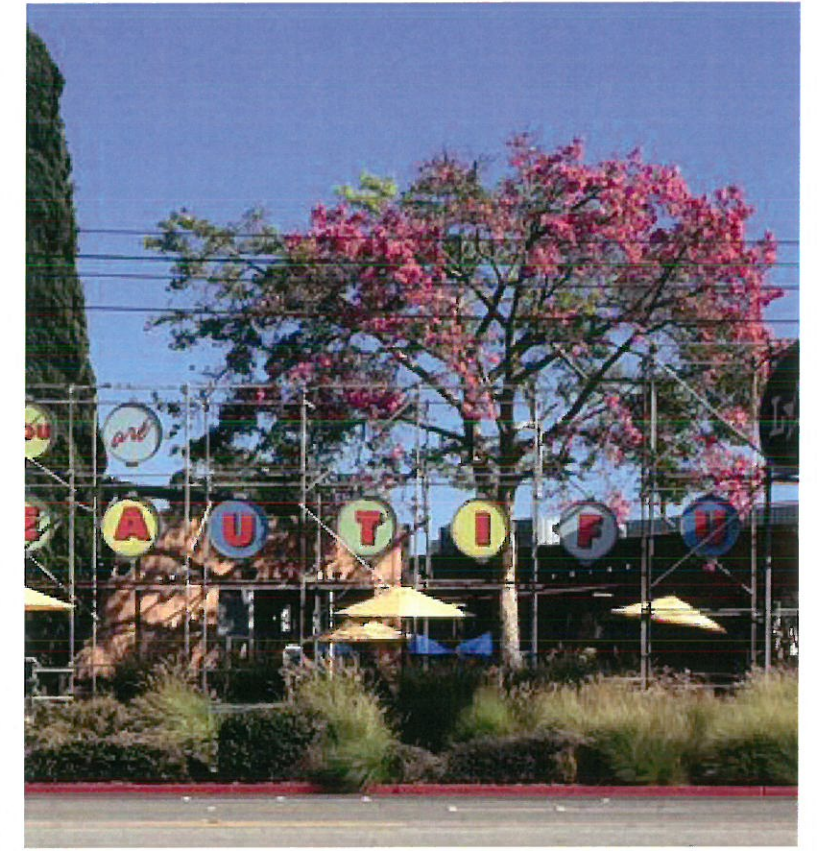




KEY

- A1** Site Marquee
- A8** Hangar ID
- E2** Street Gateway
- E3** "Build to" Architectural Feature
- E4** BOH Supergraphics
- E5** Landing Strip Timeline
- E6** Historical Image Gallery

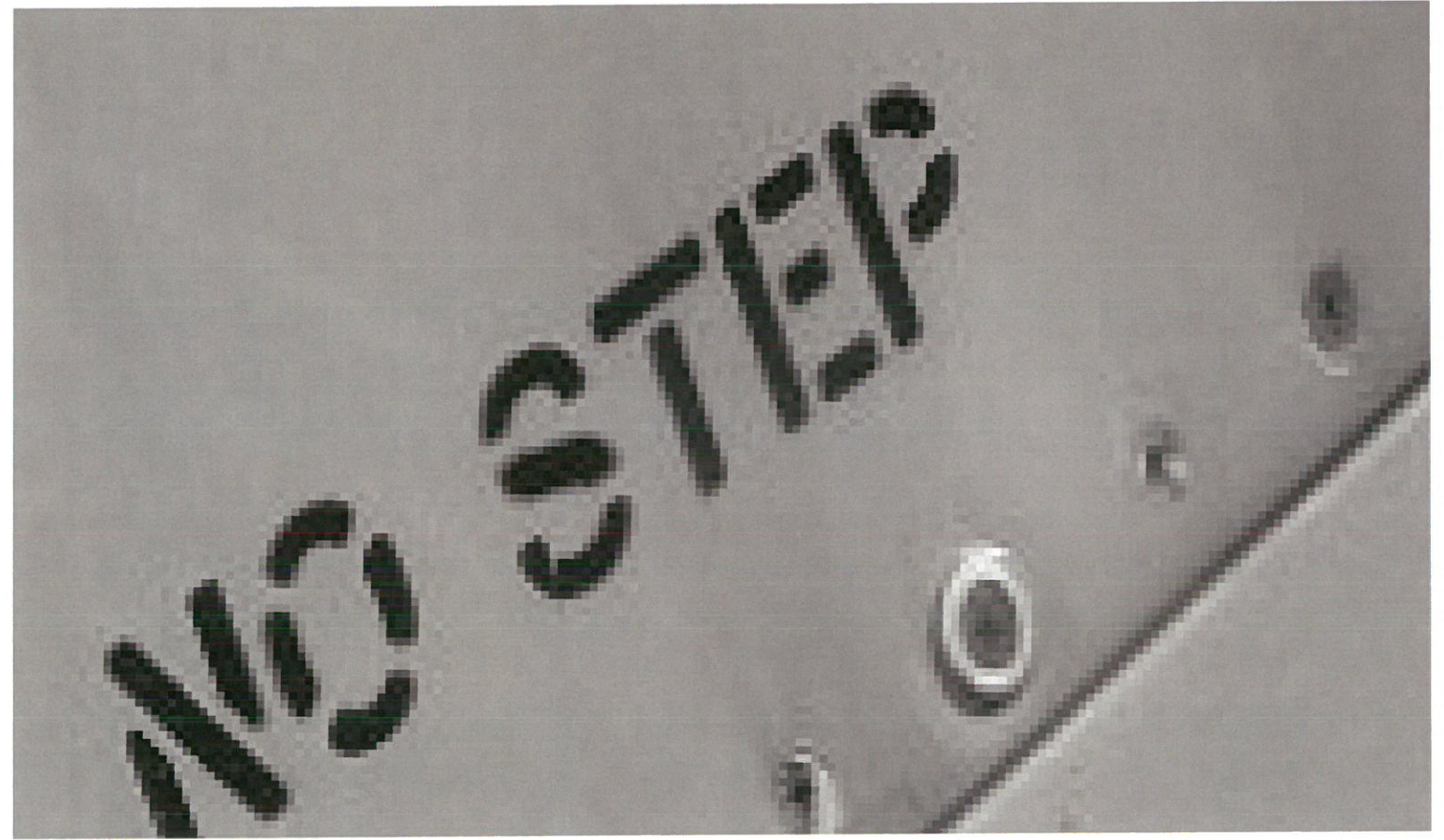
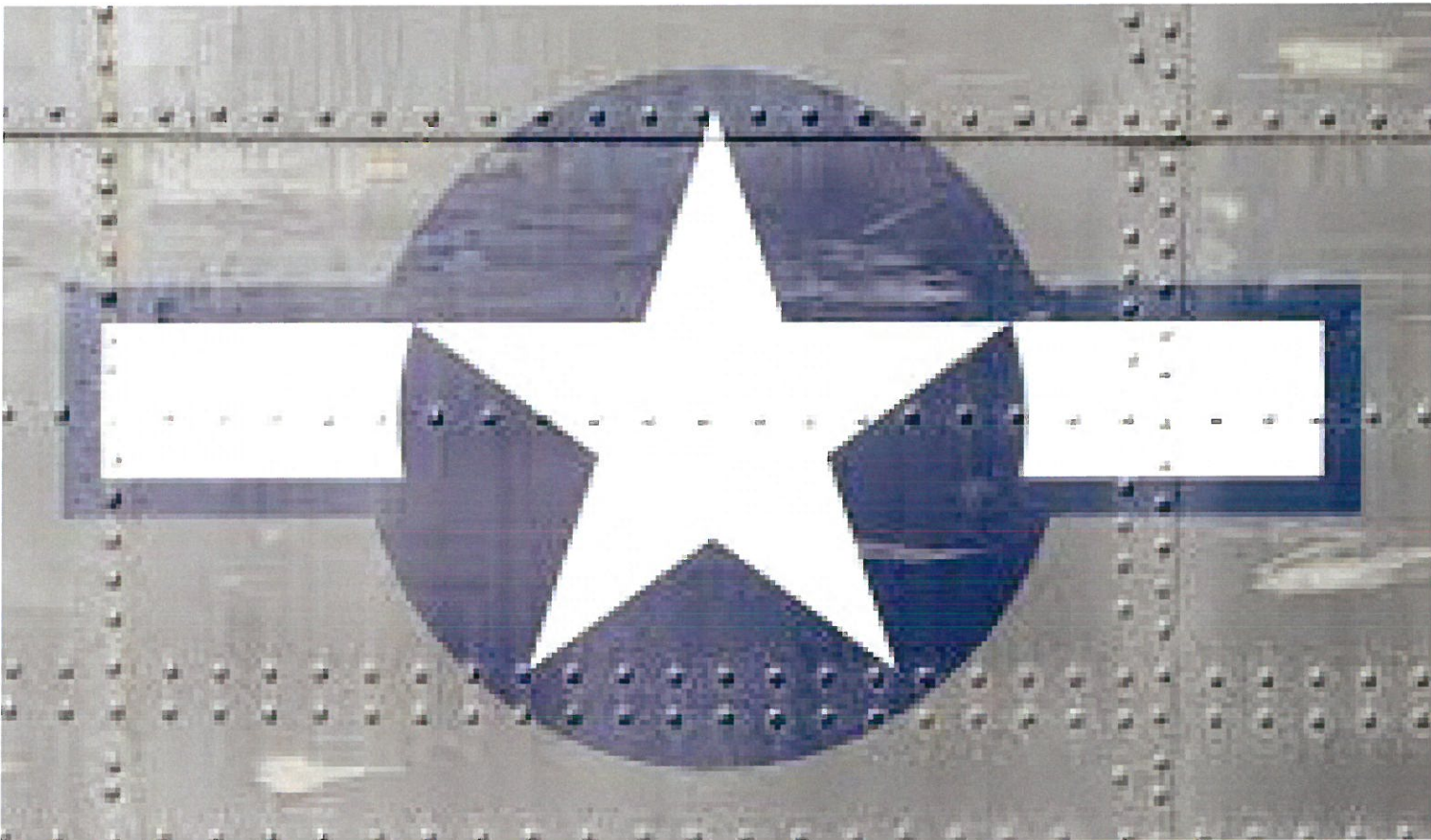
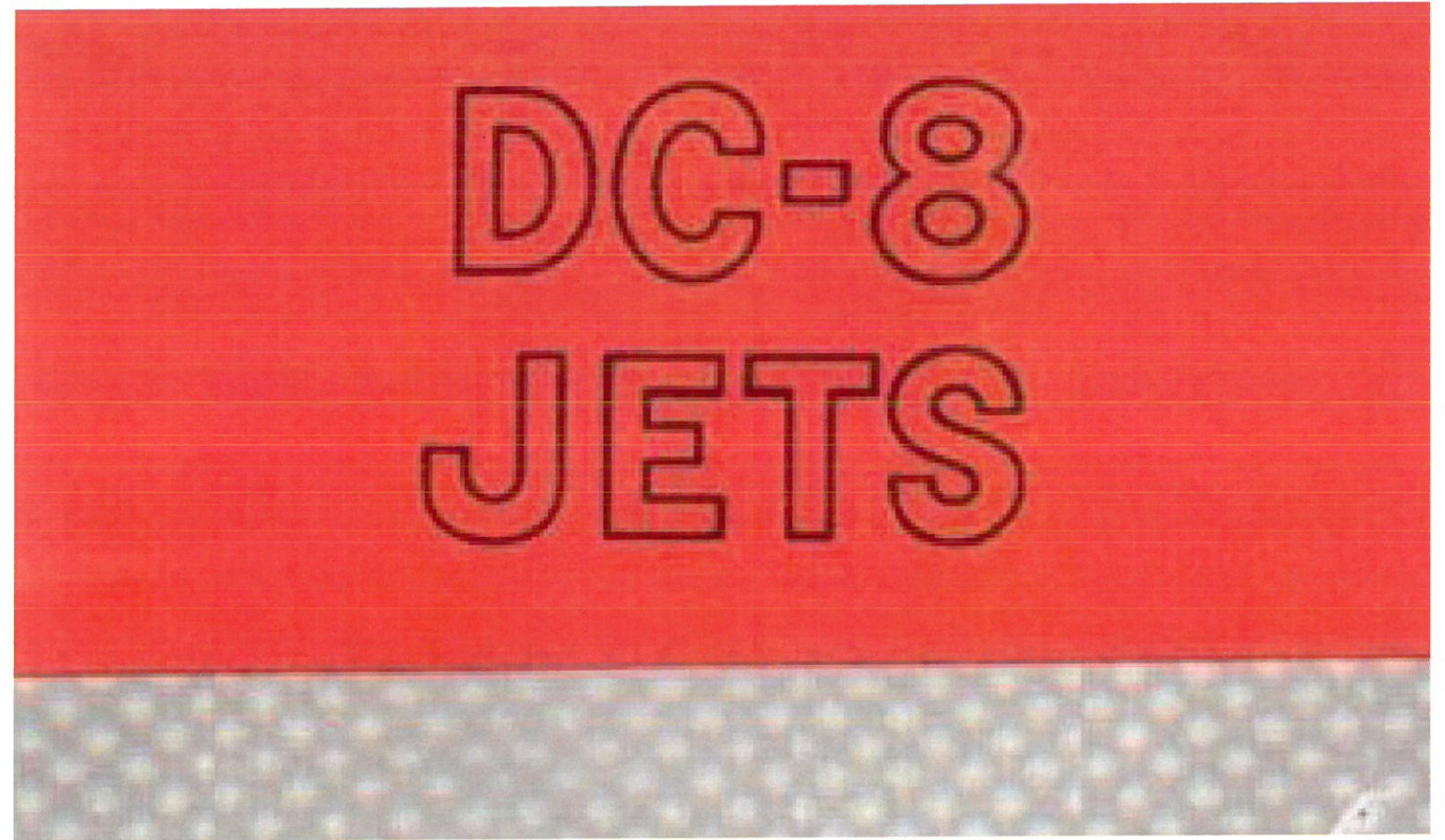
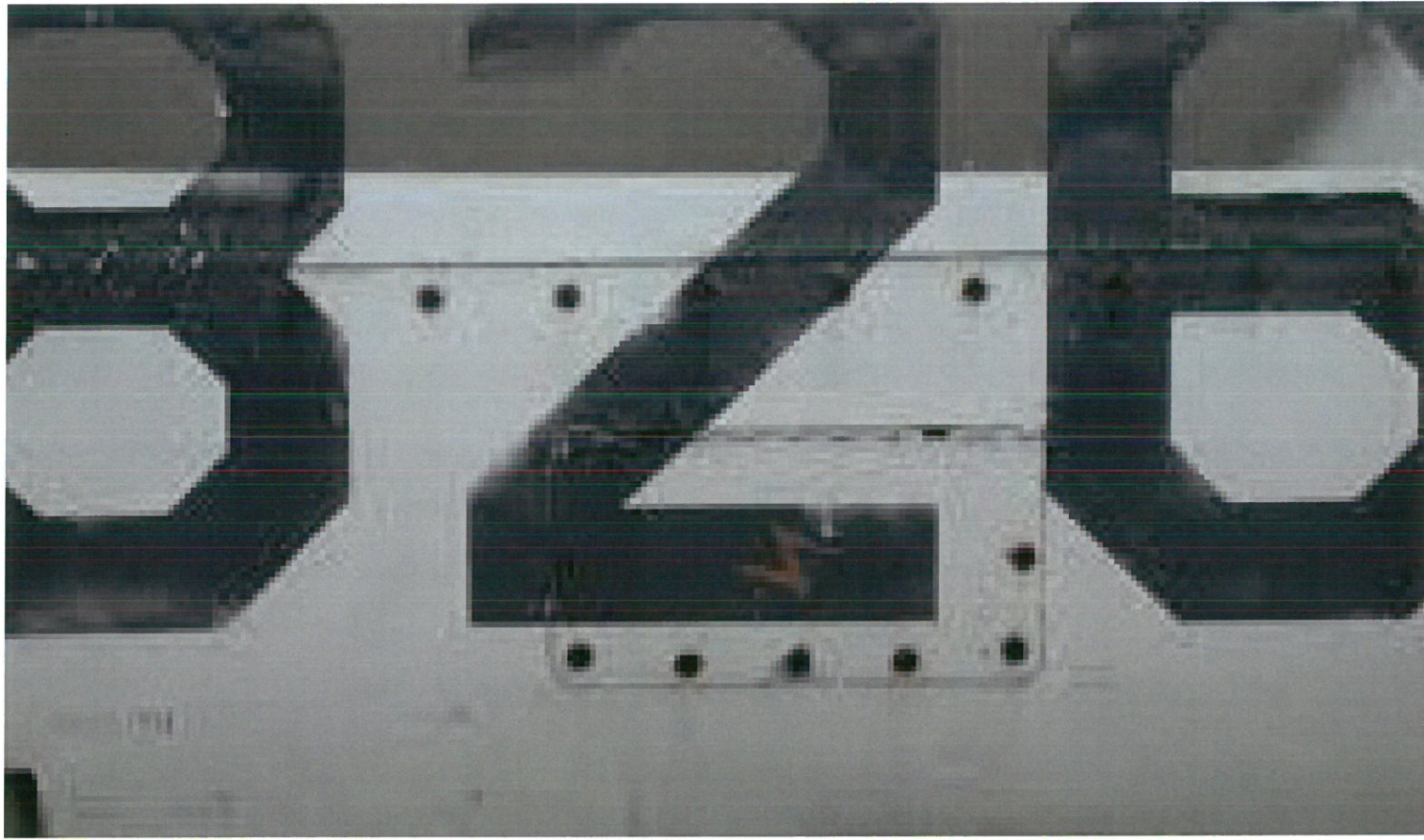








LBX LOGOTYPE



LBX

LBX

LBX

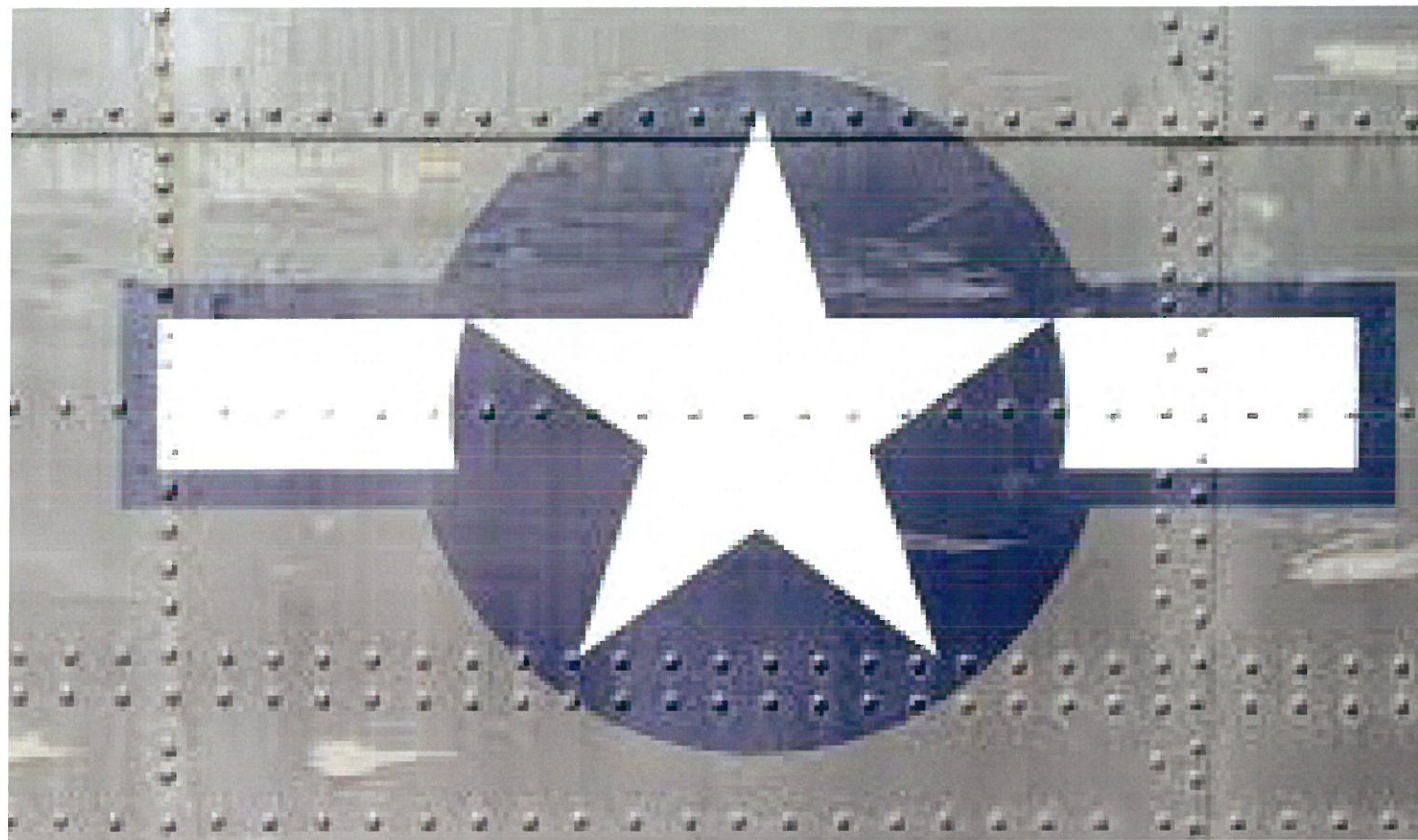
LBX

LBX

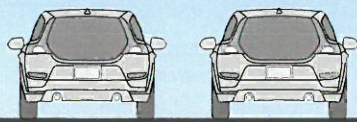
L O N G B E A C H
E X C H A N G E

LBX **L O N G**
B E A C H
E X C H A N G E

SIGNAGE & WAYFINDING



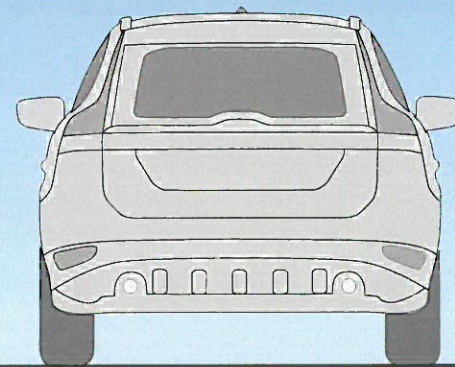
PLAN VIEW



A1 SITE MARQUEE

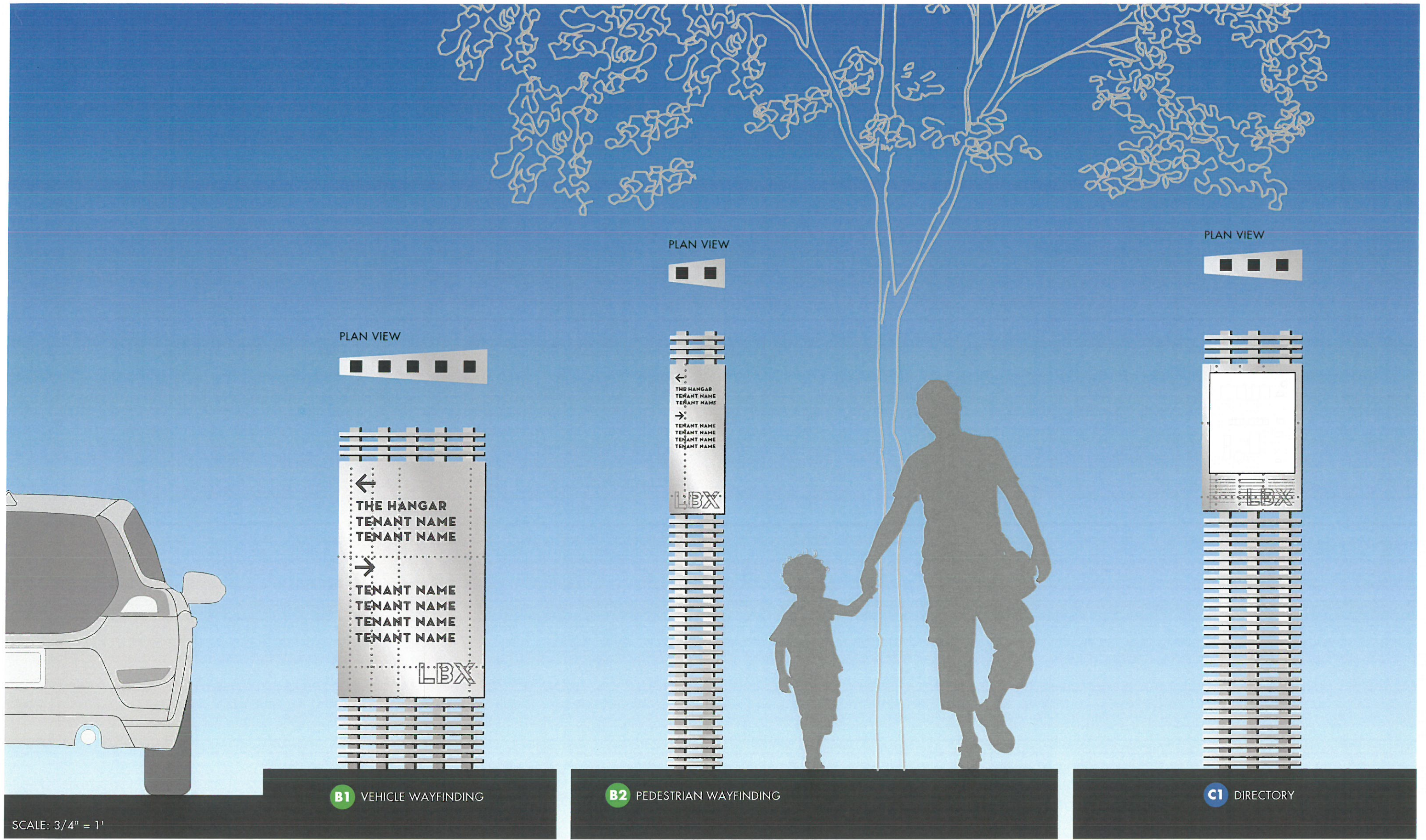
SCALE: 1/8" = 1'

PLAN VIEW



A2 TENANT PYLON

SCALE: 3/8" = 1'

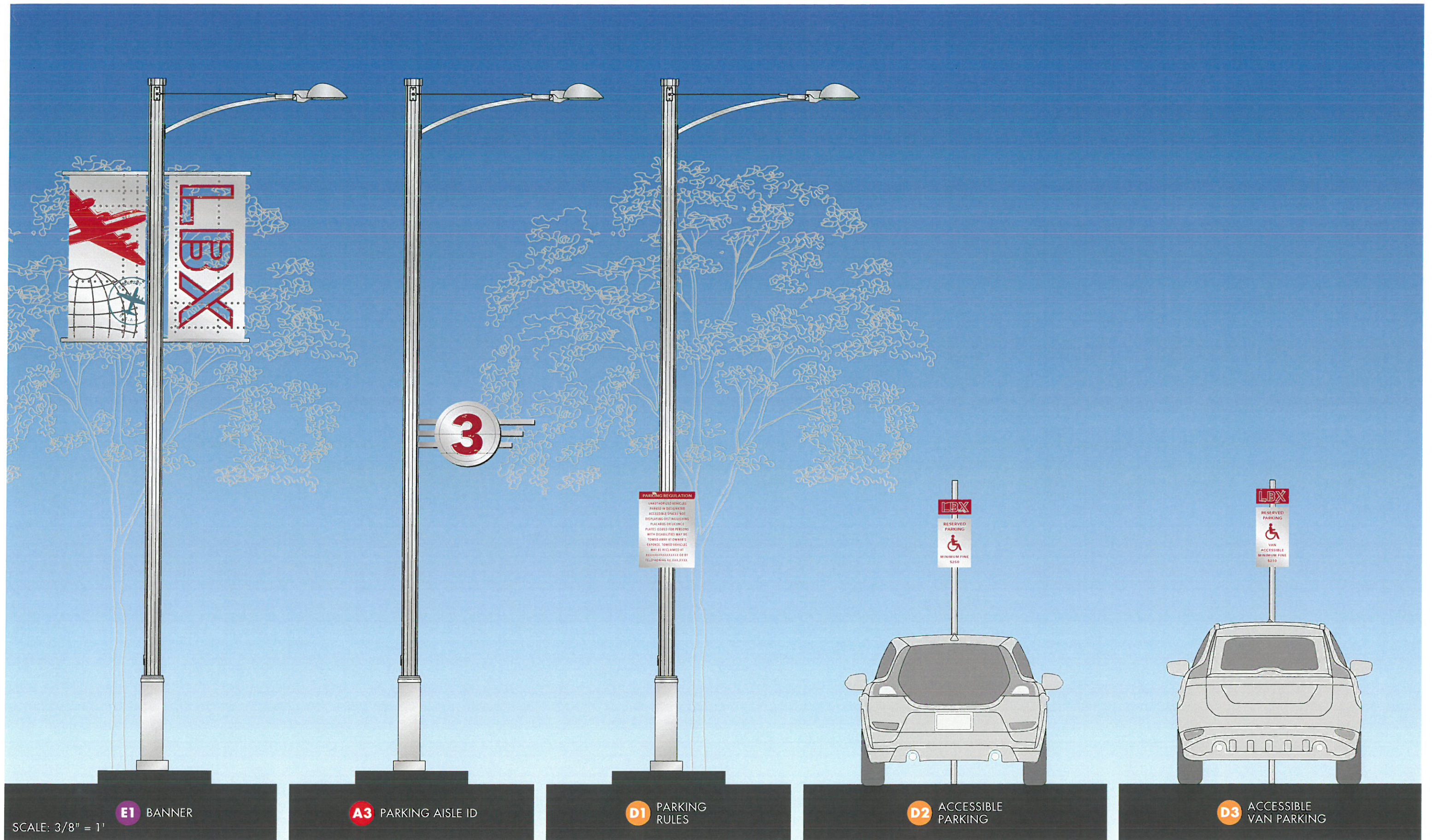


B1 VEHICLE WAYFINDING

B2 PEDESTRIAN WAYFINDING

C1 DIRECTORY

SCALE: 3/4" = 1'



E1 BANNER

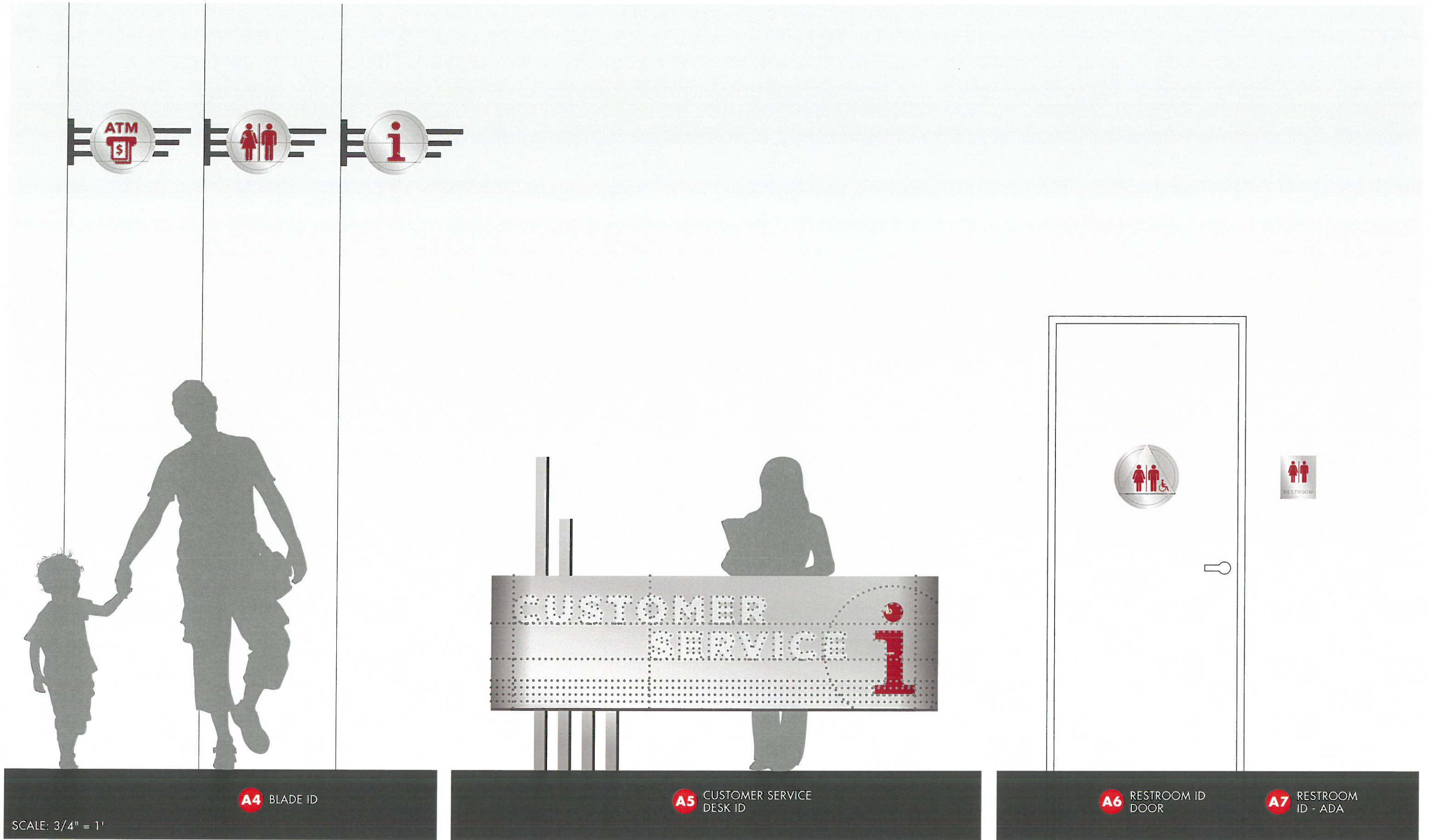
A3 PARKING AISLE ID

D1 PARKING RULES

D2 ACCESSIBLE PARKING

D3 ACCESSIBLE VAN PARKING

SCALE: 3/8" = 1'



A4 BLADE ID

A5 CUSTOMER SERVICE
DESK ID

A6 RESTROOM ID
DOOR

A7 RESTROOM
ID - ADA

SCALE: 3/4" = 1'

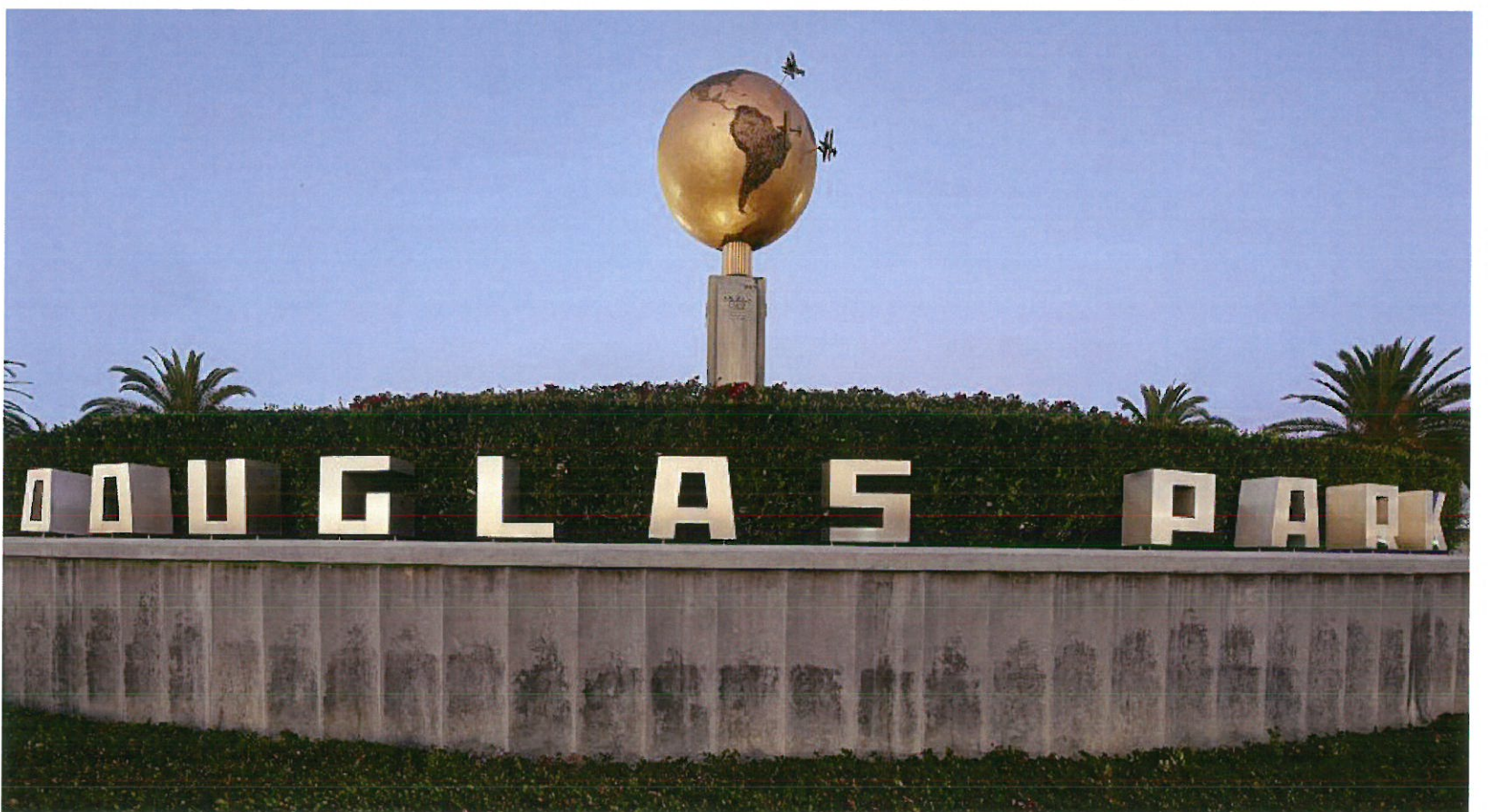


PROJECT
LONG BEACH EXCHANGE
SIGNAGE & WAYFINDING

PHASE
CONCEPT DESIGN
20 JULY 2016

TITLE
INTERIOR SIGNAGE

STREET SIGNAGE & GRAPHICS



KEY PLAN



LEBX

DOUGLASS PARK



SCALE: 3/8" = 1'

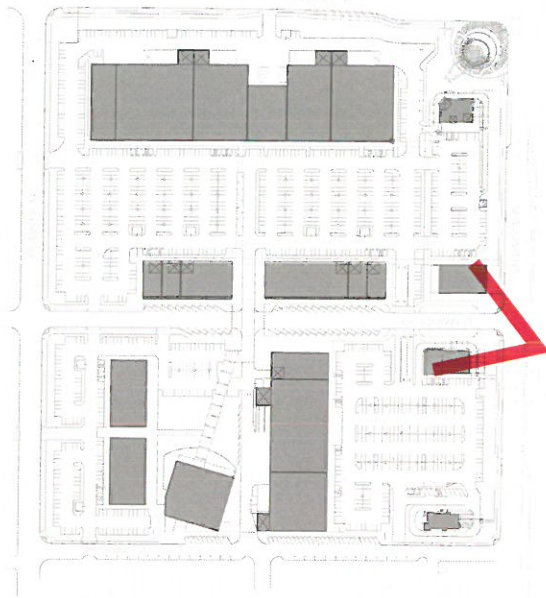


PROJECT
LONG BEACH EXCHANGE
SIGNAGE & WAYFINDING

PHASE
CONCEPT DESIGN
20 JULY 2016

TITLE
E2 - STREET GATEWAY

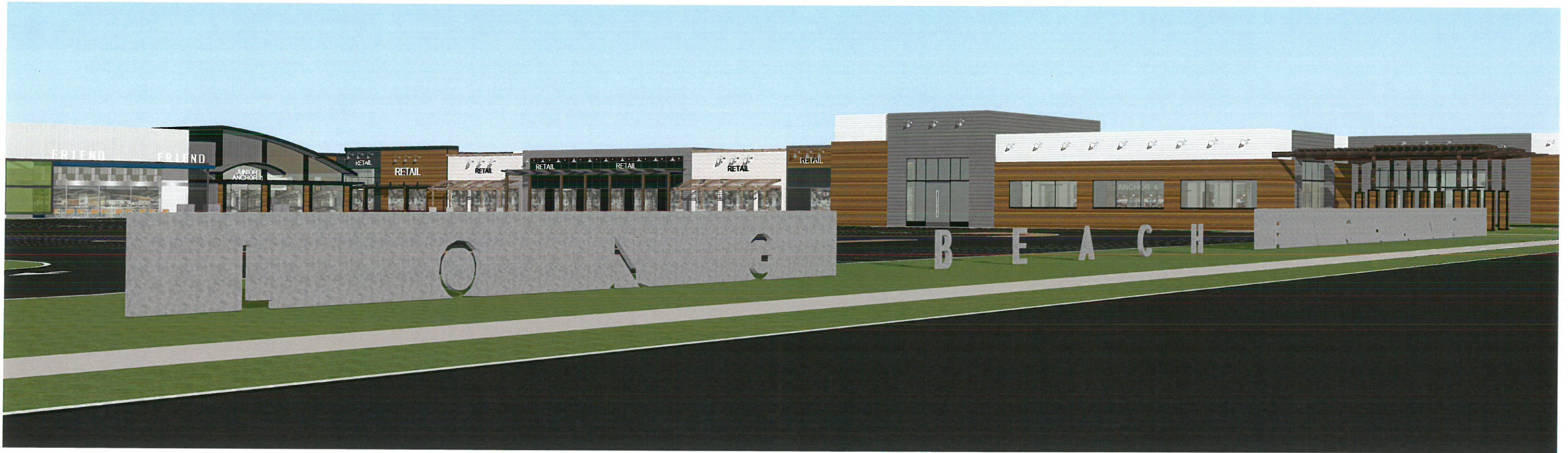
KEY PLAN



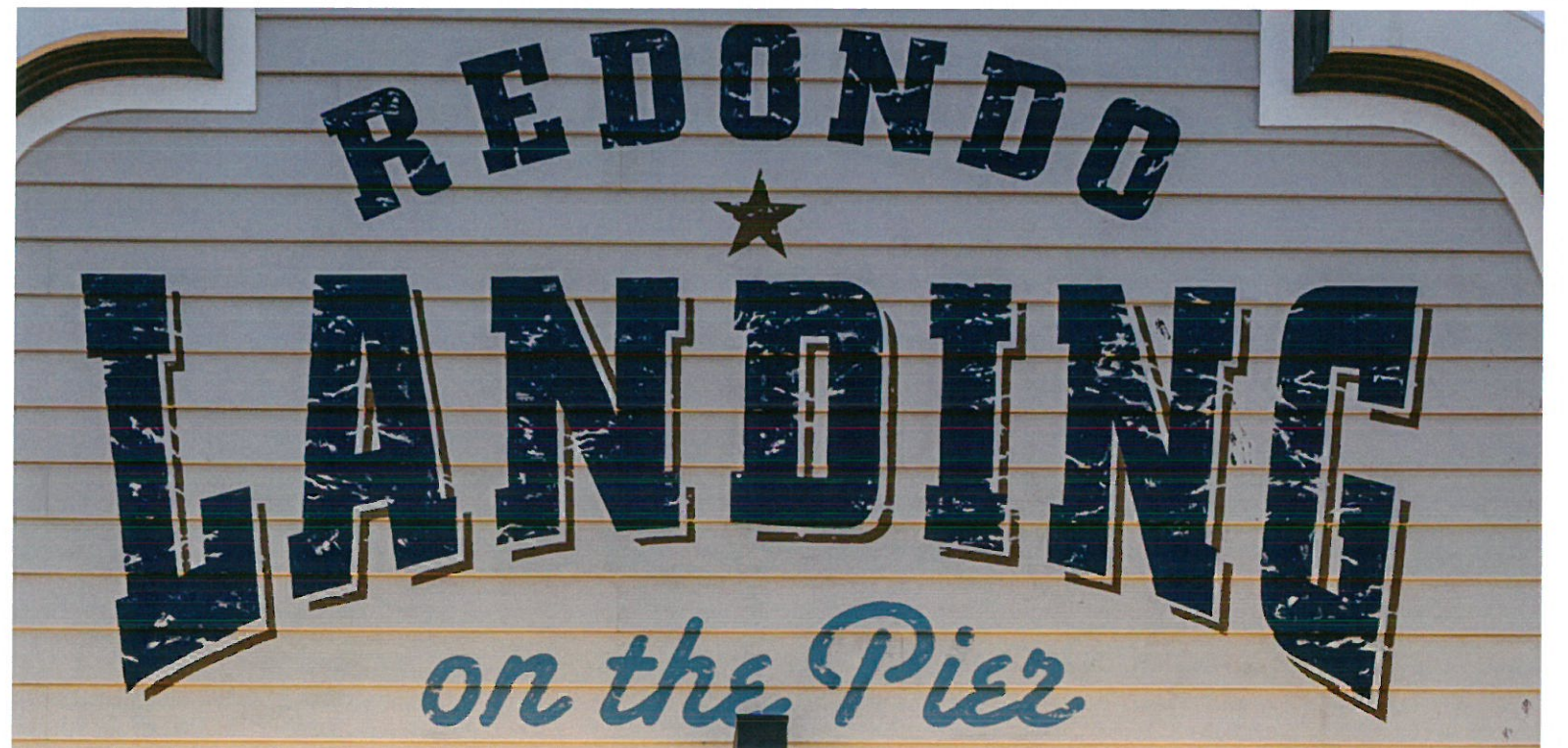
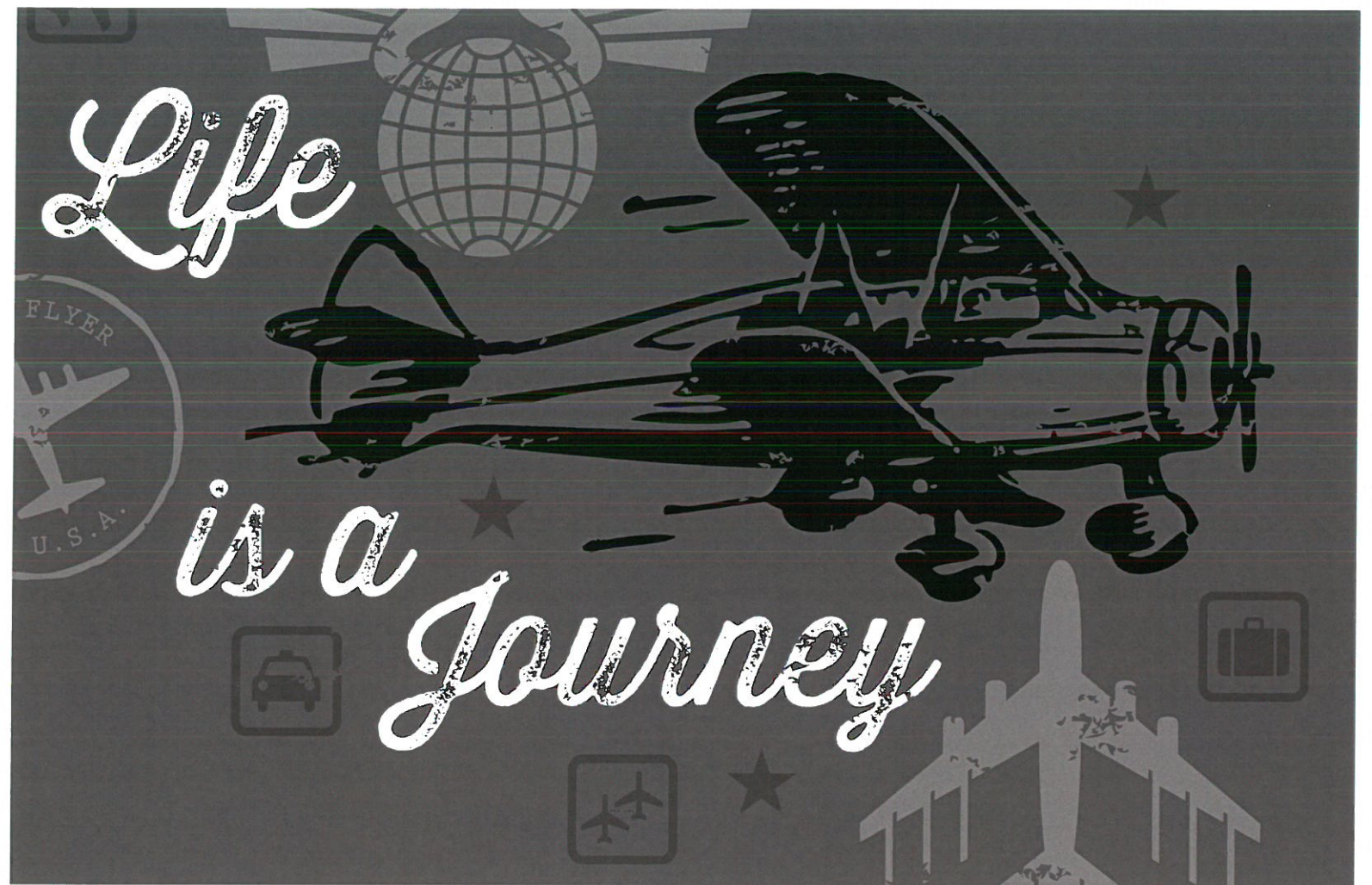


KEY PLAN



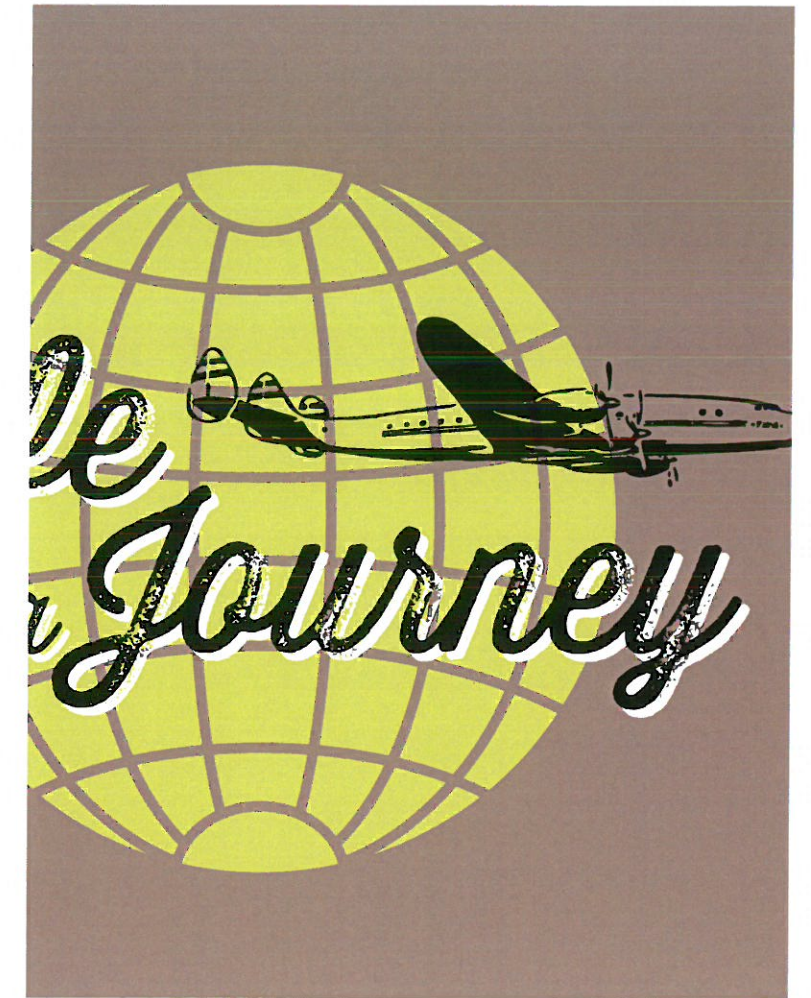


SITE AMENITIES

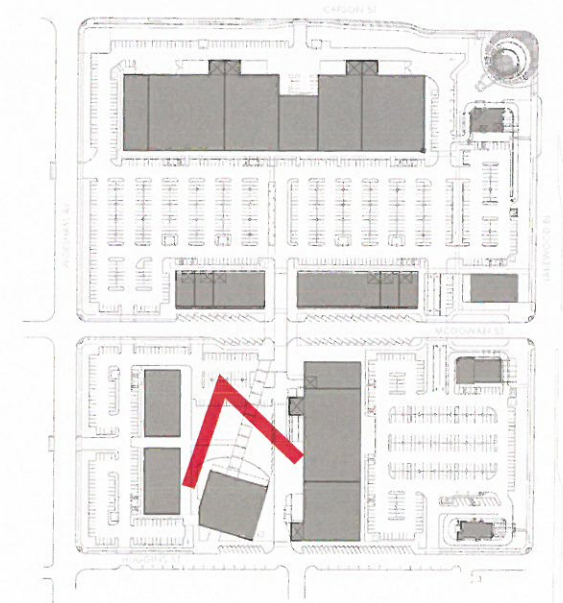




REFERENCE IMAGES



KEY PLAN

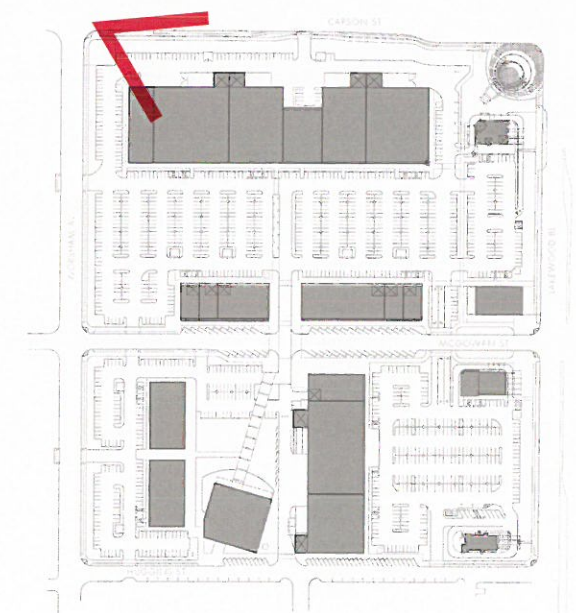




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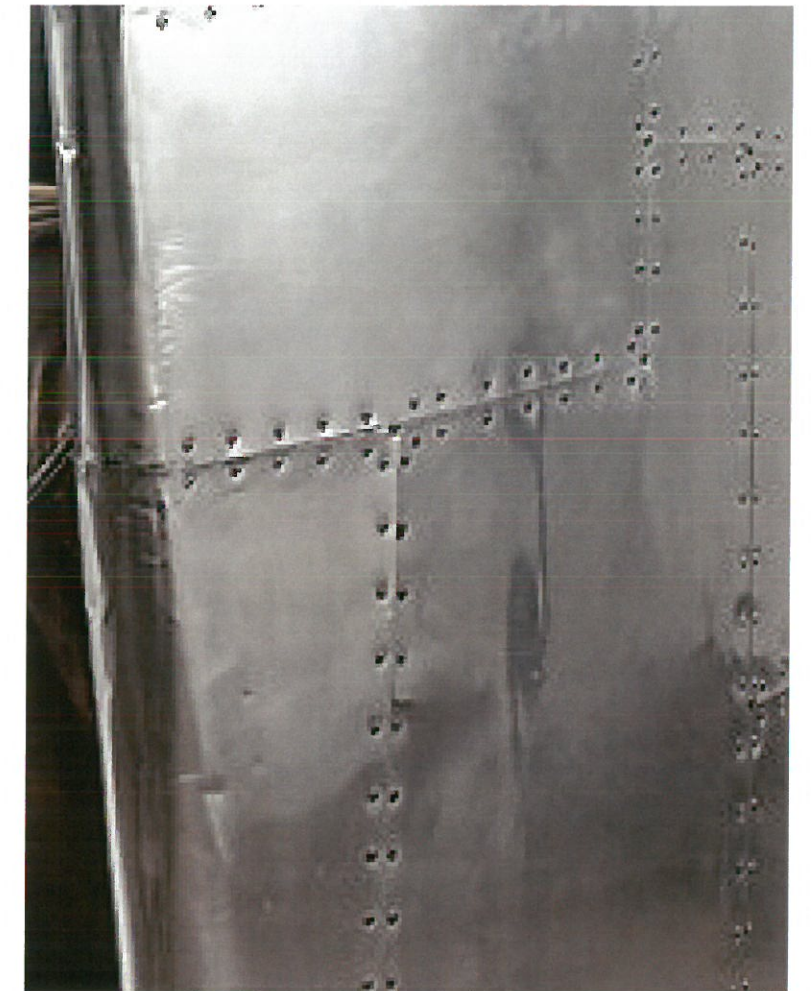


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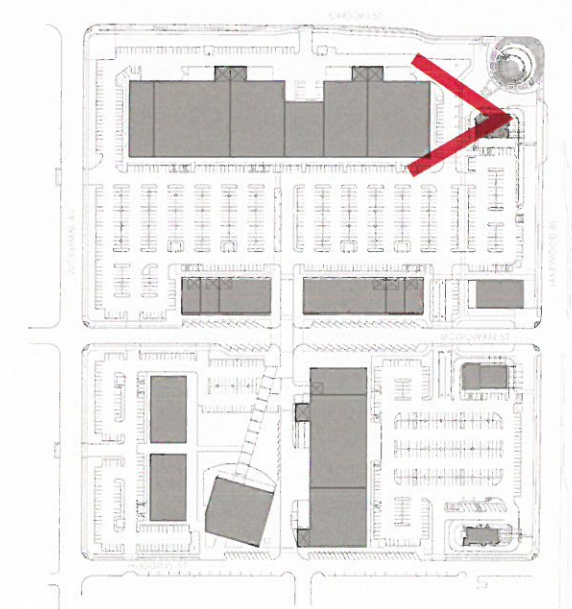


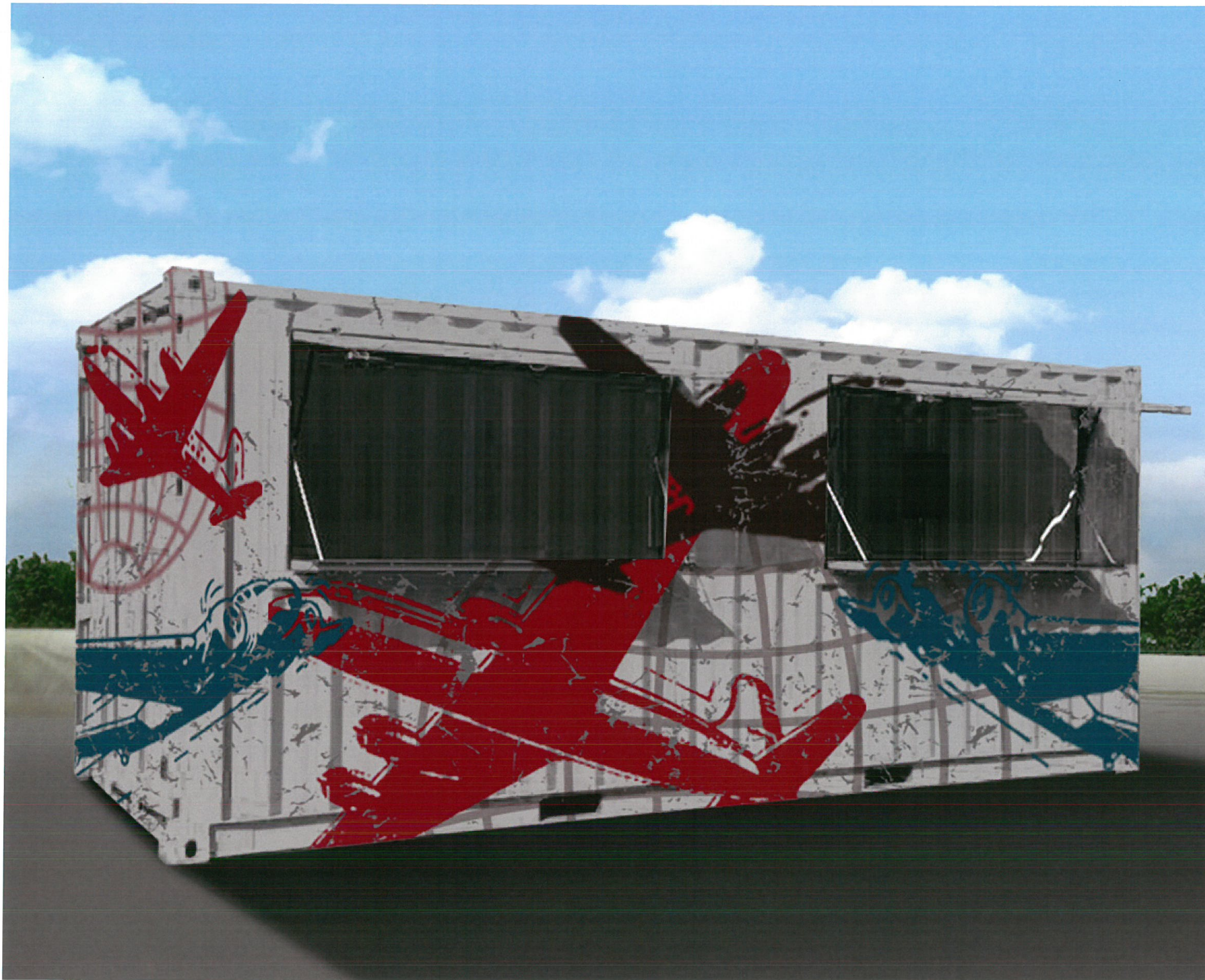


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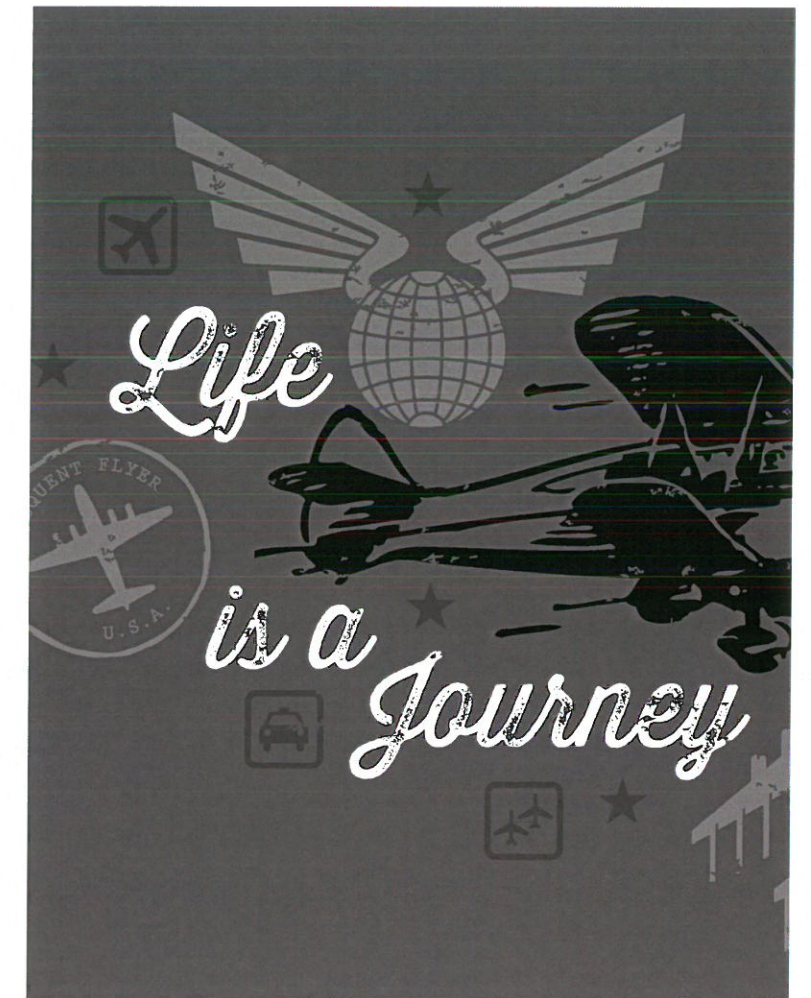


KEY PLAN





REFERENCE IMAGES

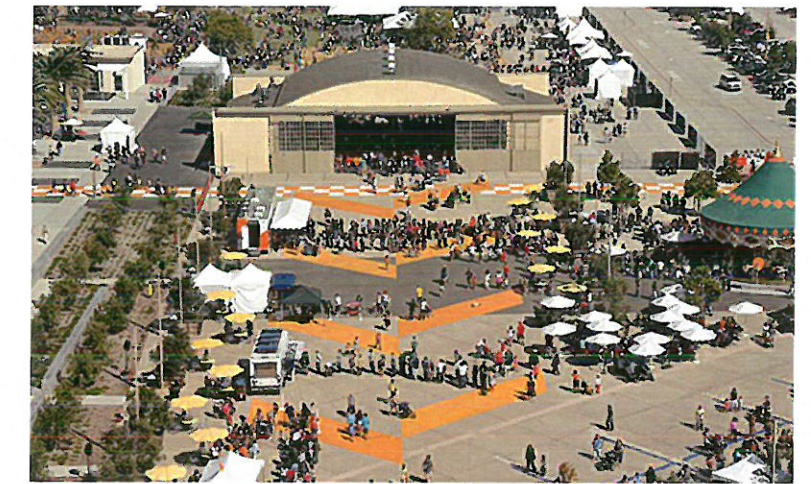


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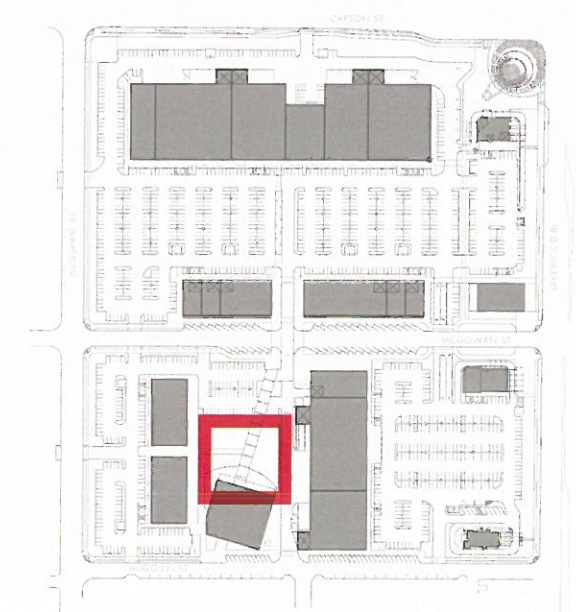




REFERENCE IMAGES



KEY PLAN



1. 1940

Douglas breaks ground on its new aircraft plant in Long Beach, CA to build the DC-3, the first aircraft that allows for profit in commercial service.

2. 1941

The US officially enters WW2. The new plant switches gear and rolls out its first aircraft, the C-47, a military transport.

3. 1942

Over the next several years the plant produces thousands of C-47, B-17, and B-26 aircraft for the war effort.

4. FACT

The Long Beach plant employs over 22,000 "Rosie the Riveters" as the nation encourages women to enter the work force.

5. 1945

WW2 ends with the Long Beach plant having contributed a total of 170,958,000 pounds of air frame, #1 in the country.

6. FACT

Throughout the war effort, the plant produces over 10,000 C-47s, one of the most valuable aircraft in WW2.

7. 1953

Douglas introduces the DC-7 an aircraft that enables commercial service to Hawaii, revolutionizing the industry.

8. 1956

Douglas launches a major expansion of its plant for production of the larger DC-8, the company's first commercial jet.

9. 1967

Douglas merges with McDonnell in order to meet their increased demand for commercial airlines and compete with Boeing.

10. FACT

During peak production the Long Beach plant produces 108 aircraft a week and employed 43,000 workers.

11. 1983

The new and improved MD-80 is launched and the company enters the age of the modern jet-liner.

12. ???? (Need this Date)

The final aircraft leaves the original Long Beach Douglas aircraft plant.

S E L B E R T

P E R K I N S

D E S I G N