

LBX

LONG BEACH EXCHANGE

SIGNAGE & WAYFINDING

100% CONCEPT DESIGN

20 JULY 2016



selbert perkins design collaborative

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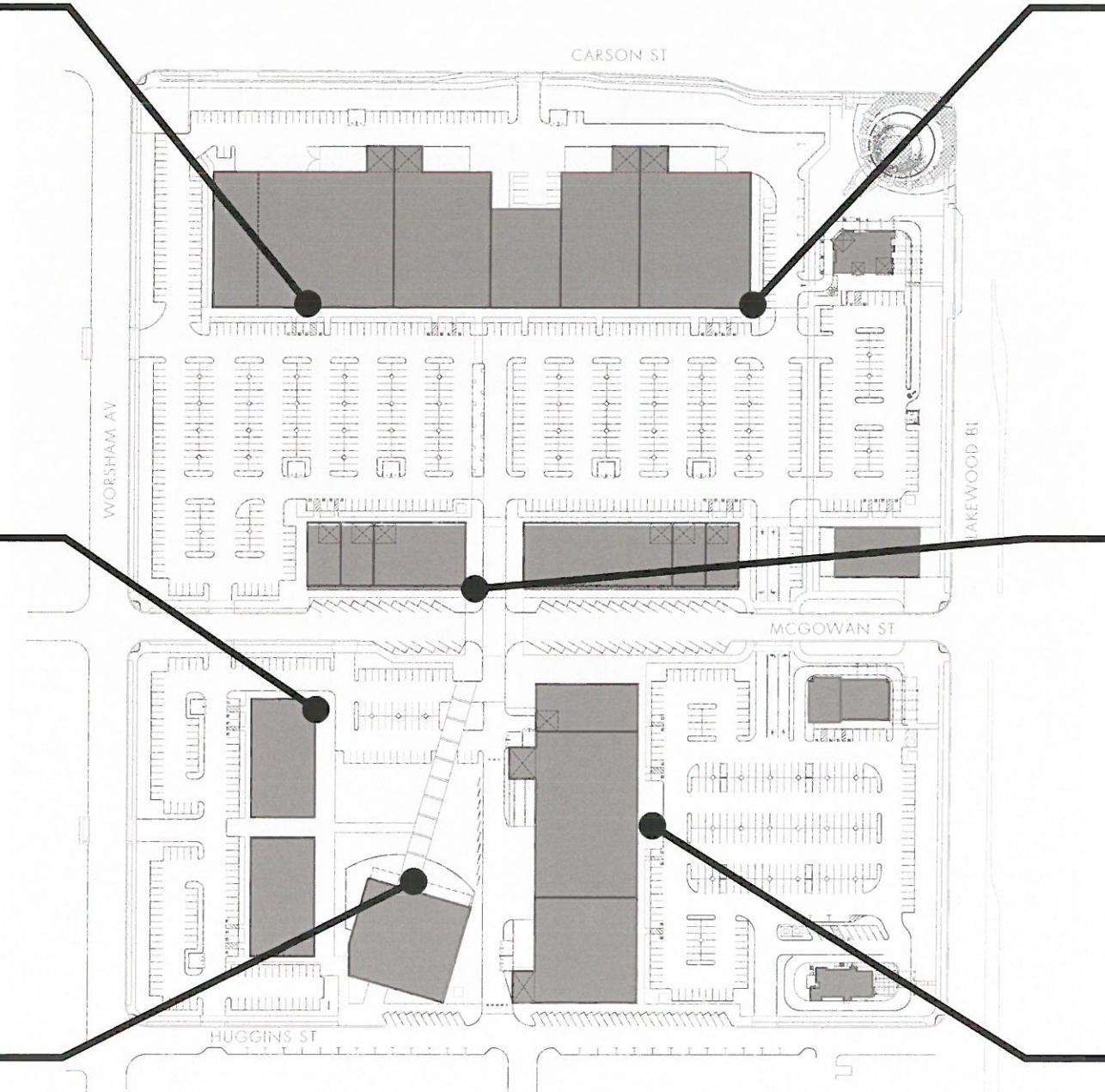
OVERVIEW

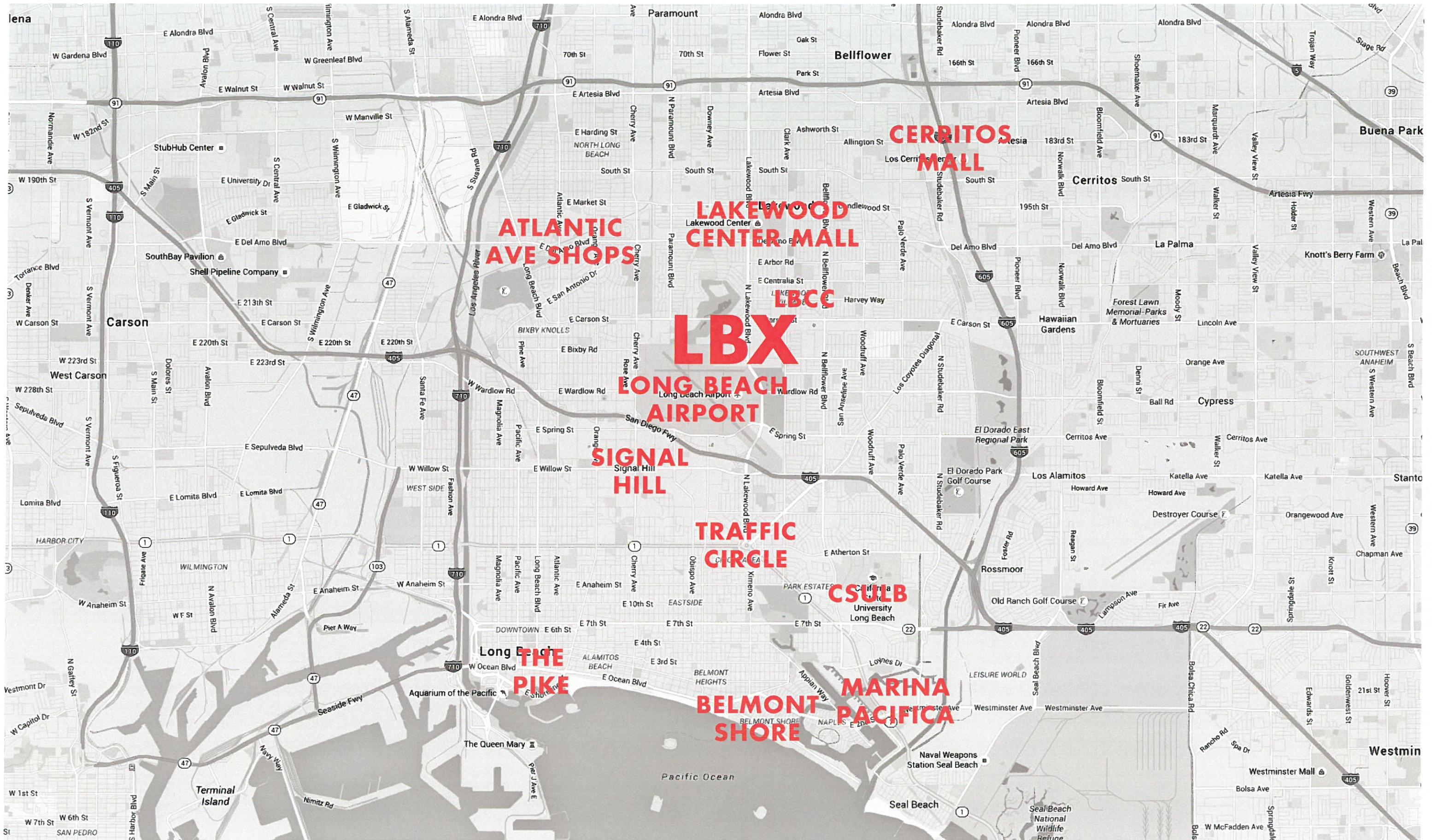
The purpose of Signage and Graphics for the Long Beach Exchange is to establish a comprehensive and intuitive identification and wayfinding system for guests, that draws on the rich history of Douglas Park.

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

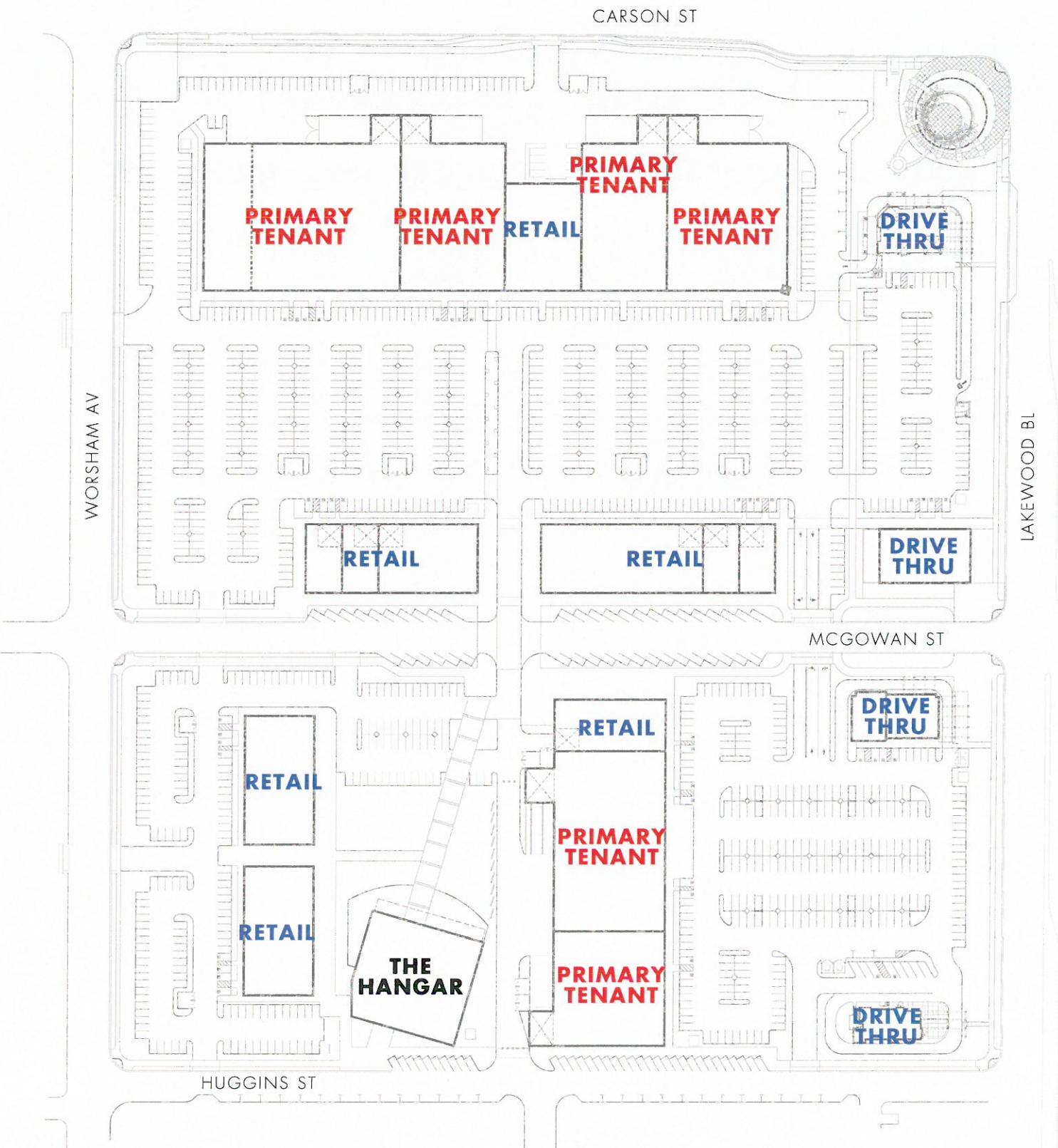








KEY



**PRIMARY
TENANTS**

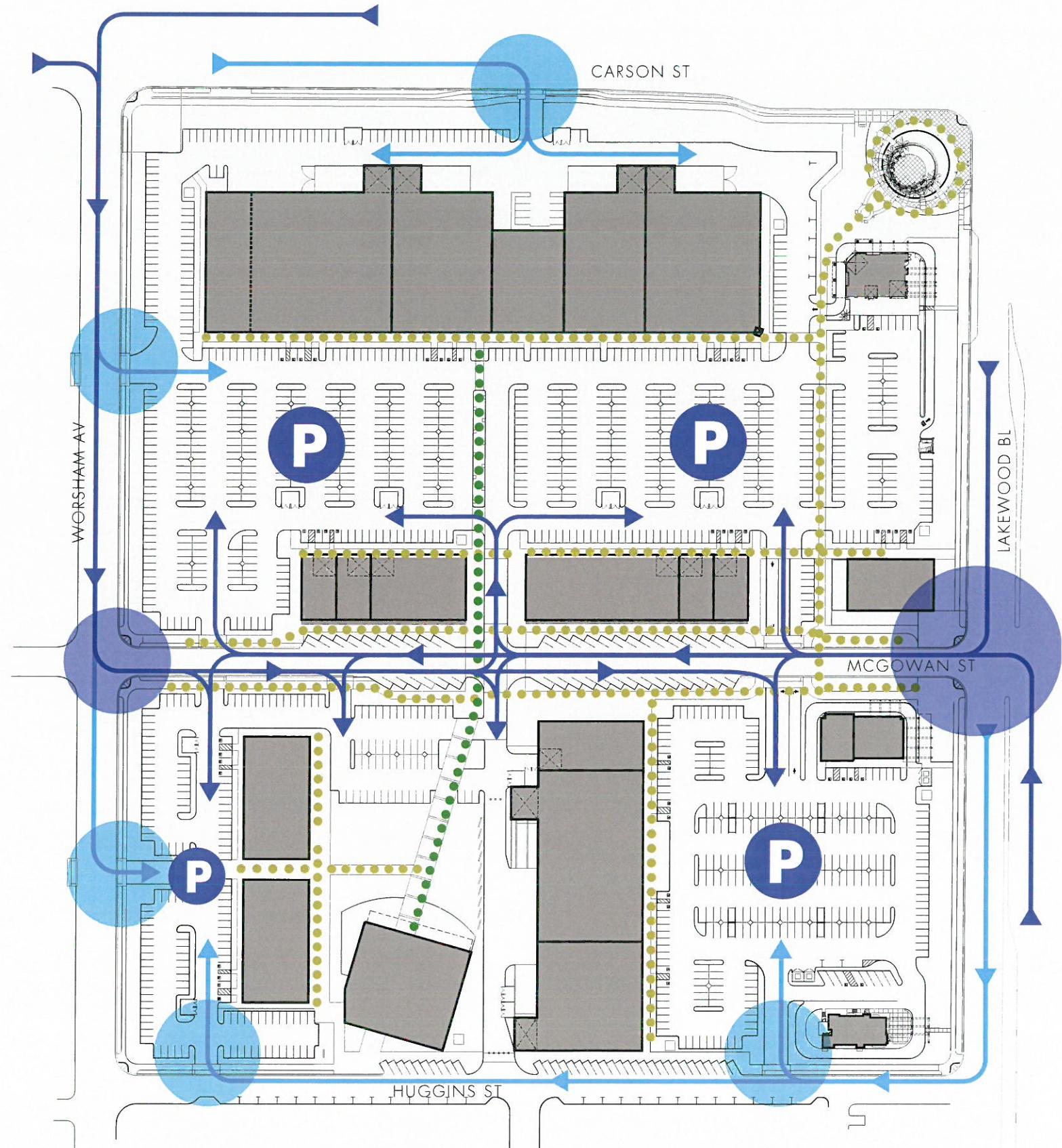
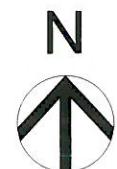
**SECONDARY
TENANTS**

THE HANGAR

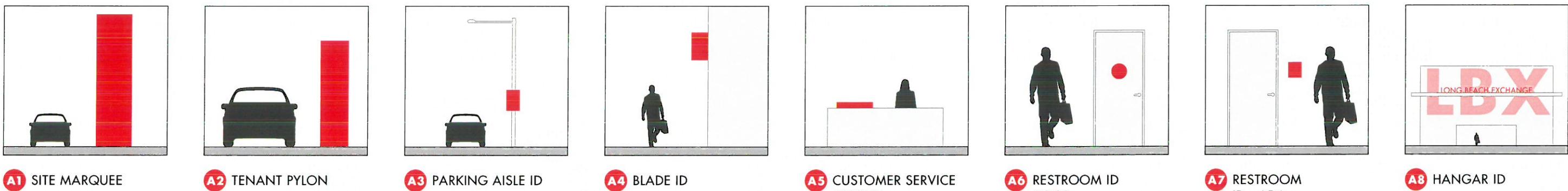


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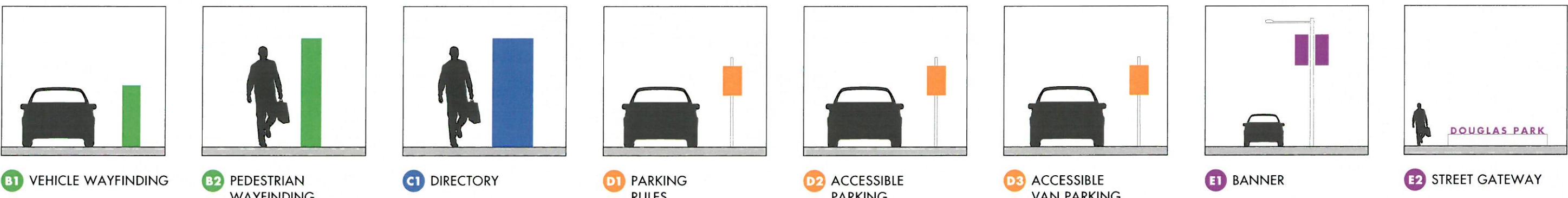
- Parking Zone
- Primary Vehicle Entrance
- Primary Vehicle Circulaiton
- Secondary Vehicle Entrance
- Secondary Vehicle Circulaiton
- Primary Pedestrian Circulaiton
- Secondary Pedestrian Circulaiton



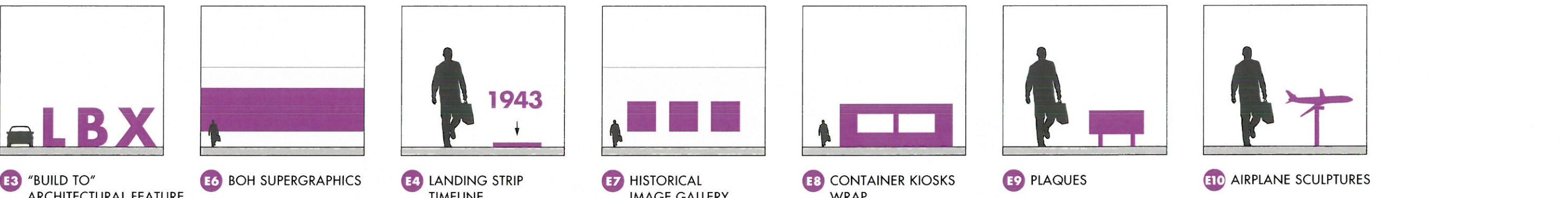
IDENTITY



DIRECTION

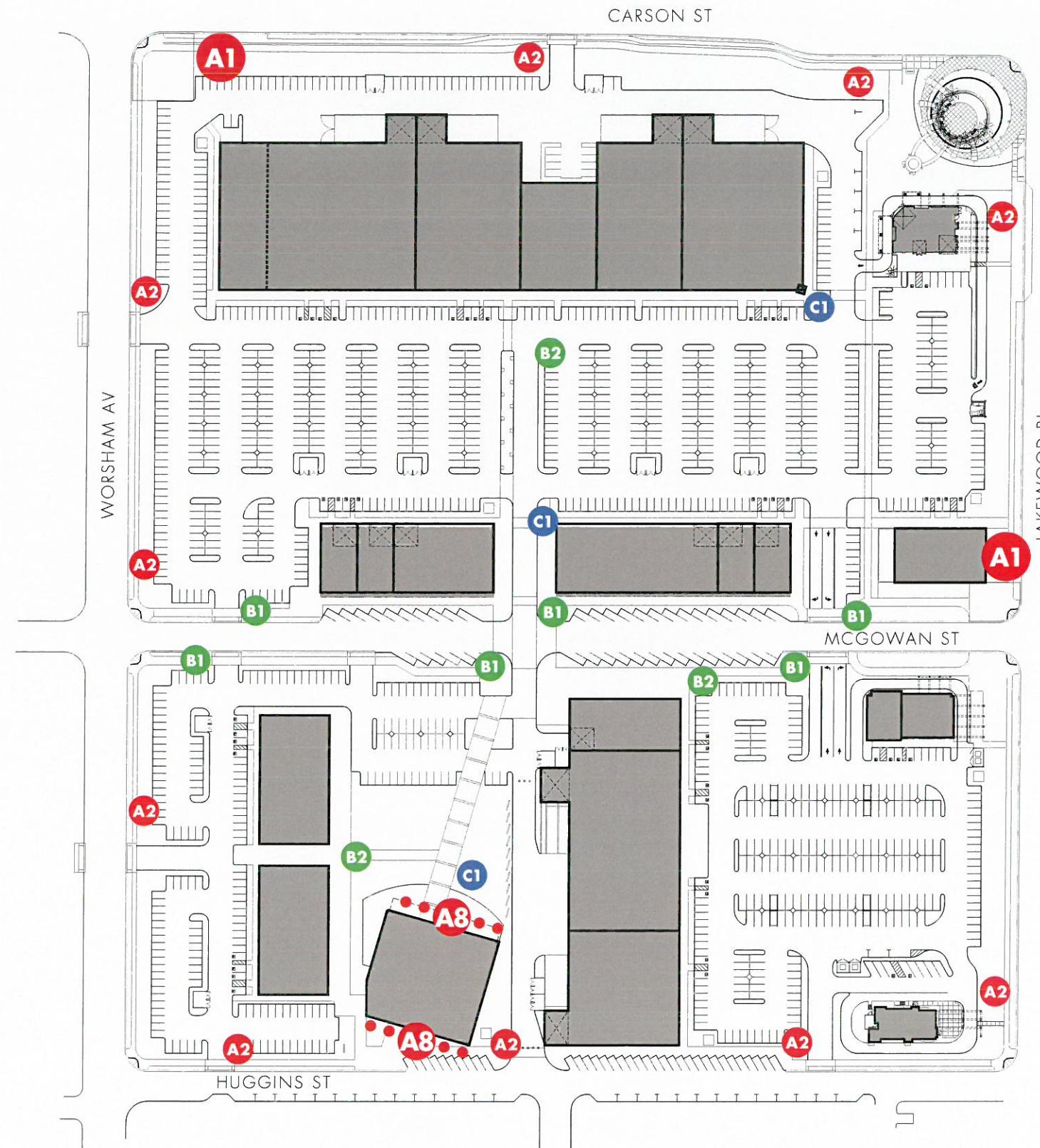


AMENITY



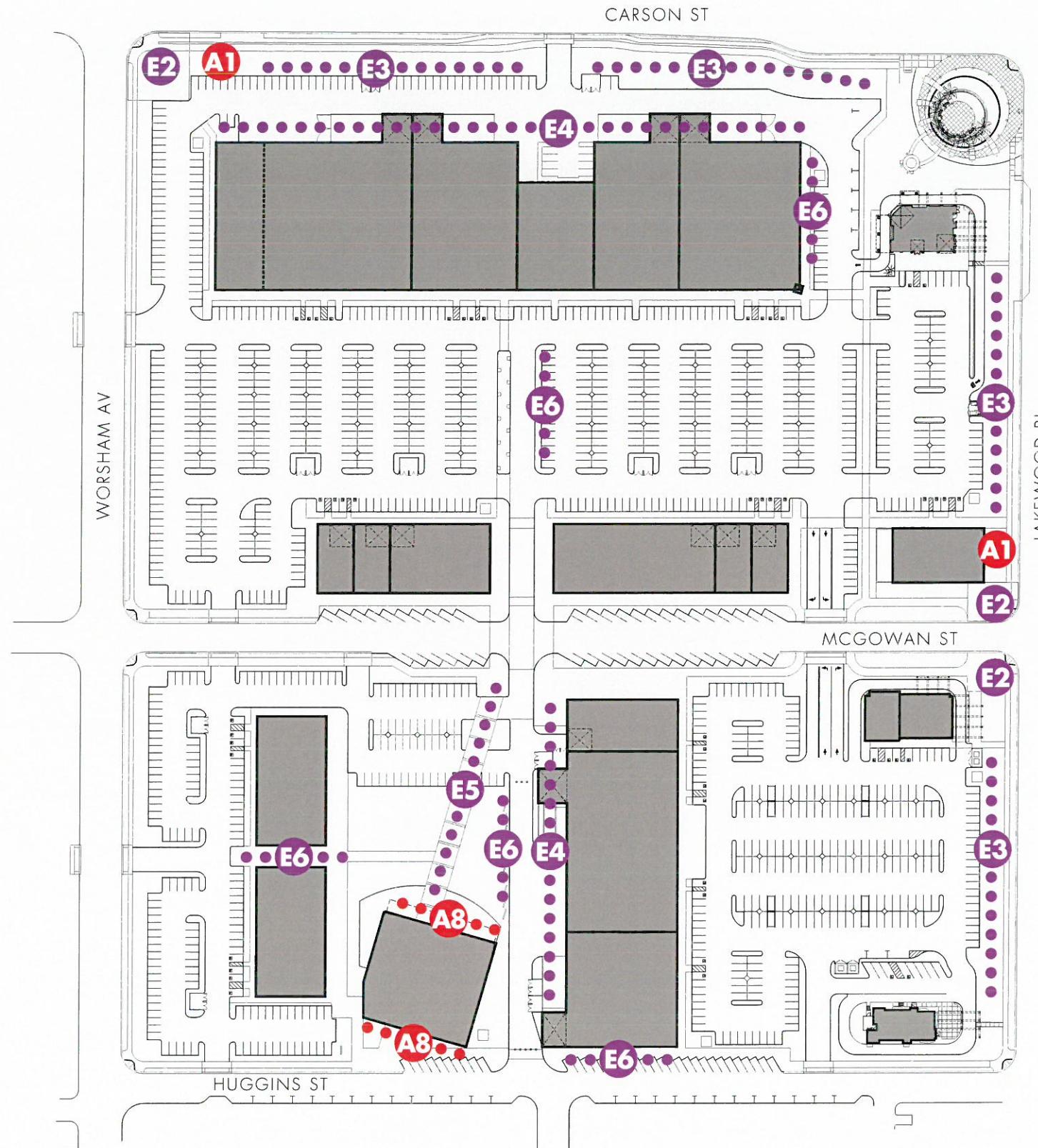
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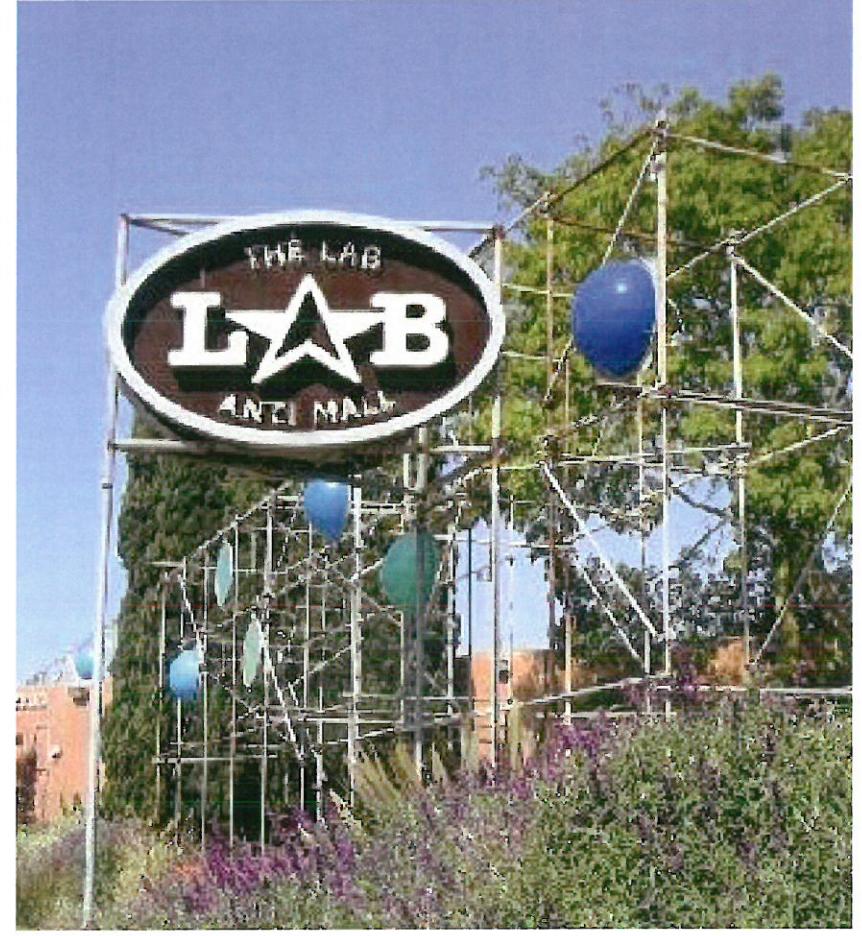
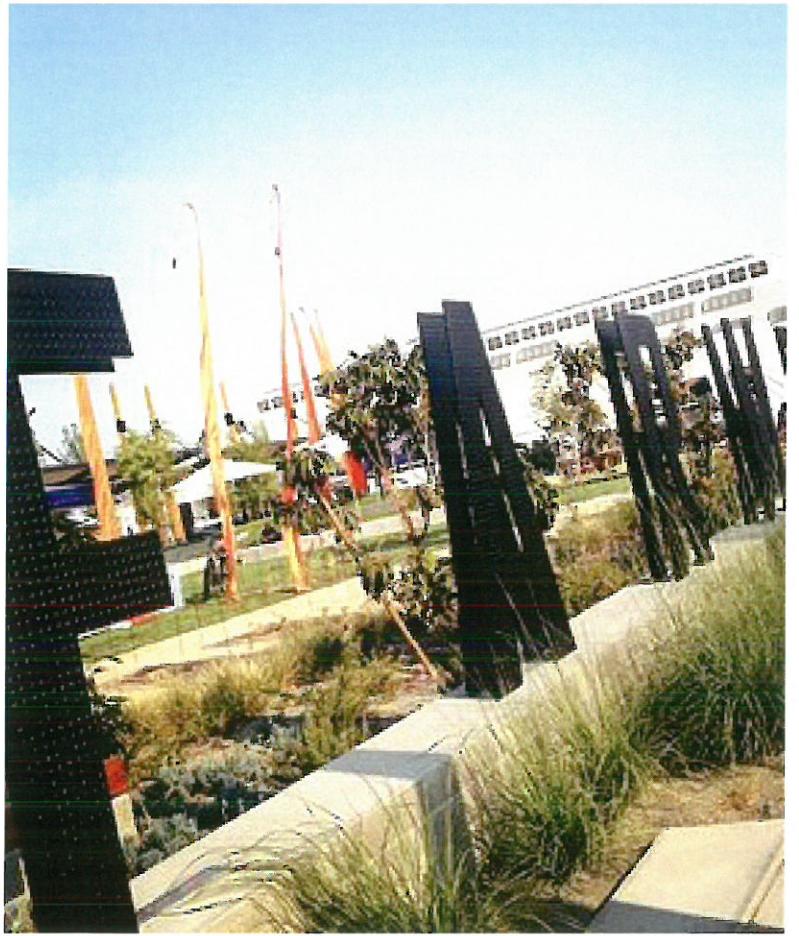
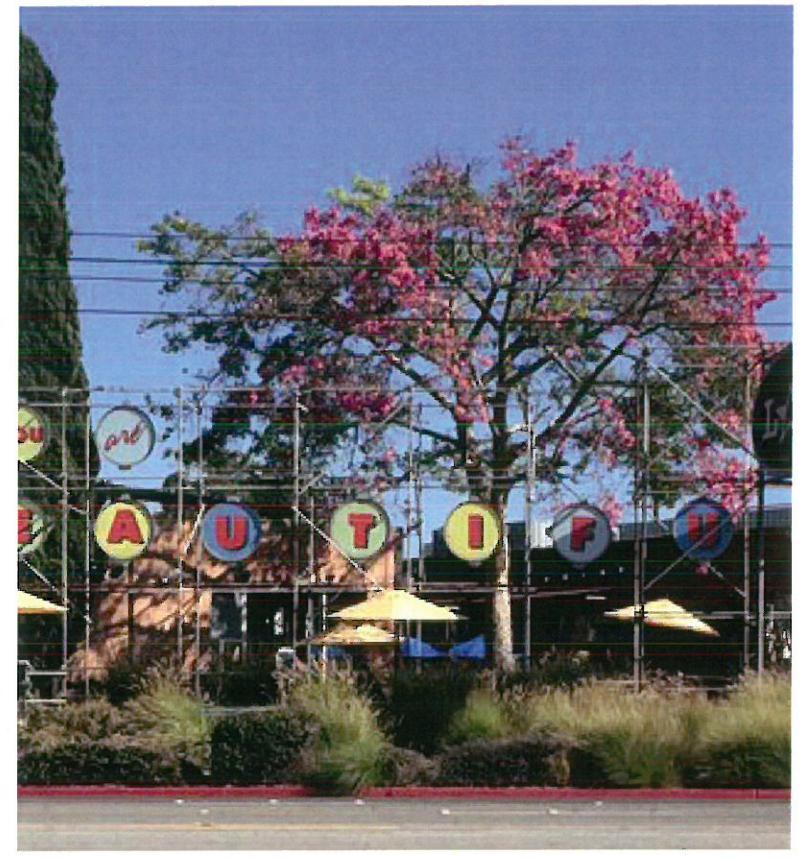
- A1** SITE MARQUEE
- A2** TENANT PYLON
- A8** HANGAR ID
- B1** VEHICLE WAYFINDING
- B2** PEDESTRIAN WAYFINDING
- C1** DIRECTORY

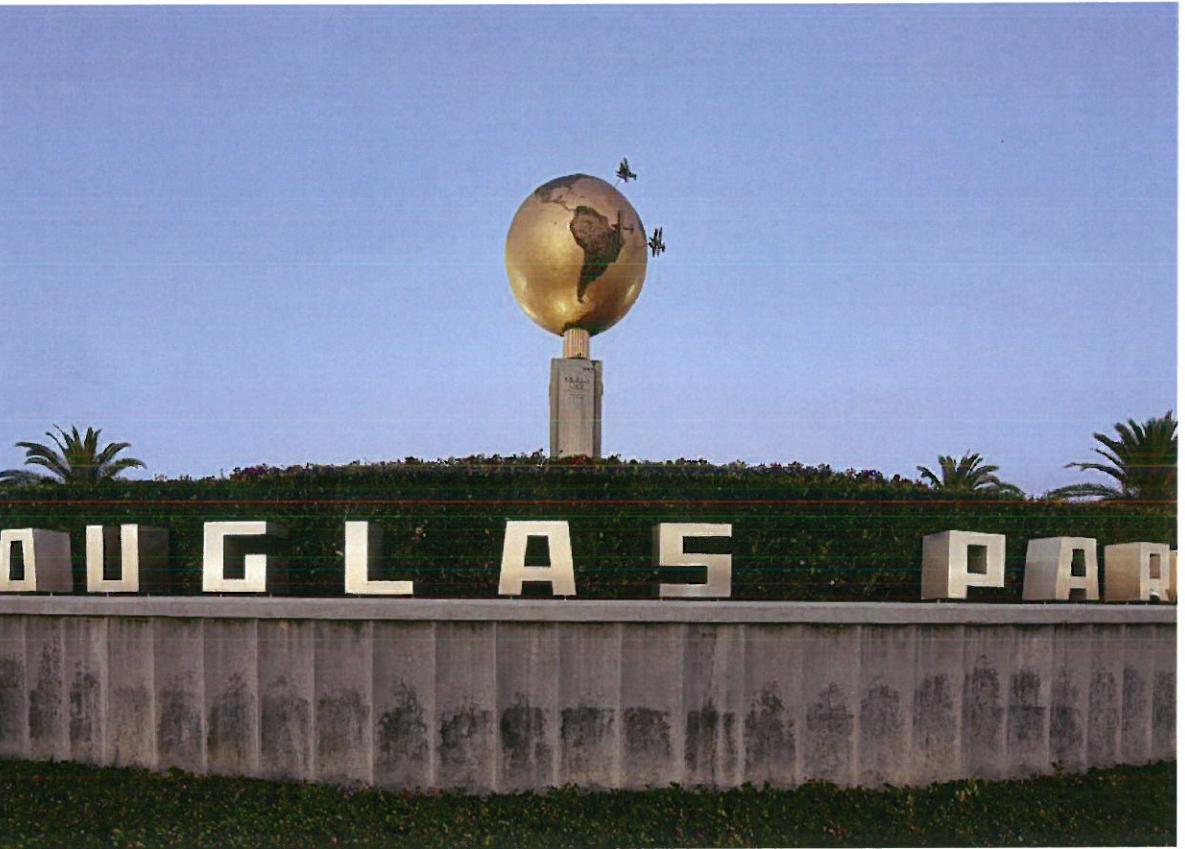


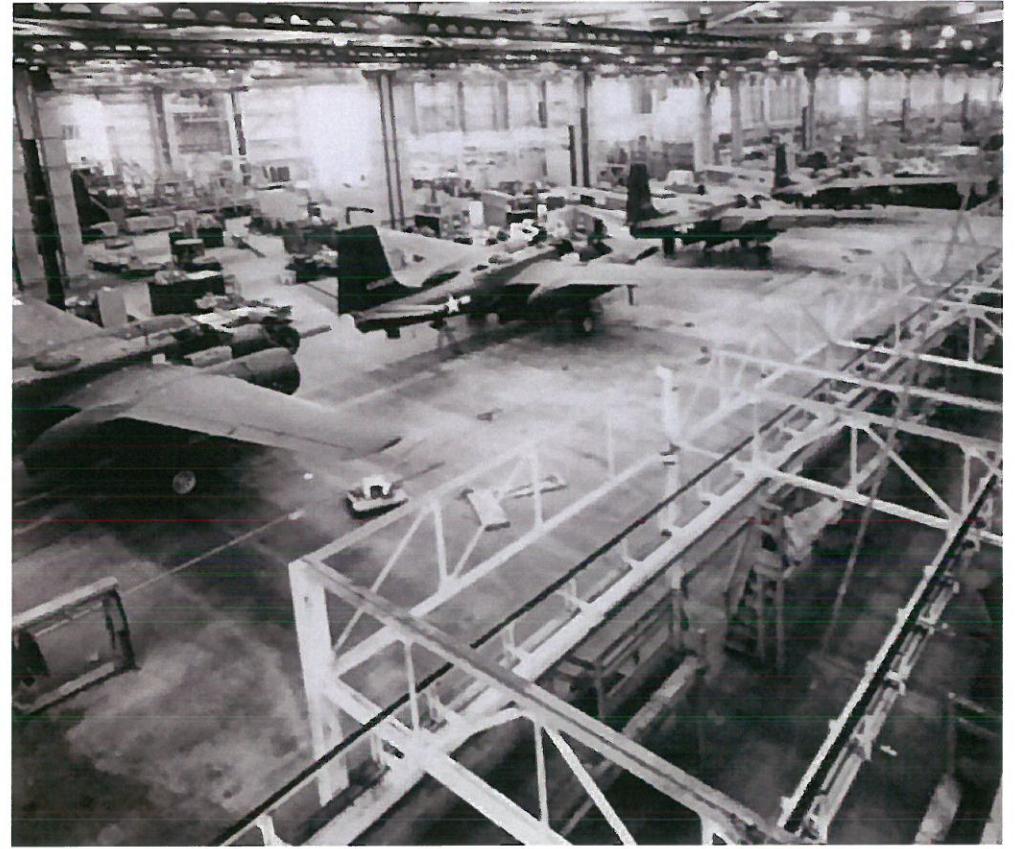
KEY

- 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
- N
- 

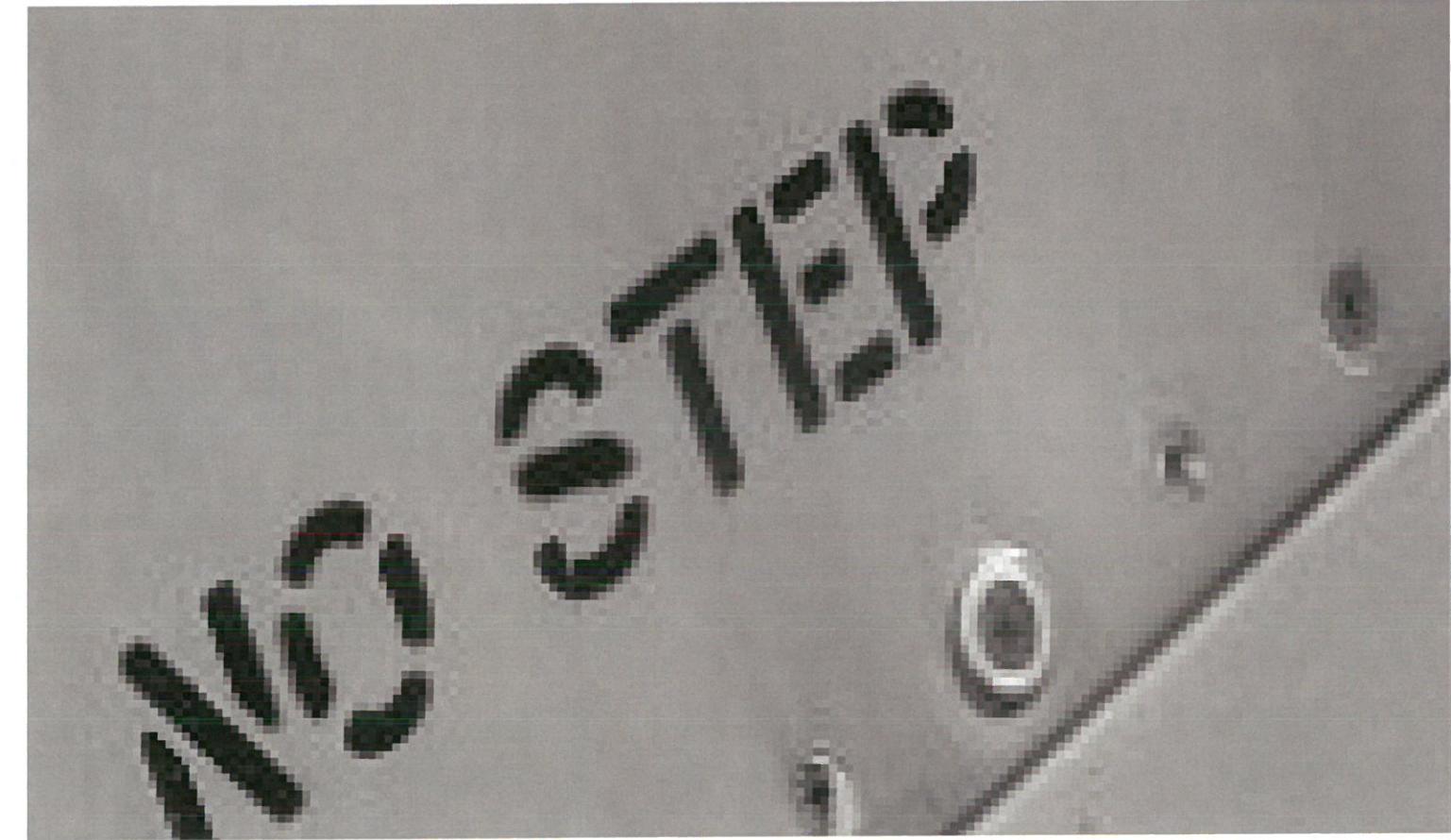
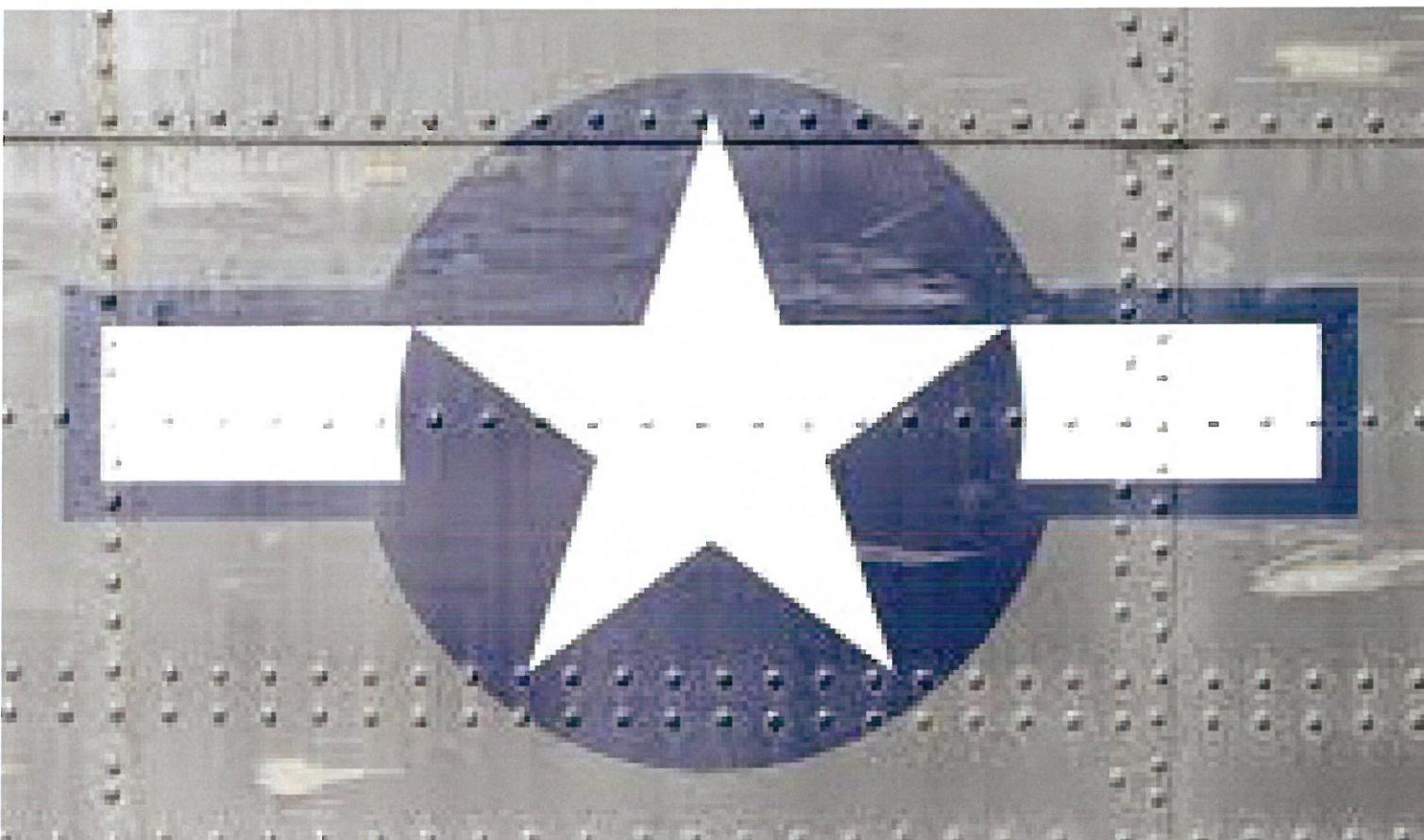
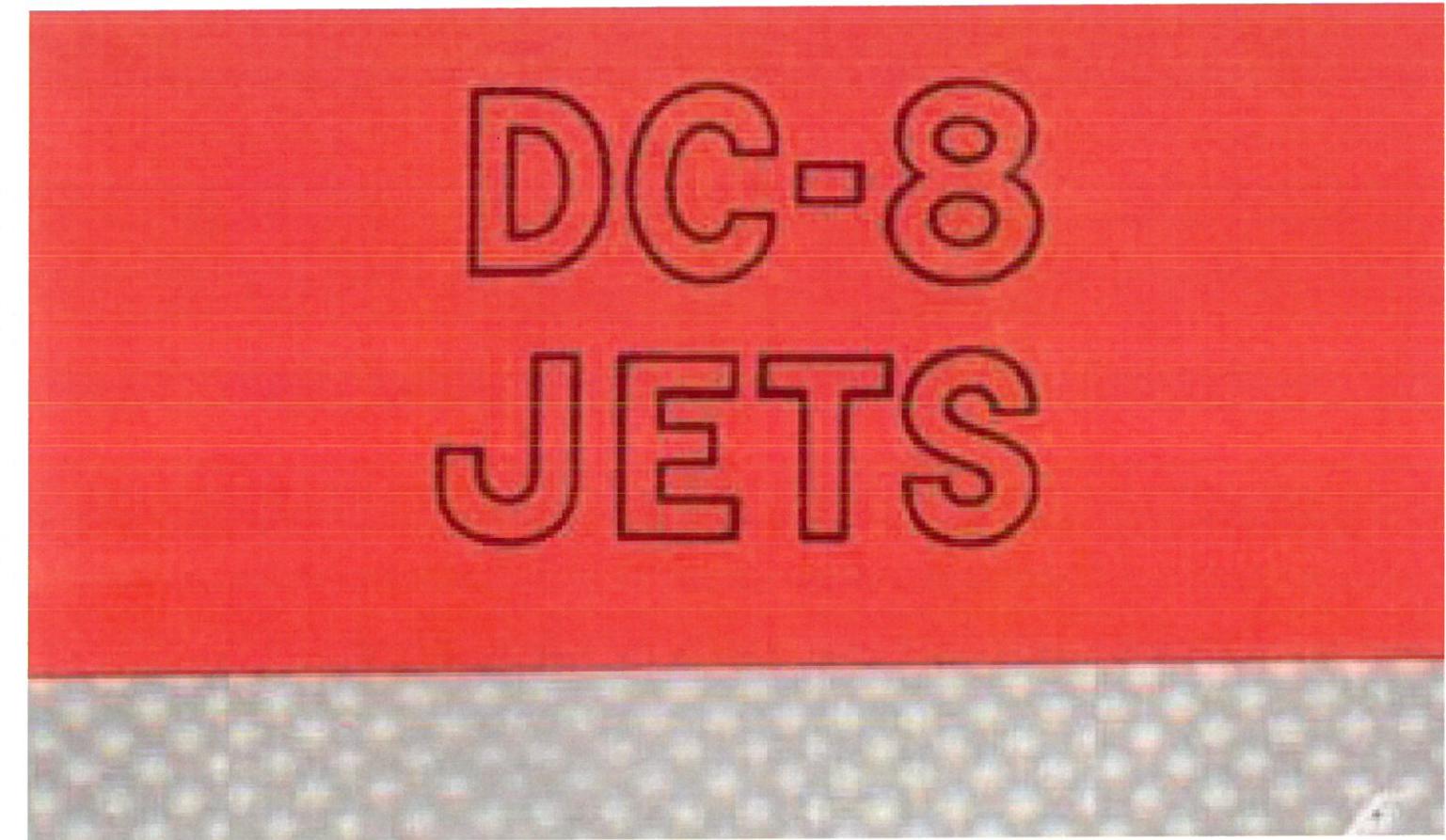




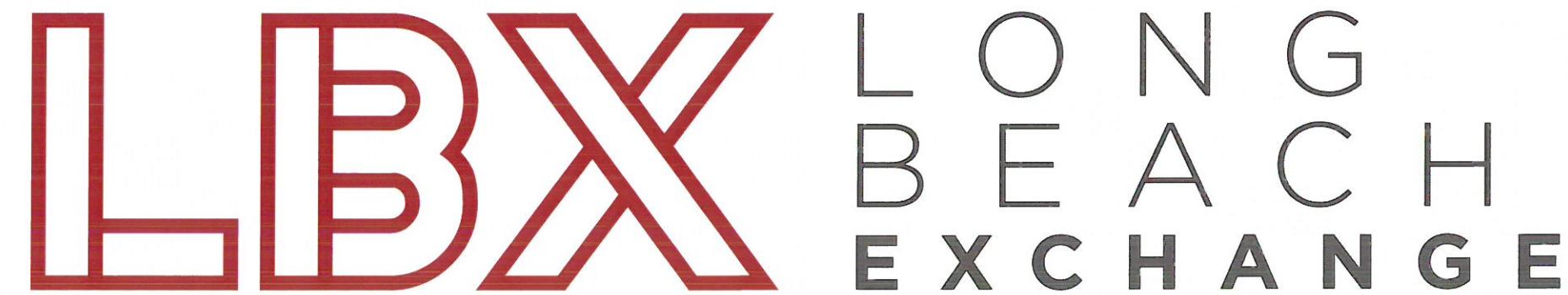




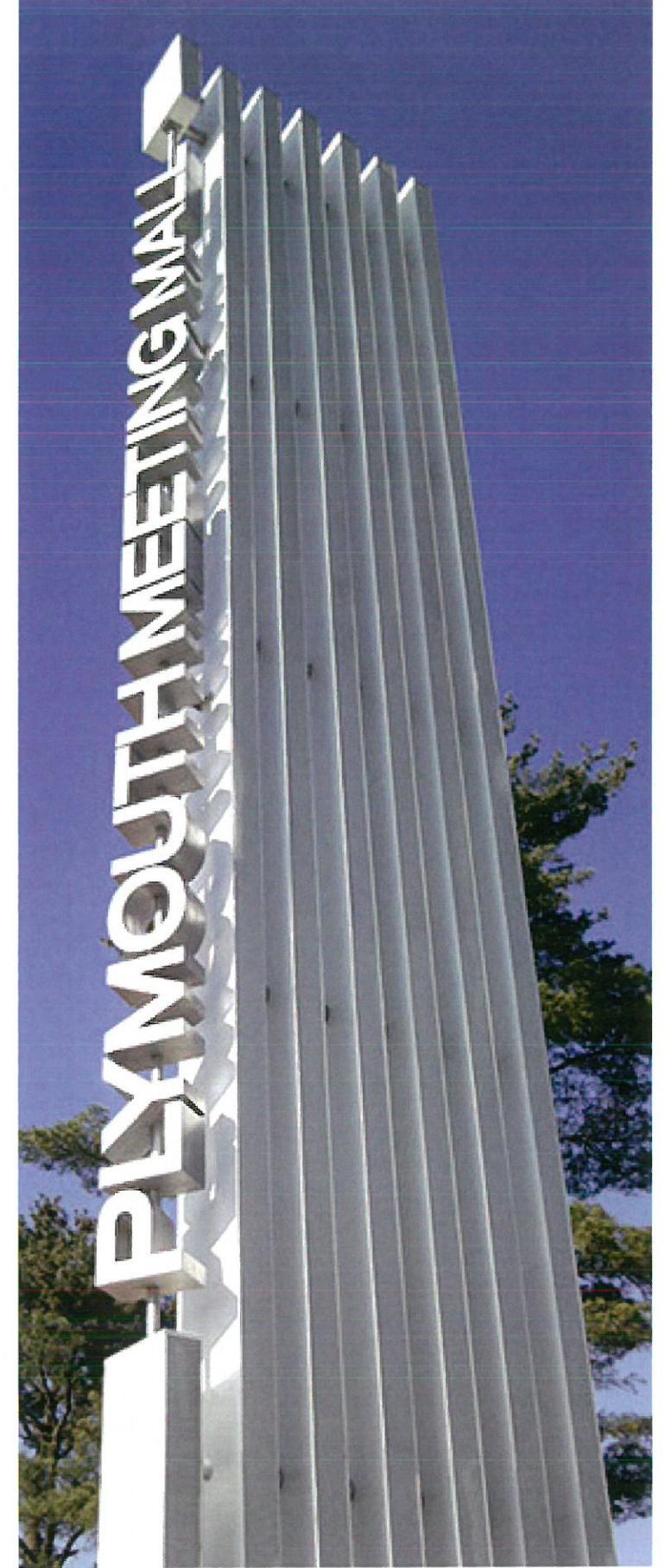
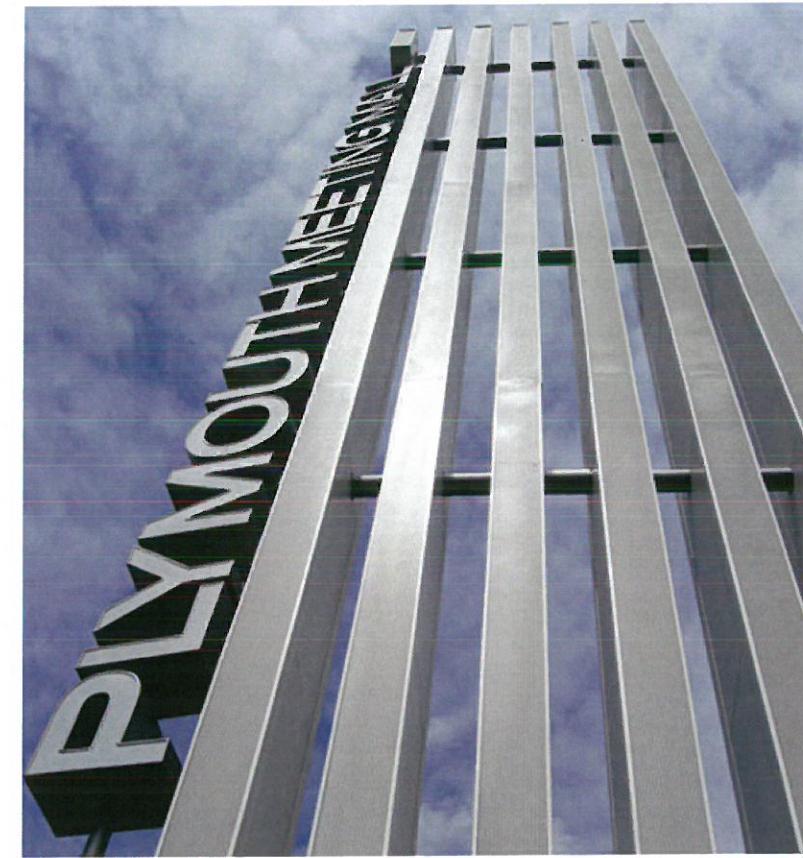
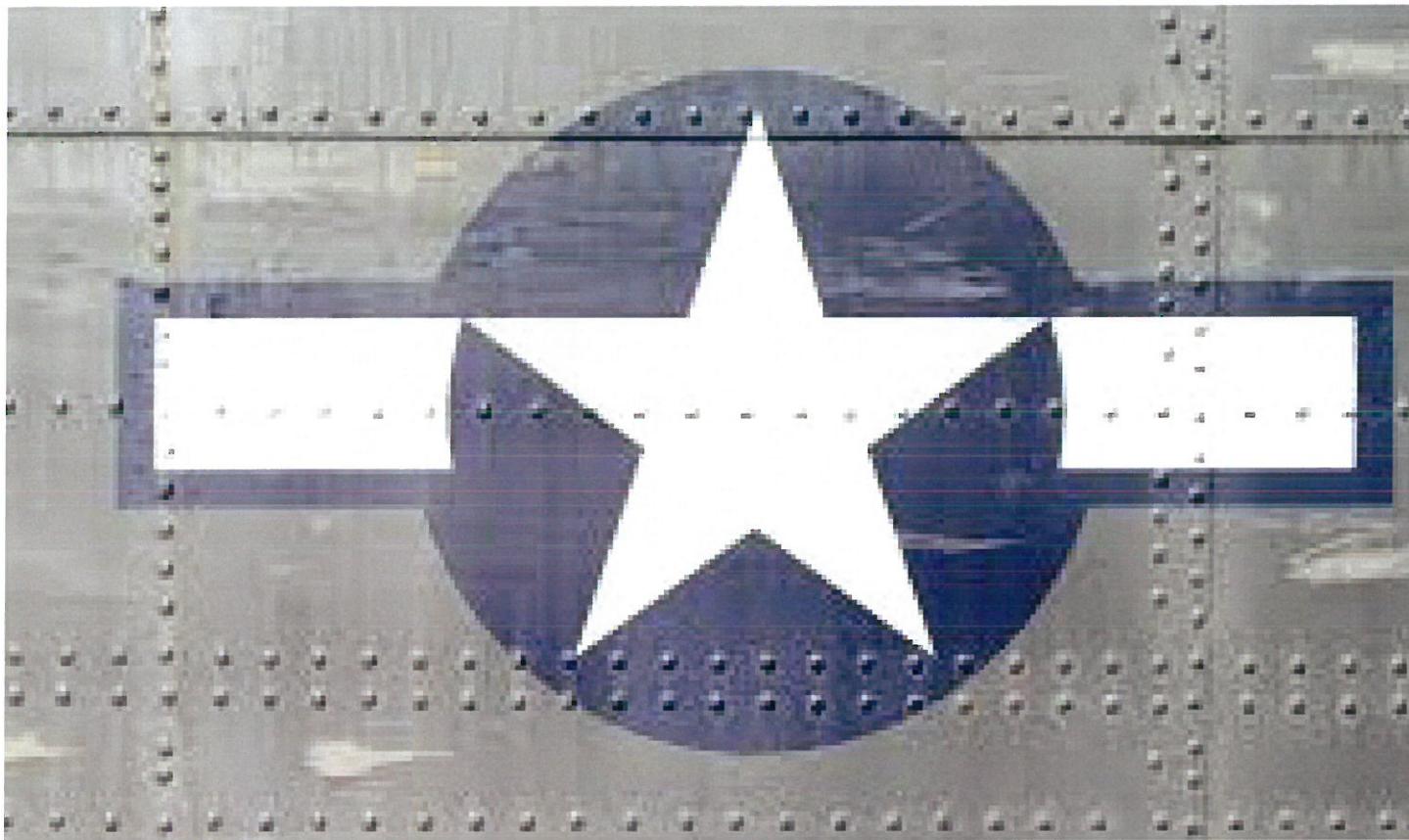
LBX LOGOTYPE

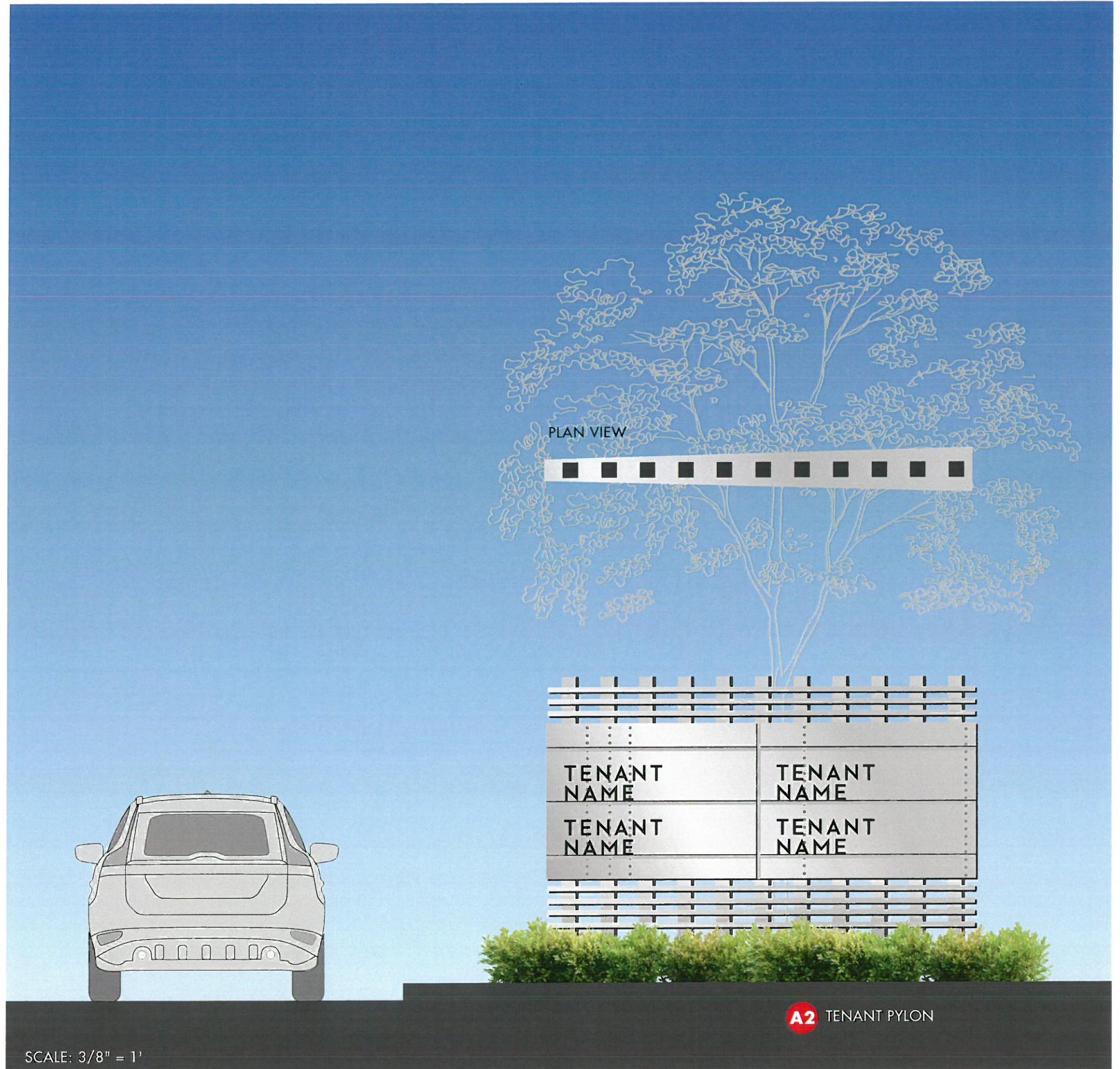
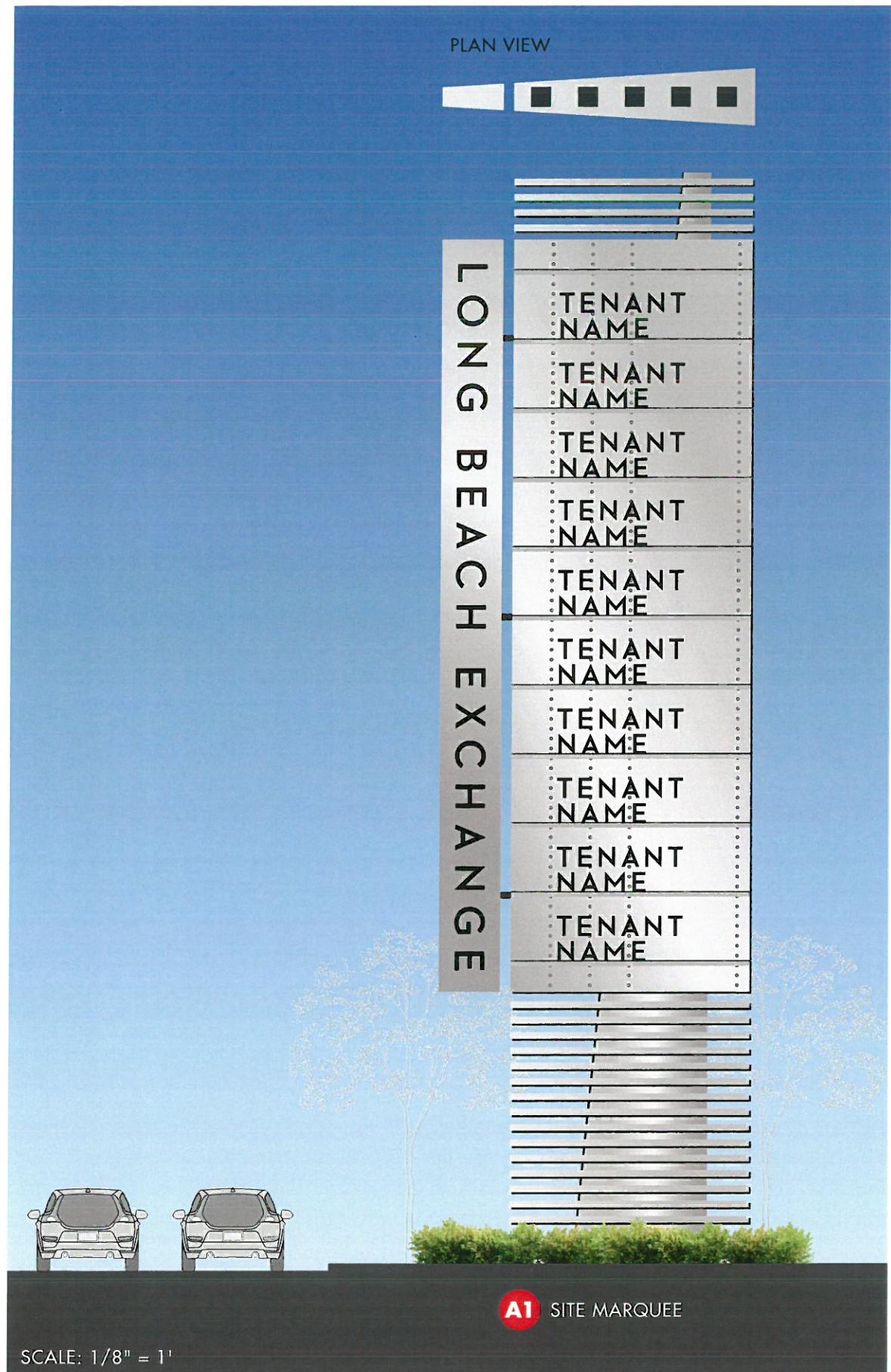


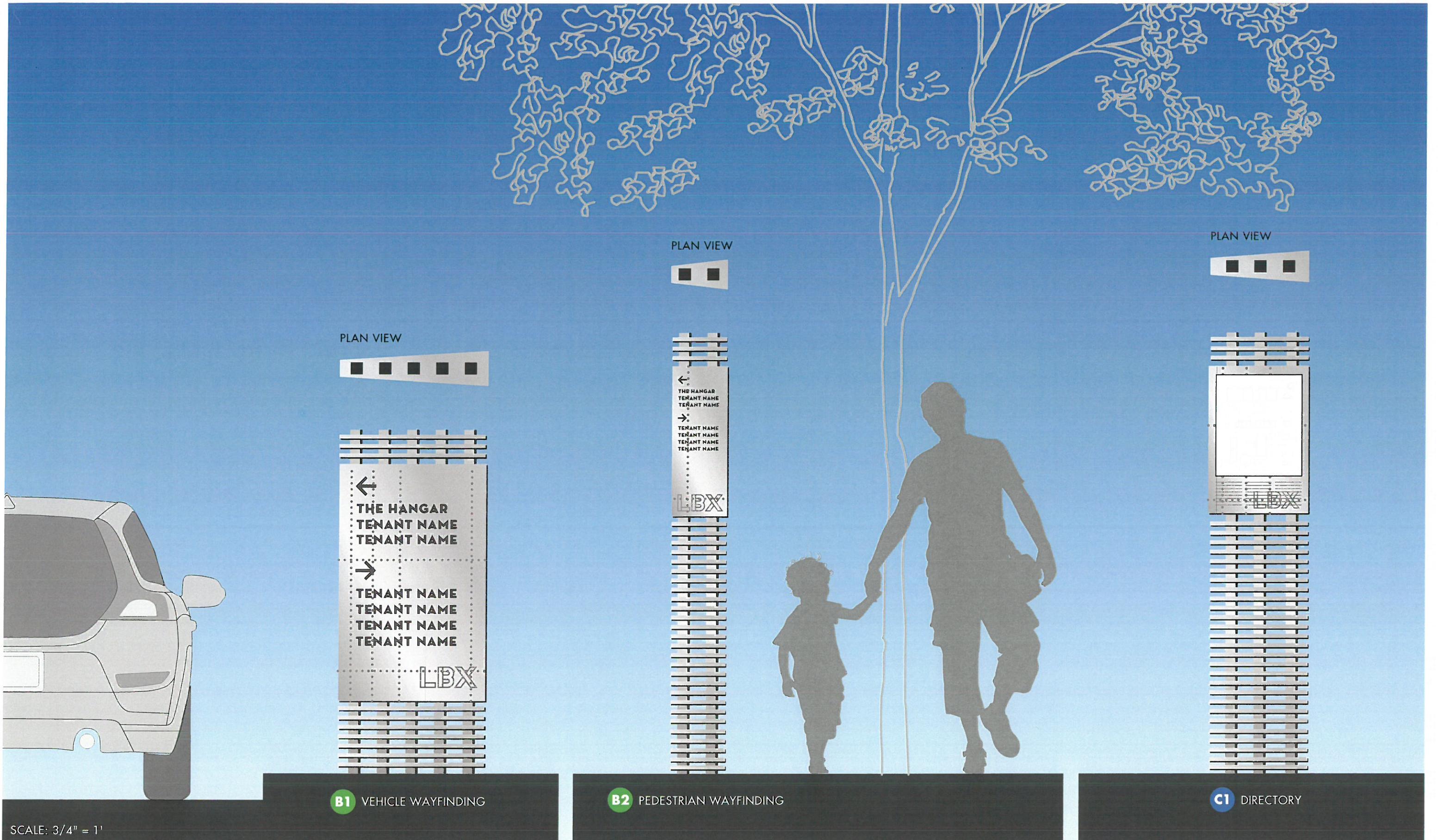


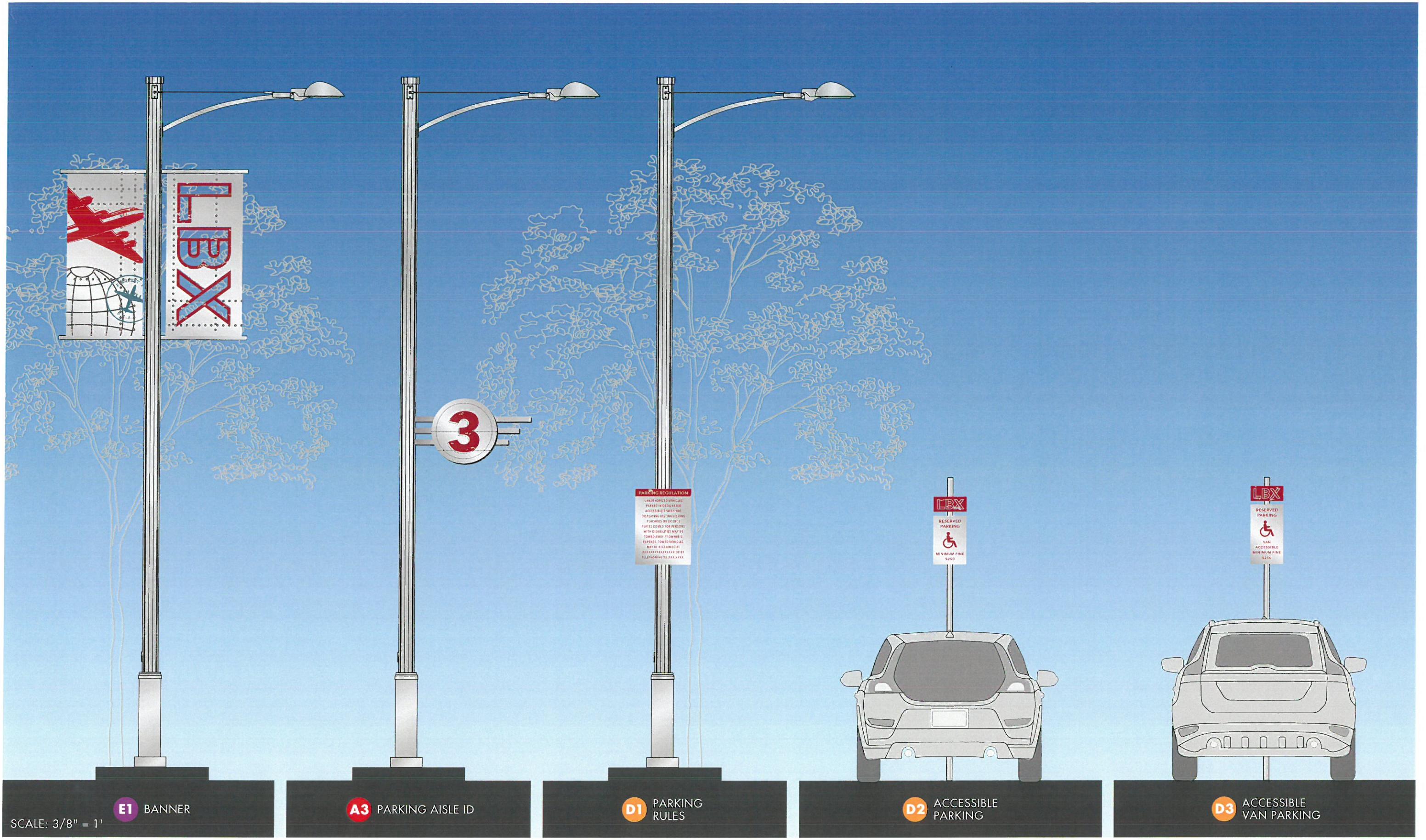


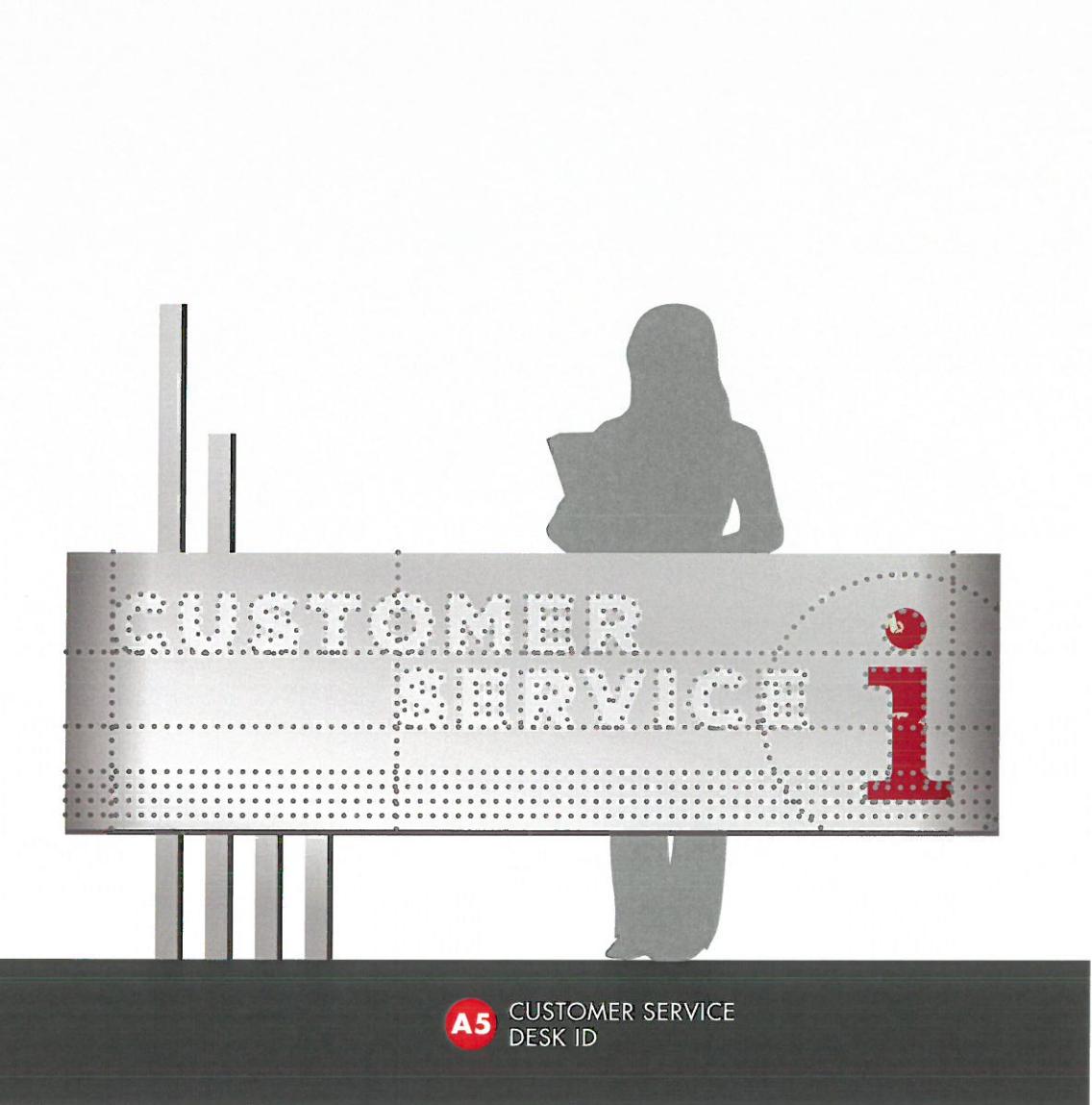
SIGNAGE & WAYFINDING



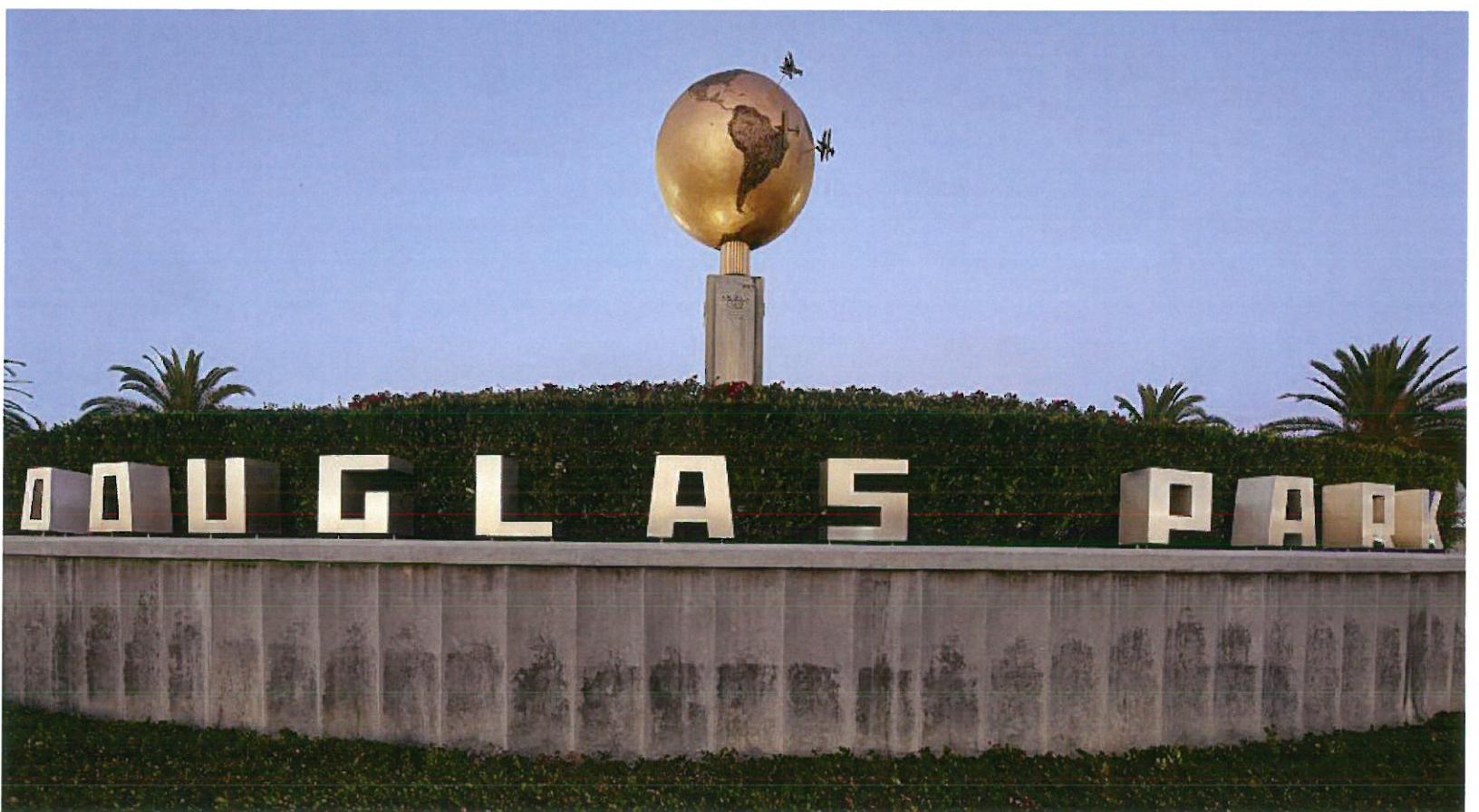




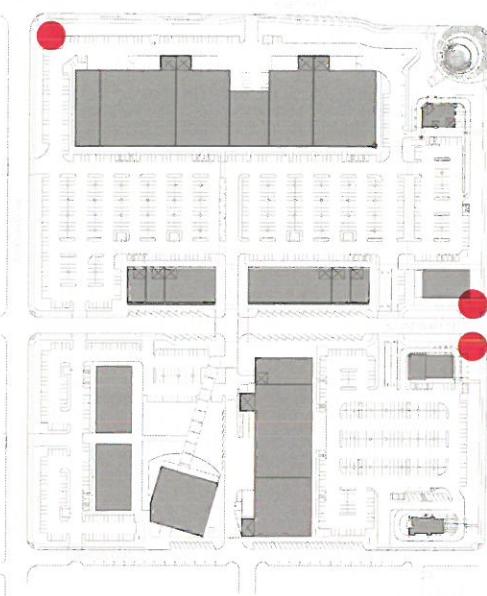




STREET SIGNAGE & GRAPHICS



KEY PLAN



SCALE: 3/8" = 1'

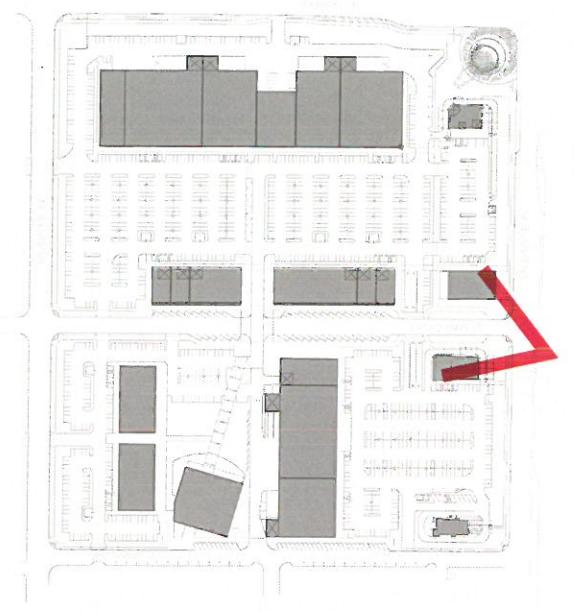


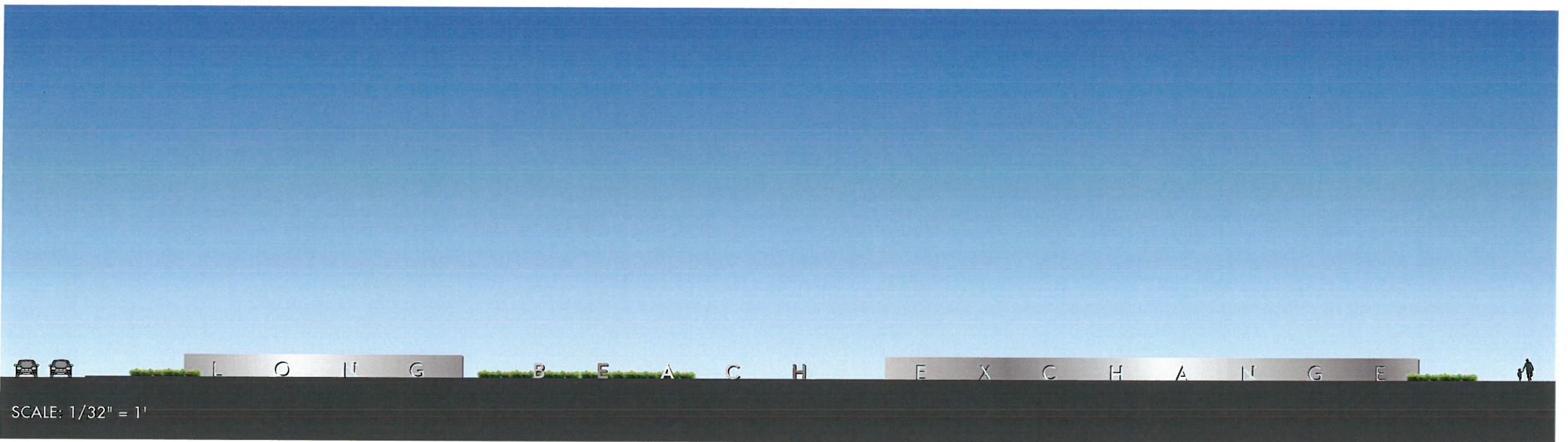
PROJECT
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PHASE
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TITLE
E2 - STREET GATEWAY

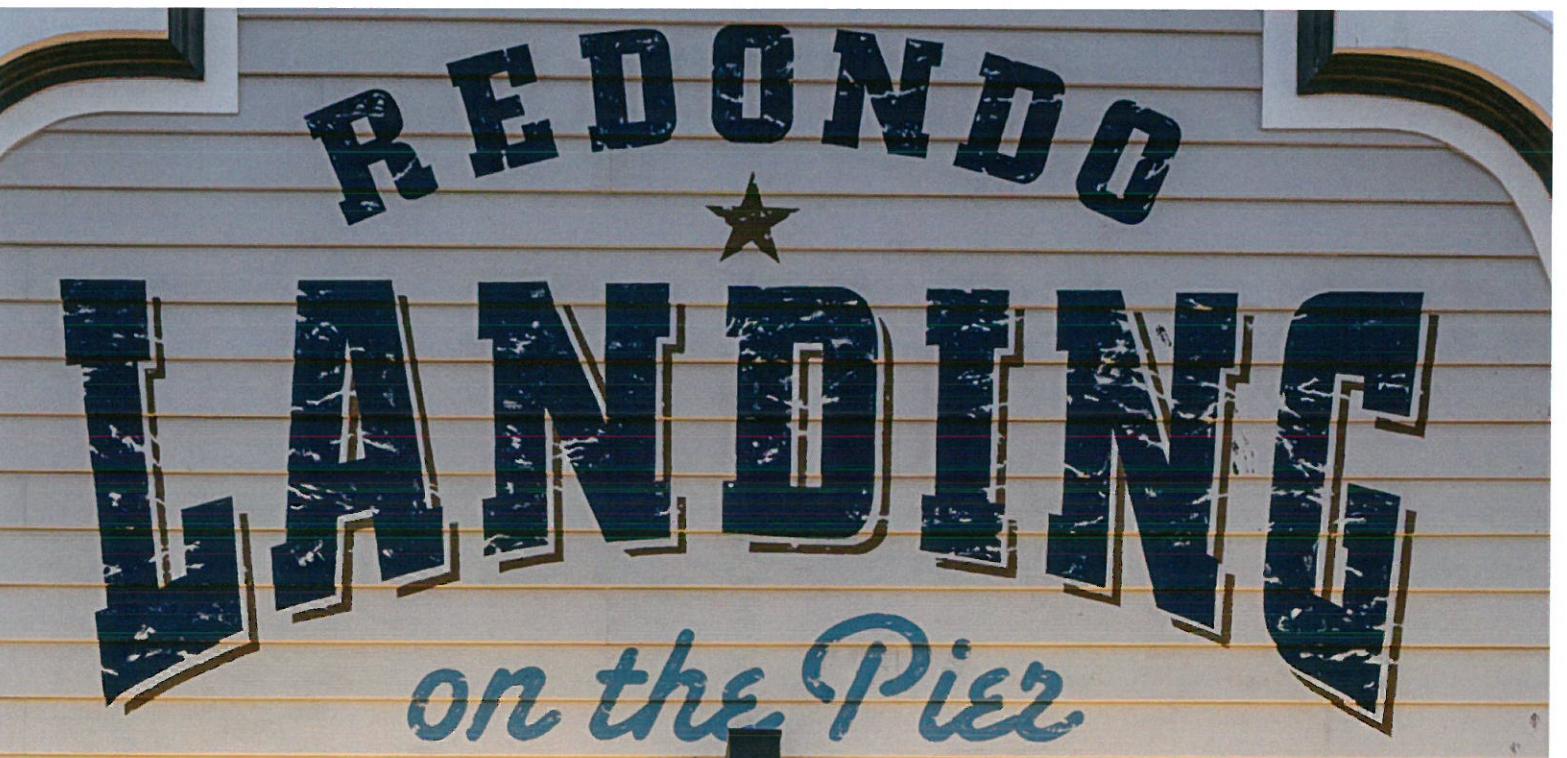
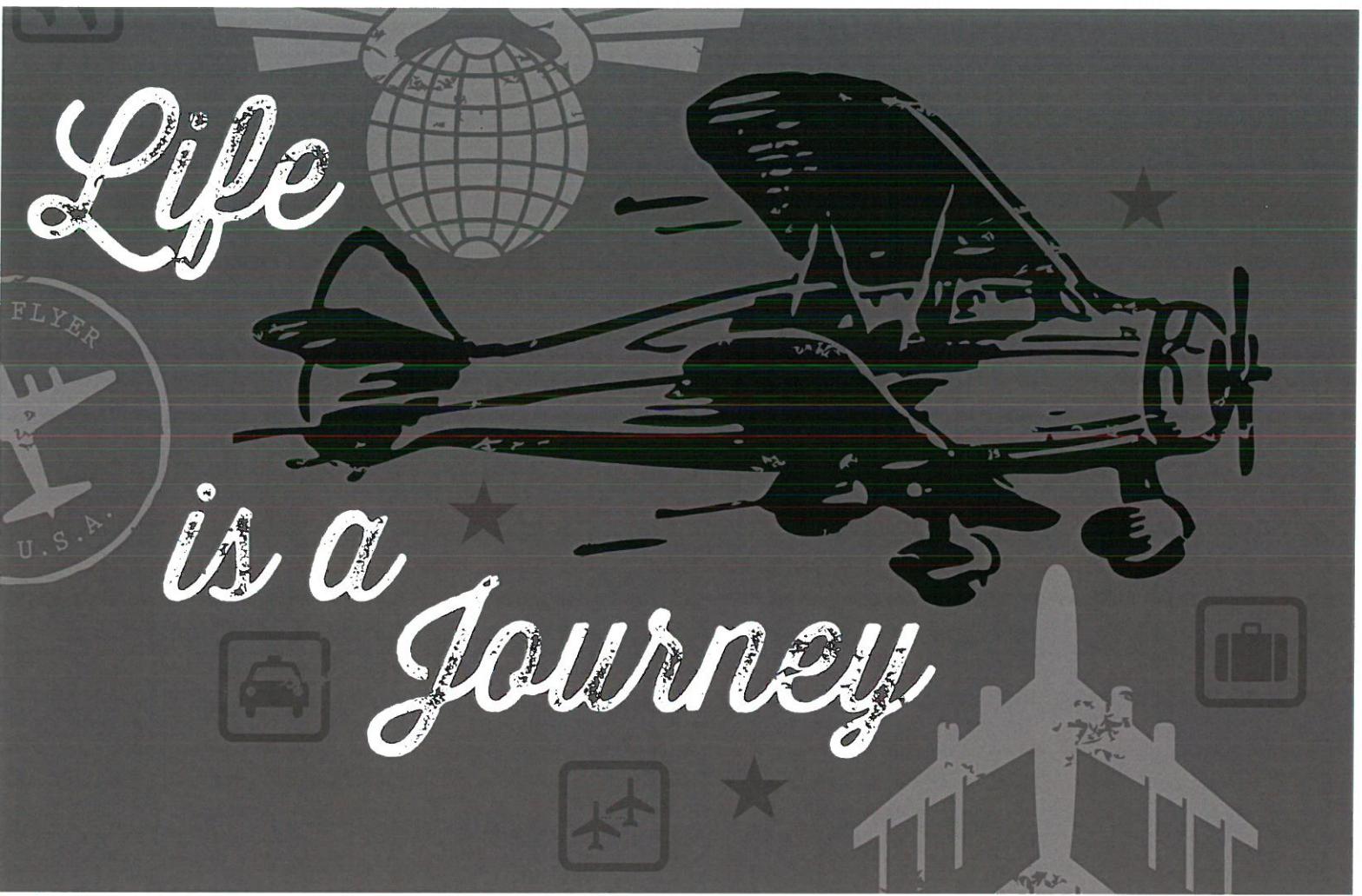
KEY PLAN







SITE AMENITIES



REFERENCE IMAGES



SELBERT
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DESIGN

PROJECT
LONG BEACH EXCHANGE
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PHASE
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20 JULY 2016

TITLE
A8 - HANGAR ID

KEY PLAN



REFERENCE IMAGES



SELBERT
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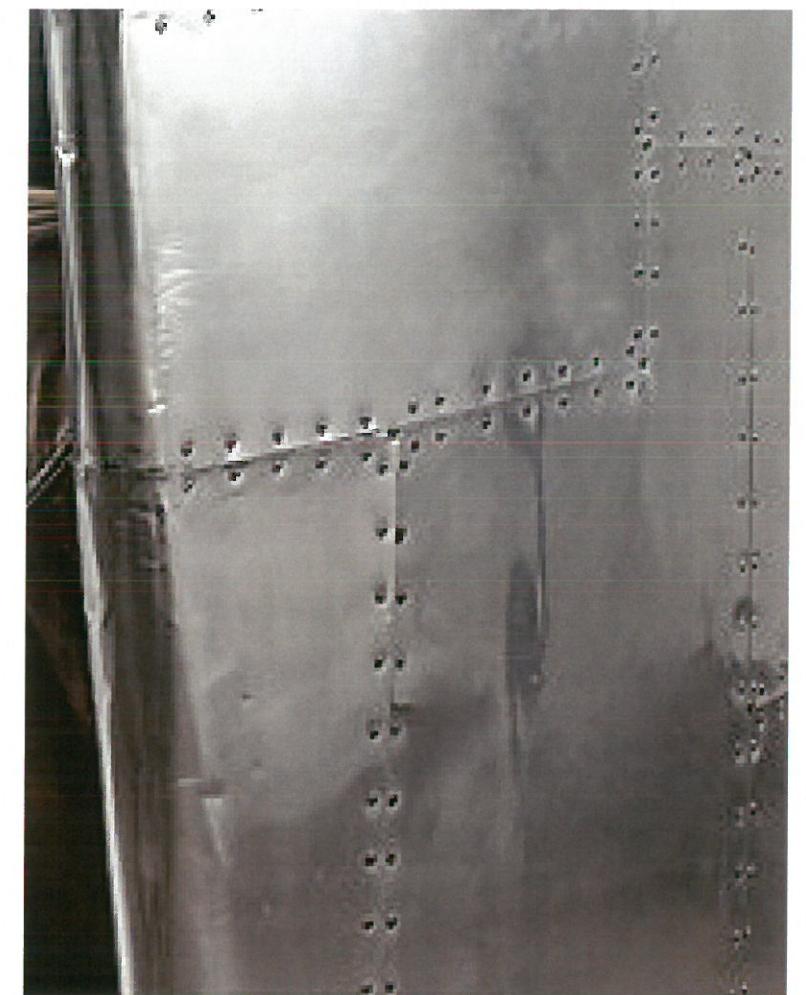
TITLE

E4 - BOH SUPERGRAPHICS

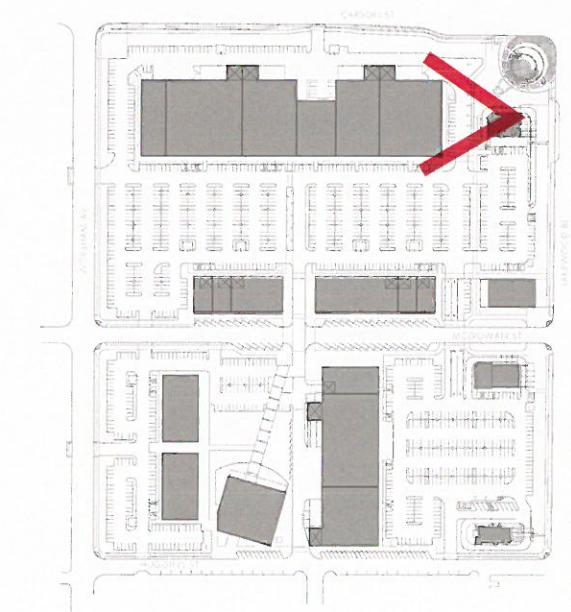
KEY PLAN



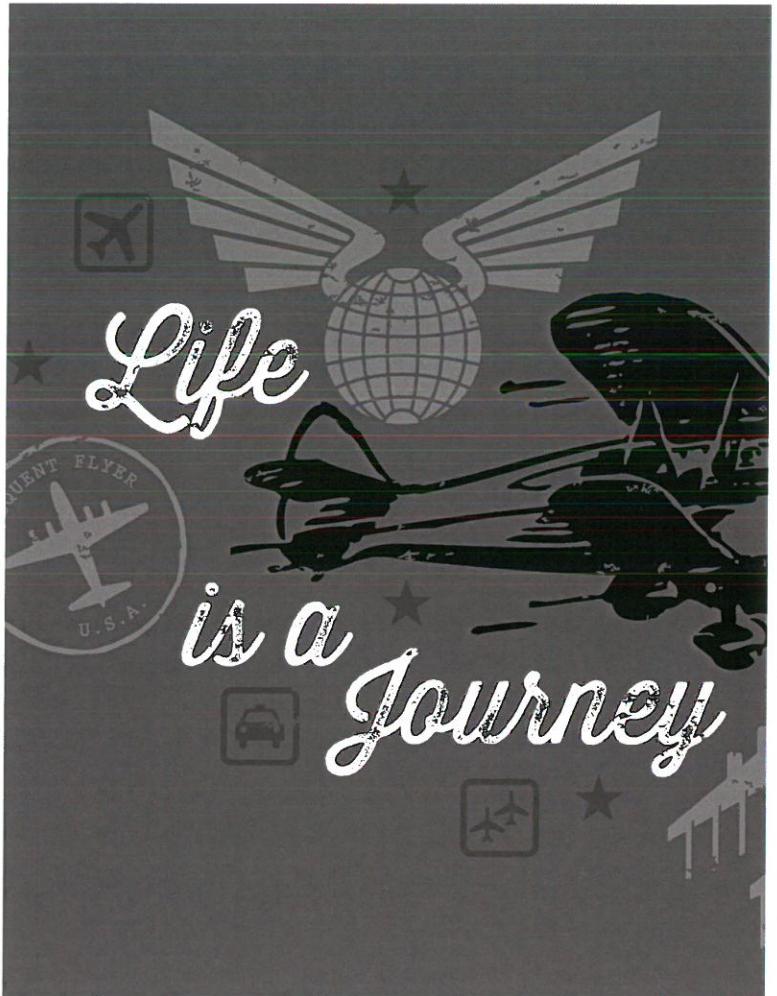
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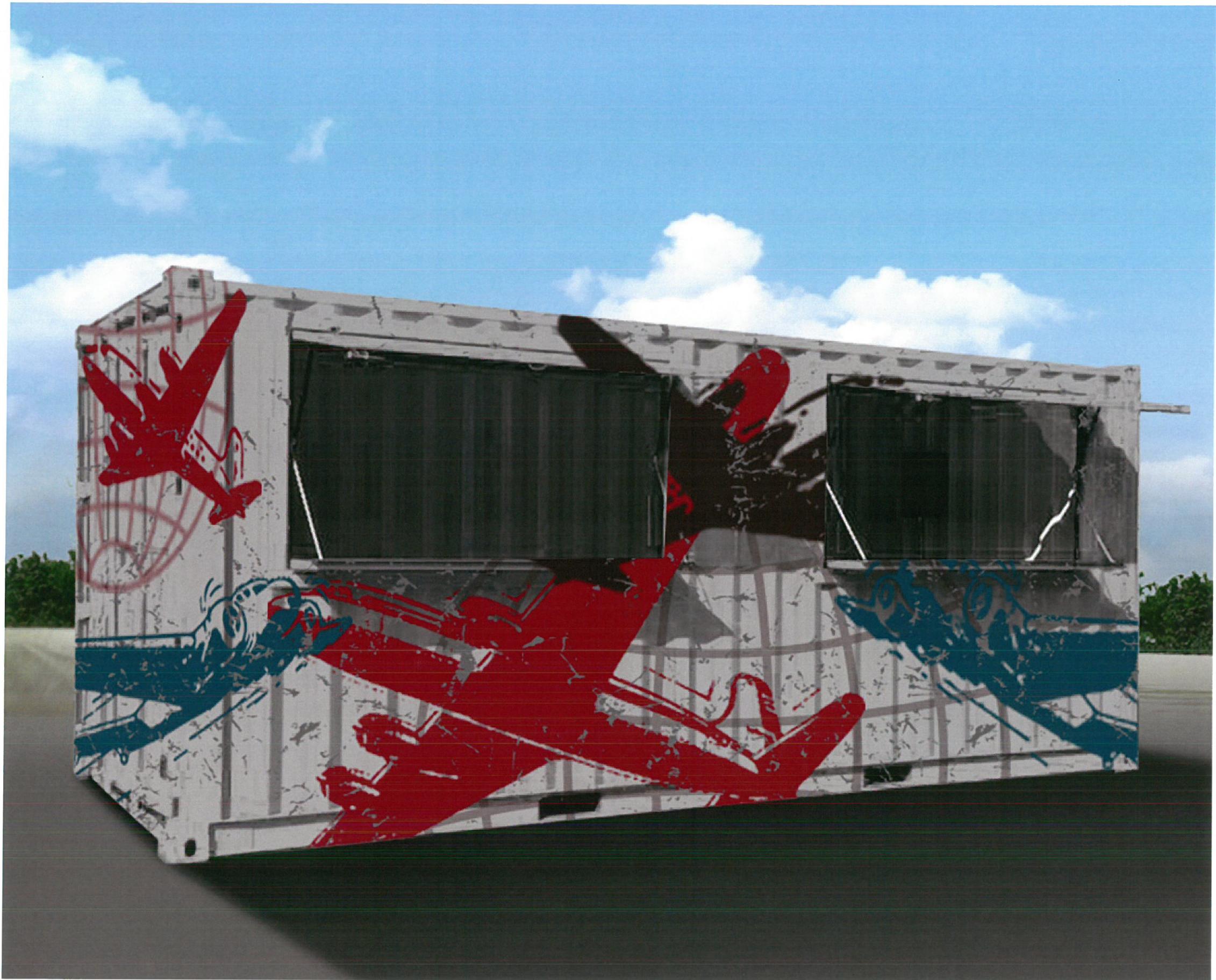
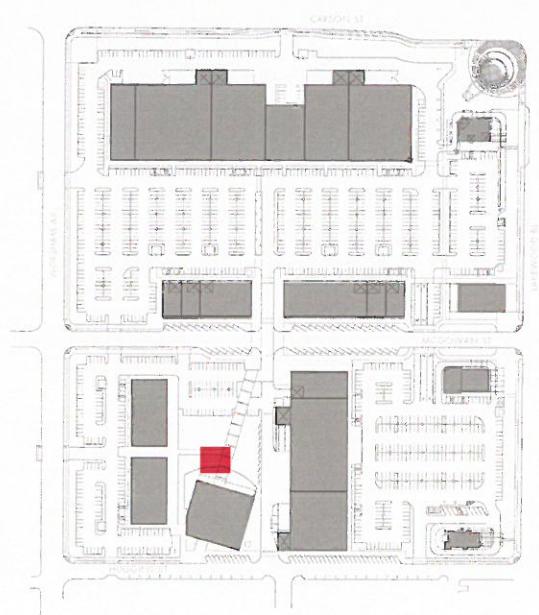
KEY PLAN



REFERENCE IMAGES



KEY PLAN





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PERKINS
DESIGN

PROJECT
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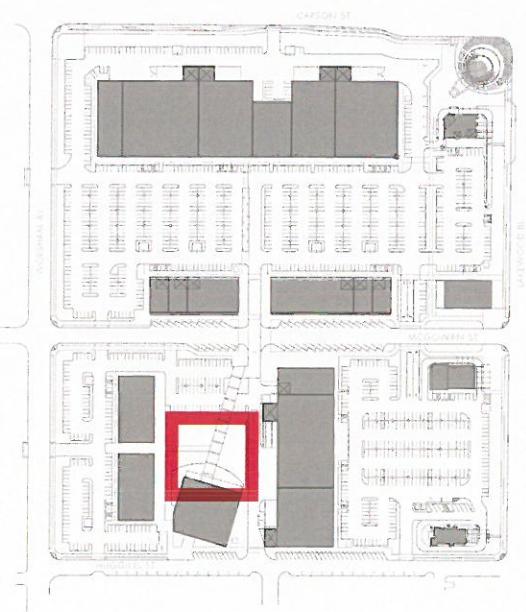
TITLE

E5 - LANDING STRIP TIMELINE - INGROUND OPTION **36**

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.

