

DECEMBER 18, 2014

## LOCA The Goat Blocks

Wayfinding / Signage / Placemaking Master Plan Workbook

OWNER

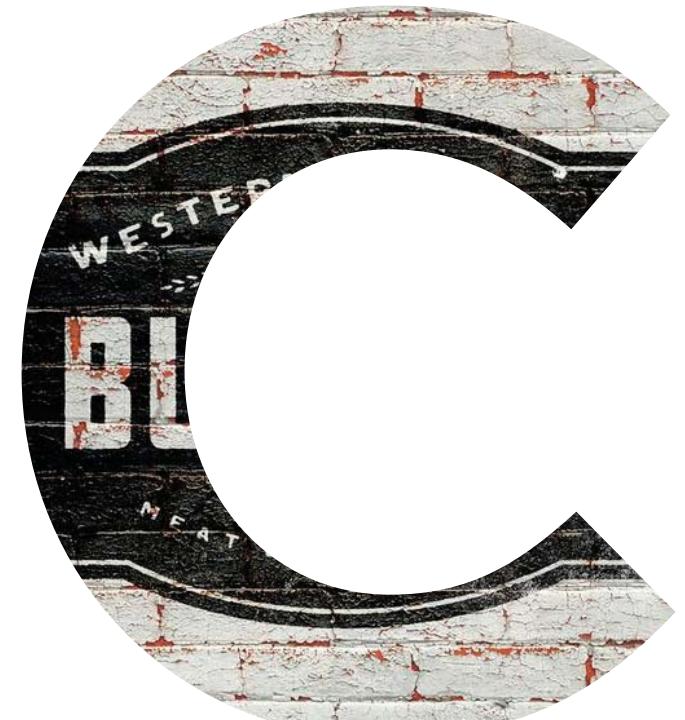
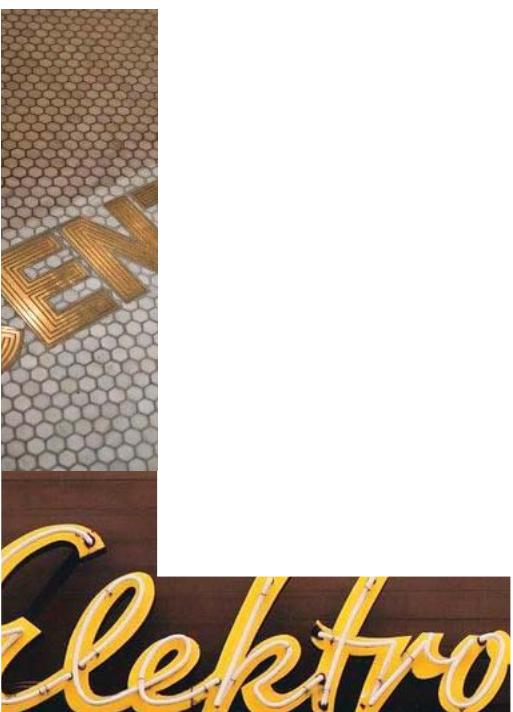
**Killian Pacific**

ARCHITECT

**Ankrom Moisan**

DESIGN CONSULTANT

**Mayer/Reed** | [mayerreed.com](http://mayerreed.com)



01	About This Workbook	PLACEMAKING GRAPHICS
SIGNAGE & GRAPHICS LOCATION PLANNING		
02	Site Plan, Signage & Graphics Locations	17 Placemaking, Goat Blocks Thematic Elements
03	North Building, North Elevation	18 Placemaking, Goat Blocks Thematic Elements
04	North Building, West Elevation	19 Placemaking, Goat Blocks Thematic Elements
05	North Building, South Elevation	20 Placemaking, Goat Blocks Thematic Elements
06	North Building, East Elevation	21 Placemaking, Sign Character Images
07	West Building, North, West, South & East Elevations	22 Placemaking, Sign Character Images
08	South Building, North Elevation	23 Placemaking, Sign Character Images
09	South Building, West Elevation	SITE ILLUSTRATIONS
10	South Building, South Elevation	24 Illustrative Site View, SE Belmont & SE 10th, Looking SE
11	South Building, East Elevation	25 Illustrative Site View, SE 11th, Looking W, South Building
12	East Building & Belmont Micro, North Elevation	26 Illustrative Site View, SE 11th, Looking W, North Building
13	East Building, West Elevation	27 Illustrative Site View, SE 11th, Looking SW
14	East Building, South Elevation	28 Illustrative Site View, SE 11th, Looking S
15	OEG Building, North & West Elevations	29 Illustrative Site View, SE 11th, Looking E
16	Tenant Storefront Signs, Design Character & Location Options	SIGN STUDIES
		30 Major Tenant Sign Studies, Orchard Supply Hardware
		31 Major Tenant Sign Studies, Market of Choice
		32 Parking Sign Studies, Directional and Garage Entries



This workbook explores opportunities for using signage, graphics and art to activate the streetscape and pedestrian area. It also explores ways to create a lived-in character that is compatible with the surrounding Eastside Industrial District and adjacent residential neighborhood. The following is a highlight of our discoveries.

Signage inspired by the industrial neighborhood (i.e. neon, painted facades, large scale typography, simple geometric shapes) should be implemented in an authentic and contemporary fashion.

Two large anchor tenant signs serve as beacons for the site.

A variety of sign styles helps superblock development to have the qualities of a district pieced together over time to create intimate spaces that are characteristic of a neighborhood business district with multiple property owners.

Graphics and art that celebrate the site and neighborhood provide an alternative to a heavily branded, monolithic development approach to site identity. An identity theme that can be built upon by the occupants allows for a variety of graphic interpretations and applications throughout the site.

## Site Plan

Signage & Graphics Locations

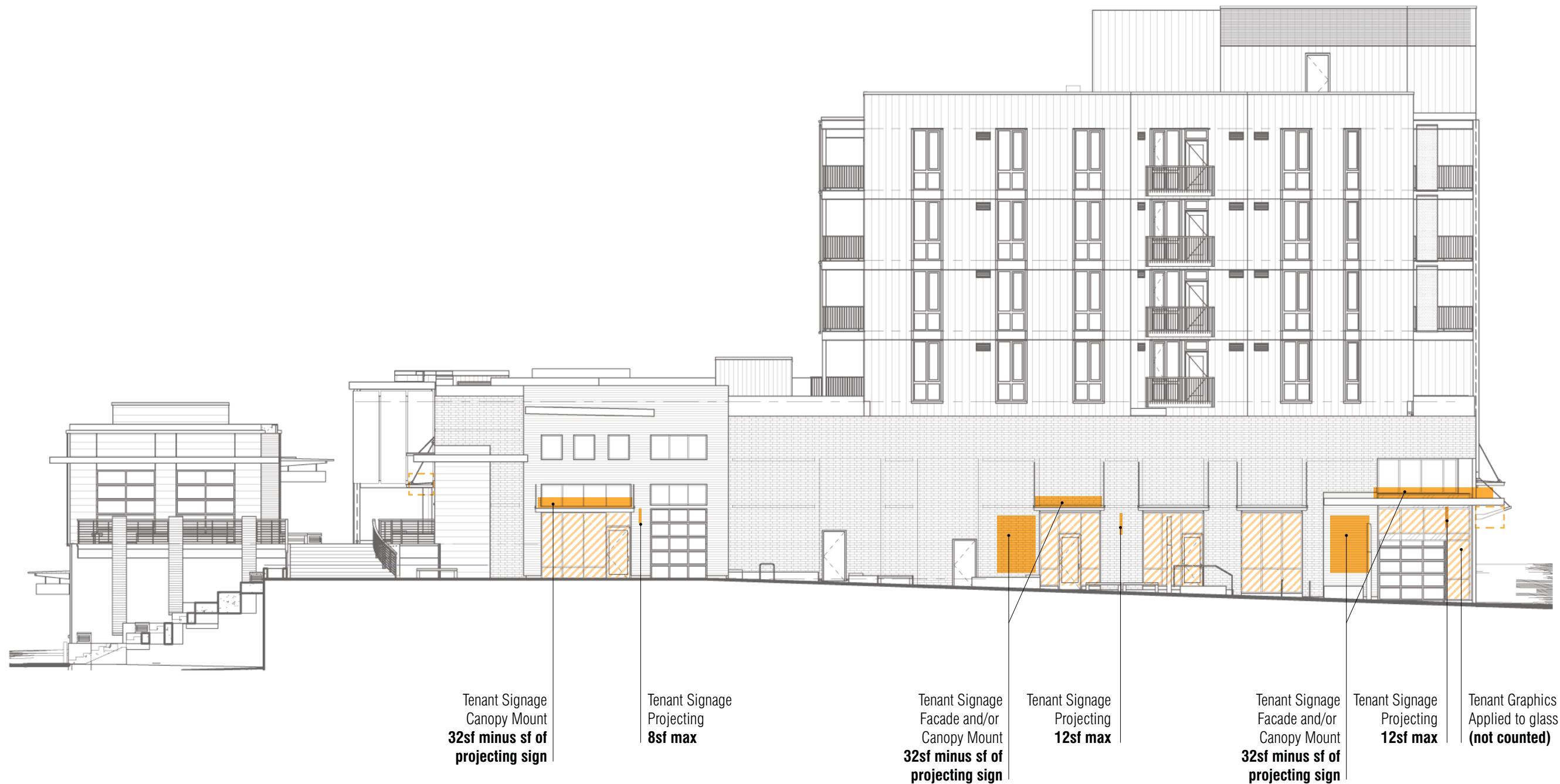




NORTH ELEVATION  
SCALE: 1/16" = 1'-0"



WEST ELEVATION  
SCALE: 1/16" = 1'-0"



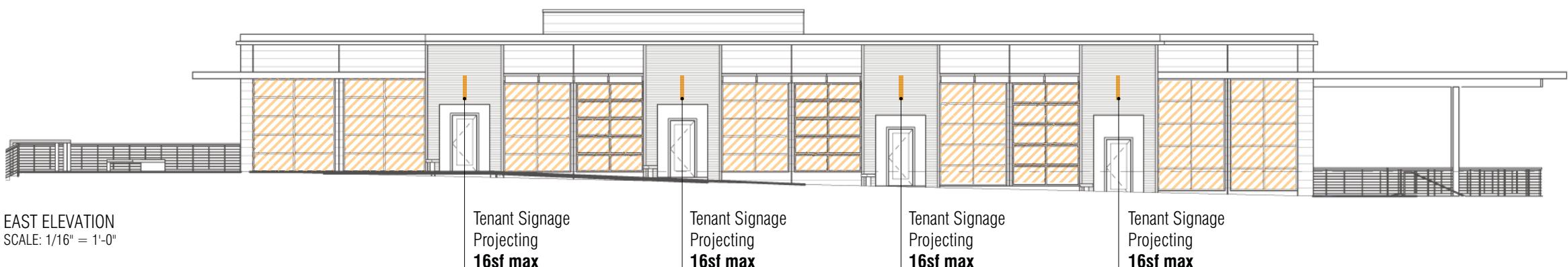
SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"



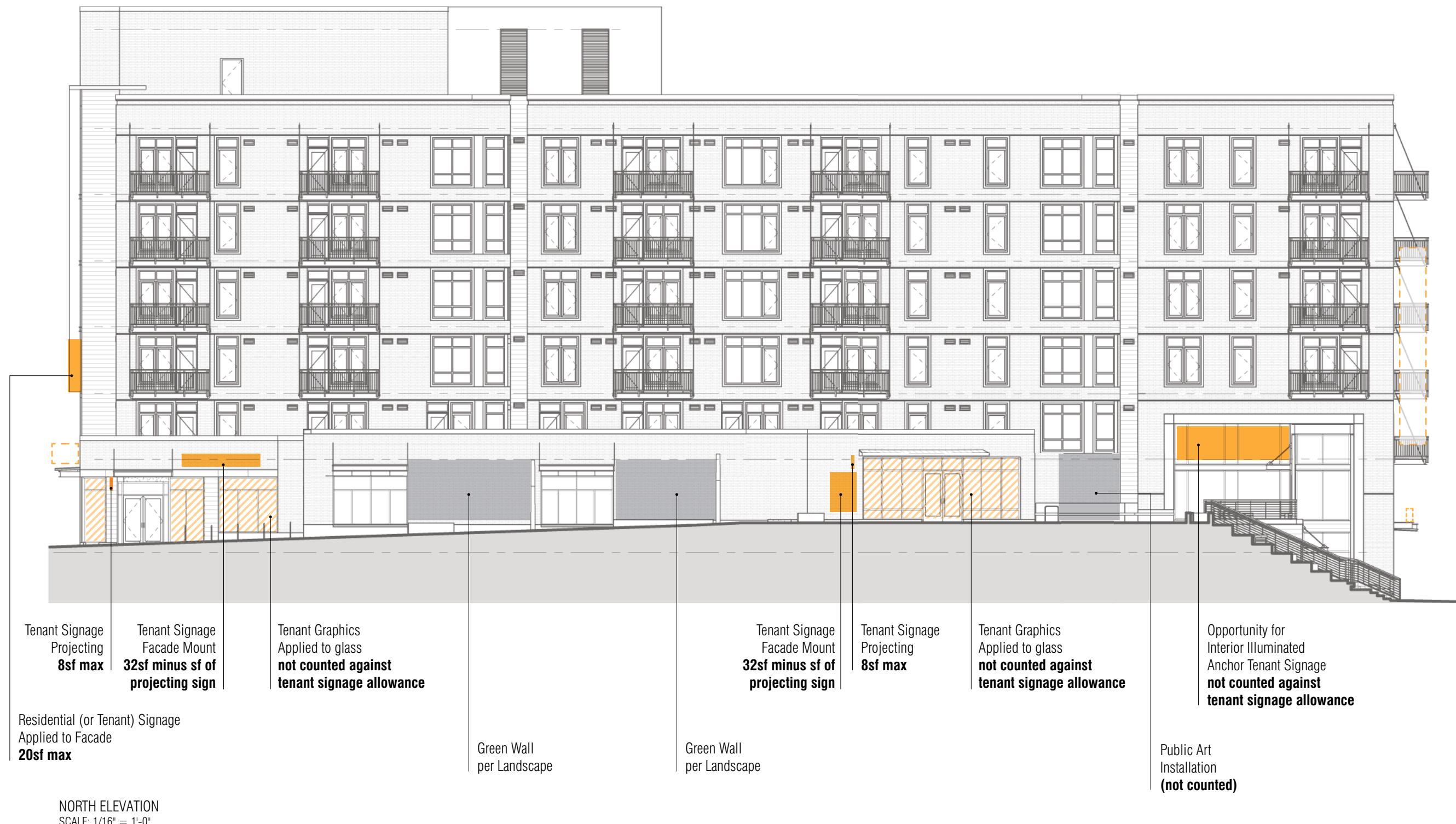
EAST ELEVATION  
SCALE: 1/16" = 1'-0"

## West Building

North, West, South & East Elevations



Tenant Signage  
Interior mount or  
Applied to Glass  
**not counted against  
tenant signage allowance**





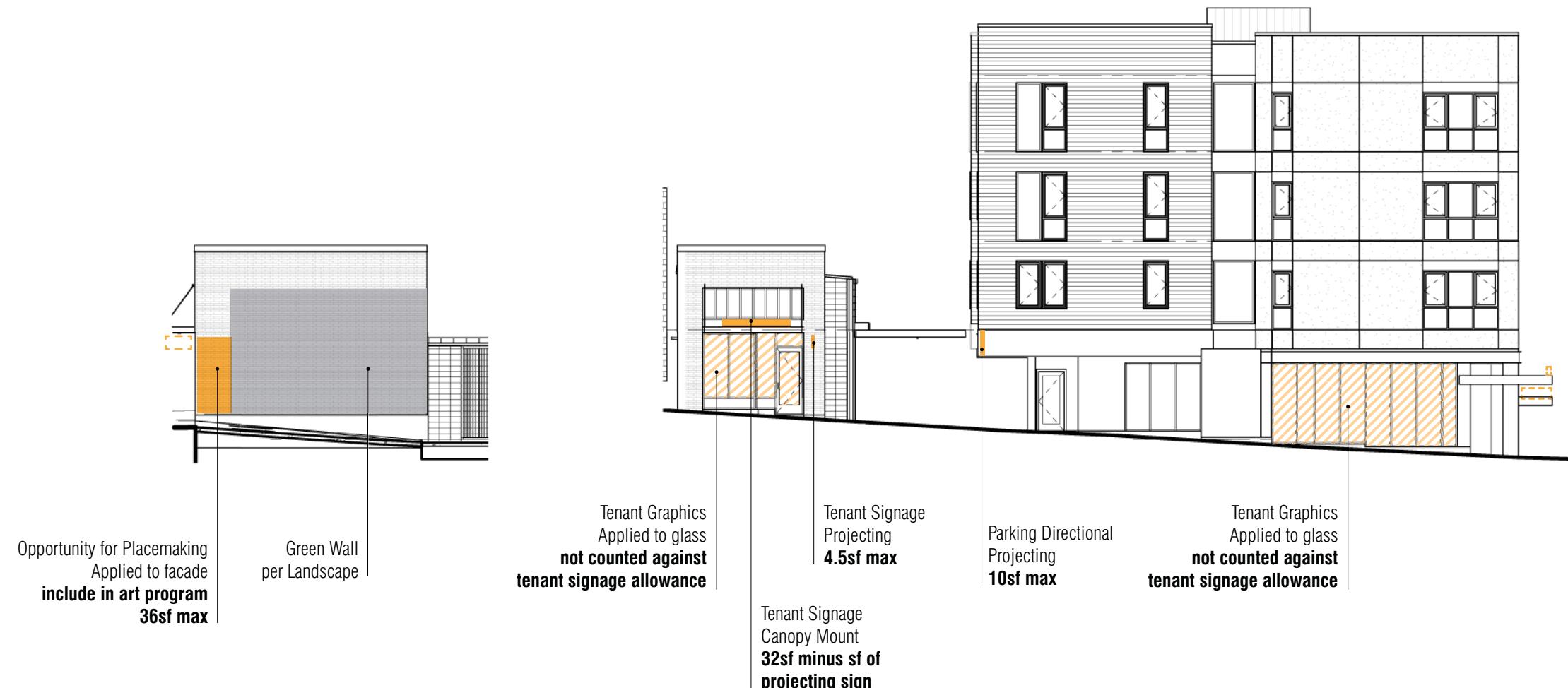
WEST ELEVATION  
SCALE: 1/16" = 1'-0"



SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"



EAST ELEVATION  
SCALE: 1/16" = 1'-0"

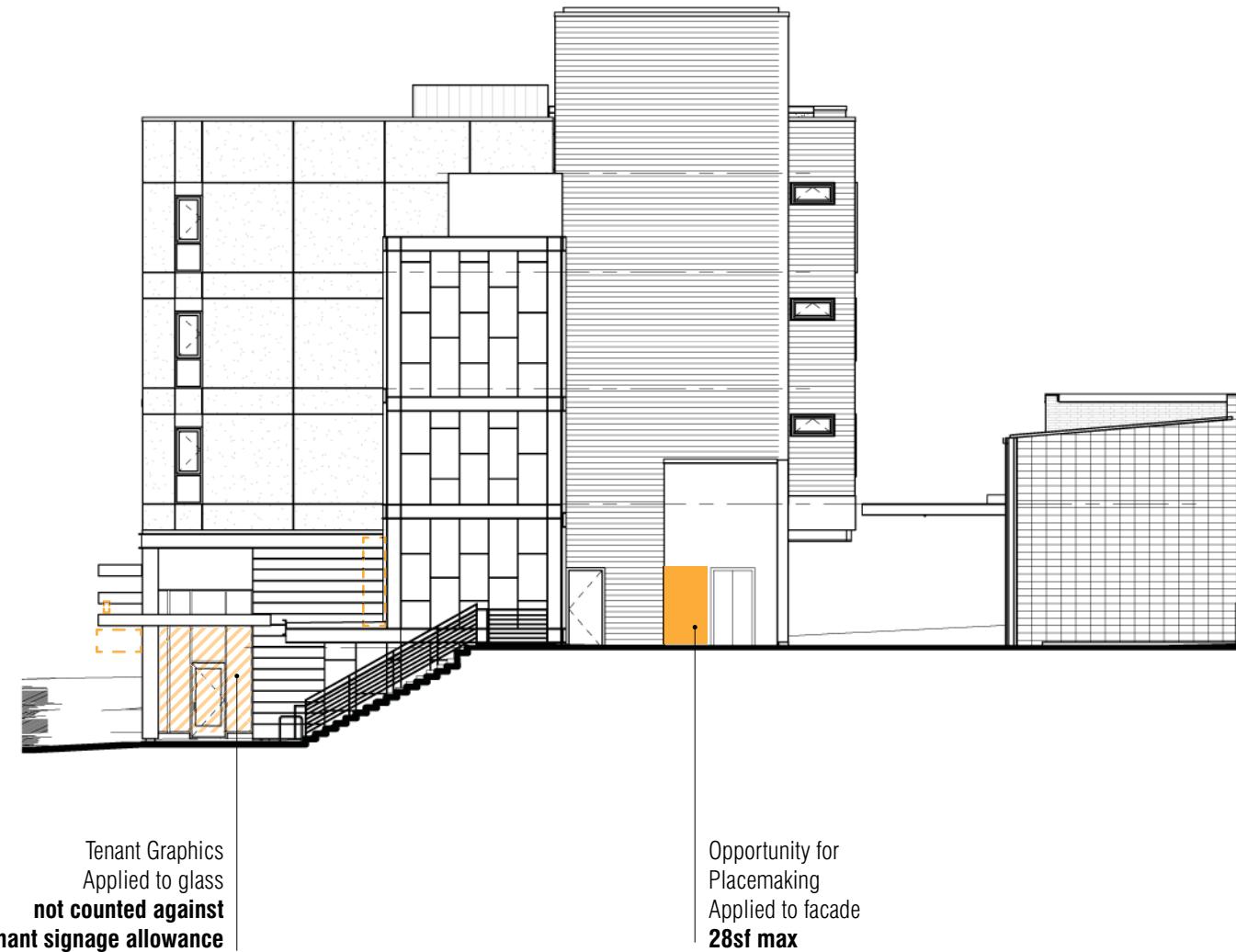


WEST ELEVATION  
SCALE: 1/16" = 1'-0"

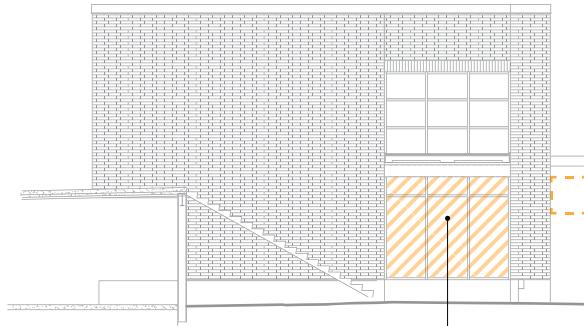
NORTH ELEVATION  
SCALE: 1/16" = 1'-0"



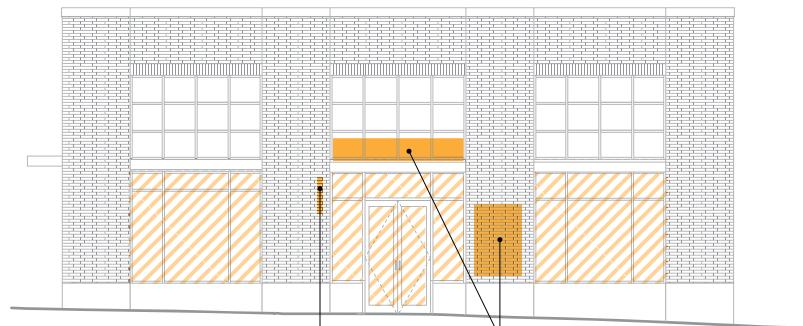
WEST ELEVATION  
SCALE: 1/16" = 1'-0"



SOUTH ELEVATION  
SCALE: 1/16" = 1'-0"



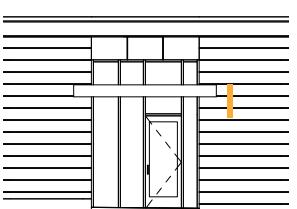
NORTH ELEVATION  
SCALE: 1/16" = 1'-0"



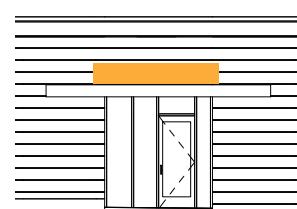
WEST ELEVATION  
SCALE: 1/16" = 1'-0"

Tenant Signage  
Projecting  
**9sf max**

Tenant Signage  
Facade and/or Canopy Mount  
**32sf minus sf of  
projecting sign**



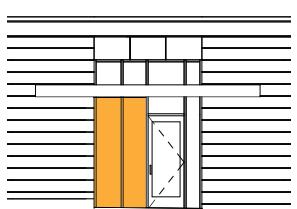
Tenant Signage  
Projecting (Blade) Sign  
Size Restricted to Code Allowance



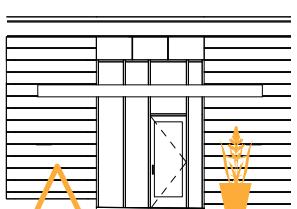
Tenant Signage  
Facade / Canopy Mount  
Size Restricted to Code Allowance



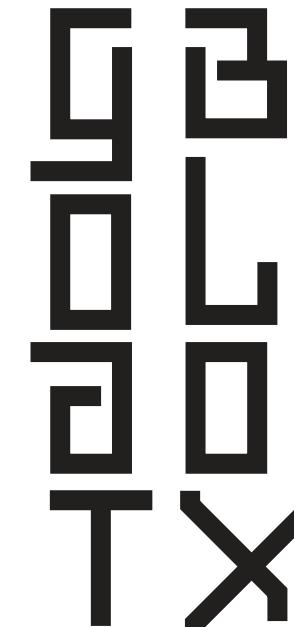
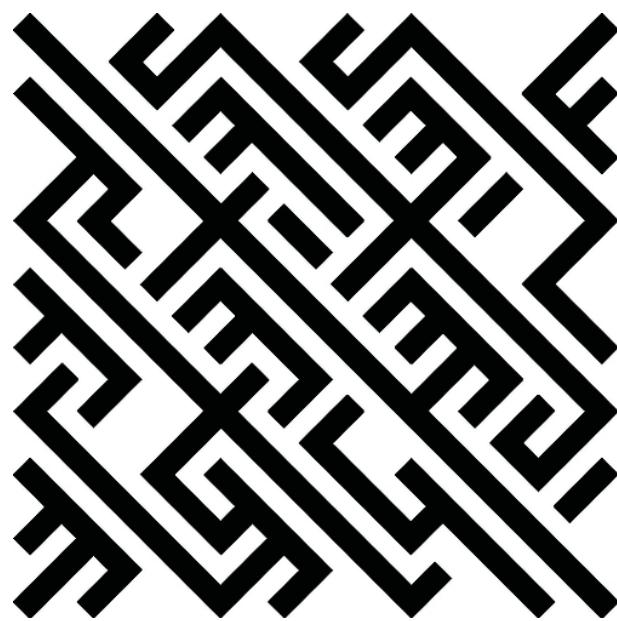
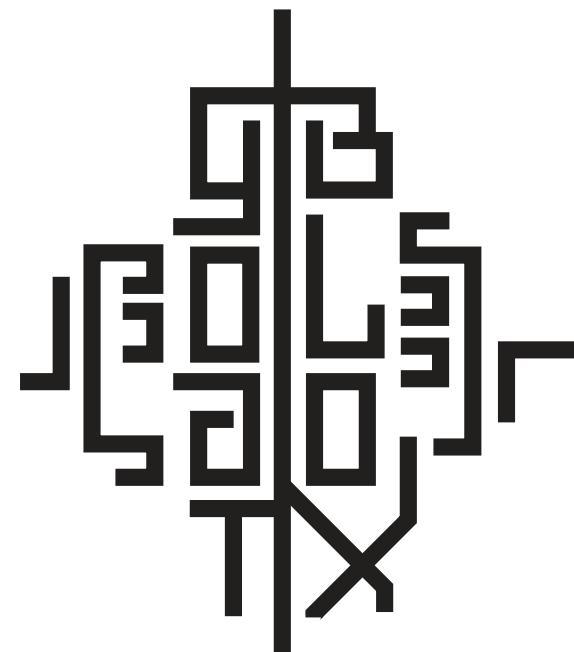
Tenant Graphics  
Applied to Facade  
Size Restricted to Code Allowance



Tenant Graphics  
Applied to Glass  
No Code Restrictions on Size



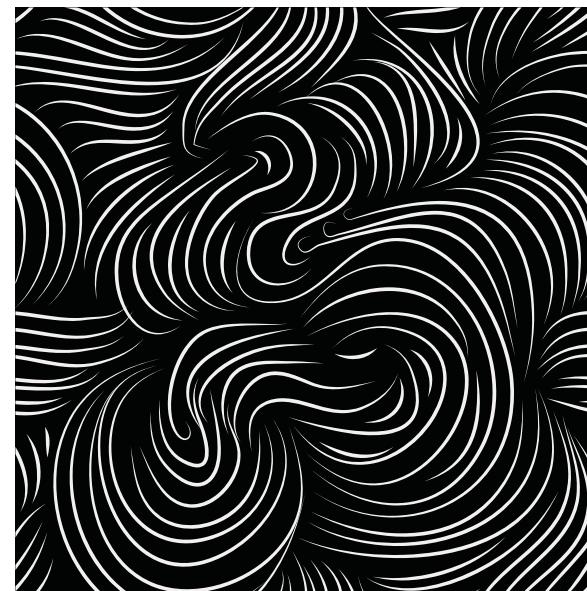
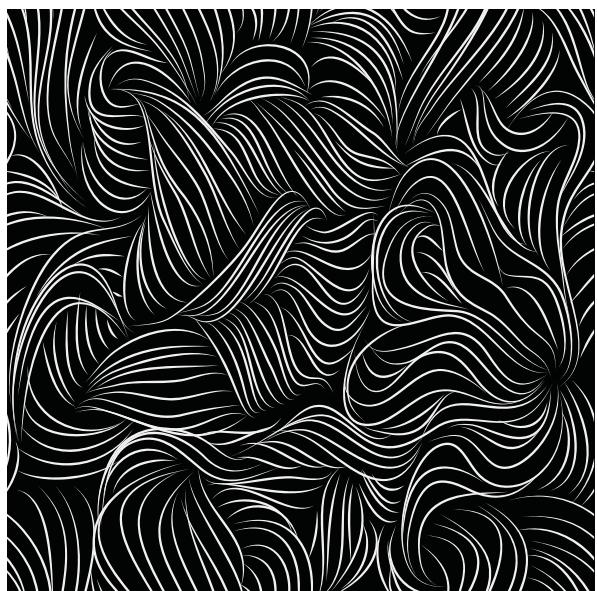
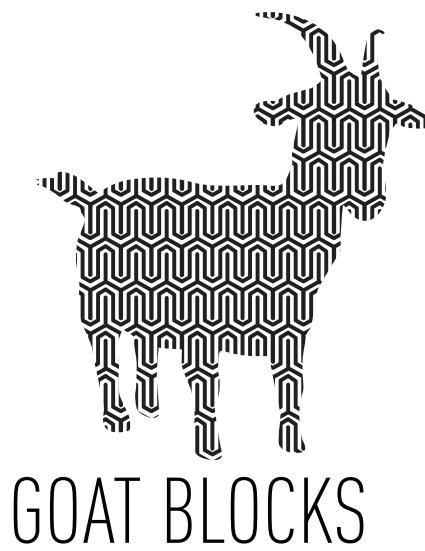
Tenant Storefront  
Sidewalk Signs (Code Restrictions on Size)  
and Furnishings (No Code Restrictions on Size)



These explorations show how pattern, typography and illustration can be used to build on the theme of the goat. The intent was to initiate a theme that could have multiple elements that spark the notion of place without a slick branding package. As tenants move in and sign their spaces, the concept can morph into multiple interpretations providing the envisioned authenticity of a neighborhood business district.

What is the recognition value of the name "Goat Blocks"? With the recent habitation of the goats, the name Goat Blocks provides a reference to the place. How does this name affect this place when the goats are moved to another block?

What is the value of the goats as an image? With goats used symbolically from children's books to cult reference, consideration should be taken to ensure that the perception of the goat image is a neutral and positive one.





G B  
O L  
A O  
T X

GOAT BLOX



**COFFEE  
SHOTS**  
*at the*  
**GOAT  
BLOX**

**ENJOY  
LOTS**  
at the  
**GOAT  
BLOX**

**PARKING  
SPOTS**  
*at the*  
**GOAT  
BLOX**

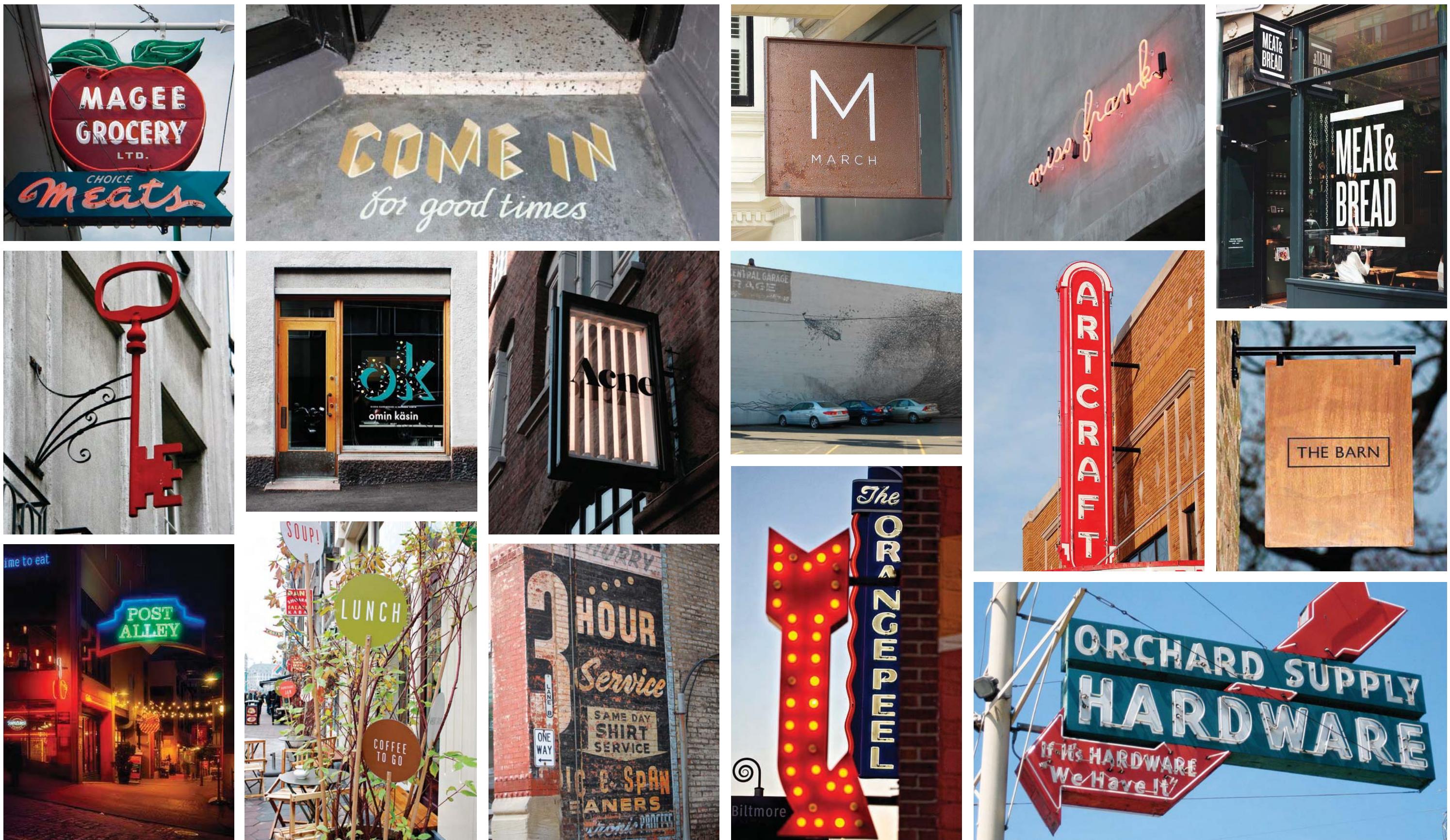
**FRIENDS  
FLOCK**  
*to the*  
**GOAT  
BLOX**

**TROT  
TOTS**  
*at the*  
**GOAT  
BLOX**

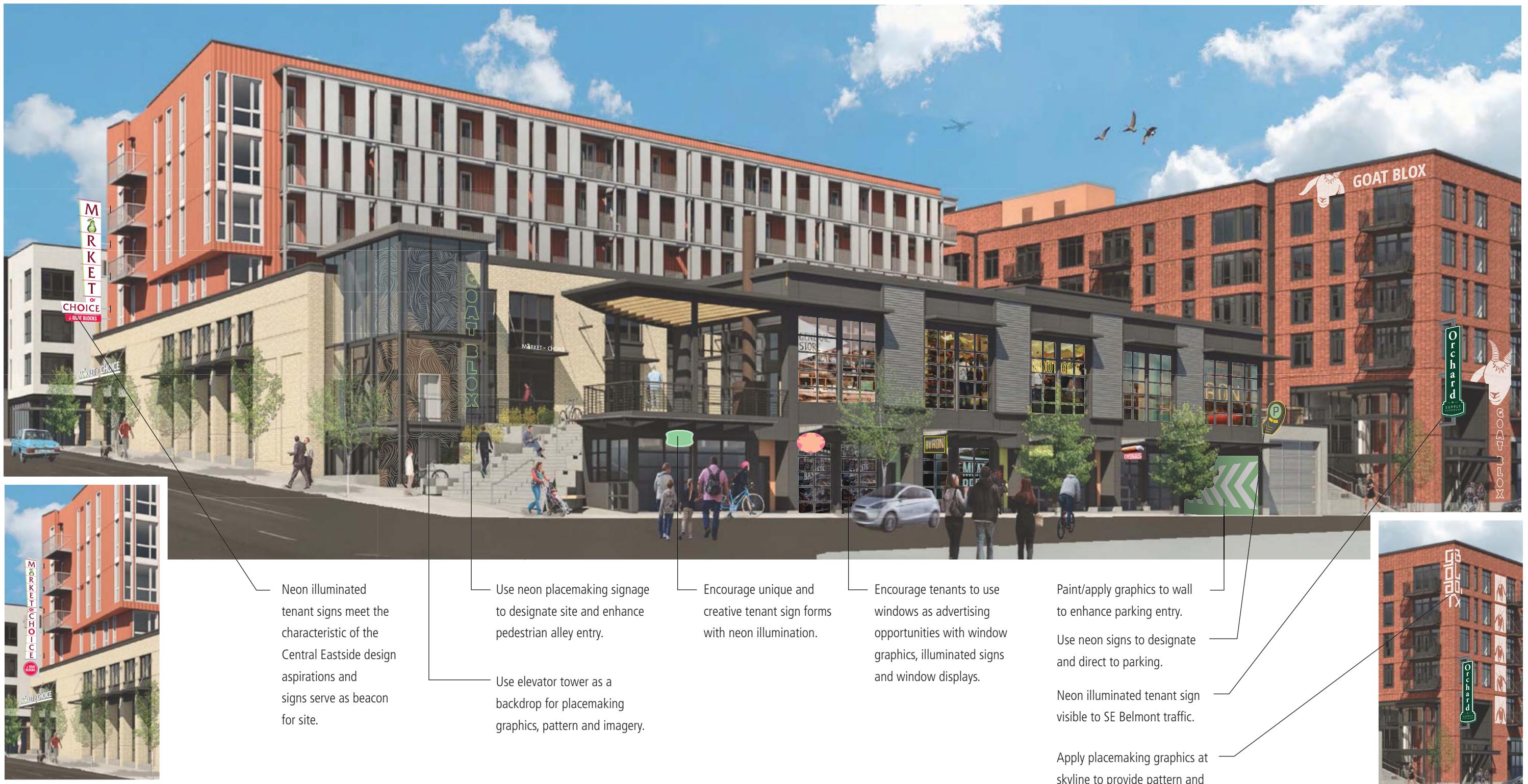
**TOTE  
FROCKS**  
*at the*  
**GOAT  
BLOX**

Aside from goat imagery, the use of playful and witty rhymes engage users of the space and provide a theme that can be built upon by tenants.











Activate storefronts with original placemaking artwork. The scale of the artwork should be successful at both pedestrian and vehicular perspectives.

Use interior window displays to advertise tenant(s) products.

Paint/apply placemaking graphics to building facade in the same fashion of the surrounding industrial buildings.

Activate residential entry with window graphics.

SE 11th Street is a major arterial through the development. The west side of the street is lined with unactivated storefronts that serve as back of house for the anchor tenant.

The width of the street and density of the buildings on either side of the street allow graphics and signage to be a similar scale for both pedestrians and motorists.



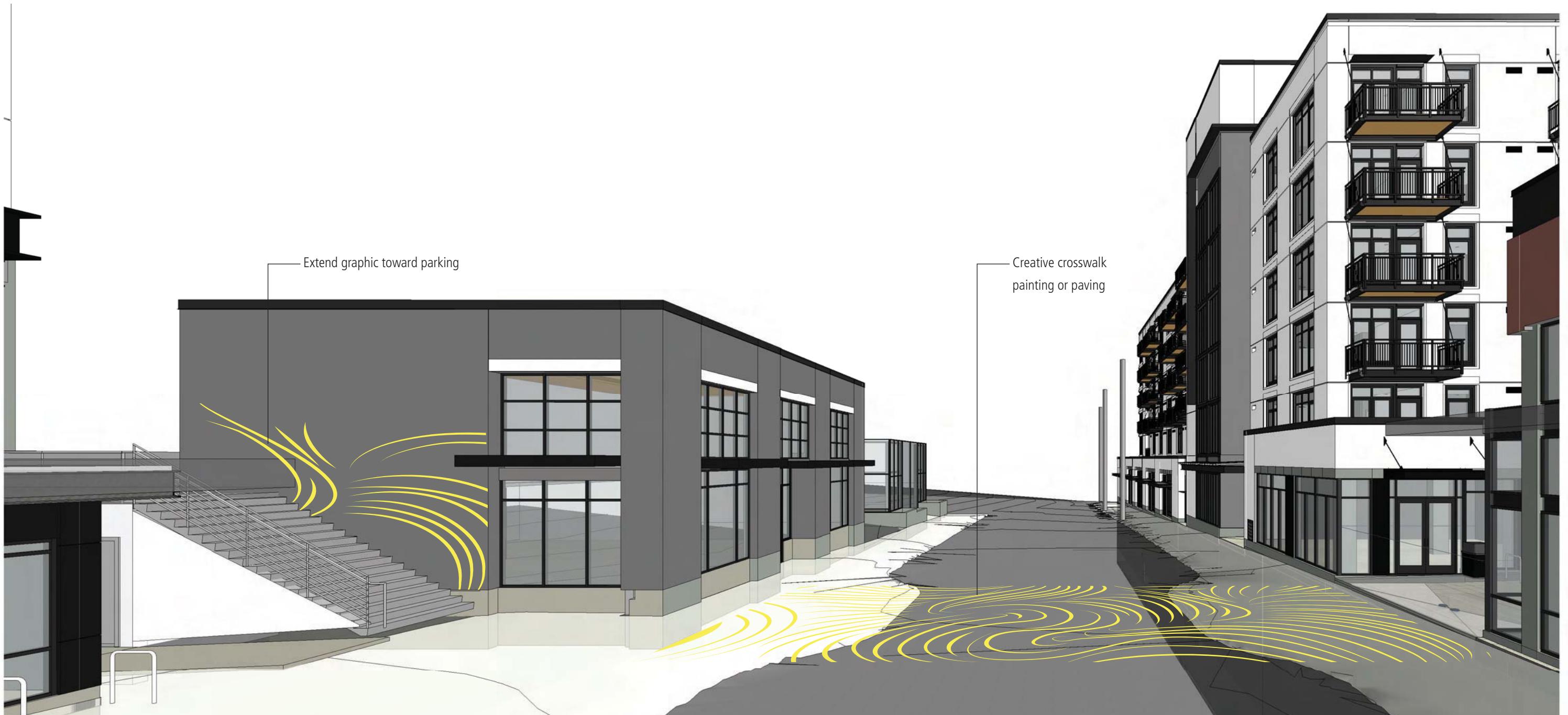


Unactivated storefronts: promote pedestrian activity with window graphics and displays.

Residential entry: light pedestrian traffic

Pedestrian alley entry: active storefronts and concentration of pedestrian traffic. Connect alley, retail and parking across street with graphic crosswalk.

Residential entry: light pedestrian traffic



Traffic along SE 11th Street is heavy with limited pedestrian access near this site.  
Use creative crosswalks to make it stand out and to visually connect both sides of  
the street.



Canopy mount



Projecting



Window Graphic

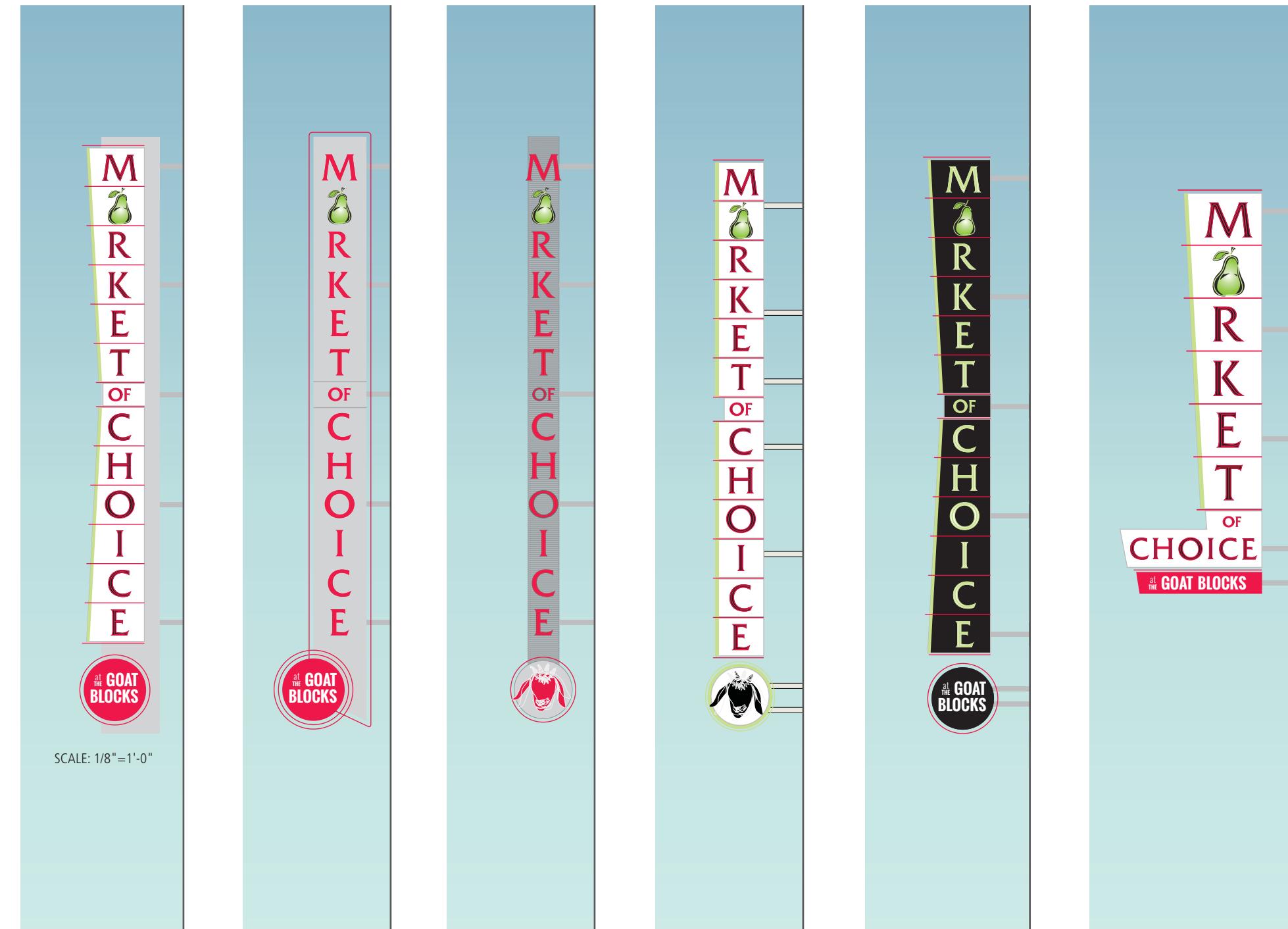
Activate residential entry with window graphics/pattern, bold numerical typography and simple geometric shapes.



SCALE: 1/4"=1'-0"



## MARKET OF CHOICE



Neon signage design for the site should not mimic retro signs, but instead use those qualities in a contemporary, authentic design.

