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BRANDING & SIGNAGE



BART BIKE STATIONS



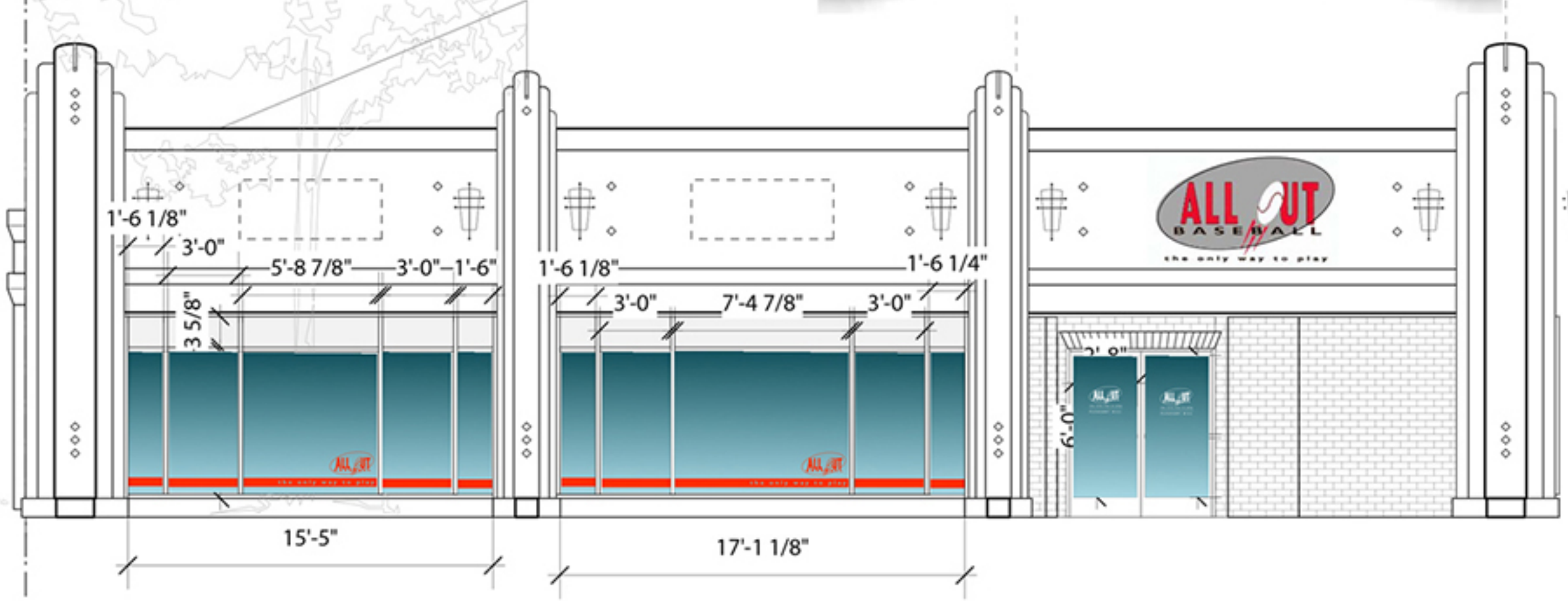
BRANDING AND SUPER GRAPHICS



ALL
OUT
BASEBALL



pleasant hill & santa clara



PRESENTATION BOOK DESIGN / MURAL ART

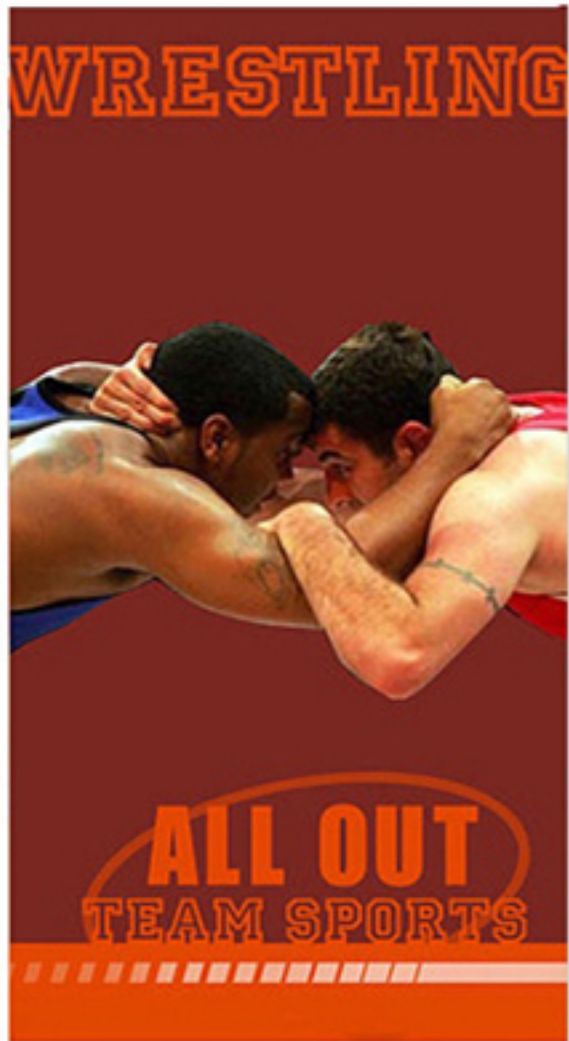


ENTRY FEATURE

- Mills signature exterior vocabulary
- Landmark scale
- Maximum impact, minimum cost
- Sponsorship opportunities



DATE: 10/31/02	PROJECT # 2014	ST. LOUIS MILLS
SCALE: 1/4" = 1'	DRAWING TITLE: CONCEPT DESIGN PRESENTATION	
PROJECT PREPARED BY: RPBANG		
DRAWING NUMBER: 04		



SIGNAGE & ENVIRONMENTAL GRAPHICS

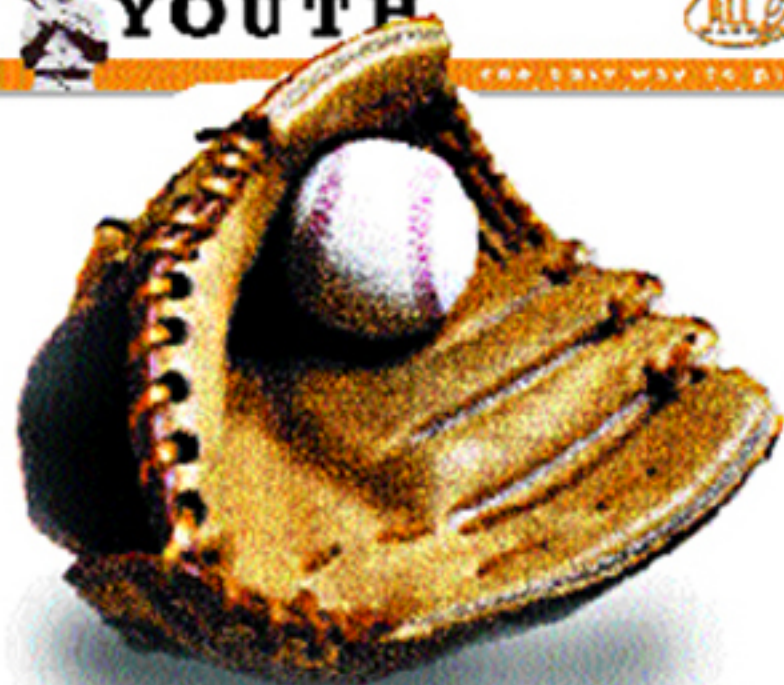
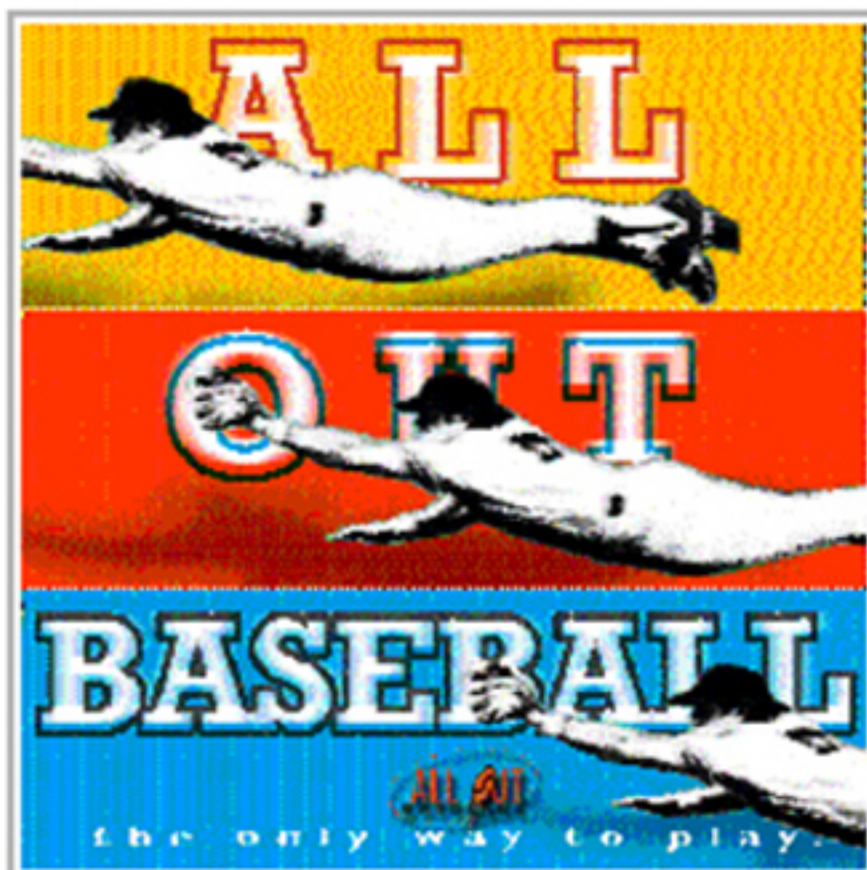


OUTDOOR





retail programs



SIGNAGE & ENVIRONMENTAL GRAPHICS



URBAN PLANNING



Plugging in Smart Planning Principles

Parking

- Ideally, locate parking behind buildings or in garages
- use side parking areas as a second choice placement option
- avoid positioning parking lots in front of buildings
- with on-street parking, use slanted spaces and corner bump-outs where possible
- the strategy of reducing parking requirements often allows new business to spring up — helping to revitalize derelict neighborhoods

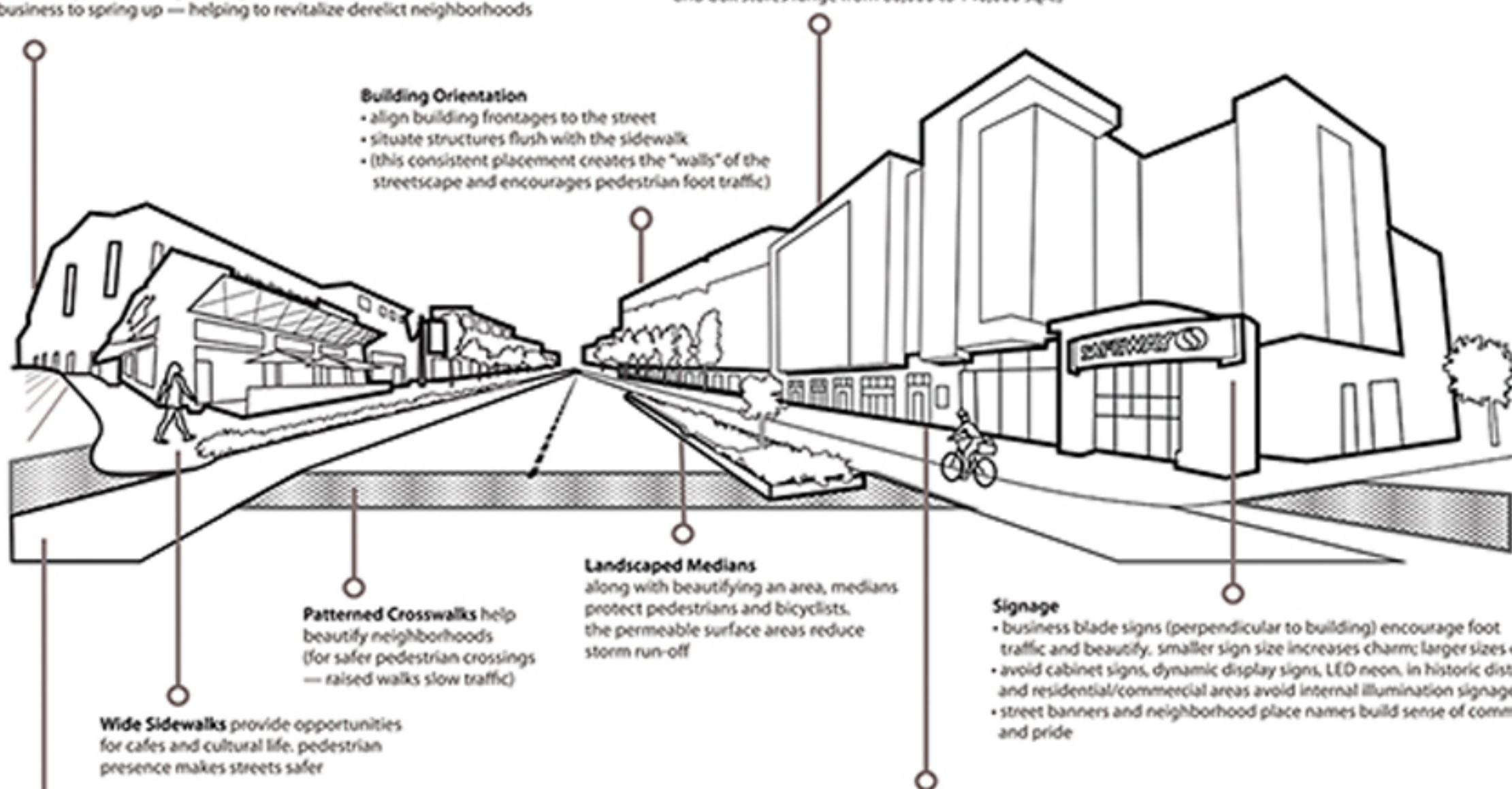
Vertical Mixed-Use Buildings (shops, eateries and services on the ground floor and housing above)

this powerful planning tool helps remedy multiple corridor issues because it transforms areas of boulevard blight into walkable neighborhoods. the projects can improve neighborhood safety, provide housing, bring municipalities larger tax revenues, help calm traffic, beautify, and increase area cultural amenities.

- some cities allow developers higher housing density allotments in exchange for additional affordable units
- successful projects rely on developer expertise, an existing retail corridor, and sustainable retail market rents
- in some areas, offering multiple small retail and cafe spaces can help grow local cottage industries
- box stores and other large commercial businesses can be integrated seamlessly via large mixed-use commercial locations sited on major cross-streets. (grocers typically average about 30,000 sqft, drugstores about 15,000 sqft, and box stores range from 60,000 to 140,000 sqft.)

Building Orientation

- align building frontages to the street
- situate structures flush with the sidewalk
- (this consistent placement creates the "walls" of the streetscape and encourages pedestrian foot traffic)



Complete streets offer a place for walking, cycling and transit

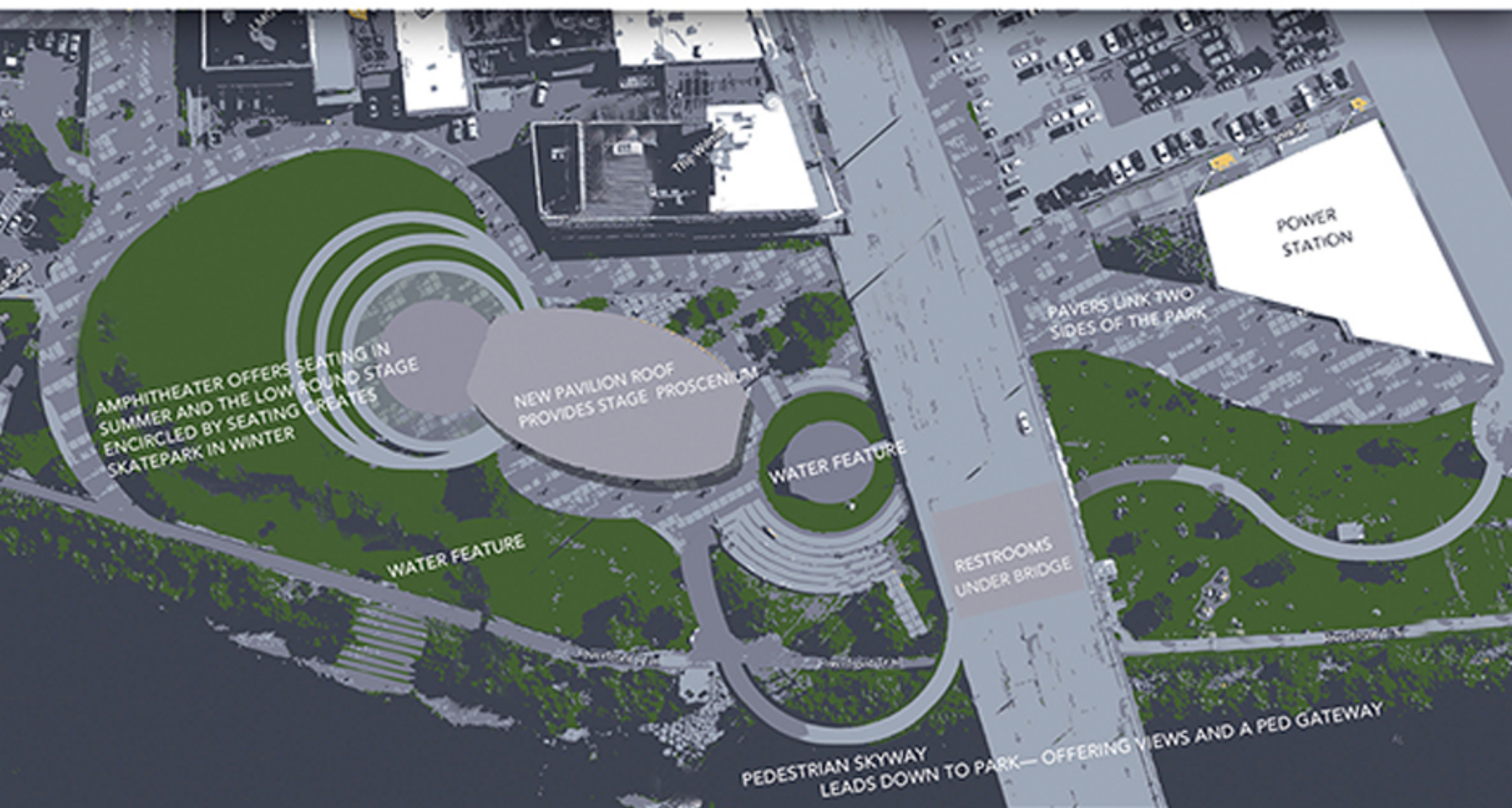
- narrower street widths, on-street parking, and street trees help reduce traffic speed and create a safer, attractive environment
- additional places to gather / civic spaces: plazas, pocket parks, squares, greenways and porches host daily interaction / public life
- walkability = most day-to-day needs are met within a 10 minute walk from home and work
- blocks under 500 feet long are pedestrian-friendly and provide a variety of routes for vehicles

Architectural Standards — building form plays a key role in establishing the character of a district

many cities and towns develop a set of standards, guidelines, and code to protect their community from inappropriate development. these planning strategies work to create a positive result:

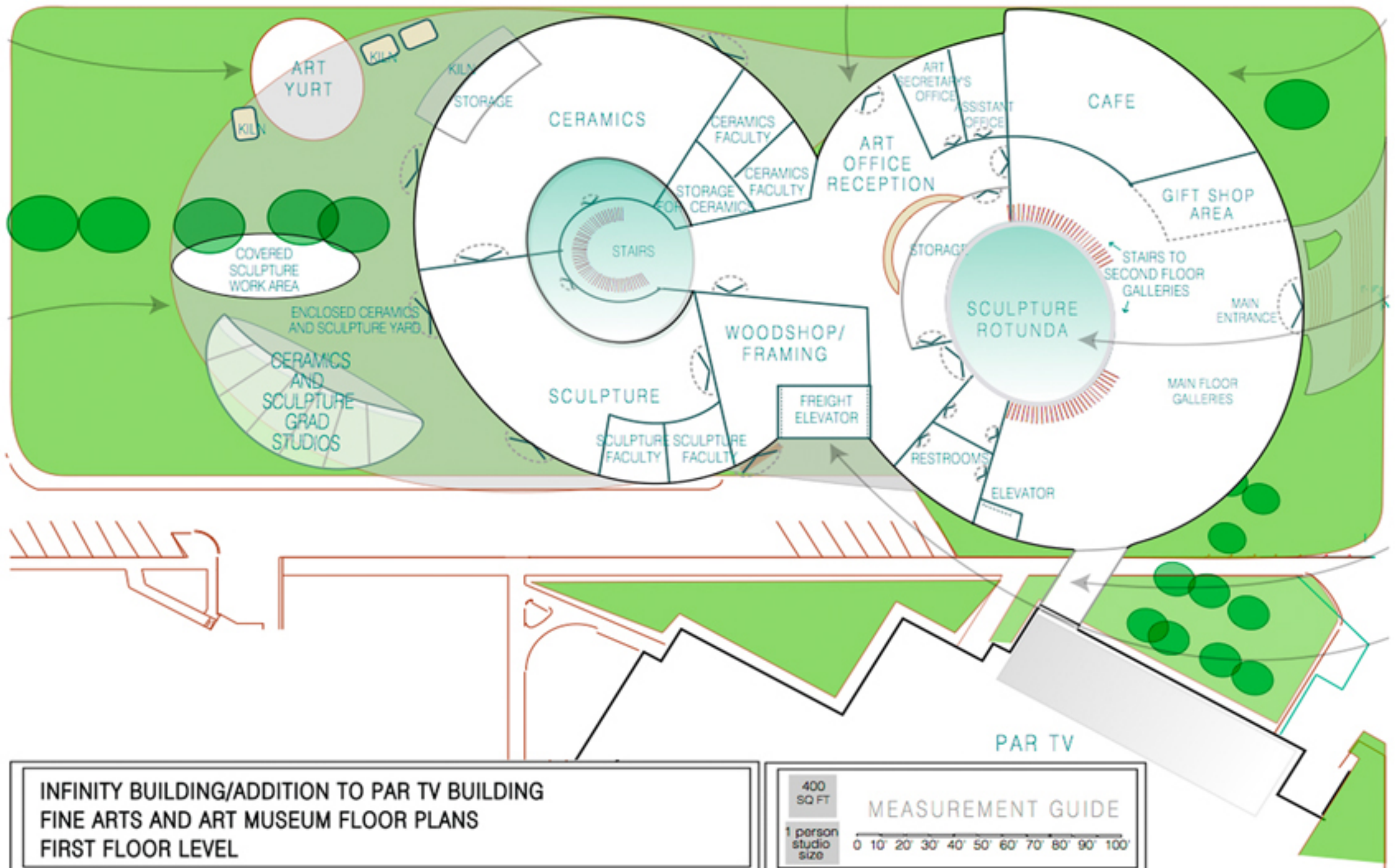
- liner buildings — smaller buildings that sit next to the sidewalk help block the unattractiveness and gaps created by large parking lots, angled block plan layouts, and bulky box-store architecture
- blank walls on street level can make areas less safe, and they discourage foot traffic
- building heights limited to five stories in commercial/residential mixed areas (with setbacks and articulation above ground floor) mitigate canyon effect and ice in winter
- landscaping — tree planting and landscaping make public realm appealing, attract business investment, and improve quality of life

ARCHITECTURAL DESIGN & URBAN PLANNING



DESIGN, BLOCK PLAN, AND RENDERING

ARCHITECTURAL CONCEPT DEVELOPMENT



MARKETING

HOW SWEDE IT IS!



The sleek new 9-5 will give you one of the safest rides, town or country.

SAAB

As Saab's newest family member, we invite you to stop by our new dealership in Santa Monica.

SAAB



WE'RE MOVING!



pure climbing.

Come scale our walls!



missoula, montana • www.freestoneclimbing.com



I just signed up for healthcare! It feels great to be covered!



My Daddy says I can play ball now that my asthma is covered!



It was easy! I just got online. It took about 25 minutes!

We saved about \$250 a month now! Which is really helping me afford to make sure Justin is healthy!



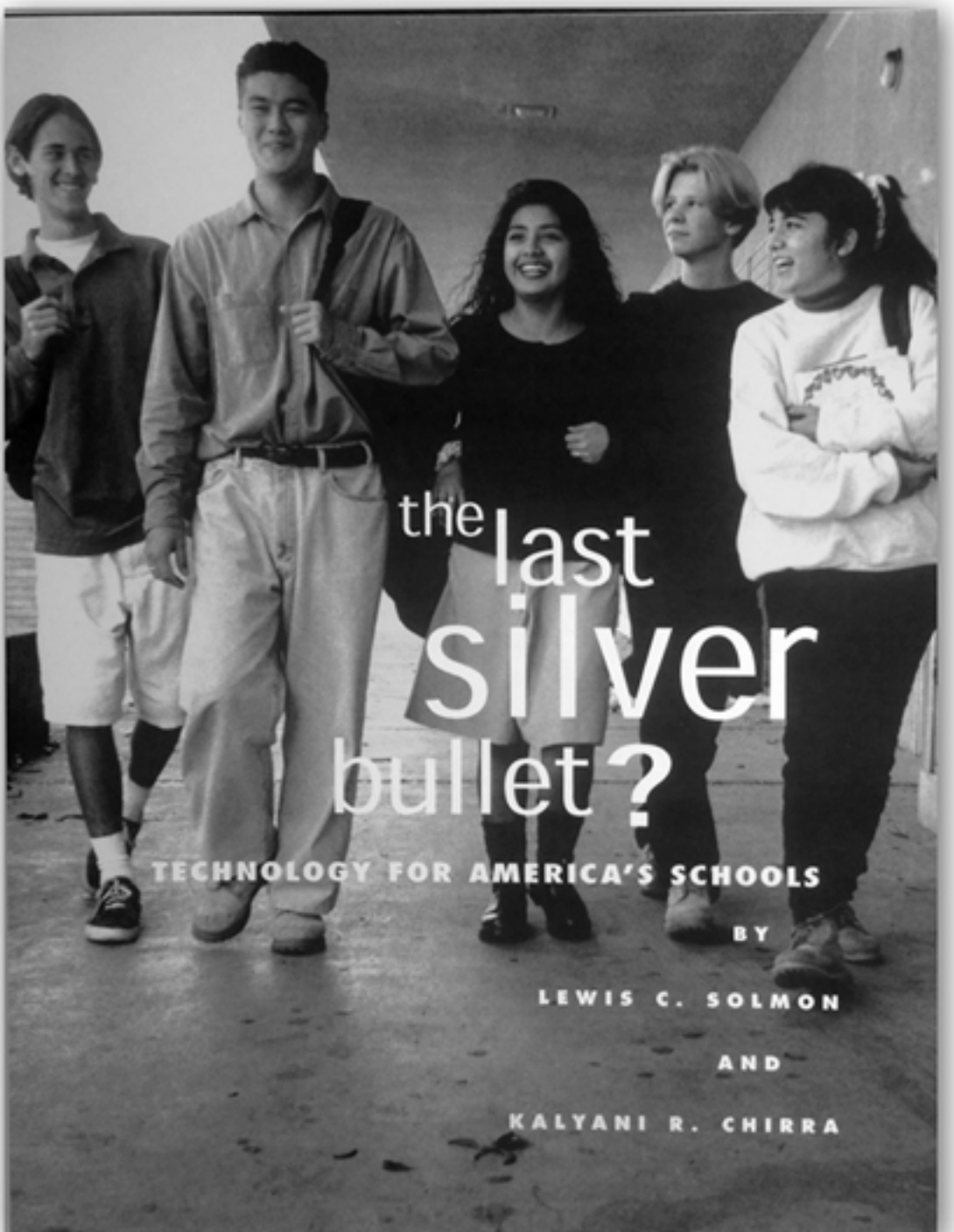
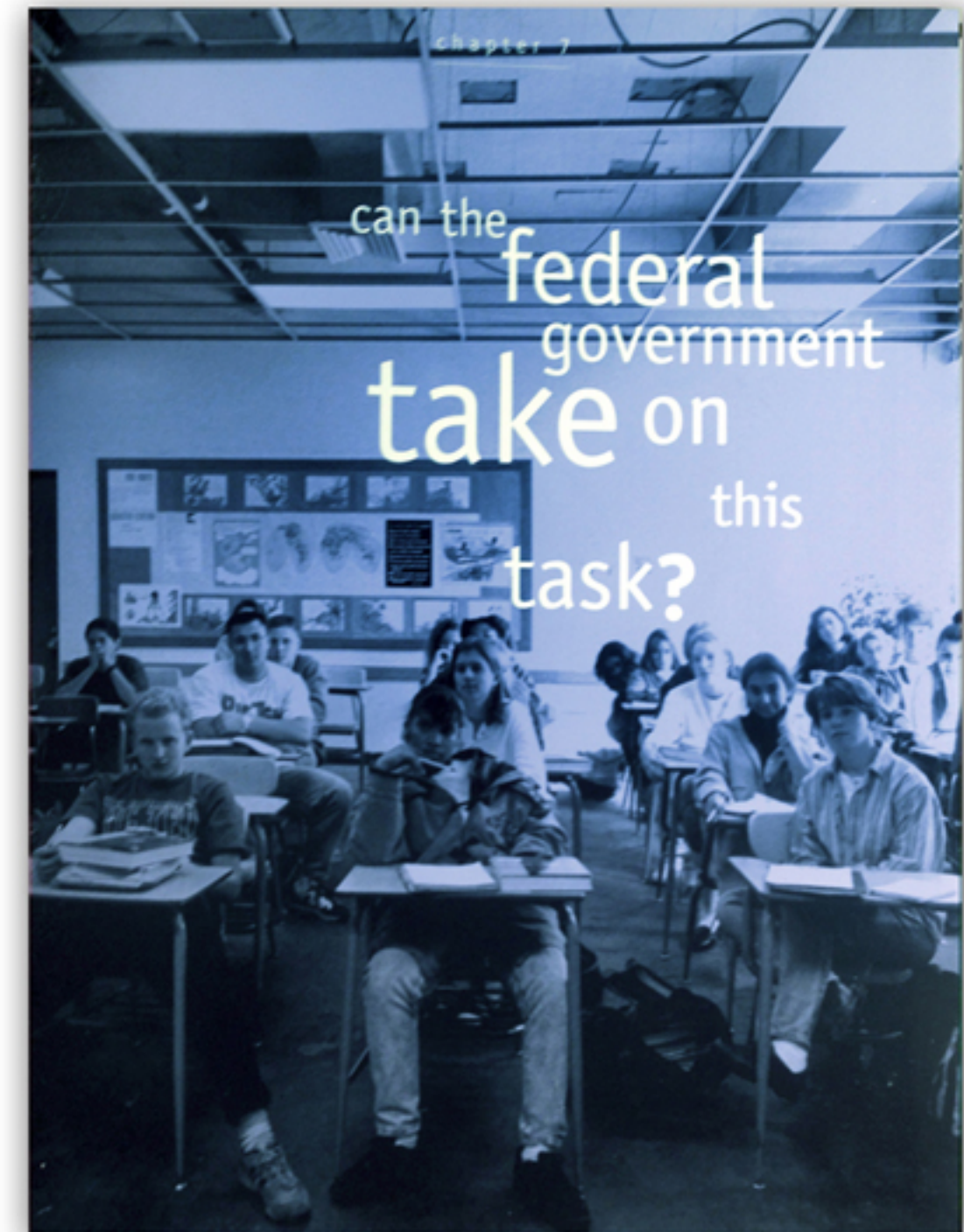
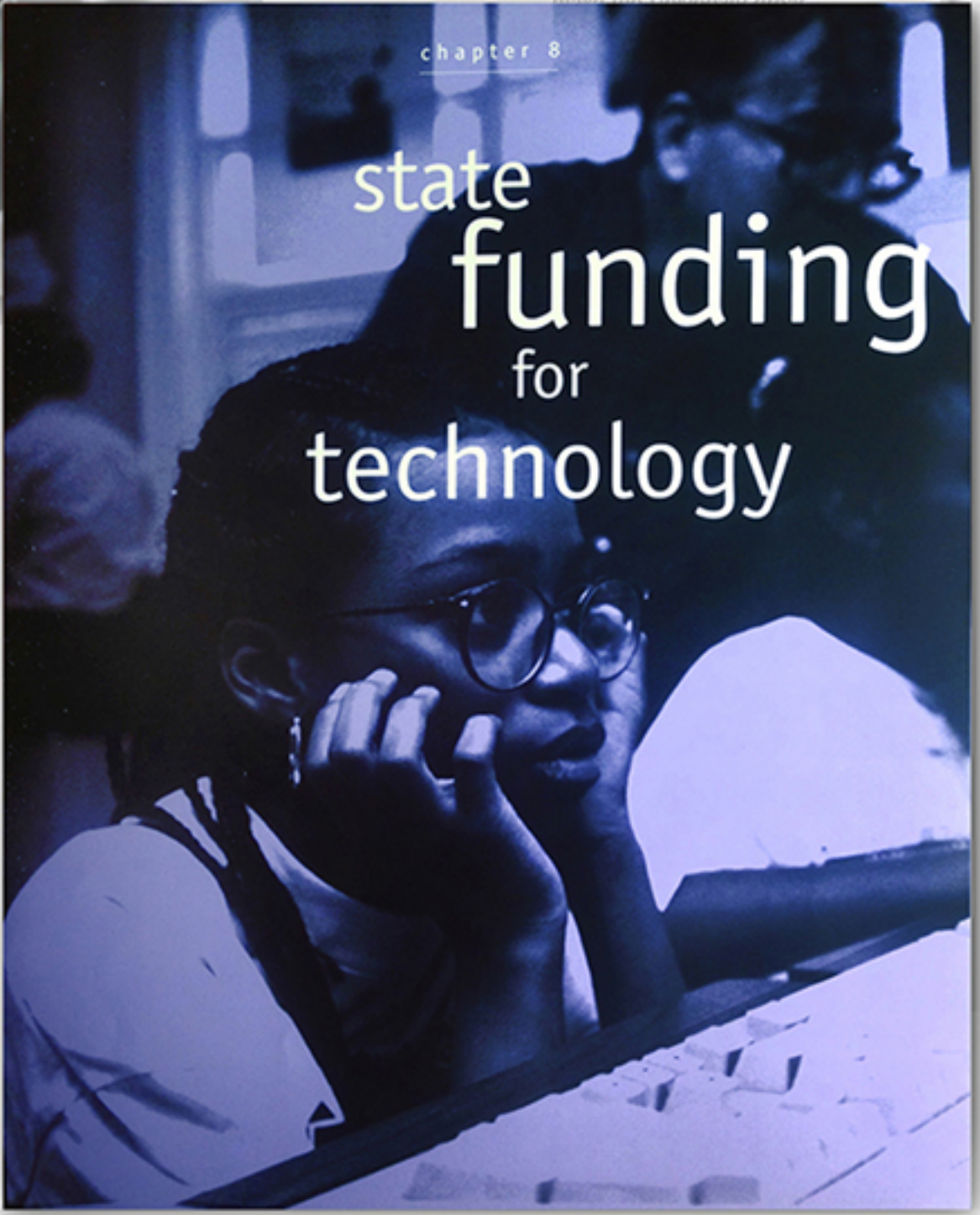
My Medication for my heart is covered by my new plan!



It feels so good to know our kids are protected now!



PRINT WORK



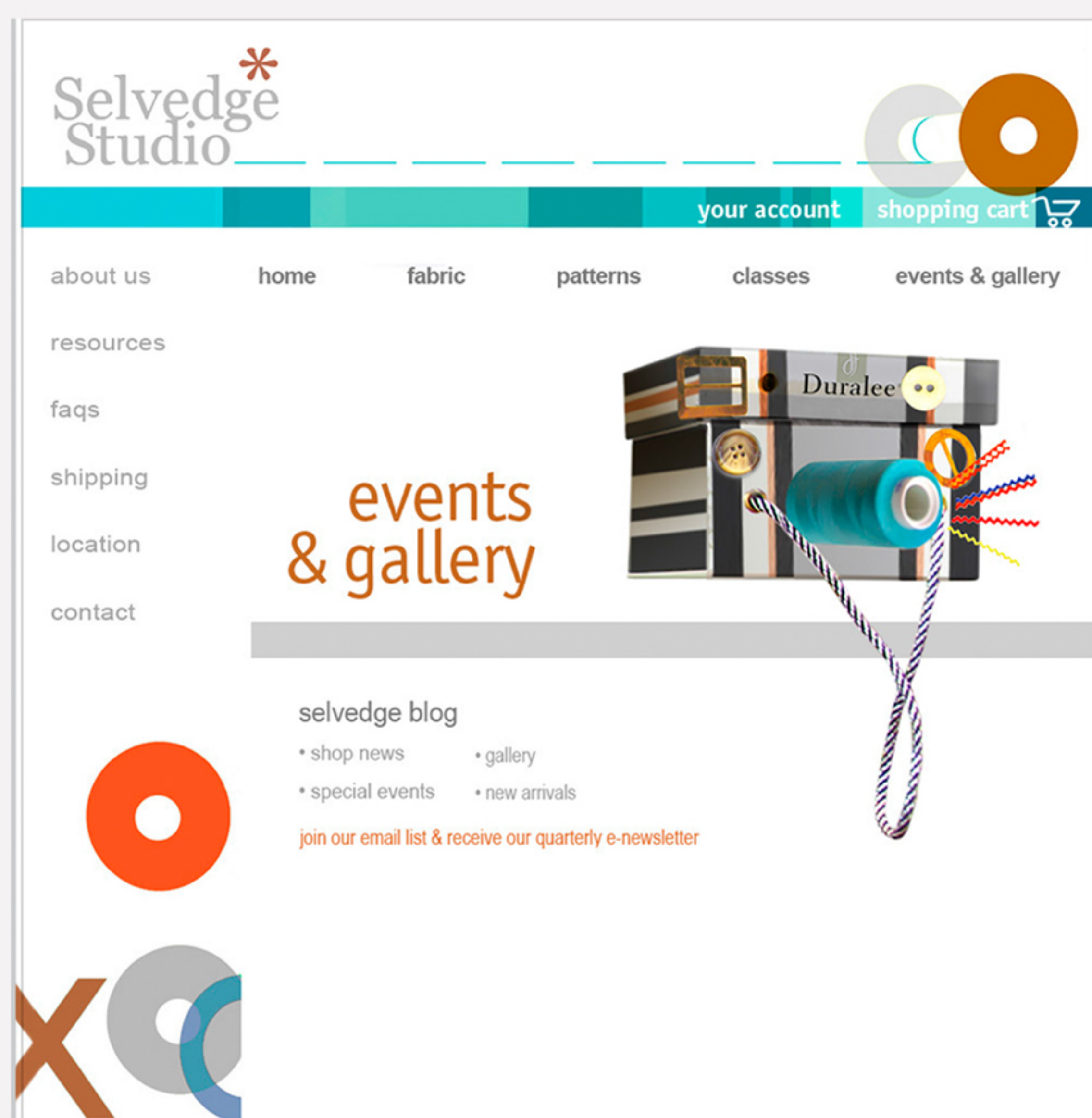
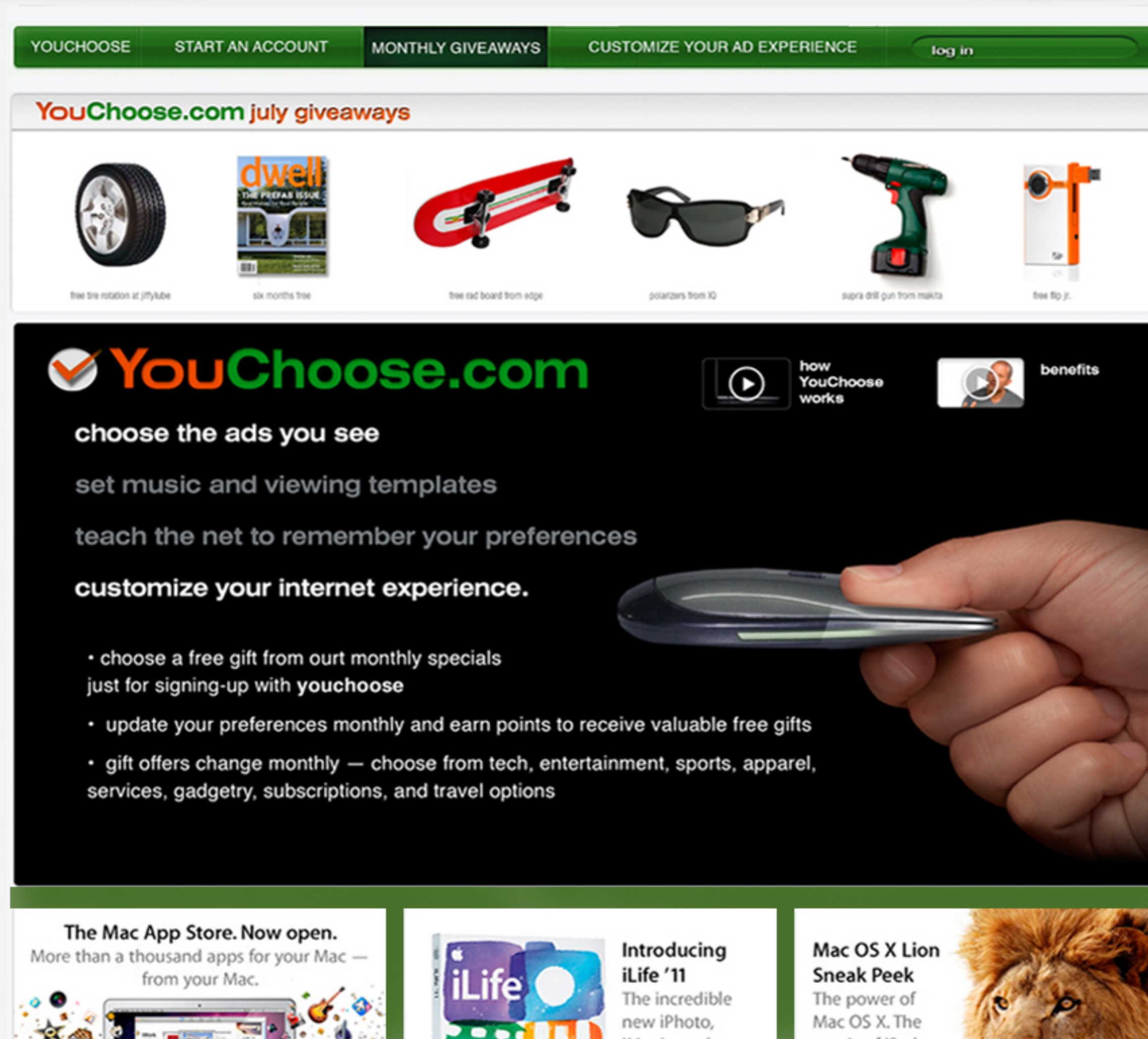
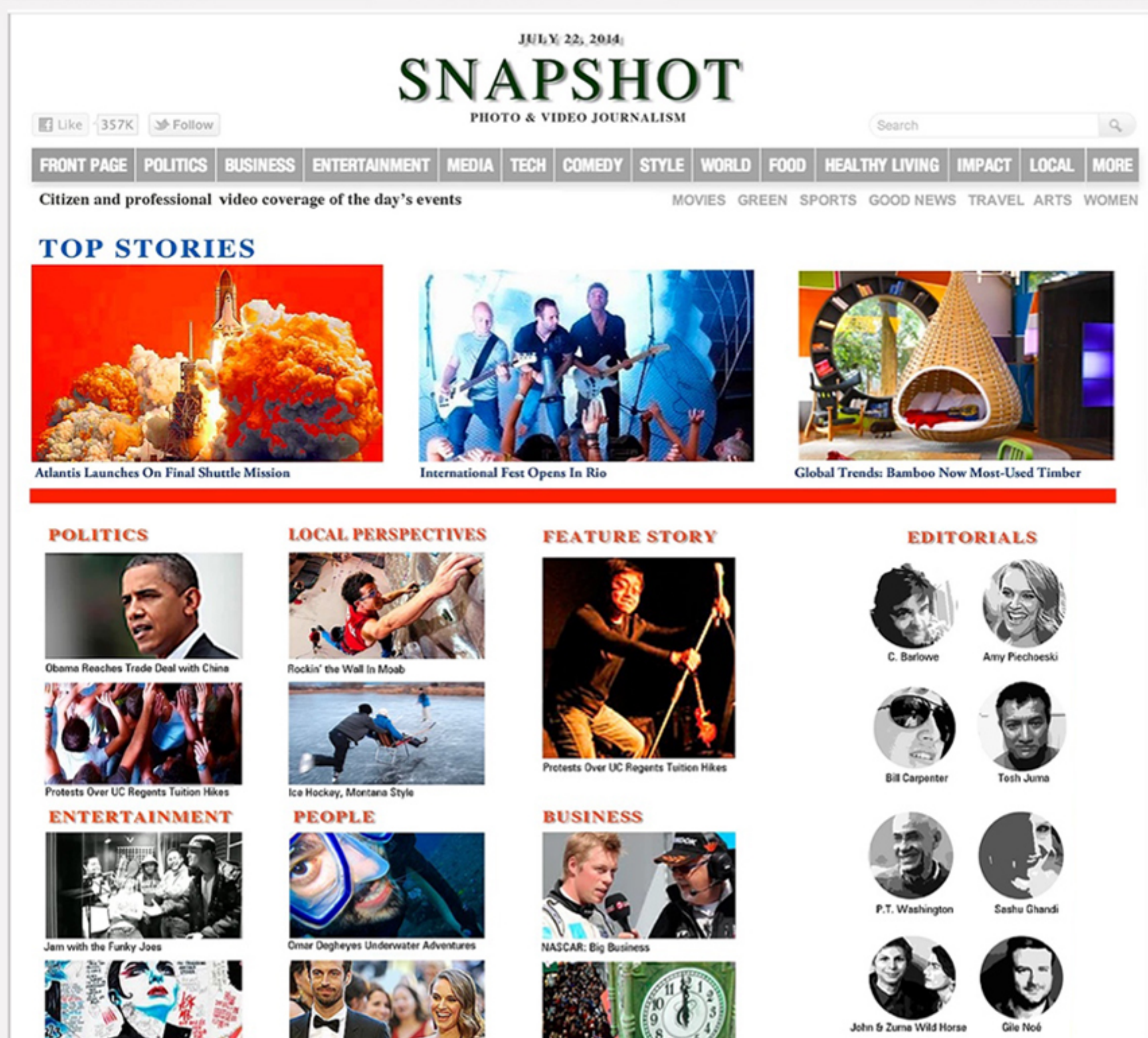


PHOTO RETOUCHING AND EDITING

