



Schematic Design

Swartz Creek, MI

SWC1848 | OCTOBER 2024

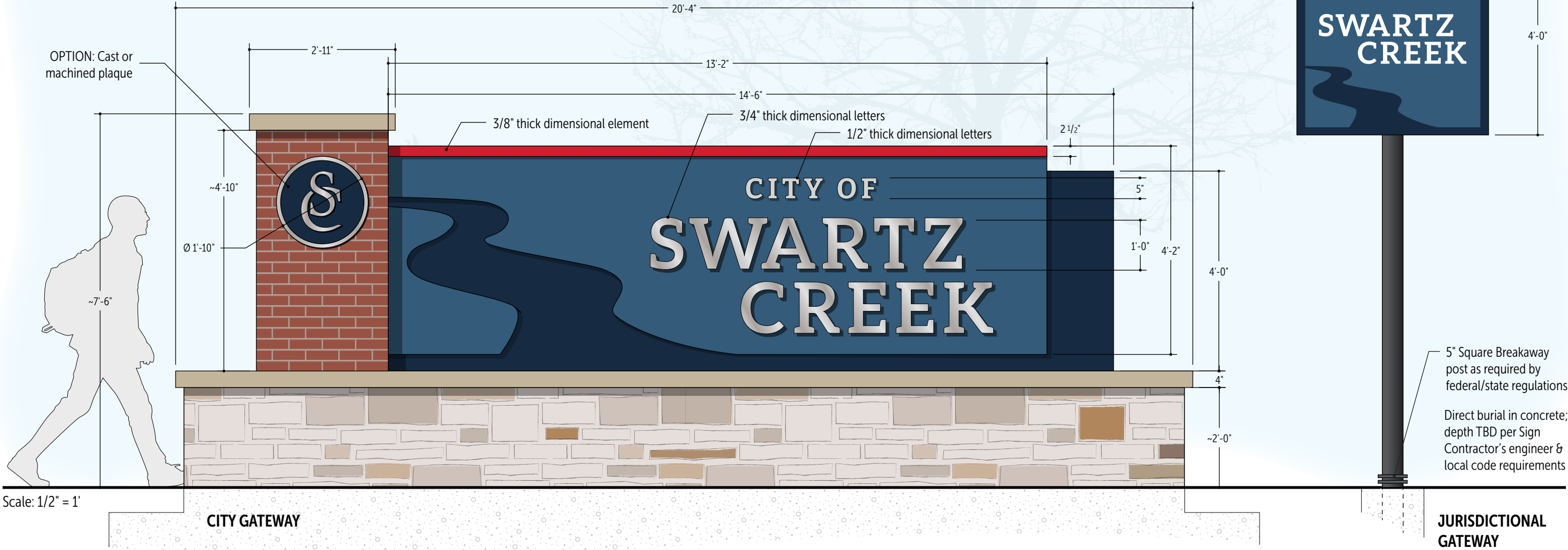
City Gateway



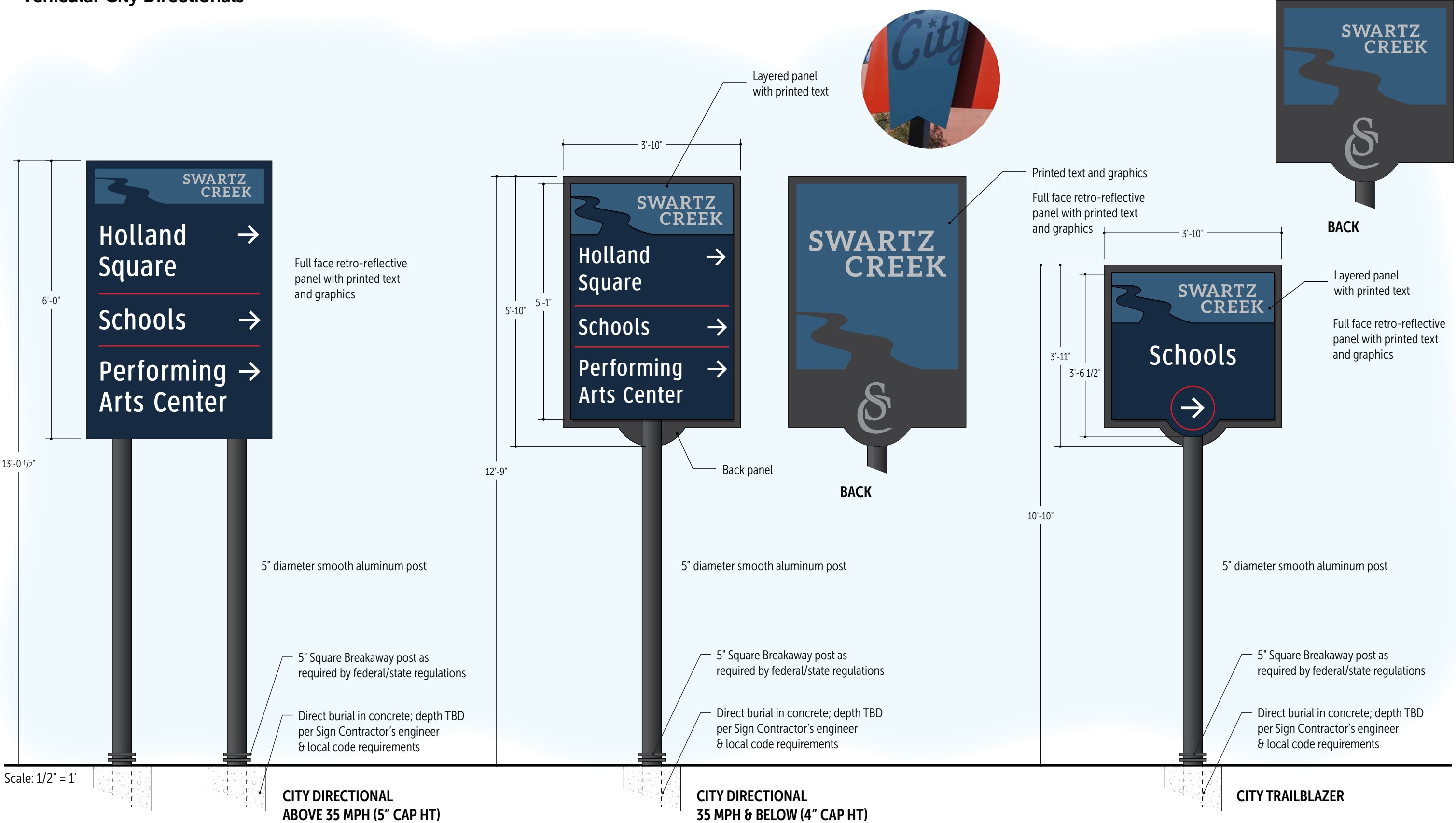
Stone base and brick column match materials in the City and Downtown.



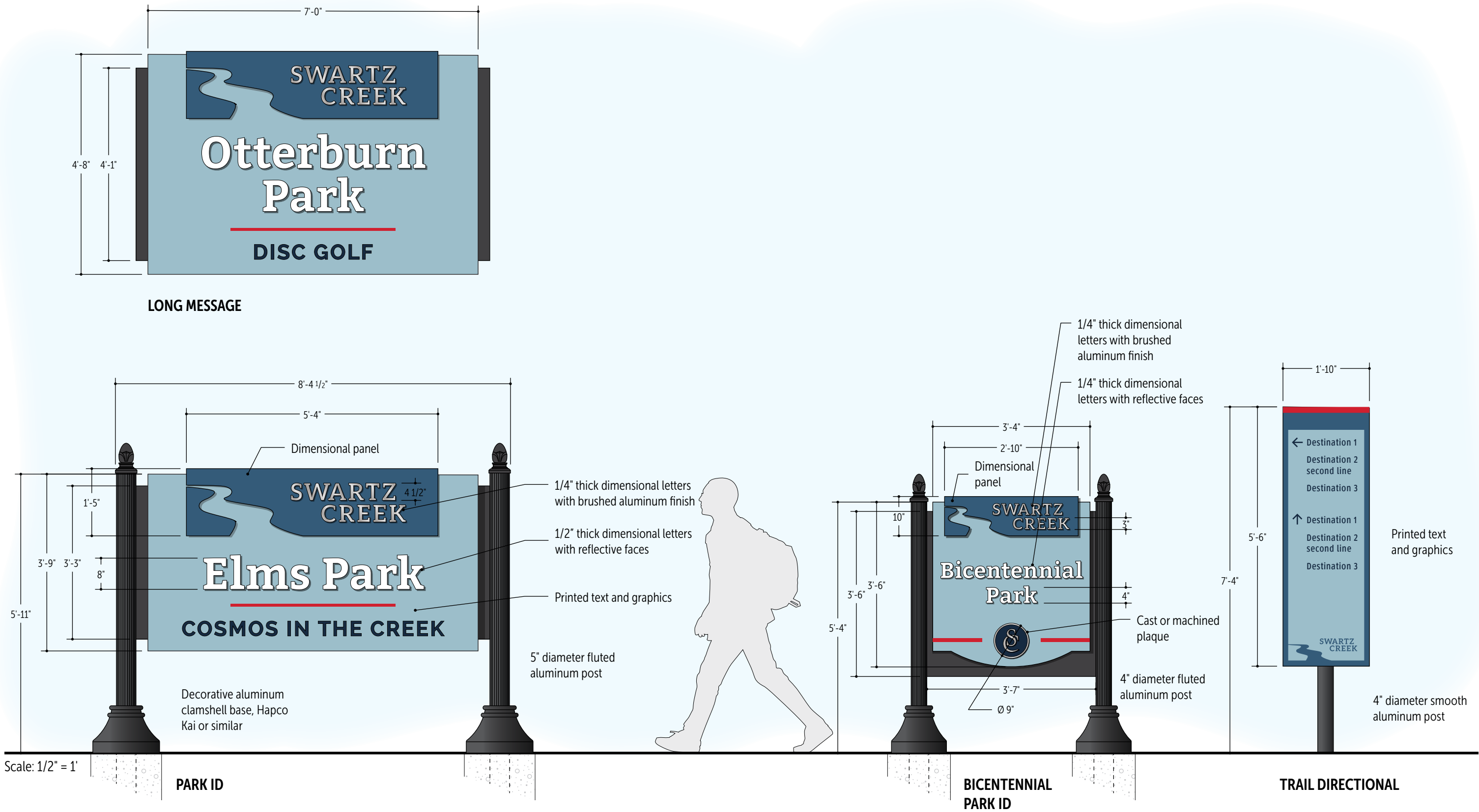
Dimensional letters and layered panels create depth and shadow.



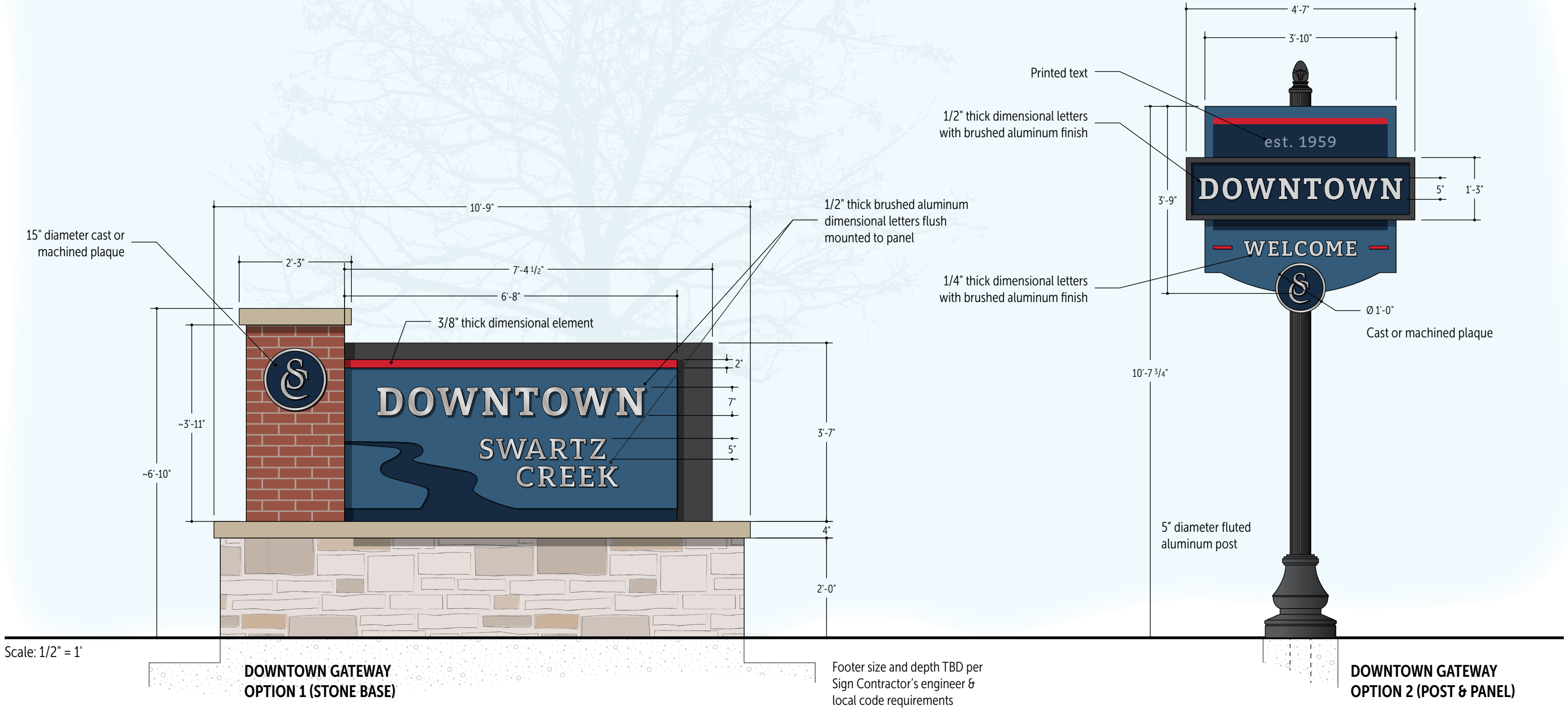
Vehicular City Directionals



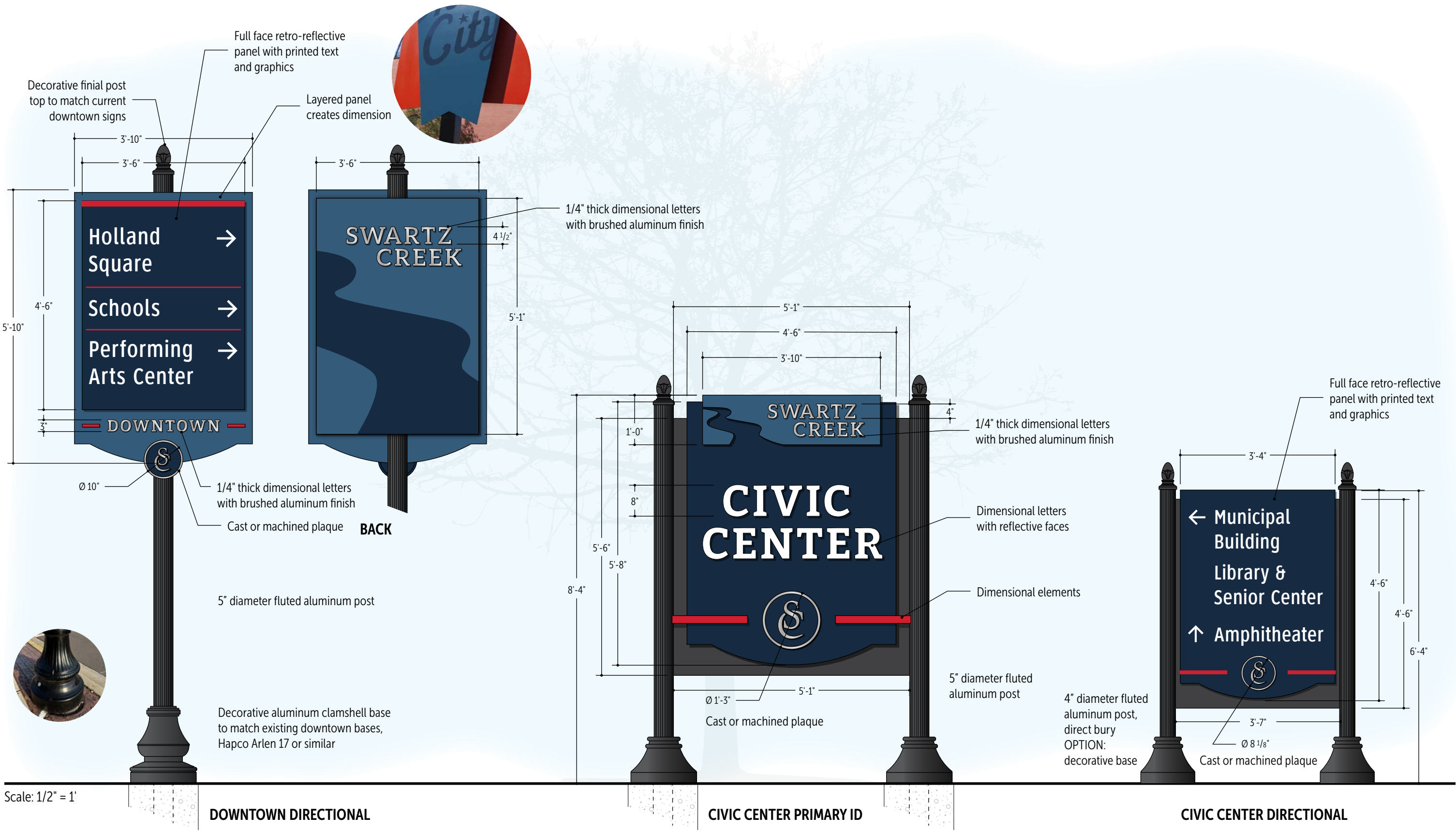
City Parks & Trails



Downtown Gateway Options



Downtown Directional & Civic Center Signs

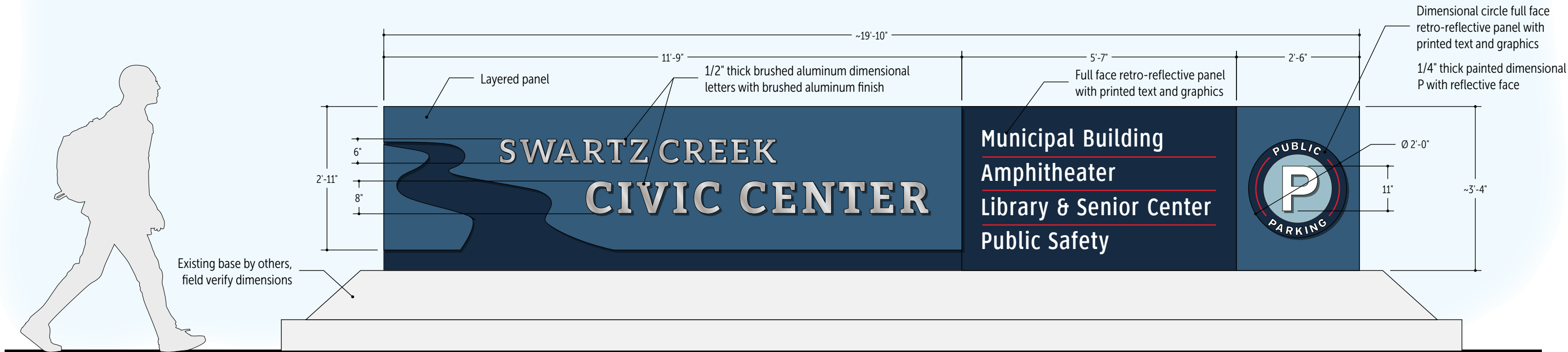


Civic Center Identification



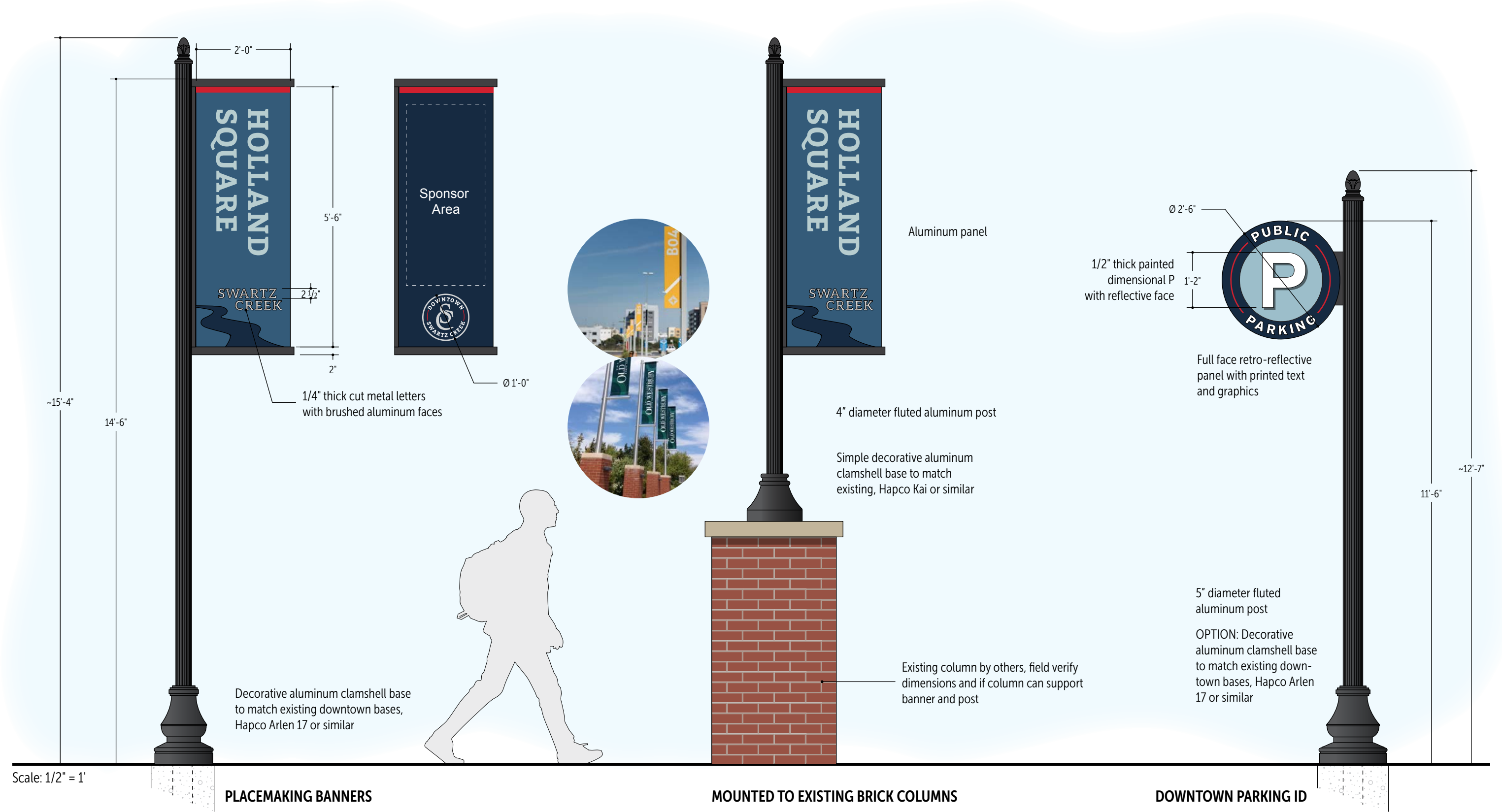
Existing sign and base, cabinet to be new construction

NOTE: Dimensions need to be field verified for final sign size



CIVIC CENTER SECONDARY ID

Downtown Placemaking



Downtown Placemaking



HOLLAND SQUARE PLACEMAKING CONCEPT

Mounted to existing brick columns



HOLLAND SQUARE PLACEMAKING CONCEPT - ALTERNATE

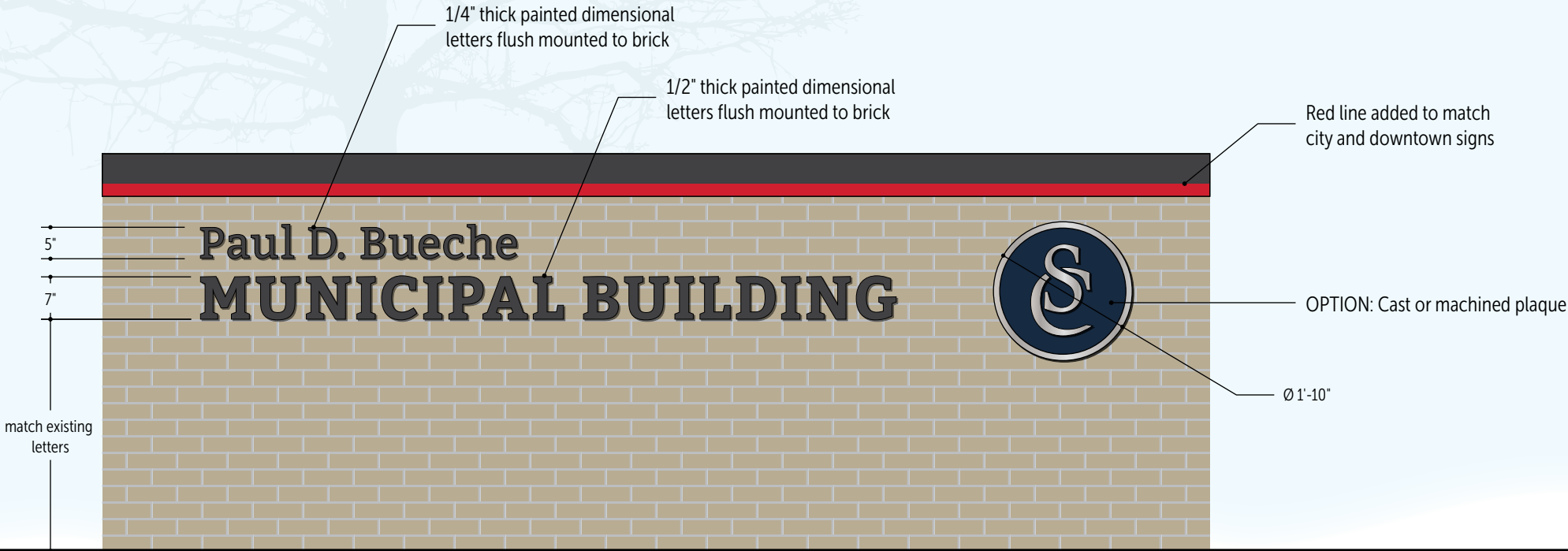
Mounted on ground, aligned with fence posts

Building Identification



Existing sign and wall

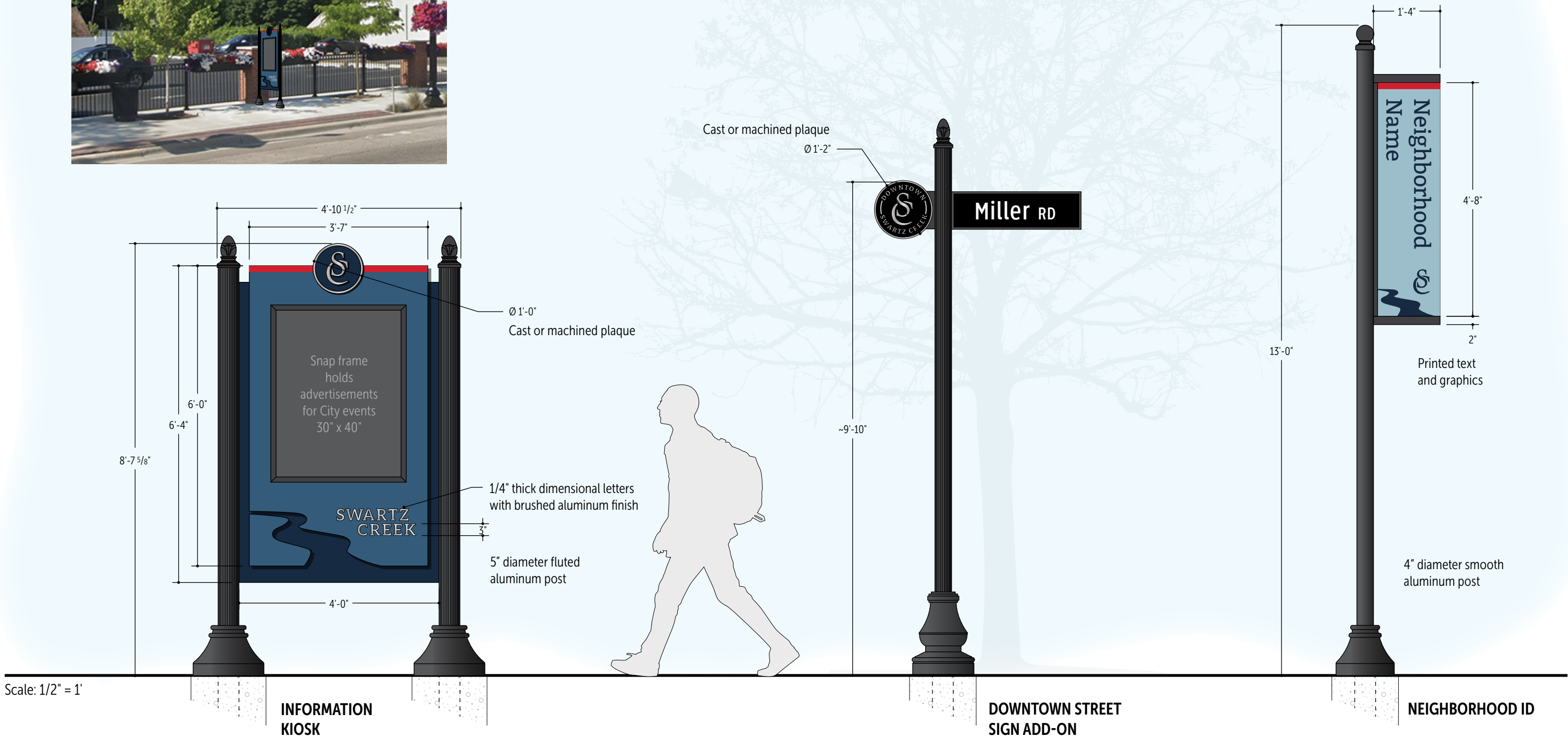
NOTE: Dimensions need to be field verified for final sign size



Scale: 1/2" = 1'

BUILDING ID DIMENSIONAL LETTERS

Information Kiosk, Downtown Street Sign & Neighborhood Identification



Sign Family

