

6TH STREET GATEWAY PROJECT

MARCH 2023 - PUBLIC ART & CIVIC DESIGN COMMISSION PRELIMINARY REVIEW

WHAT WE'VE DONE

Platforms - August 2022



Banners - September 2022

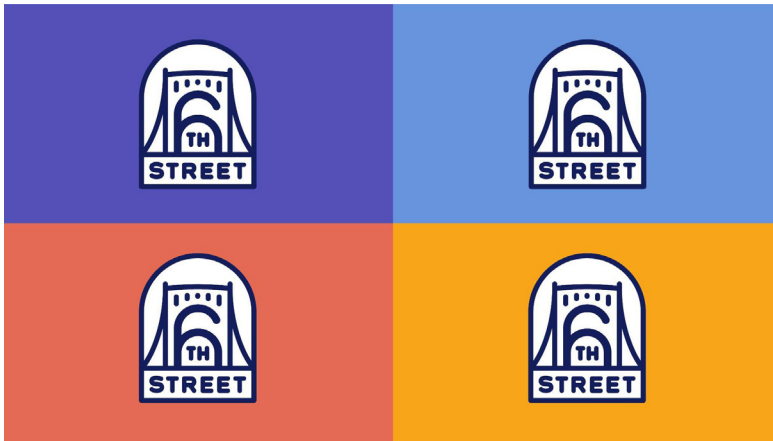


Public Art - October 2022

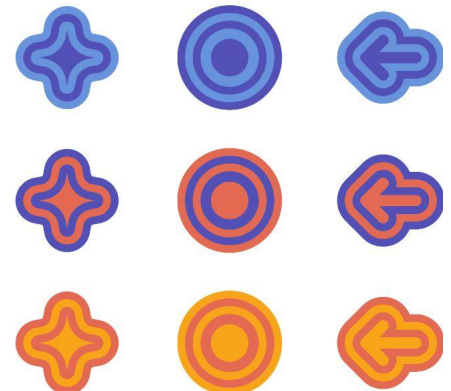
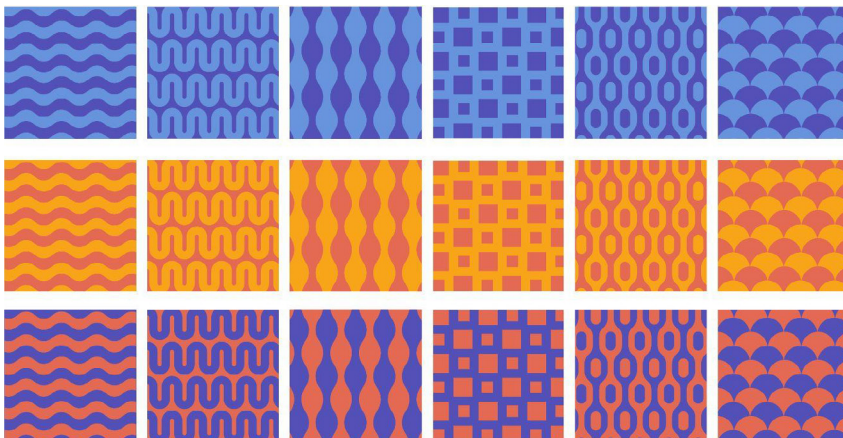


BRAND DESIGN & LOGO - October 2022

1 Existing Logo



2 Patterns + Icons

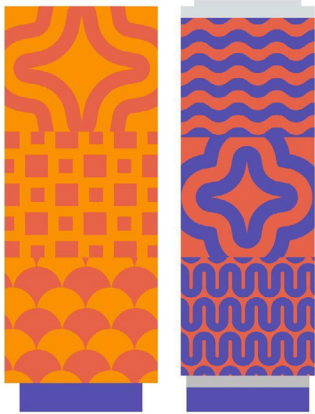


3 Layout



FUTURE IMPLEMENTATION STRATEGIES w/ ESTIMATES - January 2023

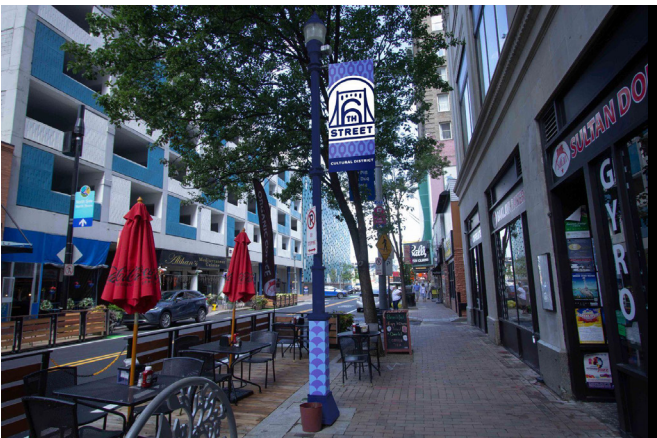
1 Street Graphics



Vertical Applications : \$5,000 each

Horizontal Applications : \$3,500 - \$5,500 each

2 Banners



Lightpole + Wraps : \$2,000 - \$3,000 for 9 Poles

Overstreet : \$12,500 - \$25,000 each

3 Sculptural



Totem : \$4,000 each

FUTURE IMPLEMENTATION STRATEGIES - CONT'D - January 2023

4 Lighting



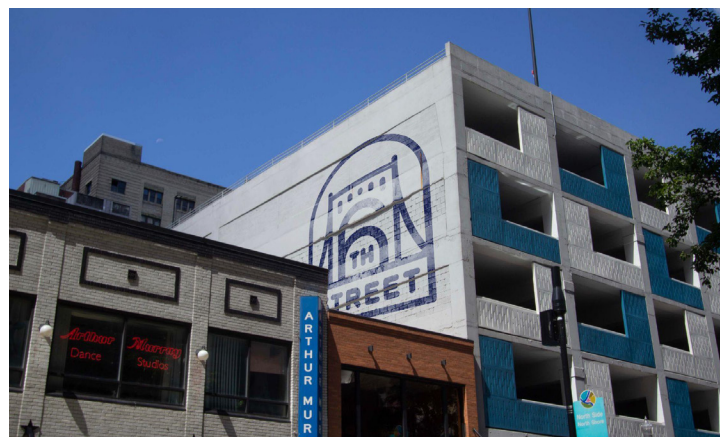
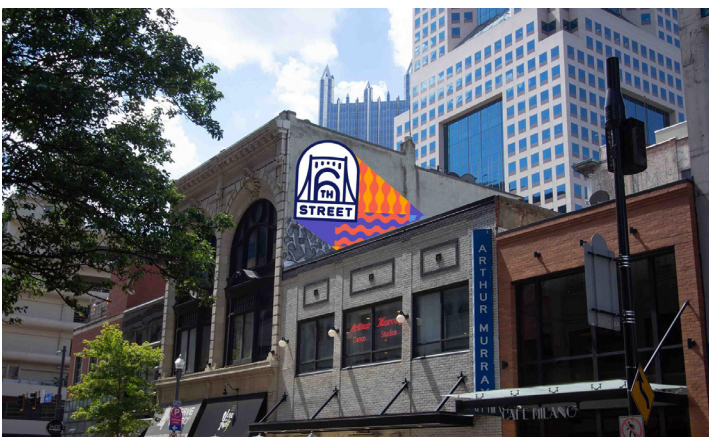
String Lights w/Flags : \$40,000 for all existing Platforms

5 Window Graphics



Decal Stickers : \$750 for 20 - 30

6 Murals



Paint : \$25,000 - \$30,000 per mural

For Public Art & Civic Design Commission Preliminary Review



1 Overstreet Banners

(1) Banner. Dynamic banner with colored flags that flow with the wind. Further coordination with property owners and engineers is needed.

2 Light Pole Wraps

(11) Poles (3 between Liberty Ave. & Penn Ave., 8 between Penn Ave. & Ft. Duquesne Blvd. Sticker with branding patterns to wrap around re-painted light pole bases. Product: Street Graffiti Solutions, Bella Anti-Stick Wrap.

3 Sidewalk String Lights w/Flags

(5) Clusters. Outdoor-grade string lights to connect from building faces to existing platforms. Further coordination with property owners and engineers is needed.

4 Totems

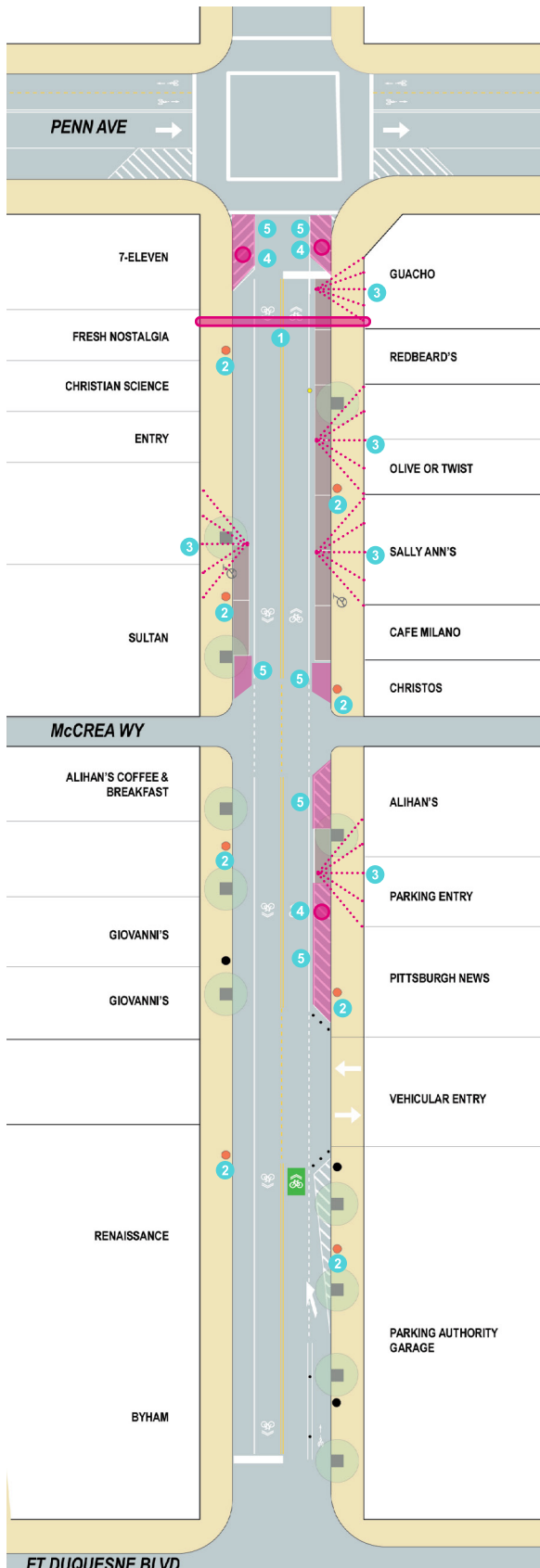
(2-3) Totems. Vertical gateway signage (6'-8' tall) at visually prominent corners, to be freestanding with heavy base or placed in planters. Maintain clearance of pedestrian right-of-way. Vandal-proof design to be finalized with engineers and fabricators.

5 Street Graphics

(6) Murals. Graphics to be implemented in existing hatched bumpouts / No Parking areas approved by DOMI in August 2022. Street mural using exterior paint, clear sealer topcoat w/non-skid additive designed to withstand exterior conditions and some traffic.

RECOMMENDED IMPLEMENTATION STRATEGIES - February 2023

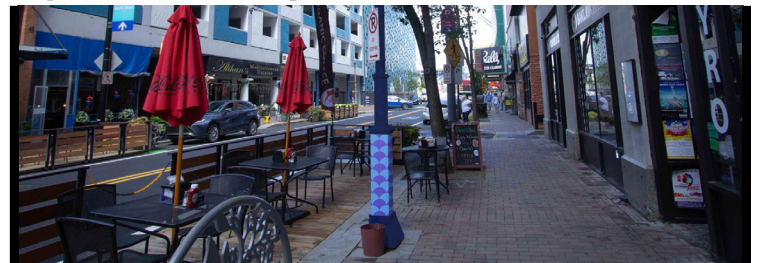
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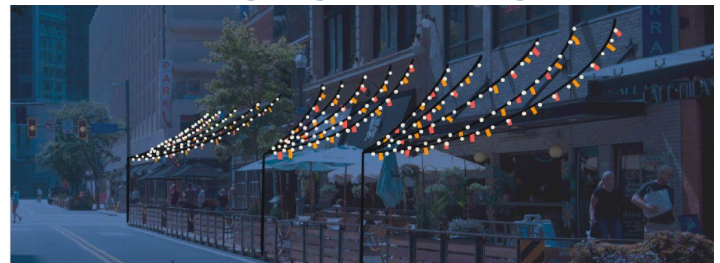
1 Overstreet Banners



2 Light Pole Wraps



3 Sidewalk String Lights w/Flags



4 Totems



5 Street Graphics

