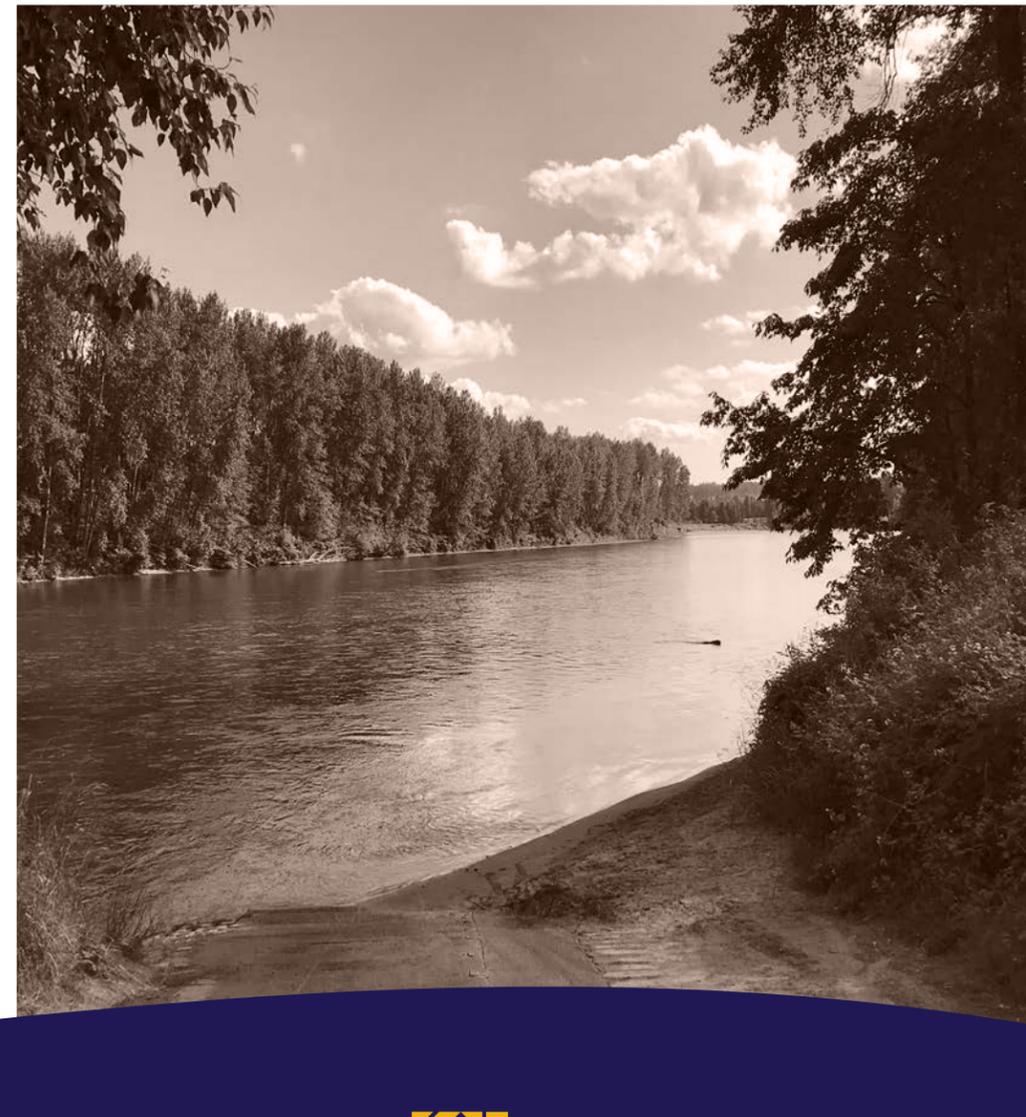


CITY OF MONROE

GATEWAY SIGNAGE DESIGN REVISIONS 3

06/15/2020



INTRODUCTION

Tangram Design developed multiple variations for the City of Monroe’s gateway at the roundabout located at the intersection of Main Street and the 522 exit ramp. Based on comments Tangram received from the committee, specific design directions were developed to move forward with as follows:

General Comments

- Prefer the solid mountain background over the pipes.
- The wood looks dated.
- Concern about the maintenance of the wood.
- Do not like the wave and letter combination at the base of Concept 3.
- Prefer no landscape under the gateway.

Concepts #1, 2A, & #3

These Concepts were the least favored by the committee. There was no further development made to these Concepts.

Concept #2B

The committee favored this concept direction with no landscape the most. Since this Concept was the most preferred, we used this direction to develop the eastern gateway along Main St. (east of the Smoke Shop) and the southern gateway along Lewis St.

Enclosed are the western, eastern, and southern gateway designs proposed for Monroe. The gateway designs are based on the comments and directions the committee has provided over the past few months. Please review the designs and indicate if there are any changes the committee would like to see.

Please note that all designs will have lighting. Lighting may include internal lighting, back-lit, or external lighting so the sign can be seen in the day and night. Specific lighting options or designs will be determined at a later time, once a final design direction is selected.

The following document displays the concept designs through 2D and 3D drawings. The purpose of this is to help give the committee a better understanding of the size, dimensions, and materials that will be used for each of the concepts. The 2D drawings include dimensions and placement so the committee can understand the size of the sign in relation to the areas they are located.



Concept 1A



Concept 2A



Concept 2B



Concept 3

WESTERN GATEWAY

Western Gateway - Roundabout located at intersection of Main St. and 522 Exit Ramp





