



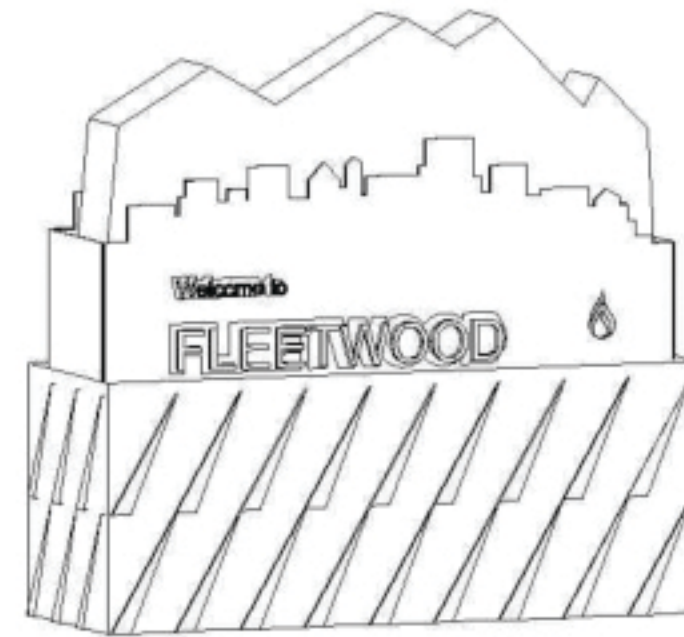
Rendered Night View

Shaping Gateway Identity

Fleetwood Town Centre

The character, materials and intentions of my proposal...

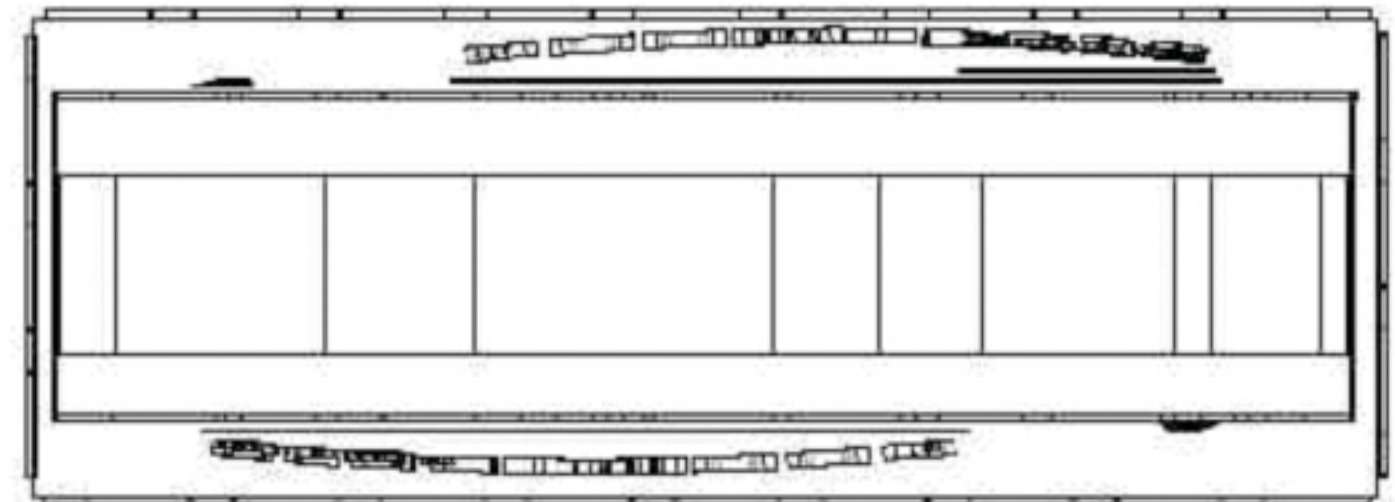
My intention of getting the attention of people on the move promotes spotlight. In browsing the immediate field of focus, we are impressed in recognition of powerful, non-verbal visual communication. With limited lighting, images and movement project information. This proposal of shaping an identity upon arrival involves an upgrade. A tall darkly concrete base overlaid with black granite tile. Built in a dazzling array of inlayed lights placed inconspicuously and configured to triangular shapes in migrating color tones. Above is a light colored backdrop of city profile made of thick aluminum sheets. Place in strategically are black projecting letters with a neon backlit of Welcome to Fleetwood. On the opposite side we could change the wording to a farewell saying... like "see you soon!" Perhaps the logo of 'Terasen Gas' maybe used as a prominent icon of the community beside the welcome to Fleetwood sign. Behind the city outline is perched another profile of the famous Mount Baker making itself known from a distance. At night, the sign becomes more alive with its size and shape. Main source of lighting service is solar power energy technology with a conventional backup system for off time.



3D View



Front View



Plan View

NOTE:

Base size is 16 ft. wide, 6 ft deep and 6 ft high.

Town Profile is 15 ft wide, 3 ft deep and 4ft. high above top of base.

Mountain Profile is 14ft wide, 12 in. deep and 6ft high above top of base.

Total height is 12 feet above finish grade.