

Rockville, Maryland, USA

ROCKVILLE TOWN SQUARE

2012

client | Federal Realty Investment Trust

GRAPHICS



Renovations are not always necessary; graphics, signage, lighting, landscaping, and architectural detailing can reinvigorate a project.

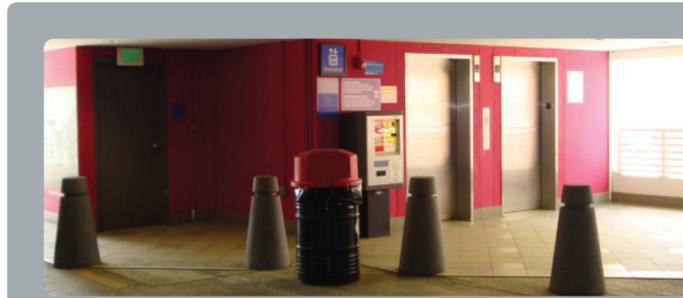
At Rockville Town Square, an urban mixed use development, we designed a new signage system and architectural parking garage enhancements as part of a bold revitalization. Although ideally situated along a heavily trafficked road, the project had a complex location that obstructed visibility. The client turned to DDG to help realize their goal: to attract visitors from the main road and navigate them through the project. This meant successfully announcing the district with strong project-identification signage, increasing wayfinding effectiveness to quickly and easily guide visitors to entry points, and communicating the presence of tenants that are 1-3 blocks away. Our design approach reinvigorates this urban space in a way that maintains the surrounding community aesthetic while conveying a fresh and instantly recognizable new identity and wayfinding system.

Projects like Rockville Town Square exemplify the ways that experienced developers understand the importance of making visitors feel welcome and relaxed. Happy, comfortable shoppers and diners stay longer, come back sooner, and revisit more often. One of the greatest benefits of a budget-friendly graphic redesign and aesthetic overhaul is the degree to which a few strategic enhancements can have a dramatically favorable effect on the public's opinion of the project. Recognizing the importance of revitalization and environmental graphics can help to redefine a space and ultimately improve performance.



A bold, high-contrast color palette helped revive the project and facilitated the easy identification of three separate garages.

In contrast to the powerful typography, the perforated metals provided lightness and transparency to the freestanding letter forms.



CONDITIONS PRIOR TO RENOVATION



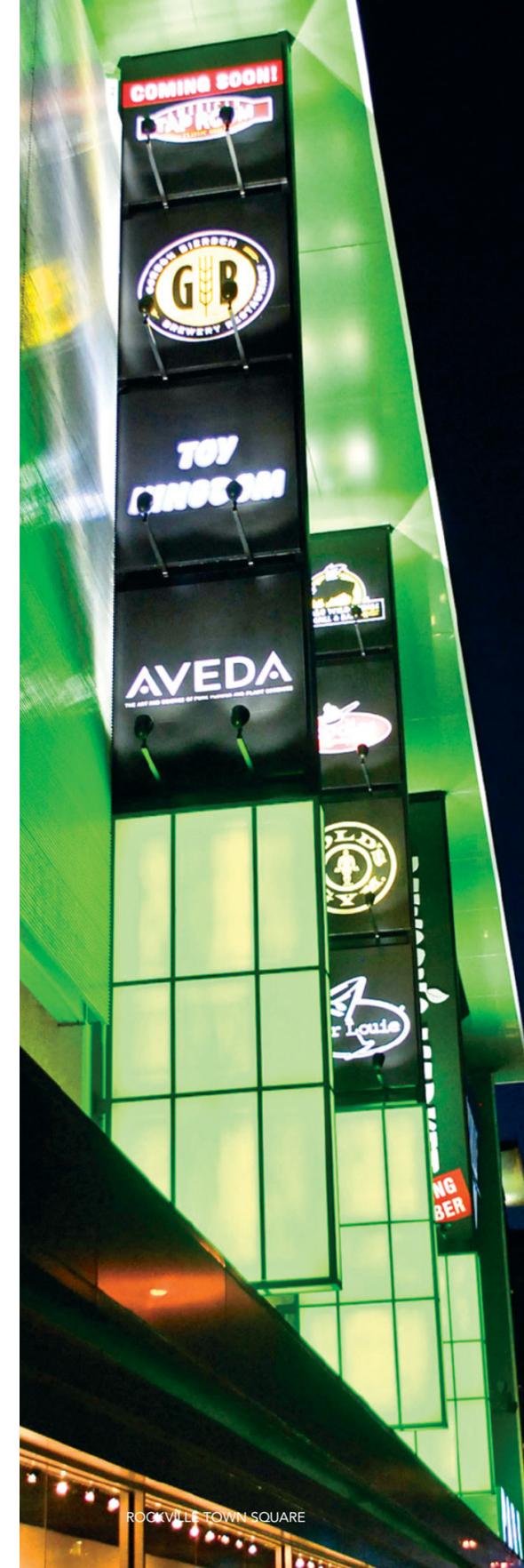
PROPOSED DESIGN SOLUTION



RENOVATED GARAGE ELEVATOR LOBBY



IDENTITY SCHEMES FOR REMAINING PROJECT GARAGES



ROCKVILLE TOWN SQUARE



The skillfully executed graphic redesign and signage elevated the tenant presence for visitors and shoppers, while maintaining the surrounding community aesthetic. The contemporary signage system reflects the vibrant atmosphere of the town center.



Information plaques are a clean, memorable greeting to guests that also emphasize areas of circulation. For maximum ease of visitor use, the garage wayfinding program focuses on visually identifying elevator cores and stairwells, and reminding patrons of the specific level / garage in which they parked.