

**Selbert
Perkins
Design.**

Parking

Capabilities

Branding

Signage and Wayfinding

Placemaking

Public Art

Digital

Selbert Perkins Design combines branding, wayfinding, placemaking, and digital design to create innovative parking systems.

The wayfinding journey often requires people to drive and park at their destinations. Our role is to simplify the journey and facilitate an efficient and easy process for all drivers, while reinforcing identity and creating a positive experience. SPD has developed a wide range of innovative static and digital parking systems for public and private destinations including municipalities, transit facilities, campuses, commercial centers, stadiums, healthcare facilities, recreation centers, theme parks, cultural centers, and more.

Every place has a story. Every story has a place.™



Los Angeles World Airports Parking Garages

Los Angeles, CA

LAX is the second largest airport in the USA and facilitates over 88 million passengers a year. Selbert Perkins Design created, designed, and implemented the iconic LAX Gateway and letters; as well as the name, logo, signage and wayfinding program for all airport facilities, including the parking structures. Ongoing construction features enhancements to all parking structure elevator cores, and integrating the new parking signage and wayfinding standards throughout the airport.





LAX Economy Parking Structure at Skyline Station E

Los Angeles, CA

Selbert Perkins Design provided signage and wayfinding design services to Swinerton for the new state-of-the-art LAX Economy Parking structure. The four-story, 1.7-million-square-foot facility has approximately 4,300 new parking stalls for LAX. It features the latest in smart parking technology to create a streamlined parking experience, including pre-booked parking, intuitive wayfinding, electric vehicle chargers and more. The sign system maintains consistency with the existing LAX signage standards and brand identity, improves wayfinding for all users, and will facilitate pedestrian circulation to the new APM.







Wilshire Grand Center

Los Angeles, CA

The Wilshire Grand Center, Los Angeles' newest landmark and tallest building, is home to the Intercontinental Hotel, as well as conference facilities, restaurants, and amenities. Dramatic murals of LA landmarks and stories are integrated throughout the parking garage and are featured throughout the hotel, reflecting the eclectic LA experience.

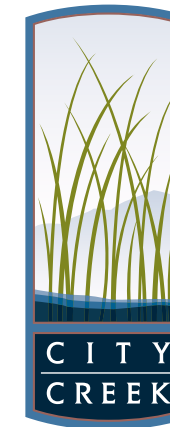




The Cosmopolitan of Las Vegas

Las Vegas, NV

The Cosmopolitan of Las Vegas is a luxury resort located at the heart of the Las Vegas Strip. SPD created all signage and wayfinding standards for the hotel, including the casino, upscale retail, restaurants, spa, lounges, bars, and pools. The port cochere features a dramatic mirrored monument sign, welcoming guests and visitors into the urban resort. The unique signs have been featured in numerous films and videos, helping brand the hotel in all media.



City Creek Center

Salt Lake City, UT

City Creek Center is a world-class mixed-use center in the heart of Salt Lake City. Signs, storytelling exhibits, sculpture, and nature imagery are integrated throughout the site, buildings, and parking facilities, creating a memorable sense of place and experience.

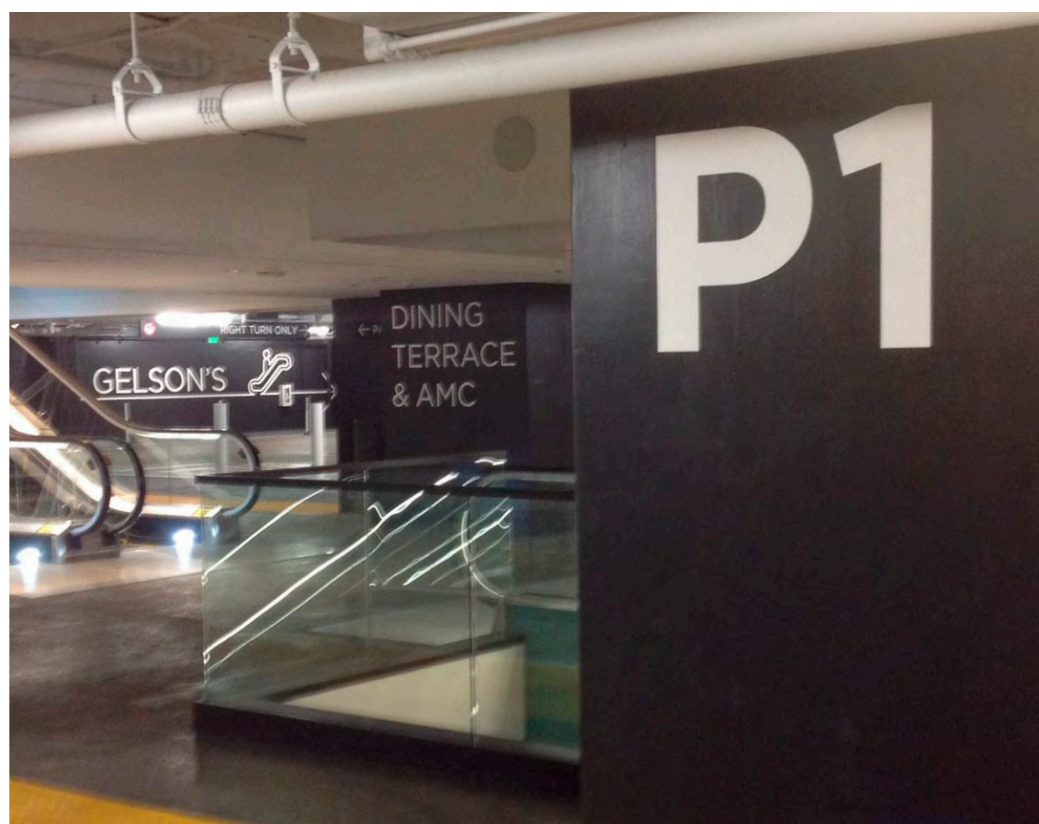




Westfield Century City

Los Angeles, CA

Westfield Century City is LA's most visited retail and entertainment destination. Thousands of drivers are welcomed with an integrated system of static and digital signs, providing real time information for all users, and facilitating a seamless arrival experience.



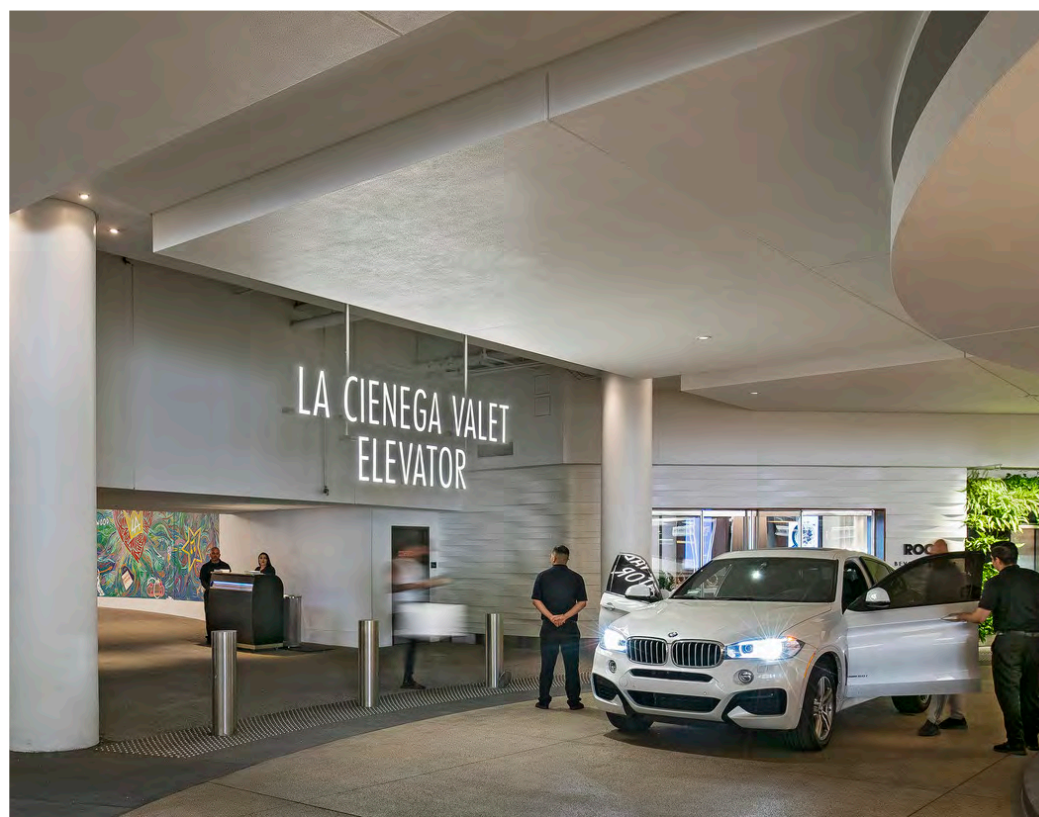


BEVERLY CENTER

Beverly Center

Los Angeles, CA

SPD, collaborating with Taubman and architects Neumann Smith and Fuchsas, developed a branded identity and signage and wayfinding master plan for The Beverly Center in Los Angeles, California. The comprehensive system enhances the arrival experience at this iconic retail and entertainment destination. The center includes landmark static and digital signs, guiding visitors to parking on multiple floors, creating an inviting and exciting shopping experience.







Colorado Center

Santa Monica, CA

Colorado Center is a premier urban creative office complex and home to media, advertising, and entertainment companies. SPD created the new identity and color-coded signage and wayfinding master plan to unify the six office buildings, three-level garage, and enhance the outdoor courtyard experience.



The District Detroit

Detroit, MI

The District Detroit is a premier sports and entertainment destination in the heart of the city. It is home to Detroit's four sports teams and the iconic Fox Theatre, and features residential, retail, educational, and office space. SPD rebranded three parking garages within the District to integrate sponsorship brands for United Wholesale Mortgage (UWM), Comerica Bank and McLaren Health Care. SPD integrated the sponsorship brands on both the exterior & interior of the garages with signage and environmental graphics. SPD also designed an entirely new parking wayfinding strategy for the District.



The
SUNSET

The Sunset

West Hollywood, CA

SPD re-energized this prominent site with a new brand, name, lighted pylons, billboards, and a welcoming parking facility with images of Sunset Boulevard, entertainment personalities and stories to capture the legacy and dynamic image of Los Angeles.



The Water Garden

Santa Monica, CA

Selbert Perkins renovated the parking signage system for the Water Garden in Santa Monica, CA, to help tenants & visitors easily navigate the complicated subterranean levels. The parking master plan uses bright colors and graphics to create a cohesive circulation system. SPD also designed the vehicular wayfinding and directional signs, as well as vibrant elevator lobby graphics.

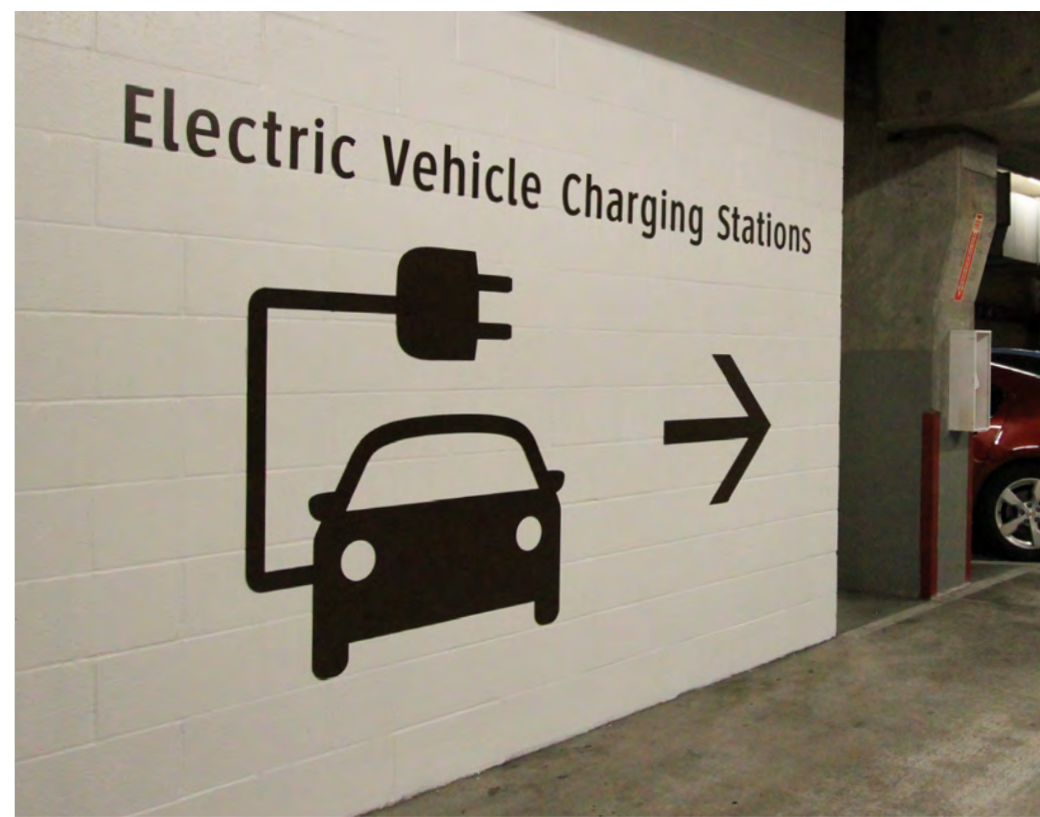


UNION STATION

Union Station

Los Angeles, CA

SPD, in collaboration with Gruen Associates and Metro, designed a comprehensive wayfinding system for Union Station in Los Angeles. The key elements of the new system include: wall-mounted LED signs for the arrival/departure information for both Amtrak and Metrolink lines, a large interactive pylon with four touchscreens to help travelers with trip planning, as well as identity pylons around the perimeter of Union Station.





Streets of Woodfield

Schaumburg, IL

Selbert Perkins developed the parking garage graphics for the Streets of Woodfield, a premiere retail and entertainment destination in Schaumburg, IL. Each level of the garage is color-coded to ensure that visitors can easily navigate the structure. The bright colors and lighting create a beautiful landmark facade enhancing the streetscape experience.



The Roosevelt Collection

Chicago, IL

SPD developed the vibrant signage and wayfinding system for The Roosevelt Collection, a residential and retail urban destination in downtown Chicago. Bright colors and symbols energize the facilities, providing an upbeat and memorable parking experience.





City of Santa Monica

Santa Monica, CA

SPD collaborated with the City of Santa Monica on a variety of civic design and vehicle, pedestrian, bicycle, and metro first/last mile wayfinding projects. The new digital parking system is one of most advanced public parking systems in the country. It provides real time parking information for drivers, and establishes a sustainable citywide branded system of signs, maps, lighting, and amenities for Santa Monica.



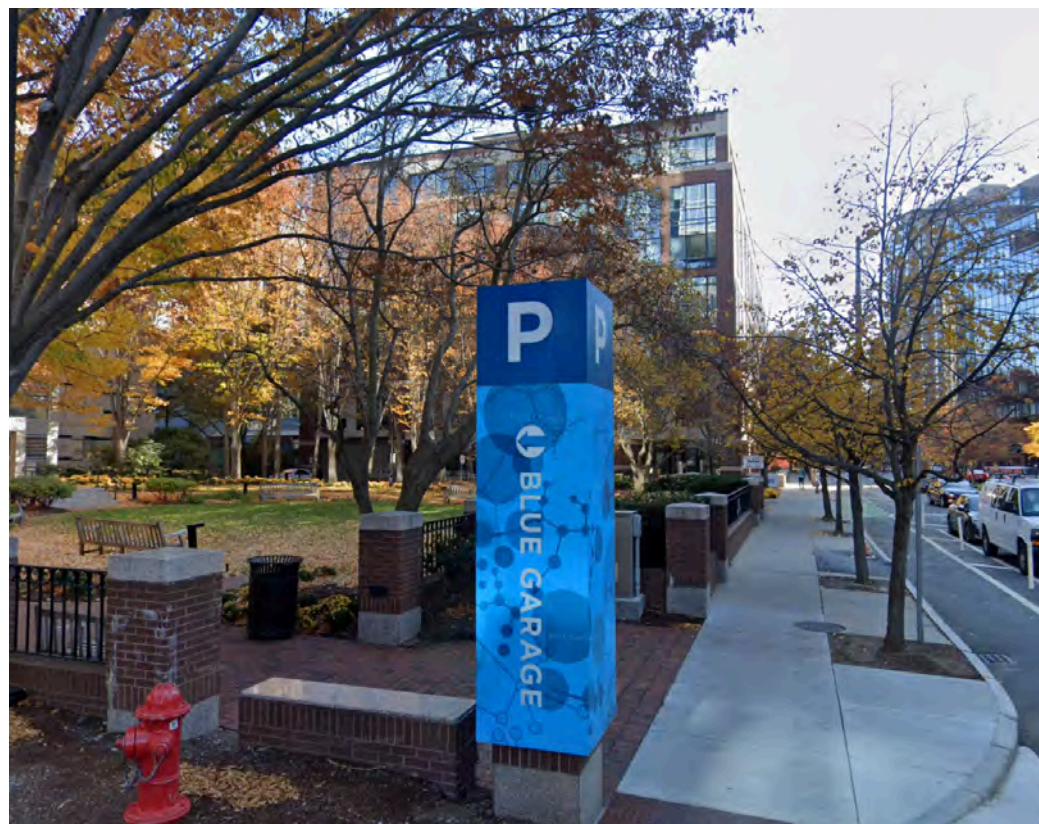




City of Anaheim

Anaheim, CA

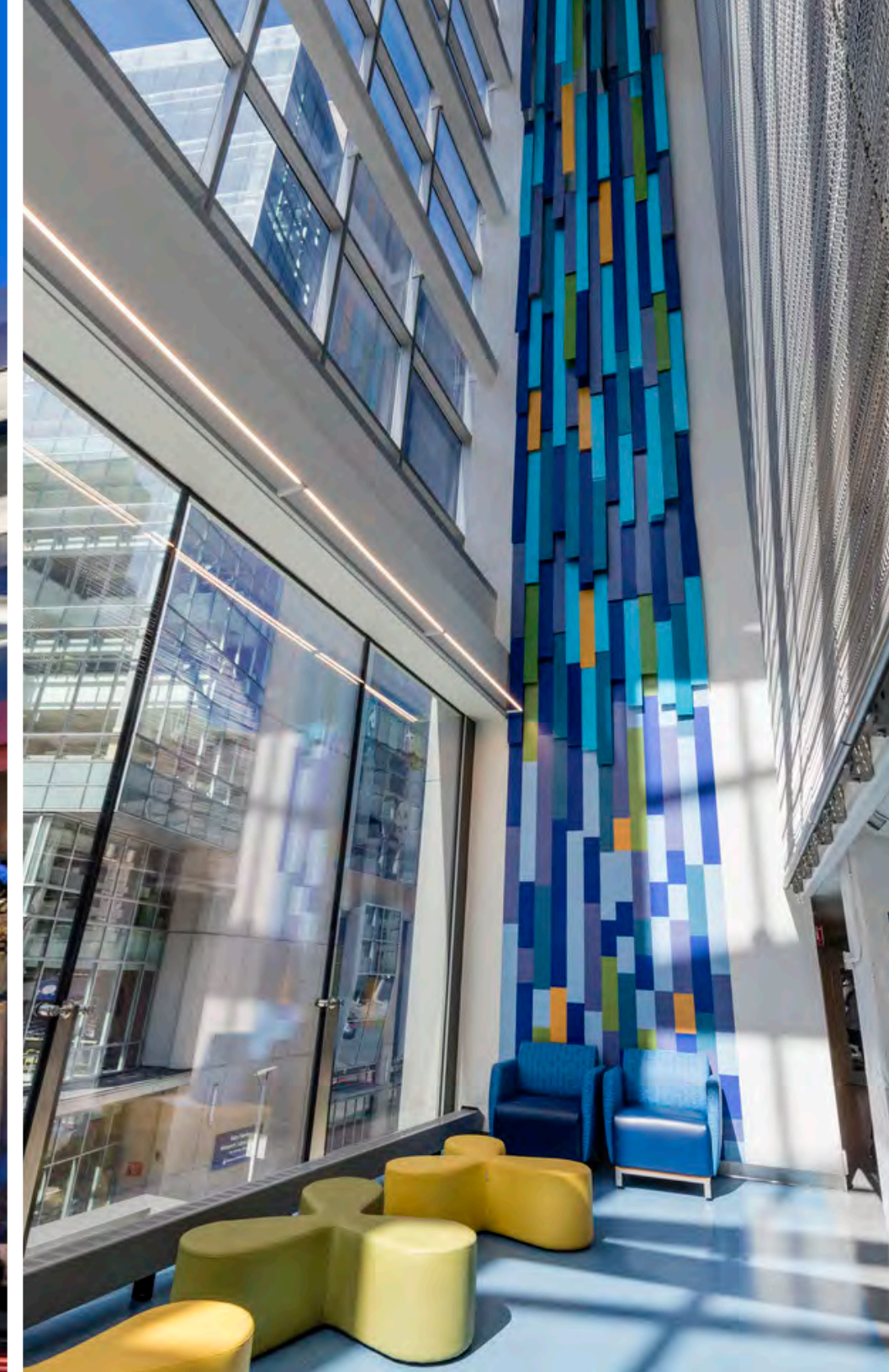
SPD designed and implemented the branded citywide vehicle, pedestrian, parking, and paratransit wayfinding systems for the City of Anaheim, CTR City, and Resort Districts, as well as the branding for residential and museum properties. The new sustainable systems feature solar powered signs and digital connectivity throughout the city.



Kendall Center

Cambridge, MA

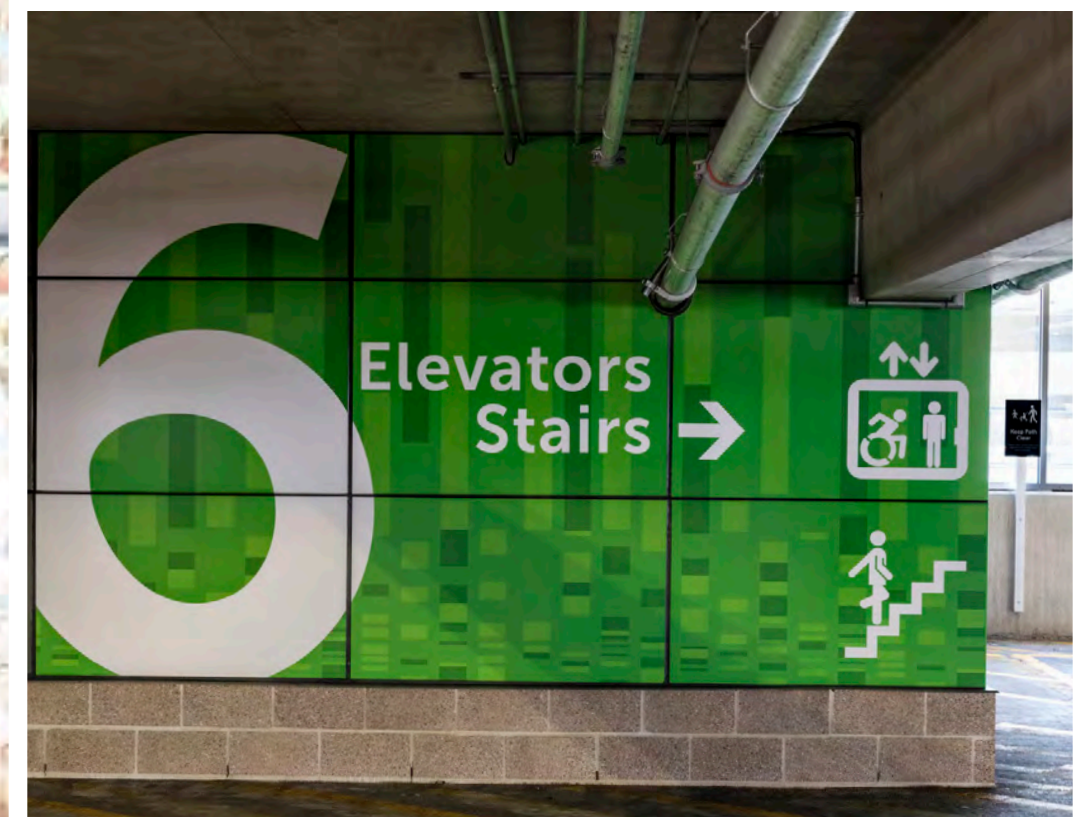
Selbert Perkins Design created the district branding and wayfinding program for Kendall Center, in the heart of Kendall Square. The comprehensive design strategy for three public garages included entrance identities, signage, environmental graphics and public art.

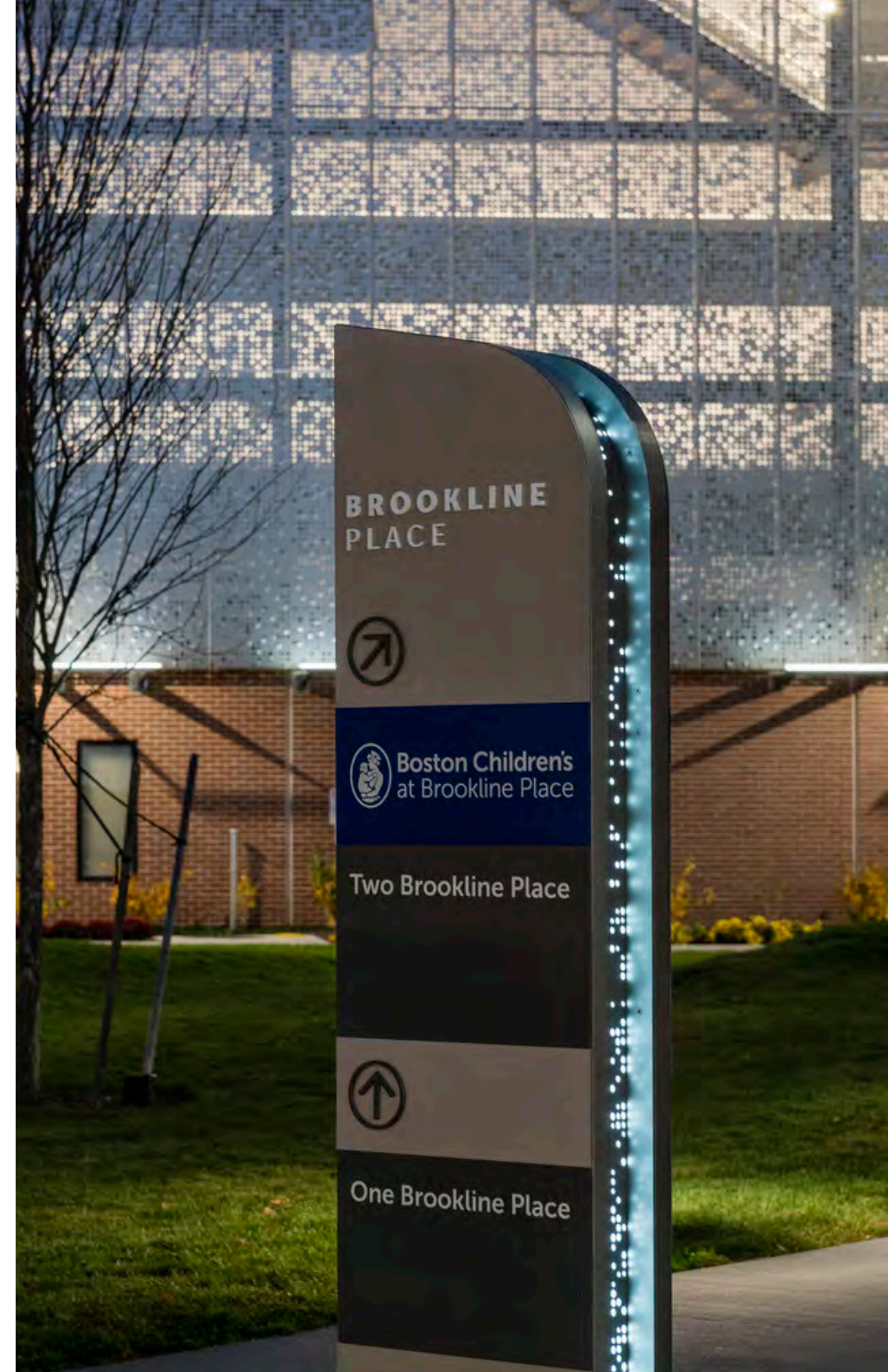


Boston Children's Hospital Pedestrian Bridge and Parking Garage

Boston, MA

Selbert Perkins Design designed an integrated art, signage, and donor recognition program for Boston Children's Hospital to improve the arrival experience for patient families. Art, signage, and donor recognition elements throughout the garage and pedestrian bridge were inspired by patterns in DNA sequencing. The environmental art strategy includes a 3-story dimensional mural and backlit photo-mosaic of a child's face made up of hundreds of photos of staff and families collected during the 150th anniversary of the hospital.





Boston Children's at Brookline Place

Boston, MA

Selbert Perkins designed exterior signage for the Brookline Place campus, which includes a new 8-story Medical Office Building and a 6-story, 683 space parking garage. Signage details include illumination and patterning that compliment the architectural design.



University Park at MIT

Cambridge, MA

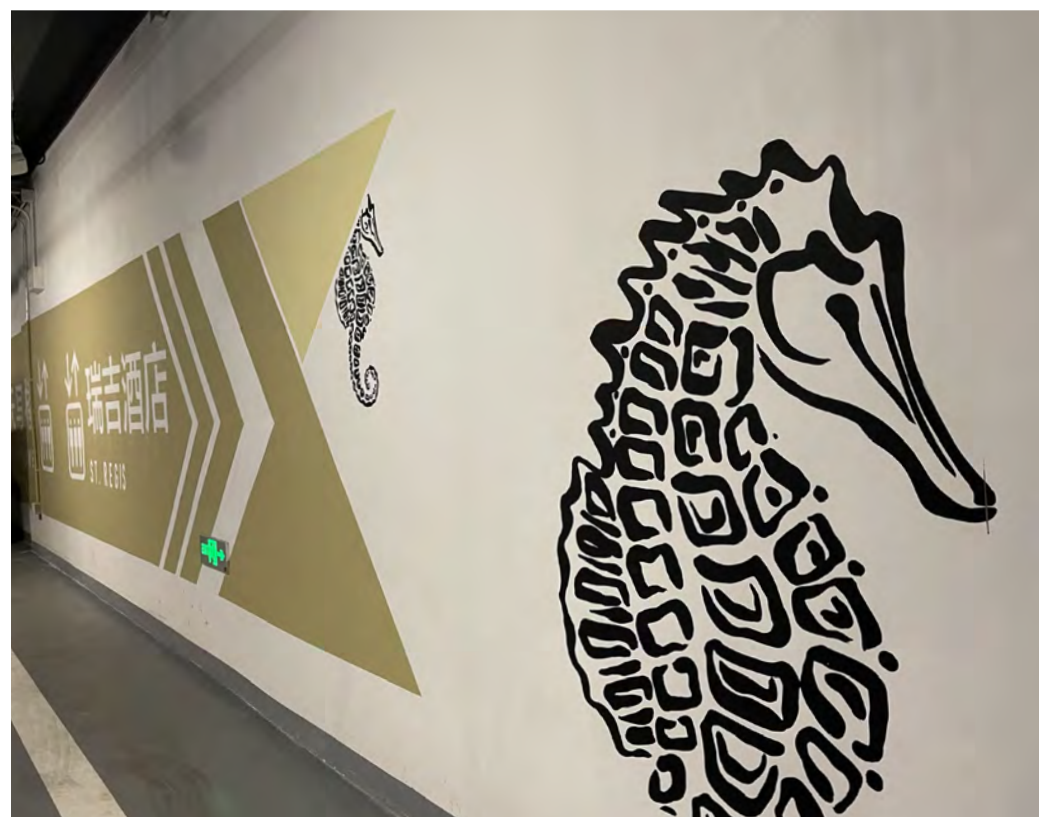
Collaborating with developers, architects, and artists, SPD developed the experiential master plan for this 40-acre neighborhood adjacent to MIT. The unique campus includes residences, a hotel, offices, retail, restaurants, labs, parking and public greenspace. Design elements include serious and whimsical storytelling sculptures, murals, gateways, and pavement engravings, which explore the history and future of the tech community through the lens of nature, science and technology.



Bethesda Row

Bethesda, MD

Bethesda Row is an urban alley transformed into a vibrant residential and commercial district. Reimagined as an outdoor living room, the site features large scale sculptures of household furniture and activities, including floor lamps and lighting, dishes, clotheslines, shadow boxes, and other amenities offering a glimpse into the history and stories of the site.



Haitian Center

Qingdao, China

Selbert Perkins Design developed the signage and wayfinding master plan for The Haitian Center in Qingdao, China. The complex is built around the famously spectacular sea views in Fushan Bay. Multiple individual tower structures provide a range of mixed-use facilities including the St Regis Hotel and the Haitian Hotel, as well as luxury residential accommodation, Class-A office space, high-end retail outlets, and an observation deck. Inspired by the Center's location, whimsical sea creatures adorn the walls of the underground parking floors.

Logos to Landmarks™

**Selbert
Perkins
Design.**

LOS ANGELES

432 Culver Blvd.

Playa del Rey, CA 90293

310.822.5223

Dominique Logan

Marketing Director

dlogan@selbertperkins.com

CHICAGO

210 West Main Street

Barrington, IL 60010

317.755.9660

Sharon Brooks

Principal

sbrooks@selbertperkins.com

BOSTON

90 Leonard Street

Belmont, MA 02478

781.574.6605 x129

Jessica Finch

Principal

jfinch@selbertperkins.com

SHANGHAI

160 Haerbin Road, Room C210

Shanghai, China

+86.132.6705.4324

Chaochi Lu

General Manager, Asia

clu@selbertperkins.com