

City of Oceanside Overhead Archway Monument Analysis & Design

December 15, 2025



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COVER LETTER

December 15, 2025

City of Oceanside – Engineering Division
Attn: Maria Hernandez
300 North Coast Highway
Oceanside, CA 92054

Re: Oceanside Overhead Archway Monument Analysis & Design

Dear Ms. Hernandez,

Our team is pleased to respond to your RFP for this exciting project for the City of Oceanside!

We believe you need a team with the depth and breadth that Graphic Solutions can offer to focus the right resources at the right time. Our team will commit our full resources and prioritize our schedules to best meet your needs.

Graphic Solutions has demonstrated expertise in the design of gateway entry signs for over fifty years, including work for scores of municipalities and downtowns throughout California and the Southwest.

We are recognized not only for award-winning design, but also for a pragmatic, results-oriented approach, with thorough knowledge of codes (MUTCD, CalTrans, etc.) and of up-to-date, sustainable fabrication methods and materials.

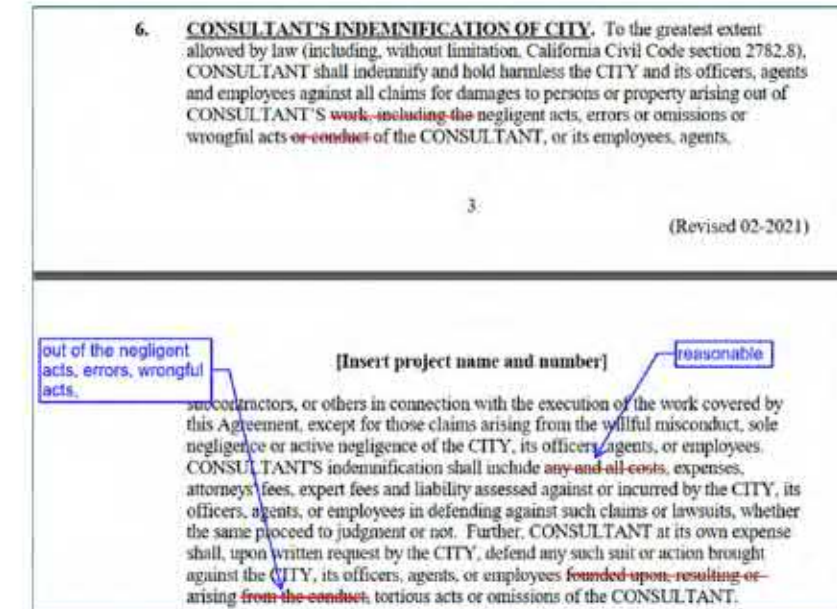
Detailed qualifications are included, along with references from satisfied clients. We encourage you to contact our references. They can attest to our commitment to support our clients' needs in a responsive, thorough manner.

We have reviewed the RFQ in its entirety, including all addenda, understand its requirements, and are eager to get started, should our team be selected.

We can meet the City's insurance requirements, understand prevailing wage requirements, and agree to not change or increase hourly billing rates for the duration of the contract.

COVER LETTER

We would like to request a slight change to the language contained in the Professional Services Agreement:



Our Cost Proposal is included under separate cover. Fees are estimated for all tasks, and all team members, but may be negotiated in discussion with the City. In particular, generous estimates have necessarily been given in the event Coastal Commission permitting is required.

This proposal is valid for no less than 120 days, and all information contained is true and correct. Simon Andrews, Principal and Secretary of the Corporation, is the person with contractual responsibility for this project.

We look forward to the opportunity to create an overhead archway monument sign for the City of Oceanside!

Yours truly,

Simon Andrews

Simon Andrews
Graphic Solutions Ltd.
simon@graphicsolutions.com



Project Understanding, Proposed Scope, & Approach

PROJECT UNDERSTANDING

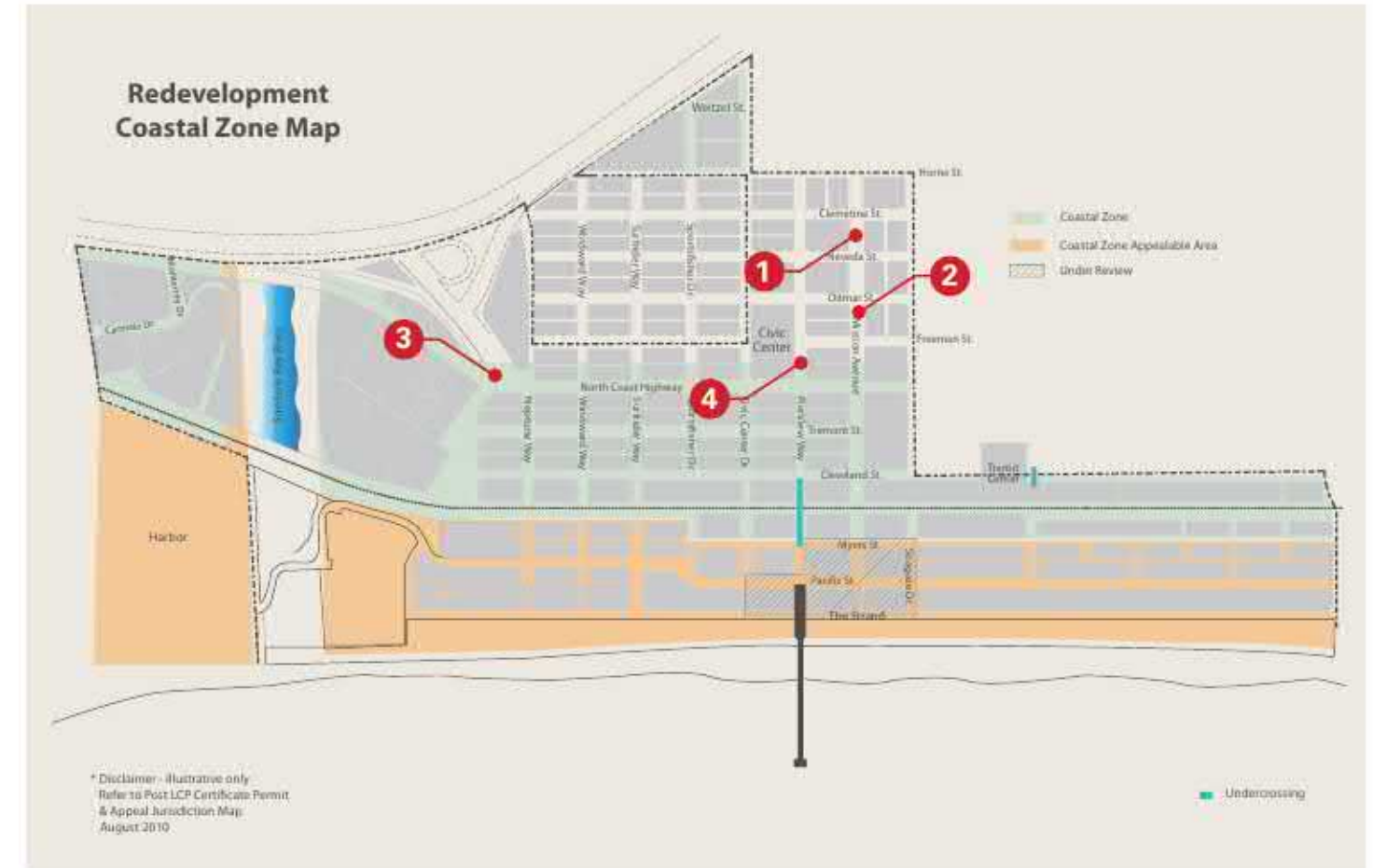


Simon Andrews conducts a meeting with stakeholders

The City of Oceanside wishes to create:

- A gateway sign, **unique** to the City of Oceanside, which would become an **iconic image** for the City;
- A gateway monument which is **appropriate** to the community and its history, its aesthetic, and personality of the place and her people – with broadest possible **public support**;
- A monument which is **durable: design** which is lasting, timeless, and **materials** meant to survive for years and decades in a public environment close by the sea;
- A landmark entrance for the city, in the **optimal location**.

PRELIMINARY LOCATION STUDIES



SCOPE OF SERVICES

Working with our tested team of professional partners, Graphic Solutions intends to apply our years of experience in designing successful gateways to design a unique, iconic, welcoming overhead archway sign for the City of Oceanside, including biddable, buildable construction documents.

Simon Andrews, Graphic Solutions Principal-in-Charge, will serve as Project Manager. Simon has decades of experience working with municipalities throughout California and has overseen all of the firm's gateway sign projects, beginning with "The Boulevard" gateway sign on El Cajon Boulevard in 1989 and most recently the "Point Loma Community Gateway" (see list of project examples in Appendices). From initial research and conceptual designs to construction documents, Simon contributes to every phase of work and is recognized in the industry for his timeless designs and satisfied clients.

Working collaboratively with City staff and a variety of stakeholders, we will create an appropriate and effective Gateway Sign design, that will highlight the unique aspects of the City, emphasizing a sense of place for both residents and visitors alike. As a local specialty design firm, we are responsive and have the ability to focus on our projects with a keen eye for detail and high-quality execution. Our proposed approach demonstrates our intent to work efficiently and deliver in a timely manner. Our clients can attest to our performance and ability to deliver on time and on budget.

A successful sign design will begin in **Task 1** with **listening** to the needs and input of City staff and stakeholders. We will gather input on preferred design styles and other factors that will guide our design approach, such as location, illumination, imagery, materials, and messaging.



Simon Andrews reviews full-scale mockups with stakeholders

SCOPE OF SERVICES

Our kickoff meeting with staff will reaffirm our understanding of the project's objectives, our approach, and timelines. We can offer alternative approaches for **stakeholder involvement** and can discuss the pros and cons of these with staff to determine the most appropriate and efficient strategies for **developing consensus**.

We know that a City's iconic gateway sign must have the broadest possible community support. CR Associates will lead the effort, with technical support and presentation materials from Graphic Solutions. We will work closely with the City's communications team, creating and managing a multi-media program of publicity, information, and encouragement for public participation. Our campaign will include two open house workshop meetings as we progress through the design process – to gather input on potential locations and monument designs. We will also create a bilingual (English/Spanish) survey, which can be used for both online and our in-person presentations. Based on our findings from survey results we will prepare a Summary Report which will help guide decisions vis-à-vis location and design preferences.

We have worked successfully in the past with the City of Oceanside developing consensus, and we intend to engage all stakeholder groups simultaneously for this project, including: the City's Arts Commission, Main Street Oceanside, Economic Development, the Cultural District, Visit Oceanside, the Chamber of Commerce, as well as the Downtown Advisory Committee.

Our **research** will also include a review of Oceanside's existing plans, goals, and recommendations, a review of the physical site, Caltrans and MUTCD requirements, and Oceanside's General Plan and Signing Ordinance.

Deliverables:

- Community Outreach and Engagement Plan

- Materials for community/stakeholder meetings
- Agendas and meeting minutes
- Community Events/Workshops/Stakeholder meetings
- Online Engagement
- Summary of feedback and findings of outreach effort

Concurrently with our initial kickoff meeting with staff, we will begin our **location analysis**. At this time, we study circulation patterns along key corridors. Context is critical so in **Task 2** we will analyze alternative locations for daytime and nighttime visibility, as well as constructability, opportunities and constraints, and visual impacts.

Alternative locations to include: Mission Avenue between Horne Street and Freeman Street; Mission Avenue from Freeman Street to Pacific Street; Coast Highway from SR 76 to Seagaze Drive; and along Pier View Way. Location alternatives will be shown in renderings and drawings as generic overhead monuments at each location and ranked to develop a preferred location. Considerations will be made for relative costs, visual impacts, underground and overhead utility conflicts and stakeholder concerns – as well as whether or not a potential site would be within the Coastal Commission's jurisdiction. We will present our analysis to the City's Executive Management Team and gather concerns and comments – in order to develop a **single, preferred location**, formalized in a Final Ranking Memorandum.

Deliverables:

- Summary report and photo-survey of field observations
- Location Alternatives
- Plan for next steps based on findings

During **Task 3**, based on the preferred location, we will present **preliminary design concepts**, highlighting our research and planning, and incorporating photo-simulation techniques (both day and night views where appropriate) to aid

SCOPE OF SERVICES

in visualizing design concepts. Our concepts will show various treatment options that may incorporate **imagery, type fonts, colors, materials, lighting, and landscape integration** to feature the unique community aspects of Oceanside, celebrating the cultural identity, community pride, and historical importance of the city. Up to three design options for columns, overhead section, and type fonts will be prepared, considering site, community input, maintenance and operational requirements. We will provide budgetary estimates and analyze costs, visual impacts, and stakeholder interests of each alternative – based on input gathered at a Community Open House Workshop. Based on community feedback, we prepare a **Summary Report**.

Based on the rankings, we then prepare a preferred design and present to the Executive Management Team for feedback, in preparation for a **Final Preferred Design** package.

Deliverables:

- Map of proposed entryway feature locations, including sizing, orientation, and site conditions.
- Concept designs
- Renderings and visual simulations (day and night views) of proposed design options
- Materials and lighting recommendations
- Final Design Development package

Based on the findings in Tasks 1-3, in Task 4 we will create a **Draft Monument Assessment Report**, memorializing the project process, highlighting the public outreach findings, details of the location analysis, and the final sign design. Our report will clearly illustrate step-by-step how a preferred location and design were arrived at and include **Cost Estimates** and an **Implementation Plan**. We forward the report to City staff for review and make changes as necessary. The final report will be a detailed, graphic implementation document, delivered electronically to staff.

Deliverables:

- Draft Monument Assessment Report
- City staff comments matrix
- Final Monument Assessment Report

In Task 5 our design team and subconsultants will work with the City's Fire, Traffic, Water Utilities, and Development Services departments for coordination, review and approval of the proposed Preferred Plan. We will also coordinate with SDG&E for electrical service and routing, including estimated costs and timelines. If necessary, we will assist City staff in preparing a Coastal Development Permit, including the preparation of drawings, exhibits, engineering (structural, civil, electrical), and other supporting documentation needed for the application and any application cycle issues. As part of our analysis, we will demonstrate how the proposed, preferred monument is consistent with and implements applicable policies of the Coastal Act. We will also assist staff in preparing a Draft Categorical Exemption and Final Categorical Exemption for CEQA, which will include design plans, and detailed project description for City processing and posting.

Additionally, we will make up to three presentations, as necessary, to the Downtown Advisory Committee, Arts Commission, and City Council that summarizes our efforts, and presents our Design Development package of preferred location and design for review and comment. Any requested changes will be revised in the Final Report.

Deliverables:

- 3 presentations/public hearings
- Final Report for City Council
- Final Report with Final Action taken by City Council on adoption of report

Following all required approvals in Task 5, in Task 6 we will prepare **Design Intent Drawings**

SCOPE OF SERVICES



CRA Mobility conducts a social outreach event for the 2024 Oceanside General Plan

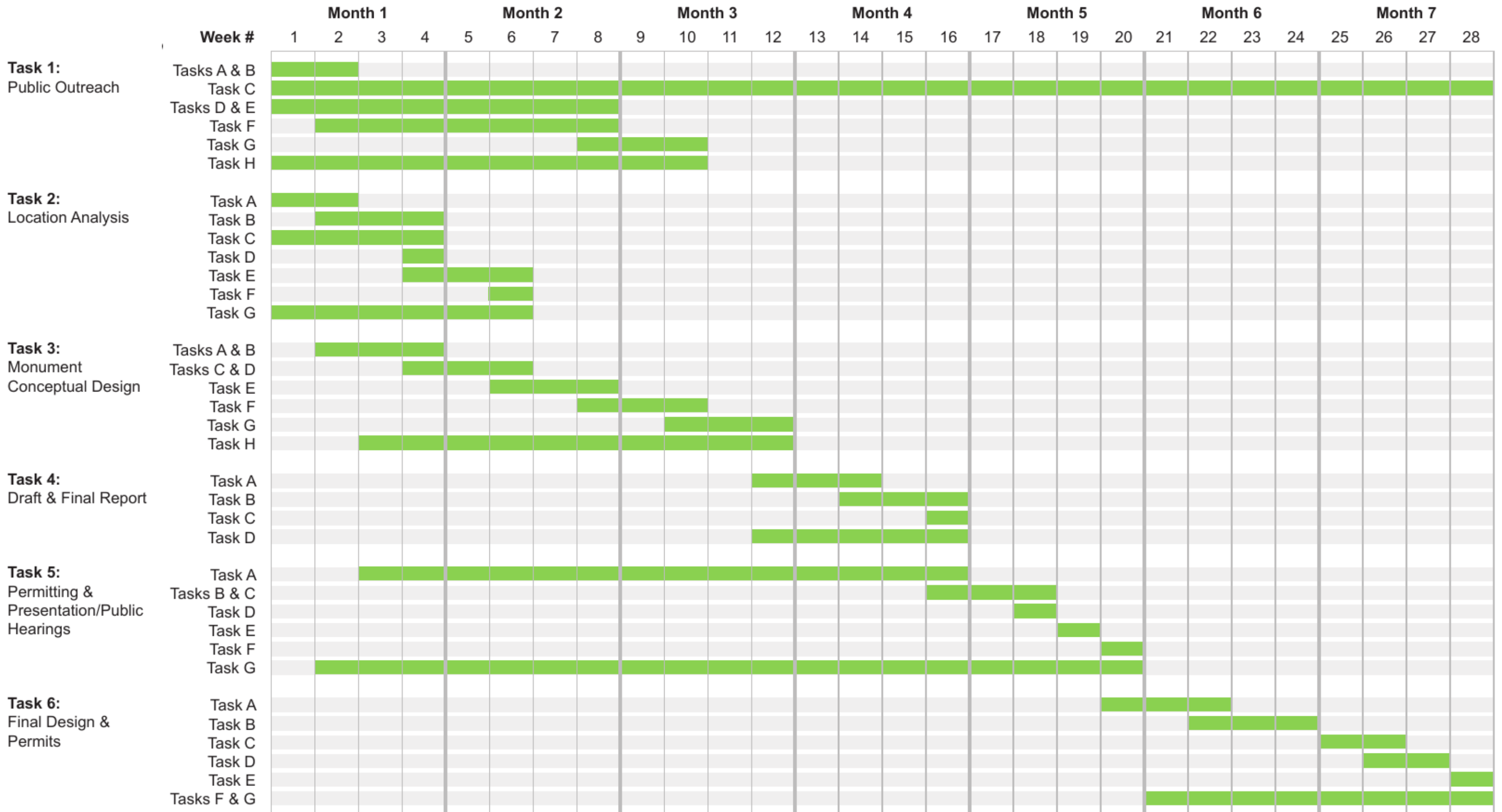
and **Construction Specifications**, or PS&E's, suitable for regulatory review, permitting, and public bidding by contractors. Utilizing our team of subconsultants, these plans will include civil, structural, and electrical engineering, as well as landscape architectural plans as appropriate. Submittals will be made at 90%, 95%, and 100% completion. The final PS&E package will address all applicable agency requirements and prior comments from the Coastal Commission. Additionally, we will assist City staff in obtaining final approvals from the Coastal Commission and the city's Building Division as necessary.

Deliverables:

- 90%, 95%, and 100% PS&E documents
- Regulatory permit approvals

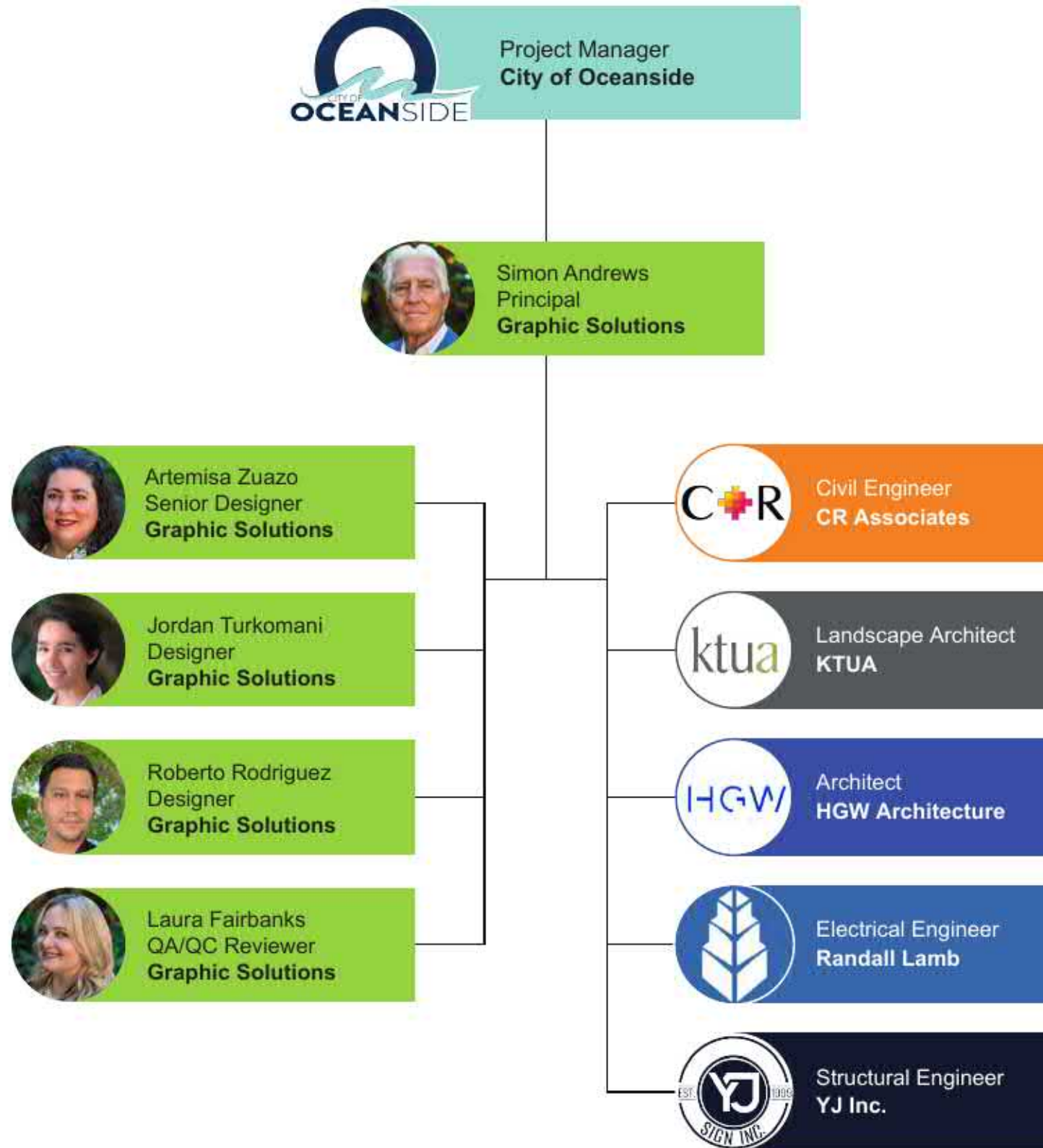
After 100% design approval we can offer, as a Subsequent Task, **Bid Support and Construction Administration**, to ensure the bid package is suitable for competitive bidding by contractors, and that the implementation adheres to our approved plans and specifications. We know how critical this implementation phase of the project is, and so often overlooked or underestimated. Our team will be able to apply our experience with fabrication techniques and management of signage contractors, to ensure successful completion of the project.

SCHEDULE OF WORK



Deliverables for each task listed in Scope of Services.

ORGANIZATION CHART



PROPOSED SUBCONSULTANTS

Civil Engineer
CR Associates
 3900 Fifth Avenue #310
 San Diego, CA 92103
 619-795-6086

Landscape Architect
KTUA
 3916 Normal Street
 San Diego, CA 92103
 619-294-4477

Architect
HGW Architecture
 1955 Bacon Street
 San Diego, CA 92107
 619-523-8485

Electrical Engineer
Randall Lamb Associates
 3131 Camino Del Rio N, Suite 860
 San Diego, CA 92108

Structural Engineer
YJ, Inc.
 33336 Agua Dulce Canyon Road
 Agua Dulce, CA 91390
 661-259-0900

TEAM MEMBER RESUMES - G.S.



Simon Andrews

Simon Andrews has been a principal with Graphic Solutions since 1976. Simon's responsibilities include problem-solving, design concepting, sign planning, and organizing and conducting stakeholder meetings and public workshops for developing consensus. He has directed numerous award-winning projects, and serves as principal-in-charge of most public projects.

Simon and his firm have developed strategies for discovering those visual elements which are unique to a project, then interpreting them graphically so they communicate an appropriate identity and serve as an effective brand.

PROJECT ROLE

Project Manager

EXPERIENCE

48 years

EDUCATION

A.B., Psychology,
San Francisco State
University

AFFILIATIONS

American Institute of
Graphic Arts

The Society for
Experiential Graphic
Design

The American Society
of Landscape
Architects (Affiliate)
and member National
ASLA Parks and
Recreation Open
Committee

La Jolla Community
Planning Association
(past President)

East Village Association,
Downtown San Diego
(Board member, past
President)

The San Diego River
Park Foundation,
Board member

CONTACT INFO

simon@
graphicsolutions.com
(619) 239-1336

RELEVANT PROJECT EXPERIENCE

- Oceanside, CA – El Corazón Park; Public Outreach, Branding & Sign Program
- Point Loma, San Diego, CA – Gateway Sign Design Development through Construction Administration
- "The Boulevard," San Diego, CA – Iconic Gateway Branding and Initiating Revitalization of Commercial District
- Chula Vista, CA – Historic Third Avenue Downtown Branding, Gateway Arch, and Wayfinding Program
- Escondido, CA – Maple Street Plaza Branding, Gateway Signage and Wayfinding
- Imperial Beach, CA (ongoing) – Entry Monument and Gateway Programs
- Newport Beach, CA – Balboa Village Gateway and Wayfinding Sign Program
- San Diego, CA – Downtown Cycle Track Wayfinding Program (*in collaboration with CR Associates)
- Tehachapi, CA – Downtown Gateways, Wayfinding
- Cathedral City, CA – Citywide and Town Center Gateways and Wayfinding Program
- Commerce, CA – Branded Gateways, Banner Programs, and Wayfinding
- Downey, CA (ongoing) – Downtown Gateway Design
- El Cajon, CA – Branding and Gateway Arch
- Huntington Beach, CA – Branding, City Entry Signage, Downtown Wayfinding Program
- La Mesa, CA – Citywide Branding and Comprehensive Wayfinding
- Merced, CA – City Branding, Gateway Arch Design, and Wayfinding Program
- Morena Valley, CA – Sunnymead Boulevard Gateway
- Pacific Highlands Ranch, San Diego, CA – Community Gateway Arch
- Santa Ana, CA – Restoration Design for Historic Main Street Gateway

TEAM MEMBER RESUMES - G.S.



Artemisa Zuazo

Artemisa is an essential part of the Graphic Solutions design team. Combining experience in graphic design and architecture, she takes a comprehensive, multidisciplinary approach to environmental graphic design. She has a particular acuity for conceptualizing the application of color to architectural spaces.

Her contributions to the design team include creating design concepts, sensitive and appropriate to their environments. Artemisa specializes in the design and development of wayfinding programs, project management, and construction administration.

Prior to joining the Graphic Solutions Team, Artemisa was on the staff of Neo Arquitectura, an architectural firm in Tijuana B.C. México.

PROJECT ROLE

Senior Designer

EXPERIENCE

36 years

EDUCATION

BArch, Universidad
Iberoamericana,
B.C. México

A.A., Graphic Design,
Platt College

CONTACT INFO

artemisa@
graphicsolutions.com
(619) 239-1336

RELEVANT PROJECT EXPERIENCE

- Cathedral City, CA – Comprehensive Citywide Gateways and Wayfinding Program
- Chula Vista, CA – Historic Third Avenue Downtown Branding, Gateways and Wayfinding Program
- Coronado, CA – Vehicular and Trails Wayfinding Programs
- Crescent City, CA – Wayfinding Program along CalTrans Right-Of-Way
- Downey, CA (ongoing) – Downtown Gateway Design
- El Cajon, CA – Branding and Gateway Arch
- El Monte, CA – Comprehensive Branding and Citywide Signage Program
- Escondido, CA – Maple Street Plaza Branding, Gateway Signage and Wayfinding Program
- Imperial Beach, CA – Palm Avenue Gateway and Wayfinding Program, Trails Interpretive Signage
- Imperial Beach, CA (ongoing) – Entry Monument and Gateway Programs
- Newport Beach, CA – Balboa Village Gateway and Wayfinding Sign Program
- Pacific Highlands Ranch, San Diego, CA – Community Gateway
- Pinole, CA – Branding and Comprehensive Sign Program
- Point Loma, San Diego, CA – Gateway Sign Design Development through Construction Administration
- San Diego, CA – Downtown Cycle Track Wayfinding Program
- San Marcos, CA – Civic Center and Citywide Wayfinding Programs
- Temecula, CA – Auto Mall Wayfinding Program
- Vista, CA – Citywide and Downtown District Wayfinding Programs

TEAM MEMBER RESUMES - G.S.



Jordan Turkomani

Jordan is a key member of the Graphic Solutions design team. Informed by her multidisciplinary background, combining experience in architecture, interior design, and graphic design, Jordan takes a holistic and inventive approach to her work. She is experienced in all project phases.

RELEVANT PROJECT EXPERIENCE

- Jurupa Valley, CA – Comprehensive Citywide and District Corridors, Gateways and Trails Wayfinding Program
- Patterson, CA – Historic Downtown Branding, Gateway and Wayfinding Program
- Cuesta College, San Luis Obispo, CA – Design Development for interior and exterior signage. Includes building, entry, room, and parking identification; vehicular and pedestrian wayfinding
- San Diego, CA – Port of San Diego Wayfinding for Parks and Trails
- Santee, CA – “Town Center” Branding and Wayfinding Program for Multiple Districts

PROJECT ROLE
Designer

EXPERIENCE
4 years

EDUCATION
B.S., Architecture,
University of Michigan

CONTACT INFO
jordan@
graphicsolutions.com
(619) 239-1336



Roberto Rodriguez

Roberto has obtained his master's degree from the New School of Architecture and Design. His diverse background in architecture, interior design, and design engineering makes him an asset to our team.

He contributes to the team by creating design concepts and construction documents and assisting team members with major deliverables. Recently, he has taken on the role of project manager for the City of Bellflower's Senior and Teen Community Center project.

RELEVANT PROJECT EXPERIENCE

- Bellflower, CA – Senior and Teen Community Center Concept Design, Design Development, and Construction Documents.
- Fulton Elementary School – Concept Design through Construction Documents for campus graphics and decorative murals
- Murrieta Creek Regional Trail, Lake Elsinore, CA – Concept Design and Design Development of Murrieta Creek Regional Trail signage for cyclists and pedestrians.
- Rolando Park Elementary School – Concept Design for interior and exterior signage
- San Diego Civic Theater – Comprehensive Interior and Exterior Wayfinding Program

PROJECT ROLE
Designer

EXPERIENCE
3 years

EDUCATION
MArch, NewSchool
of Architecture and
Design San Diego

B.S., Architecture,
Texas Tech University

CONTACT INFO
roberto@
graphicsolutions.com
(619) 239-1336

TEAM MEMBER RESUMES - CRA MOBILITY



Ross Duenas, PE

Ross is a transportation professional with experience in roadway operations, corridor evaluation, and site-specific engineering analysis. His work includes assessing traffic patterns, clearances, utilities, right-of-way constraints, and safety considerations to determine optimal locations for roadway features. Ross is familiar with geometric review, visibility requirements, structural siting, and agency standards to ensure that public elements are both prominently placed and fully compatible with existing roadway function, long-term maintenance needs, and community identity.

RELEVANT PROJECT EXPERIENCE

- *Mission Ave Complete Street, Oceanside – Lead Civil Engineer
- Thoroughfare Corridor Study, Oceanside – Lead Civil Engineer
- Douglas Drive Median Improvements, Oceanside – Project Manager
- College Blvd Widening Improvements, Oceanside – Project Manager
- Cortez Hill Neighborhood Wayfinding, San Diego – Project Manager
- **Downtown Cycle Track Wayfinding, San Diego – Project Manager
- *El Corazon Aquatic Center, Oceanside – Lead Civil Engineer

*Project prior to joining CRA

**In association with Graphic Solutions for sign program planning & design

PROJECT ROLE
Principal

EXPERIENCE
20 years

EDUCATION
BS, Civil Engineering,
Florida State University

ACCREDITATION
Professional Engineer
(Civil), CA #84324

Professional Engineer
(Civil), AZ #52493

AFFILIATIONS
American Society of
Civil Engineers (ASCE),
San Diego Chapter,
Transportation Board
Member

CONTACT INFO
rduenas@
cramobility.com
850-322-8034

TEAM MEMBER RESUMES - RANDALL LAMB



Peter Farjad, PE, RCDD, LEED GA

As a principal at Randall Lamb, Peter leads projects from concept through construction, ensuring project alignment with client goals. With over 20 years of experience, Peter specializes in building system design including lighting, medium-voltage, and multiple low-voltage systems as well as telephone, data, and fire alarm. As a Registered Communications Distribution Designer (RCDD), his specialty brings an important credential for the design of structured cabling systems and related infrastructure. Peter works in various market sectors including public agencies, higher education, military, commercial, hospitality, and healthcare.

PROJECT ROLE

Electrical Engineer

EXPERIENCE

20 years

EDUCATION

B.S., Electrical Engineering,
San Diego State University, CA

REGISTRATIONS

Electrical Engineer:
CA #19125
VA #0402062973
NV #022600
AZ #E53838
MA #56389

LEED Green Associate:

#10886755

CERTIFICATION

BICSI Registered Communications Distribution Designer (RCDD) Certification:
#373230

PROFESSIONAL SOCIETIES

U.S. Green Building Council (USGBC)

Building Industry Consulting Service International (BICSI)

CONTACT INFO

pfarjad@randalllamb.com
(619) 713-5743

RELEVANT PROJECT EXPERIENCE

- *Ramona, CA – Ramona Archway Sign Installation
- *San Diego, CA – Point Loma Gateway Sign Installation
- *Bellflower, CA – Bellflower Gateway Sign
- *Bakersfield, CA – Bakersfield Auto Mall Gateway Sign Installation
- *Patterson, CA – City of Patterson Gateway Sign Installation
- *San Jose, CA – City of Downey Digital Gateway Sign Installation
- *Patterson, CA – Outdoor Plaza Exterior Site Lighting Improvements
- San Diego, CA – San Diego City College Center for Media & Performing Arts Site & Landscape Lighting Infrastructure Design
- Del Mar, CA – Del Mar Civic Center Lighting Infrastructure Design
- San Diego, CA – Heritage Park Lighting Upgrades
- Chula Vista, CA – Southwestern College New Math and Science Buildings Electrical Infrastructure Design
- Otay Mesa, CA – Southwestern College Public Safety Training Center Site Lighting Design

*Denotes project with Graphic Solutions

TEAM MEMBER RESUMES - RANDALL LAMB



Tressa Alvarado

With over 16 years of experience, Tressa serves as an Electrical Designer at Randall Lamb, specializing in CAD design documentation and modeling. She consistently delivers integrated and effective designs tailored to each project's technical and functional requirements. Tressa has supported work across the public agency, higher education, and commercial market sectors with a focus on precision, efficiency, and cross-team collaboration.

PROJECT ROLE

Electrical Designer

EXPERIENCE

16 years

EDUCATION

Electrical Design and Construction Module,
University of California at Los Angeles

A.S. in Computer Aided Design (CAD), Ventura College, CA

CONTACT INFO

talvarado@randalllamb.com
(619) 713-5770

RELEVANT PROJECT EXPERIENCE

- *Ramona, CA – Ramona Archway Sign Installation
- *San Diego, CA – Point Loma Gateway Sign Installation
- *Bellflower, CA – Bellflower Gateway Sign
- *Bakersfield, CA – Bakersfield Auto Mall Gateway Sign Installation
- *Patterson, CA – City of Patterson Gateway Sign Installation
- *San Jose, CA – City of Downey Digital Gateway Sign Installation
- *Patterson, CA – Outdoor Plaza Exterior Site Lighting Improvements
- San Diego, CA – Heritage Lighting Upgrades
- San Diego, CA – SDCCD City College Building D Electrical Upgrades
- San Diego, CA – Heritage Park Lighting Upgrades
- La Jolla, CA – UCSD Muir Hall 1st & 2nd Floor Renovation Lighting Design
- San Diego, CA – City College Building D Electrical Upgrades

*Denotes project with Graphic Solutions

TEAM MEMBER RESUMES - YJ, INC



Tony I Jacob

Mr. Jacob is the senior engineer at YJ Sign Inc. He oversees design, studies, cost estimates, and analysis of civil sign structure projects. At YJ Sign Inc. he has been responsible for the design of several large schools, residential, commercial, industrial projects throughout the nation. Mr. Jacob provides direct design and design supervision of various projects aspects, including foundation, steel, aluminum, and anchorage. Mr. Jacob's direct experience in design and construction provides him with comprehensive knowledge in all aspects of sign structural projects. This working knowledge equips him with the ability to provide vital quality control over the project teams working at YJ Sign Inc.

PROJECT ROLE
Professional Engineer

EXPERIENCE
32 years

EDUCATION
B.S. Civil Engineering,
University of Illinois,
Urbana Champaign

AFFILIATIONS
California Sign
Association

Colorado Sign
Association

Midwest Sign
Association

Minnesota Sign
Association

CONTACT INFO
tony@yjinc.com
(661) 259-0700

RELEVANT PROJECT EXPERIENCE

- Ramona, CA – Ramona, Roadway Spanning Sign
- Seattle, WA – W1000, Exterior Hanging Sign
- Seattle, WA – Harbor Steps, Exterior Spanning Sign
- Redondo Beach, CA – Redondo Shores, Spanning Sign, Wall Sign, Monuments
- Perris, CA – Arco, Roadway Spanning Sign
- Torrance, CA – Torrance Archway, Roadway Spanning Sign
- Newburgh, NY – Applegreen Farmer's Market, Roadway Spanning Sign
- Buckeye, AZ – Verrado, Tri-sided Totem, Monuments, Roadway Spanning Sign
- Aurora, CO – Chick Fil A, Spanning Sign
- Irvine, CA – Mariner's Church, Spanning Sign
- La Puente, CA – Primo Express Car Wash, Spanning Sign
- San Diego, CA – Old Town San Diego, Roadway Spanning Sign
- Princeton Junction, NJ – W Squared, Spanning Sign, Pylon
- Burbank, CA – Burbank Airport, Spanning Signs, Overhead Directionals, Pylons
- Amityville, NY – LIRR 9 Station, Wall Mounted Spanning Sign
- Honolulu, HI – Hale Haukani, Spanning Signs
- Castroville, CA – North Monterey County High School, Gateway Spanning Sign
- Seattle, WA – Fourth & Madison, Spanning Sign, Blade Sign, Overhead Parking ID, Monument
- Springfield, IL – Springfield Clinic Stadium, Spanning Sign and Scoreboard
- Castroville, CA – City of Castroville, Roadway Spanning Sign
- Convington, WA – St. John the Baptist, Spanning Sign

TEAM MEMBER RESUMES - YJ, INC



Yousif Jacob

Mr. Jacob has design experience in various aspects of the sign engineering process nationwide. He is currently the principal at YJ Sign Inc.

RELEVANT PROJECT EXPERIENCE

- Ramona, CA – Ramona, Roadway Spanning Sign
- Seattle, WA – W1000, Exterior Hanging Sign
- Albany, NY – Downtown Albany, Wayfinding Signs
- Bay Lake, FL – Disney Animal Kingdom, Canopy
- Anaheim, CA – Disney, Hanging Signs
- Orlando, FL – Disney World, Hanging Signs
- Seattle, WA – Harbor Steps, Exterior Spanning Sign
- Redondo Beach, CA – Redondo Shores, Spanning Sign, Wall Sign, Monuments
- Perris, CA – Arco, Roadway Spanning Sign
- Torrance, CA – Torrance Archway, Roadway Spanning Sign
- Buckeye, AZ – Verrado, Tri-sided Totem, Monuments, Roadway Spanning Sign
- San Diego, CA – Old Town San Diego, Roadway Spanning Sign
- Burbank, CA – Burbank Airport, Spanning Signs, Overhead Directionals, Pylons
- Amityville, NY – LIRR 9 Station, Wall Mounted Spanning Sign
- Castroville, CA – North Monterey County High School, Gateway Spanning Sign
- Seattle, WA – Fourth & Madison, Spanning Sign, Blade Sign, Overhead Parking ID, Monument
- Los Angeles, CA – LAX Airport, Bang Bars
- Des Moines, IA – Des Moines International Airport, Monuments, Blade Signs
- Las Vegas, NV – MGM Grand, Art Elements - Palm Tree Structures
- O'Fallon, MO – Rosalita's O'Fallon, Art Element - Faux Tree Structure
- Irvine, CA – UC Irvine, Art Elements - Student Sculptures, Monument
- Burbank, CA – Warner Brothers, Art Element - Carrot Sculpture, Hanging Sign

PROJECT ROLE
Principal

EXPERIENCE
25 years

EDUCATION
B.S. Systems
Operations
Management,
California State
University of
Northridge

AFFILIATIONS
California Sign
Association

American Society of
Civil Engineers

Colorado Sign
Association

Midwest Sign
Association

Minnesota Sign
Association

CONTACT INFO
yousif@yjinc.com
(661) 259-0700

TEAM MEMBER RESUMES - HGW



HGW/ Matt Wells

Matthew Wells is a principal of HGW Architecture where he brings to the firm a wealth of Public and Institutional project experience. This experience includes Commercial Office Buildings and mixed-use projects, Park and Recreation Centers, Aquatic Centers, Health Clubs and Multi-family residential projects. He is well versed in the City Environmental Review Processes and has recently completed several projects within sensitive land areas.

Matthew Wells will serve as Principal-in-Charge, overseeing all team efforts including design, client communications and project scheduling.

RELEVANT PROJECT EXPERIENCE

- Chula Vista, CA – Monteville Recreation Center
- San Diego, CA – Pacific Highlands Ranch Recreation Center
- San Diego, CA – Energy Innovation Center Adaptive Reuse, SDG&E
- San Diego, CA – Normal Street DMV Replacement
- San Diego, CA – San Diego Yacht Club Malin Burnham Sailing Center
- Pauma Valley, CA – La Jolla Tribal Emergency Operations Center
- Pauma Valley, CA – La Jolla Welcome Center
- Escondido, CA – SDZWA Safari Park Elephant Valley
- Rancho Santa Fe, CA – RSFFPA-NCDJPA Emergency Communication Center
- La Jolla, CA – Spanos Athletic Training Center, UC San Diego
- La Jolla, CA – Canyonview Aquatic Center, UC San Diego

PROJECT ROLE

Principal-in-Charge

EXPERIENCE

41 years

EDUCATION

B-Arch,
Montana State
University, MT

MA, Architecture,
Montana State
University, MT

AFFILIATIONS

Registered Architect
C18522

Member, American
Institute of Architects

CONTACT INFO

matt@
hgwarchitecture.com
(619) 523-8485

TEAM MEMBER RESUMES - HGW



HGW/ Jim Gabriel

James Gabriel has diverse architectural experience including education facilities, civic, commercial and urban planning projects. Jim has years of experience working with clients, committees and communities in the design of thoughtful designs uniquely fitted to their site and program needs. He is thoroughly versed in the concepts and applications of sustainable design.

James Gabriel will serve as Design Principal, overseeing the design and documentation efforts through all phases.

PROJECT ROLE

Design Principal

EXPERIENCE

35 years

EDUCATION

BA, Environmental
Design, Arizona State
University, AZ

MA, Architecture,
University of California,
Berkeley, CA

AFFILIATIONS

Registered Architect
C22364

Member, American
Institute of Architects

CONTACT INFO

jim@
hgwarchitecture.com
(619) 523-8485

RELEVANT PROJECT EXPERIENCE

- San Diego, CA – Harbor Island West Marina Public Art
- San Diego, CA – Mesa College Fine Arts Building, SDCCD
- San Diego, CA – Mesa College Student Services Center, SDCCD
- San Diego, CA – Pacific Highlands Ranch Community Library
- San Diego, CA – Pacific Highlands Ranch Recreation Center
- San Diego, CA – Birch Aquarium Remodel and Expansion, UC San Diego
- Chula Vista, CA – Monteville Recreation Center
- Carlsbad, CA – Alga Norte Community Center
- San Diego, CA – Balboa Branch Library
- San Diego, CA – Normal Street DMV Replacement
- San Diego, CA – Ocean Beach People's Organic Food Market

TEAM MEMBER RESUMES - KTUA



ktua Chris Langdon

Chris Langdon is responsible for managing a broad range of landscape architectural projects of varying scope including small urban park sites, new construction and modernization of college and university campuses, and large multi-jurisdictional transit projects. With more than 33 years of experience, Chris is skilled at all levels of project management including project procurement, scope development, concept and design development, construction documentation and production, schedule management, cost management, and construction administration services.

Chris brings a very strong horticultural background to KTUA and leads efforts in water conservation design with turf reduction and low water-use landscape design. Chris is KTUA's Park and Recreation market leader and has a passion for improving and creating healthy and active communities.

PROJECT ROLE

Principal Landscape Architect

EXPERIENCE

33 years

EDUCATION

B.S. Landscape Architecture, Washington State University, 1993

REGISTRATIONS

2004, California Landscape Architect, PLA 4915, exp. 2/28/27

LEED AP

AFFILIATIONS

American Society of Landscape Architects

California Parks and Recreation Society

Design Build Institute of America

Society of American Military Engineers

CONTACT INFO

chris@ktua.com
(619) 294 4477 x115

RELEVANT PROJECT EXPERIENCE

- City of Poway Community Park Wayfinding Signage (w/Graphic Solutions)
- Port of San Diego Chula Vista Bayfront Wayfinding Design Guidelines, Chula Vista, CA (w/Graphic Solutions)
- Port of San Diego Chula Vista Bayfront Wayfinding and Gateway Framework Plan (w/Graphic Solutions)
- City of Oceanside Crown Heights Resource Center
- City of Carlsbad Alga Norte Community Park
- City of San Diego North Park Mini Park
- City of San Diego Olive Street Park
- Port of San Diego, Chula Vista Bayfront Sweetwater Park

References

REFERENCES - GRAPHIC SOLUTIONS

City of Oceanside

Jami Williams
Managing Partner
RRM Design Group
805-801-3743
JAWilliams@rrmdesign.com

El Corazon Specific Sign Program

- Services Provided: Concept design, Specific Plan
- 2017 - 2019
- No issues meeting deadlines or contract requirements
- Note: The City of Oceanside staff members that we worked with on this project have all departed their positions. They include: Cheryl Coffin, Richard Greenbauer, Jeff Hunt, Nathan Mertz, Doug Eddow, and Homer Post

City of Vista

John Conley
City Manager
760-643-5200
jconley@ci.vista.ca.us

Vista Wayfinding Program, Vista Tasting Rooms Wayfinding Signage

- Services Provided: Concept design, construction documents, construction administration
- 2007 - present
- No issues meeting deadlines or contract requirements

City of San Marcos

Isaac Etchamendy
Development Services Director
760-744-1050
ietchamendy@san-marcos.net

San Marcos Entry Monuments, City-Wide Gateway and Wayfinding Sign Program

- Services Provided: Concept design, construction documents, construction administration, update to Master Plan
- 2017 - 2020
- No issues meeting deadlines or contract requirements

Point Loma Association

Beth Roach
Chair
619-300-0389
beth@bethroach.com

Point Loma Community Gateway Sign

- Services Provided: Concept design, construction documents, construction administration, discretionary permit processing, SDG&E coordination
- 2023 - present
- No issues meeting deadlines or contract requirements

City of Bakersfield

Navdip Grewal
Civil Engineer IV
Design Engineering
661-326-3361
ngrewal@bakersfieldcity.us

Bakersfield Automall Gateway Sign

- Services Provided: Concept design, construction documents, construction administration
- 2024-2025
- No issues meeting deadlines or contract requirements

REFERENCES - CR ASSOCIATES

City of Oceanside

Maria (MJ) Hernandez
Assistant Engineer
760-435-4198
mahernandez@oceansideca.org

City of Oceanside College Blvd Widening Improvement

- Services Provided: Prime consultant providing civil, traffic, and storm water engineering, and utility disposition design and coordination.
- 2024 - present
- No issues with meeting deadlines or contract requirements

City of Oceanside

Nathan Mertz
Public Works Division Manager
760-435-5619
nmertz@oceansideca.org

City of Oceanside Complete Streets, El Corazon Aquatic Center, Douglas Drive Median Improvements, College Blvd Widening Improvements

- 2015 - present
- No issues with meeting deadlines or contract requirements

REFERENCES - KTUA

City of Oceanside

Kymberly Corbin
Senior Civil Engineer
740-435-3534
kcorbin@oceansideca.org

El Corazon de Oceanside Specific Plan, City of Oceanside Parks Master Plan, City of Oceanside Buccaneer Park Improvements, Oceanside Dog Park-Ron Ortega Park

- Services Provided: Landscape Architecture
- 2021 - present
- No issues with meeting deadlines or contract requirements

City of Carlsbad

Kyle Lancaster
Parks and Recreation Director
760-434-2941
Kyle.lancaster@cityofcarlsbad.com

South Carlsbad Blvd. Climate Adaption Project

- Services Provided: Landscape Architecture
- 2016 - present
- No issues with meeting deadlines or contract requirements

Port of San Diego

Damon Braden
Capital Projects Manager
619-695-9293
dbraden@portofsandiego.org

Port of San Diego Pepper Park, Chula Vista Bayfront Sweetwater Park Final Design, Portwide Wayfinding Signage Phase 1 Scoping, Port of San Diego Landscape Architecture As-Needed, Portwide Signage-Harbor Island/Tidelands Park, Harbor Park Early Action SD, Sweetwater Park Public Art Coordination, Harbor Park Early Work Civil DD, Chula Vista Bayfront Wayfinding Design

- Services Provided: Landscape Architecture
- 2024 - present
- No issues with meeting deadlines or contract requirements

REFERENCES - RANDALL LAMB

City of Oceanside

Kymberly Corbin
Senior Civil Engineer
760-435-3534
kcorbin@oceansideca.org

City of Oceanside Beach Facilities Renovation, City of Oceanside Crown Heights Community Resource Center Restoration

- Services Provided: Electrical Engineering
- 2020 - present
- No issues with meeting deadlines or contract requirements

Nasland Engineering

Larry Thornburgh
Director of Engineering
858-292-7770
larryt@nasland.com

City of Carlsbad Police Headquarters, Parking Lot Improvements

- Services Provided: Electrical Engineering
- 2019 - present
- No issues with meeting deadlines or contract requirements

Dahlin Group

Amy Pultz
Senior Project Manager
UC San Diego Health
(previously with Dahlin Group)
619-861-8680
apultz@health.ucsd.edu

City of Carlsbad, Aviara Community Park Improvements

- Services Provided: Electrical Engineering
- 2018 - present
- No issues with meeting deadlines or contract requirements

REFERENCES - YJ, INC

SD Electric Sign

Greg Ballard
Project Manager
619-258-1775
greg@sdelectricsign.com

San Diego Zoo Wildlife Alliance, City of La Mesa Aztec Park, Baltimore Monument at Lake Murray

- Services Provided: Structural Engineering for signage
- 2021 - present
- No issues with meeting deadlines or contract requirements

United Design Group Projects

John Panuzzo
Project Manager
619-490-6173
johnp@udgprojects.com

Chula Vista Gateway at the Bay, Torrey Pines Fire Station 52, Make A Wish Foundation

- Services Provided: Structural Engineering for signage
- 2022 - present
- No issues with meeting deadlines or contract requirements

Clear LED USA

Gus Hadaya
President and Project Manager
858-518-0616
Gus.hadaya@clearledusa.com

Manchester Grand Hyatt, Los Angeles Korea Town Plaza, Dos Lagos - Corona, CA

- Services Provided: Structural Engineering for signage
- 2020 - present
- No issues with meeting deadlines or contract requirements

REFERENCES - HGW ARCHITECTURE

La Jolla Band of Luiseno Indians

Mark Webb
Project Manager
951-501-9198
Mark.webb@lajolla-nsn.gov

La Jolla Welcome Center, La Jolla Tribal Emergency Operations Center Feasibility Study

- Services Provided: Programming, preliminary design, contract documents and construction administration
- 2020 - present
- Project was redesigned several times due to cost escalation resulting from schedule delays caused by owner's federal grant funding.

City of San Diego

Zina Rummani
Project Manager
Engineering & Capital Projects
619-236-5889
zrummani@sandiego.gov

Pacific Highlands Ranch Library

- Services Provided: Programming, planning, design, documentation and construction observation
- 2019 - present
- No issues with meeting deadlines or contract requirements

UC San Diego Health

Jeff Palmer
Executive Director
Campus Dining and Retail
858-534-4014
jepalmer@ucsd.edu

Ventanas, Umi Sushi, Rogers Market, Amazon JWO Markets, Sunshine Market, Pines and Roots

- Services Provided: Full design services from programming through project closeout
- 2014 - present
- No issues with meeting deadlines or contract requirements

November 25, 2025

CITY OF OCEANSIDE
**OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS
& DESIGN**
CIP25-00018
ADDENDUM NO. 1

The following additions, modifications and/or changes are hereby made to the Contract Documents and specifications for the **OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS & DESIGN RFP, CIP25-00018**.

Question #1

Q1: If the Prime consultant does not have a City of Oceanside or North San Diego County agency reference for a project in the last 5 years, could we meet this requirement with one of our subconsultant's references?

A1: If the Prime consultant does not have a City of Oceanside or North San Diego County agency reference for a project completed in the last five (5) years, a subconsultant reference within the City of Oceanside or North San Diego County agency may be provided instead. However, only partial points will be given for the category.

Enclosed please find a form to be signed acknowledging the receipt of this addendum. This form is to be returned with your Bid Proposal. Failure to sign and submit this form with your Bid Proposal will be cause for rejection of your bid.

CITY OF OCEANSIDE

BRIAN K. THOMAS
City Engineer

BT: MJH

November 25, 2025

ACKNOWLEDGEMENT OF
ADDENDUM NO. 1

CITY OF OCEANSIDE

**OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS
& DESIGN**
CIP25-00018

Signing of this form acknowledges that the Consultant has received Addendum No. 1 and that they have read and understand the changes set forth in the Addendum.

This form must be signed by the Contractor's authorized representative and returned with the Bid Documents.

Authorized Representative Simon Andrews

Name of Contractor Graphic Solutions Ltd.

Date 12/09/2025

December 10, 2025

CITY OF OCEANSIDE
**OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS
& DESIGN**
CIP25-00018
ADDENDUM NO. 2

The following additions, modifications and/or changes are hereby made to the Contract Documents and specifications for the **OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS & DESIGN RFP, CIP25-00018.**

Question #2

Q2: Can you confirm that proposals may be submitted via email and what email address they should be directed to?

A2: Please refer to the Procedure for Submission listed on page 11 of the RFP document. The consultant may submit the proposal via email, provided that attachments are less than 10 megabytes (10MB). Dropbox or FTP sites are not accepted. Technical and Cost Proposals shall be provided as separate files in PDF format.

Submissions may be emailed to **MJ Hernandez** at mahernandez@oceansideca.org

Enclosed please find a form to be signed acknowledging the receipt of this addendum. This form is to be returned with your Bid Proposal. Failure to sign and submit this form with your Bid Proposal will be cause for rejection of your bid.

CITY OF OCEANSIDE



BRIAN K. THOMAS
City Engineer



BT: MJH

December 10, 2025

ACKNOWLEDGEMENT OF
ADDENDUM NO. 2
CITY OF OCEANSIDE
**OCEANSIDE OVERHEAD ARCHWAY MONUMENT ANALYSIS
& DESIGN**
CIP25-00018

Signing of this form acknowledges that the Consultant has received Addendum No. 2 and that they have read and understand the changes set forth in the Addendum.

This form must be signed by the Contractor's authorized representative and returned with the Bid Documents.

Authorized Representative *Simon Andrews*

Name of Contractor Graphic Solutions Ltd.

Date 12/10/2025

CASE STUDY



The City of Bakersfield envisioned a bold, welcoming landmark to identify and celebrate its AutoMall – previously without any defining entry feature. City staff initially considered a street-spanning sign, but after careful site studies, Graphic Solutions recommended a more cost-effective and visually striking alternative: a landscaped median designed to showcase a new gateway sign with optimal visibility.

To build consensus, we developed multiple concept designs which were presented to stakeholders and City Council. The selected design featured colors and type fonts that complemented the City's existing palette and historic gateway, a digital message board for public announcements, and lighting to ensure maximum nighttime visibility.

With the concept finalized, we advanced to implementation through design intent drawings, construction specifications, and collaboration with subconsultants. Structural engineers ensured safety and durability, and electrical engineers coordinated with local utilities to deliver reliable power – all while meeting critical deadlines.

Following installation, Graphic Solutions oversaw construction administration, from reviewing shop drawings and material samples to completing the final punch list.

Throughout the project, we adapted to challenges such as changes in City project management, demonstrating flexibility and strong coordination across departments. Ultimately, the Bakersfield AutoMall Gateway was completed on time, within budget, and now serves as a welcoming landmark for the community.

PROJECT EXAMPLES



Graphic Solutions worked with Committee representatives to design an iconic gateway for the historic San Diego community, then develop construction documents suitable for permit processing and competitive bidding.

"Throughout the project, Graphic Solutions maintained close coordination with their design team and subconsultant engineers, resulting in a seamless integration of artistic vision and technical precisions. Their ability to manage multiple disciplines and keep all parties aligned ensured that the project advanced smoothly."

- Beth Roach, Point Loma Association Chair

PROJECT EXAMPLES



In its heyday in the 1950's El Cajon Boulevard was a vibrant commercial corridor of drive-in restaurants and auto-dealers. By the 1980's however the strip had become better known for its hookers and other nefarious activities. So to kickoff a multi-year revitalization effort the local Business Association made identity and a gateway statement it's first priority. Graphic Solutions proposed the name and, working with stakeholders, designed a gateway sign incorporating turquoise and coral colors for finishes and neon, and a type-face one might have found on the side of a car with big fins - all evoking the optimism of the 50's. Today, more than twenty years after the sign's dedication ceremony, The Boulevard is cleaned up, vacancies are down and property values are up. The brand has become iconic and immediately recognizable throughout the region. The project has won an Orchid Award and a national award from The Society for Environmental Graphic Design.

"Empty lots now converted to new uses. Encouraged developers take a chance. Business in general has increased."

*- Janet Wood, Project Manager
City of San Diego
Economic Development Program*

PROJECT EXAMPLES



For this community's most prominent statement of intent to revitalize this important historic commercial district, Graphic Solutions designed the "Third Avenue Downtown" brand and classic overhead gateway sign, and accompanying wayfinding and directional signs, street furnishings, banners, and print materials – from preliminary design concepts, through consensus-building stakeholder meetings. The project incorporated sustainable technologies and used durable materials. Graphic Solutions provided Construction Documents for competitive bidding and realistic cost estimating, and conducted Construction Administration to oversee the project's successful completion.

"Sales tax revenues up.

- Vacancies down, rents up.*
- Property Values up to \$20 - \$30 per sq. ft."*

*- Executive Director,
Third Avenue Association.*

"Started Momentum for new development and facade improvements".

*- Commercial Development
Specialist, City of Chula Vista.*

PROJECT EXAMPLES



The new brand's suggestion of a windmill, referencing the community's agricultural heritage, stylized magnolia blossoms of the downtown tree, bold typography, lighting effects that change with temperature, interpretive plaque inserts for pedestrian interest — all combine to create a welcoming centerpiece for El Cajon's downtown revitalization. Branding, Planning, Design, Construction Specifications, Construction Administration. (2008 to present)



"This was a really fun project and Graphic Solutions was great to work with. It brings together all the work we've done downtown and really showcases the whole area"

-Kathi Henry, Former City Manager, City of El Cajon

PROJECT EXAMPLES



Working from old photos, and the memories of local residents, Graphic Solutions recreated an historic gateway sign for Santa Ana's Main Street, with updated graphics - enhancing the district's sense of place and catalyzing the area's economic development efforts. Graphic Solutions' scope included Design, Design Intent Drawings, Construction Specifications, Bid Administration, and Construction Administration.



PROJECT EXAMPLES



Brilliant gold leaf letters, silhouette-lit at night, and design details reflecting the City's iconic Civic Center welcome visitors to Escondido's lovely new Maple Street Plaza. This "2013 Pedestrian Placemaking Award" winner promotes walkability and creates a sense of place that redefines the downtown. As part of Schmidt Design Group's team, Graphic Solutions designed signage with stakeholder input, then created Construction Documents and provided Construction Administration.

PROJECT EXAMPLES



Working in close coordination with city staff, Graphic Solutions provided creative design, construction documents and construction administration for Sunnymead Boulevard revitalization, including overhead gateway sign, monument signs, and banners. Graphic Solutions' scope included Sunnymead Boulevard District Sign Program: Branding; Planning, Design, Construction Specifications, Construction Administration (2007 to present)

"As a fullservice graphic design firm, Graphic Solutions offers a creative and innovative approach to working with their clients. The Graphic Solutions team used a 'hands on approach' in creating an exciting new graphics design package for Sunnymead Boulevard. Previously, I had the good fortune to use the services of Graphic Solutions while employed in other municipalities and every time I've been extremely pleased with their work."

-City Manager

PROJECT EXAMPLES



Primary objectives for Newport Beach's Balboa Village are branding the district to welcome visitors, and guide them to parking so they can enjoy the beach, the shops, restaurants and other attractions of this popular "Fun Zone." Graphic Solutions worked as part of a design team led by RRM Design Group, building consensus for design options with staff and an advisory committee consisting of merchants, residents and elected officials.

"Wow, this was the best project ever!! ...All your hard work paid off with the Council's unanimous approval... Went super smooth and tons of gratitude from everyone!!
 - Deputy Community Development Director

PROJECT EXAMPLES



The newly opened Village at Pacific Highlands Ranch includes retail, office, and public spaces, with multi-family housing coming soon.

Graphic Solutions provided branding, sign design, and processing in collaboration with the project design team. We also provided tenant criteria and coordination, construction documents, and construction administration.

Elements include: a major entry gateway helping to establish an identity for the community, project logo, monuments, and wayfinding signage to enhance tenant visibility.

"...we are very pleased with the project."
 - Mee-Sun Joe, Coast Income Properties





Thank you!

