



**PRESENTATION FOR LA CONNER MAYOR, TOWN COUNCIL,  
ADMINISTRATION & PARKS COMMISSIONER**

# **THE HEART OF LA CONNER**

**FIRST ON FIRST**

**LA CONNER CHAMBER OF COMMERCE**

**BSR BRANDING**

# THE HEART OF LA CONNER INSPIRATION

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# GILKEY SQUARE LOCATION- KNEE WALL, SOUTHWEST

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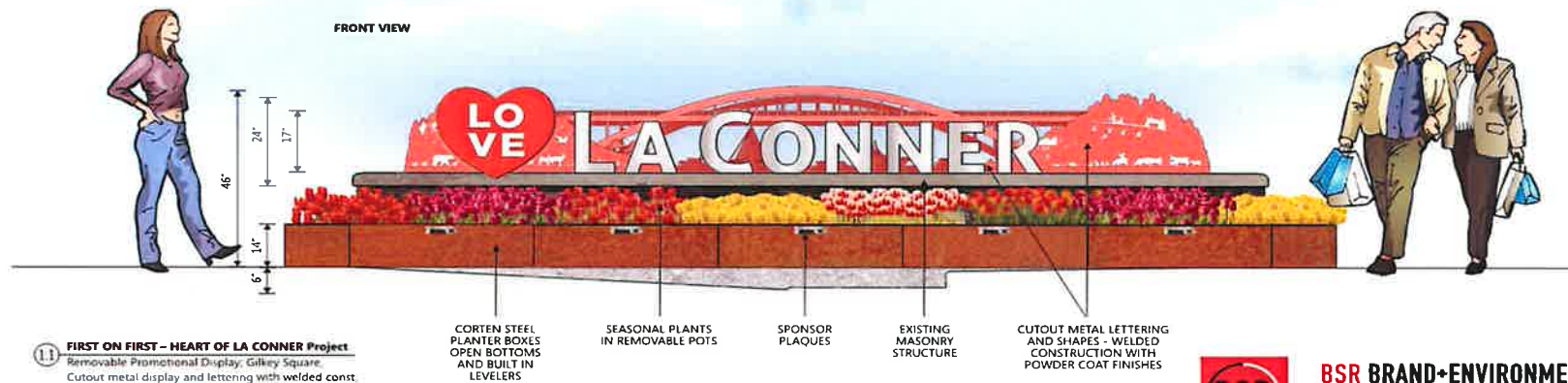
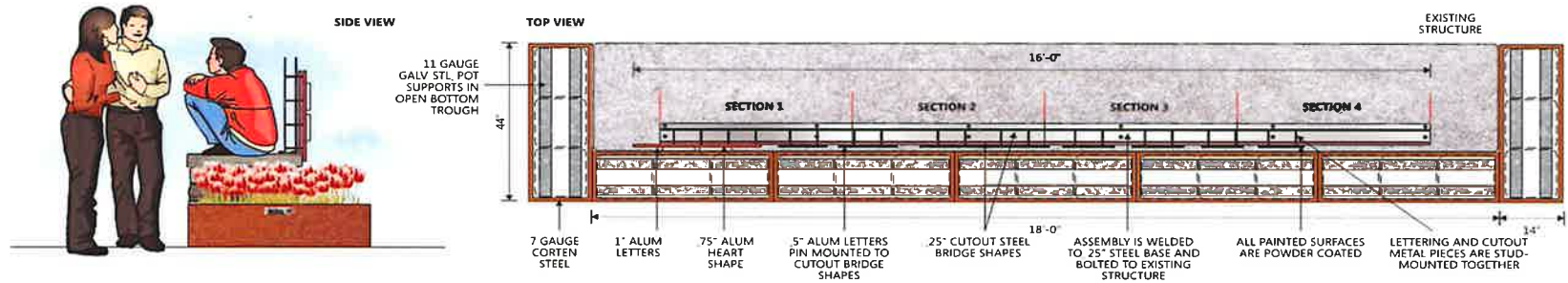
# GILKEY SQUARE LOCATION- EXISTING

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# PROPOSED HEART OF LA CONNER

The HEART OF LA CONNER in Gilkey Square



**11 FIRST ON FIRST - HEART OF LA CONNER Project**  
 Removable Promotional Display, Gilkey Square  
 Cutout metal display and lettering with welded const. and outdoor powder coat fin. Display is assembled in four sections and bolted in place with tamper proof bolts. Installation is 100% reversible.  
 Scale: 1/2" = 1'-0"



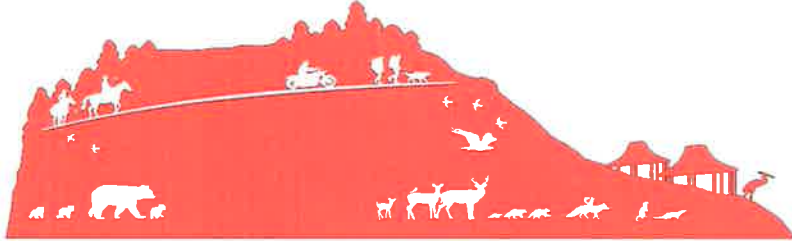
**BSR BRAND+ENVIRONMENT**  
 Branding | Restaurant & Brewery Design

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# HEART OF LA CONNER ICONOGRAPHY

## The HEART OF LA CONNER in Gilkey Square



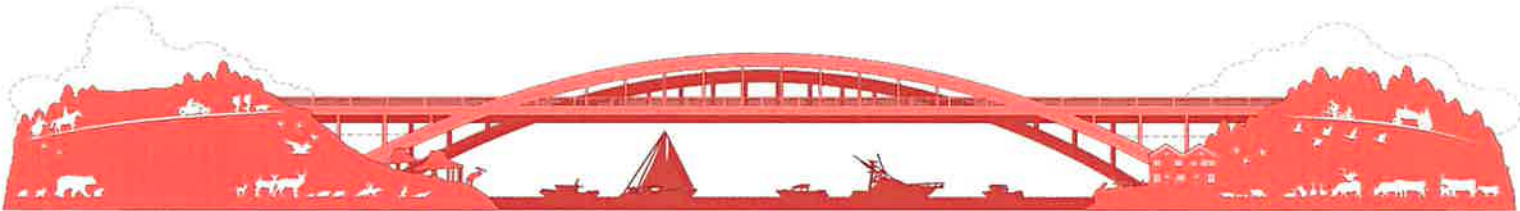
**DETAIL:** THIS IS A CLOSEUP OF THE SWINOMISH-SIDE LANDSCAPE. Within the landscape are figures of regional birds and wildlife, favorite local recreations like hiking, motorcycling and equestria (incl. polo), and the popular Swinomish "HATS" across the channel from the town.



**DETAIL:** THIS IS A CLOSEUP OF THE LA CONNER-SIDE LANDSCAPE. Within the landscape are figures of regional wildlife, the popular Snow Geese and swans, recreations like biking, farm machinery and animals. Also included is a small representation of the Town of La Conner.



**NOTE:** All metal cutouts will be fully de-burred by machine and all edges will be fully rounded over and softened to remove any sharp edges. The clouds depicted are an additional option designed to make it difficult to touch any of these edges. This is an option only. The display will block less of the area behind it if these are not included in the final display.



**DETAIL:** THIS IS THE COMPLETE BACKGROUND ASSEMBLY WITH 2-LAYER RAINBOW BRIDGE CUTOUTS, SWINOMISH CHANNEL WITH BOATS CUTOUT, AND THE LANDSCAPES ON BOTH SIDES OF THE BRIDGE. THE SWINOMISH ON THE LEFT SIDE AND TOWN OF LA CONNER ON THE RIGHT SIDE.

3.1 **FIRST ON FIRST - HEART OF LA CONNER Project**  
Enlarged Design and Layers - Scale: NTS



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# THE HEART OF LA CONNER- COMPONENTS

The HEART OF LA CONNER in Gilkey Square



POWDER COAT PAINTED FINISHES



CORTEN STEEL



POWDER COAT STEEL CUTOUTS



SEASONAL PLANTS BY PLANTING CONTRACTOR



ETCHED STAINLESS PLATE WITH LA CONNER BUSINESS SPONSOR OR ADOPTEE INFO-QR



BRUSHED ALUMINUM WITH CLEAR ANODIZED FINISH



HEART OF LA CONNER BADGE LOGO



SELF-LEVELING CORTEN STEEL PLANTERS

2.1 FIRST ON FIRST - HEART OF LA CONNER Project  
Materials and finished callouts



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# THE HEART OF LA CONNER- DETAIL

- Attached is the design for THE HEART OF LA CONNER installation.

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This installation uses the existing masonry bench/ wall as its base. There would be an assembly of four welded pieces and is designed to be put together and taken apart. It is constructed of steel and the finish is a durable outdoor powder coat. The theme is as we have discussed ~ a horizontal adaptation of the vertical "Love La Conner" design. The planters are open on the bottom allowing for pre-potted flowers in 12" square pots to be added and removed quickly and easily. The pots sit atop two heavy galvanized rails that will help drain water and allow them to sit level. Behind the "Love La Conner" lettering is a two layered cutout of the Rainbow Bridge. The pieces are spaced 3" apart (per code) and create a neat shadow box effect. The front and back pieces will be painted a lighter and darker shade of Rainbow Bridge orange.

As you can see from the top view the entire assembly sits at the front edge of the masonry bench, allowing people to sit. The rear of the bench is open so children have a place to stand when taking pictures behind the display.

As per my discussion with John I've designed this to be primarily made of metal .

- There is also an opportunity to have local businesses service and sponsor the display. Much like businesses "adopt" a section of highway and keep it clear of trash, we can approach local businesses that may want to "sponsor" the new display. Each flower planter has a stainless plaque affixed that could have the name of a business and a QR code leading to that business' website or promo. This would be good pr for the businesses and also help pay for keeping the plantings fresh and presentable throughout the year

