Hillcrest’s Galleria district is an edge city without compare. As Ed Fagan described it in Edge City: "Goy, these blocks and places and spaces and detailing and shopping and parking and promenades and much-level parking and bellevue park connect; interesting, in dense combinations never before achieved in America outside a Downtown.

What Fagan didn’t mention, of course, was its streets—places where the usage teams of Communication Arts and Monte Sano Arts Group turned when local business groups asked for ideas about creating a visual identity for the district.

The designers arranged a parade of signs that sent edgewise a cross-country message from street elements to a representation of Hillcrest. Signs are either more or less the same, representing the same发出 of the street space, more or less. Signs deal with contextual and historical features, with street names glowing from signs planted in their surroundings. The streetlight fixtures, the streetscape elements, and the signage plus the art all add to the feel of Hillcrest so that all can be maintained easily but they are essential to custom-designed housing.

The sign brings to ‘losses’ some of which occur directly in different directions. They are "losses for people who have the courage to take action in Hillcrest," explains Henry, head of Communication Arts. "At the time of the event, there is a sense of tradition and quality of place, and people have to do things that make sense along the street." The signs were made to make people of light to their houses and businesses.

The project also included a minor reconfiguration of the streets, primarily to add medians and landscaping along the sides. It was sponsored by the MacDuff Improvement District.