



**THE PLANNING CENTER**  
*a division of TPC Group, Inc*  
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## Theming and Character Development



comprehensive design

marketing materials

design guidelines

project concepts

signage

monumentation

The Planning Center has established a tradition of creating projects which meet the aesthetic and functional needs of the users, as well as the economic realities of the client. This is achieved through an innovative and comprehensive design approach, working closely with the client to establish a “look” and a “feel” for each individual project. A cohesive project theme is established by the introduction of design elements such as signage and monumentation, gates, streetscape design, perimeter wall treatments, street signs, hardscape paving, and materials.

These elements are presented in a theming package that can be used for public approval and/or comment at all stages of the project. Ideas generated from the theming process may also be used in the creation of design guidelines for various uses within the community or project.