RADISSON CORPORATE PARK SIGN CONTROLS

Business and Industry

Radisson uses a totally coordinated system for signs throughout the Community. In doing so, an overall image of distinction and quality will be attained, enhancing Radisson’s environmental surroundings. The following controls for business and Industry establish the guidelines necessary for coordination with this system.

Sign Types

Signs indicating a company’s name will be allowed on no more than two facades and must be appropriately scaled and designed for the structure. A front yard sign near the street is recommended when appropriate, such as when the building is partially screened by trees.

The lettering on buildings should be proportioned to the scale of the structure. Its color and material should blend with other components, preferably in earth tones. No part of the sign shall extend above the roof line.

The front yard signs must conform to Radisson’s design controls; they include the following:

- Type A – A permanent metal sign on an architectural concrete base foundation, using a dark brown background color with white lettering.

- Type B – This sign is similar to the Type A sign but is elongated for a larger lettering size. It is recommended for major firms.

- Type C – This economical sign is a 4’ x4’ post sign, using Radisson’s color and graphic layout system. It is only for smaller firms whose sites are less than 5 acres.

Details for these signs are included with the sign controls and further describe each sign type.

Sign Message

Only signs identifying the name of the firm occupying the premises shall be permitted. Signs offering the premises for sale or lease and construction signs will only be permitted provided they conform to the Radisson Sign System. No billboards or advertising signs will be permitted.
**Sign Color**

The sign background (face, back, edges, and reveal) is to be “Char-Brown.” The sign message letters are to be white.

**Letterform**

All typeface shall be the “Helvetica Medium” only. The first letter of each word shall be in “UPPER CASE” only. All remaining letters of all words shall be “lower case” only. See the sign details for letter sizes.

**Sign Construction**

Details, as approved by Empire State Development are attached. If another method of construction or type of material is desired, it must be approved by this office. The intent, to your benefit, is to install signs that perform well under extreme conditions of weather and time, thereby minimizing maintenance and unsightliness.

**Sign Logo**

If a logo type on the sign is an absolute necessity for the establishment, it is allowable only within the following conditions:

a. It must be square or round in its outer configuration. If it is other than this configuration, it must be placed on a background that is square or round.

b. The logo must be a “positive-negative” impression, that is, a white logo on the sign’s “Char-Brown” background.

**Sign Base**

All sign bases shall be poured concrete with vertical ribbing (see attached details). Surface must be rubbed or sandblasted.

The foundation dimensions given are the minimum recommended sizes for the signs, based upon normal soil conditions. These minimum dimensions must be modified by the Owner as required, based upon soil bearing capacity.
Sign Lighting

No signs shall have moving parts or any flashing or internal illumination. Ground lighting or wall lighting may be used for night illumination.

Submissions

All signs must be submitted to Empire State Development for approval. Include the following items with the approval request:

- Written request letter.
- Detailed dimensional layout of sizes, spacing, letter style, wording, and logo layout (if applicable).
- Drawing showing the sign location(s) on the site plan and/or building façade.

Updated November 2013
Section at Base
Layout A.1
Elevation

Radisson
Layout A.2

Elevation

Scale: 1/2" = 1'-0"
VERTICAL REVEAL STRIPS TO BE FORMED IN CONCRETE BASE BY USING DIAGONALLY (45°) RIPPLED 1"x1" (Nominal) PINE, BLIND-NAIL TO "A-C" GRADE PLYWOOD FORMWORK .... "A" FACE TO BE ON POUR SIDE.

All form ties for sides must be above top of conc., or below bottom of reveal strips. None must be placed thru conc. base within reveal strip area.

Sign Base Detail

See sign frame details for upper portion.

Concrete to be finished "off-form" by hand-rubbed or sandblast operation. Use non-stain stripping oil on all formwork. Finish to bottom of vertical ribbing.

Insert reinforcing rods as req'd. For site conditions.

Earth @ trench bottom to remain undisturbed; properly compact, if necessary.
Top & Side Section

- **Sign Frame** ~ "Char-Brown", aluminum channel 2" wide, @ top & sides.
- **Sign Face** ~ "Char-Brown". Recommended: 1/2" aluminum sheet, 2-sides; contact-cemented to channel frame.
- **Alternate**: 2 x 1/4" plywood sheets, contact-cemented to frame.
- **Side Access Panel**.

Bottom Section

- **Sign Frame**: Aluminum W-shape 4" x 6", @ bottom.
- **Concrete Base**: See base details.

Sign Frame Detail

- **Access Side Panel**: 3/8" bolts, @ ends, as required.
- **Pool Internal Framing**: As req’d, 4" x 6", typical.

Corner Section

- **Scale**: 3" = 1'-0".
- **Scale**: 3" = 1/40".

**Radisson**
2 1/2" sq. tubing - steel or alum.  ~
Paine Pratt & Lambert char-brown
p610.

Border strip - paint white.

Spacer bar - char-brown.
1/8" x 1" aluminum.

Sign face panel - char-brown.
Recommended: 1/8" aluminum
sheet, 2-sips, contact-cement
to 1/8" or 1/4" alum. channel
frame. Mid supports. Attach
to posts w/ standard screws. Thru
posts, spacer bar & sign frame.

Alternate: 2 - 1/4" plywood sheets
thru-bolted
to 1/2" st. flange, welded
to post & top center bottom
of sign face. Limit spacer, or
make flange continuous.

Message - 2 additional lines
of copy may be used, in lieu
of logo, at same 8" spacing.
Last line must always be at
bottom of sign. Message to be
flush left, helvetica medium.

Connector sleeve - set in
concrete foundation. 3/4" screw.
Attach sign post to sleeve.

Concrete foundation, 12" x
1500 lbs. Use round sleeve.
Top of pour for finished
effect; 1" above exist. grade.

SCALE: 1/4" = 1'-0"
Sample Alphabet - Helvetica Medium

Tight Letterspacing
Normal Letterspacing
Wide Letterspacing

Sample Spacing

Grid - Arrow Layout

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