

Radisson Corporate Park Sign Controls



**Empire State Development
620 Erie Boulevard West – Suite 112
Syracuse, New York 13204 | (315) 425-9110**

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

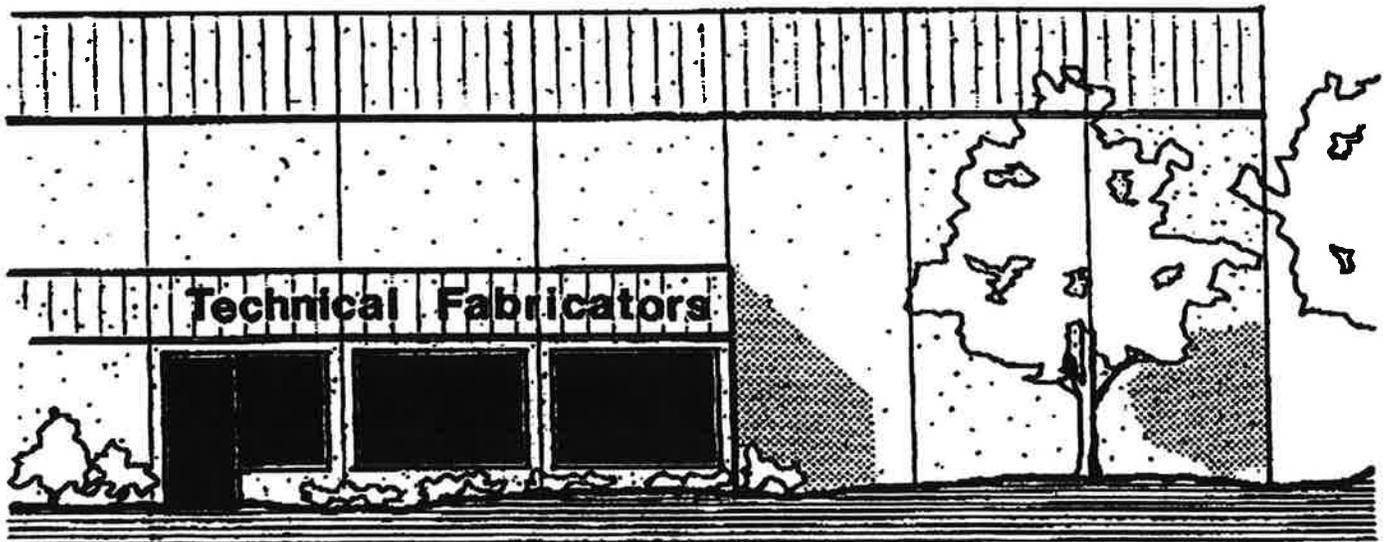
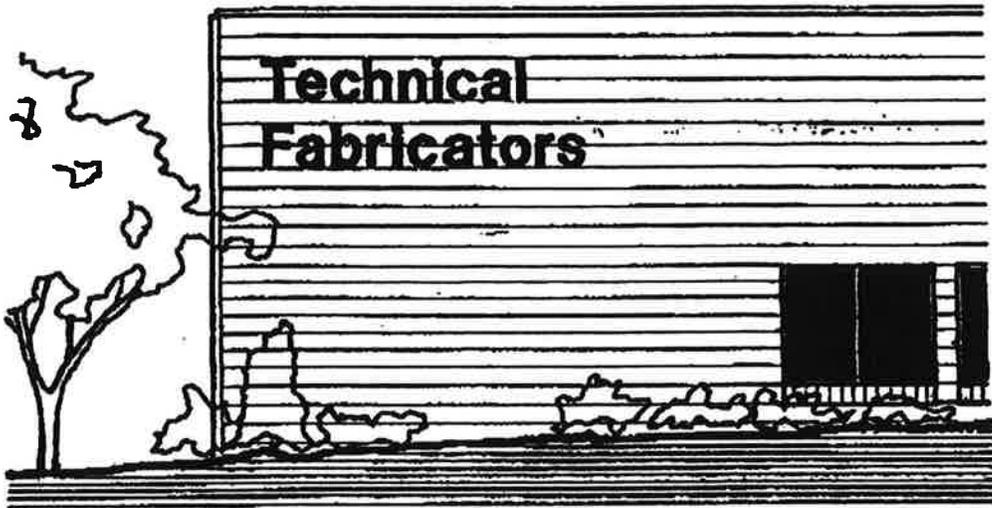
No signs shall have moving parts or any flashing or internal illumination. Ground lighting or wall lighting may be used for night illumination.

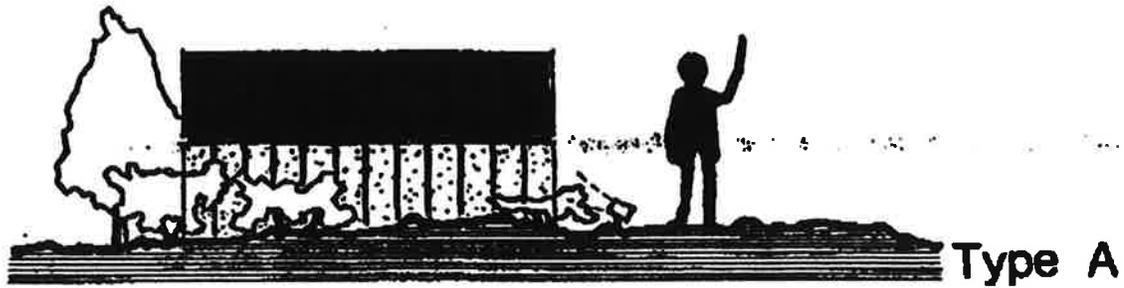
Submissions

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

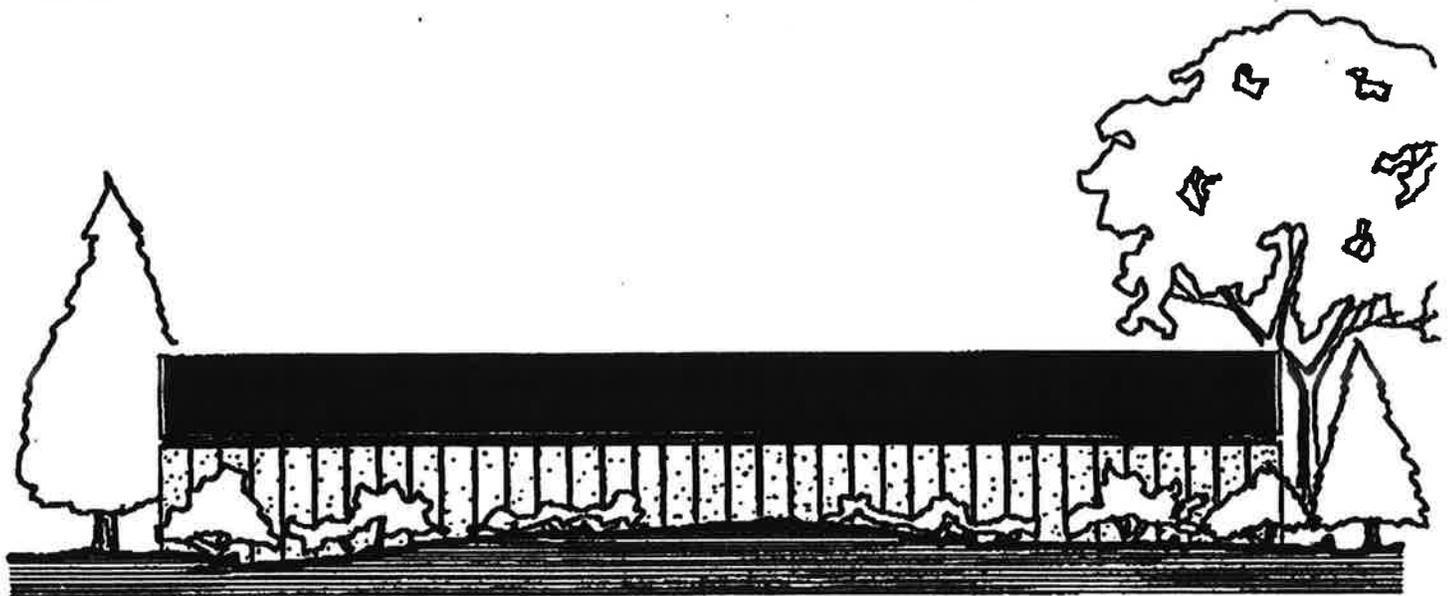
- Written request letter.
- Detailed dimensional layout of sizes, spacing, letter style, wording, and logo layout (if applicable).
- Drawing showing the sign location(s) on the site plan and/or building façade.

Updated November 2013

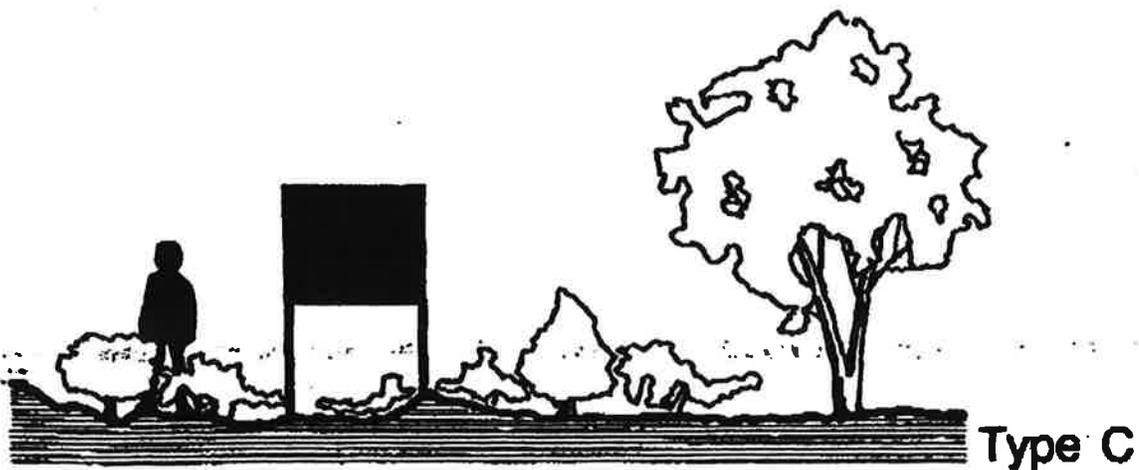




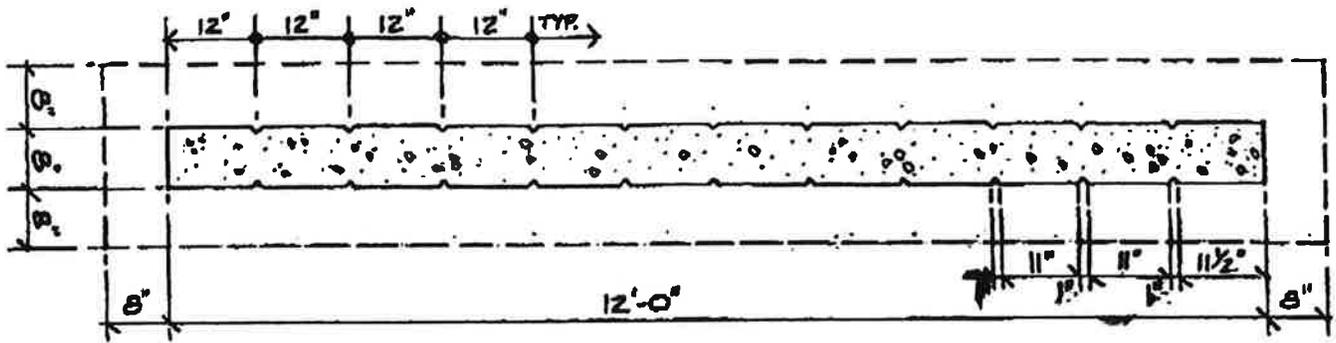
Type A



Type B



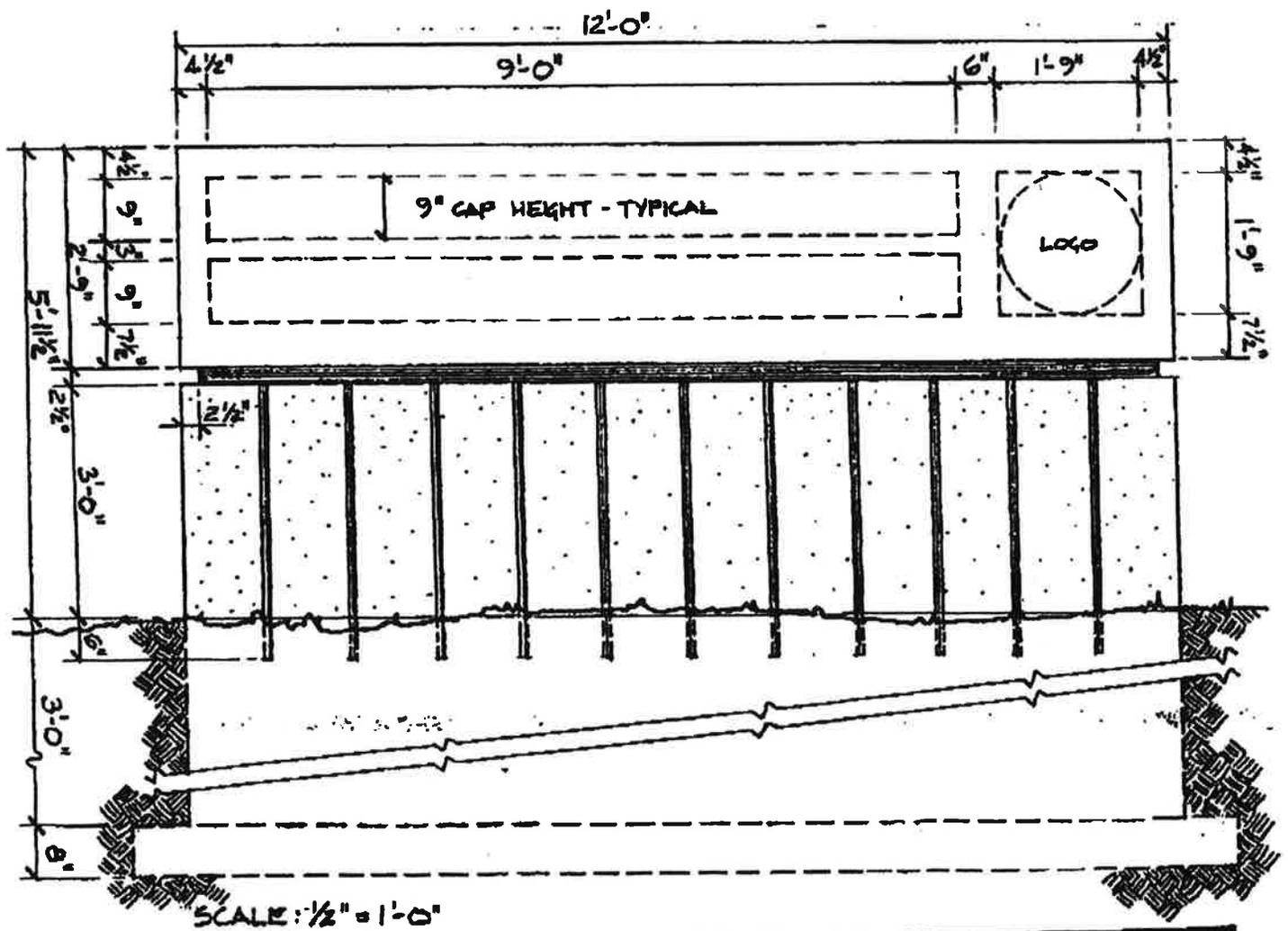
Type C



Section at Base

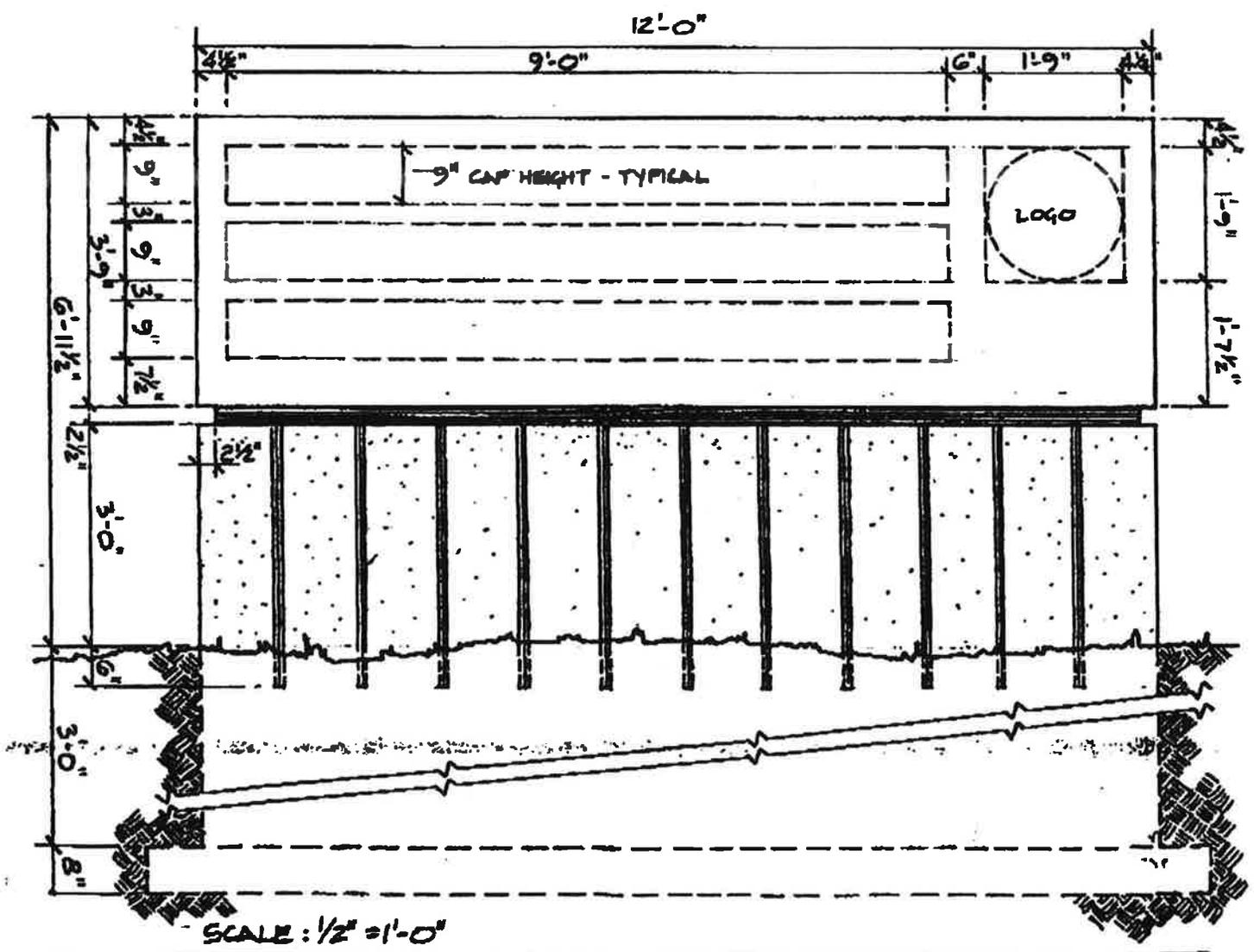
Layout (A.1)

Elevation



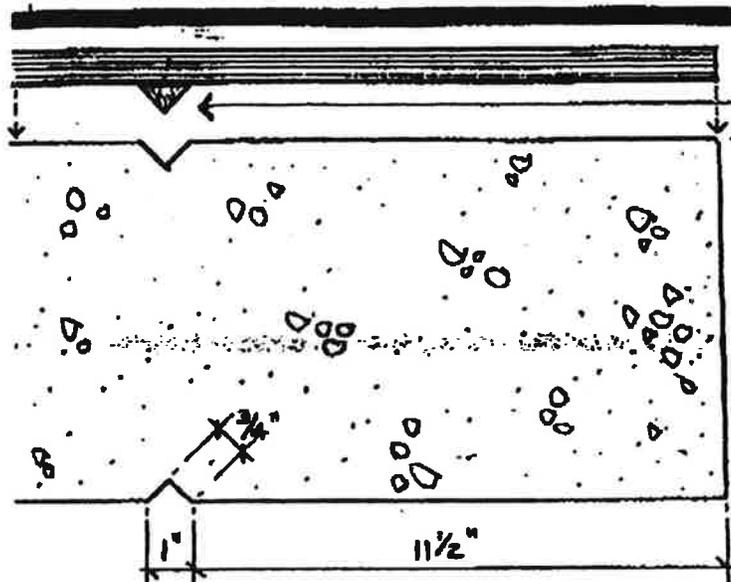
Layout (A.2)

Elevation



Radisson

SIGNS	4
SMV 19.75	

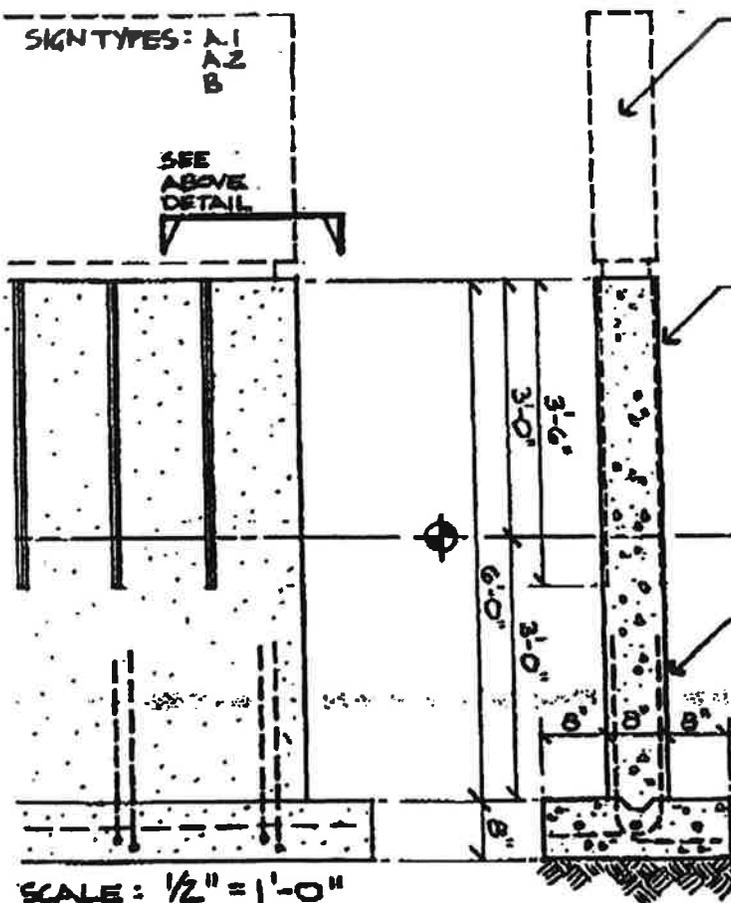


VERTICAL REVEAL STRIPS TO BE FORMED IN CONCRETE BASE BY USING DIAGONALLY (45°) RIPPED 1"x1" (NOMINAL) PINE, BLIND-NAILED TO "A-C" GRADE PLYWOOD FORMWORK "A" FACE TO BE ON FOUR SIDE.

ALL FORM TIES FOR SIDES MUST BE ABOVE TOP OF CONC., OR BELOW BOTTOM OF REVEAL STRIPS NONE ARE TO BE PLACED THRU CON. BASE WITHIN REVEAL STRIP AREA.

Detail at Vertical Ribs 3" = 1'-0"

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.

FINISH GRADE

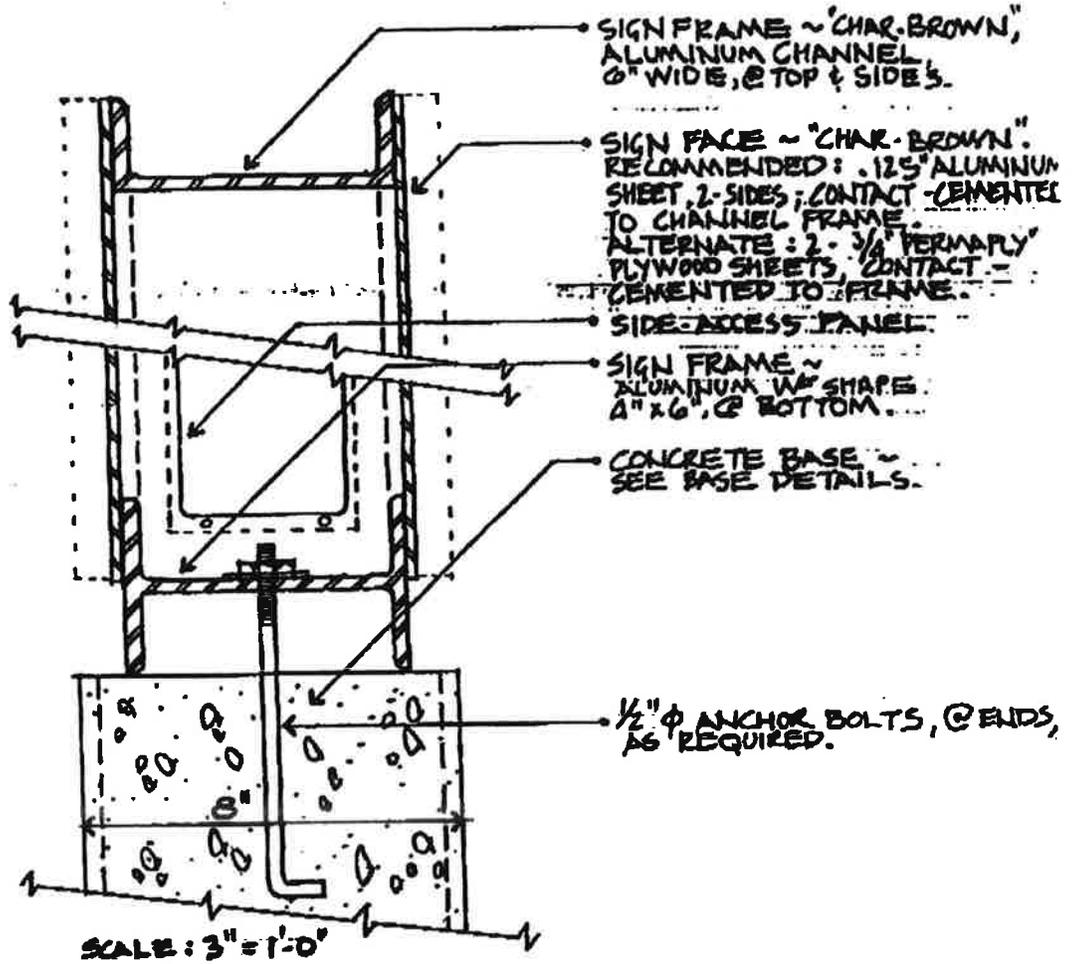
INSERT REINFORCING RODS AS REQ'D. FOR SITE CONDITIONS.

EARTH @ TRENCH BOTTOM TO REMAIN UNDISTURBED; PROPERLY COMPACT, IF NECESSARY.

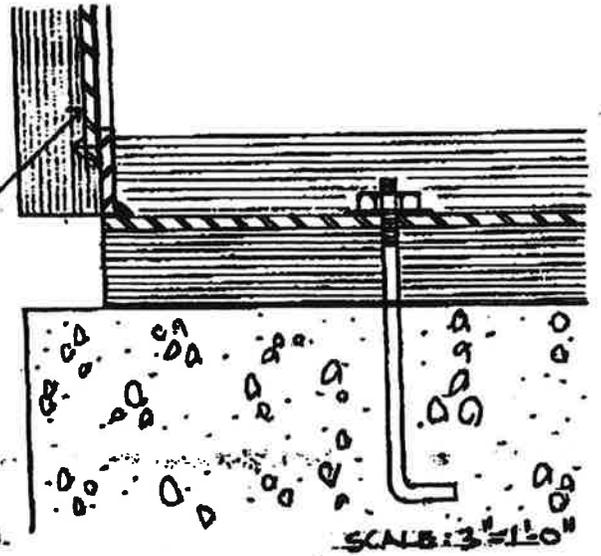
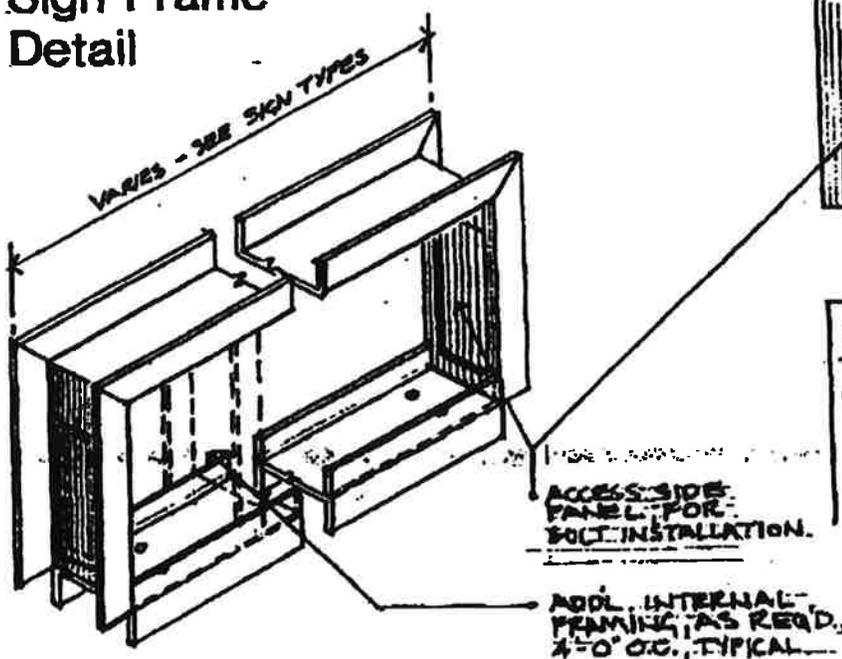
SCALE: 1/2" = 1'-0"

Top & Side Section

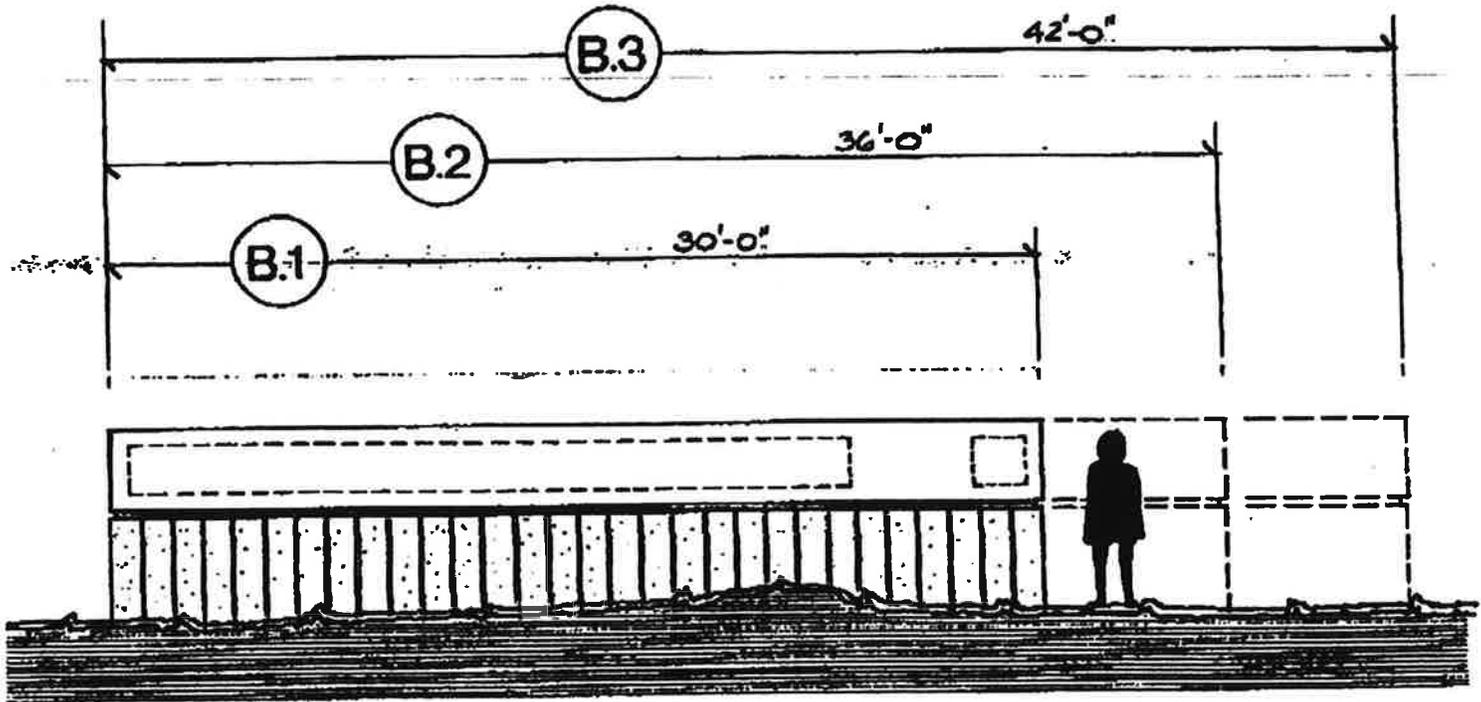
Bottom Section



Sign Frame Detail



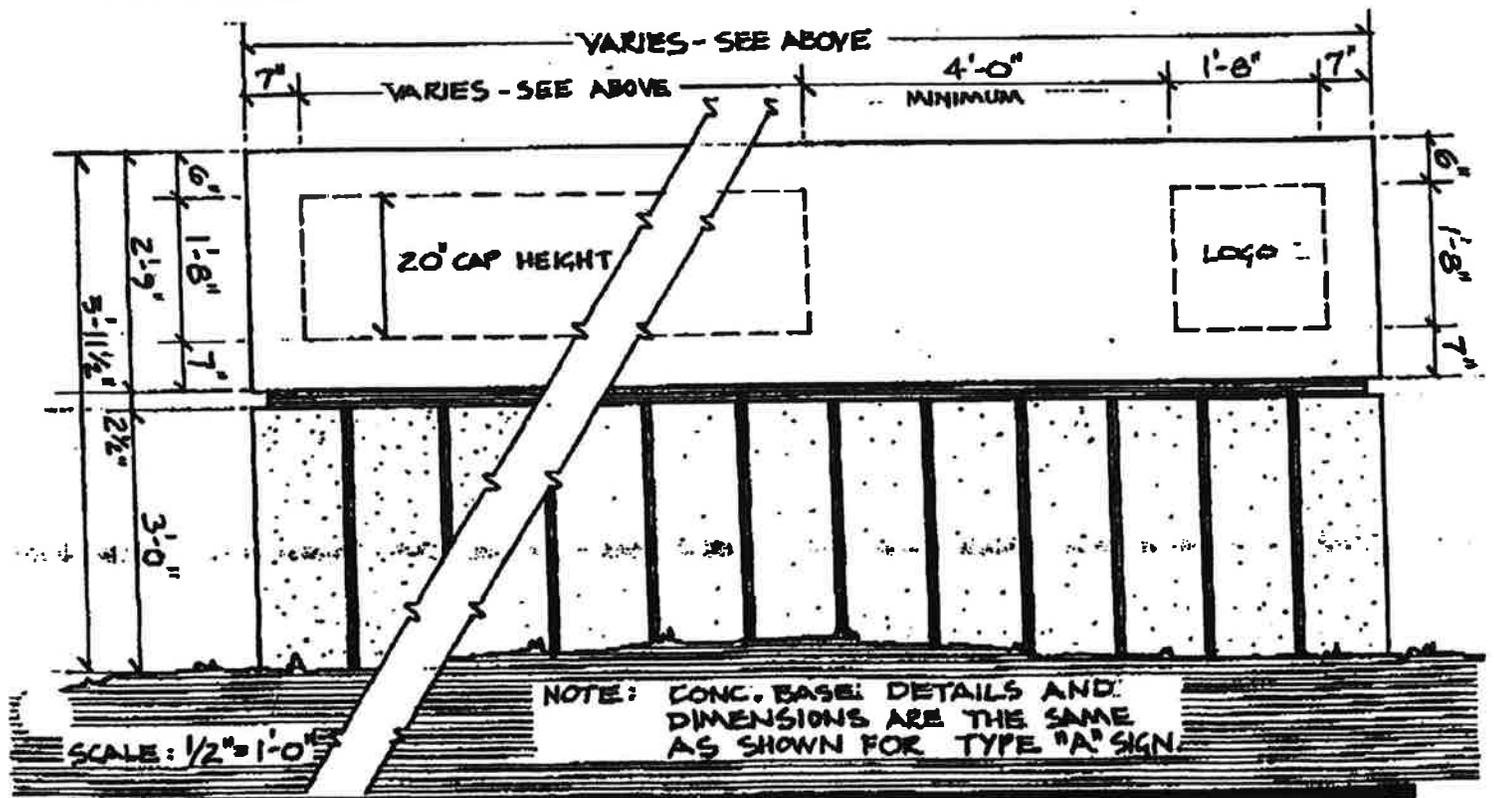
Corner Section



SCALE: 1" = 6'-0"

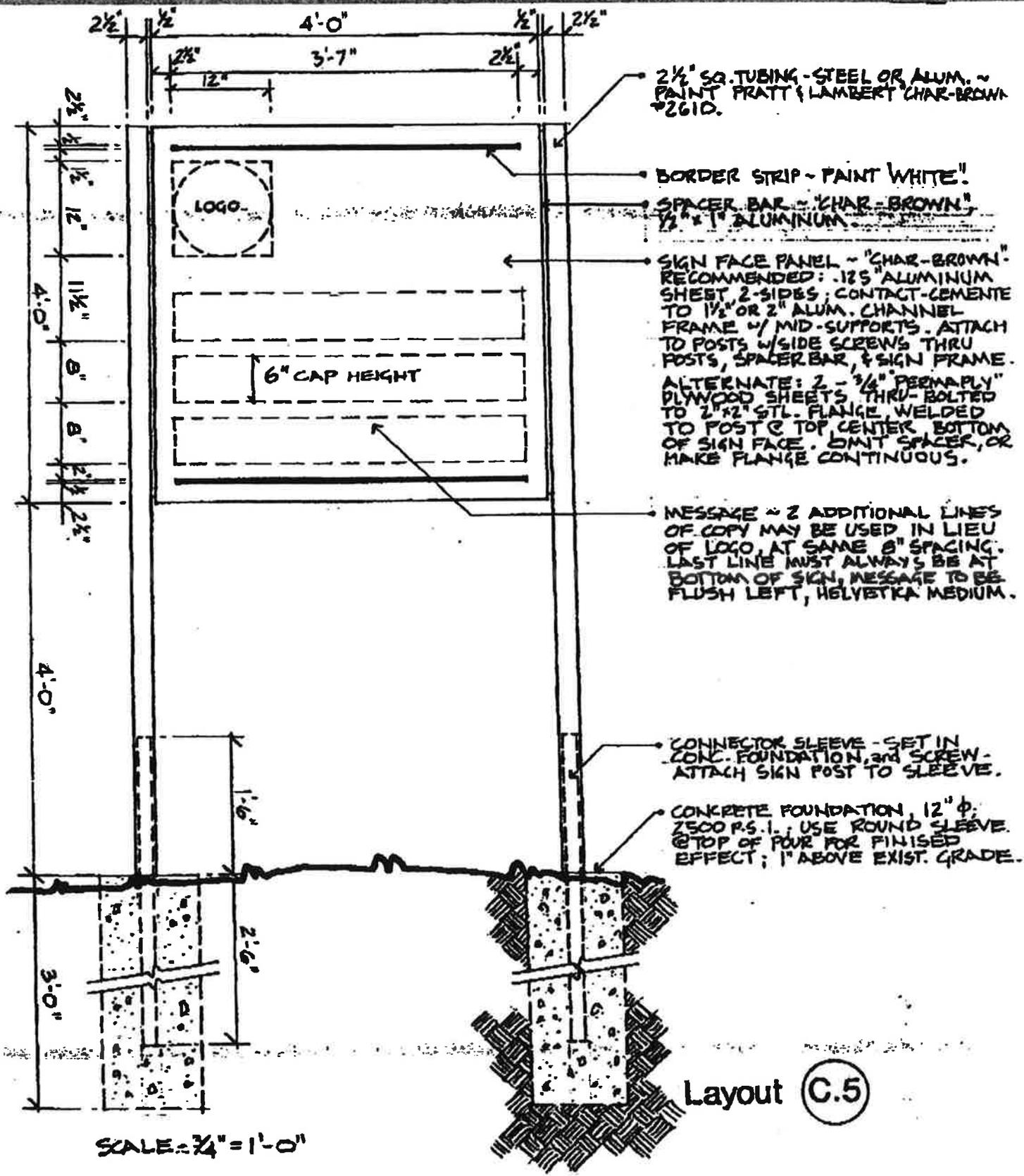
Layouts **B.1** **B.2** **B.3**

Elevation



SCALE: 1/2" = 1'-0"

NOTE: CONC. BASE: DETAILS AND DIMENSIONS ARE THE SAME AS SHOWN FOR TYPE "A" SIGN.



ABCDEFGHIJ
KLMNOP
QRSTUVWXYZ
XYZ&\$()
abcdefghijkl
mnopqrstu
vwxyz,,.123.
4567890?!

Sample
Alphabet -
Helvetica Medium

Tight Letterspacing
Normal Letterspacing
Wide Letterspacing

Sample
Spacing



Grid -
Arrow Layout

12 - GRID LAYOUT
SYSTEM

Radisson