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# STATION

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**Project**

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The Station  
116th Street  
Fishers, IN 46037

**Narrative**

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The Station is proposed for the 8 +/- acres located on the south side of 116th Street, east of the development known as Fisher's District.

The existing property is being redeveloped into a real pod, an office building, a hotel, and 37 for-sale town homes. The development is expected to provide approximately 6,635-square feet of space for a restaurant, retail center, four-story office building consisting of 60,000-square foot class-A office space, a 150-room national flag hotel, and 37 for-sale residential town homes.

**Property Owner/ Developer**

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**BW Construction**  
615 Russell Ave.  
Indianapolis, IN 46225  
(812) 887-6732

**Property Management**

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**BW Construction**  
615 Russell Ave.  
Indianapolis, IN 46225  
(812) 887-6732

**Signage Consultant**

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**Large Ink LLC**  
5176 N. Clinton Street  
Terre Haute, IN 47805  
www.largeink.com  
(812) 514-7636

## DEFINITIONS

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**NOTE:** The following definitions are used throughout this Comprehensive Signage Plan (CSP), and are exclusive to this document.

### AGGREGATE SIGN AREA

The total area of all permitted signs pertaining to any one tenant, which includes Street-front signage and storefront signage (arcade and window signage/graphics).

### ARCHITECTURAL FRONTAGE

The portion of the building frontage of the leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc., that creates a special area for signage.

### BUILDING LEASED FRONTAGE

The overall lineal foot frontage of a leased space.

### SIGN ENVELOPE

The overall height and length allowances for sign area designated for tenant sign placement on a building elevation.

### STREET FRONT SIGNAGE

Signage installed parallel to the building fascia, typically located along the front of the building on a parapet, fascia, awning or building wall intended for the viewing by vehicular traffic.

### STOREFRONT SIGNAGE & GRAPHICS — PERMANENT SIGN BAND

Signage located along the storefront portion, oriented to the pedestrian. It includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics.

This includes awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

### STOREFRONT SIGNAGE & GRAPHICS — TEMPORARY

Any sign, banner, pennant, valance or advertising display constructed of vinyl, cloth, canvas, light fabric, cardboard, wallboard or other like material, with or without frames.

### ARCHITECTURAL AWNINGS

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

### CUSTOM CABINET

Metal box-like structure that is internally illuminated, with multiple surface planes, colors, finishes and unique shapes and forms. Typically includes dimensional illuminated letters and opaque backgrounds.

### GRAPHICS

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

### SIGN BAND

A physical architectural feature on a building surface, often above building entrances, designed to accommodate wall signage.

### SIGN ENVELOPE

A designated area on a building elevation that defines the outer-most reaches that a sign can occupy. The area of a sign envelope is usually determined by ascribing a percentage of available horizontal and vertical wall space to be the sign envelope. A sign envelope does not necessarily define the allowable sign area for a sign. A sign envelope can be located within a sign band.

### SIGN AREA

The area of a sign structure in which copy and graphics may be placed. Sign area shall be computed by surrounding each graphic element with a rectangle calculating the area.

### MARQUEE/ VERTICAL BLADE SIGN

A permanent sign structure in a vertical format attached to and supported by the building and projecting over public walkways.

A vertical marquee is completely supported by the building and has no support poles or columns that extend down to the ground.

### CANOPY

An overhanging structure affixed to a wall, or superimposed upon any roof like structure, and extending over a sidewalk, walkway, or vehicle access area.

### GENERAL SIGN STANDARDS AND REQUIREMENTS

All signs within The Station must be compatible with the standards outlined in these CSP Standards. The purpose of the sign standards is to ensure a professional environment and to protect the interests of the surrounding neighborhood, owner, and tenants of all parcels within The Station. Conformance will be strictly enforced, and any installed non-conforming or unapproved signs will be brought into conformance at the sole expense of the tenant. Before designing signs, all tenants will receive a copy of these signage standards. Sign plans submitted to the owner's representative for approval must conform to these standards. The owner's representative may administer and interpret the criteria as it applies to signage designs. All signs must be approved in writing by the owner's representative prior to application to City of Fishers for permitting.

This criterion is intended as a guideline for all signage for all buildings in The Station development. The tenant's sign(s) shall be limited to the tenant's approved name as stated in the lease or as otherwise approved in writing by landlord. The use of a corporate logo or other established corporate insignia is permitted only if specifically approved in writing by the landlord. Taglines or identifications of specific products or services are not permitted. All signage will conform to the Comprehensive Sign Plan, placement, location, area, etc.

**For owner's representative review, send signage drawings to:**

BW Construction  
Attn: Robbie Waggoner  
Development Manager  
615 Russell Ave.  
Indianapolis, IN 46225  
(812) 887-6732

### SIGNAGE PROPOSAL

Each tenant must submit to the owner's representative three (3) sets of detailed shop drawings (or a PDF Electronic Copy) showing locations (on buildings and/or property), dimensions, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, and other mounting apparatus of all proposed freestanding, wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

### SIGN CONTRACTOR'S RESPONSIBILITIES

Prior to preparation of signage drawings and specifications, the tenant's sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location.

In addition, the sign contractor should visit the project site to become familiar with as-built conditions and to verify all dimensions.

### SIGN SHOP DRAWINGS

Sign shop drawings submitted by the tenant shall provide complete information for the Landlord to understand the signage design, installation and appearance. Sign shop drawings shall:

- 1) Provide an elevation, in scale, of the storefront facade illustrating each sign's location and size.
- 2) Provide a section or sections through the sign.
- 3) Identify the materials and construction.
- 4) Provide complete information on installation.
- 5) Provide electrical specifications for signage.

### TENANT RESPONSIBILITIES FOR OTHER REGULATIONS

The owner's representative's approval of a tenant's signage plan does not constitute an implication, representation, or certification by the owner's representative that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations is the sole responsibility of the tenant for all work performed on the premises by, or for the tenant.

### OWNER'S REPRESENTATIVE REVIEW

After review of the signage proposal, the owner's representative will return one of the three sets of drawings (or a PDF Copy) to the tenant, marked either "Approved," "Approved as Noted," or "Revise and Resubmit."

#### "APPROVED"

If drawings are marked "Approved," the tenant is allowed to proceed with sign permitting. Upon permit approval, construction and installation in accordance with the drawings may commence.

#### "APPROVED AS NOTED"

If drawings are marked "Approved as Noted," the tenant is allowed to proceed with sign permitting and then construction and installation, provided that any modifications noted are incorporated into the design.

An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.

#### "REVISE AND RESUBMIT"

If drawings are marked "Revise and Resubmit," the plans will be returned to the tenant with comments. The drawings must be revised and resubmitted for owner's representative approval.

## GENERAL SIGN STANDARDS & REQUIREMENTS

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### INSTALLATION / SEALING OF BUILDING

#### WALL PENETRATIONS

All mounting is to be performed by the tenant's sign company.

No exterior raceways are permitted. Tenant's building signage must be mounted directly to the building facade or canopy as shown on the elevations.

Facade penetrations should be kept to a minimum.

All penetrations of the building wall structure required for sign installation shall be neatly sealed in a watertight fashion.

No roof penetrations are allowed.

#### OPENINGS IN BUILDING WALLS

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings. All penetrations made shall be sealed during the sign installation to prevent damage to the building walls/ materials.

#### DAMAGE CAUSED BY OR DURING INSTALLATION

The sign contractor and/or tenant will pay for any damage to a building's fascia, canopy, structure, roof, building elements or flashing caused by sign installation.

#### UPKEEP AND MAINTENANCE

Each tenant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and tenants are to repair any sign defects within five (5) days of notification. If a tenant does not repair said sign(s), the owner, at the tenant's sole cost and expense, may repair and/or replace sign(s). A penalty of 100% of the owner's cost to repair said signage, in addition to the cost of the repair, may be assessed to the tenant if the landlord or building owner is required to provide the necessary maintenance due to the tenant's non-compliance following notification.

### OWNER'S RIGHT TO MODIFY REQUIREMENTS

The owner's representative has the right to modify the sign design standards and requirements for any tenant.

#### REQUIRED INSURANCE FOR SIGN CONTRACTORS

All sign contractors must carry workers' compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor's license in the State of Indiana. Landlord or building owner must be named as additionally insured in the workers' compensation and commercial liability insurance. Contact the owner's representative for this information.

#### ILLUMINATED SIGNS

The City of Fishers requires permits for all signs and electrical permits for all signs that are illuminated. It is the tenant's sole responsibility to secure these and any other permits that may be required, and to remain in compliance with these approvals and permits.

#### ILLUMINATION TIMER

Power to illuminate the tenant's sign is to be from tenant's electrical meter, switched through a time clock and photo cell, set in accordance with schedules determined by the owner and shopping center manager.

#### FREESTANDING SIGNS

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

### MONUMENT / PYLON SIGN

Pylon/monument signs are located as shown on the site plan exhibit. Panel allocation is by consent of landlord and is based on availability and square footage of tenant's leased space. Tenant to pay an additional fee for signage space on the pylon. The tenant will be responsible for providing and installing tenant's own panel via the original sign contractor used to construct the sign or another reputable sign company approved by the landlord. Sign panel dimensions vary depending on their location and must be field verified prior to fabrication. Notwithstanding the above, landlord reserves the right, in landlord's sole and absolute discretion, to relocate or adjust the size of a tenant's sign panel on the pylon/monument sign at any time in the future in the event it is necessary to accommodate other tenants in The Station.

#### WALL SIGNS

Permitted tenant/corporate logos shall be a maximum of 96 inches in height and shall be reviewed in conjunction with the adjacent architecture for massing and proportions. Conflicts in appearance or architectural intent may constitute an adjustment in the allowable height as deemed necessary by the landlord. Maximum length of a logo excluding individual letters shall not exceed 50% of the overall lineal footage of the tenant space.

Logo size shall be calculated into the total allowable length of signage.

Box signs are not permitted for logo presentation. Logo signage construction must follow the outline of tenant/corporate logo.

#### MARQUEE SIGNS

Where the architecture allows, and subject to landlord direction, certain tenants may be allowed to place a marquee sign on the face of their tenant space or building.

Not all tenant spaces can allow a marquee sign.

#### CANOPY SIGNS

Where the architecture allows, and subject to landlord direction certain tenants may be allowed to place a canopy sign on the face of their tenant space or building.

Not all tenant spaces can allow a canopy sign.

## GENERAL SIGN STANDARDS & REQUIREMENTS

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### PROHIBITED SIGNS

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- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the owner's representative.
- Signs that are installed without written approval from the owner's representative, or that are inconsistent with approved drawings, may be subject to removal and re-installation by the owner at the tenant's expense.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, audible signs, or signs that emit smells; placards; posters; playbills; postings; paintings; flags; signs in public rights-of-way; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- Change-panel signs are prohibited. Prohibited signs will be removed at the owner's discretion.
- Box signs
- Exposed/visible raceways
- Exposed junction boxes (must be inside or behind wall)
- Exposed Neon (only allowed with landlord approval)
- Painted on the surface of a building (only allowed with landlord approval).

### MESSAGES

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Signs are restricted to advertising either (a) the person, firm, company, or corporation operating the use conducted on the site, or (b) the products sold therein.

### SIZE LIMITATION

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Each tenant must limit the area of its sign in accordance with the area allocated for signage. Maximum letter height and length varies according to storefront, but it must not exceed the area allocated for signage. Each tenant will be granted a minimum of one sign.

### WINDOW SIGNAGE

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The use of illuminated and non-illuminated window signage is prohibited except as permitted below. Prior to fabrication and installation, a professionally prepared "Proof" of all window signage must be submitted to landlord, for approval, such approval to be at landlord's sole discretion. Upon landlord's approval, tenant may install product photos/posters in the storefront windows of the leased premises so long as no more than 50% of not more than two storefront windows is covered at any one time. Tenant agrees that its window signage must comply with applicable governmental requirements, if any, and be in keeping with signage typically utilized in an upscale shopping center in the Fishers, Noblesville and Carmel areas. Further, landlord's approval of window signage does not imply that the window signage meets with local municipality guidelines, nor shall any approval by landlord constitute any liability with respect to fees or penalties that may be otherwise imposed by the municipality for non-conforming signage. Any signage must not be of an undesirable content or quality (i.e. hand-lettered/painted signage, stick on numbers, profanity, lewd pictures, etc. are strictly prohibited).

Small stickers or decals, indicating hours of business, emergency, telephone numbers, acceptance of credit cards and other similar bits of information are acceptable.

### STORE HOUR SIGNAGE

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The overall store hour signage may be a maximum of fourteen (14) inches high and ten (10) inches wide. Letters and numbers shall be a maximum of one (1) inch high. The use of advertising logos other than the tenant's name shall not be permitted. Letters shall be vinyl applied or professionally painted to the inside face of the storefront glass.

### LABELS

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No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. These are to be installed in an inconspicuous location.

### REPETITIVE SAFETY SYMBOLS

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Repetitive safety symbols (graphically designed) or logo lettering groups shall be applied to the storefront glass as necessary for identifying transparent storefront surfaces for customer safety purposes. Symbols are limited to one symbol or one three-lettered logo lettering group per tenant. Also permitted is a combination of one symbol and logo lettering group. Logo lettering groups must reflect the name of the tenant, i.e. 'Andy's Music Store' may be permitted to use 'AMS'. Logo lettering groups and symbols shall be a maximum of three (3) inches in height and three (3) inches in width. Repetitive safety symbols shall be vinyl applied or professionally painted to the inside face of the storefront glass. No more than two (2) symbols, two (2) logo letter groups, or one (1) symbol and one (1) logo-lettering group shall be permitted for each storefront window as defined by mullions. Symbols and logo lettering groups may be black and white or color.

### ADDRESSES

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Landlord will be responsible for numbering each space so that it is in compliance with local E911 ordinances. One street address is permitted for each set of entry or exit doors. Address numerals font shall be Proxima Nova Bold (see Creative Elements, pg. 10). Material finish is to be satin finish or matte finish white. Addresses shall be limited to the street number only. Addresses shall be applied to the interior face of glazing above main entry doors with a maximum numeral 'X' height of 4". Addresses on rear service doors shall be mounted at a height of approximately 5'-3" above finished floor.

## GENERAL SIGN STANDARDS & REQUIREMENTS

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### BUILDING SIGNAGE - FRONT FACADE

- In all cases, the tenant's signage shall be proportional to the scale of the overall building facade. Overall sign lengths shall not be greater than 75% of the lineal footage of the retailer's space as measured from the centerline of the adjacent tenant(s) demising wall(s).
- Overall tenant signage shall be limited to 96 inches from the bottom of the lowest letter to the top of the highest letter.
- If the signage is primarily (50% of letters or greater) or entirely composed of upper case letters, the maximum height of all letters shall be 78 inches.
- If the sign is composed of one upper case letter per word, with the remainder of the letters being lower case, then the size of the letters shall be as follows:
  - Upper case letters shall be a maximum of 90 inches tall.
  - Lower case letter "f", "g", "p", "q" and "y" shall extend a maximum of six (6) inches above or below than the overall 90 inches height, so that the total letter height shall be 96 inches. This includes signs written in script.

### BUILDING SIGNAGE - SIDE & REAR FACADE

Signage may be allowed on the side and/or rear facade of a tenant's leased space at the discretion of the landlord. A tenant's total wall signage package must meet the stricter of this criterion, local governing ordinance, or subdivision/shopping center covenants, where applicable.

### SIGN AREA

To calculate the size and area of a sign, the following shall apply:

- If the sign is enclosed by a shaped or outline area, the calculated size and area of the sign includes that portion of the sign comprised of the shape or outline.
- If the sign consists of individual letters attached directly to the building or wall, the size and area is determined by drawing a rectangle around all lines of copy and logo (including all spaces between letters and logo). More than one rectangle can be used in defining the sign size and area as long as each rectangle is conjoined to an adjacent rectangle. If more than one rectangle is used, they must all be conjoined in some way. The sign size is determined by the full vertical and horizontal extents of all rectangles. The sign area is determined by the sum total of all drawn rectangles.
- If the sign is on a background such as a blade sign then the entire background is included in the calculation. If only one face of the sign is visible at a time, then only one face is counted toward the total allowable sign area.

### SIGN ENVELOPE

- The sign envelope is a defined area within the vertical and horizontal background of the building surface upon which the sign is to be installed.
- Each sign envelope shall be permitted one (1) tenant sign. The sign envelope does not define the total allowable sign area.
- The sign envelope defines the outermost reaches that a sign can occupy.
- No sign is allowed to exceed the boundaries of the sign envelope.
- In the event that a sign envelope is not specified by size, the horizontal and vertical dimensions of any fascia sign may not exceed eighty percent (80%) of the wall surface of the building, or, if a tenant is at a corner location, the sign may not exceed eighty percent (80%) of the distance from the corner to the lease line.



## TEMPORARY SIGNS

Temporary Signs shall require a permit unless otherwise stated below.

- Each temporary sign shall be permitted through the city and approved by the owner. The fee and duration of each permit shall be as established by the city as well. Permit fees shall be paid to the city prior to sign placement.
- Except as otherwise provided in this section, temporary signs shall be limited to use for up to 30 consecutive days with at least 15 days between each use and a maximum cumulative display time of 180 days per calendar year. Temporary signs shall be maintained in good condition throughout the duration of use. Failure to maintain a temporary sign in good condition, as determined by the city or owner, shall be grounds for the revocation of any TSP.
- With the exception of buildings allowed a 0-foot front setback, temporary signs shall be located on private property outside of city and county right-of-way. Temporary signs shall not be located closer than five (5) feet from the property line, or ten (10) feet from the pavement edge, whichever distance is farther from the city's right-of-way. Temporary signs shall not be located within medians.
- Temporary signs, greater than eight (8) square feet in sign area, which are displayed longer than six (6) months shall be required to install landscaping around the base equal to the sign area. The landscaping shall be at least fifty (50%) percent evergreen.  
Landscaping plans must be included for review as part of the sign permit application.
- Temporary signs shall be non-illuminated unless otherwise stated herein.
- No signs shall be placed on vehicles or trailers which are parked or located for the primary purpose of displaying said sign. This does not apply to lettering on vehicles operating during the normal course of business.
- No sign shall be placed within the right-of-way of any public street without the approval of the city.
- Feather Banners and Inflatables are not permitted.

## PERMIT LENGTHS FOR TEMPORARY SIGNS

### Horizontal Banners (Wall Mounted or Freestanding)

- Permits may be granted for a thirty (30) day period and may be renewed for one consecutive thirty (30) day period. After another thirty (30) day period, during which the banner is not displayed, the applicant may apply for another permit.

### Grand Openings

- A one-time Grand Opening permit may be issued for new businesses. The Grand Opening permit may be granted for seventeen (17) days

### For-Sale Signs (town homes)

- No greater than 90 days prior to opening

## APPROVED TEMPORARY SIGN TYPES

### Banners

- Banners shall be no greater than fifty percent (50%) of the permanent sign area

### On-site A-Frame Signs

- Placement must allow for a minimum 3 foot pedestrian pathway to/from all building entrances and exists.
- Shall not exceed 4 feet in height and 3 feet in width.
- Shall be constructed of durable materials with a stable, weighted base.
- Shall be limited to 1 per business or tenant per public street frontage.
- Shall not be illuminated or animated in any way.
- Except as otherwise specified in this section, a-frame signs shall only be displayed during normal business hours of operation.

### Balloons

- Permitted on the retail lot ONLY
- Shall not exceed the allowed building height for the zoning district in which the business is located.
- Shall not occupy any required parking spaces.
- Shall be securely tethered or anchored and shall not be affixed or attached to any traffic signals, street signs, or other public safety device.
- Shall not be located on the roof of the building.

### Freestanding Pennants

- Shall have a maximum area of 16 square feet and a maximum height of 12 feet.
- Shall be constructed of durable materials with a stable, weighted base.
- Shall be located on-site and in an area free of pedestrian or vehicular traffic.
- Unless no other practical alternative is available, pennants shall not be located adjacent to public right-of-way.
- Shall not occupy any required parking spaces.
- Shall be limited to 2 pennants per business.

## CREATIVE ELEMENTS

### PROPERTY WORDMARK

THE  
STATION

### MATERIALS, COLORS, & FINISHES



Paint to Match  
SW 9162 African Gray



Paint to Match  
PMS 446 C



Stone Material to Match  
Building Facades Color/Type TBD

### TYPE FAMILIES CRITERIA

Development identification signs shall utilize the creative elements exhibited on this page as follows:

- The type styles exhibited on this page shall hereinafter be referred to as the "Project Fonts."
- Titles, headers, place names, and direction that pertain to The Station development shall utilize the project fonts.

### TENANT NAME AND LOGOS

With landlord approval, tenant names and logos may utilize corporate colors, fonts, logos and logotypes. Background materials, colors and finishes shall be limited to comply with this Comprehensive Sign Program based on the specific sign type.

### MATERIALS

Materials shown under header "Materials, Colors & Finishes" is not an exhaustive list of all materials used to fabricate The Station signs, but rather is a listing of specialty materials that are commonly used as exterior finishes or veneers. Other materials such as steel, aluminum, acrylic and polycarbonate are also commonly used in the construction of The Station signs.

### TYPE FAMILIES

Baskerville Regular

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold

0123456789

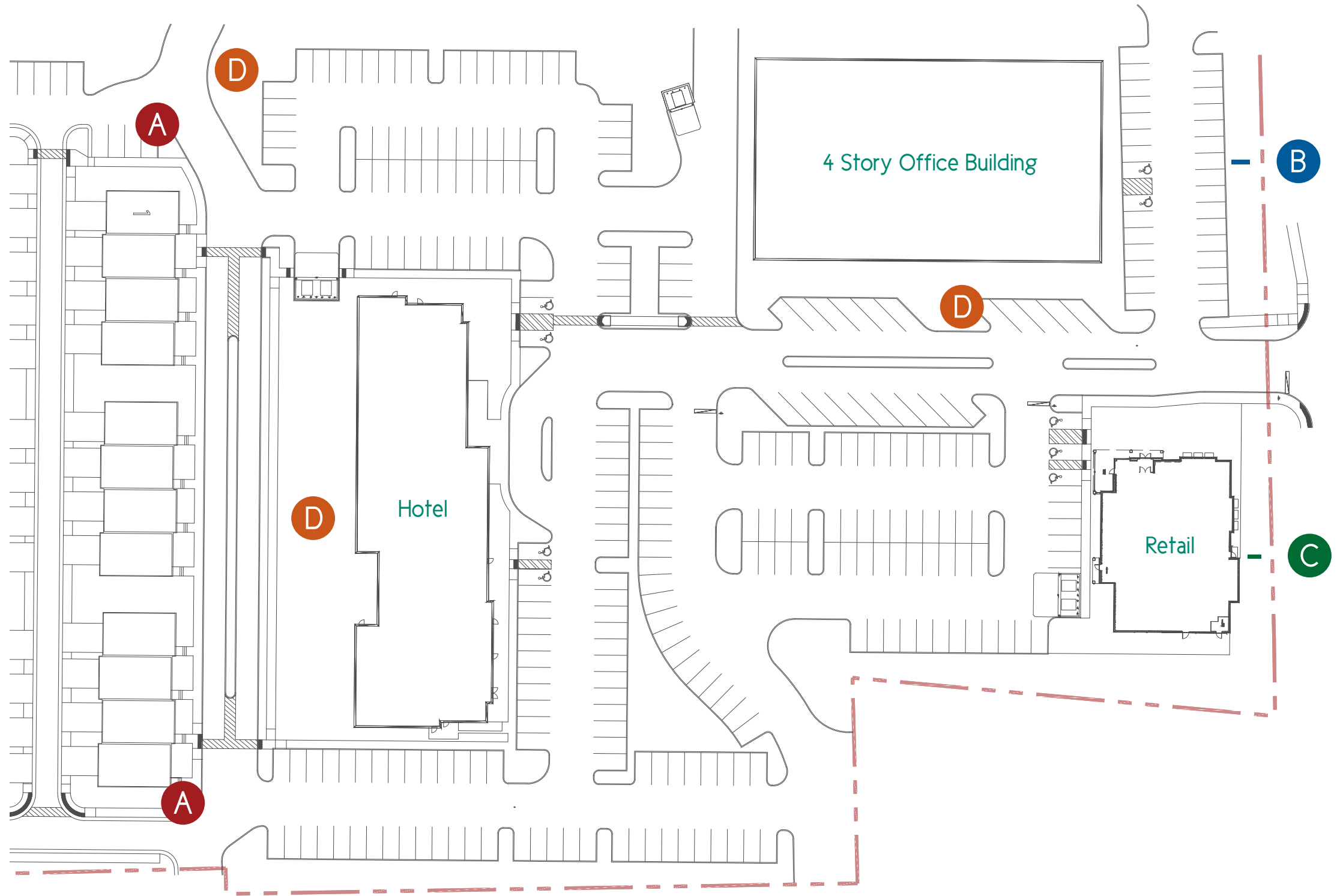
abcdefghijklmnopqrstuvwxyz

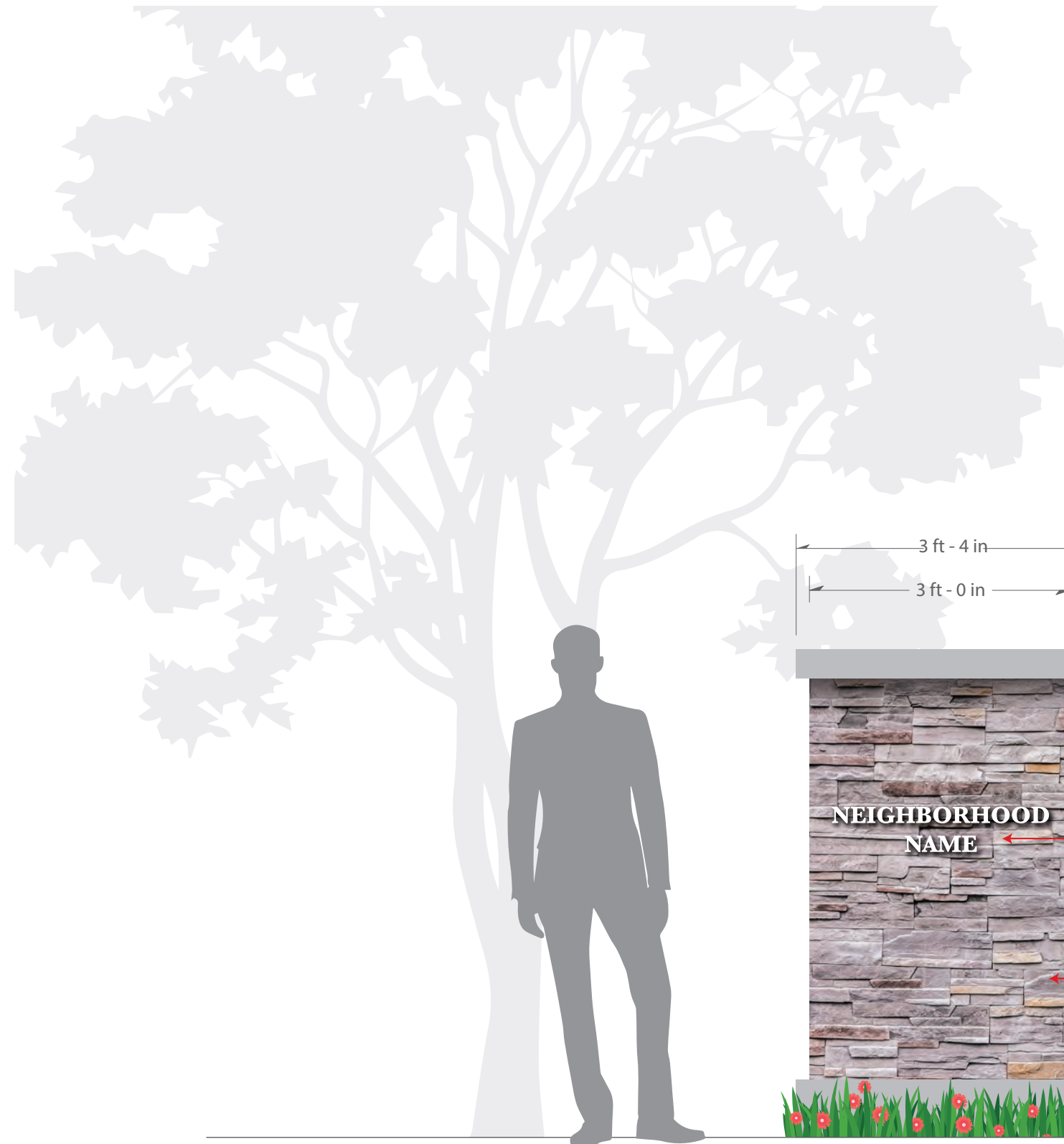
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SIGNAGE LOCATION PLAN — SITE PLAN

Key

- A Masonry Column  
6' OAH  
(Residential)  
QTY: 2
- B Multi-Tenant Pylon  
20' OAH  
(12) Tenants Each Side  
QTY: 1
- C Multi-Tenant Monument  
9' OAH  
(2) Tenants Each Side  
QTY: 1
- D Wayfinding  
5' OAH  
Tenant Directory Each Side  
QTY: 2







Masonry Column (Residential)

Qty of Structures	2
# of Sign Panels	1 per side

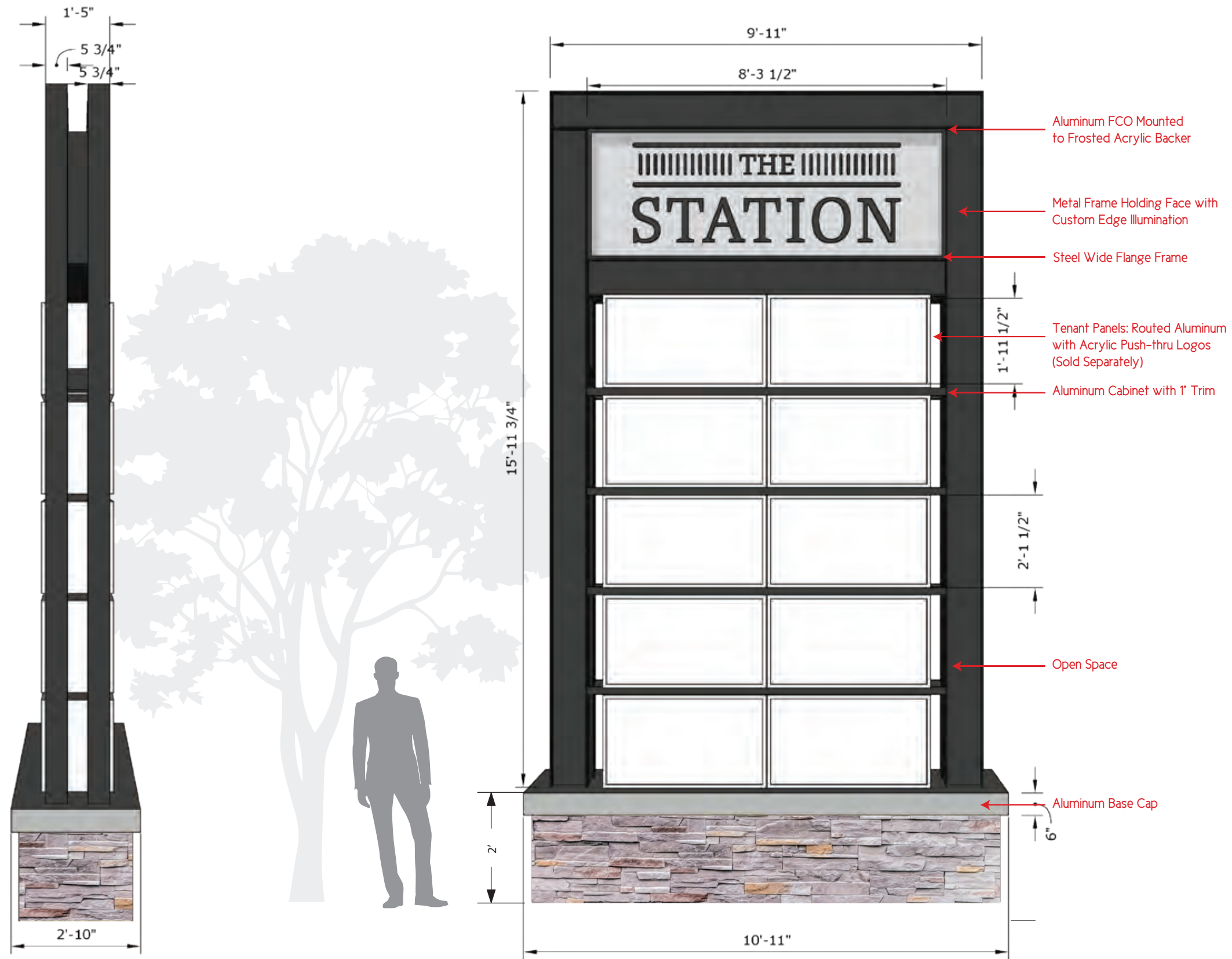
Materials, Colors, and Finishes

-  Paint to Match  
SW 9162 African Gray
-  Paint to Match  
SW 6990 Caviar
-  Brick Material to Match  
Building Facades Color/Type TBD

Neighborhood Name, TBD by Plite  
Aluminum Letters

Brick To Match Building Materials  
Material TBD

Base To Match Building Materials  
Material TBD



Multi-Tenant Pylon

Qty of Structures	1
# of Sign Panels	10

Materials, Colors, and Finishes




- Paint to Match  
SW 9162 African Gray
- Paint to Match  
SW 6990 Caviar
- Brick Material Veneer Stone:  
Indiana Limestone - Estate Veneer Series - Rockford

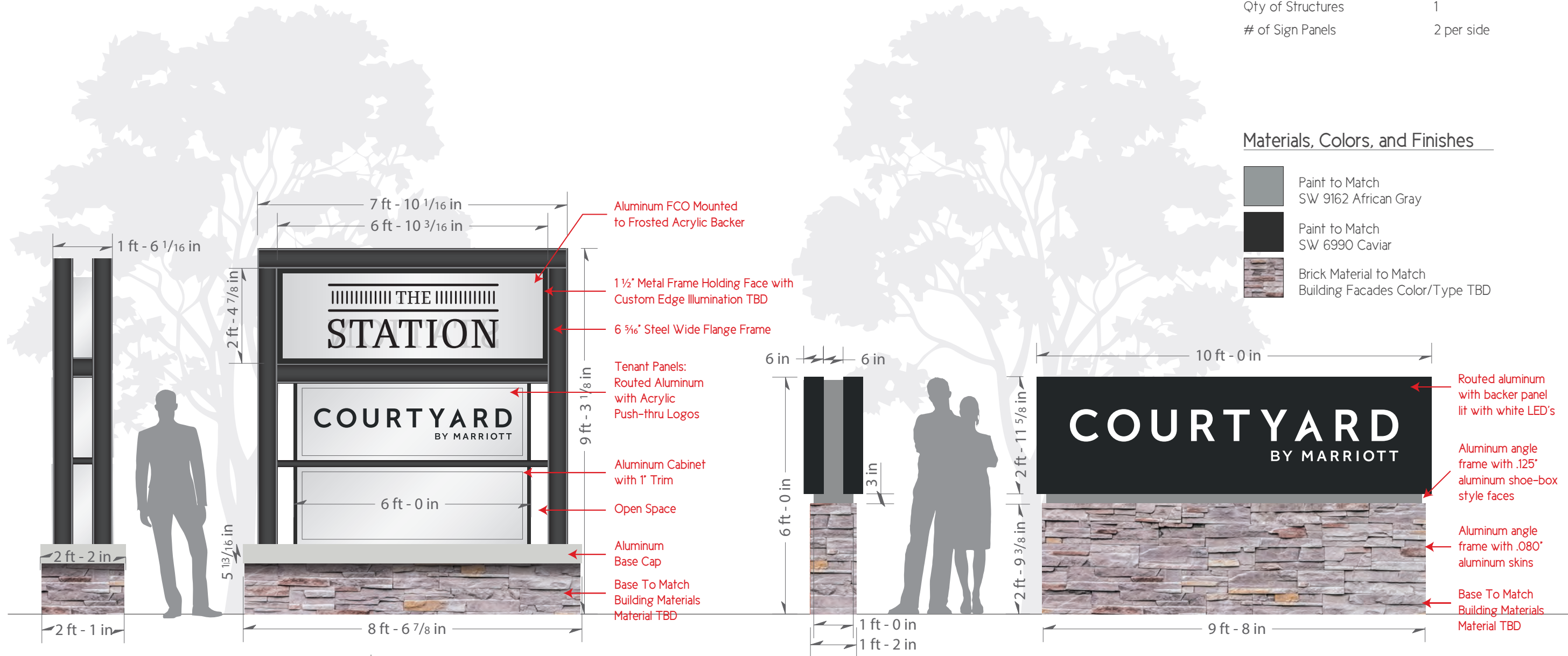
**MULTI-TENANT MONUMENT**

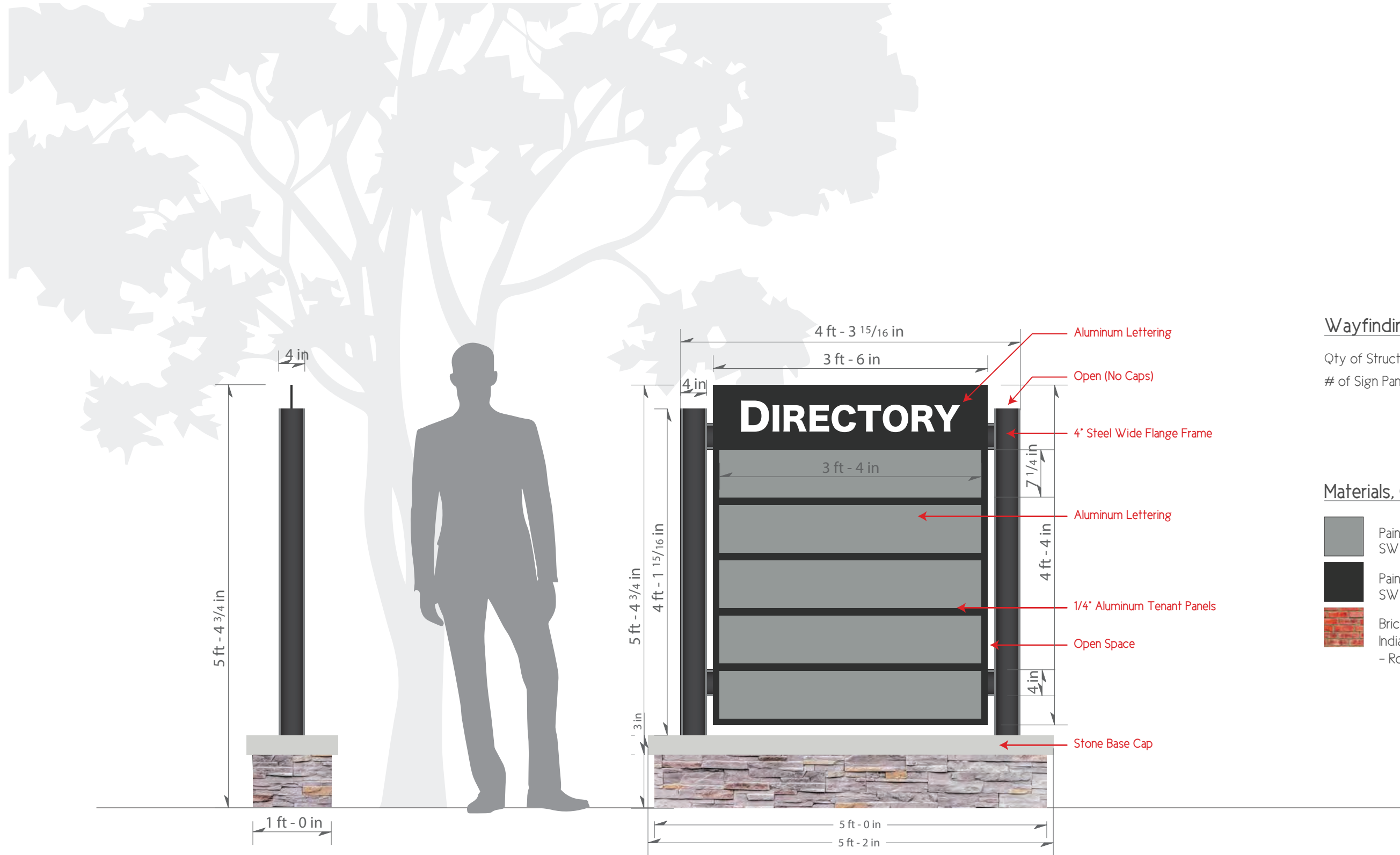
**Multi-Tenant Monument**

Qty of Structures	1
# of Sign Panels	2 per side

**Materials, Colors, and Finishes**

-  Paint to Match  
SW 9162 African Gray
-  Paint to Match  
SW 6990 Caviar
-  Brick Material to Match  
Building Facades Color/Type TBD






Wayfinding Sign

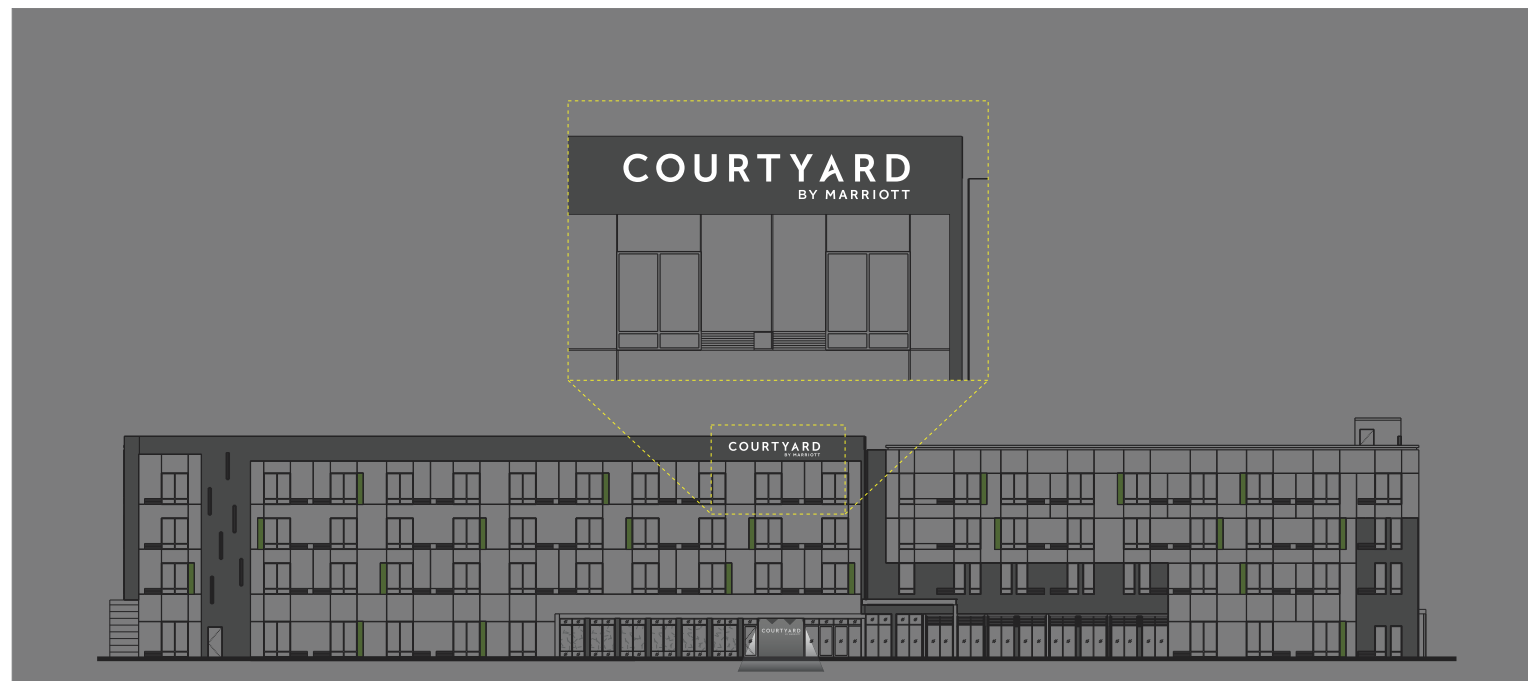
Qty of Structures	1
# of Sign Panels	6 per Side

Materials, Colors, and Finishes

-  Paint to Match SW 9162 African Gray
-  Paint to Match SW 6990 Caviar
-  Brick Material Veneer Stone: Indiana Limestone - Estate Veneer Series - Rockford



**Daytime View** | Letters appear white during the daylight



**Nighttime View** | Letters illuminate white at night

**CHANNEL LETTER SIZE RELATIVE TO THE SPACE**

**AVAILABLE:** \_\_\_\_\_

Design intent is to ensure legibility based on site constraints for sight lines and distances.

New-build design development should include appropriate location and area for sign placement.

Raceways are not the preferred method for wiring. Raceways should only be used in cases where absolutely necessary and approval must be obtained from Marriott’s Global Design and Project Management Team. If used, the raceways should be painted to match the building background color.

**CHANNEL LETTER COLOR:** \_\_\_\_\_

Normally the sign letters are colored by day and white by night (dual-color film) when the wall background is light toned. Where the building color is dark toned, white faces by day and night should be used.

Alternate colors and materials should never be substituted on the illuminated channel letters shown in these guidelines.

**SIZE AND PLACEMENT OF THE WORD “MARRIOTT”:** \_\_\_\_\_

Proportion, size, and placement is included in these guidelines. Any exceptions must be approved by Marriott Global Design and Project Management Team.

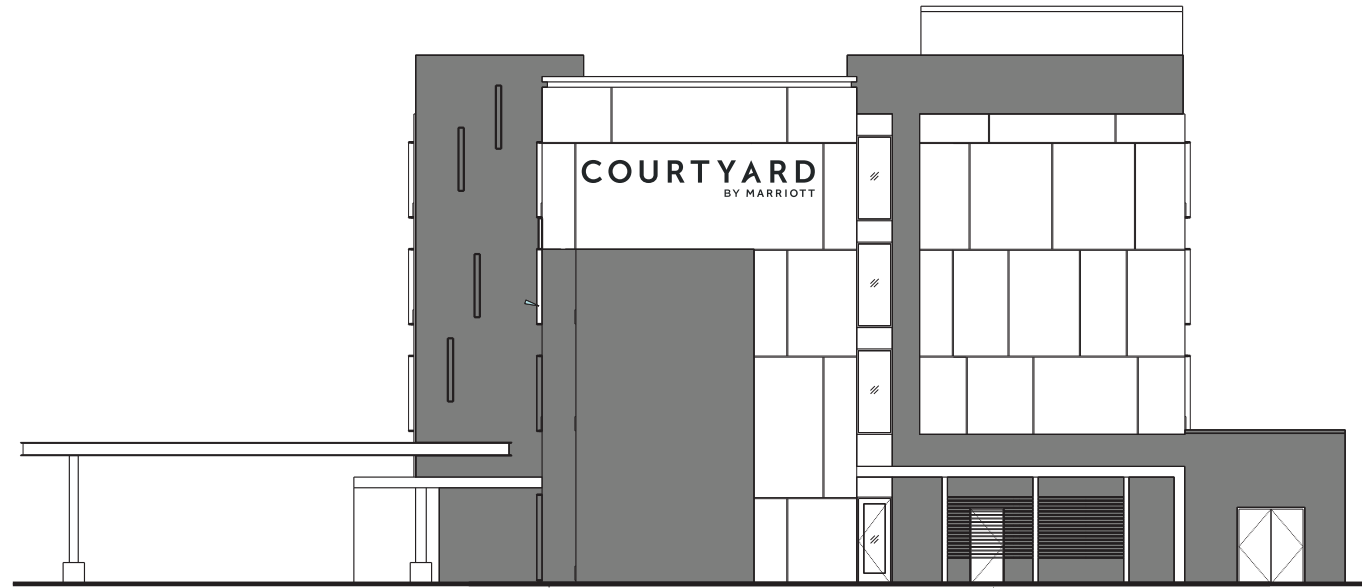
**CHANNEL LETTER APPLICATIONS** \_\_\_\_\_

White option channel letters on a dark tone background. Letters will appear white during the daytime and will illuminate white at night.

**HOTEL PUBLIC ART PROGRAM** \_\_\_\_\_

- Hotel developer to work with Fishers Art Council and City of Fishers to develop interior public art program.
- Hotel exterior design will also incorporate various lighting as part of their public art participation.

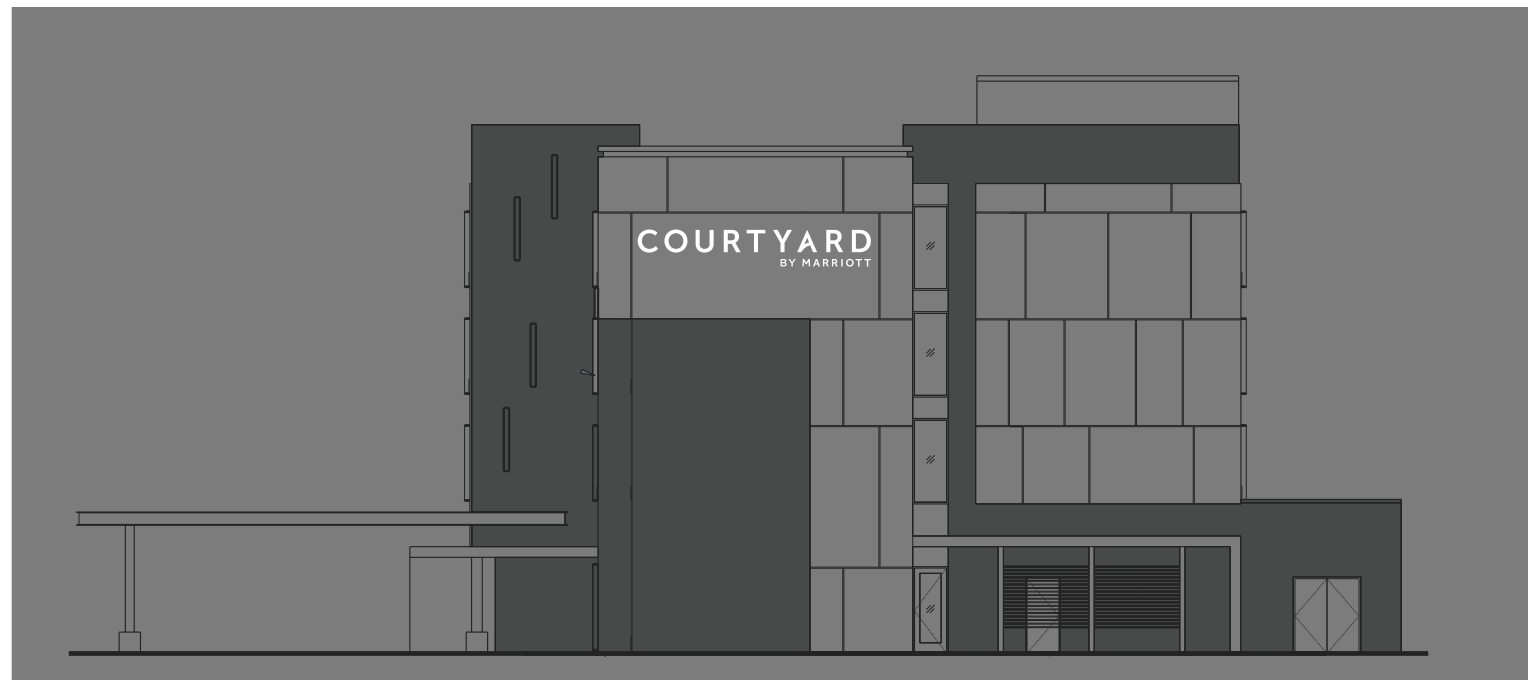




**Daytime View** | Letters appear gray during the daylight

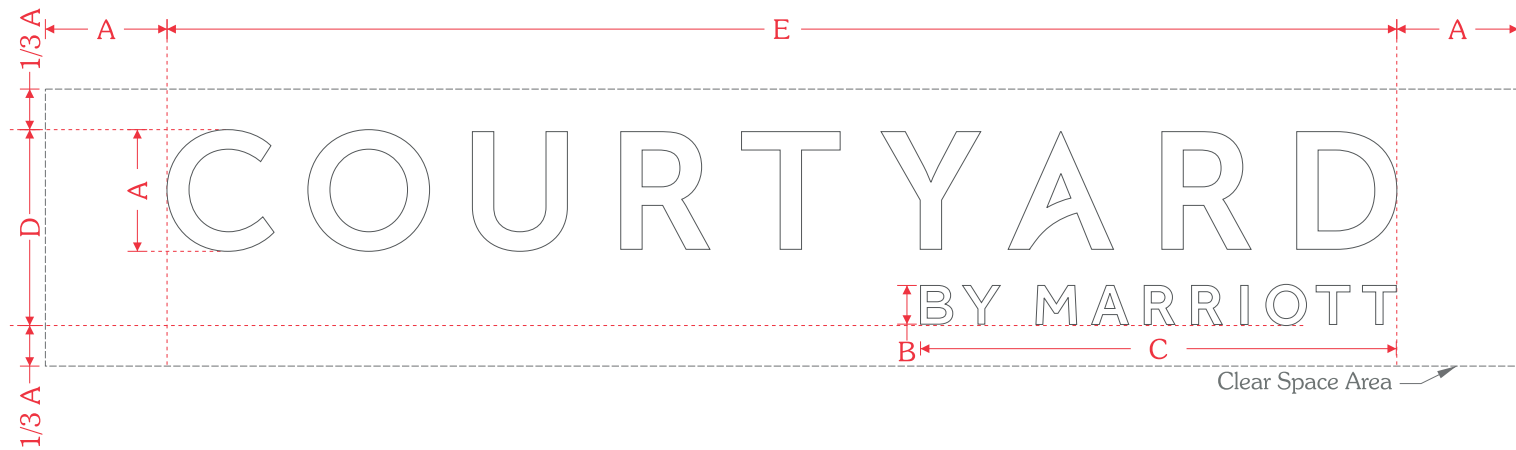
**CHANNEL LETTER APPLICATIONS**

Gray channel letters on a light tone background. Letters will appear gray during the daytime and will illuminate white at night.



**Nighttime View** | Letters illuminate white at night

**HOTEL — CHANNEL LETTER SPECIFICATIONS**



**CHANNEL LETTER SPECIFICATIONS**

**Construction:** .050" aluminum channel letter with .063" aluminum backs

**Face Material:** 3/16" 7328 white acrylic

**Trim Cap:** 1" paint to match Pantone 426 C gray, satin finish

**Illumination:** GE White LED's as required

**Exterior Finish:** Paint to match Pantone 426 C gray, satin finish

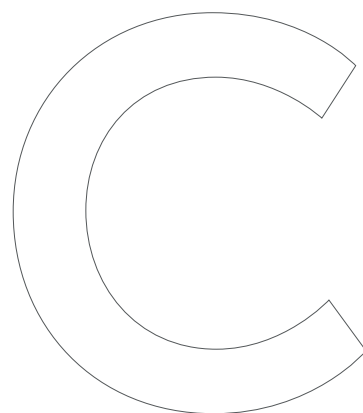
**Interior Finish:** Paint reflective white

**CHANNEL LETTER FACE SPECIFICATIONS**

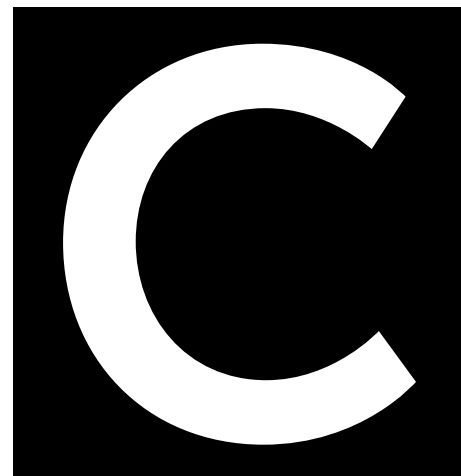
**Face Material:** 3/16" 7328 white acrylic

Model #	A	B	C	D	E
C-24-CL	24"	8 11/16"	8'-10 9/16"	3'-3 11/16"	20'-2 9/16"
C-30-CL	30"	9 9/16"	9'-9 5/16"	4'-0 5/16"	25'-3 1/4"
C-36-CL	36"	11 7/16"	11'-8 3/4"	4'-9 15/16"	30'-3 7/8"
C-48-CL	48"	15 1/4"	15'-7 11/16"	6'-5 1/4"	40'-5 3/16"

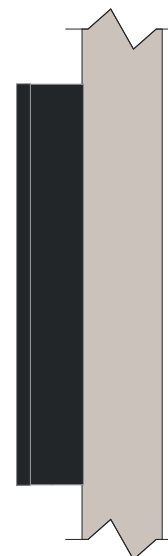
\* Letter height determined by the height of the letter "C".



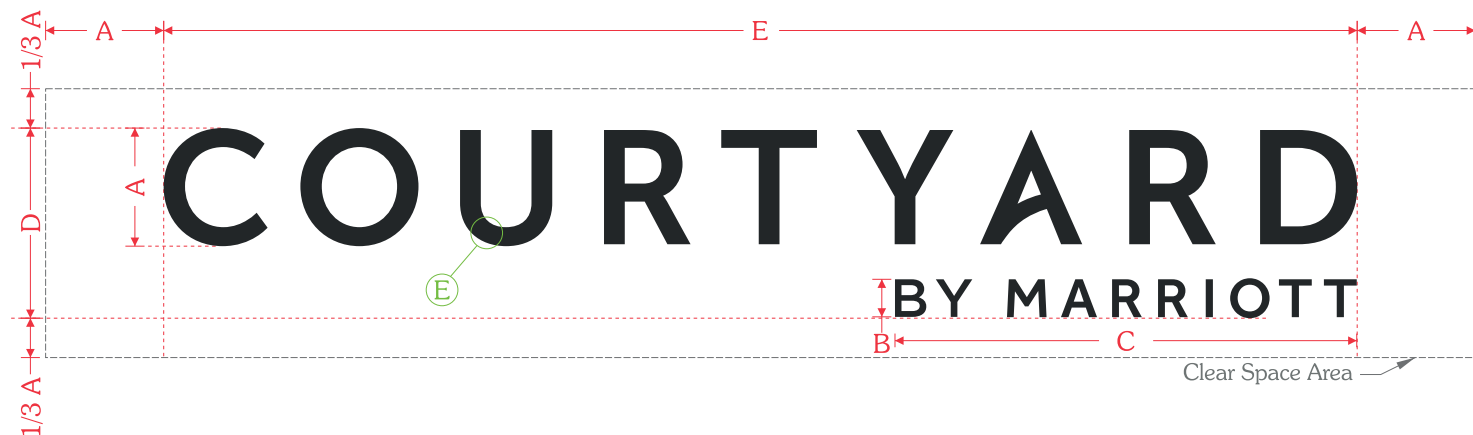
Daytime Appearance



Nighttime Appearance



Side Profile



**CHANNEL LETTER SPECIFICATIONS**

**Construction:** .050" aluminum channel letter with .063" aluminum backs

**Face Material:** 3/16" 2447 white acrylic

**Trim Cap:** 1" paint to match Pantone 426 C gray, satin finish

**Illumination:** GE White LED's as required

**Exterior Finish:** Paint Pantone 426 C gray satin finish

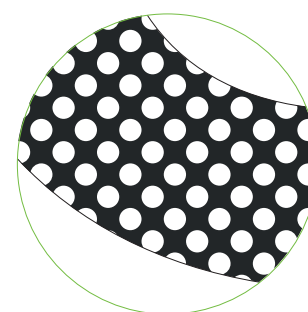
**Interior Finish:** Paint reflective white

**CHANNEL LETTER FACE SPECIFICATIONS**

**Face Material:** 3/16" 2447 white acrylic

**Decoration:** Digitally printed dual-color film to match Pantone 426 C gray, applied to 1st surface

Model #	A	B	C	D	E
C-24-CL	24"	8 11/16"	8'-10 9/16"	3'-3 11/16"	20'-2 9/16"
C-30-CL	30"	9 9/16"	9'-9 5/16"	4'-0 5/16"	25'-3 1/4"
C-36-CL	36"	11 7/16"	11'-8 3/4"	4'-9 15/16"	30'-3 7/8"
C-48-CL	48"	15 1/4"	15'-7 11/16"	6'-5 1/4"	40'-5 3/16"

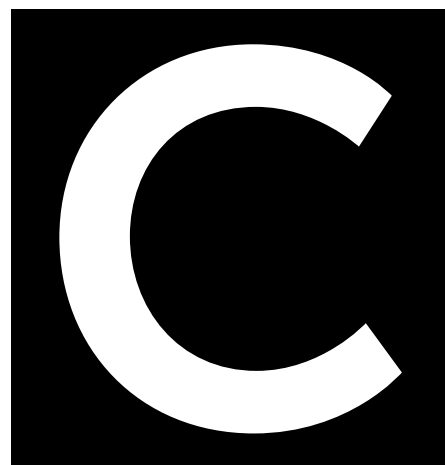


Detail E

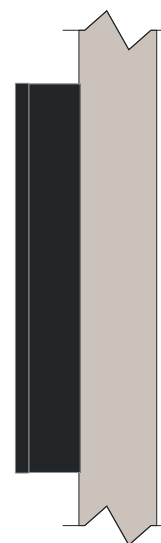
\* Letter height determined by the height of the letter "C".



Daytime Appearance



Nighttime Appearance



Side Profile

For Light Tone Building Backgrounds | Letters to appear gray during the day and illuminate white at night.



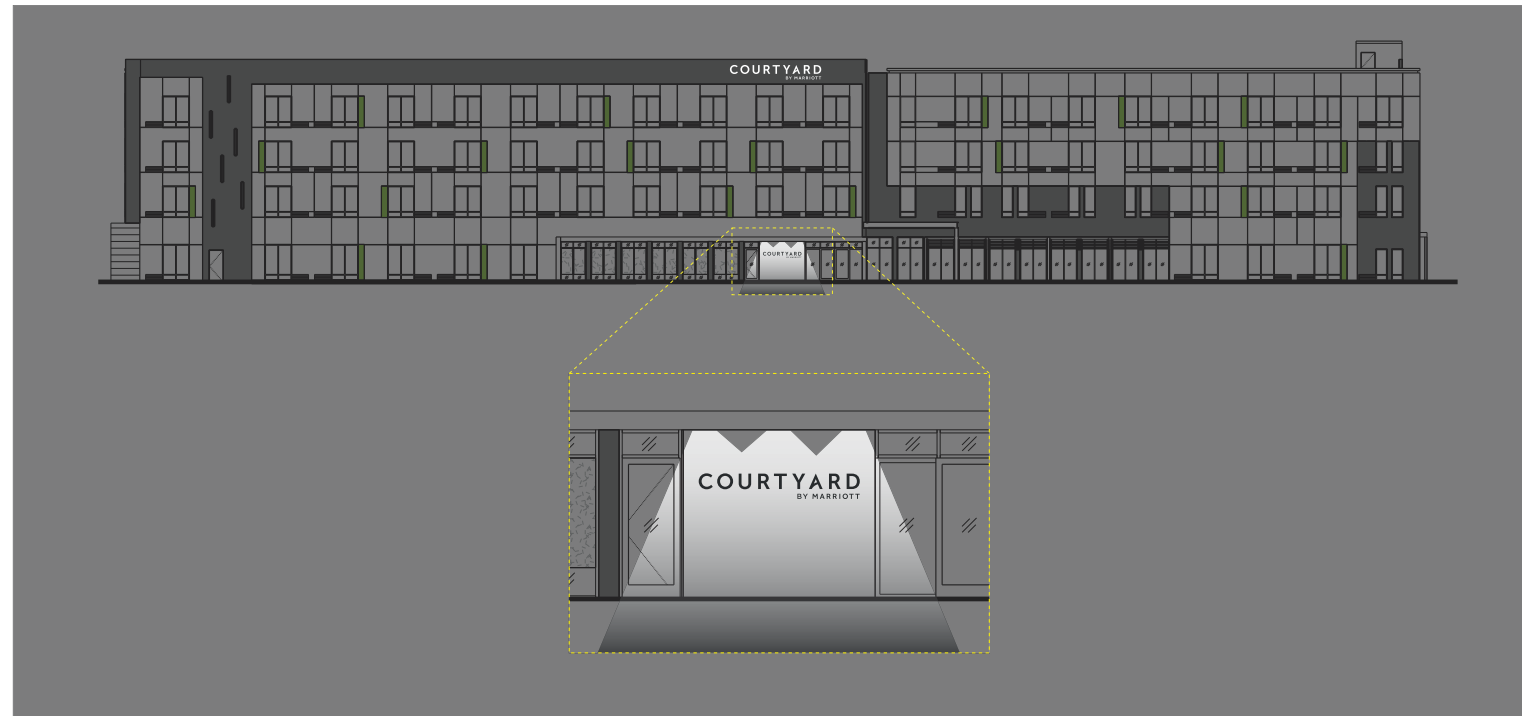
Daytime View



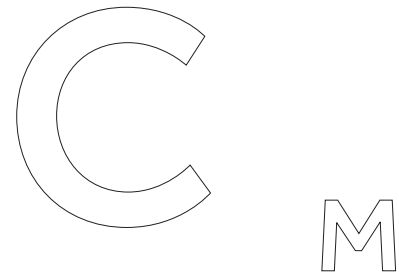
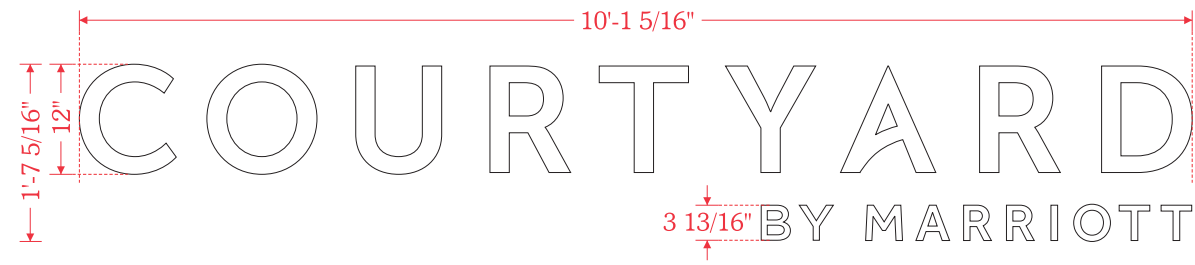
Nighttime View



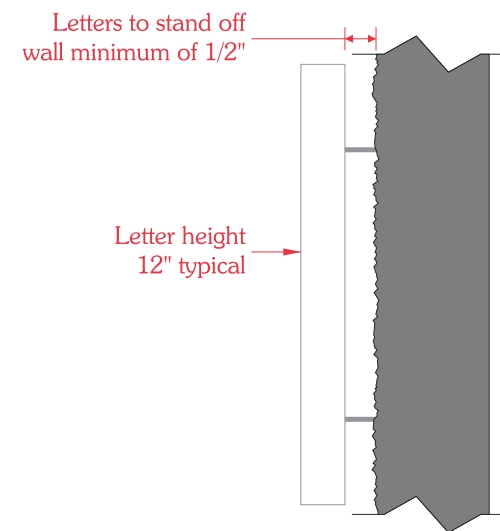
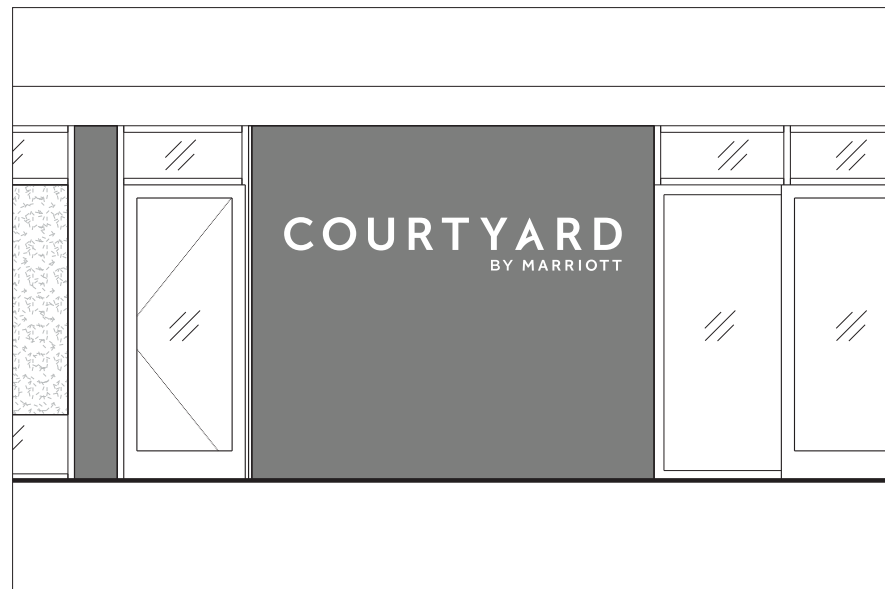
Daytime View



Nighttime View



Day and Night Appearance



Side Profile

ENTRY LETTER SPECIFICATIONS

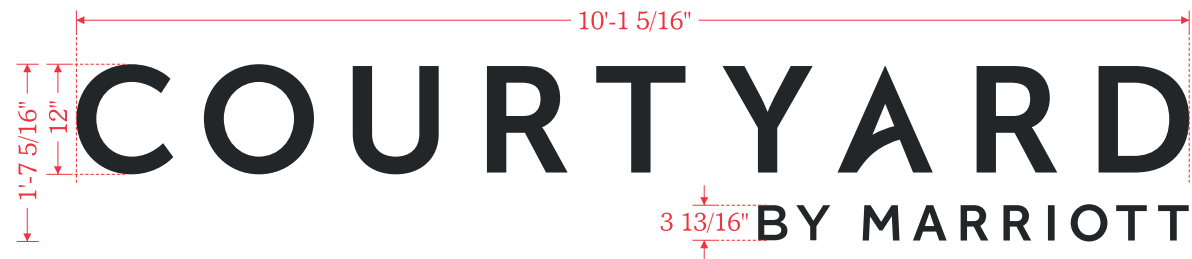
**Construction:** .063" non-illuminated aluminum channel letter

**Face Material:** .125" routed aluminum

**Illumination:** Exterior flood lighting

**Exterior Finish:** Paint White, satin finish

\* Mounting studs to be included to stand letters a minimum of 1/2" off of wall



Day and Night Appearance

ENTRY LETTER SPECIFICATIONS

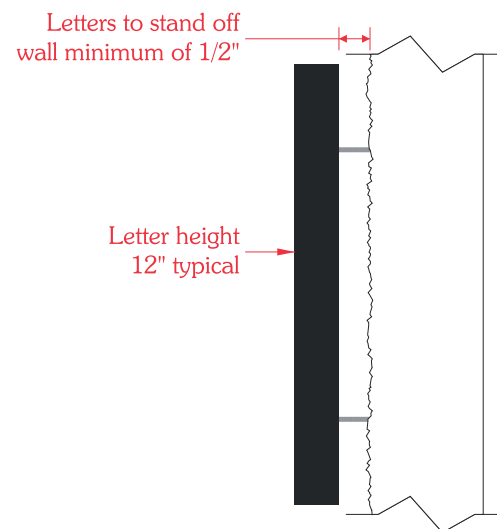
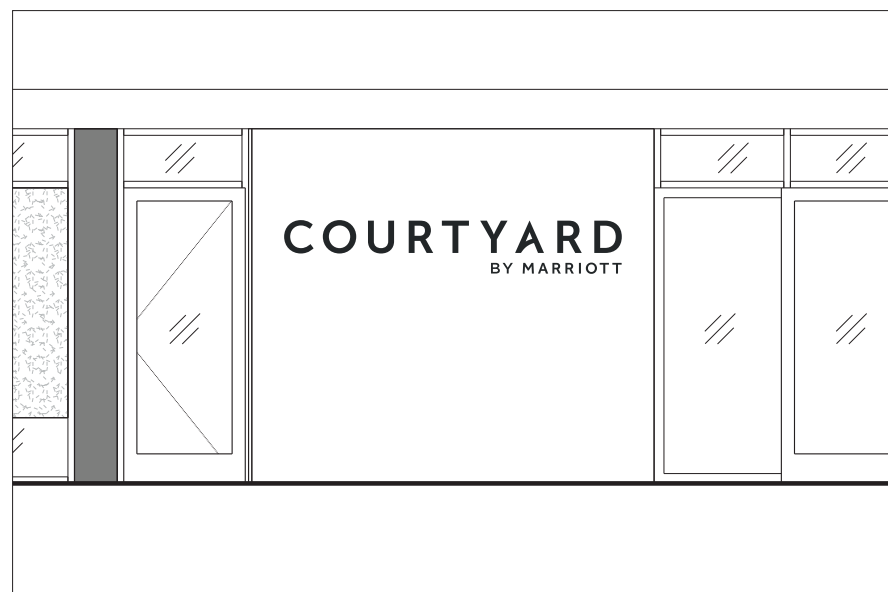
**Construction:** .063" non-illuminated aluminum channel letter

**Face Material:** .125" routed aluminum

**Illumination:** Exterior flood lighting

**Exterior Finish:** Paint White, satin finish

\* Mounting studs to be included to stand letters a minimum of 1/2" off of wall

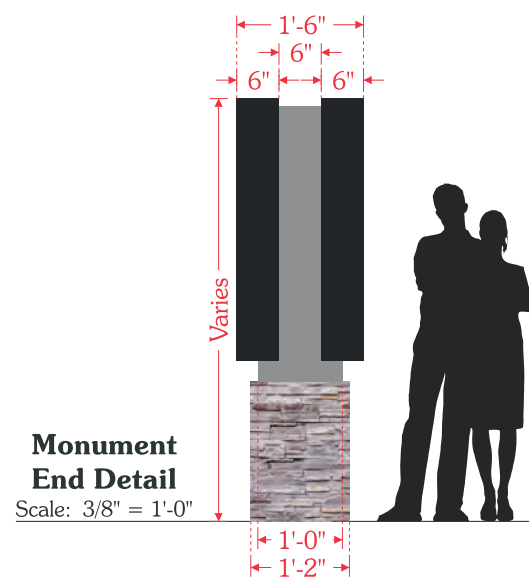
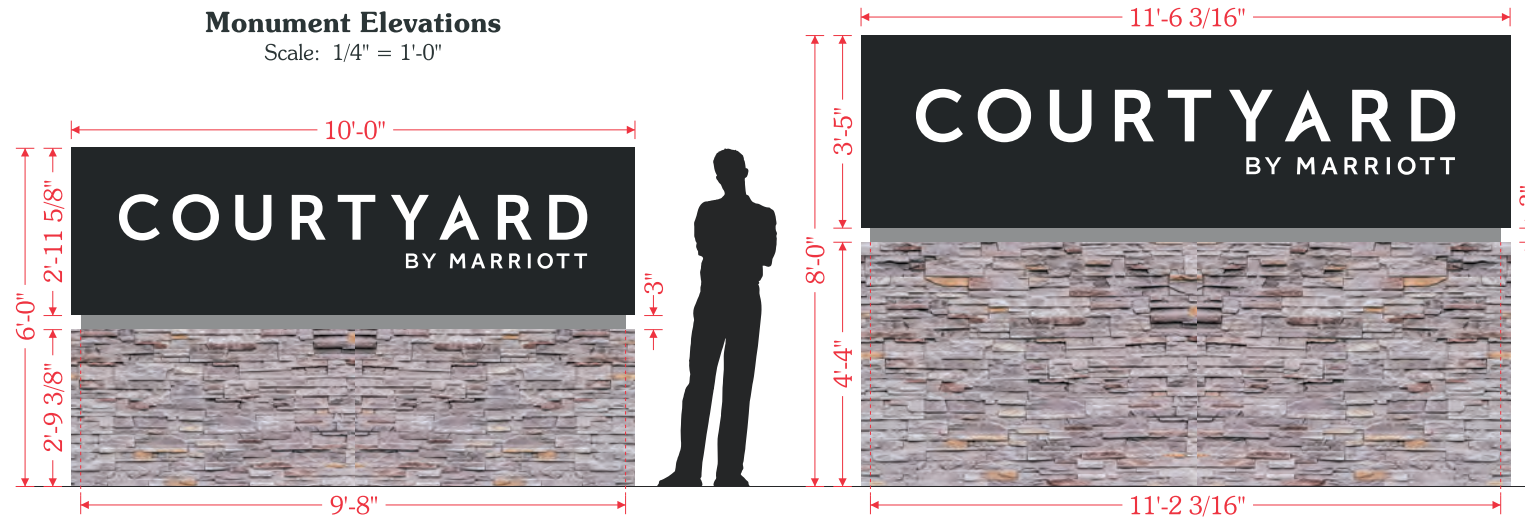


Side Profile

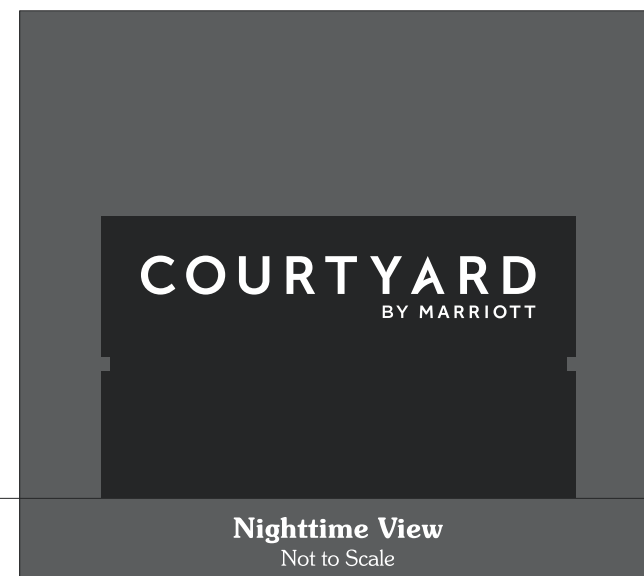
**HOTEL — MONUMENT SPECIFICATIONS**



**Monument Elevations**  
Scale: 1/4" = 1'-0"



**Monument End Detail**  
Scale: 3/8" = 1'-0"



The primary signage structure shall not include non-Marriott brands unless required by code or development agreement. Signs shared by multiple brands shall be reviewed and approved by Marriott Global Design & Project Management prior to jurisdictional review and/or supplier fabrication.

**MONUMENT SPECIFICATIONS**

**Construction:** Aluminum angle frame with .125" aluminum shoe-box style faces

**Face Construction:** Routed aluminum with backer panel

**Retainer:** Bleed face

**Illumination:** GE White LED's

**Exterior Finish:** Paint Pantone 426 C gray, satin finish, and Pantone 877 C Silver, satin finish

**Interior Finish:** Paint reflective white

**MONUMENT FACE SPECIFICATIONS**

**Face Construction:** Routed aluminum with backer panel

**Face Decoration:** Paint Pantone 426 C gray, satin finish

**Backer Panel:** .118" white solar grade polycarbonate

\* "Courtyard" and "Marriott" to appear white during the day and illuminate white at nighttime.

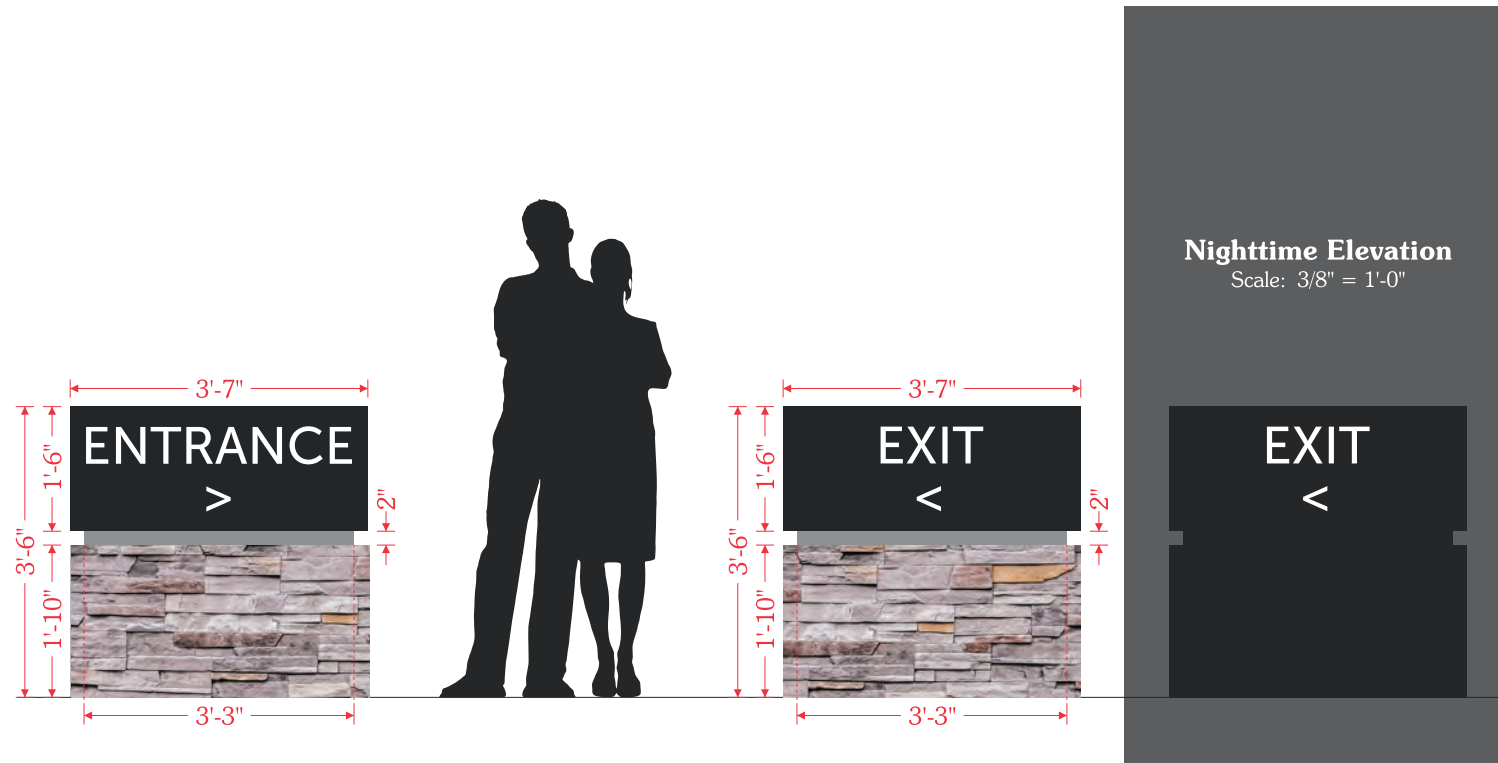
**POLE COVER SPECIFICATIONS**

\* Preferred method to have monument base match building hardscape (stone, brick, etc., provided by general contractor)

**Construction:** Aluminum angle frame with .080" aluminum skins

**Exterior Finish:** Paint Matthews 413425P Brushed Aluminum, satin finish





Directional signs shall be provided to guide vehicular traffic through the property. The primary signage structure shall not include non-Marriott brands unless required by code or development agreement. Signs shared by multiple brands shall be reviewed and approved by Marriott Global Design & Project Management prior to jurisdictional review and/or supplier fabrication.

**CABINET SPECIFICATIONS**

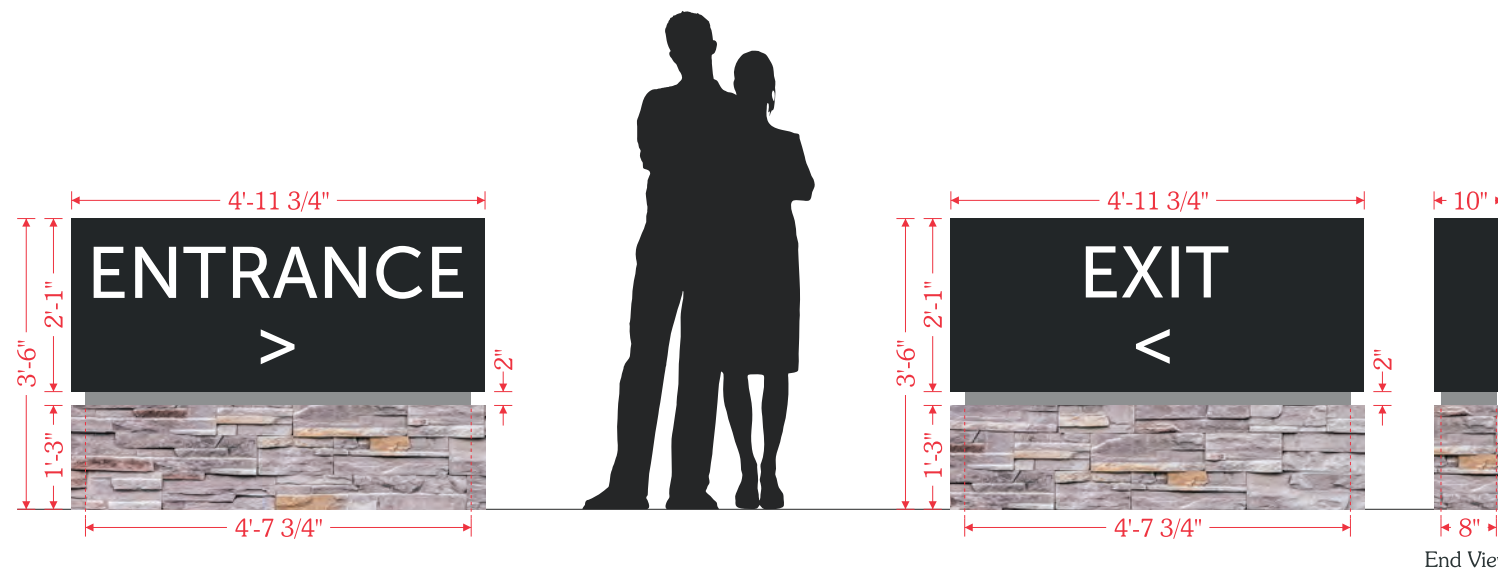
- Construction:** Aluminum angle frame with aluminum skins
- Face Construction:** .125" routed aluminum faces
- Retainer:** Bleed face
- Illumination:** GE White LED's
- Exterior Finish:** Paint Pantone 426 C gray, satin finish
- Interior Finish:** Paint reflective white

**FACE SPECIFICATIONS**

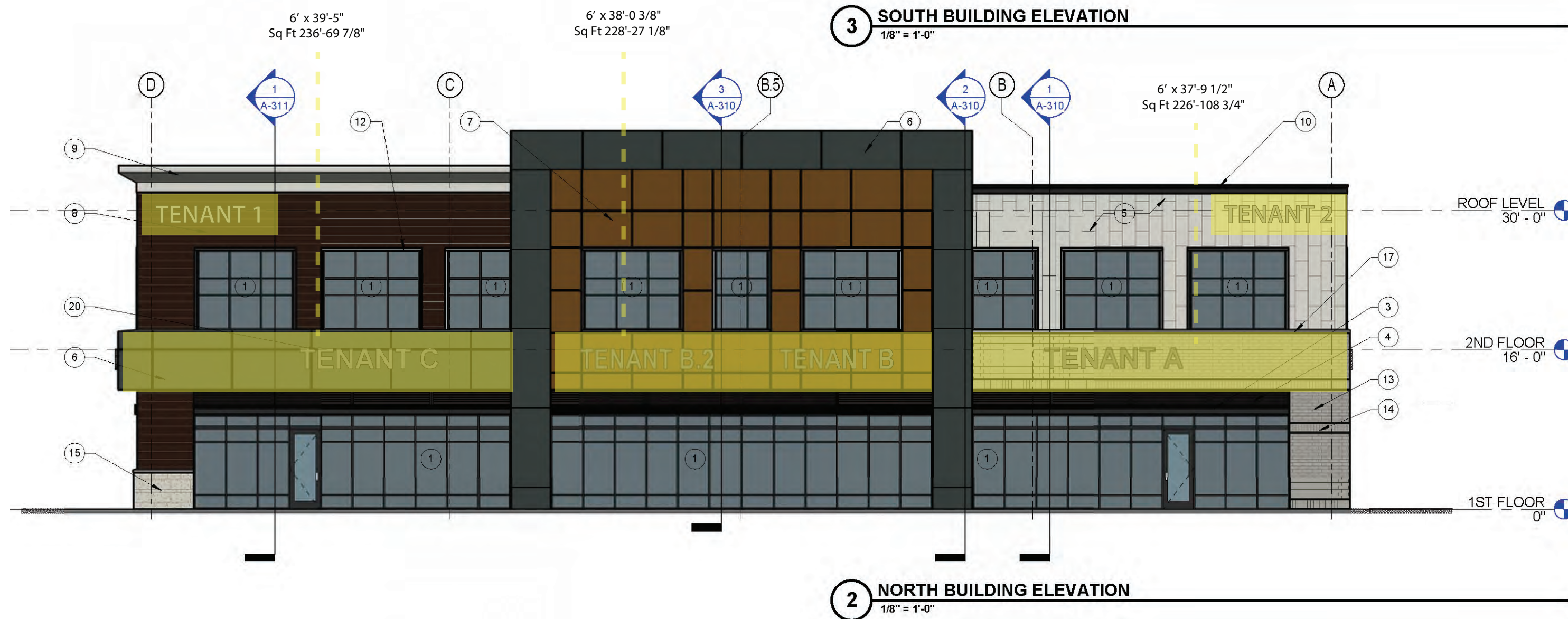
- Face Construction:** .125" routed aluminum with backer panel
- Backer Panel Construction:** .118" white solar grade polycarbonate
- Decoration:** Routed aluminum face painted Pantone 426 C gray, satin finish

**POLE COVER SPECIFICATIONS**

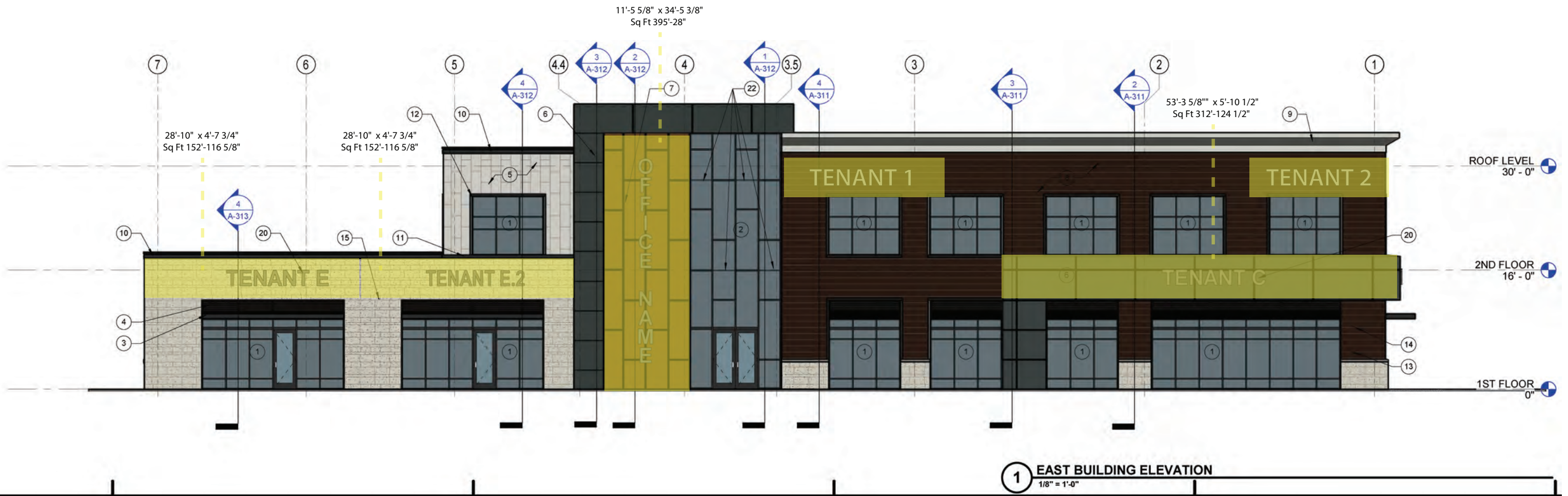
- Construction:** Aluminum angle frame with .080" aluminum skins
- Exterior Finish:** Painted Matthews 41342SP Brushed Aluminum, satin finish
- Reveal Construction:** .063" bent-up aluminum
- Reveal Finish:** Paint Pantone 877 C silver, satin finish



**Directional Elevations**  
Scale: 3/8" = 1'-0"



TENANT BUILDING WALL SIGNAGE





**3 SOUTH BUILDING ELEVATION**  
1/8" = 1'-0"

TENANT BUILDING WALL SIGNAGE



## TYPICAL SIGN SPECIFICATIONS — PAN CHANNELS

### CONSTRUCTION

Aluminum backs and returns  
Translucent acrylic or polycarbonate faces  
Channelume, Letteredge, or similar material will not be allowed.

### DEPTH

Minimum Depth: 3"  
Maximum Depth: 8" for signs with concealed raceways, and 12" for self-contained letters or cabinets.

### COLORS

All colors and combinations of colors are permissible.  
Trimcap color must match return color.  
Note: Maximum of two colors can be used

### FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss/satin/flat

### ILLUMINATION

Internal LED modules only.  
Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign.  
Quantity of LED modules should be sufficient to provide an even illumination of the faces without hot spots.

### ATTACHMENT

All sign components are to be flush mounted to building surface with non-corrosive mechanical fasteners appropriate to the wall type.

### ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the pan channel. Remote power supplies should be mounted above the roof whenever possible. Exposed raceways are not allowed.

### UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

### CRITERIA

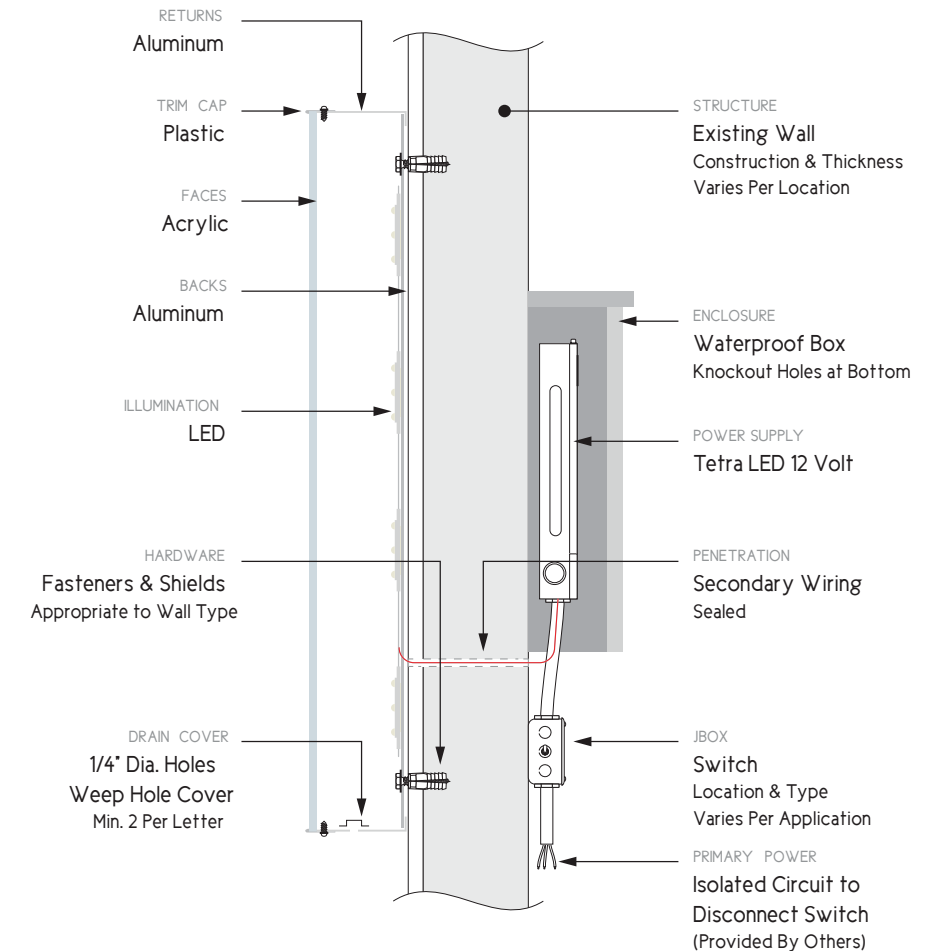
General guidelines and criteria found at the beginning of this section also apply.

### LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the landlord prior to being submitted for permits. The landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Fishers.

### GENERAL

Any sign design that requires a modification to the building /structure shall first be approved in writing by the owner's representative and noted on the submittal. Any required modifications shall be at the sole cost of tenant.



## TYPICAL SIGN SPECIFICATIONS — REVERSE PAN CHANNELS

### CONSTRUCTION

Aluminum backs and returns  
Translucent acrylic or polycarbonate faces  
Channelume, Letteredge, or similar material will not be allowed.

### DEPTH

Minimum Depth: 3"  
Maximum Depth: 8" for signs with concealed raceways, and 12" for self-contained letters or cabinets.

### COLORS

All colors and combinations of colors are permissible.  
Trimcap color must match return color.  
Note: Maximum of two colors can be used

### FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss/satin/flat

### ILLUMINATION

Internal LED modules only.  
Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign.  
Quantity of LED modules should be sufficient to provide an even illumination of the faces without hot spots.

### ATTACHMENT

All sign components are to be flush mounted to building surface with non-corrosive mechanical fasteners appropriate to the wall type.

### ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the pan channel. Remote power supplies should be mounted above the roof whenever possible. Exposed raceways are not allowed.

### UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

### CRITERIA

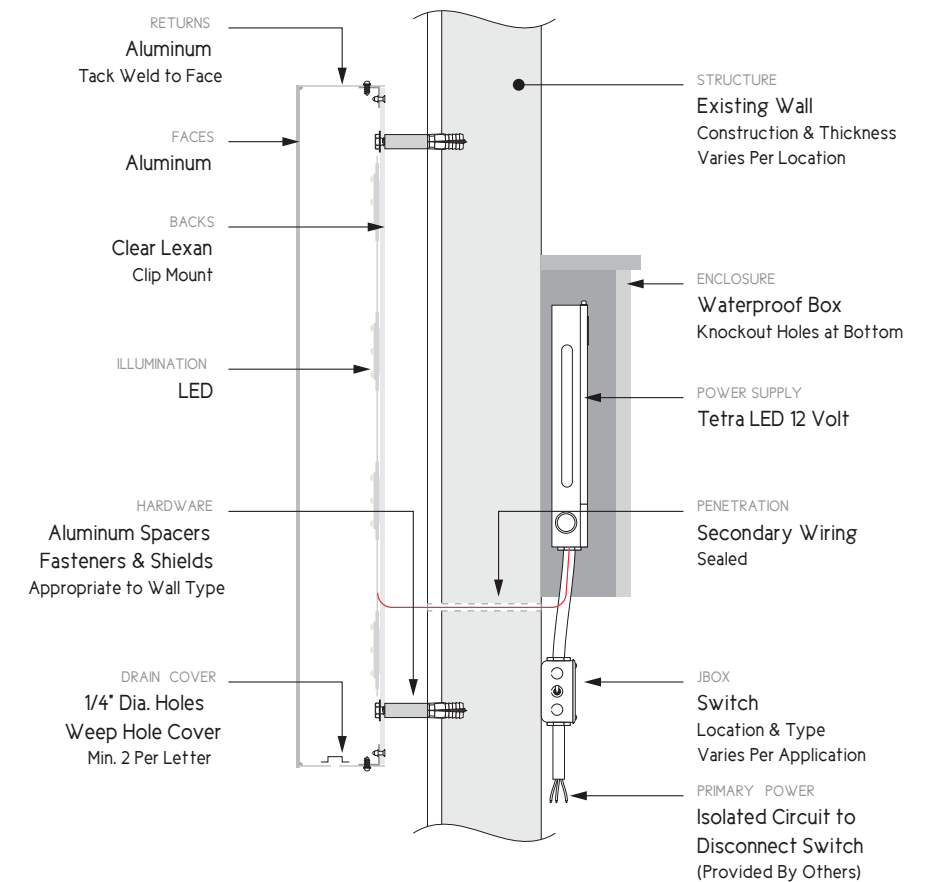
General guidelines and criteria found at the beginning of this section also apply.

### LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the landlord prior to being submitted for permits. The landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Fishers.

### GENERAL

Any sign design that requires a modification to the building /structure shall first be approved in writing by the owner's representative and noted on the submittal. Any required modifications shall be at the sole cost of tenant.



## TYPICAL SIGN SPECIFICATIONS — CUSTOM CABINETS

### CONSTRUCTION

Aluminum backs and returns  
 Translucent acrylic or polycarbonate faces  
 Channelume, Letteredge, or similar material will not be allowed.

### DEPTH

Minimum Depth: 3"  
 Maximum Depth: 8" for signs with concealed raceways, and 12" for self-contained letters or cabinets.

### COLORS

All colors and combinations of colors are permissible.  
 Trimcap color must match return color.  
 Note: Maximum of two colors can be used

### FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss/satin/flat

### ILLUMINATION

Internal LED modules only.  
 Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign.  
 Quantity of LED modules should be sufficient to provide an even illumination of the faces without hot spots.

### ATTACHMENT

All sign components are to be flush mounted to building surface with non-corrosive mechanical fasteners appropriate to the wall type.

### ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the pan channel. Remote power supplies should be mounted above the roof whenever possible. Exposed raceways are not allowed.

### UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

### CRITERIA

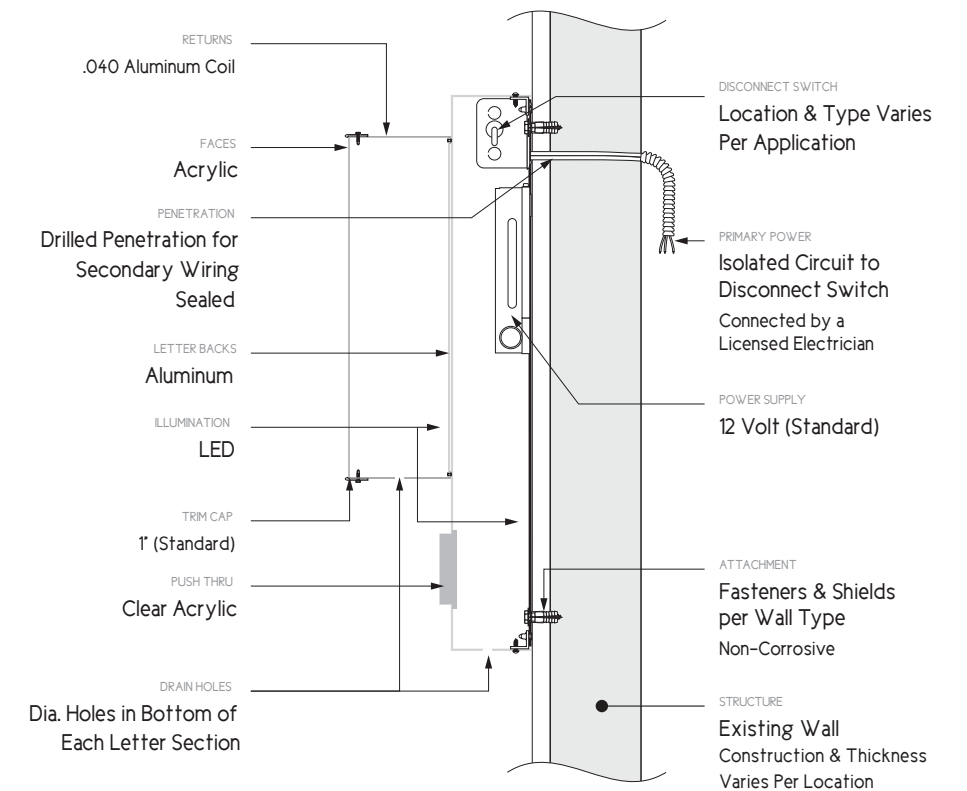
General guidelines and criteria found at the beginning of this section also apply.  
 Note: In general box signs are not permitted. However, custom cabinets may be considered on a case-by-case basis at owner's representative's discretion.

### LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the landlord prior to being submitted for permits. The landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Fishers.

### GENERAL

Any sign design that requires a modification to the building /structure shall first be approved in writing by the owner's representative and noted on the submittal. Any required modifications shall be at the sole cost of tenant.





## TYPICAL SIGN SPECIFICATIONS — MARQUEE SIGN

### CONSTRUCTION

Aluminum backs and returns  
Translucent acrylic or polycarbonate faces  
Channelume, Letteredge, or similar material will not be allowed.

### DEPTH

Minimum Depth: 3"  
Maximum Depth: 8" for signs with concealed raceways, and 12" for self-contained letters or cabinets.

### COLORS

All colors and combinations of colors are permissible.  
Trimcap color must match return color.  
Note: Maximum of two colors can be used

### FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss/satin/flat

### ILLUMINATION

Internal LED modules only.  
Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign.  
Quantity of LED modules should be sufficient to provide an even illumination of the faces without hot spots.

### ATTACHMENT

All sign components are to be flush mounted to building surface with non-corrosive mechanical fasteners appropriate to the wall type.

### ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the pan channel. Remote power supplies should be mounted above the roof whenever possible. Exposed raceways are not allowed.

### UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

### CRITERIA

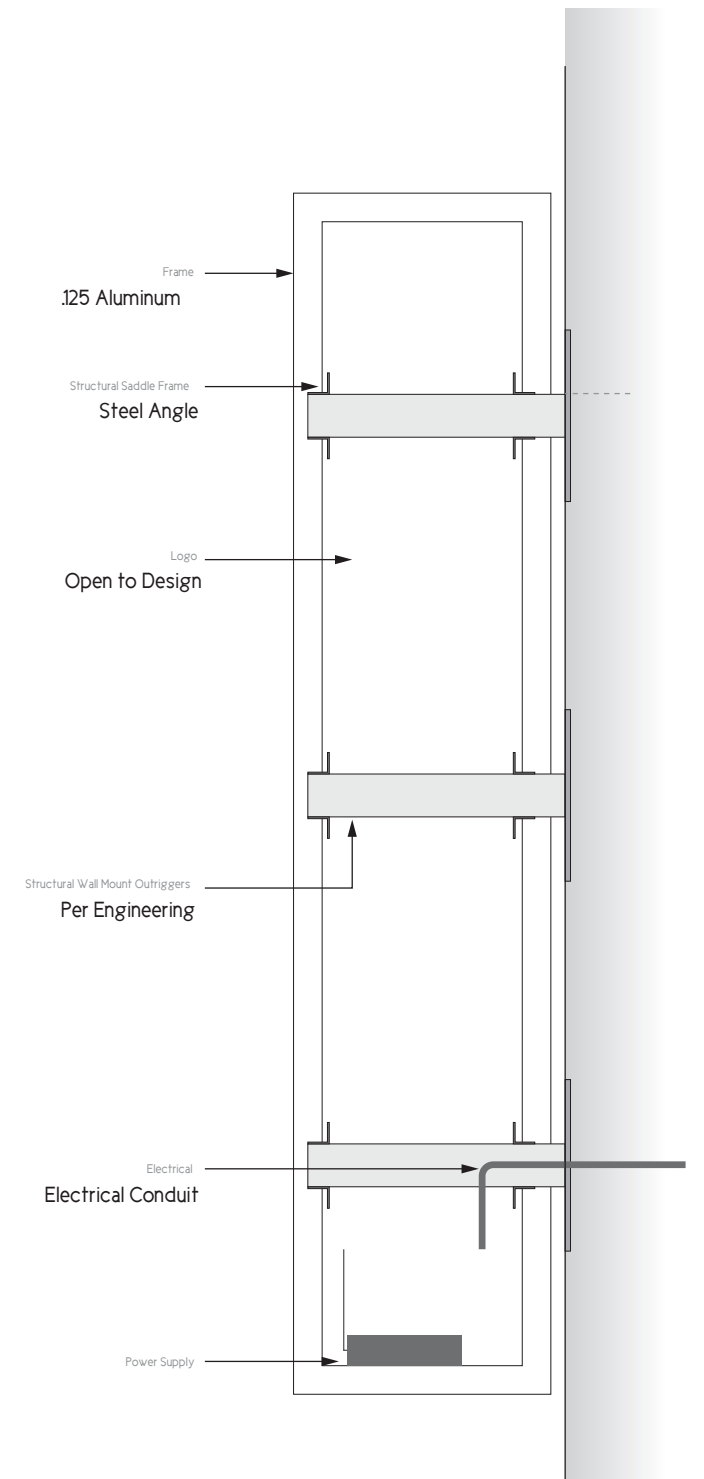
General guidelines and criteria found at the beginning of this section also apply.  
Note: Where the architecture allows, and subject to landlord direction, certain tenants may be allowed to place a marquee sign on the face of their tenant space or building.  
Not all tenant spaces call allow a marquee sign.

### LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the landlord prior to being submitted for permits. The landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Fishers.

### GENERAL

Any sign design that requires a modification to the building /structure shall first be approved in writing by the owner's representative and noted on the submittal. Any required modifications shall be at the sole cost of tenant.



# TYPICAL SIGN SPECIFICATIONS — CANOPY SIGNS

## CONSTRUCTION

Aluminum backs and returns  
Translucent acrylic or polycarbonate faces  
Channelume, Letteredge, or similar material will not be allowed.

## DEPTH

Minimum Depth: 3”  
Maximum Depth: 8” for signs with concealed raceways, and 12” for self-contained letters or cabinets.

## COLORS

All colors and combinations of colors are permissible.  
Trimcap color must match return color.  
Note: Maximum of two colors can be used

## FINISH

Aluminum components to be painted and sealed with professional automotive grade paint with a smooth texture. Sheen may be gloss/satin/flat

## ILLUMINATION

Internal LED modules only.  
Illumination color should be appropriate to the sign design and is not limited. Illumination source shall not be exposed or directly visible from the exterior of the sign.  
Quantity of LED modules should be sufficient to provide an even illumination of the faces without hot spots.

## ATTACHMENT

All sign components are to be flush mounted to building surface with non-corrosive mechanical fasteners appropriate to the wall type.

- Placement of sign shall be determined by the construction of the existing steel canopy.
- Placement of sign may be on the face, above, below or on the ends of the existing steel canopy.

## ELECTRICAL

Power supplies shall be mounted remotely for most applications. Large letters and logos may have power supplies mounted inside the pan channel. Remote power supplies should be mounted above the roof whenever possible. Exposed raceways are not allowed.

## UL COMPLIANCE

All electric sign components shall be fabricated and installed utilizing UL approved materials and methods by a certified UL manufacturer and shall carry UL labels on the exterior of the sign components.

## CRITERIA

General guidelines and criteria found at the beginning of this section also apply.  
Note: Where the architecture allows, and subject to landlord direction, certain tenants may be allowed to place a canopy sign on the face of their tenant space or building.  
Not all tenant spaces can allow a canopy sign.

## LANDLORD APPROVAL

Regardless of the design of the sign and its compliance with the general guidelines, all signs must be approved by the landlord prior to being submitted for permits. The landlord reserves the right to disallow any proposed sign at its sole discretion. Signage will require a permit from the City of Fishers.

## GENERAL

Any sign design that requires a modification to the building /structure shall first be approved in writing by the owner’s representative and noted on the submittal. Any required modifications shall be at the sole cost of tenant.

## DESIGN NOTE

Canopy mounted signs should appear to be seamlessly integrated into the canopy by extending the fascia to conceal electrical boxes, mounting and wires, where structurally feasible. It is preferred that letters and logos be mounted directly to the electrical box or fascia to avoid exposed raceways (See Exhibit A).  
When an extended fascia is not present, electrical boxes and mountings shall be low profile and limit exposed raceways, and colors shall match the building’s colors to become less conspicuous (See Exhibit B).

