

## I-195 REDEVELOPMENT DISTRICT

### RESOLUTION REGARDING PARK SPONSORSHIP AGREEMENT

May 17, 2023

**WHEREAS:** The I-195 Redevelopment District (the “District”) was created and exists as a public corporation, governmental agency and public instrumentality of the State of Rhode Island under Chapter 64.14 of Title 42 of the General Laws of Rhode Island, as amended (the “Act”); and

**WHEREAS:** Pursuant to the “Marc A. Crisafulli Economic Development Act”, the General Assembly has authorized and empowered the District to enter into a contract with Bally’s Corporation (“Bally’s”), whereby Bally’s would pay to the District a total of \$500,000 over a period of five (5) years for the right to name/sponsor a park or a portion thereof within the I-195 Redevelopment District, and containing such other terms and conditions as the I-195 Redevelopment District Commission and Bally’s may agree; and

**WHEREAS:** Pursuant to Resolution dated March 16, 2022, the District and Bally’s have completed negotiation of a Sponsorship Agreement with respect to a portion of Parcel P-4 and such naming/sponsorship rights (the “Sponsorship Agreement”) and

**WHEREAS:** Pursuant to Resolution dated April 19, 2023, the Commissioners authorized the execution of the Sponsorship Agreement subject to review and approval by the Commissioners of the “signage guidelines” to be attached to the Sponsorship Agreement as Exhibit B; and

**WHEREAS:** The Commissioners have reviewed the signage guidelines and wish to evidence their approval of the signage guidelines and authorize the District staff to review and approve specific signs to be proposed by Bally’s.

**NOW, THEREFORE,** acting by and through its Commissioners, the District hereby resolves as follows:

**RESOLVED:**

1. That the signage guidelines attached hereto as Exhibit A are hereby approved as Exhibit B to the Sponsorship Agreement.
2. That the staff of the District be and hereby is authorized to review and approve signs proposed by Bally’s and to make determinations as to whether such signs are consistent with the spirit and intent of the signage guidelines.

# I-195 Redevelopment District

## Bally's Event Lawn Signage Guidance



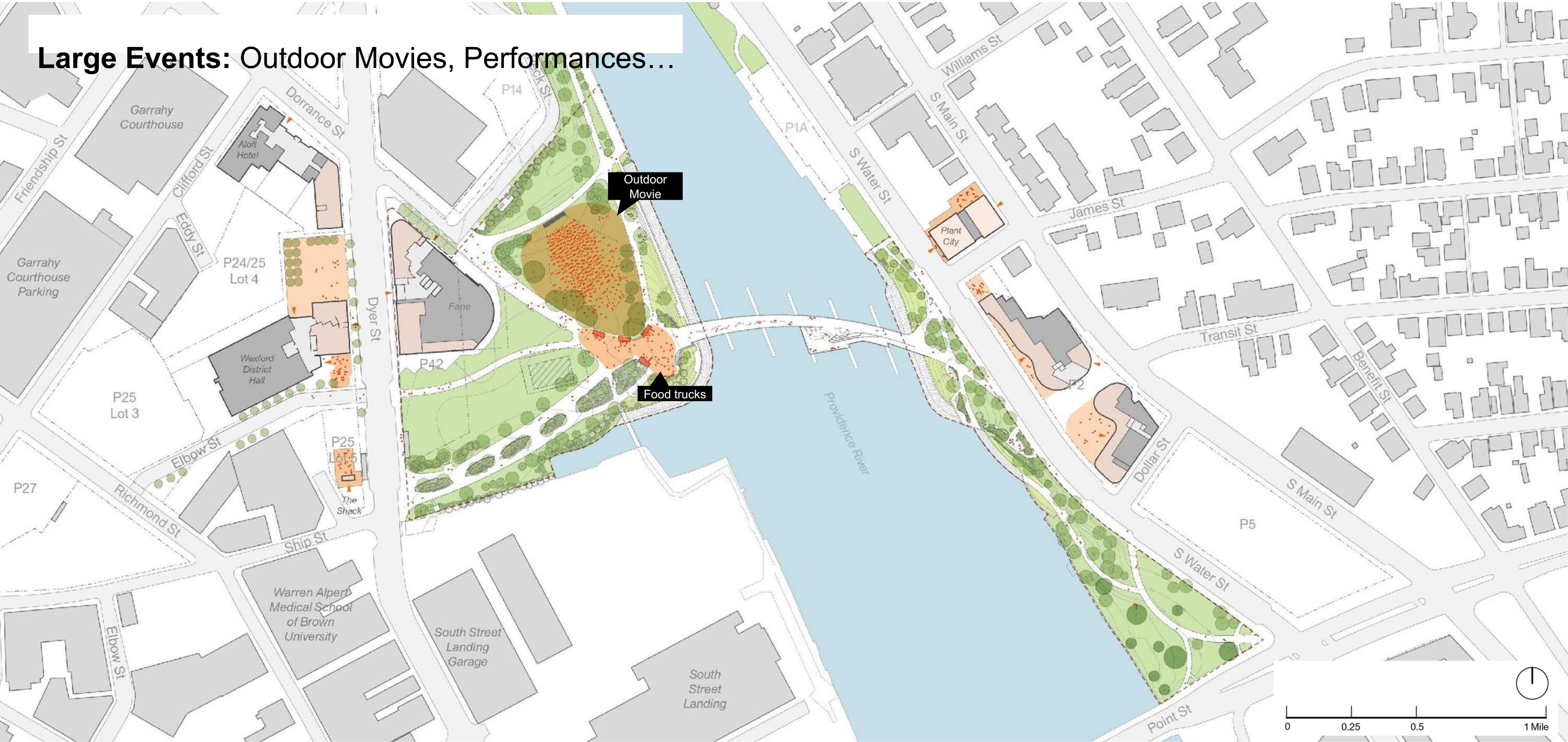
# Suggested Signage Locations

Programming Layouts & Relationships



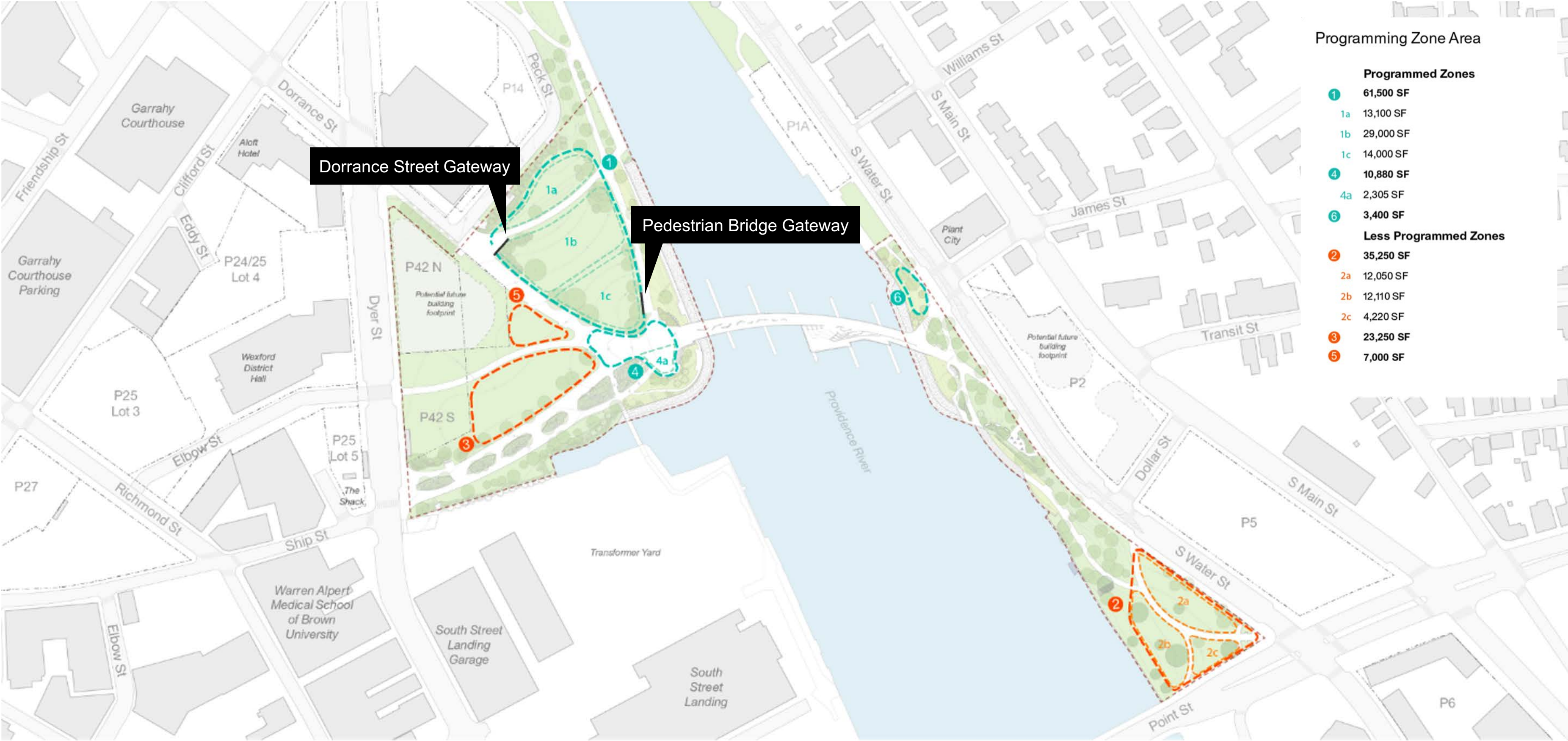
# Program and Event Locations

**Large Events: Outdoor Movies, Performances...**





# Proposed Two Bally's Event Lawn Signage Locations

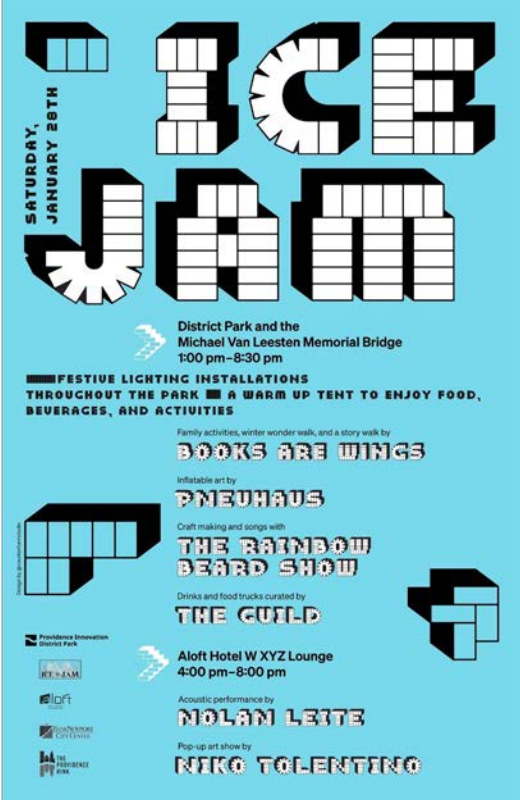


# Design Context

Existing Elements to Consider



# Existing Park Graphic Identity



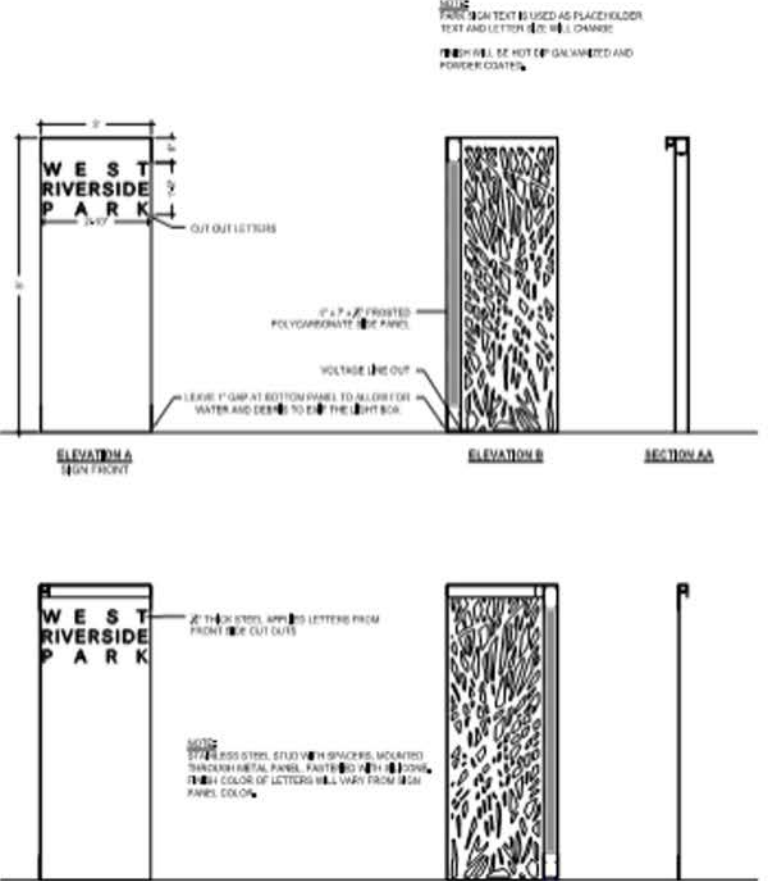
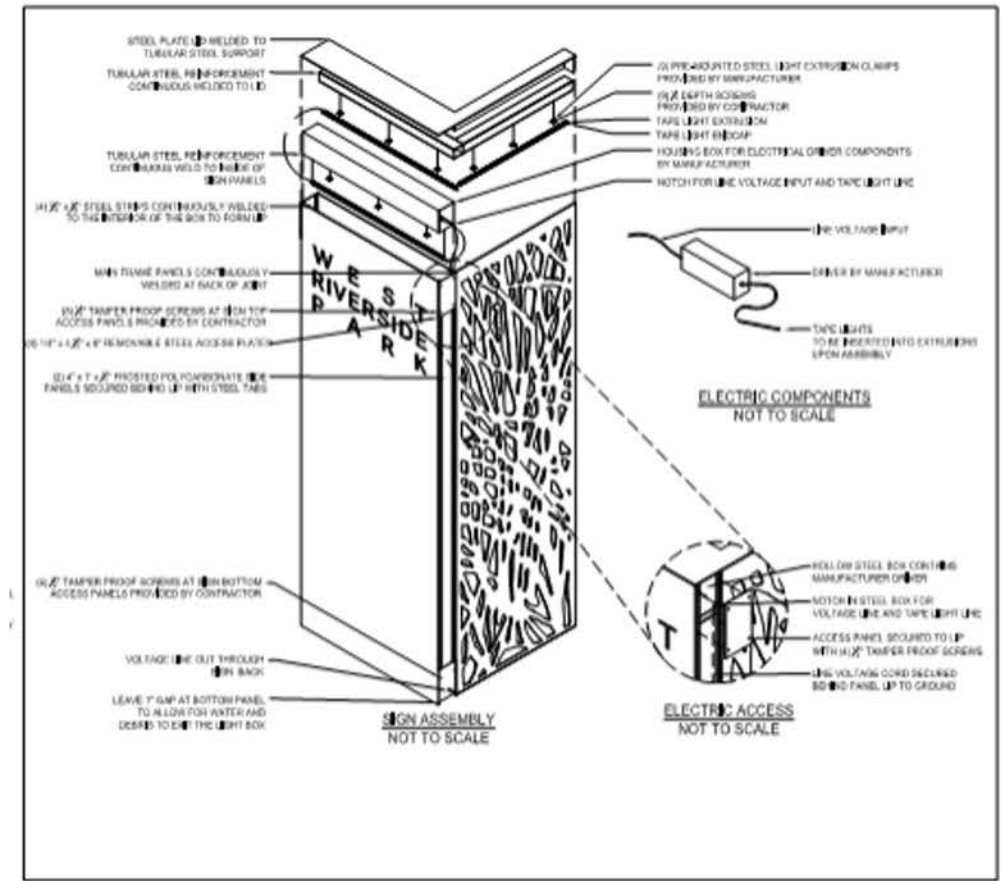
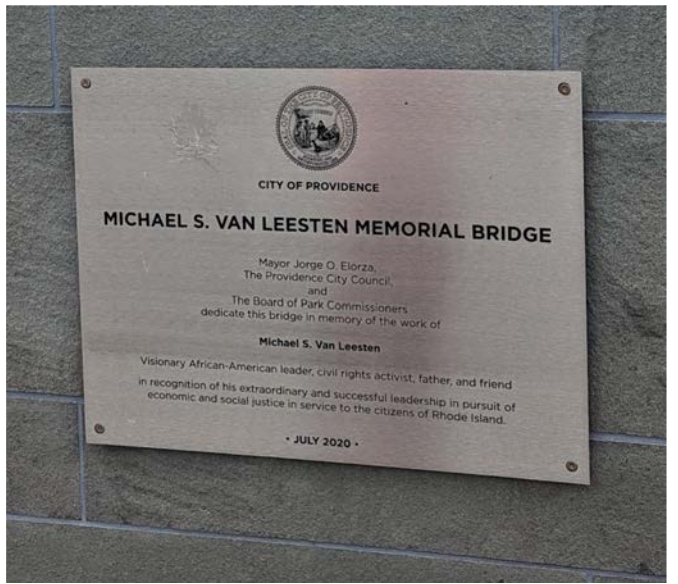
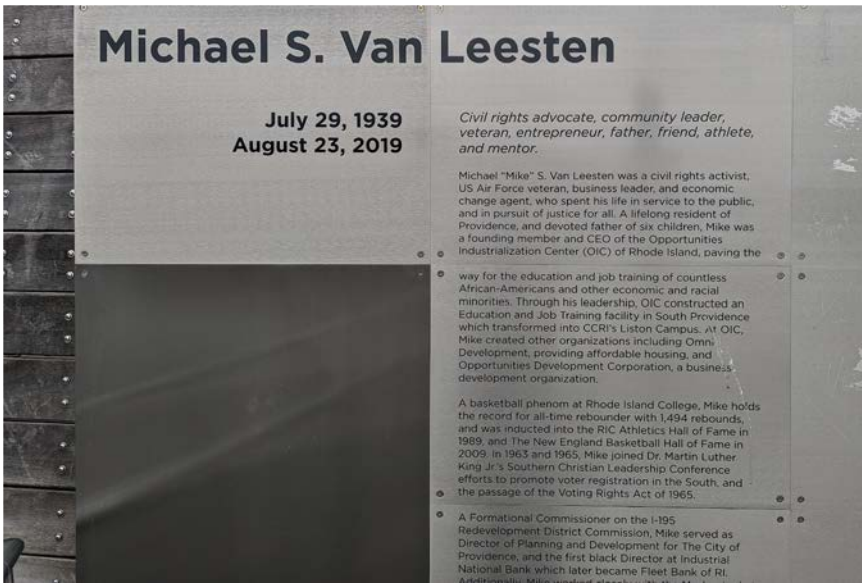


# Existing Park Signage: Interpretive Modern Black Metal & Multi-Color





# Existing Park Signage: Dedication in Chrome Metal





# Existing Park Seating: Rough-Hewn Field Stone



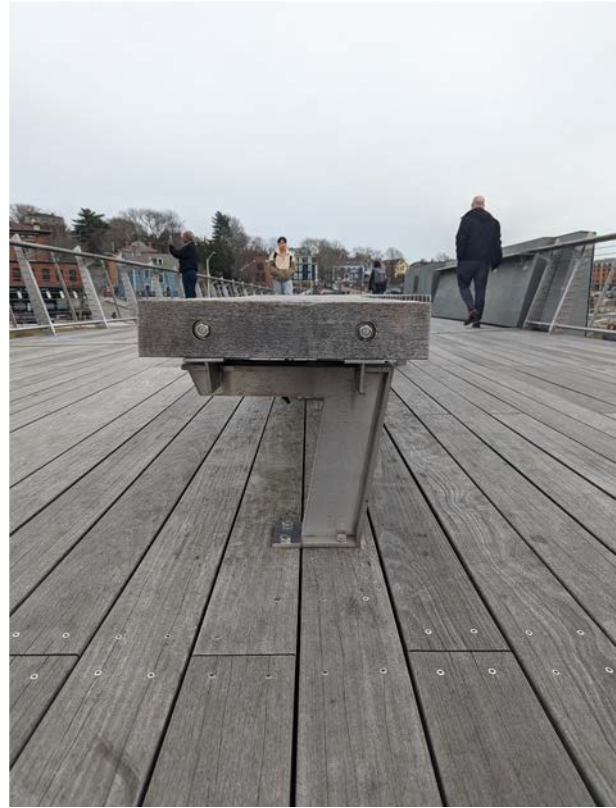
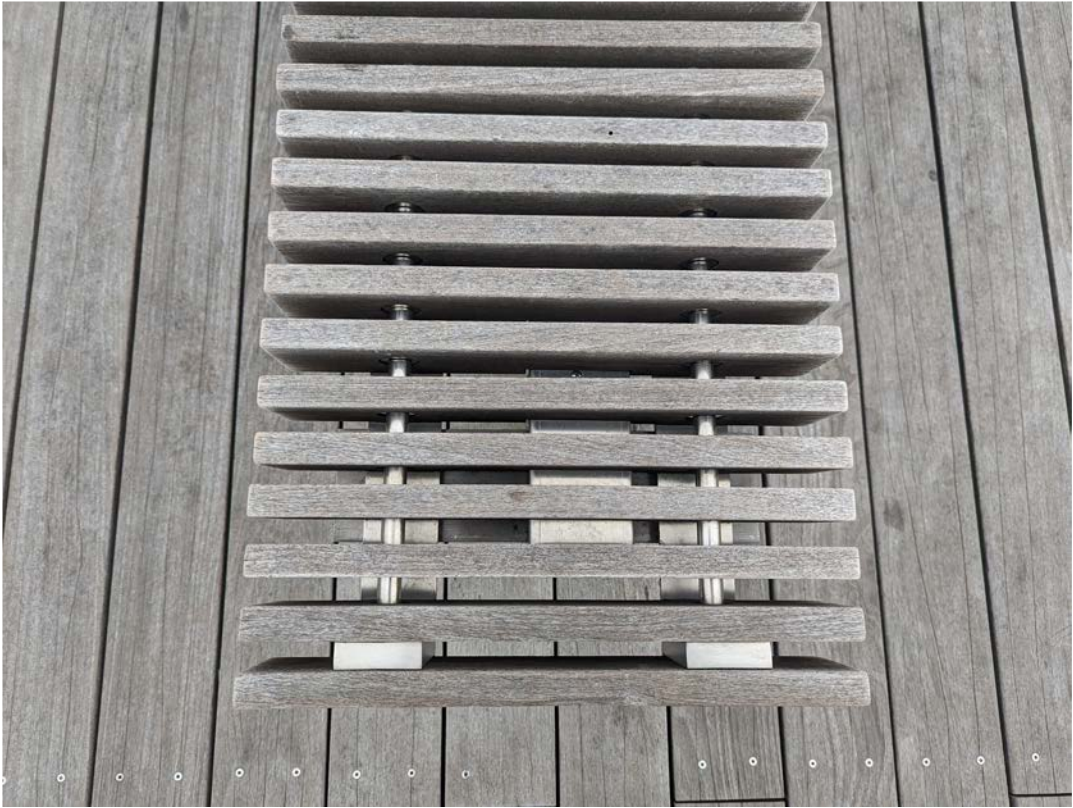


# Existing Park Seating: Stone Blockwork Riverfront Retaining Walls



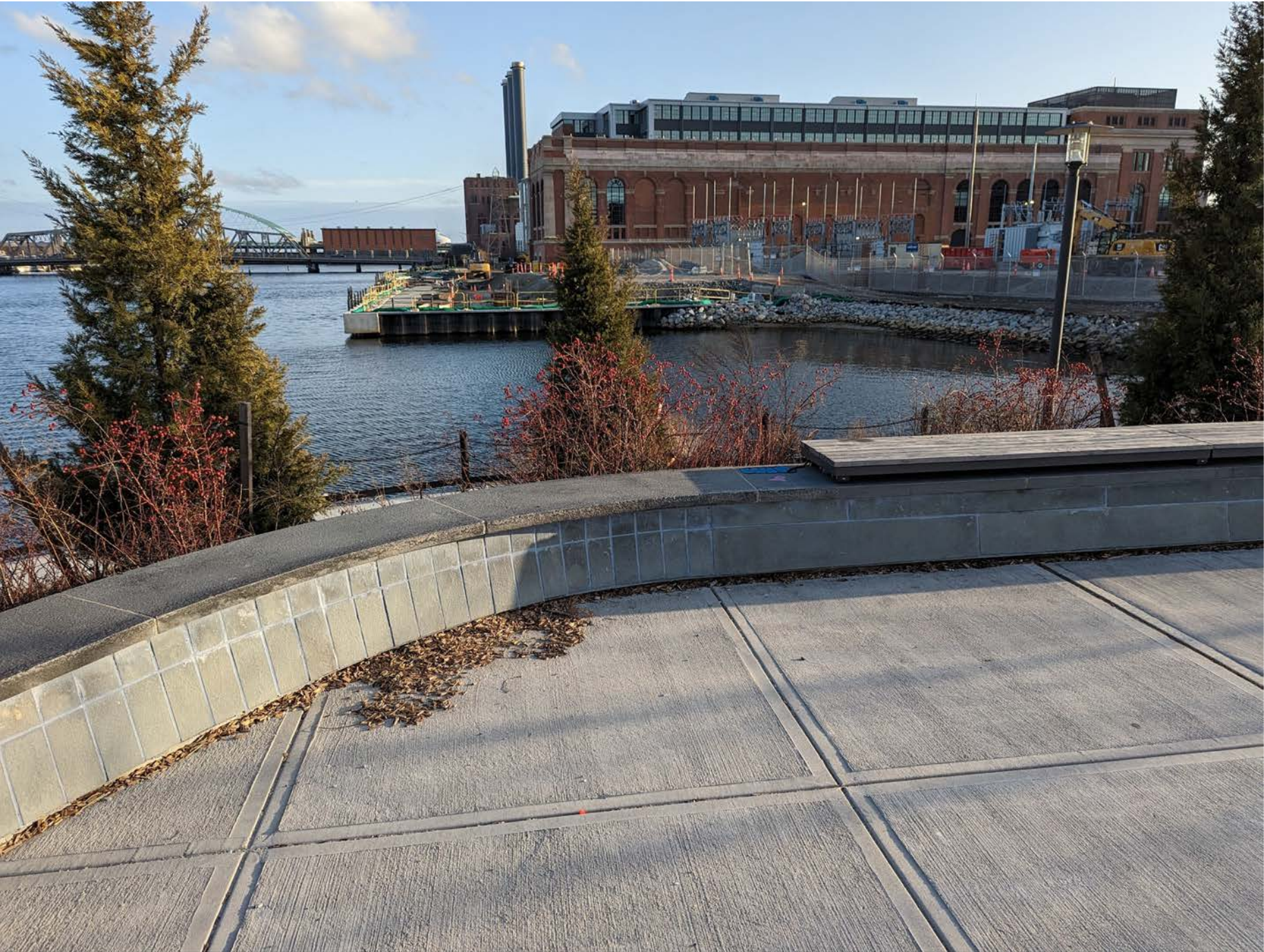


# Existing Park Seating: Slat Benches





# Existing Park Seating: Panelled Bluestone Seatwalls





# Signage Design Guidance

Visual Language & Precedents



# Bally's Sponsorship Signage - General Design Guidance

## Design Personality

- Modern
- Simple, legible lines
- Precise corners (not rounded)
- Understated but Vibrant
- Elegant but Playful
- Fonts: sans-serif, preferably Roboto for any descriptive text being paired with the corporate logo and brand identity elements
- Colors: prefer corporate logo and brand identity be used in a neutral color or in a colorway that fits the existing Park color palette:
  - Bold off-primary colors or natural faded colors (not combined)
  - Bright orange (to pick up on moveable cafe tables/chairs)
- Signage should be cohesive in terms of material and aesthetic but does not need to be the same form in all locations

## Location & Function

- Oriented towards primary pedestrian approaches to the Event Lawn (Dorrance Street & Pedestrian Bridge)
- Pedestrian Bridge location needs to be coordinated with Park staff to ensure it does not impede the functionality of the programming lawn and maintenance needs.
- Lining the border of landscape and pathway to help define space
- Gives at least one foot of buffer between the light posts and the signage
- Integrated backless seating where possible (to provide flexibility with the seating orientation so that it can be an amenity for programming that occurs in the lawn)

## Form

- Preserve sightlines through the park by either staying horizontal and low (below the hips) or by having narrow vertical signs (no more than 2' wide)
- Creates a composition that acknowledges rhythmic verticals of light posts by keeping verticals closer to the light posts with a lower profile extending outwards from them
- Simple forms transitioning from straight lines into single gradual curves (like the pedestrian bridge)

## Materials & Lighting

- Stone
  - Rough-hewn granite
  - Blue stone panels
- Metal
  - Chrome / Stainless Steel
- Natural, unfinished wood that greys over time through weathering
  - Teak
  - Cedar
  - Cypress
- Geometric color-block printing/inlay on metal or durable plastics
- Colorful all-season plantings that draw from existing species present in the park
- Precise, single-color lighting to create clean lines and backlighting of cut-outs
- The design should incorporate some sort of skate guard protection to avoid wear and tear



# Bally's Sponsorship Signage - Suggested Design Language



## Seat Wall Design Language

Cast concrete with panelled bluestone cladding, and joint and finish details in chrome metal and teak wood. Mixed curves and straight line forms in plan, with subtle vertical angle in section.

## Signage Design Language

Etched or cut chrome with flush chrome fasteners, with gap between metal signage and bluestone mounting surface.

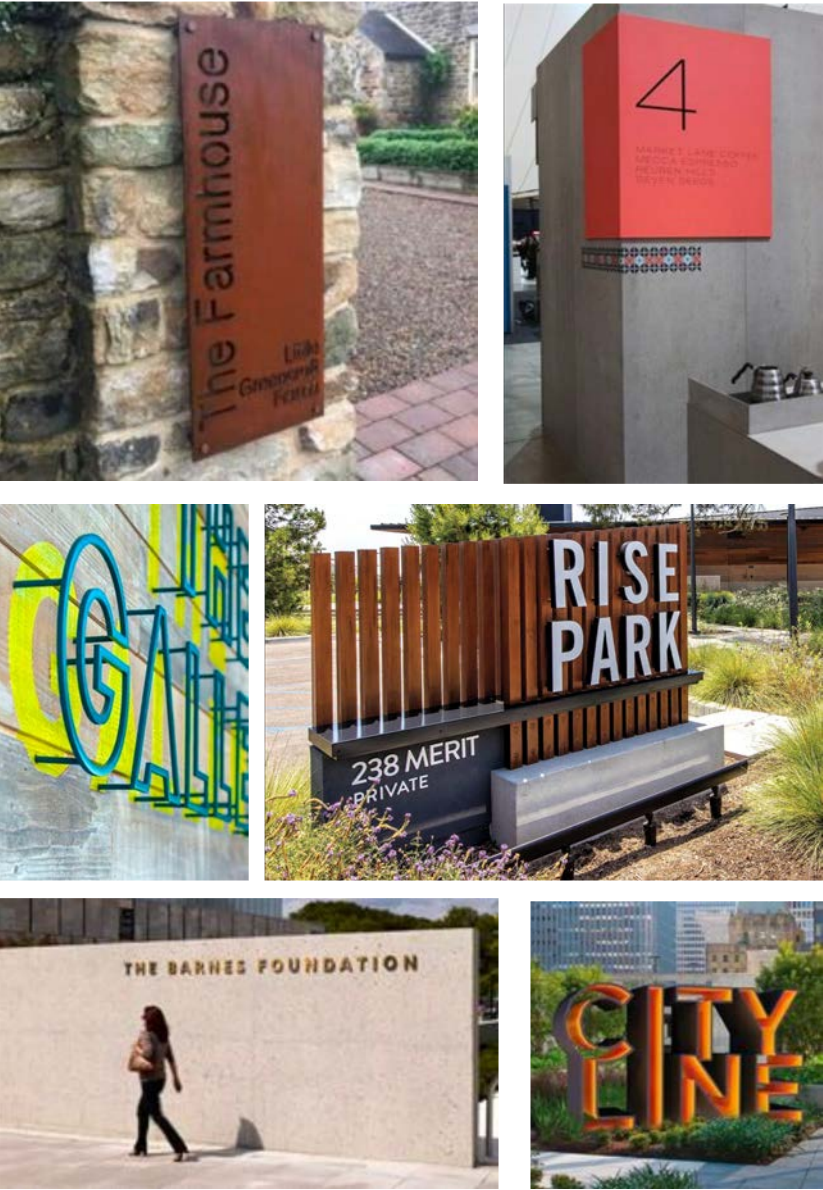


# Signage Visual Precedents

## Integrated Low Sign



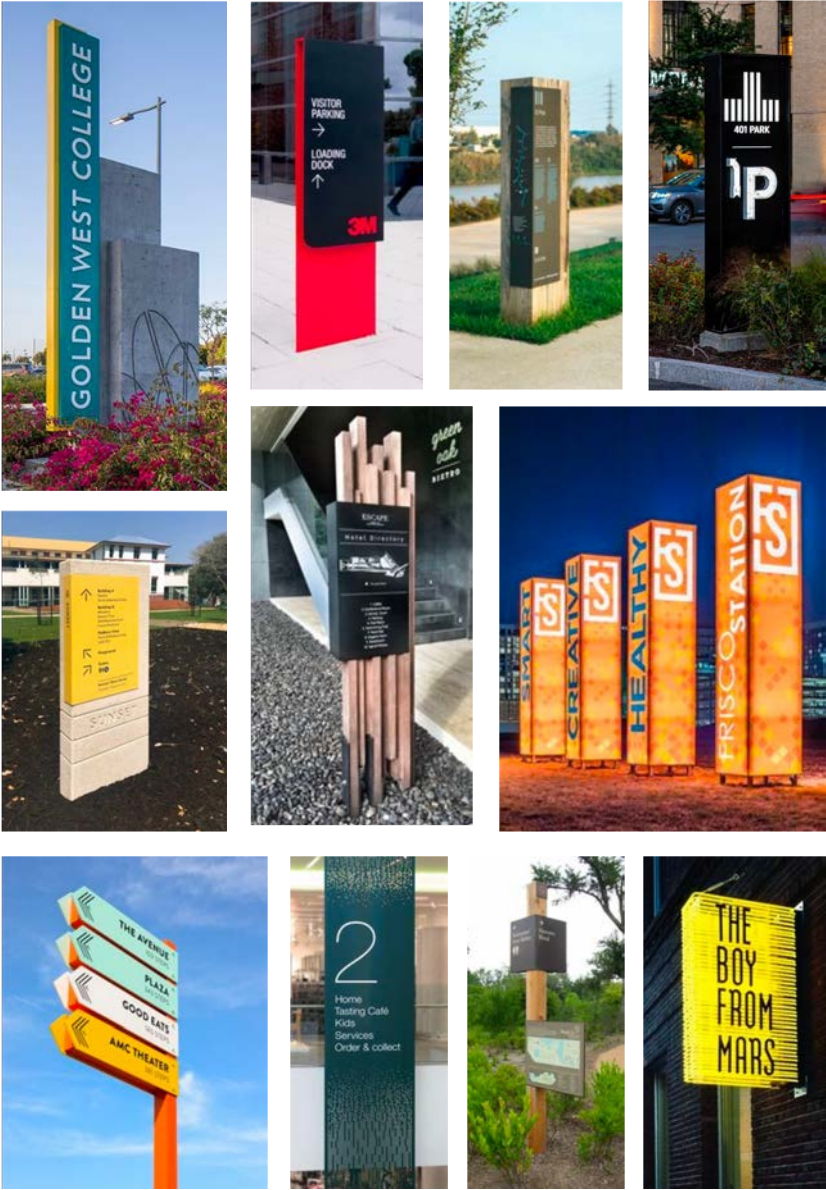
## Horizontal Step-Up



## Low/Horizontal



## Narrow Vertical





# Signage Guidance

Rendered Mock-Ups & Maximum Size



# Dorrance Street Gateway View - Suggested Approach

- Min Offset from Light Post: 2'**
- Max Total Length: 11'**
- Max Seatwall Height: 15"-18"** (may vary based on changes in grade)
- Max Step-up Sign Height: 2' 10"**
- Max Step-up Sign Width: 3'**



New Seatwall Signage

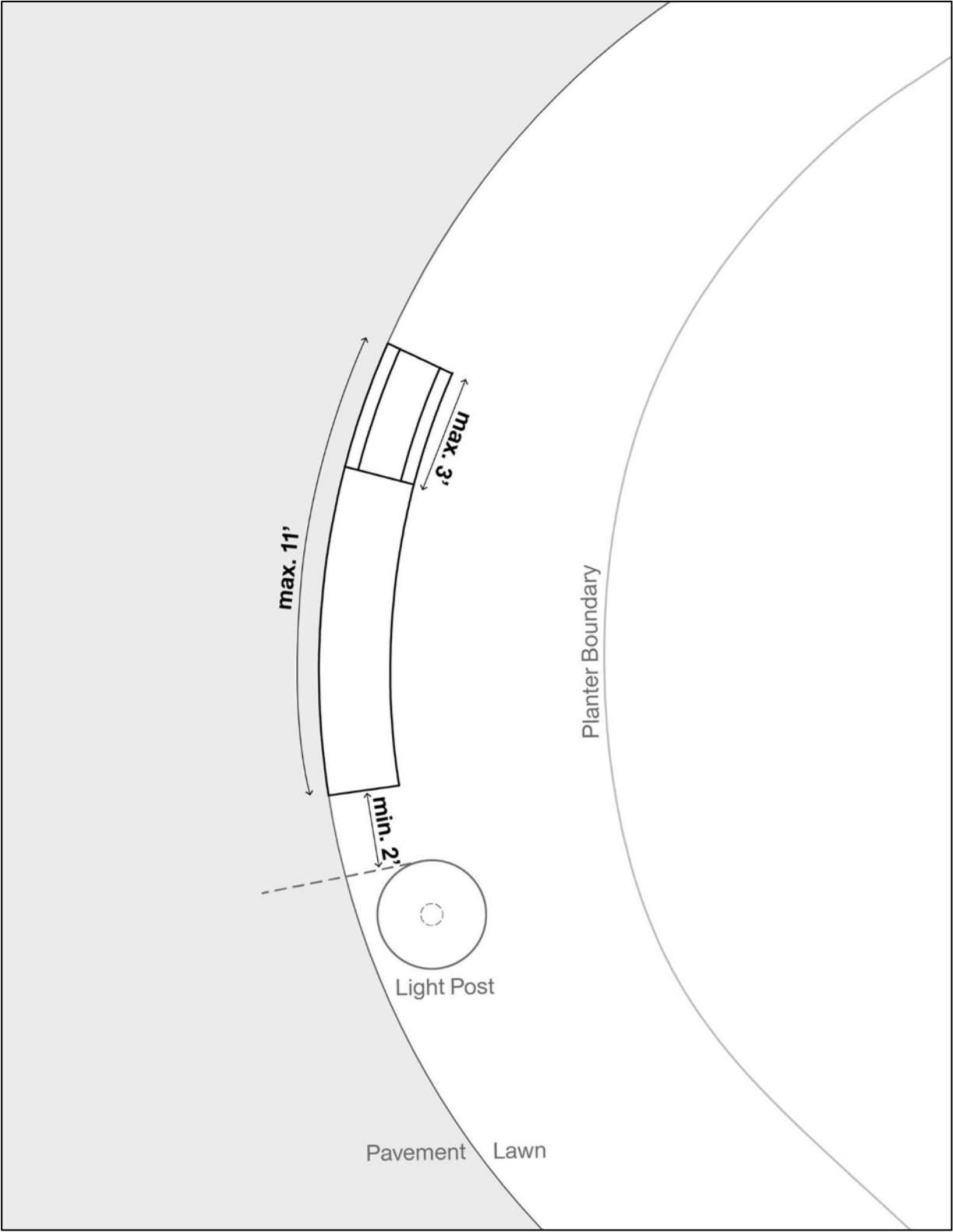


# Dorrance Street Gateway View - Suggested Approach

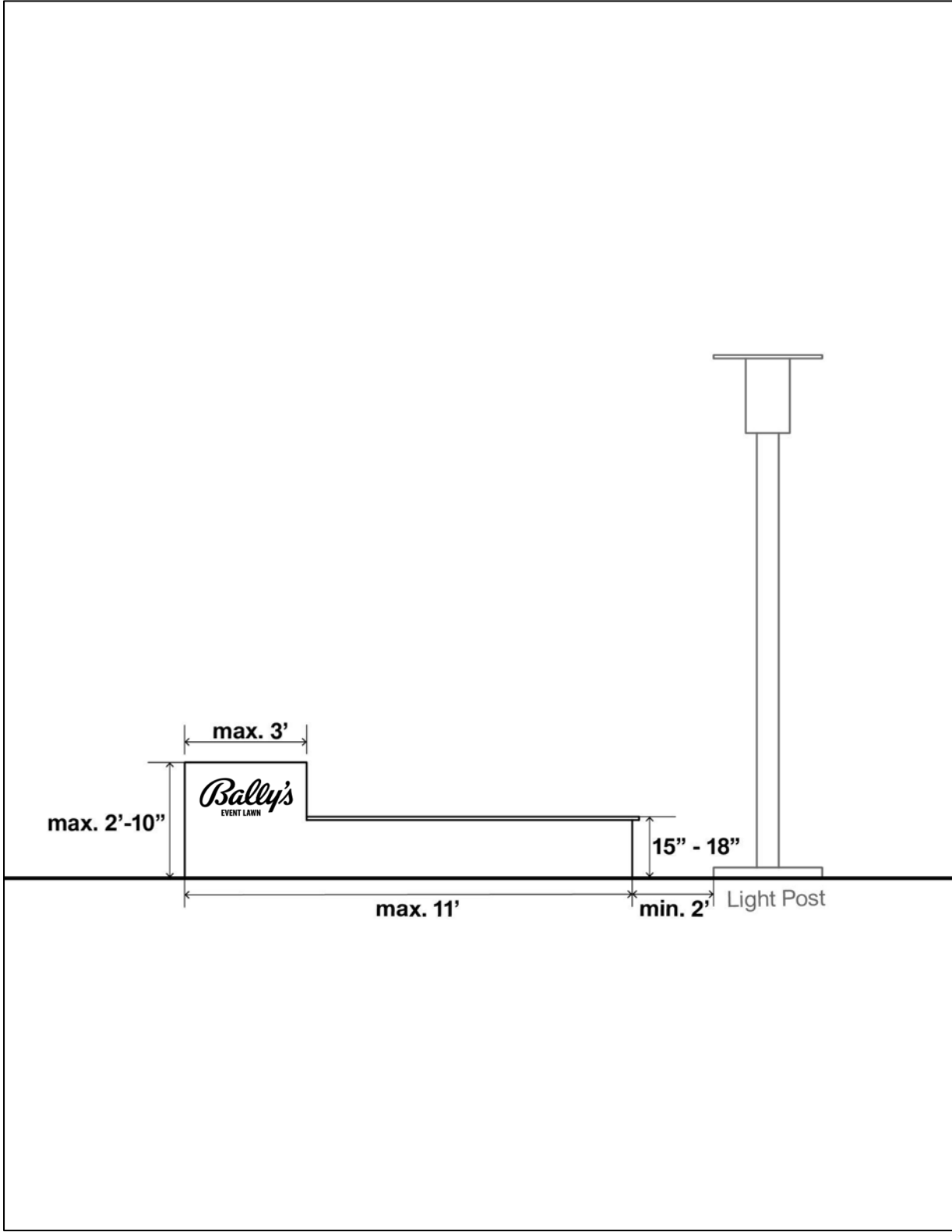
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**Dimensional Plan - Dorrance Street**



**Dimensional Elevation - Dorrance Street**





# Dorrance Street Gateway View - Alternatives

## Low Horizontal Standalone

**Max Width: 5' 0"**  
**Max Height: 3' 0"**



## Vertical Standalone

**Max Width: 1' 10"**  
**Max Height: 5' 6"**

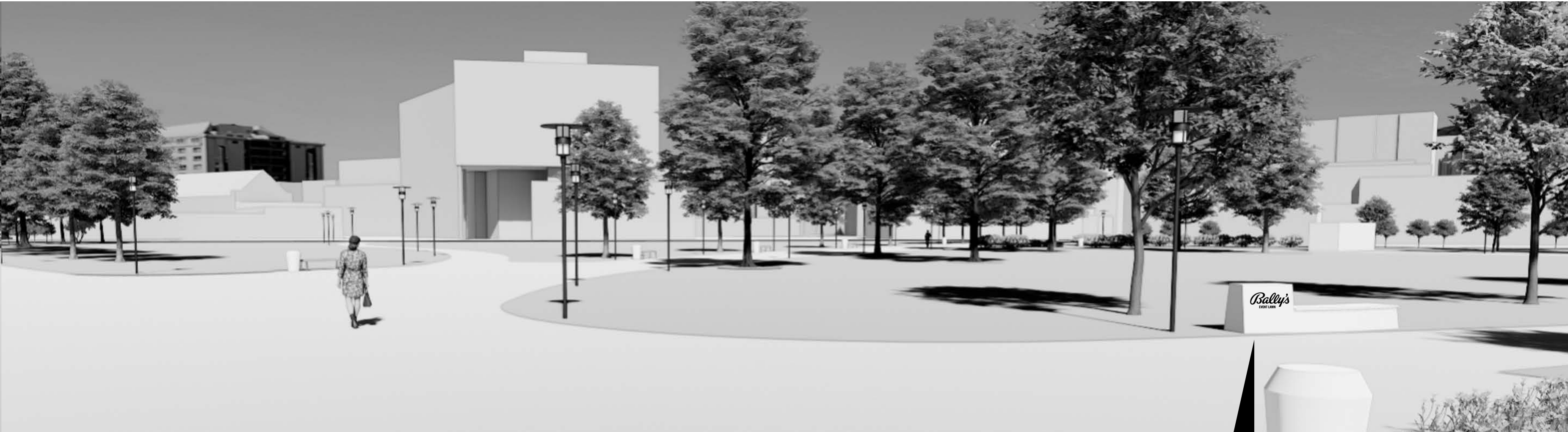
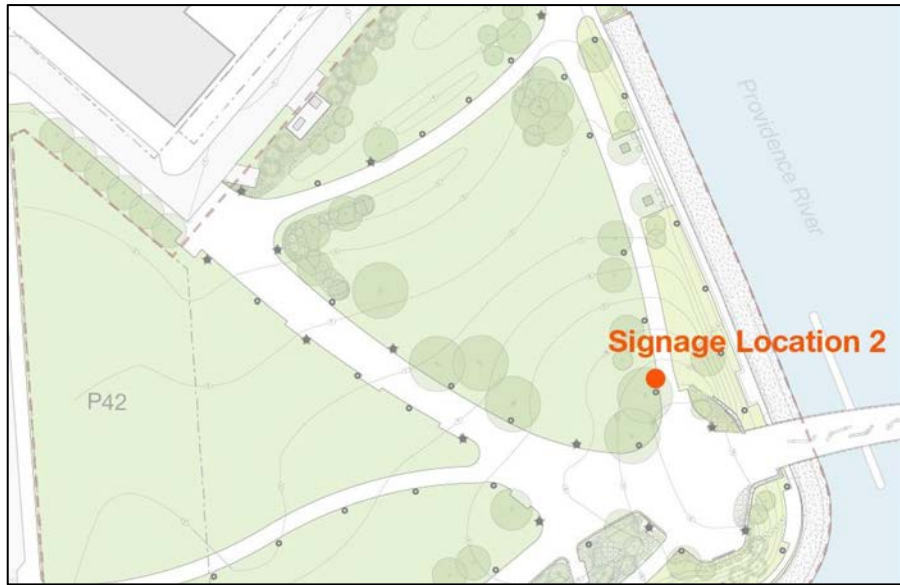


*Note: all dimensions are pulled directly from the modeled options on this slide*



# Pedestrian Bridge Gateway View - Suggested Approach

- Min Offset from Light Post: 2'**
- Max Length: 12'**
- Max Seatwall Height: 15"-18"** (may vary based on changes in grade)
- Max Step-up Sign Height: 2' 10"**
- Max Step-up Sign Width: 3'**



New Seatwall Signage

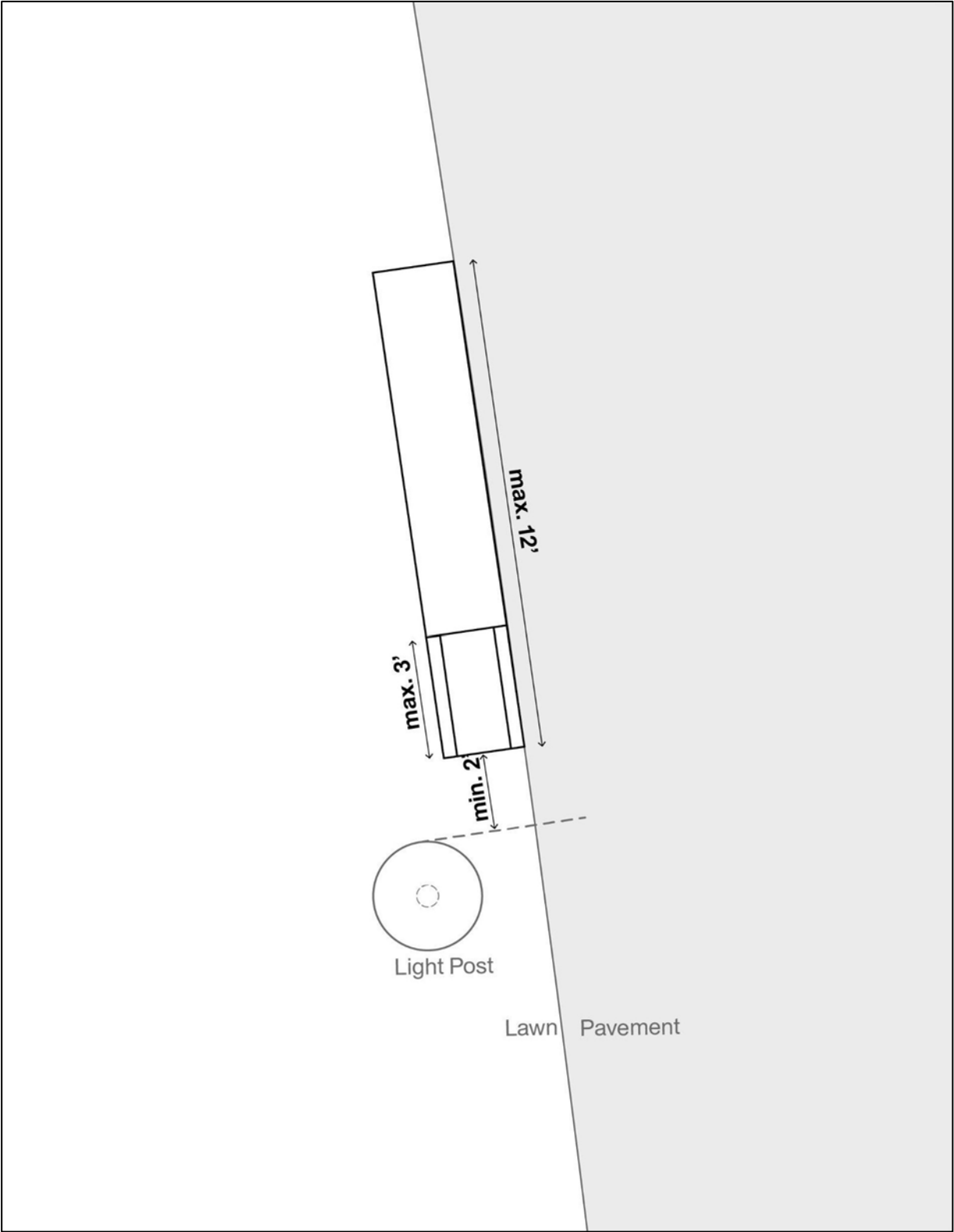


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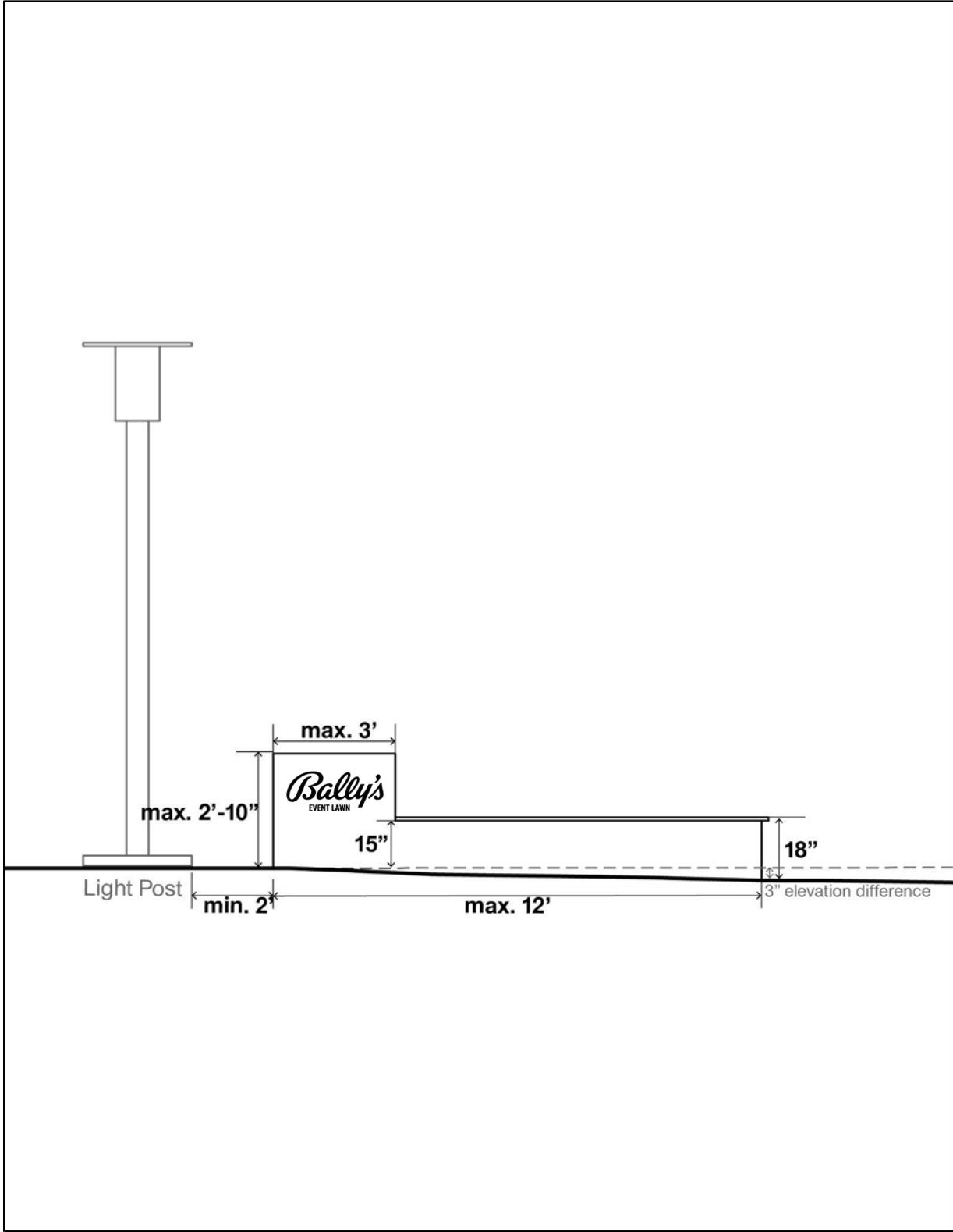
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Dimensional Plan - Pedestrian Bridge Gateway



Dimensional Plan - Pedestrian Bridge Gateway

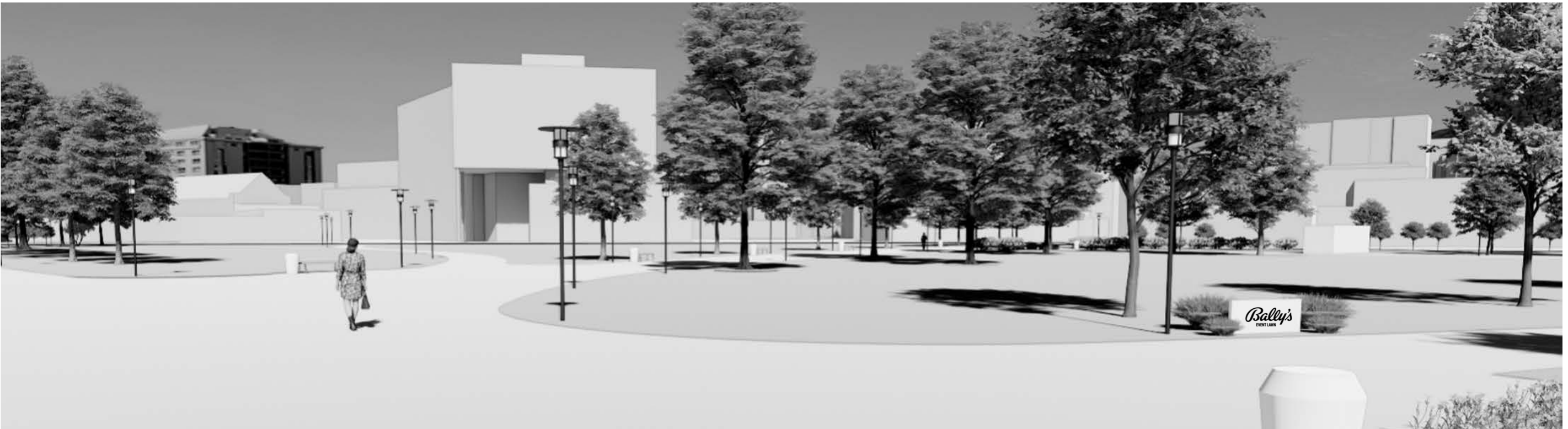




# Pedestrian Bridge Gateway View - Alternatives

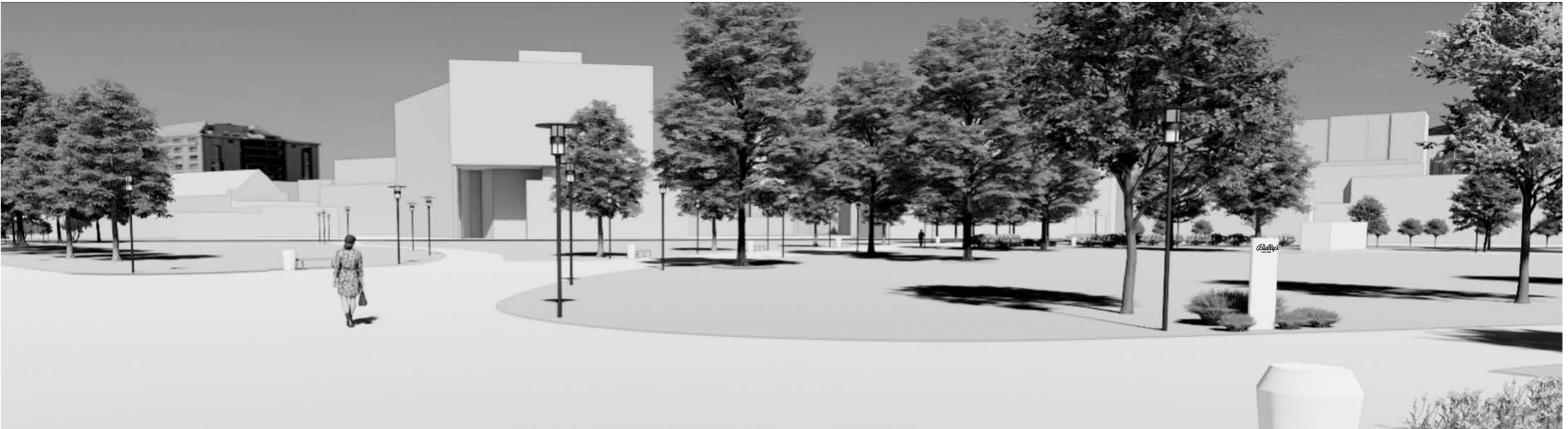
## Low Horizontal Standalone

**Max Width: 5' 0"**  
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## Vertical Standalone

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*Note: all dimensions are pulled directly from the modeled options on this slide*



**Thank You!**

