

I-195 REDEVELOPMENT DISTRICT COMMISSION

MEETING OF COMMISSION **PUBLIC SESSION** **MAY 17, 2023**

The I-195 Redevelopment District (the "District") Commission (the "Commission") met on Wednesday, May 17, 2023, in Public Session, beginning at 5:00 P.M., at Cambridge Innovation Center, located at 225 Dyer Street, Providence, Rhode Island pursuant to a notice of the meeting to all Commissioners and public notice of the meeting, a copy of which is attached hereto, as required by applicable Rhode Island law.

The following Commissioners were present and participated throughout the meeting: Chairperson Marc Crisafulli, Mr. Michael McNally, Dr. Barrett Bready, Mr. Robert McCann, Ms. Sandra Smith, and ex-officio board members Mr. Robert Azar and Ms. Liz Tanner.

Also, present were Ms. Caroline Skuncik, District Executive Director, Ms. Amber Ilcisko, District Director of Operations, Mr. Peter Erhartic, District Director of Real Estate, Ms. Sarina Conn, District Office Manager, and Mr. Charles F. Rogers of Locke Lord, LLP, legal counsel to the District.

1. WELCOMING REMARKS BY CHAIRPERSON CRISAFULLI.

Chairperson Crisafulli called the meeting to order at 5:02 P.M. He reviewed the agenda and provided brief remarks on the housing crisis in the state. He highlighted key points found in the publication issued by the Rhode Island Foundation regarding the housing supply and homelessness in Rhode Island. He then noted that Speaker Shekarchi has proposed a legislative package with the intention to address many of the issues outlined in the Rhode Island Foundation report.

2. PUBLIC COMMENT SESSION.

One member of the public elected to sign up for the general public comment session. Her comments included concerns about the Guild's location in District Park and their operations.

3. REVIEW AND APPROVAL OF THE MINUTES OF THE COMMISSION MEETINGS HELD ON APRIL 19, 2023.

Chairperson Crisafulli stated that the minutes of the April 19, 2023, meetings had been distributed to the Commissioners and asked if there were any comments or corrections.

There being none, upon motion made by Ms. Smith and seconded by Mr. McNally, the following vote was adopted:

VOTED: To approve the minutes of the of the Commission meetings held on April 19, 2023.

Voting in favor of the foregoing were: Chairperson Crisafulli, Mr. McCann, Mr. McNally, Ms. Smith, and Dr. Bready.

Voting against the foregoing were: None.

4. EXECUTIVE DIRECTOR'S REPORT.

Ms. Skuncik provided an update on the proposed development projects. She stated that the projects on Parcel 9 and Lot 3 of Parcel 25 were approaching closing while other projects continue to advance. Ms. Skuncik announced the parking study for the west side of the District had been finalized after incorporating some comments from the public into the study; she noted that the changes did not have any impact on the final findings. Ms. Skuncik's report concluded with an update on District Park, including a progress update on the Riverwalk extension and the opening of the Guild beer garden. She stated the park had a significant number of events already scheduled and encouraged everyone to visit the Park's website for more information.

There was no further discussion.

5. PRESENTATION REGARDING THE APPLICATION BY URBANICA, INC. FOR CONCEPT DESIGN APPROVAL FOR THE PROPOSED MIXED-USE DEVELOPMENT ON PARCEL 2.

Ms. Skuncik provided background on the proposed project on Parcel 2. She explained that Urbanica, Inc. was selected after a Request for Proposals (RFP) was issued last year and that their selection had several conditions that included collaboration with several parties, including the State Historic Preservation Officer, the District design review panel, design representatives from the surrounding neighborhoods, and a shadow study; the latter remains outstanding.

Ms. Skuncik introduced Stephen Chung and Kamran Zahedi of Urbanica, Inc. who used a Power Point presentation to present the revised concept design for the proposed project on Parcel 2. The presentation included: the site, the development program of the original RFP design in the fall of 2021, the original RFP design in the fall of 2021, aerials of the original design, recurring comments on the original design, a design update in response to the neighborhood groups with an aerial of South Main Street, a design update in response to the State Historic Preservation Officer with aerial views, a study visual impacts for Benefit and Main Streets for the State Historic Preservation Officer, a new design study requested by the State Historic Preservation Officer, the street elevations of the original RFP design, street elevations of a new design study, eye-level perspective views of a new design study, a massing study of a new design study, site plan massing of the current proposal, program plan of the current proposal, the development program summary, precedents of the current proposal, aerial overviews of the current proposal, and renderings of the current proposal from varying views.

Discussion continued on resiliency and elevation grades, appreciation for the initial design, a comparison the new design to the initial design, whether the units would be rental or condo, and the estimated monthly rent of the units.

6. PRESENTATION BY UTILE, INC. REGARDING THE APPLICATION BY URBANICA, INC. FOR CONCEPT DESIGN APPROVAL FOR THE PROPOSED MIXED-USE PROJECT ON PARCEL 2.

Chairperson Crisafulli introduced Zoe Mueller of Utile, Inc. Ms. Mueller used a Power Point presentation to present Utile's analysis of Urbanica's concept design application for Parcel 2. Her presentation included a refresher of the original proposal, the original South Water Street elevation, the original proposal overview, the Transit Street gateway, ground floor activation, massing strategy and the scale on Main Street, South Main and James Streets scales, sensitive multi-modal circulation solutions, refinement of James Street corner and the façade material and detailing.

Discussion continued on the economic impacts on the project financing with Mr. Zahedi and the evolution of the design with the amount of input from external groups and Utile's involvement in that process.

7. PUBLIC COMMENT REGARDING THE APPLICATION BY URBANICA, INC. FOR CONCEPT DESIGN APPROVAL FOR THE PROPOSED MIXED-USE DEVELOPMENT ON PARCEL 2.

Chairperson Crisafulli called upon the designated neighborhood representatives to provide their comments first. Only a representative from the Jewelry District Association provided comment; comments were in agreement with Utile's memo and in favor of the direction of the current design.

Seven others member of the public elected to provide comment. Comments included support for the project, appreciation for the community engagement, support for the developer's history of utilizing union labor, the need for additional housing and higher densities for residential projects, appreciation for people-centric design, and favoring the former design. Other comments continued on the need to preserve the history of Benefit Street, previously established values, concerns about parking, the need for height limits, the history of the highway relocation and the Old Harbor Plan, appreciation for Urbanica's incorporation of the public's comments to date, and the need for a shadow study.

Chairperson Crisafulli stated that not everyone will be satisfied with the final design. He explained that reduced heights and parking make the project unviable. He congratulated Urbanica on receiving feedback and developing a feasible project while engaging with the public.

Two other members of the public also requested to comment; comments included concerns about the height and support for the project, its ability to fit well into the neighborhood, and the

developer's support of union labor.

Chairperson Crisafulli noted that after one year of outreach, the majority of comments have been positive.

8. PRESENTATION BY RES GROUP REGARDING A PROPOSED DEVELOPMENT BY CV PROPERTIES ON PARCELS 14 AND 15.

Ms. Skuncik stated that CV Properties had presented their proposed development for Parcels 14 and 15 at the April meeting. She introduced Bruce Murray from RES Group to present a financial analysis of the proposal.

Mr. Murray used a Power Point presentation to present a proposal comparison with a program overview, a project summary, project strengths and weaknesses, and residential demand in Providence.

Discussion continued on the developer's request for a tax stabilization agreement, an overview of the tax stabilization agreement for District projects, the potential financing gap, and potential for value engineering.

9. PRESENTATION BY UTILE, INC. REGARDING A PROPOSED DEVELOPMENT BY CV PROPERTIES ON PARCELS 14 AND 15.

Ms. Skuncik introduced Zoe Mueller of Utile, Inc. Ms. Mueller used a Power Point presentation to present a design analysis of CV Properties' proposed development for Parcels 14 and 15. Her presentation included the location, parcels, and zoning, the master concept plan, the ground floor of the master plan phasing, the podium grade transitions and below grade parking of the master plan phasing, resilience and podium relationship, the podium plaza and park relationship, and the building scale, massing, and materiality.

Discussion continued on the exceptional use on the parcel.

10. PUBLIC COMMENT REGARDING THE PROPOSED DEVELOPMENT ON PARCELS 14 AND 15.

Five members of the public elected to provide comment on the proposed development on Parcels 14 and 15 by CV Properties. Comments included support for the project, concerns regarding the appearance of the eastern and western elevations, appreciation for the balconies, in favor of the additional residential units, the indoor and outdoor spaces, and the location.

11. EXECUTIVE SESSION

Chairperson Crisafulli stated that, pursuant to the notice of the meeting, the Commission would go into Executive Session for discussion regarding the purchase, sale, exchange, lease, or value of real property that would have a detrimental effect on the negotiating position of the

Commission with the other parties if discussed in open session.

Accordingly, upon motion duly made by Mr. McNally and seconded by Mr. McCann the following vote was adopted:

VOTED: To go into Closed Session, pursuant to the Open Meetings Act, Rhode Island General Laws Section 42-46-5 (the Open Meetings Law) and 42-64.14.6(i) (the I-195 Act), in order to consider the purchase, sale, exchange, lease or value of District real estate.

Voting by in favor of the foregoing were: Chairperson Crisafulli, Ms. Smith, Mr. McNally, Mr. McCann, and Dr. Bready.

Voting against the foregoing were: None.

Commissioners and District staff then proceeded to enter into Closed Session at 6:53 P.M.

The Public Session was reconvened at 7:43 P.M.

Chairperson Crisafulli reported that discussion in the Executive Session was confined to review and discussion of proposals regarding the purchase and sale of District real estate and no votes were taken. Additionally, the Commission voted to end the Executive Session, maintain the Executive Session minutes, and reconvene the Public Session.

Upon motion duly made by Dr. Bready and seconded by Ms. Smith, the following vote was adopted:

VOTED: That pursuant to Rhode Island General Laws Section 42-46-5(a), the Open Meetings Act, the minutes of the Closed Session shall not be made available to the public, except as to the portions of such minutes as the Commission ratifies and reports in Public Session of the meeting until disclosure would no longer jeopardize the Commission's negotiating positions.

Voting in favor of the foregoing were: Chairperson Crisafulli, Ms. Smith, Dr. Bready, Mr. McCann, and Mr. McNally.

Voting against the foregoing were: None.

12. VOTE REGARDING THE SELECTION OF A PREFERRED DEVELOPER FOR PARCELS 14 AND 15.

Chairperson Crisafulli asked the Commissioners if they had any comments, there being none, he read the resolved language of the proposed resolution selecting CV Properties as the preferred developer for Parcels 14 and 15.

There being no further discussion, upon motion made by Dr. Bready and seconded by Mr. McNally, the following vote was adopted:

VOTED: That the resolution regarding District Parcels 14 and 15 (a copy of which Resolution had been circulated to the members and is attached hereto as Exhibit A), be, and it hereby, is adopted and approved.

Voting by in favor of the foregoing were: Chairperson Crisafulli, Dr. Bready, Mr. McNally, and Mr. McCann.

Voting against the foregoing were: None.

Ms. Smith recused.

13. VOTE REGARDING A LAND SWAP AGREEMENT FOR A PORTION OF PARCEL 34.

Chairperson Crisafulli read the resolved language of the proposed resolution to approve the terms of a land swap agreement with Pebb 41 Bassett Providence LLC for a portion of Parcel 34.

There being no further discussion, upon motion made by Ms. Smith and seconded by Mr. McCann, the following vote was adopted:

VOTED: That the resolution regarding District Parcel 34 (a copy of which Resolution had been circulated to the members and is attached hereto as Exhibit B), be, and it hereby, is adopted and approved.

Voting by in favor of the foregoing were: Chairperson Crisafulli, Mr. McNally, Ms. Smith, Dr. Bready, and Mr. McCann.

Voting against the foregoing were: None.

14. DISCUSSION AND VOTE TO APPROVE SIGNAGE GUIDELINES AS PART OF THE NAMING RIGHT AGREEMENT/SPONSORSHIP AGREEMENT FOR A PORTION OF DISTRICT PARK WITH THE BALLY'S CORPORATION PER LEGISLATIVE ACT.

Chairperson Crisafulli recused himself from the discussion at 7:45 P.M.

Ms. Skuncik stated the signage guidelines were a continuation of the discussion and vote taken last month regarding the Sponsorship Agreement with Bally's Corporation. She asked if there were any questions or comments on the signage guidelines.

There being no further discussion, upon motion made by Mr. McNally and seconded by Ms. Smith, the following vote was adopted:

VOTED: That the resolution regarding park sponsorship agreement (a copy of which Resolution had been circulated to the members and is attached hereto as Exhibit C), be, and it hereby, is adopted and approved.

Voting by in favor of the foregoing were: Mr. McNally, Ms. Smith, Dr. Bready, and Mr. McCann.

Voting against the foregoing were: None.

Chairperson Crisafulli recused and returned to the discussion at 7:46 P.M.

15. VOTE TO ADJOURN.

There being no further discussion, upon motion made by Dr. Bready and seconded by Mr. McNally the following vote was adopted:

VOTED: That the meeting be adjourned.

Voting by in favor of the foregoing were: Chairperson Crisafulli, Dr. Bready, Mr. McCann, Mr. McNally and Ms. Smith.

Voting against the foregoing were: None.

The meeting was adjourned at 7:47 P.M.


Marc Crisafulli, Chairperson

EXHIBIT A

I-195 REDEVELOPMENT DISTRICT

RESOLUTION REGARDING DISTRICT PARCELS 14 AND 15

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 (the "State") under Chapter 64.14 of Title 42 of the General Laws of Rhode Island (the "Act"); and

WHEREAS: The Act authorizes the District, acting through its Commission (the "Commission"), to dispose of properties owned by the District for development that will be beneficial to the State and the City of Providence and upon such terms and conditions as the Commission shall determine; and

WHEREAS: The Commission has solicited proposals with respect to development of District Parcels 14 and 15 and has received one proposal from and presentation by CV Properties; and

WHEREAS: The Commission has determined that it is appropriate to select a development proposal for Parcels 14 and 15 and to negotiate a letter of intent with respect to such proposal; and

WHEREAS: The Commission has made certain findings with respect to the proposal of CV Properties which findings are attached hereto as Exhibit A and incorporated herein by reference; and

WHEREAS: The Commission has determined that approval of any development of District Parcels 14 and 15 be subject to those conditions set forth on Exhibit A (the "Conditions"); and

WHEREAS: After review and consideration of the proposal submitted by CV Properties, the Commission has determined that the proposal of CV Properties to develop a residential building on Parcels 14 and 15 and adjacent property satisfies the goals of the Commission and its obligations under the Act.

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

RESOLVED: That the proposal of CV Properties to develop a 149-unit residential project (the "Proposed Project") on Parcels 14 and 15 and on adjacent land be and hereby is selected as the preferred proposal for development of Parcels 14 and

15 and that the District commence negotiation with CV Properties of a letter of intent for the purchase and development of Parcels 14 and 15, including financial terms and performance dates, and subject to the Conditions.

EXHIBIT A

FINDINGS and CONDITIONS

Findings

1. The configuration of Parcel 14 and 15 reflects their use for decades as a portion of the layout of interstate 195. Given the small and irregular shape of these parcels, Parcels 14 and 15 should be developed jointly to maximize development potential. By combining Parcels 14 and 15 with the adjacent property at 200 Dyer Street, the preferred developer's proposal enables a master planned development of the combined properties, resulting in a more efficient development program that can maximize the development potential of this important site. Although Parcels 14 and 15 do not accommodate typical floorplates for laboratory or office when developed on their own, the later phases of the preferred developer's master plan are currently envisioned as commercial, and laboratory uses.
2. The Commission recognizes the statewide housing supply shortage in the State of Rhode Island with a documented need for up to 55,000 additional multi-family housing units across the state, with a particular need for studios, one-bedroom units, and two-bedroom units.¹ The preferred developer has proposed 149 units, of which 95% are studios, one-bedrooms, and two-bedrooms. Furthermore, the Commission recognizes the shortage of affordable and workforce housing in Rhode Island and expects new multifamily housing developments in the District to provide either affordable or workforce housing (or a combination of them). The capital structure for larger projects has the flexibility to accommodate a greater number of units devoted to these purposes. The preferred developer has proposed 15 workforce units.
3. The State of Rhode Island issued bonds of approximately \$38 million to finance the infrastructure for the development of the District, of which approximately \$31 million was expended on the Michael S. van Leesten Memorial Bridge and the seven acre-park adjoining the bridge. The Commission is expected to generate sales of District real estate sufficient to repay the bonds. The preferred developer has proposed a significant purchase price of \$600,000.00 which is consistent with the Commission's objectives.
4. The Commission, by law, is the owner and operator of the District parks and is charged with generating revenue to support their maintenance and operation. The Commission's financial plan for the operation and maintenance of the parks contemplates that the owners of completed buildings in the District will pay an annual assessment based on the square foot area of their buildings at the current rate of \$0.48 per rentable SF (excluding parking, as adjusted for inflation) and that the contribution from the development of Parcels 14 and 15 will exceed \$30,000.00 per year.
5. The Commission recognizes the established urban planning principle that substantial residential developments with activated streetscape are positive for the surrounding neighborhood, enhancing the pedestrian experience and safety. Furthermore, given Parcel 14 and

¹ Rhode Island Foundation, "Housing Supply and Homelessness in Rhode Island," April 2023.

15's location adjacent to the District park, it is essential that the development's ground floor use complements and enhances the adjacent open space. The proposal of the preferred developer responds to this principle with its inclusion of a first-floor restaurant adjacent to the park.

6. The design of the project should reflect its prominent location along the Providence riverfront and adjacent to the District park. The proposed design will create a building of significant presence and which, as refined during the design review process, will result in the development consistent with its important location.

Conditions

1. The preferred developer's proposal shall be subject to a design review and approval process under the District's Development Plan during which the Commission will undertake an intensive review of the design of the project. This process will include a preliminary (concept) review to occur at two public meetings and a final plan review.

2. The preferred developer shall consult with the Commission on the later phases of the master plan to ensure a cohesive vision that is responsive to the site's location adjacent to the District Park and other District parcels.

3. The Commission understands that later phases may involve further development of Parcel 15, which will remain subject to the District Development Plan. Redevelopment of Parcel 15 shall be complementary of the parcel's location adjacent to the District Park.

EXHIBIT B

I-195 REDEVELOPMENT DISTRICT

RESOLUTION REGARDING DISTRICT PARCEL 34

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 and Providence Plantations under Chapter 64.14 of Title 42 of the General Laws of Rhode Island (the "Act"); and

WHEREAS: The Act authorizes the District, acting through its Commission (the "Commission"), to enter into contracts for sale, transfer or conveyance of properties owned by the District for any consideration and upon such terms and conditions as the Commission shall determine; and

WHEREAS: The District is the owner of Lot 449, Plat 21, also known as Parcel 34 ("Parcel 34"); and

WHEREAS: The boundary of Parcel 34 is irregular where it abuts Lot 57 on Plat 21 ("Lot 57") owned by Pebb 41 Bassett Providence LLC ("Pebb") along Bassett Street and the boundary of Lot 395, Plat 21 ("Lot 395") owned by Johnson and Wales University ("JWU") is similarly irregular where it abuts Parcel 34 along Clifford Street; and

WHEREAS: Pebb has an option to purchase Lot 395 from JWU and has approached the Commission about an exchange of properties whereby the District would convey to Pebb approximately 6,222 square feet of Parcel 34 land along Bassett Street and Pebb would convey to the District approximately 6,276 square feet of Lot 395 land along Clifford Street, all as shown on Exhibit A attached hereto, thereby "squaring off" the boundaries of each of Parcel 34 and Lot 395, making each a rectangular parcel and more efficient for development; and

WHEREAS: The Commission has determined that it would be in the best interests of the District to seek to enter into a land exchange agreement with Pebb.

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

RESOLVED:

That the Chairperson and Executive Director be, and they hereby are, authorized to negotiate and execute an agreement with Pebb whereby the District would convey an approximately 6,222 square foot portion of Lot 34 to Pebb in exchange for an approximately 6,276 square foot portion of Lot 395,

on substantially the terms contained in the Summary of Terms attached hereto
as Exhibit A.

EXHIBIT A

I-195 REDEVELOPMENT DISTRICT

SUMMARY OF TERMS OF PARCEL 34 AND PEBB PROPERTY EXCHANGE

- Property:** (a) District will grant Pebb an option to acquire an approximately 6222 sf. portion of District Parcel 34 on Friendship Street as shown on Plan A attached hereto (the "Parcel 34 Portion") and to merge the Parcel 34 Portion into other adjacent land of Pebb. The Parcel 34 Portion, when conveyed to Pebb, will remain subject to the Development Plan of District;
- (b) Pebb will grant District an option to acquire a 6276 sf. portion of 33 Bassett Street as shown on Plan A (the "33 Bassett Portion") and to merge the 33 Bassett Portion into District Parcel 34. The 33 Bassett Portion, when conveyed to District, will be subject to the Providence zoning ordinance unless and until added to the I-195 Redevelopment District.
- Term:** One (1) year from execution of a binding exchange agreement with each party having the right to extend for one (1) additional year.
- Due Diligence:** Each party will be entitled to conduct such due diligence as it may elect prior to exercise of its option.
- Title:** District and Pebb shall convey their respective parcels by quit claim deed free of all liens and encumbrances. At closing of the conveyance of the Parcel 34 Portion, District will release the Parcel 34 Portion from, and add the 33 Bassett Portion to, the Declaration of Covenants encumbering Parcel 34.
- Conditions to Exercise of Options:** Either party may exercise its option at any time by written notice to the other. Such notice shall automatically trigger the exercise by the party receiving notice of its option. Prior to exercising its option, Pebb shall have:
- (i) acquired Lot 395, Plat 21 from Johnson & Wales University; and
 - (ii) provided to District a viable plan of development for the Parcel 34 Portion and agreed to commence that development within one (1) year of closing.
- If District exercises its option before Pebb has satisfied condition (ii) above, Pebb will have an additional period of one (1) year to satisfy that condition after the conveyance of the 33 Bassett Portion to District.
- Demolition of Building on 33 Bassett Portion:** At closing of the conveyance of the 33 Bassett Portion to the District, Pebb will pay to the District an amount mutually agreed to be sufficient to cover the cost of demolition of the existing building on the 33 Bassett Portion by the District.

Plan A

33 BASSETT LAND-SWAP WITH PARCEL 34 (-54 SQ FT)

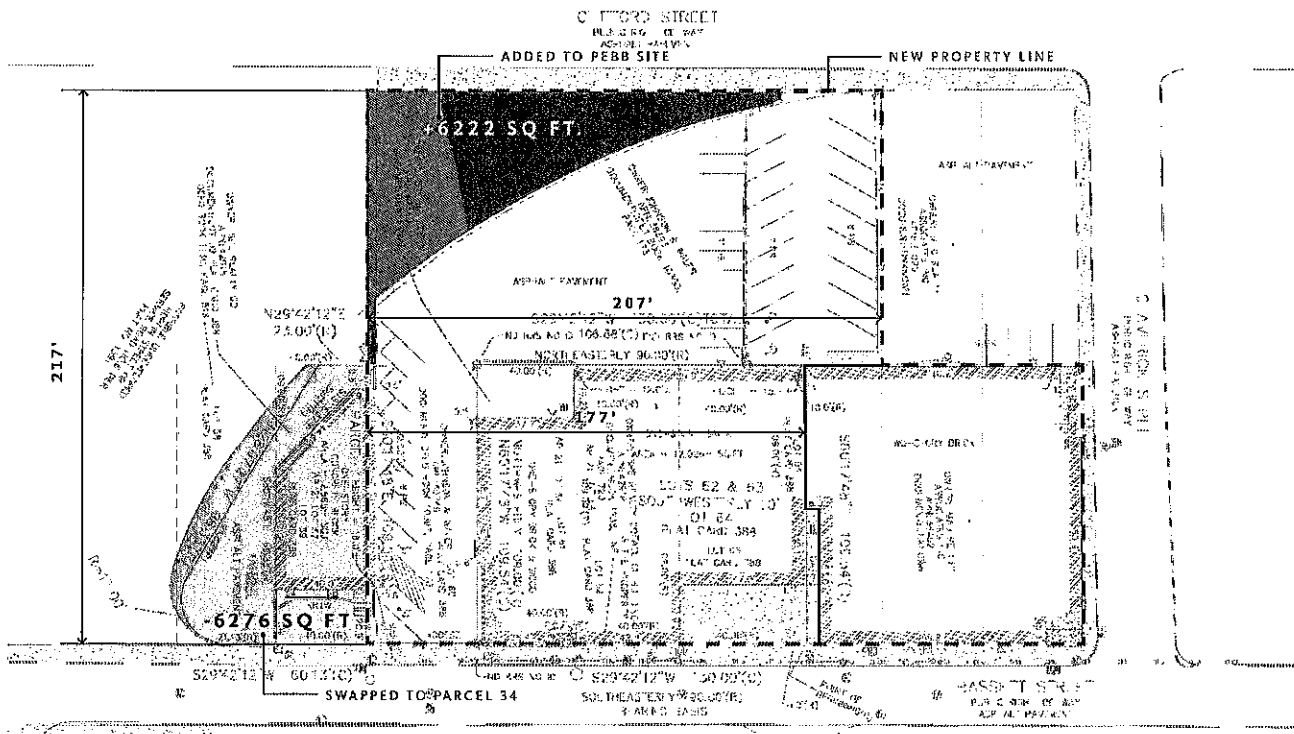


EXHIBIT C

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.

Exhibit A

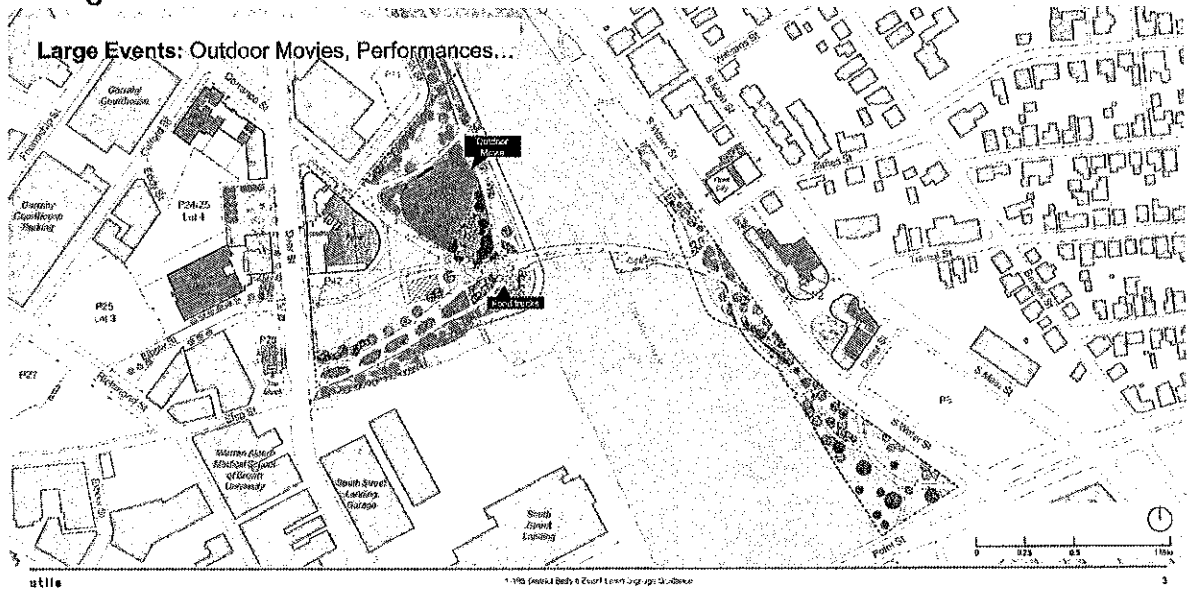
I-195 Redevelopment District Bally's Event Lawn Signage Guidance



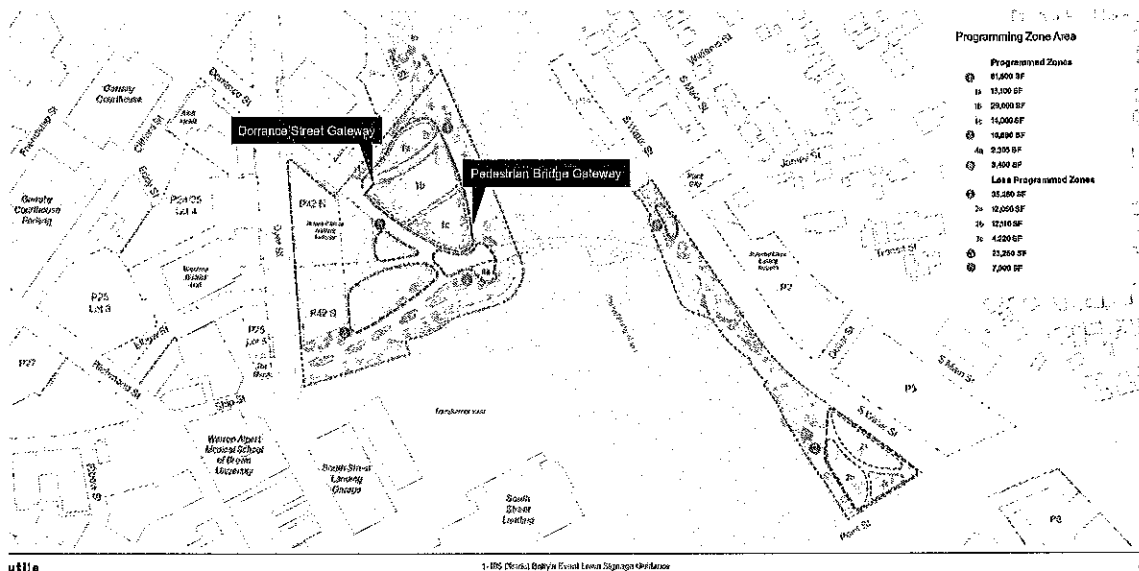
Suggested Signage Locations

Programming Layouts & Relationships

Program and Event Locations



Proposed Two Bally's Event Lawn Signage Locations



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1-BIS (Final) Bally's Event Lawn Signage Ordinance

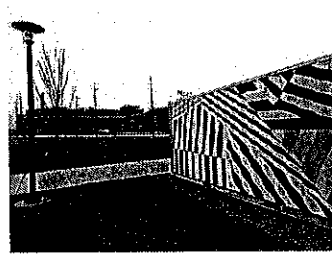
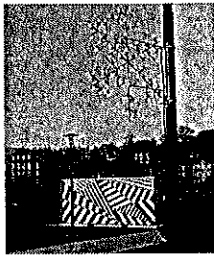
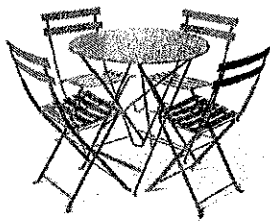
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Design Context

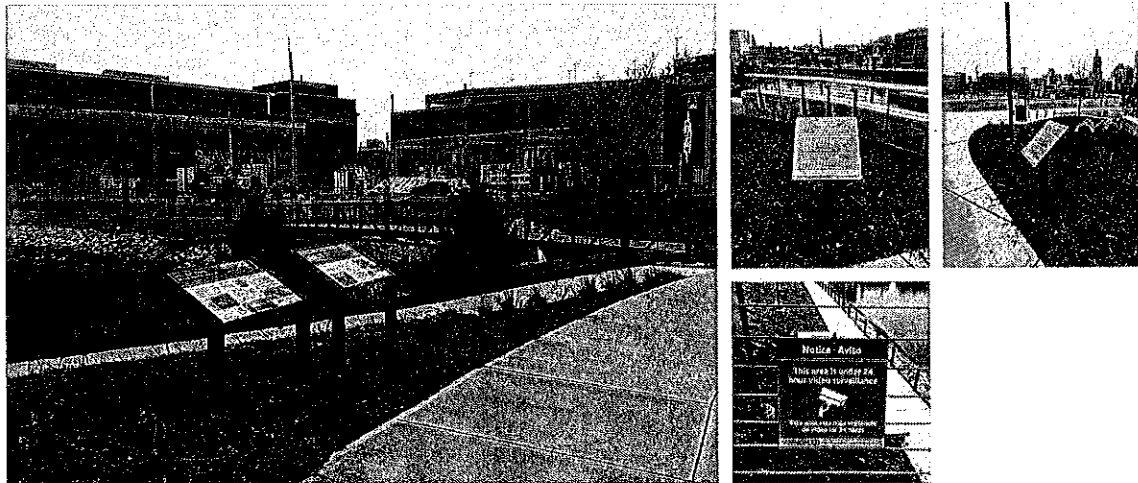
Existing Elements to Consider

Existing Park Graphic Identity

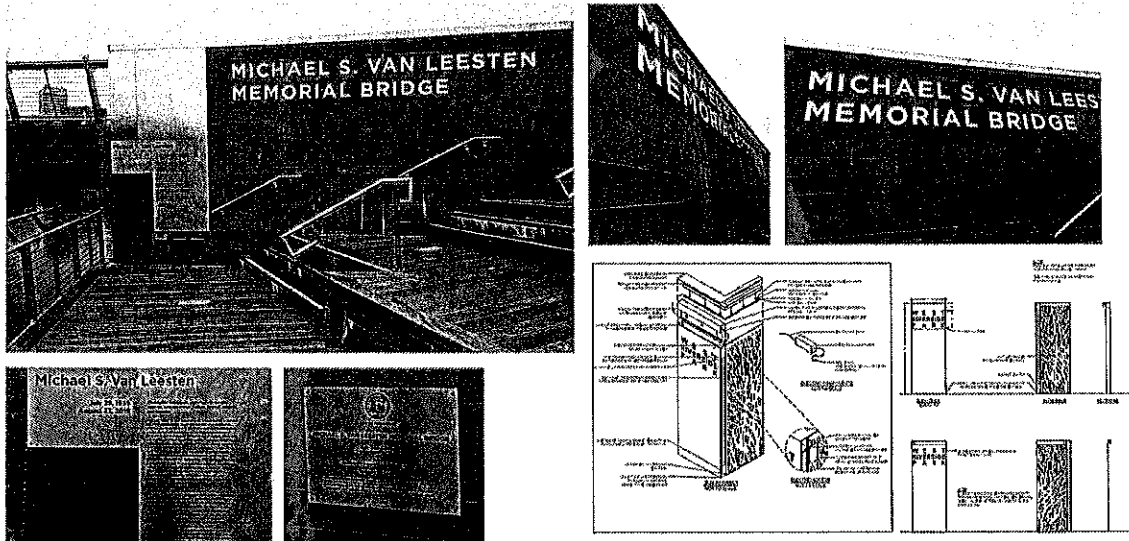
 Providence Innovation
District Park



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



Existing Park Signage: Dedication in Chrome Metal

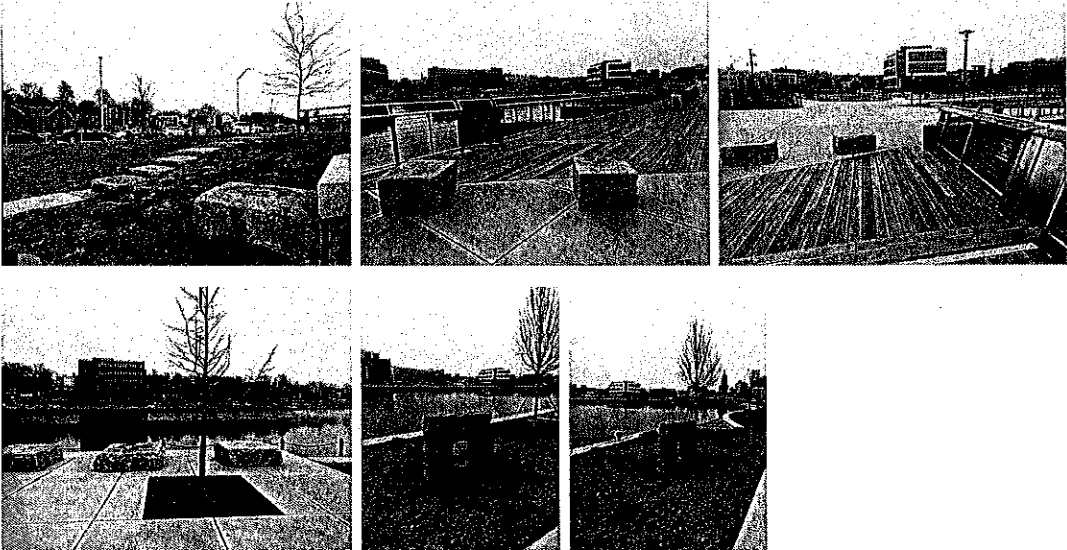


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1-196 General Body & Zoned Licensage: Cr. Metal

8

Existing Park Seating: Rough-Hewn Field Stone

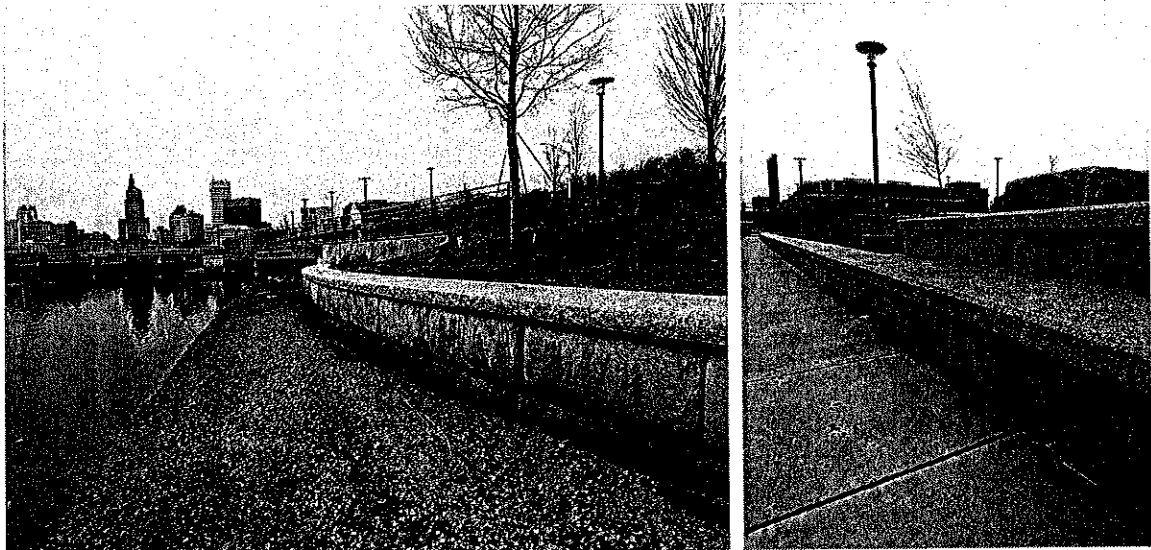


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1.148 Existing Seating at Elm Street and Sprague Street

9

Existing Park Seating: Stone Blockwork Riverfront Retaining Walls

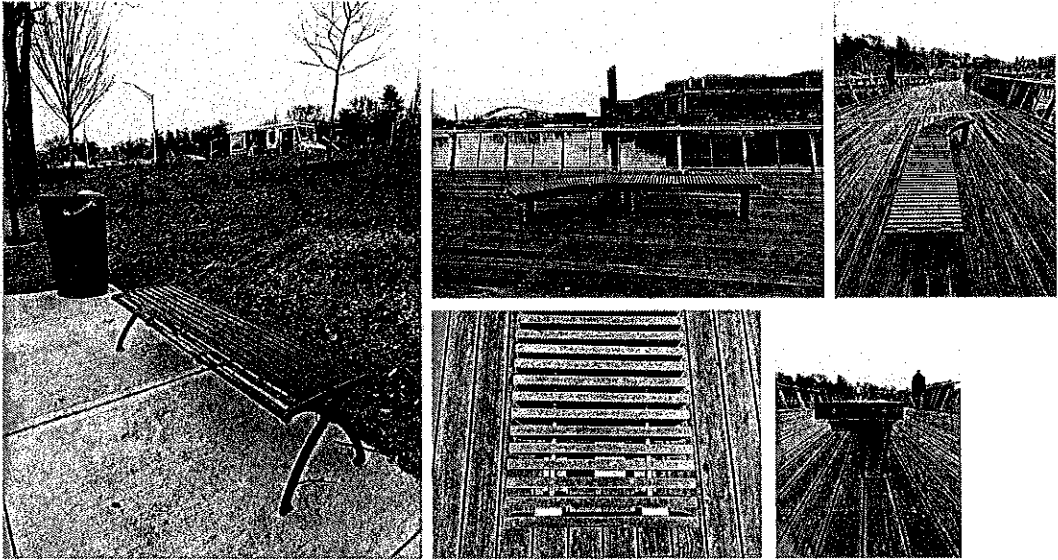


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10

Existing Park Seating: Slat Benches

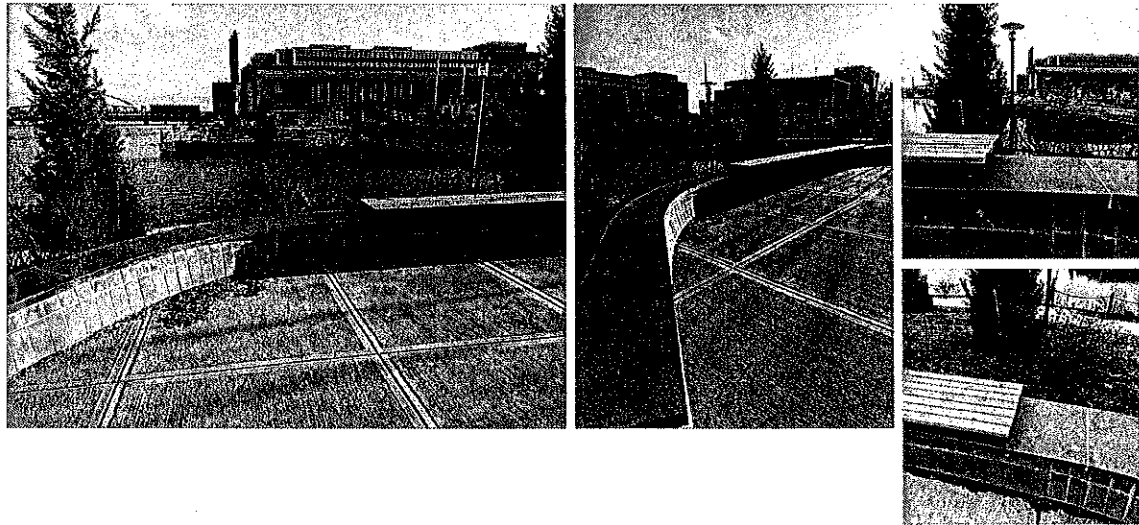


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1. 1981 District of Columbia Department of Parks and Recreation

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Existing Park Seating: Panelled Bluestone Seatwalls



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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



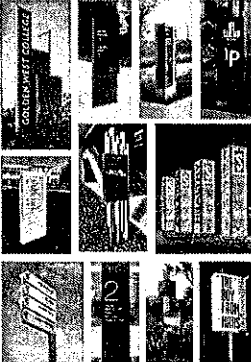
Horizontal Step-Up



Low/Horizontal



Narrow Vertical

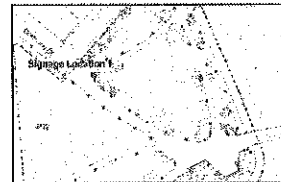


Signage Guidance

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'



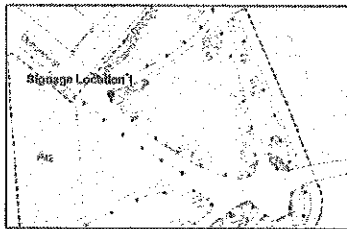
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1-100 (partial) Sidewalk and Light Signage Reference

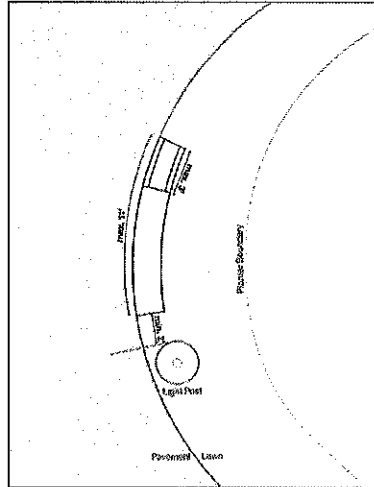
10

Dorrance Street Gateway View - Suggested Approach

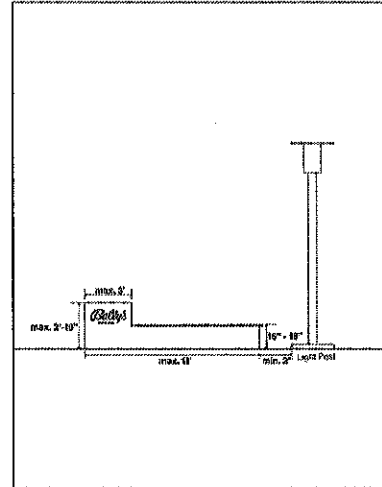
Min Offset from Light Post: 2'
 Max Total Length: 11'
 Max Seatwall Height: 15"-18" (may vary based on changes in grade)
 Max Step-up Sign Height: 2'-10"
 Max Step-up Sign Width: 3'



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

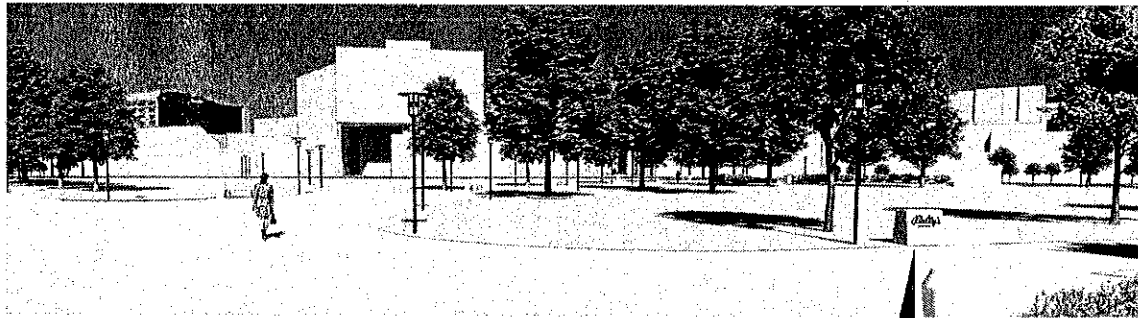
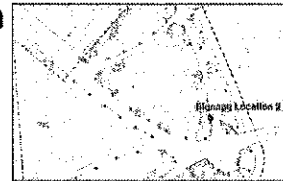
Max Width: 1' 10"
Max Height: 5' 6"



Note: all dimensions are pulled directly from the modular options on this site

Pedestrian Bridge Gateway View - Suggested Approach

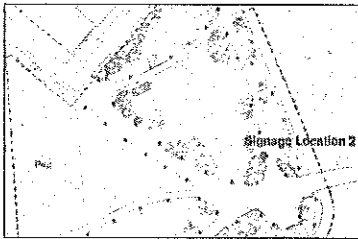
Min Offset from Light Post: 2'
Max Length: 12'
Max Seatwall Height: 15"-18" (may vary based on changes in grade)
Max Step-up Sign Height: 2' 10"
Max Step-up Sign Width: 3'



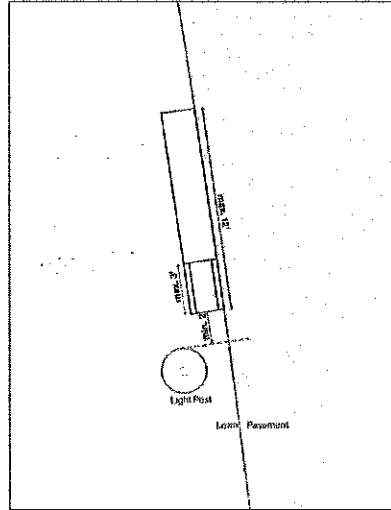
New Seatwall Signage

Pedestrian Bridge Gateway View - Suggested Approach

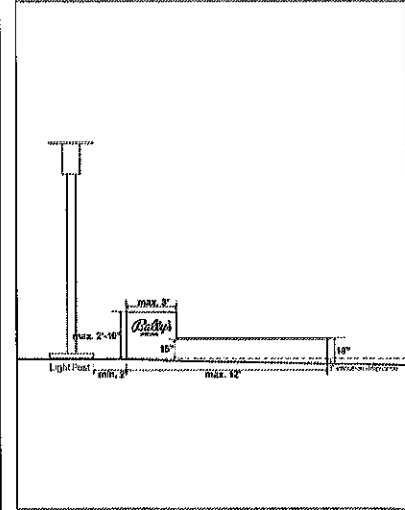
- Min Offset from Light Post: 2'
- Max Length: 12'
- Max Seatwall Height: 15"-18" (may vary based on changes in grade)
- Max Step-up Sign Height: 2' 10"
- Max Step-up Sign Width: 3'



Dimensional Plan - Pedestrian Bridge Gateway



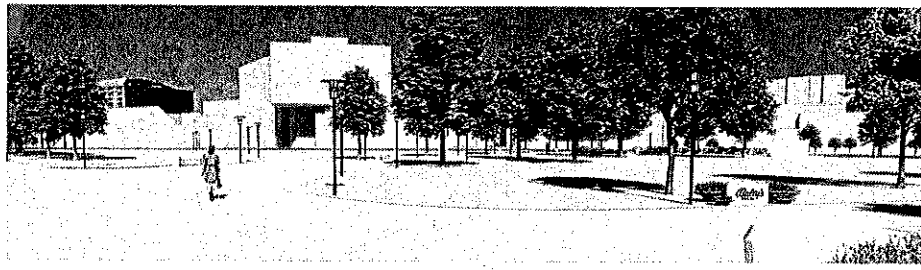
Dimensional Plan - Pedestrian Bridge Gateway



Pedestrian Bridge Gateway View - Alternatives

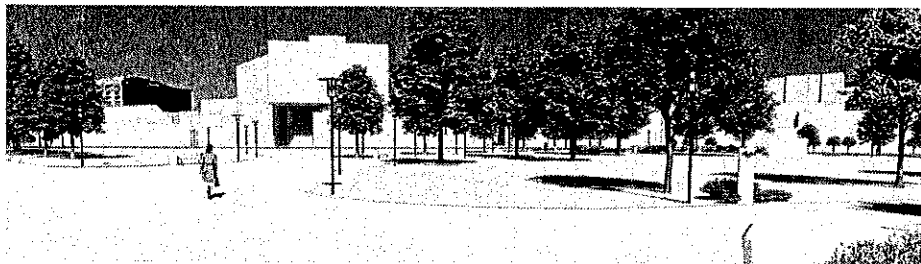
Low Horizontal Standalone

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 site

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