

SAMS, LARKIN, HUFF & BALLI

A LIMITED LIABILITY PARTNERSHIP

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December 10, 2018

VIA EMAIL:

Mr. Rusty Martin, ACIP, Senior Planner
Community Development Department
City of Smyrna
3180 Atlanta Road
Smyrna, GA 30080

Re: Rezoning Application of MCP III Real Estate, LLC to Rezone a 0.99 ± Acre Tract
from OI to TS (No. Z18-019)

Dear Rusty:

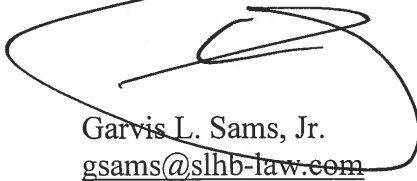
As a follow-up to the submission of the stipulation letter last week on December 4, 2018, attached is the signage package with elevations/renderings, dimensions and other information. As we have discussed, MCP will most likely be asking for potential concurrent signage Variances as a part of this Rezoning.

Of course, this package is not included in your Zoning Analysis and Staff Recommendations which I reviewed earlier today. However, we can discuss these signage issues with more specificity significantly prior to the hearing before the Mayor and City Council on January 22, 2019.

With kind regards and best wishes for the Holiday Season, I am

Very truly yours,

SAMS, LARKIN, HUFF & BALLI, LLP



Garvis L. Sams, Jr.
gsams@slhb-law.com

GLS, Jr./klk
Attachments

SAMS, LARKIN, HUFF & BALLI

A LIMITED LIABILITY PARTNERSHIP

VIA EMAIL:

Mr. Rusty Martin, ACIP, Senior Planner

Community Development Department

December 10, 2018

Page 2

cc: Mr. Kenneth Suddreth, Director, Community Development (via email w/attachments)
Mr. Sachin Desai, MCP III Real Estate, LLC (via email w/attachments)
Mr. Chetan Patel, MCP III Real Estate, LLC (via email w/attachments)
Mr. Dipan Patel, Buckhead America (via email w/attachments)



elementsm

BY WESTIN

exterior signage standards 2.0

July - 2015



GSI - Graphic Systems International, Inc.
7 Lockheed Court - Greensboro, NC 27409
800-779-2891 - Fax:336-662-8690
www.gsi-signage.com



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Element by Westin Exterior Signage Brand Standards Version 2.0- July 2015 Use Agreement and Waiver of Liability



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These electronic files, "Exterior Signage Brand Standards", are not Contract Documents, Approved Artwork or intended as Shop Drawings. Additionally, it is required that all fabricators produce shop drawings and a sign plan based on the brand standards contained herein or with brand design direction. All shop drawings and sign plans must be approved by the brand "Element by Westin" prior to fabricating and installing any signage (interior or exterior signage applications). No representation is made to the accuracy and completeness of the information contained herein. GSI (Graphic Systems, International, Inc.), Element by Westin and Starwood Hotels Worldwide, Inc. assumes no responsibility or liability for any errors or inaccuracies that may appear in the informational content contained in this guide.

Moreover, differences may exist between these files and current or future signage brand standards. In the event of a discrepancy, new and additional information (standards) or individual design direction received directly by the brand (Element by Westin) shall take precedent over this guide and these files.

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Exterior signage brand approval / product warranty / insurance coverage

Exterior Signage & Brand Approval

Designers, fabricators and installers must submit renderings, shop drawings and site plans as required to effectively communicate design intent and fabrication details (property specific signage package) for brand approval. Brand approval is required for one sign change or addition as well as for a complete system for new build, renovation or conversion. Element by Westin brand approval must be obtained prior to obtaining permits, commencing fabrication and / or installation.

Brand Required Product Warranty

- Painted Finishes: (10) ten years. Fabricator to warranty painted finishes against cracking, peeling & crazing.
- Workmanship: lifetime (for the expected lifetime of the product minimally ten years). Fabricator to warranty workmanship against general failure, improper fabrication, installation or electrical loading.
- Electrical Components: (5) five years (including neon, fluorescent lamps, LED's, transformers, connectors and wiring).
- Labor & equipment to access repair or remove to be provided under warranty for:(1) one year from installation or service date.

Brand Required Minimal Insurance Coverage Approved Signage Vendors / Installers

General Liability Insurance: Each Occurrence \$1,000,000.00 / Aggregate \$2,000,000.00
Excess Umbrella Liability Insurance: Each Occurrence \$2,000,000.00 / Aggregate \$2,000,000.00
Workers Compensation & Employers Liability: Each Accident \$500,000.00
Professional Errors & Omissions: \$1,000,000.00





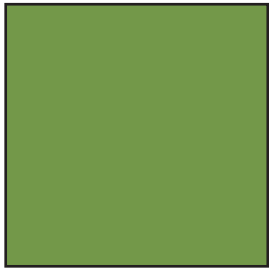
CONTENTS

	Page #	Qty:
Manual Disclaimer	2	
Use Agreement and Waiver of Liability	3	
Table of Contents	4	
Typography / Materials and Colors	5	
Exterior Sign Location Plan	6	
A1 - Monument Ground ID Sign	7-10	1
A3 - Main Entry Wall Plaque ID Sign	11-12	1
A4 - Front Building Graphics	13-16	1
A5 - Side Building Graphics - Light Colored Wall	17-19	1
A5a - Alternate Side Building Graphics - Light Colored Wall	20-22	alternate design to Only be used when Type A5 is not possible
A6 - Side Building Graphics - Dark Colored Wall	23-25	1
A6a - Alternate Side Building Graphics - Dark Colored Wall	26-28	alternate design to Only be used when Type A6 is not possible
B1 - Rear Entry ID Sign	29-30	1
B2 - Parking ID Signs	31-32	21 (includes Types B2.1, B2.2, B2.3, B2.4, B2.5)
B3 - Self Parking / Valet Sign	33-34	1
C1 - Smoking Area ID Sign	35	1

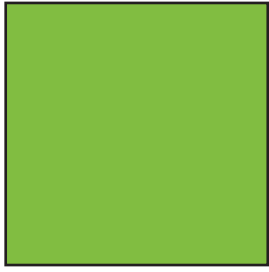


PAINT COLORS

PMS #7490C Green

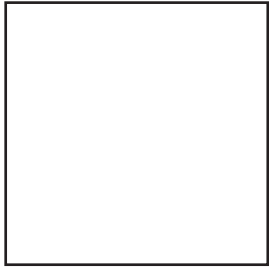


PMS #376C Green



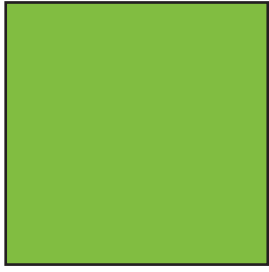
Only used on Building Letters to match vinyl on faces

MAP #42-202 Natural White



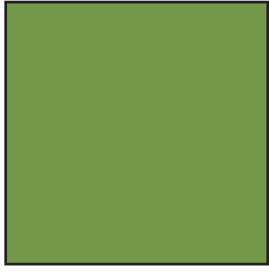
VINYL/FILM APPLICATIONS

3M #3630-106 Brilliant Green



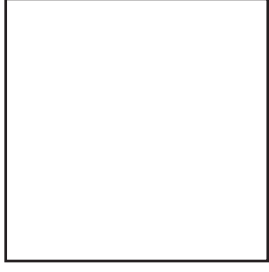
Translucent

3M #180C-196 Apple Green



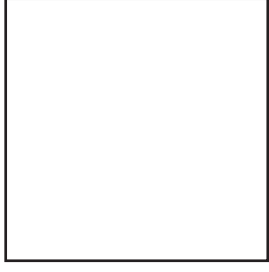
Opaque

3M #3290 Reflective White



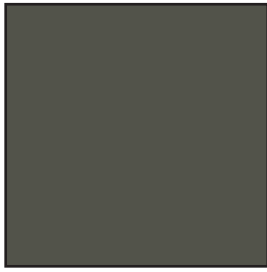
ACRYLICS

#7328 Translucent White



Translucent

PMS #418C Dark Taupe



PMS #425C Dark Taupe



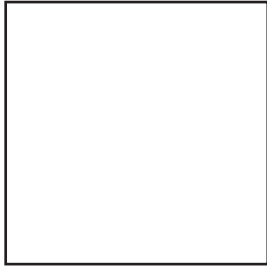
Only used on Building Letters to match vinyl on faces

3M #180C-41 Dark Gray



Processed as Dual Color Film (illuminates White at Night)

3M #7725-20 Matte White



Opaque

All colors to have a satin finish

MAP refers to Matthews Acrylic Polyurethane Paints
www.matthewspaint.com

PMS refers to Pantone Matching System
www.pantone.com

3M films reference
www.3Mgraphics.com

The Colors shown in this manual have not been evaluated by Pantone, Inc. for accuracy any may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color.

FONT Futura Book Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This font is available internationally online from myfonts.com and must be loaded into your system for proper use of template artwork provided on Starwood Document Center. Fonts are not available for download from the Starwood Document Center.

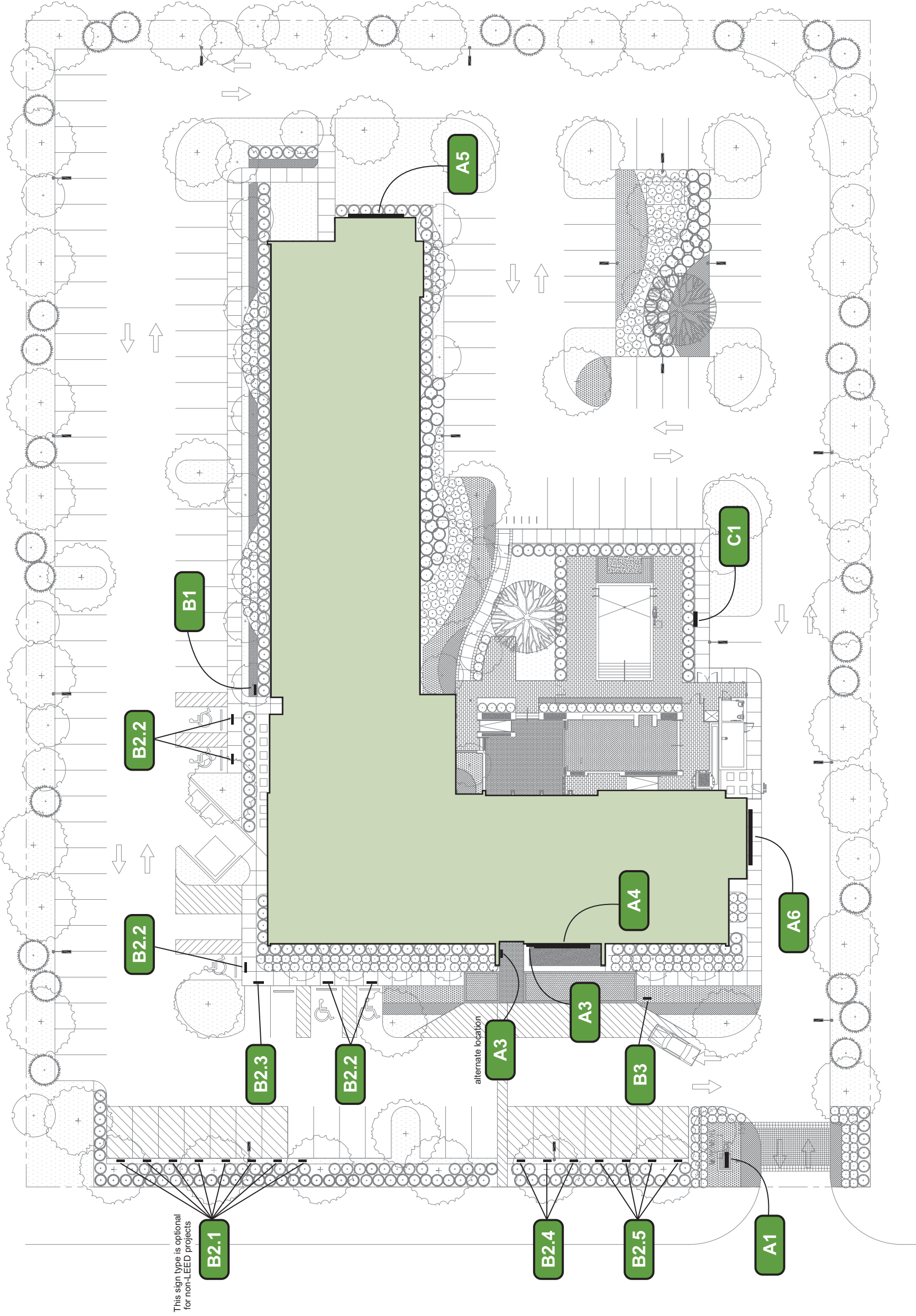
GRAPHICS

exterior signage standards

Quantities are based on prototypical exterior site plan and may vary per property. Signage consultant to coordinate the brand signage standards for any non-prototypical building type.



element
BY WESTIN



**TYPICAL ELEMENT SITE PLAN
SIGN LOCATIONS PLAN**
See Sign Type Drawings for Details



Type A1 - Monument Ground Sign constructions / specifications

FACE PANEL:

Fabricated 3" deep .125" thk. #3003 aluminum construction. Face and sides to be painted to match PMS #418C Dark Taupe (satin finish). Mechanical fasteners for securing face to cabinet to be countersunk. Fasteners visible only on sides of sign. All fasteners to be zinc plated and painted to match face.

GRAPHICS:

Graphics are computer precision routed from sign face with 1/2" thk. (min.) push through acrylic - #7328 White. Center of "e" to have translucent green vinyl applied to face. Property name Typeface = Futura Book Demi

CABINET:

Fabricated aluminum construction painted PMS #7490C Green (satin finish).

ILLUMINATION:

Face panels to be internally illuminated with Bright White LED lighting system. Quantity and spacing as required to provide bright light without hot spots.

INSTALLATION:

Supports:
Tube Steel as required

Foundation:

- direct burial of tube steel reinforced with concrete matching local PSI requirements.
- poured foundation reinforced with steel re-bar and plate attached tube steel supports.

All freestanding monument signs to be engineered by a structural engineer to match local code requirements and wind loads.

LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
 - LED color: White
 - Wavelength / Color Temperature: 7100K
 - Viewing Angle: 140° - 150°
 - Lumens Per Foot: 82 - 195
 - Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for Letter specifications
- www.gelightsolutions.com

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Logo graphic acquired from Starwood Asset Library.
www.starwoodassetlibrary.com

- COLOR KEY:
- Face Panel: PMS #418C Dark Taupe
 - Sign Cabinet: PMS #7490C Green
 - Graphics: #7328 White push-thru acrylic
 - Logo Graphic: 3M #3630-106 Green Translucent Vinyl

SIGN FACE:

- 3" deep fabricated aluminum
- .125" thk aluminum face with routed graphics
- paint face & edges PMS #418C Dark Taupe
- secured to sign cabinet face with counter-sunk screws through sides

LOGO GRAPHIC (center of "e"):

- to be routed from face panel and will have 1/2" thk. White push-thru acrylic
- to have 3M #3630-106 green translucent vinyl applied to face

LOGO GRAPHICS:

- to be routed from face panel and will have 1/2" thk. White push-thru acrylic
- logo is the brand standard logo lockup and should not be modified

PROPERTY NAME:

- to be routed from face panel and will have 1/2" thk. White push-thru acrylic
- Typeface: Futura Book Demi
- (verify Property logo lock-up with your Starwood design manager)

disconnect switch located on side (facing building)

SIGN CABINET:

- 8" deep fabricated aluminum
- paint PMS 7490C Green



Side View

Sign Type **A1.1** Front Elevation SCALE: 3/4" = 1'-0"

Size shown is typical and may need to be reduced to meet local codes. Additionally size may need to be increased when meeting specific visibility issues. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

exterior signage standards

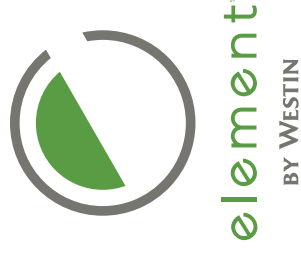
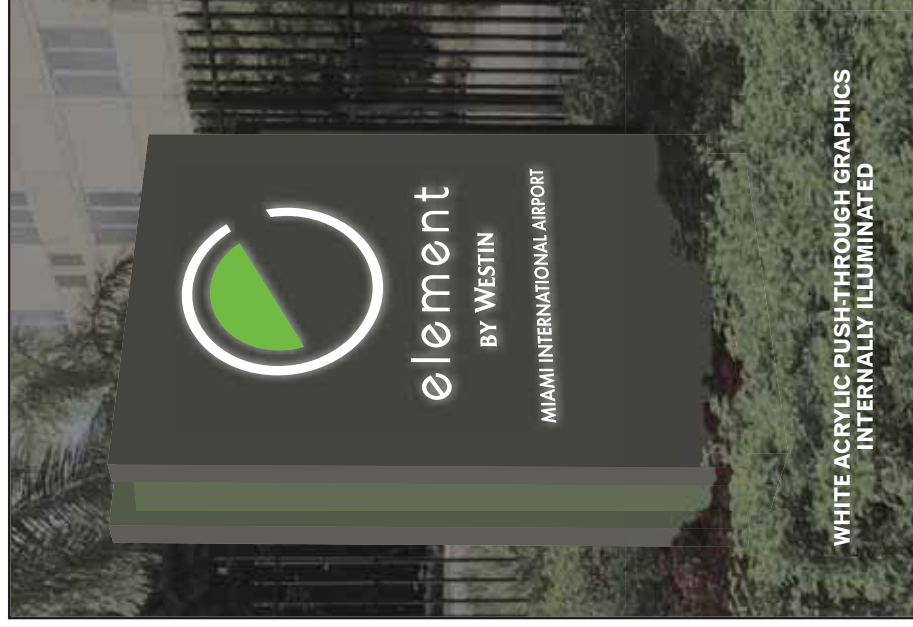


ISOMETRIC VIEW



standard illumination

optional illumination



Optional Illumination Exception:

When face-lit graphics are not allowed by local code, and reverse illumination is acceptable.

Push-through white acrylic should be used with opaque painted faces to create reverse (halo) illumination.

This exception to illumination should **ONLY** be used when it is not possible to fabricate graphics to standard specifications

Fabrication / Illumination Exception:

When a sign is required to be very small due to local codes, or illumination is not allowed, it may not be possible to fabricate all graphics as push through illuminated acrylic.

When internally illuminated graphics are not possible, or allowed by local codes, it is acceptable to use 1/4"-1/2" thk. dimensional aluminum plate graphics (precision cut), and use external indirect illumination by way of landscape lighting

This exception to fabrication should **ONLY** be used when it is not possible to fabricate graphics to standard specifications

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Logo graphic acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.

- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.



exterior signage standards

Type A1 - Monument Ground Sign constructions / specifications

FACE PANEL:

Fabricated 3" deep .125" thk. #3003 aluminum construction. Face and sides to be painted to match PMS #7490C Green (satin finish). Mechanical fasteners for securing face to cabinet to be countersunk. Fasteners visible only on sides of sign. All fasteners to be zinc plated and painted to match face.

GRAPHICS:

Graphics are computer precision routed from sign face with 1/2" thk. (min.) push through acrylic - #7328 White. Property name Typeface = Futura Book Demi

CABINET:

Fabricated aluminum construction painted #418C Dark Taupe (satin finish).

ILLUMINATION:

Face panels to be internally illuminated with Bright White LED lighting system. Quantity and spacing as required to provide bright light without hot spots.

INSTALLATION:

Supports:
Tube Steel as required

Foundation:

- direct burial of tube steel reinforced with concrete matching local PSI requirements.
- poured foundation reinforced with steel re-bar and plate attached tube steel supports.

All freestanding monument signs to be engineered by a structural engineer to match local code requirements and wind loads.

LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
 - LED color: White
 - Wavelength / Color Temperature: 7100K
 - Viewing Angle: 140° - 150°
 - Lumens Per Foot: 82 - 195
 - Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for Letter specifications
- www.gelightsolutions.com

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

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element
BY WESTIN



Sign Type **A1.2** Front Elevation SCALE: 3/4" = 1'-0"

Side View

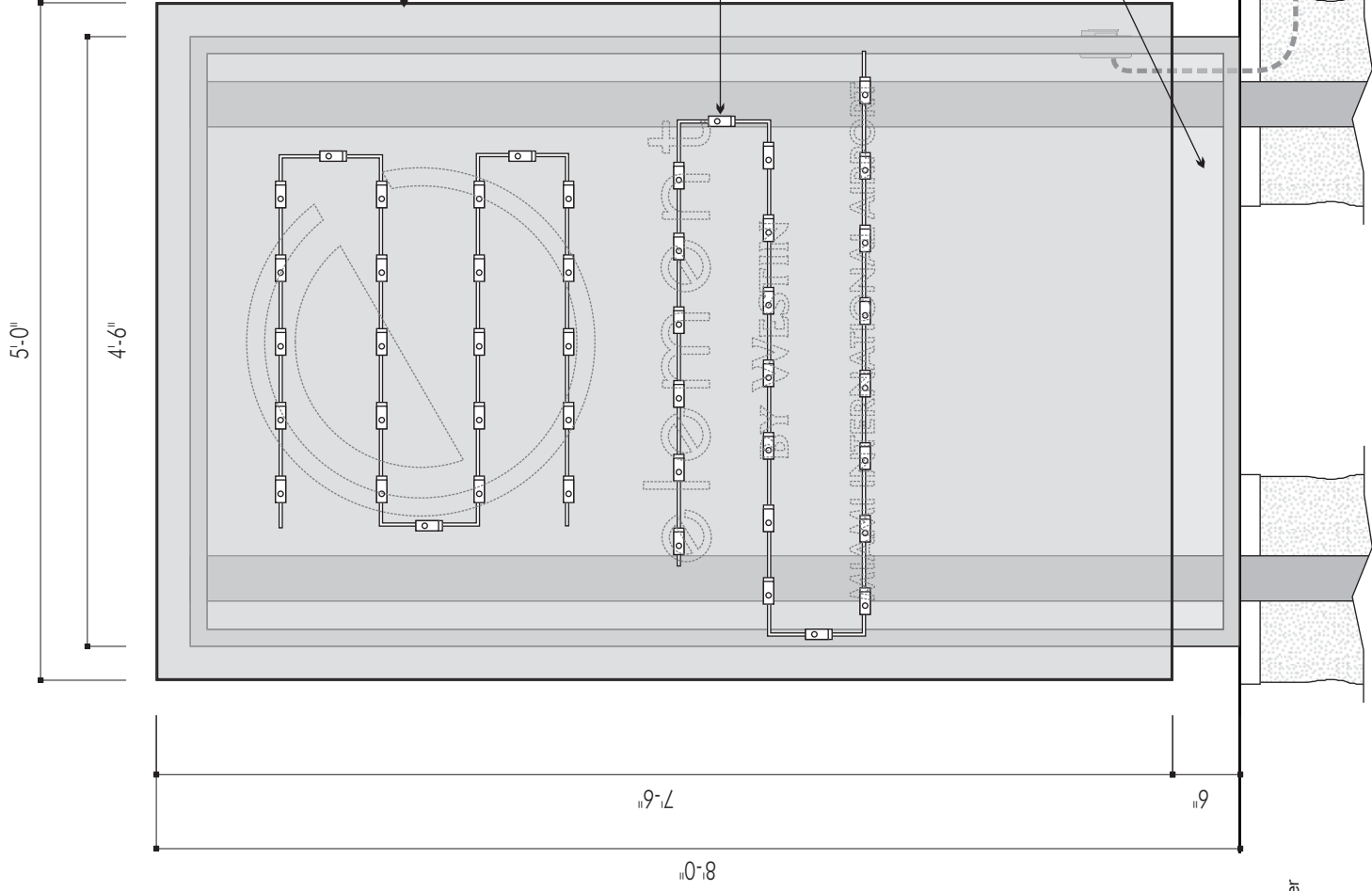
Size shown is typical and may need to be reduced to meet local codes. Additionally size may need to be increased when meeting specific visibility issues. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.



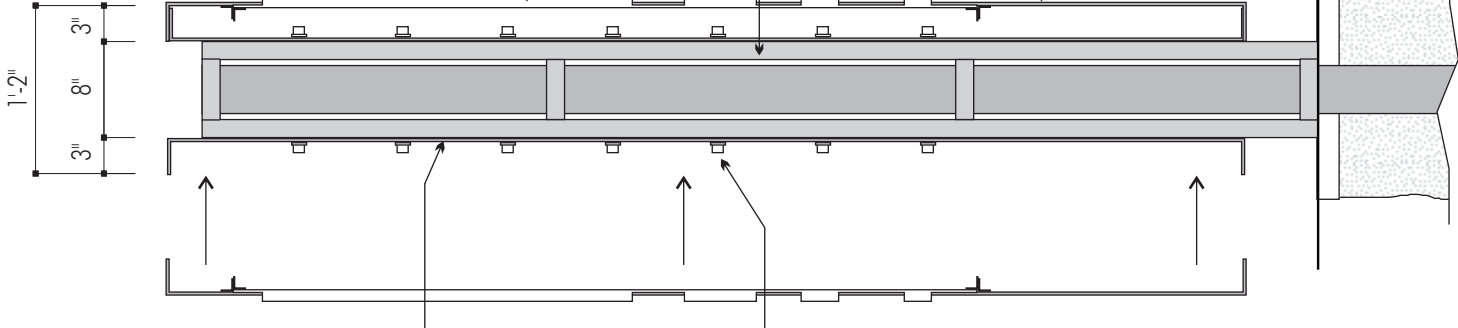


BY WESTIN

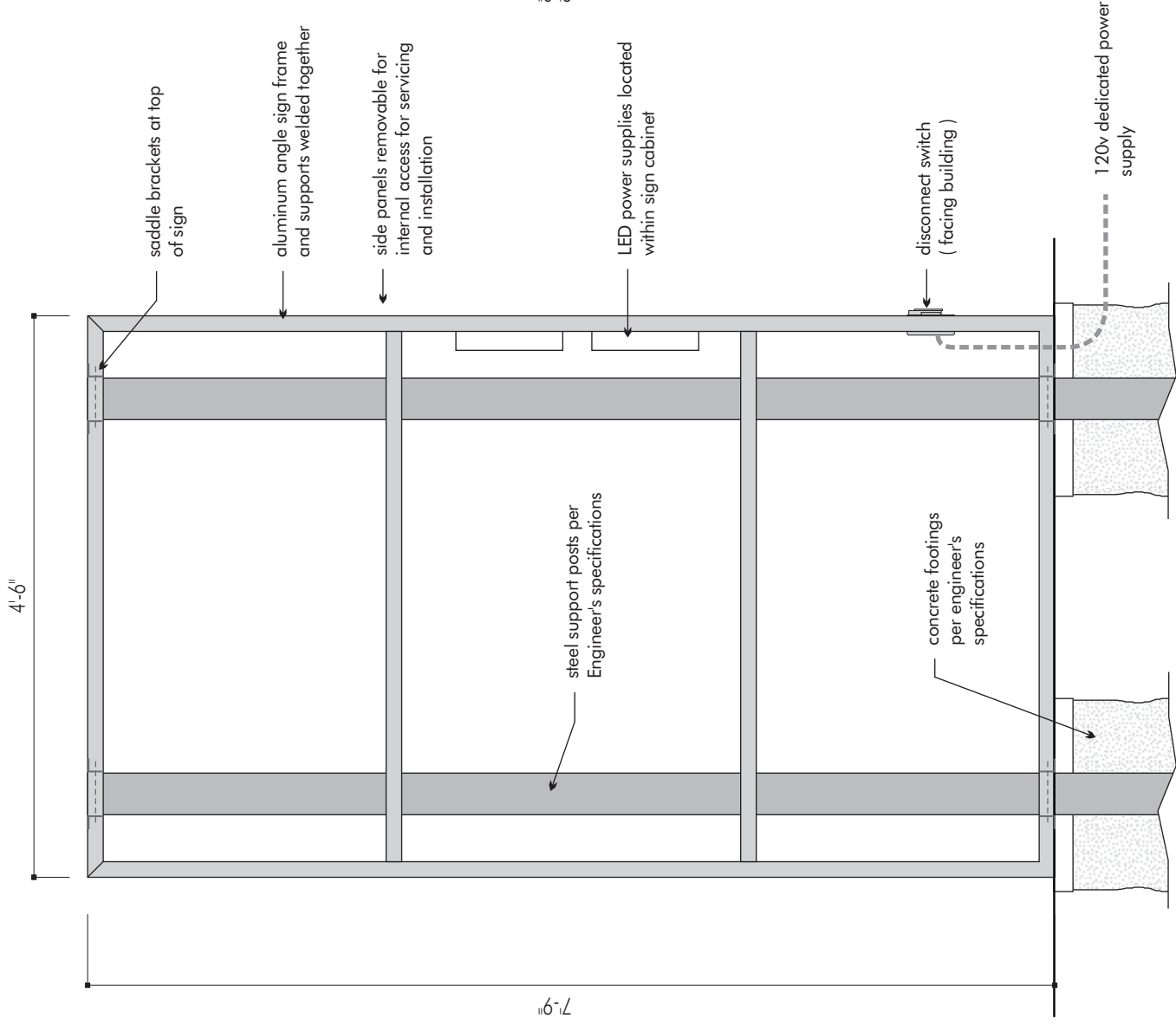
Front Elevation



Side View



Cabinet Frame



Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Logo graphic acquired from Starwood Asset Library.
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced to meet local codes. Additionally size may need to be increased when meeting specific visibility issues. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.



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7 Lookheed Court - Greensboro, NC 27409
800 - 779-2891 - fax:336-662-8690
www.gsi-signage.com



Type A3 - Main Entry plaque constructions / specifications

FACE PANEL:

1/4" thk. aluminum plate. Face and sides to be painted to match PMS #418C Dark Taupe (satin finish). Panel to be stud mounted to sign cabinet, No visible fasteners.

GRAPHICS:

Graphics are computer precision cut from 1/4" thk. aluminum plate. Logo and property text to be painted MAP #42-202 Natural White, center of "e" logo to be painted PMS #7490C Green. Property logo Typeface = Futura Book Demi. Graphics to be stud mounted flush to face of sign panel.

CABINET:

2" deep Fabricated aluminum construction painted PMS #7490C Green (satin finish).

INSTALLATION:

Sign cabinet to be installed to aluminum angle mounting rails with vandal resistant screws through sides. Mounting rails to be mechanically fastened to wall with stainless steel hardware and appropriate wall anchors.

Graphic Fabrication Exception:

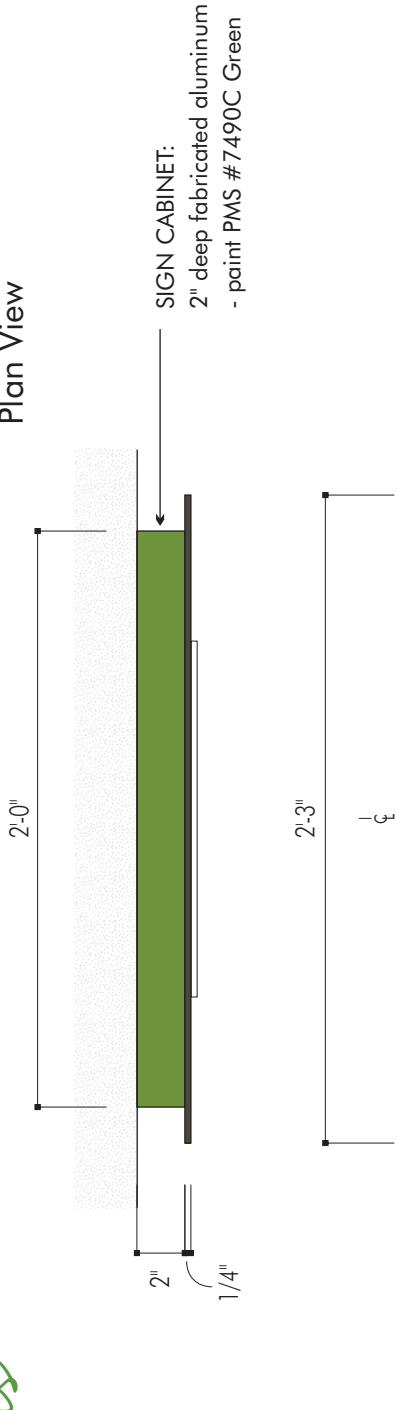
When a sign is required to be smaller it may not be possible to fabricate all graphics as aluminum plate. It is acceptable to use vinyl or painted graphics.

This exception to fabrication should **ONLY** be used when it is not possible to fabricate graphics to standard specifications

COLOR KEY:

- Face Panel: PMS #418C Dark Taupe
- Logo Graphic: PMS #7490C Green
- Logo & Text Graphics: MAP #42-202 Natural White

Plan View



SIGN CABINET:
2" deep fabricated aluminum
- paint PMS #7490C Green

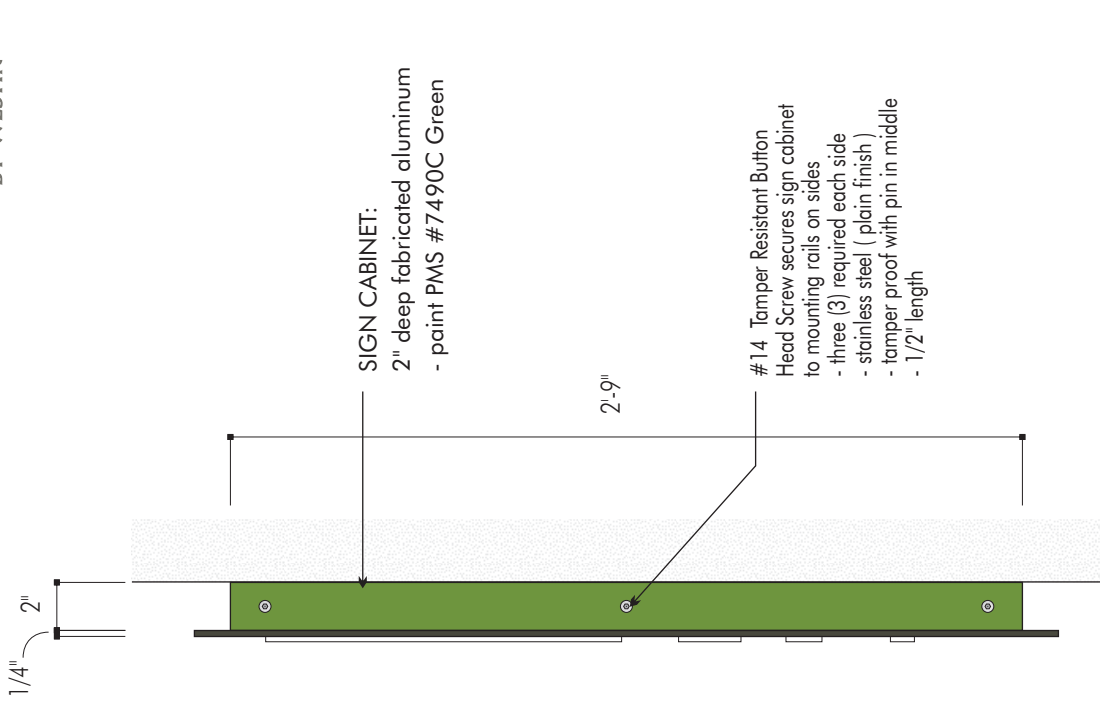
SIGN FACE:
1/4" thk. aluminum plate
- paint face & edges
PMS #418C Dark Taupe

LOGO GRAPHIC (center of "e"):
1/4" thk. aluminum plate
- painted PMS #7490C Green

LOGO GRAPHICS:
1/4" thk. aluminum plate
- logo is the brand standard logo lockup and should not be modified
- precision cut
- installed flush to face panel
- paint MAP #42-202 Nat. White

PROPERTY NAME:
1/4" thk. aluminum plate
- precision cut
- installed flush to face panel
- paint MAP #42-202 Nat. White
- Typeface: Futura Book Demi
(verify Property logo lock-up with your Starwood design manager)

Sign Type **A3** Front Elevation SCALE: 1/8" = 1"



SIGN CABINET:
2" deep fabricated aluminum
- paint PMS #7490C Green

#14 Tamper Resistant Button
Head Screw secures sign cabinet to mounting rails on sides
- three (3) required each side
- stainless steel (plain finish)
- tamper proof with pin in middle
- 1/2" length

Side View

Special Requirements

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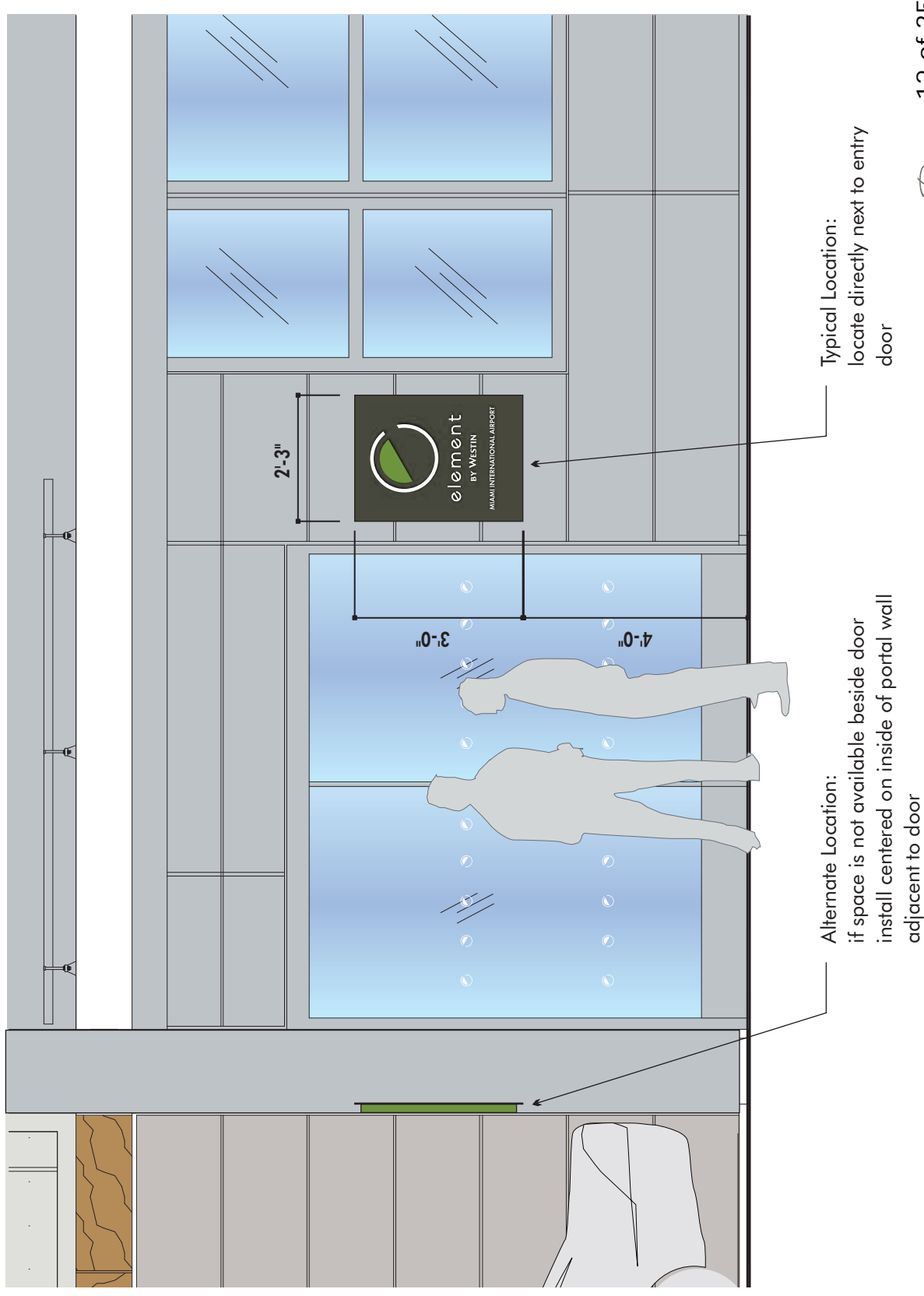
- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced or increased when meeting specific visibility issues and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.



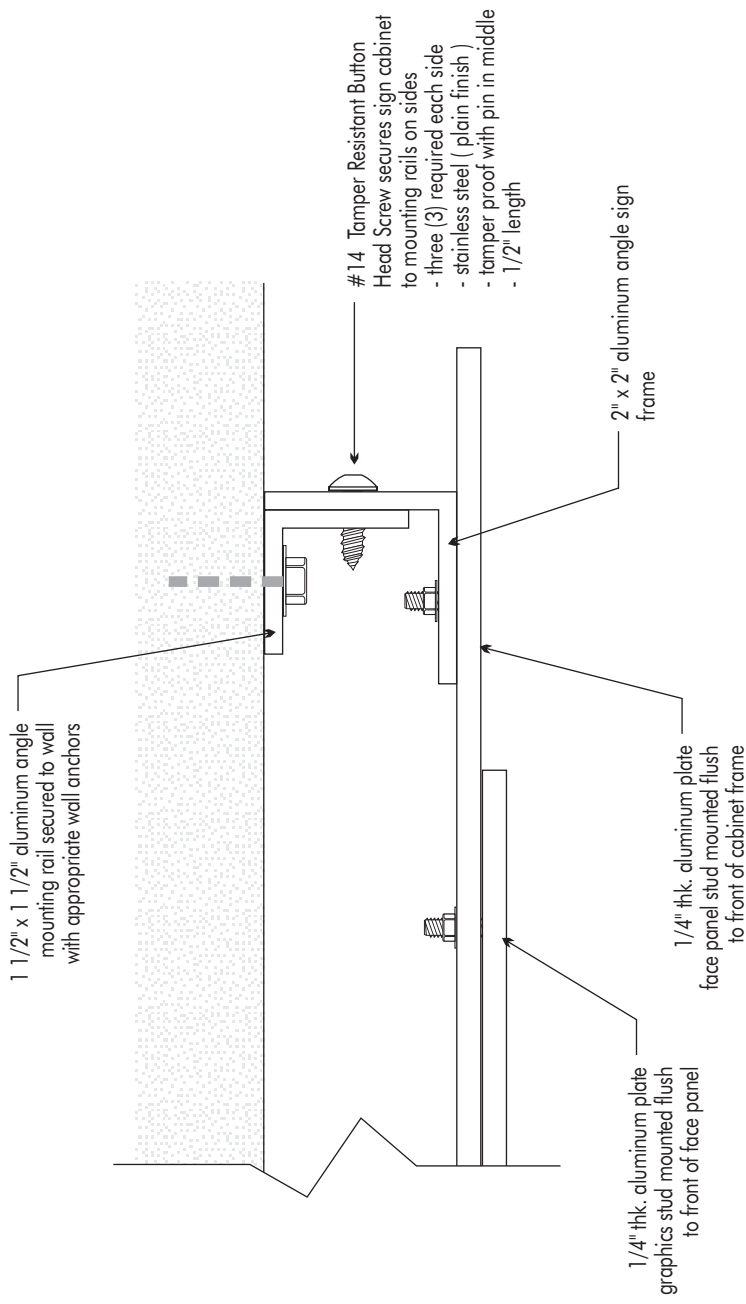


Front Entrance Elevation SCALE: 3/8" = 1'-0"



Section View Detail

SCALE: 1/2" = 1"



Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Logo graphic acquired from Starwood Asset Library.
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.

- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.



Type A4.1 - Front Building Graphics Light Colored Wall Applications

constructions / specifications

LOGO & LETTER FACES: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #180C-41 Dark Gray processed as Dual Color film. (illuminates White at night) applied to first surface of each letter

LOGO & LETTER CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #425C Dark Taupe (satin finish). Inside of letters to be painted White. All letters must contain weep holes

CENTER OF "e" LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #3630-106 translucent vinyl applied to first surface of each letter

CENTER OF "e" LOGO CONSTRUCTION:

Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #376C Green (satin finish). Inside of letters to be painted White. All letters must contain weep holes

LETTER RETAINER: Sign face retainers to be aluminum painted to match letter body (satin finish) and secured with screws on returns

MOUNTING BRACKETS: Mounting brackets are required on each letter, and are to be painted to match letter body.

- Flush mounted letters are not acceptable
- Letters should never be placed on or installed with raceways

ILLUMINATION:

Letters to be internally illuminated with White LEDs

- Letters Located in high-rise locations should be fabricated with remote transformers when feasible for cost efficient serviceability from the roof or within building.

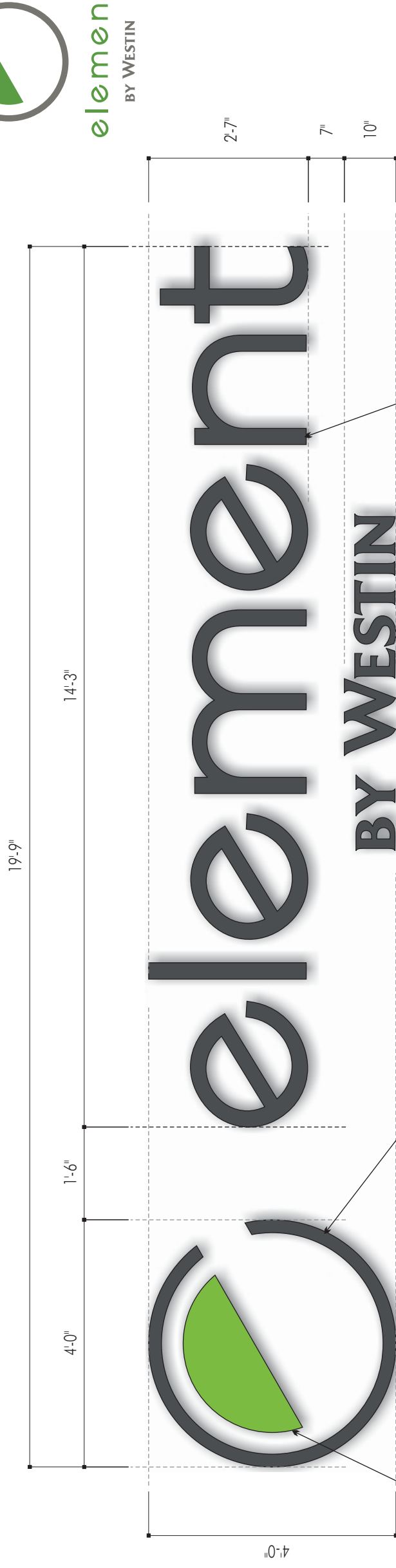
LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
 - LED color: White
 - Wavelength / Color Temperature: 7100K
 - Viewing Angle: 140° - 150°
 - Lumens Per Foot: 82 - 195
 - Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for Letter specifications
- www.gelightsolutions.com

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com



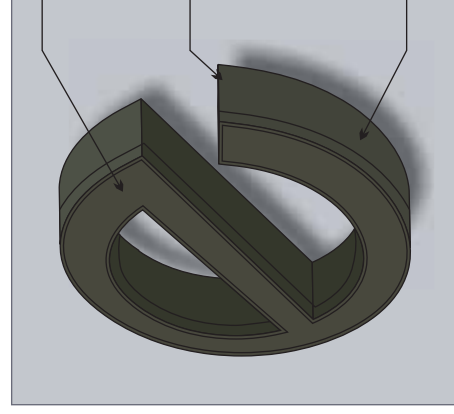
LOGO GRAPHIC:
4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #376C Green
- face-lit with internal White LED lighting system
- face to have 3M #3630-106 Brilliant Green Translucent vinyl

LOGO GRAPHIC:
4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #425C Dark Taupe
- face-lit with internal White LED lighting system
- face to have 3M #180C-41 Dark Gray vinyl (Dual-Color)

NON-ILLUMINATED LETTERS:
1" deep fabricated aluminum
- paint face & edges
PMS #425C Dark Taupe

LOGO LETTERS:
4" deep fabricated aluminum letters with acrylic faces
- paint returns and retainer PMS #425C Dark Taupe
- face-lit with internal White LED lighting system
- face to have 3M #180C-41 Dark Gray vinyl (Dual-Color)

Sign Type **A4.1** Front Elevation SCALE: 1/2" = 1'-0"



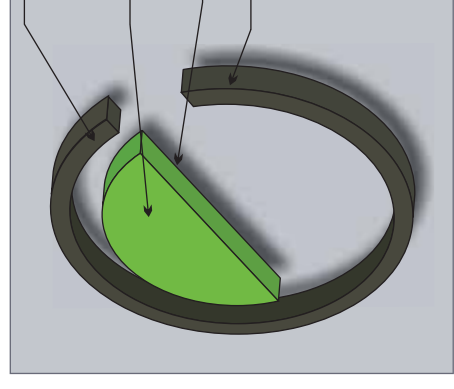
LETTER FACE: White acrylic with 3M #180C-41 Dark Gray Dual color vinyl (Illuminates White at Night)

LETTER RETAINER:
painted PMS #425C Dark Taupe

COLOR KEY:

- RETURNS & RETAINER: painted PMS #425C Dark Taupe
- FACES: White Acrylic with 3M #180C-41 Dark Gray (processed as Dual Color Film)

LETTER RETURNS:
painted PMS #425C Dark Taupe



LETTER FACE: White acrylic with 3M #180C-41 Dark Gray Dual color vinyl (Illuminates White at Night)

FACE: white acrylic with translucent green vinyl applied to face - 3M #3630-106 Brilliant Green

RETURNS & RETAINER: painted PMS 376C Green

RETURNS & RETAINER: painted PMS #425C Dark Taupe

COLOR KEY:

- RETURNS & RETAINER: painted PMS #425C Dark Taupe
- FACES: White Acrylic with 3M #180C-41 Dark Gray (processed as Dual Color Film)
- CENTER OF "e" FACE: Translucent vinyl - 3M #3630-106 Brilliant Green
- CENTER OF "e" RETURNS & RETAINER: painted to PMS 376C Green

Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

Type A4.2 - Front Building Graphics Dark Colored Wall Applications constructions / specifications

LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.)

LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted MAP #42-202 Natural White (satin finish). Inside of letters to be painted White. All letters must contain weep holes

CENTER OF "e" LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #3630-106 translucent vinyl applied to first surface of each letter

CENTER OF "e" LOGO CONSTRUCTION:

Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #376C Green (satin finish). Inside of letters to be painted White. All letters must contain weep holes

LETTER RETAINER: Sign face retainers to be aluminum painted to match letter body (satin finish) and secured with screws on returns

MOUNTING BRACKETS: Mounting brackets are required on each letter, and are to be painted to match letter body.

- Flush mounted letters are not acceptable
- Letters should never be placed on or installed with raceways

ILLUMINATION:

Letters to be internally illuminated with White LEDs

- Letters Located in high-rise locations should be fabricated with remote transformers when feasible for cost efficient serviceability from the roof or within building.

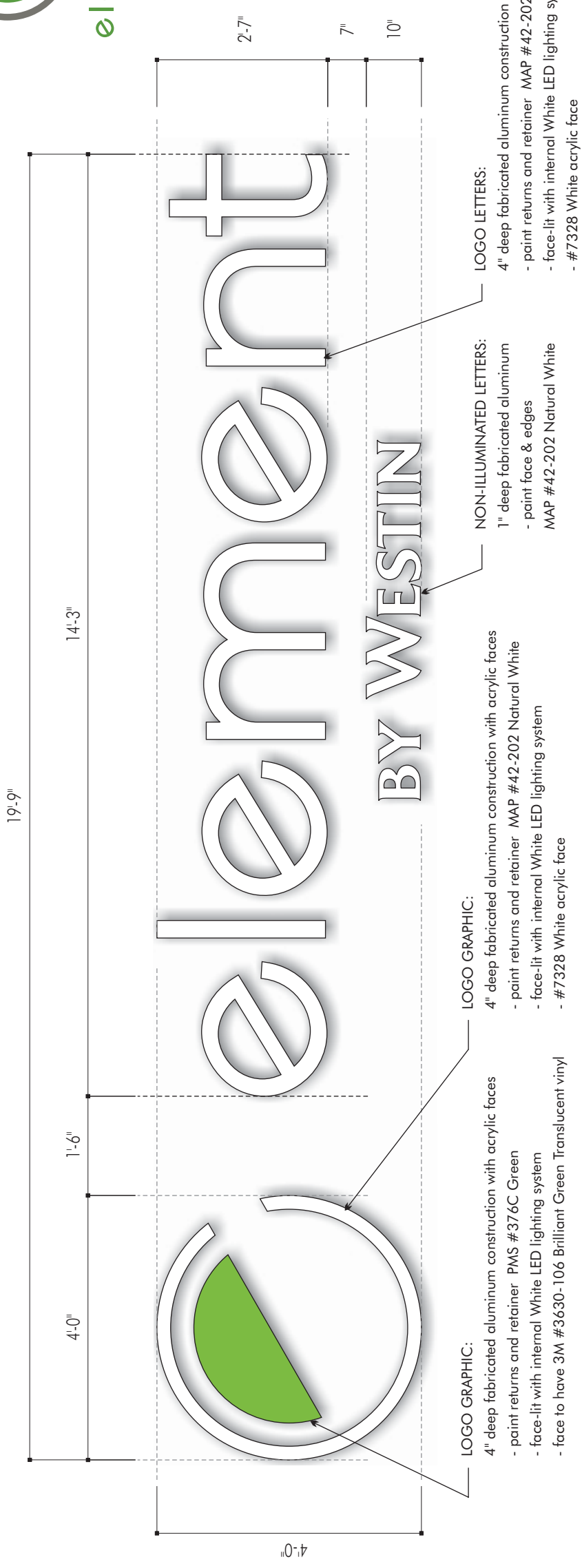
LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
 - LED color: White
 - Wavelength / Color Temperature: 7100K
 - Viewing Angle: 140° - 150°
 - Lumens Per Foot: 82 - 195
 - Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for Letter specifications
- www.gelightsolutions.com

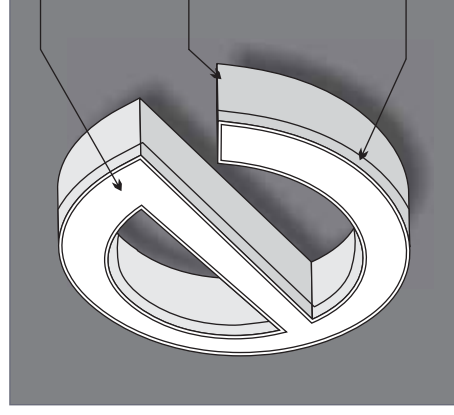
Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com



Sign Type **A4.2** Front Elevation SCALE: 1/2" = 1'-0"



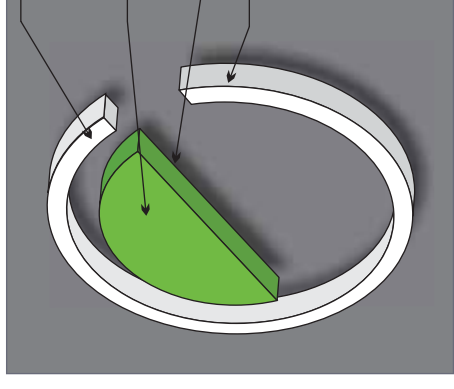
LETTER FACE: #7328 Translucent White Acrylic

LETTER RETURN: painted MAP #42-202 White

COLOR KEY:

- RETURNS & RETAINER: painted MAP #42-202 White
- FACES: #7328 Translucent White Acrylic

LETTER RETAINER: painted MAP #42-202 White



LETTER FACE: #7328 Translucent White Acrylic

FACE: white acrylic with translucent green vinyl applied to face - 3M #3630-106 Brilliant Green

RETURNS & RETAINER: painted PMS 376C Green

RETURNS & RETAINER: painted MAP #42-202 White

COLOR KEY:

- RETURNS & RETAINER: painted MAP #42-202 White
- FACES: #7328 Translucent White Acrylic
- CENTER OF "e" FACE: Translucent vinyl - 3M #3630-106 Brilliant Green
- CENTER OF "e" RETURNS & RETAINER: painted PMS 376C Green

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

exterior signage standards



Front Building Elevation - Enlarged
SCALE: 1/4" = 1'-0"

night illumination



ILLUMINATION:
all graphics to be illuminated
with internal White LED lighting

Front Building Elevation
SCALE: 1/16" = 1'-0"



Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

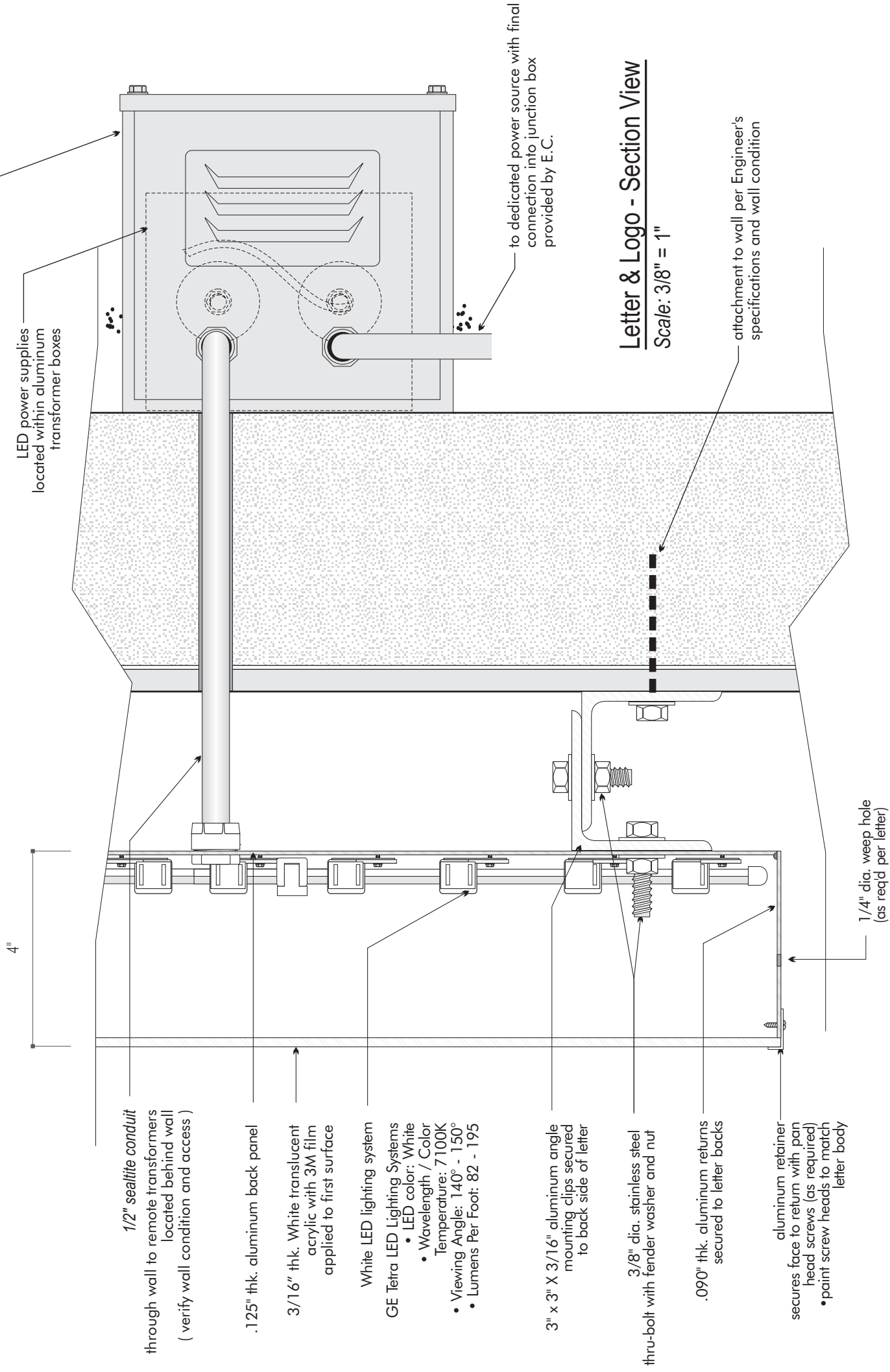
• All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.

• Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

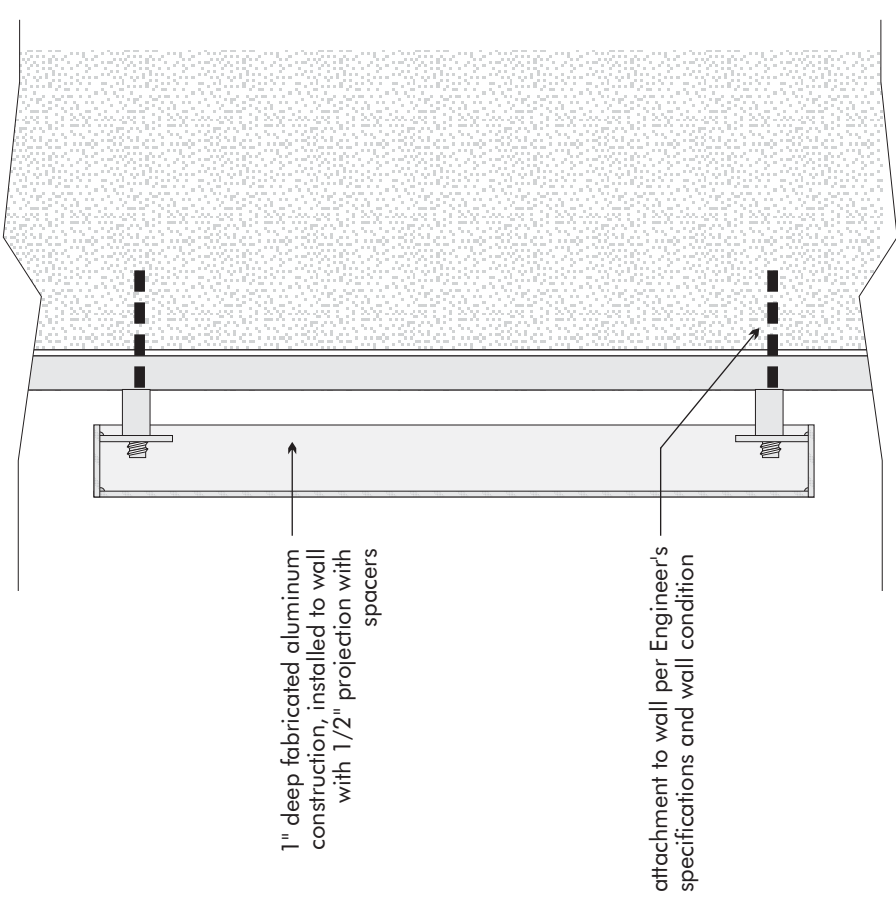
Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.



GSI - Graphic Systems International, Inc.
7 Lockheed Court - Greensboro, NC 27409
800-779-2891 - fax:336-662-8690
www.gsi-signage.com



Non-Illuminated Letter - Section View
Scale: 3/8" = 1"



Letter & Logo - Section View
Scale: 3/8" = 1"

Special Requirements

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Artwork for signage acquired from Starwood Asset Library:
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- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Type A5 - Side Building Graphics Light Colored Wall Applications constructions / specifications

LOGO & LETTER FACES: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #180C-41 Dark Gray processed as Dual Color film. (illuminates White at night) applied to first surface of each letter

LOGO & LETTER CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thick aluminum, letter returns to be .090" thick aluminum. Returns and letter backs to be painted PMS #425C Dark Taupe (satin finish). Inside of letters to be painted White. All letters must contain weep holes

CENTER OF "e" LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #3630-106 translucent vinyl applied to first surface of each letter

CENTER OF "e" LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thick aluminum, letter returns to be .090" thick aluminum. Returns and letter backs to be painted PMS #376C Green (satin finish). Inside of letters to be painted White. All letters must contain weep holes

LETTER RETAINER: Sign face retainers to be aluminum painted to match letter body (satin finish) and secured with screws on returns

MOUNTING BRACKETS:

Mounting brackets are required on each letter, and are to be painted to match letter body

- Flush mounted letters are not acceptable
- Letters should never be placed on or installed with raceways

ILLUMINATION:

Letters to be internally illuminated with White LED's

- Letters Located in high-rise locations should be fabricated with remote transformers when feasible for cost efficient serviceability from the roof or within building.

LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
- LED color: White
- Wavelength / Color Temperature: 7100K
- Viewing Angle: 140° - 150°
- Lumens Per Foot: 82 - 195
- Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for Letter specifications
- www.gelightingolutions.com

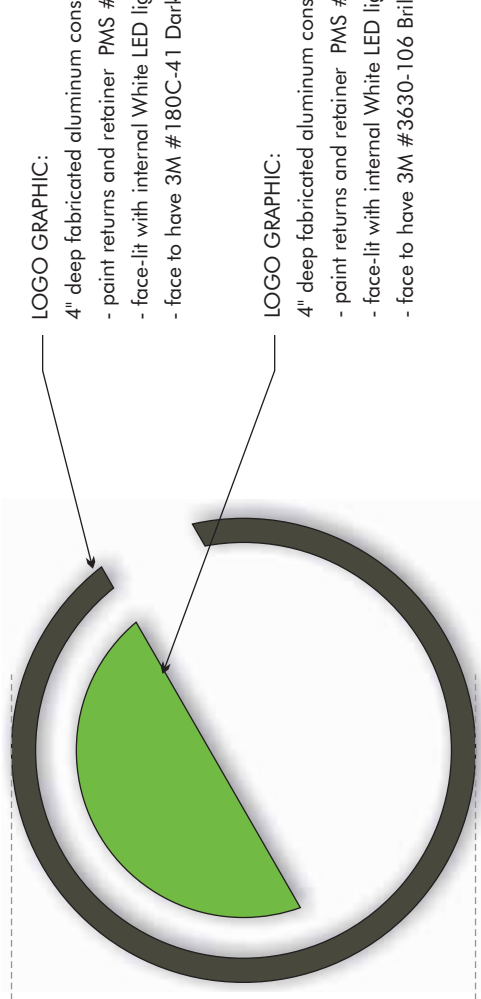
Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

15'-9"



LOGO GRAPHIC:

- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #425C Dark Taupe
- face-lit with internal White LED lighting system
- face to have 3M #180C-41 Dark Gray vinyl (Dual-Color)

LOGO GRAPHIC:

- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #376C Green
- face-lit with internal White LED lighting system
- face to have 3M #3630-106 Brilliant Green Translucent vinyl



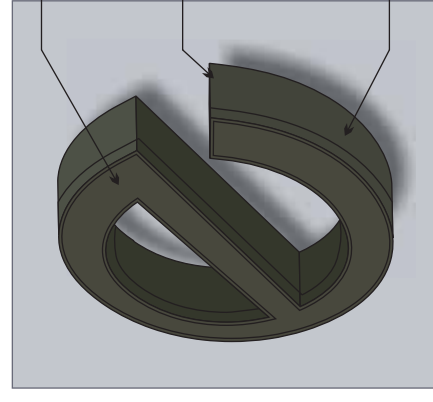
LOGO LETTERS:

- 4" deep fabricated aluminum letters with acrylic faces
- paint returns and retainer PMS #425C Dark Taupe
- face-lit with internal White LED lighting system
- face to have 3M #180C-41 Dark Gray vinyl (Dual-Color)

BY WESTIN

NON-ILLUMINATED LETTERS:

- 1" deep fabricated aluminum
- paint face & edges PMS #425C Dark Taupe



LETTER FACE: White acrylic with 3M #180C-41 Dark Gray Dual color vinyl (Illuminates White at Night)

LETTER RETAINER:

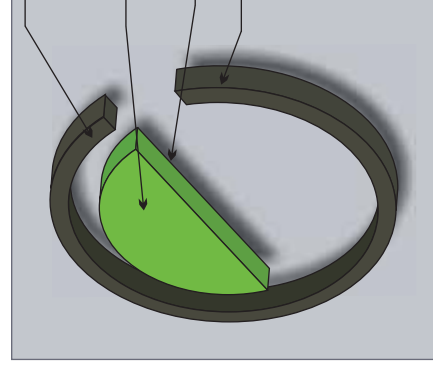
painted PMS #425C Dark Taupe

COLOR KEY:

- RETURNS & RETAINER: painted PMS #425C Dark Taupe
- FACES: White Acrylic with 3M #180C-41 Dark Gray (processed as Dual Color Film)

LETTER RETURNS:

painted PMS #425C Dark Taupe



LETTER FACE: White acrylic with Dual color vinyl to match PMS #425C Dark Taupe (Illuminates White at Night)

FACE: white acrylic with translucent green vinyl applied to face - 3M #3630-106 Brilliant Green

RETURNS & RETAINER: painted PMS 376C Green

RETURNS & RETAINER: painted PMS #425C Dark Taupe

COLOR KEY:

- RETURNS & RETAINER: painted PMS #425C Dark Taupe
- FACES: White Acrylic with 3M #180C-41 Dark Gray (processed as Dual Color Film)
- CENTER OF "e" FACE: Translucent vinyl - 3M #3630-106 Brilliant Green
- CENTER OF "e" FACE: painted to PMS 376C Green

Sign Type

A5

Front Elevation

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

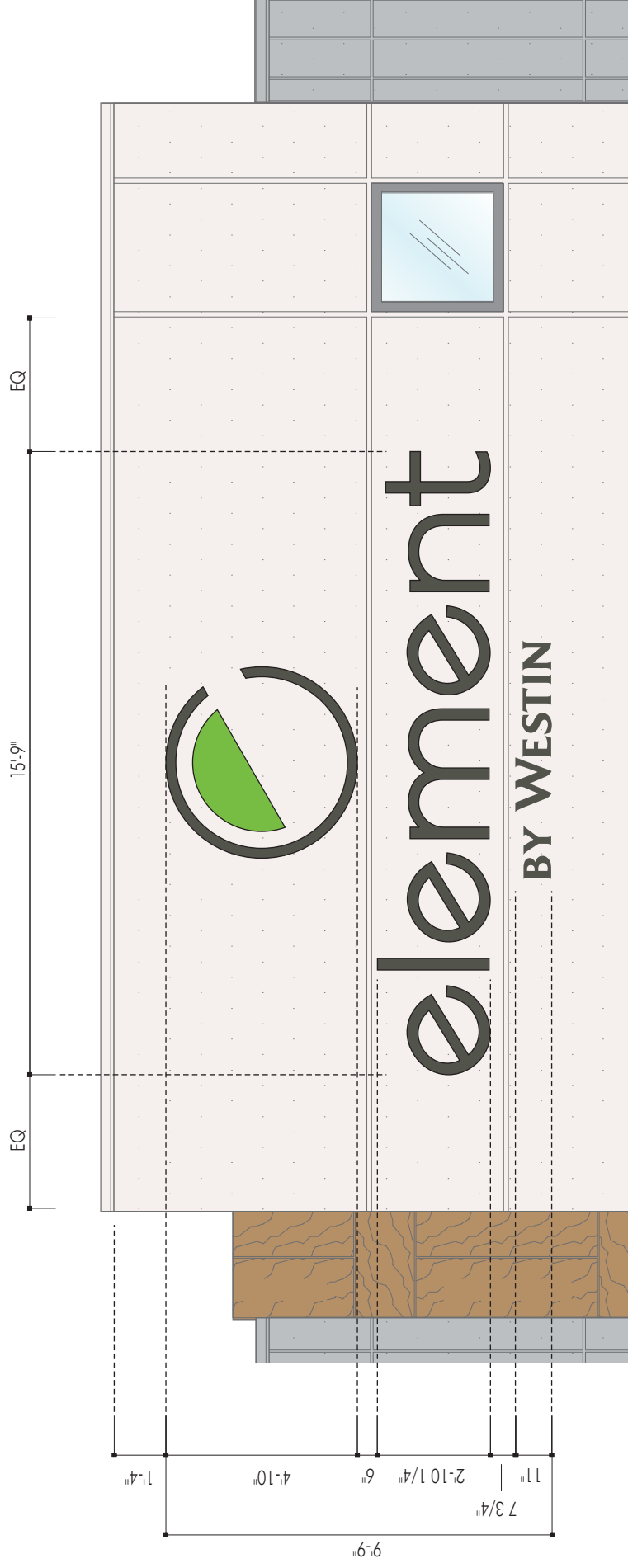
Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

exterior signage standards

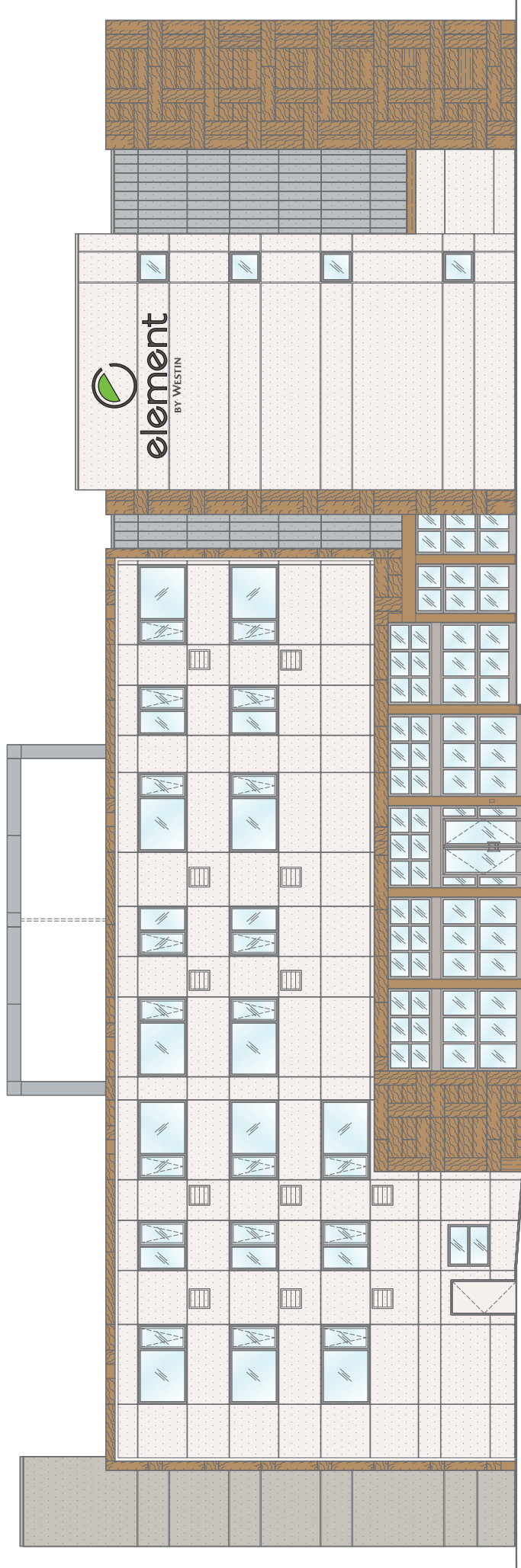
night illumination



ILLUMINATION: all graphics to be illuminated with internal White LED lighting



Side Building Elevation - Enlarged
SCALE: 1/4" = 1'-0"



Sign Type **A5**

Side Building Elevation
SCALE: 1/16" = 1'-0"

Special Requirements

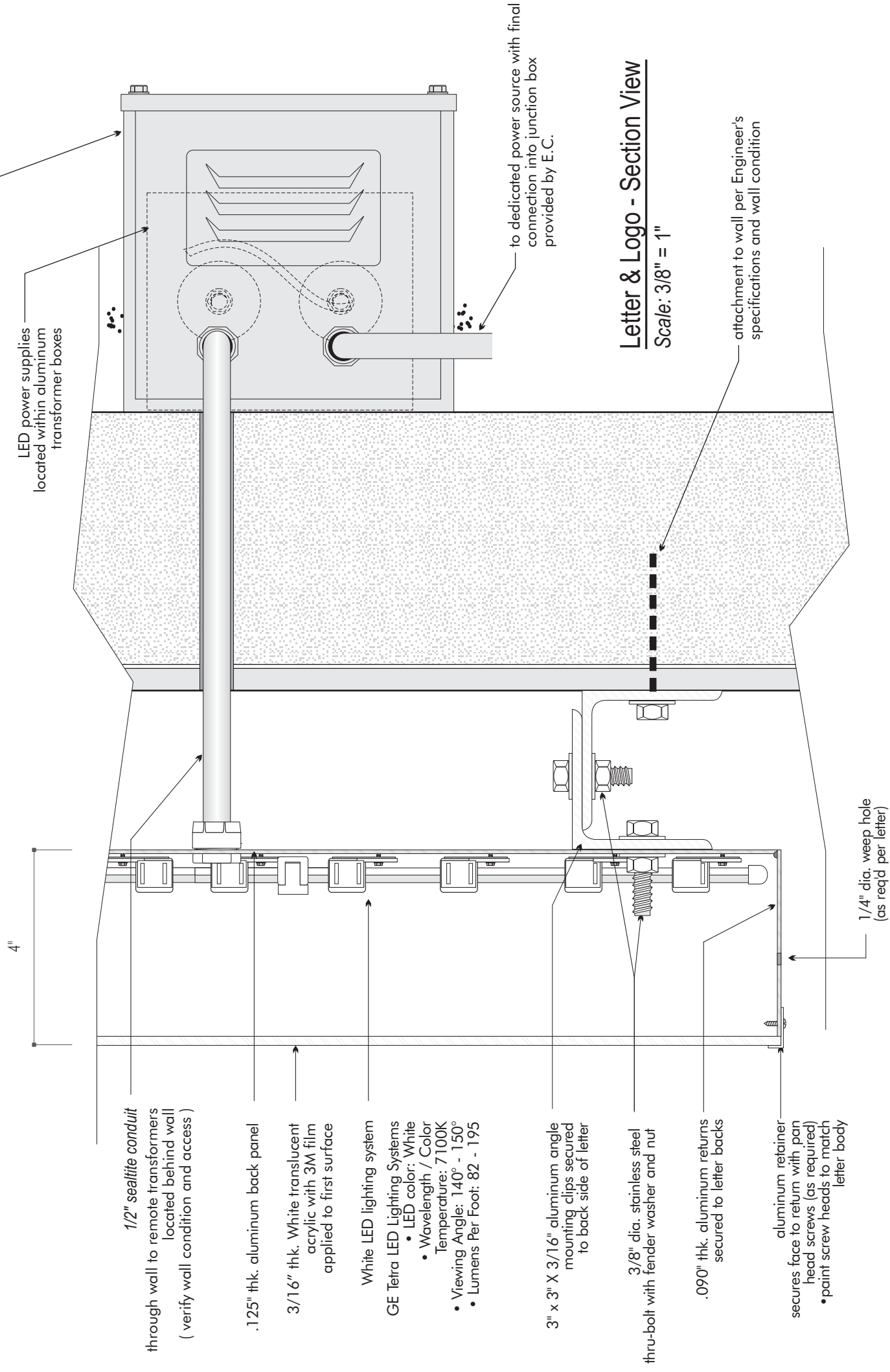
Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.





aluminum transformer boxes with removable panels for access

LED power supplies located within aluminum transformer boxes

to dedicated power source with final connection into junction box provided by E.C.

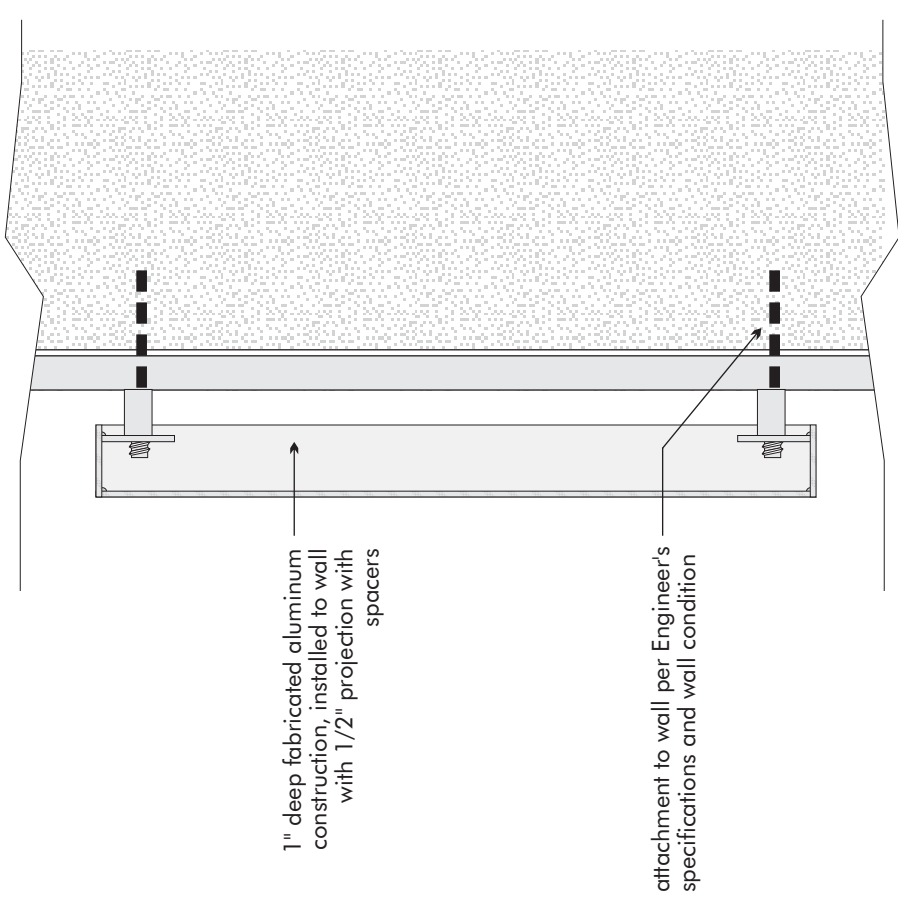
Letter & Logo - Section View

Scale: 3/8" = 1"

attachment to wall per Engineer's specifications and wall condition

Non-Illuminated Letter - Section View

Scale: 3/8" = 1"



Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

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- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Type A5a - Side Building Graphics Light Colored Wall Applications constructions / specifications

LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #180C-41 Dark Gray processed as Dual Color film (illuminates White at night) applied to first surface of each letter

LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #425C Dark Taupe (satin finish). Inside of letters to be painted White. All letters must contain weep holes

CENTER OF "e" LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #3630-106 translucent vinyl applied to first surface of each letter

CENTER OF "e" LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #376C Green (satin finish). Inside of letters to be painted White. All letters must contain weep holes

LETTER RETAINER: Sign face retainers to be aluminum painted to match letter body (satin finish) and secured with screws on returns

MOUNTING BRACKETS: Mounting brackets are required on each letter, and are to be painted to match letter body.

- Flush mounted letters are not acceptable
- Letters should never be placed on or installed with raceways

ILLUMINATION:

- Letters to be internally illuminated with White LED's
- Letters Located in high-rise locations should be fabricated with remote transformers when feasible for cost efficient serviceability from the roof or within building.

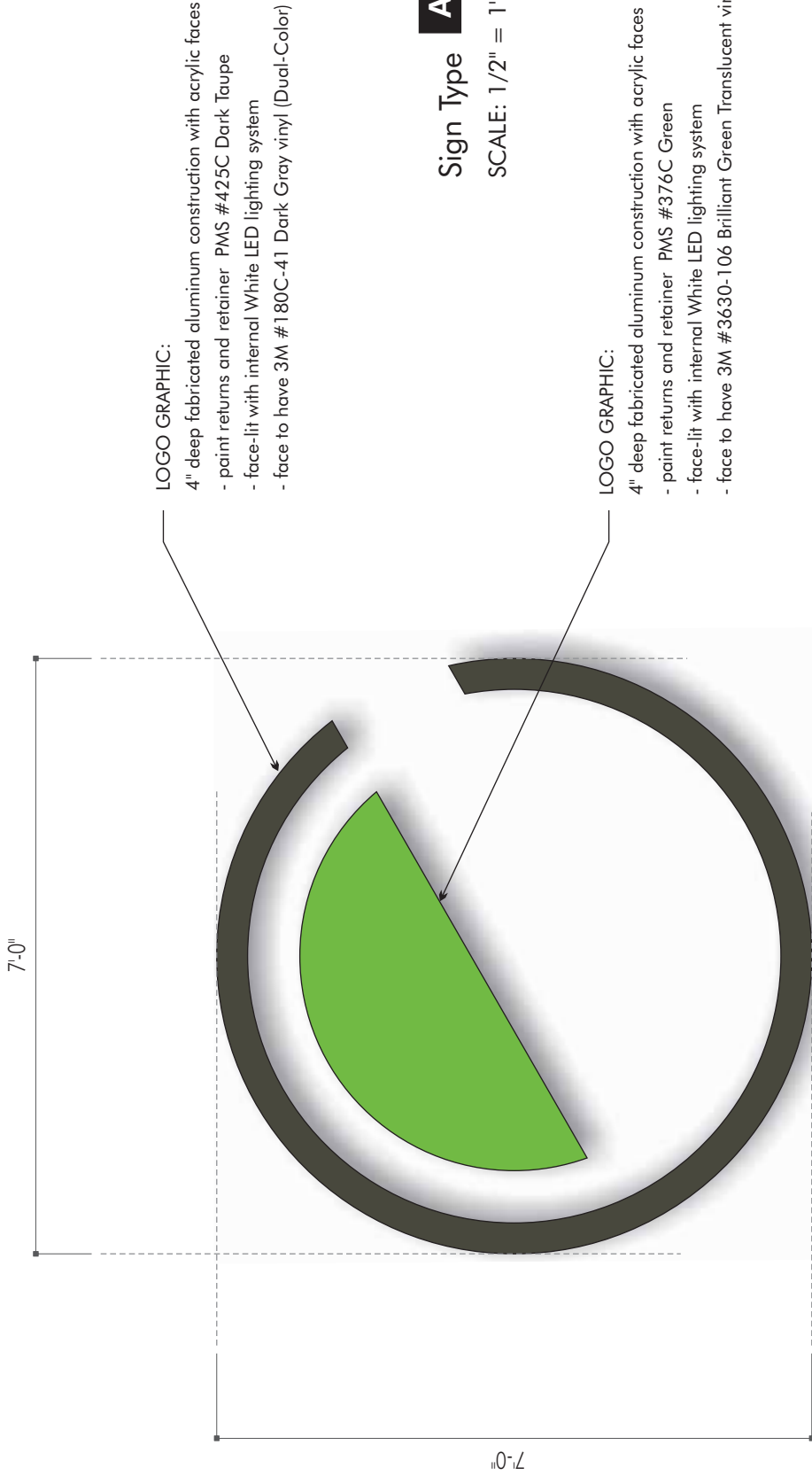
LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
- LED color: White
- Wavelength / Color Temperature: 7100K
- Viewing Angle: 140° - 150°
- Lumens Per Foot: 82 - 195
- Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for letter specifications
www.gelightsolutions.com

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com



LOGO GRAPHIC:

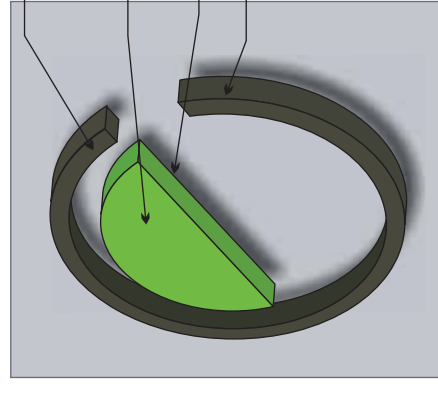
- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #425C Dark Taupe
- face-lit with internal White LED lighting system
- face to have 3M #180C-41 Dark Gray vinyl (Dual-Color)

Sign Type **A5a** Front Elevation

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

LOGO GRAPHIC:

- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #376C Green
- face-lit with internal White LED lighting system
- face to have 3M #3630-106 Brilliant Green Translucent vinyl



LETTER FACE: White acrylic with

Dual color vinyl to match PMS #425C Dark Taupe (Illuminates White at Night)

FACE: white acrylic with translucent green vinyl applied to face - 3M #3630-106 Brilliant Green

RETURNS & RETAINER: painted PMS 376C Green

RETURNS & RETAINER: painted PMS #425C Dark Taupe

COLOR KEY:

- RETURNS & RETAINER: painted PMS #425C Dark Taupe
- FACES: White Acrylic with 3M #180C-41 Dark Gray (processed as Dual Color Film)
- CENTER OF "e" FACE: Translucent vinyl - 3M #3630-106 Brilliant Green
- CENTER OF "e" RETURNS & RETAINER: painted PMS 376C Green

Type A5a - This Alternate design should ONLY be used in cases where signage square footage is restricted by code or available wall area. Standard Type A5 signage should be used if at all possible.

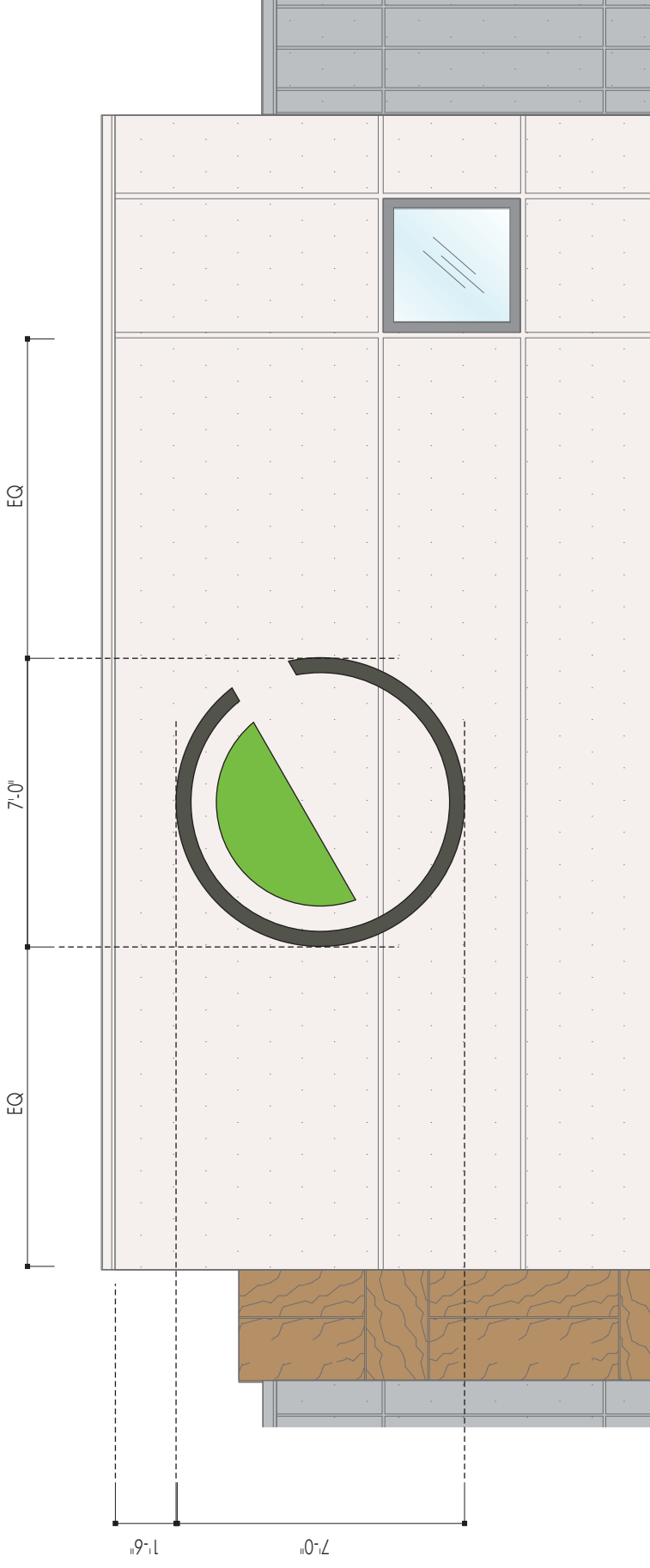
Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

exterior signage standards

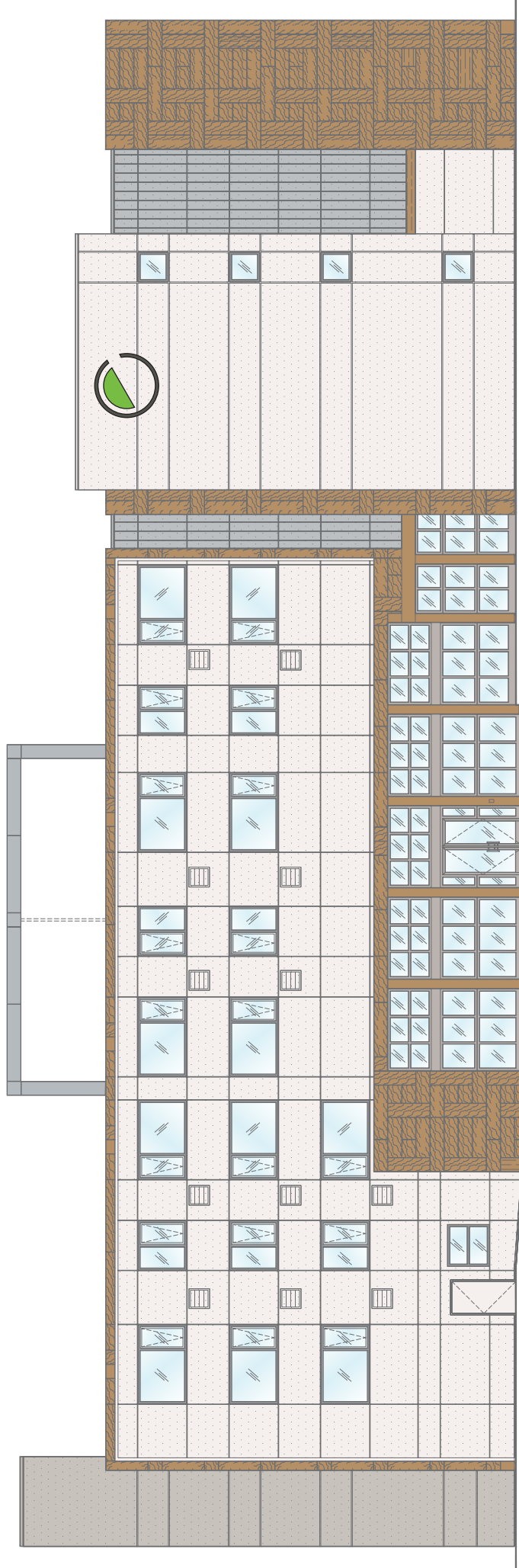
night illumination



ILLUMINATION: all graphics to be illuminated with internal White LED lighting



Side Building Elevation - Enlarged
SCALE: 1/4" = 1'-0"



Sign Type **A5a**

Type A5a - This Alternate design should ONLY be used in cases where signage square footage is restricted by code or available wall area. Standard Type A5 signage should be used if at all possible.

Side Building Elevation
SCALE: 1/16" = 1'-0"

Special Requirements

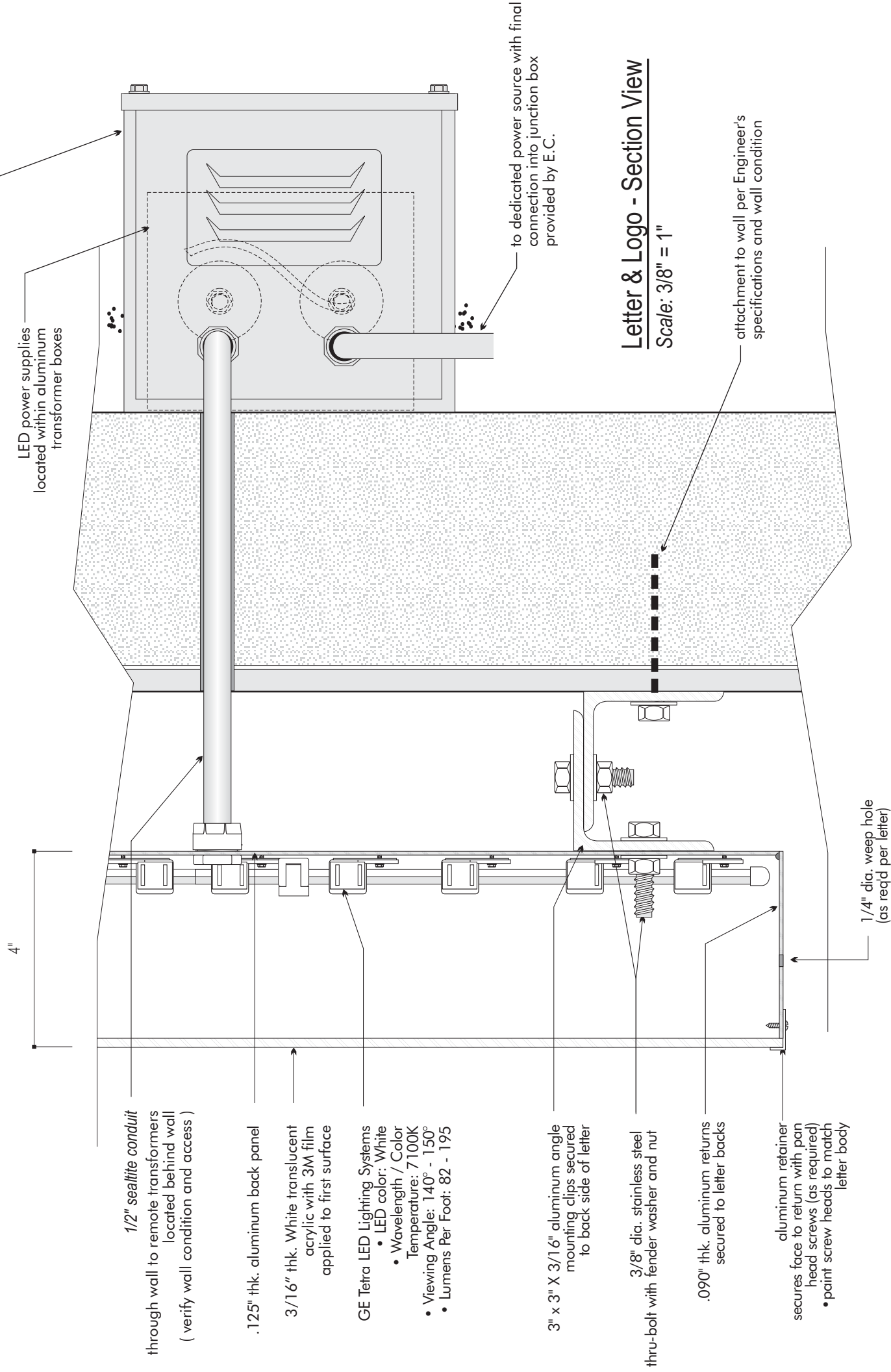
Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.





Letter & Logo - Section View
Scale: 3/8" = 1"

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

**Type A6 - Side Building Graphics
Dark Colored Wall Applications
constructions / specifications**

LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.)

LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted MAP #42-202 Natural White (satin finish). Inside of letters to be painted White. All letters must contain weep holes

CENTER OF "e" LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #3630-106 translucent vinyl applied to first surface of each letter

CENTER OF "e" LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #376C Green (satin finish). Inside of letters to be painted White. All letters must contain weep holes

LETTER RETAINER: Sign face retainers to be aluminum painted to match letter body (satin finish) and secured with screws on returns

MOUNTING BRACKETS: Mounting brackets are required on each letter, and are to be painted to match letter body.
 • Flush mounted letters are not acceptable
 • Letters should never be placed on or installed with raceways

ILLUMINATION:

- Letters to be internally illuminated with White LEDs
- Letters Located in high-rise locations should be fabricated with remote transformers when feasible for cost efficient serviceability from the roof or within building.

LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
- LED color: White
- Wavelength / Color Temperature: 7100K
- Viewing Angle: 140° - 150°
- Lumens Per Foot: 82 - 195
- Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for Letter specifications
www.gelightsolutions.com

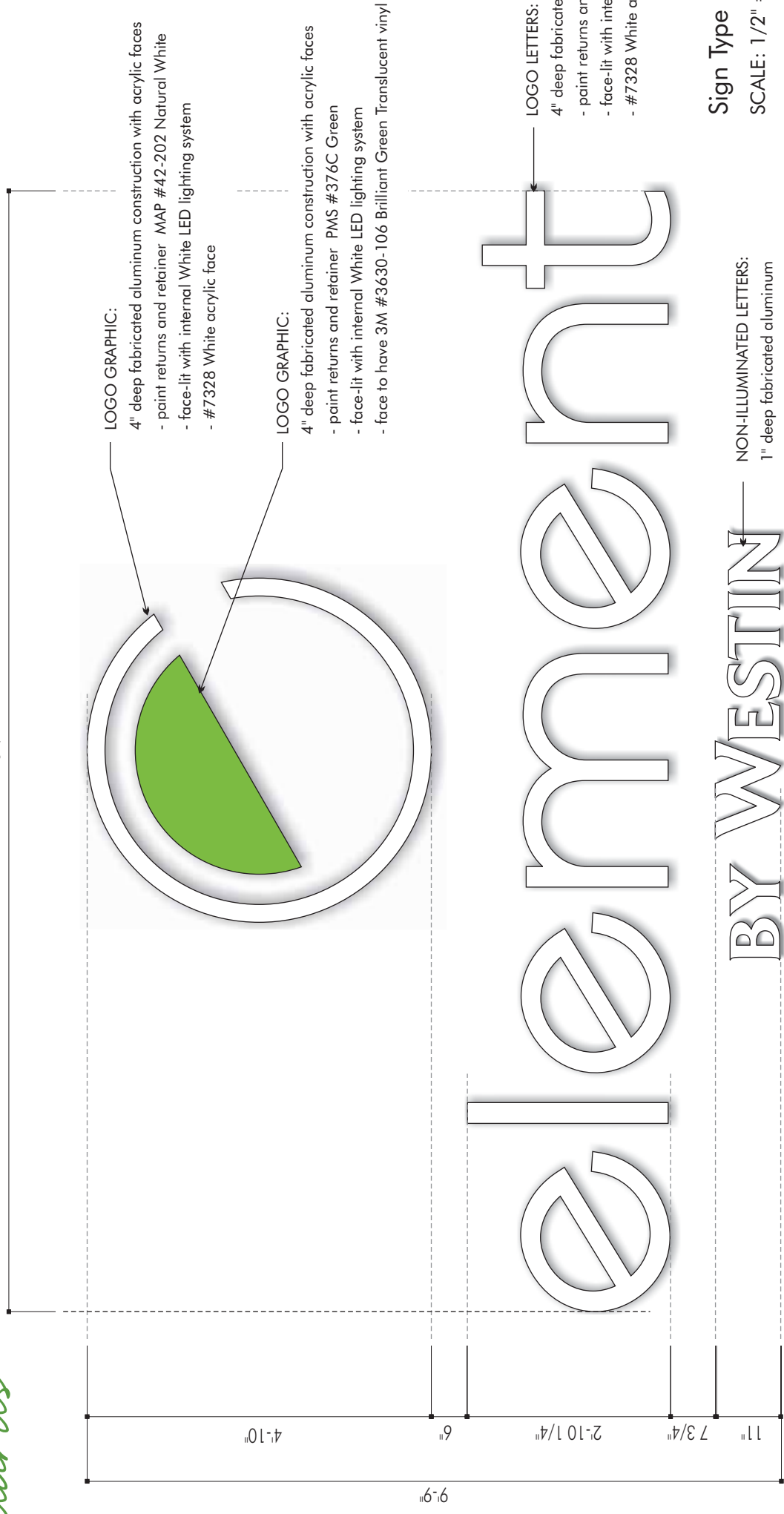
Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

15'-9"



LOGO GRAPHIC:

- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer MAP #42-202 Natural White
- face-lit with internal White LED lighting system
- #7328 White acrylic face

LOGO GRAPHIC:

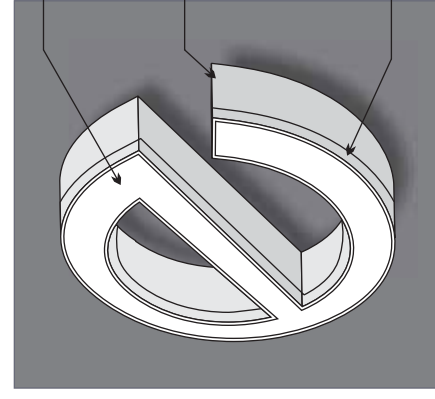
- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #376C Green
- face-lit with internal White LED lighting system
- face to have 3M #3630-106 Brilliant Green Translucent vinyl

LOGO LETTERS:

- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer MAP #42-202 Natural White
- face-lit with internal White LED lighting system
- #7328 White acrylic face

NON-ILLUMINATED LETTERS:

- 1" deep fabricated aluminum
- paint face & edges MAP #42-202 Natural White



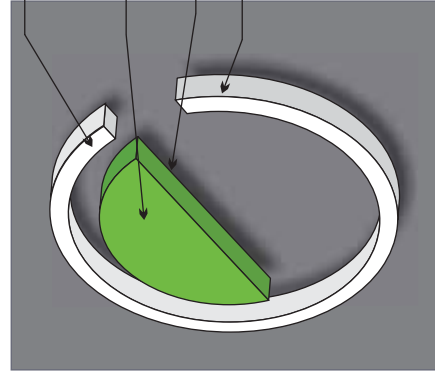
LETTER FACE: #7328 Translucent White Acrylic

LETTER RETURN: painted MAP #42-202 White

COLOR KEY:

- RETURNS & RETAINER: painted MAP #42-202 White
- FACES: #7328 Translucent White Acrylic

LETTER RETAINER: painted MAP #42-202 White



LETTER FACE: #7328 Translucent White Acrylic

FACE: white acrylic with translucent green vinyl applied to face - 3M #3630-106 Brilliant Green

RETURNS & RETAINER: painted PMS 376C Green

COLOR KEY:

- RETURNS & RETAINER: painted MAP #42-202 White
- FACES: #7328 Translucent White Acrylic
- CENTER OF "e" FACE: Translucent vinyl - 3M #3630-106 Brilliant Green
- CENTER OF "e" RETURNS & RETAINER: painted PMS 376C Green

Sign Type

A6

Front Elevation

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



Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

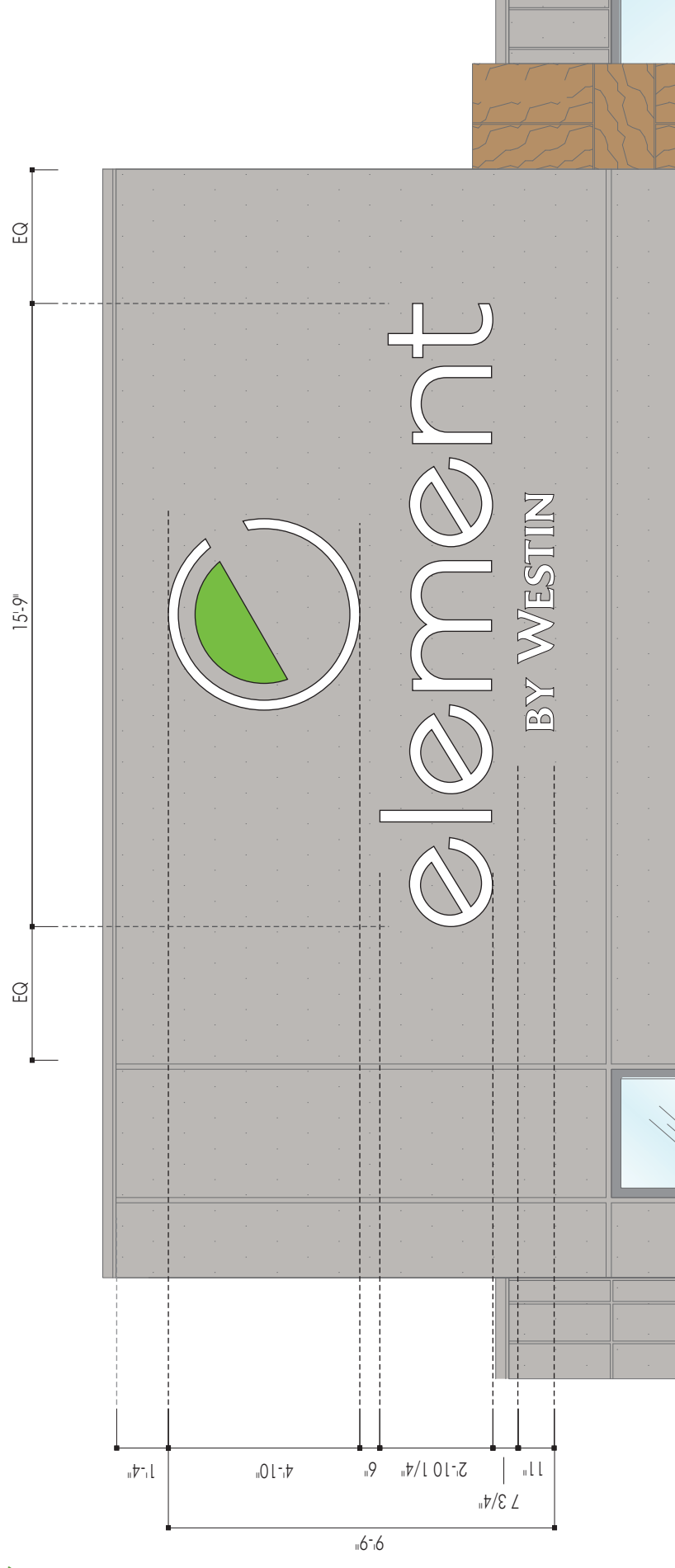


exterior signage standards

night illumination



ILLUMINATION: all graphics to be illuminated with internal White LED lighting



Side Building Elevation - Enlarged
SCALE: 1/4" = 1'-0"



Sign Type **A6**

Side Building Elevation
SCALE: 1/16" = 1'-0"

Special Requirements

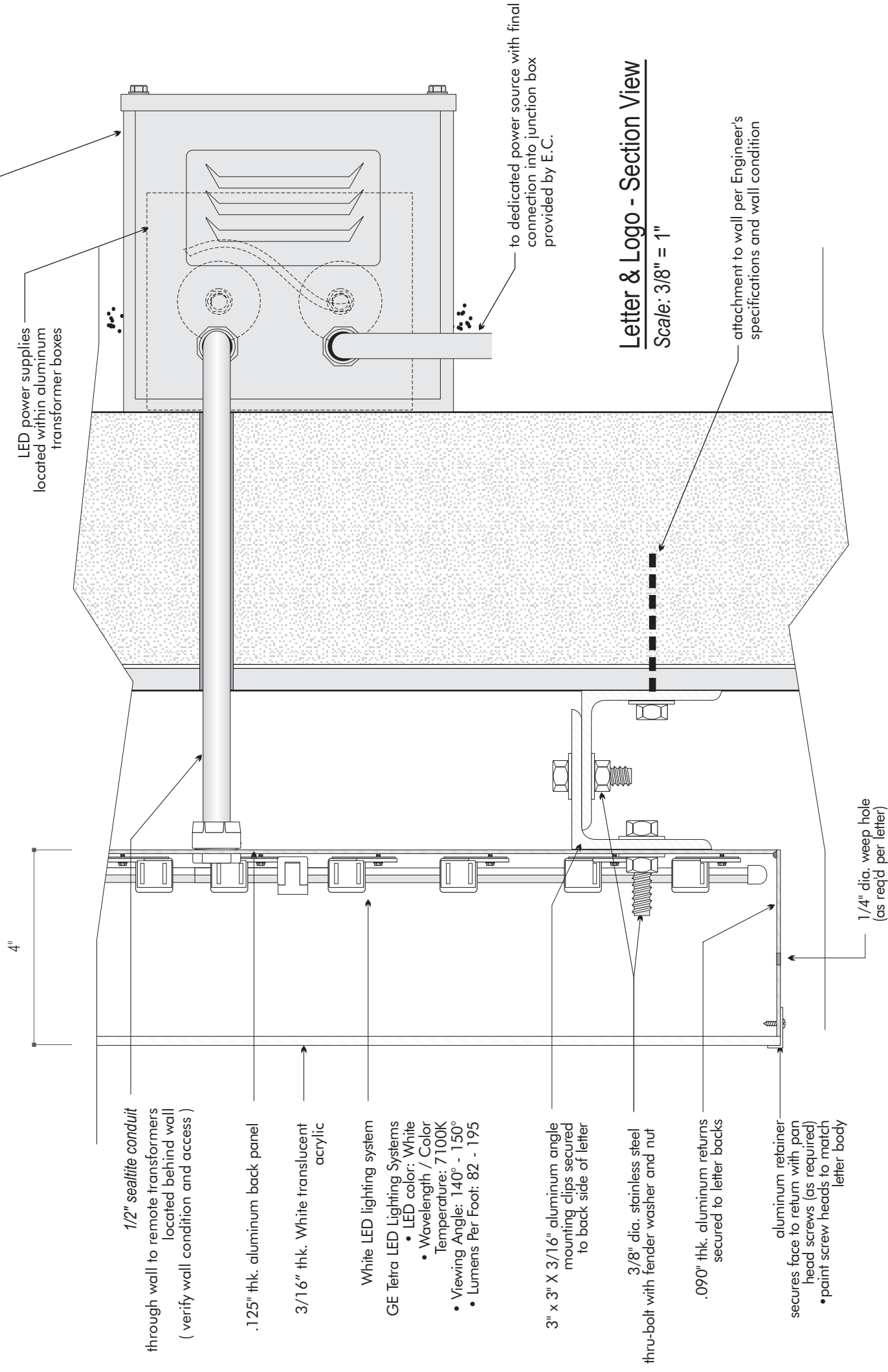
Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.





Non-Illuminated Letter - Section View
Scale: 3/8" = 1"

1" deep fabricated aluminum construction, installed to wall with 1/2" projection with spacers

attachment to wall per Engineer's specifications and wall condition

Letter & Logo - Section View
Scale: 3/8" = 1"

Special Requirements

- Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.
- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com



Type A6a - Side Building Graphics Dark Colored Wall Applications constructions / specifications

LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.)

LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted MAP #42-202 Natural White (satin finish). Inside of letters to be painted White. All letters must contain weep holes

CENTER OF "e" LOGO FACE: #7328 White translucent acrylic (thickness 3/16" min.) with 3M #3630-106 translucent vinyl applied to first surface of each letter

CENTER OF "e" LOGO CONSTRUCTION: Fabricated aluminum construction, 4" deep with letter backs to be .125" thk. aluminum, letter returns to be .090" thk. aluminum. Returns and letter backs to be painted PMS #376C Green (satin finish). Inside of letters to be painted White. All letters must contain weep holes

LETTER RETAINER: Sign face retainers to be aluminum painted to match letter body (satin finish) and secured with screws on returns

MOUNTING BRACKETS: Mounting brackets are required on each letter, and are to be painted to match letter body.

- Flush mounted letters are not acceptable
- Letters should never be placed on or installed with raceways

ILLUMINATION:

Letters to be internally illuminated with White LEDs

- Letters Located in high-rise locations should be fabricated with remote transformers when feasible for cost efficient serviceability from the roof or within building.

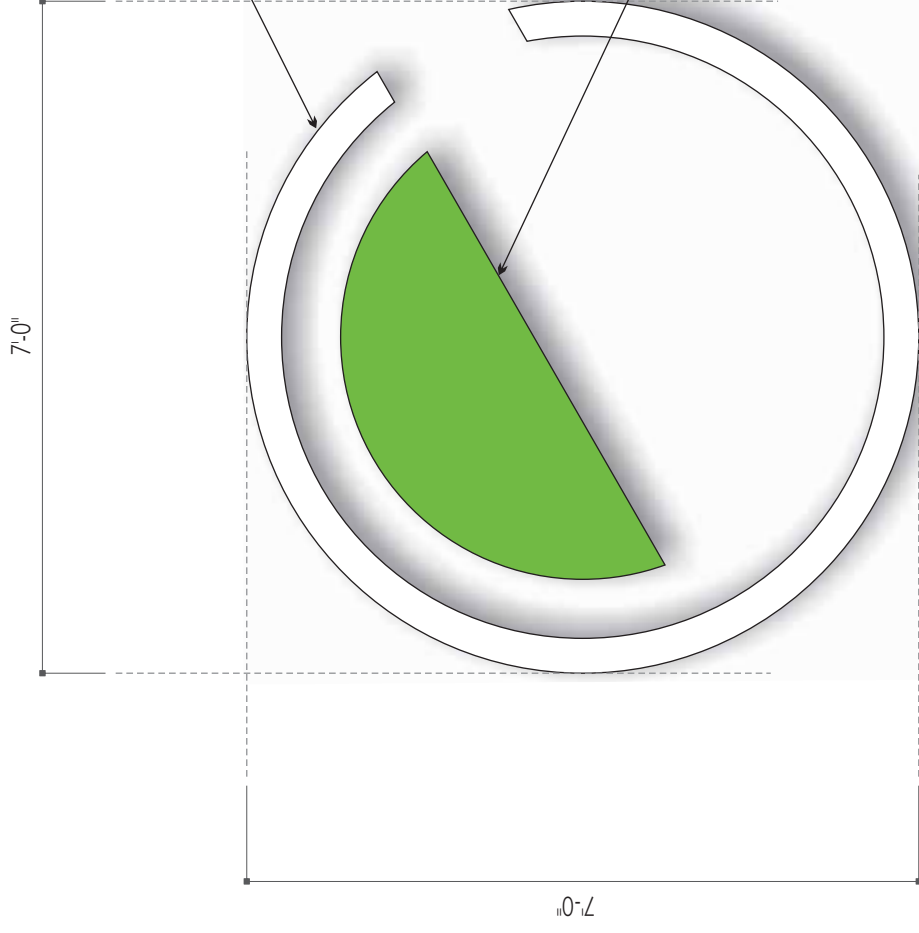
LED SPECIFICATIONS

- GE Tetra LED Lighting Systems
- LED color: White
- Wavelength / Color Temperature: 7100K
- Viewing Angle: 140° - 150°
- Lumens Per Foot: 82 - 195
- Refer to GE Tetra LED Lighting Systems Product Reference Chart for correct Product Line for letter specifications
www.gelighting.com

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com



LOGO GRAPHIC:

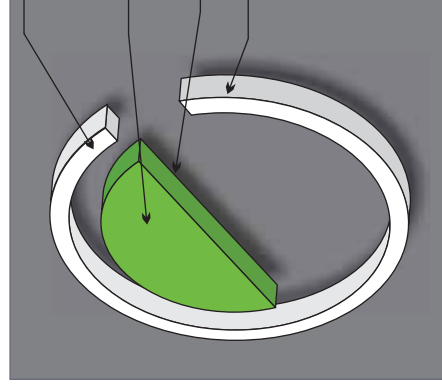
- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer MAP #42-202 Natural White
- face-lit with internal White LED lighting system
- #7328 White acrylic face

Sign Type **A6a** Front Elevation

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

LOGO GRAPHIC:

- 4" deep fabricated aluminum construction with acrylic faces
- paint returns and retainer PMS #376C Green
- face-lit with internal White LED lighting system
- face to have 3M #3630-106 Brilliant Green Translucent vinyl



LETTER FACE: #7328 Translucent White Acrylic

FACE: white acrylic with translucent green vinyl applied to face - 3M #3630-106 Brilliant Green

RETURNS & RETAINER: painted PMS 376C Green

RETURNS & RETAINER: painted MAP #42-202 White

COLOR KEY:

- RETURNS & RETAINER: painted MAP #42-202 White
- FACES: #7328 Translucent White Acrylic
- CENTER OF "e" FACE: Translucent vinyl - 3M #3630-106 Brilliant Green
- CENTER OF "e" RETURNS & RETAINER: painted PMS 376C Green

Type A6a - This Alternate design should ONLY be used in cases where signage square footage is restricted by code or available wall area. Standard Type A5 signage should be used if at all possible.

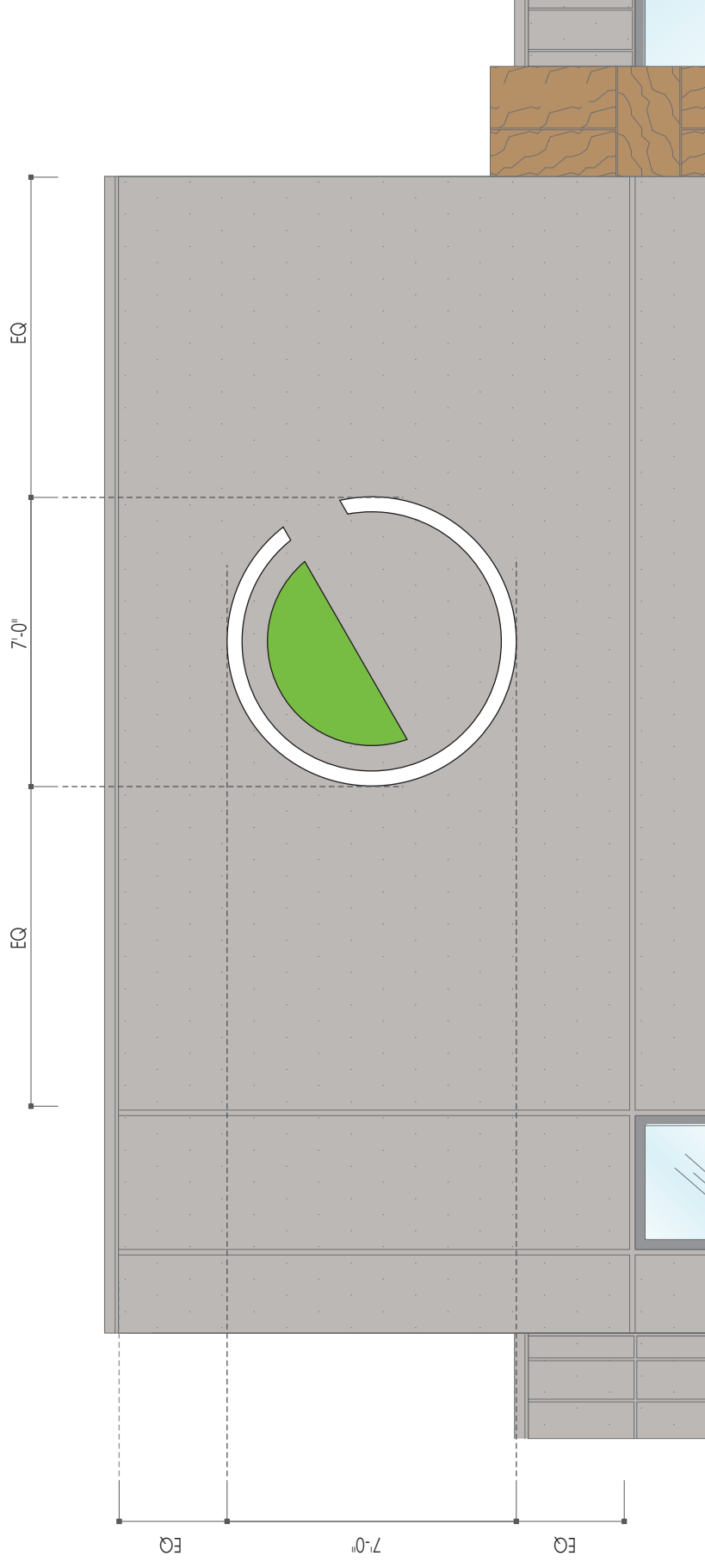
Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.

exterior signage standards

night illumination



ILLUMINATION: all graphics to be illuminated with internal White LED lighting



Side Building Elevation - Enlarged
SCALE: 1/4" = 1'-0"

Sign Type **A6a**

Type A6a - This Alternate design should ONLY be used in cases where signage square footage is restricted by code or available wall area. Standard Type A5 signage should be used if at all possible.

Side Building Elevation
SCALE: 1/16" = 1'-0"

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

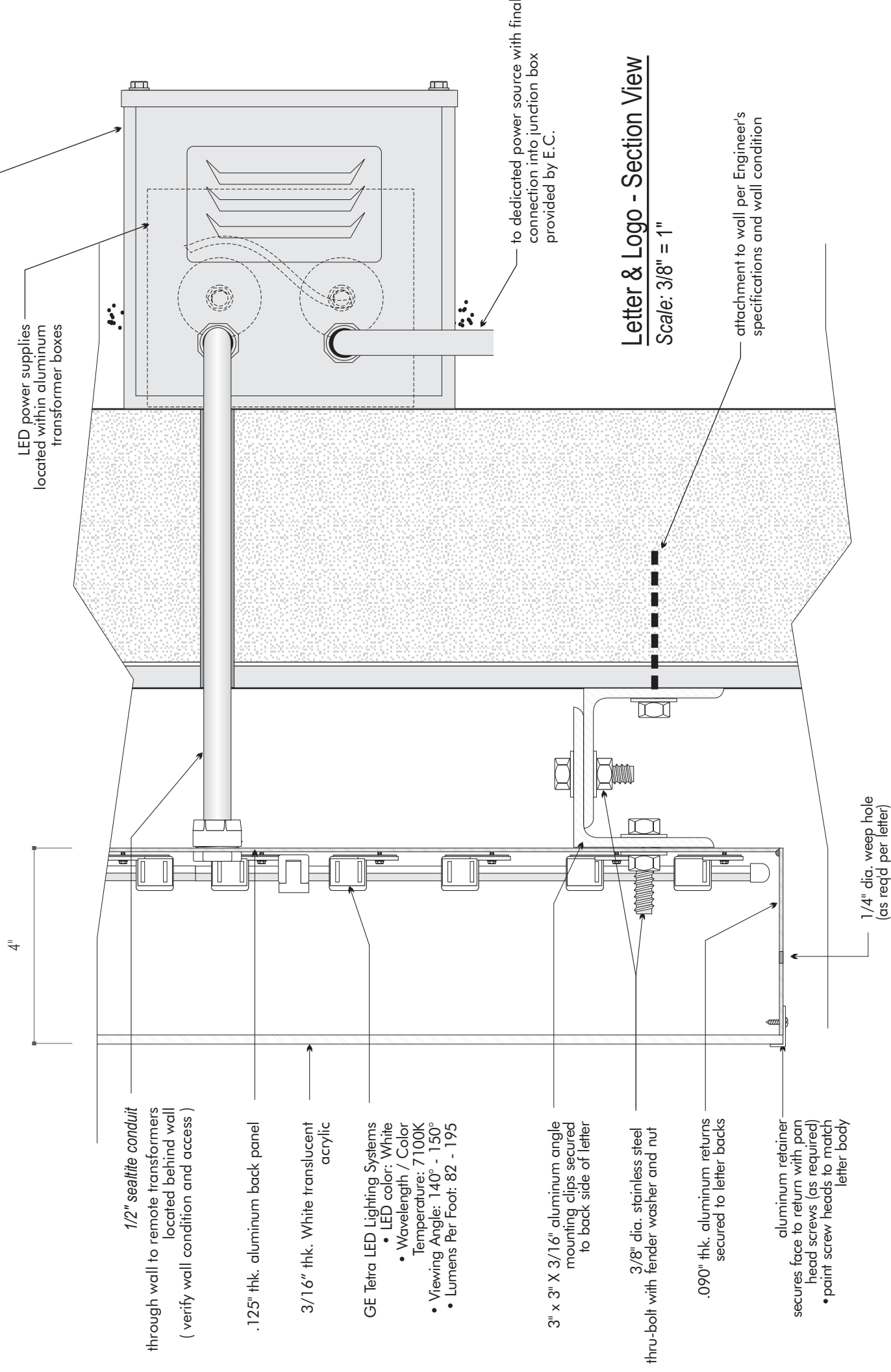
Artwork for signage acquired from Starwood Asset Library: www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.

- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

Size shown is typical and may need to be reduced or increased when meeting specific code restrictions and or available wall space. In both cases reduce or enlarge proportionally maintaining the same proportion ratios where possible.





Letter & Logo - Section View
Scale: 3/8" = 1"

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Artwork for signage acquired from Starwood Asset Library:
www.starwoodassetlibrary.com

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
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BY WESTIN

Type B1 - Rear Entry ID Sign constructions / specifications

SIGN PANEL:

.125" thk. flat aluminum panel. Face, edges and back to be painted PMS #418C Dark Taupe (satin finish). Panel edge to have 1 1/4" brake-formed lip to slide into post.

GRAPHICS:

Graphics are surface applied matte White vinyl & 3M #180C-196 Apple Green opaque vinyl
 Directional Text Typeface: Futura Book Demi
 Text Height: As Shown

POST:

3" x 2" extruded aluminum tubing painted PMS #418C Dark Taupe (satin finish). Top of post to be capped. Post to be slotted to accept sign panel.

POST ACCENT:

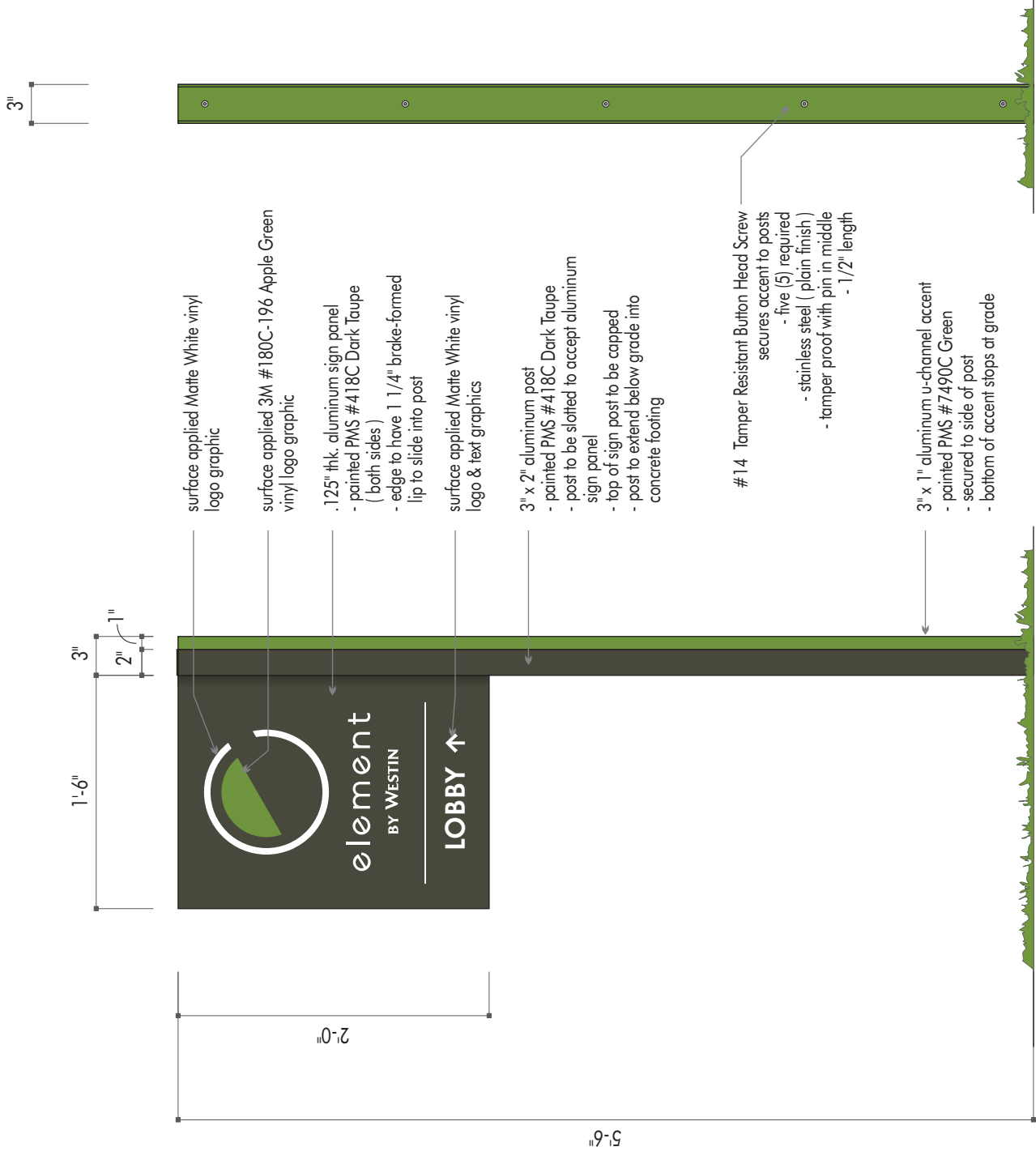
3" x 1" aluminum u-channel. Painted PMS #7490C Green. Accent to be secured to post with exposed tamper resistant screws

INSTALLATION:

direct burial of aluminum support set in concrete footing matching local PSI requirements.

COLOR KEY:

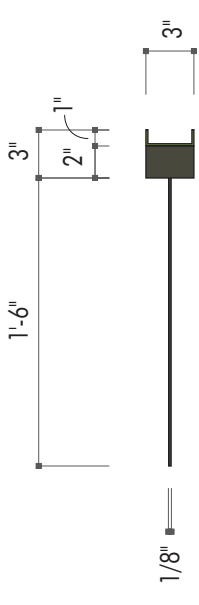
- Sign Panel / Post: PMS #418C Dark Taupe
- Post Accent: PMS #7490C Green
- Logo & Text Graphics: Matte White vinyl
- Logo Graphic: 3M #180C-196 Apple Green



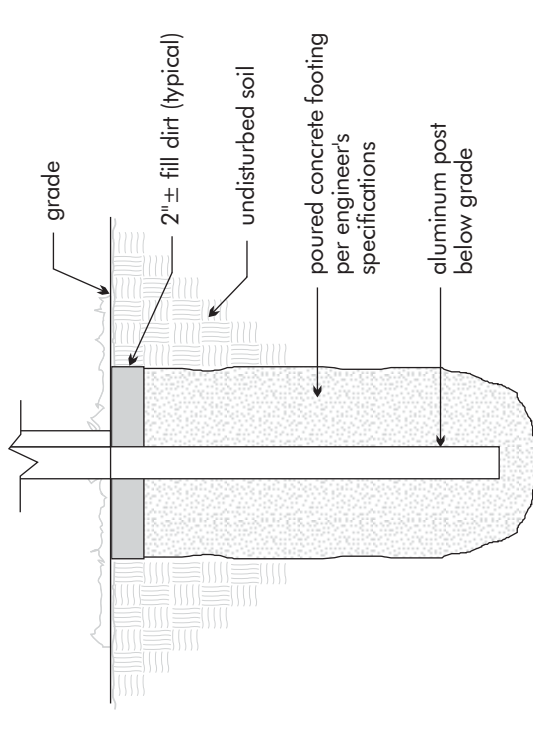
Sign Type **B1** Front Elevation SCALE: 1" = 1'-0"

Side View

Plan View



Installation Detail



Special Requirements

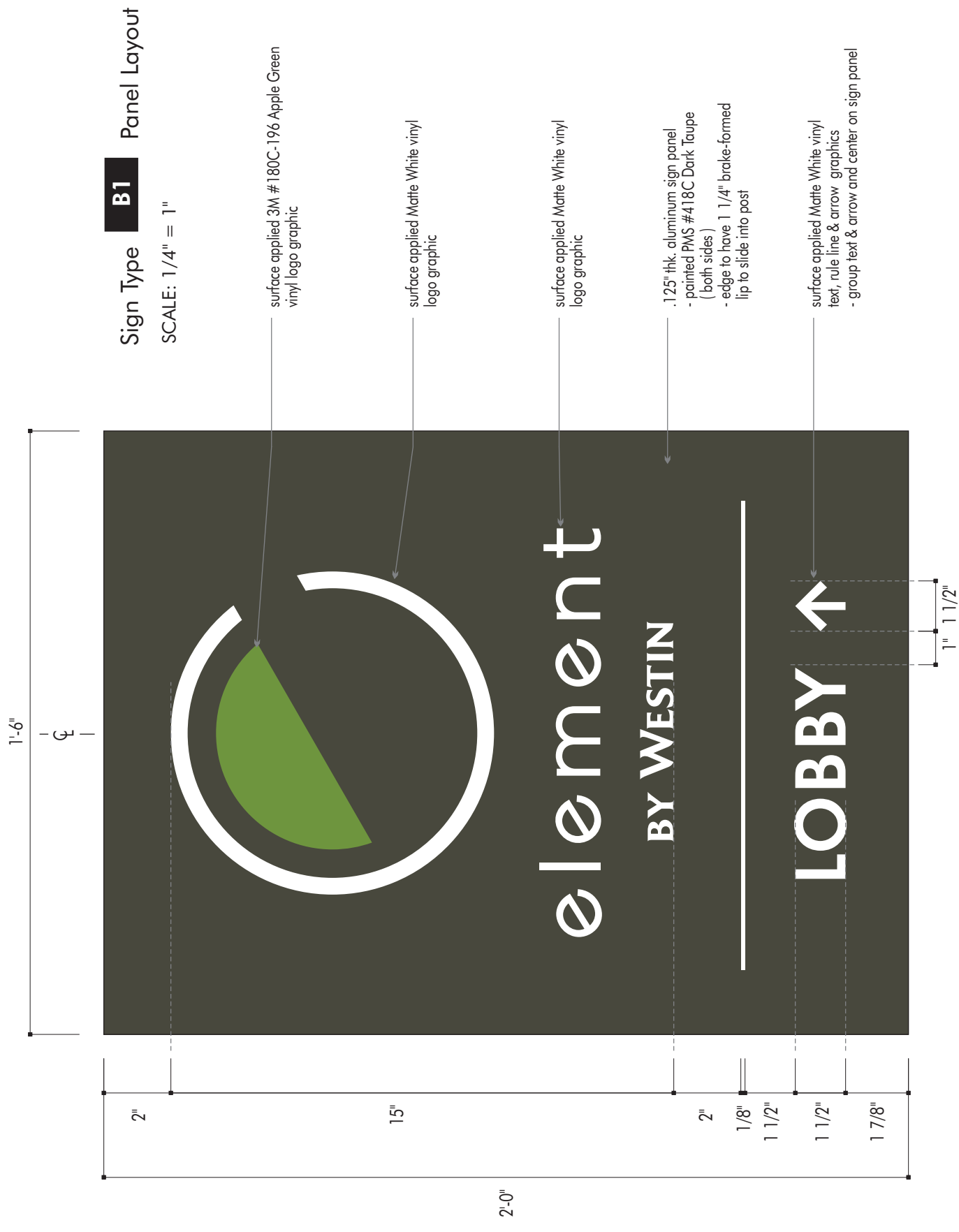
Note: Do not fabricate Element by Westin brand signage without prior brand approval! All Starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.

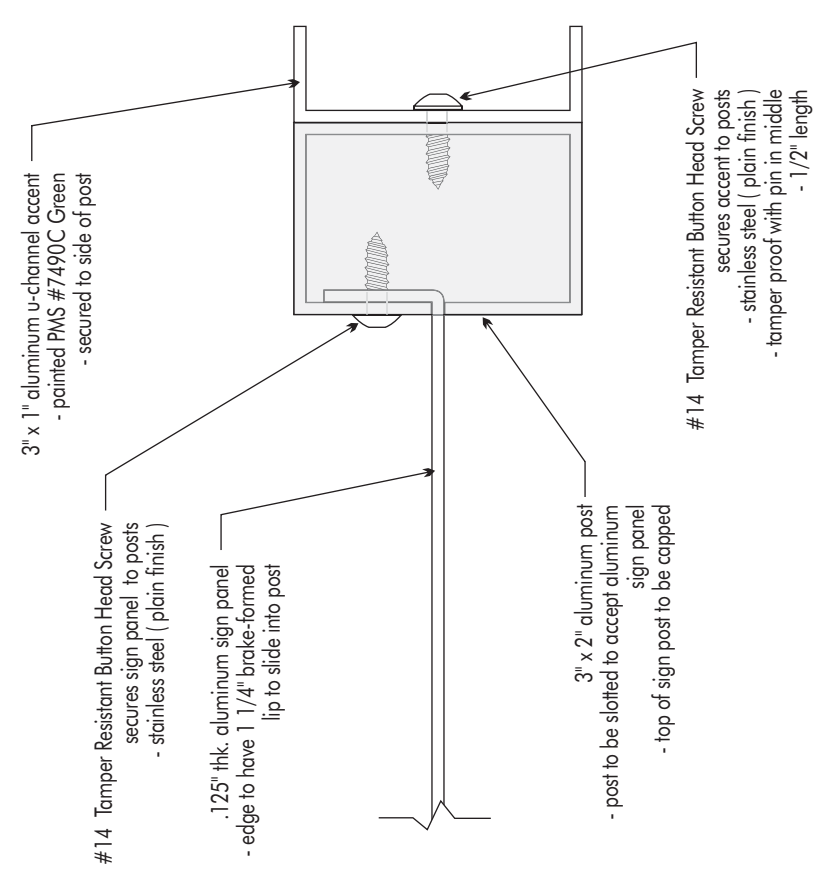
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.



GSI - Graphic Systems International, Inc.
 7 Lookheed Court - Greensboro, NC 27409
 800-779-2891 - fax:336-662-8690
 www.gsi-signage.com



Section View Detail
SCALE: 1/2" = 1"



Special Requirements

- Note: Do not fabricate Element by Westin brand signage without prior brand approval! All starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.
- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.





BY WESTIN

Type B2 - Parking ID Sign constructions / specifications

SIGN PANEL:

.125" thk. flat aluminum panel. Face, edges and back to be painted PMS #418C Dark Taupe (satin finish). Panel edge to have 1 1/4" brake-formed lip to slide into post.

GRAPHICS:

Graphics are surface applied 3M Scotchlite #3290 Reflective White vinyl
Typeface: Futura Book Demi
Text Height: As Shown

POST:

3" x 2" extruded aluminum tubing painted PMS #418C Dark Taupe (satin finish). Top of post to be capped. Post to be slotted to accept sign panel.

POST ACCENT:

3" x 1" aluminum u-channel. Painted PMS #7490C Green. Accent to be secured to post with exposed tamper resistant screws

INSTALLATION:

direct burial of aluminum support set in concrete footing matching local PSI requirements.

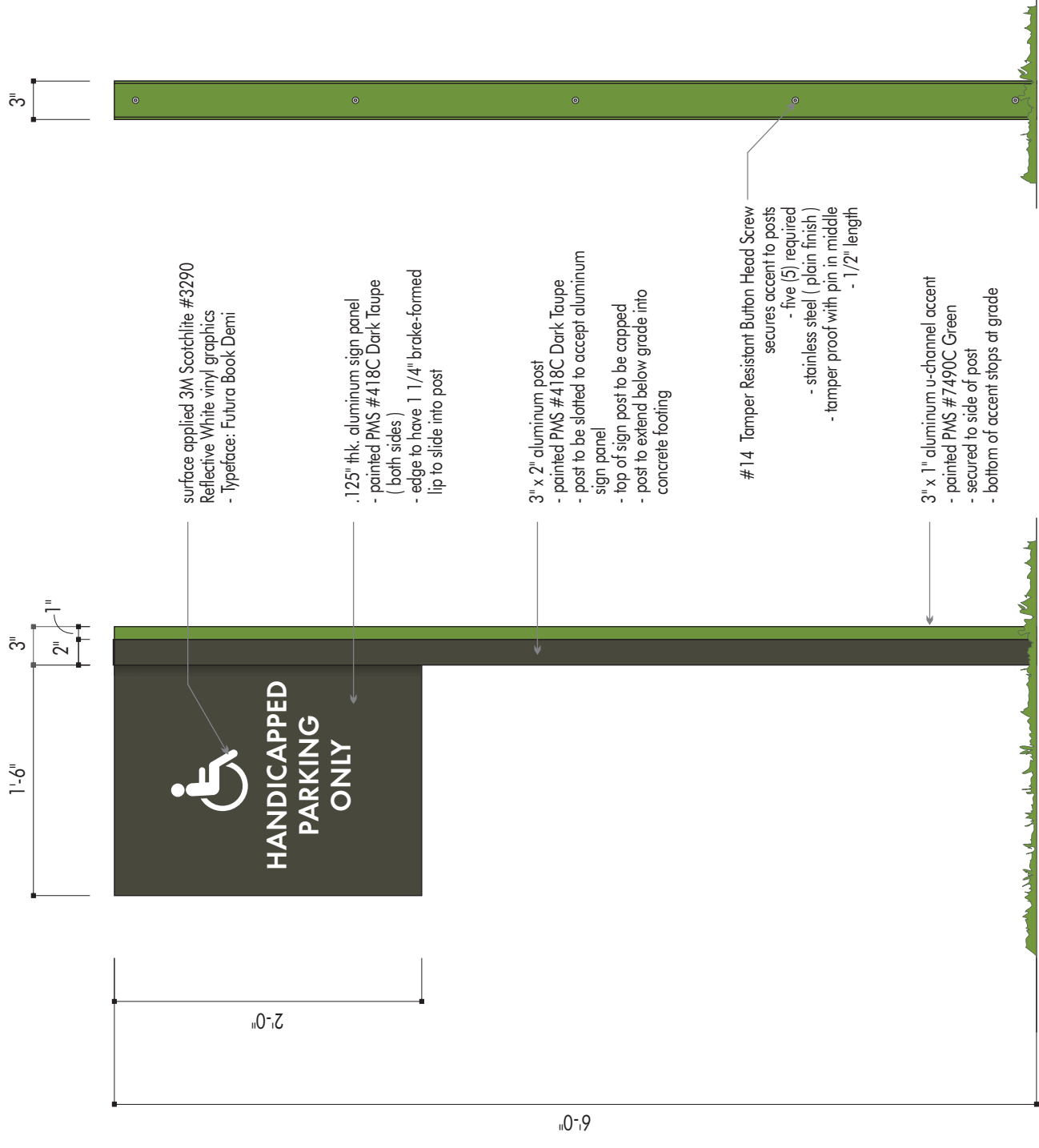
NOTE:

*TYPE B2.2 - Handicap Parking Sign, should only be used, when local codes or laws allow. When local codes or laws specify signage requirements, those guidelines should be followed.

*TYPE B2.1 - Sign is optional for non-LEED projects.

COLOR KEY:

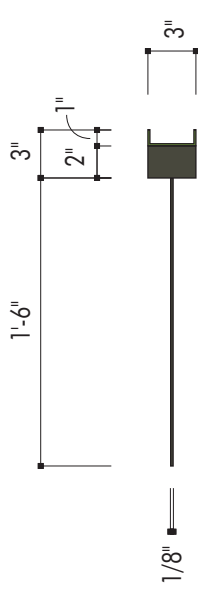
- Sign Panel / Post: PMS #418C Dark Taupe
- Post Accent: PMS #7490C Green
- Graphics: 3M Scotchlite #3290 Reflective White Vinyl



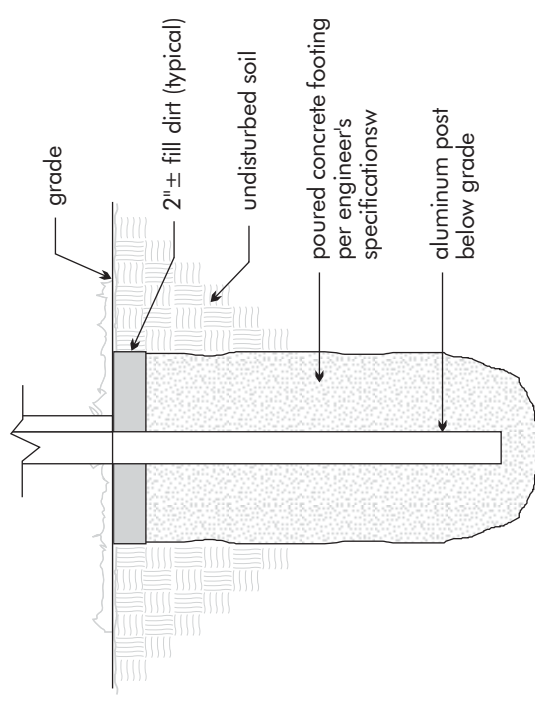
Sign Type **B2** Front Elevation SCALE: 1" = 1'-0"

Side View

Plan View



Installation Detail

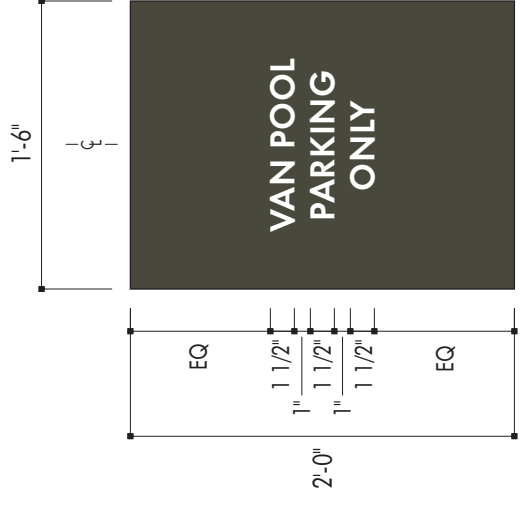
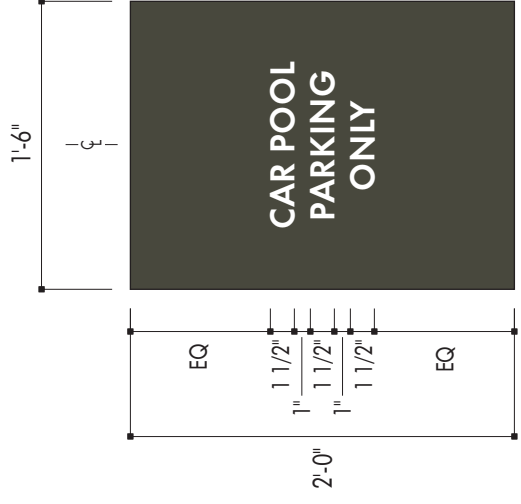
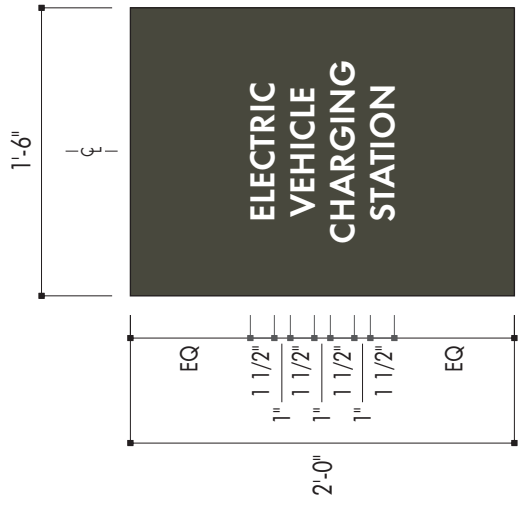
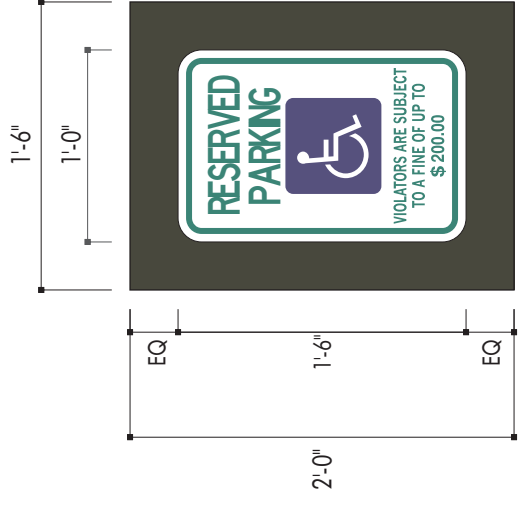
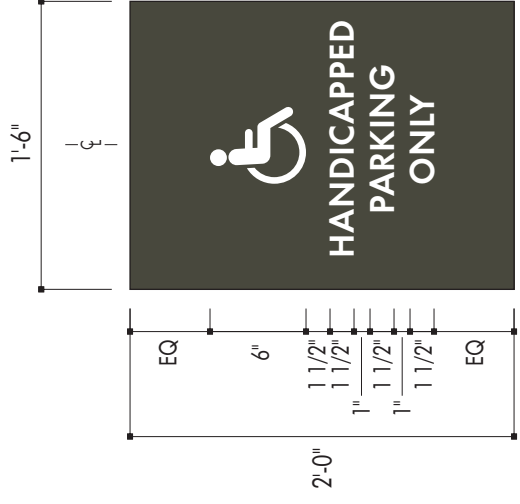
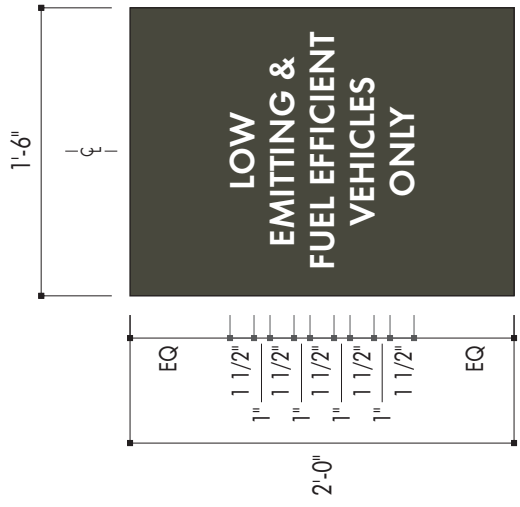


Special Requirements

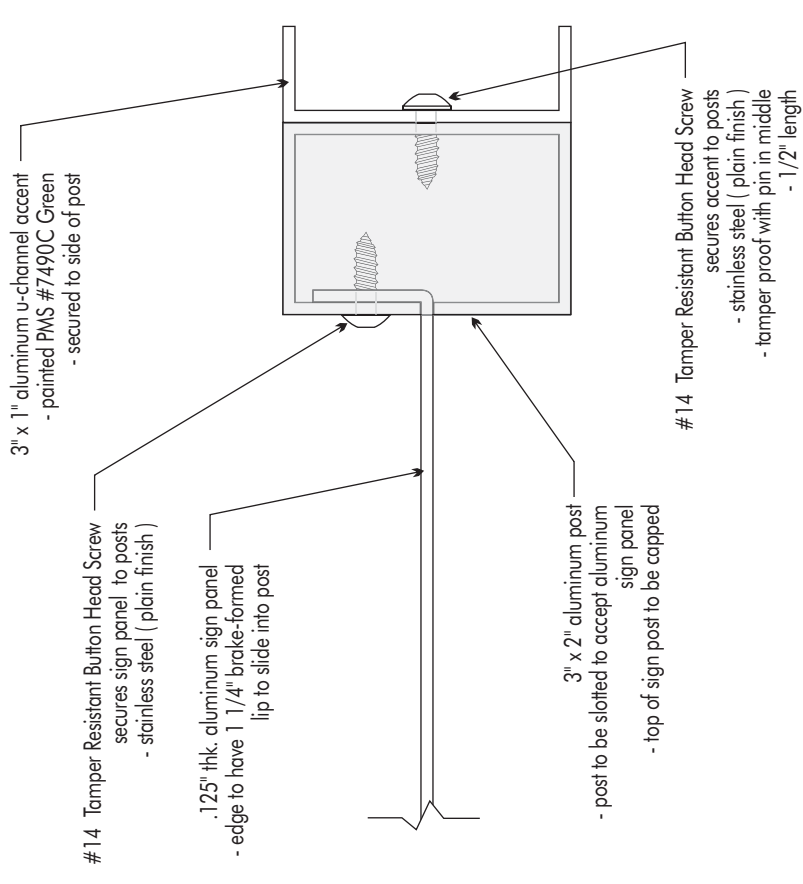
Note: Do not fabricate Element by Westin brand signage without prior brand approval! All starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.





Section View Detail
SCALE: 1/2" = 1"



SCALE: 1" = 1'-0"



Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

NOTE:
TYPE B2.2 - Handicap Parking Sign, should only be used, when local codes or laws allow. When local codes or laws specify signage requirements, those guidelines should be followed.

2'-0"



SELF-PARK NOTICE

**THIS CONTRACT LIMITS OUR LIABILITY.
IF YOU CHOOSE TO PARK HERE YOU ACCEPT THE TERMS THAT ARE PRINTED ON THIS SIGN.**

You agree to use this parking facility at your sole risk. We are granting you only a license to park; no bailment is created. The owners and operators of this parking facility are not liable, under any circumstances whatsoever (including their negligence or the negligence of their employees) for loss or damage to your vehicle or its contents. The parking attendant, if any, is on duty for collection of fees only and does not ensure the security of your vehicle or its contents.

YOU AGREE TO INSPECT YOUR VEHICLE AND NOTIFY A PARKING ATTENDANT OF ANY DAMAGE BEFORE YOU LEAVE THE PREMISES. IF YOU DO NOT PROVIDE SUCH WRITTEN NOTICE, IT SHALL BE IRREFUTABLY PRESUMED THAT THE DAMAGE OCCURRED WHILE YOUR VEHICLE WAS NOT ON OUR PROPERTY.

Please remove all valuables and lock your vehicle.

2'-6"

1 1/8"

1/2"

1/2"

1/2"

3/4"

2'-0"



VALET-PARK NOTICE

**THIS CONTRACT LIMITS OUR LIABILITY.
IF YOU CHOOSE TO PARK HERE YOU ACCEPT THE TERMS THAT ARE PRINTED ON THIS SIGN.**

If you choose to use this parking facility or our valet services, as partial consideration for such use, (a) you assume all risk of loss or damage arising from using this parking facility or our valet services, and (b) you waive all claims against the owners and operators of this parking facility for loss or damage to your vehicle and its contents (including loss or damage caused by our negligence or the negligence of our employees). If your vehicle or its contents are damaged or destroyed while in our possession and control (for example, while your vehicle is parked in our lot or is being driven by a valet), we are not liable for your loss, even if your loss is caused by our negligence or the negligence of our employee. No employee or agent may alter or enlarge our liability hereunder.

YOU AGREE TO INSPECT YOUR VEHICLE AND NOTIFY A PARKING ATTENDANT OF ANY DAMAGE BEFORE YOU LEAVE THE PREMISES. IF YOU DO NOT PROVIDE SUCH WRITTEN NOTICE, IT SHALL BE IRREFUTABLY PRESUMED THAT THE DAMAGE OCCURRED WHILE YOUR VEHICLE WAS NOT ON OUR PROPERTY.

Please remove all valuables and lock your vehicle.

2'-6"

1 1/8"

1/2"

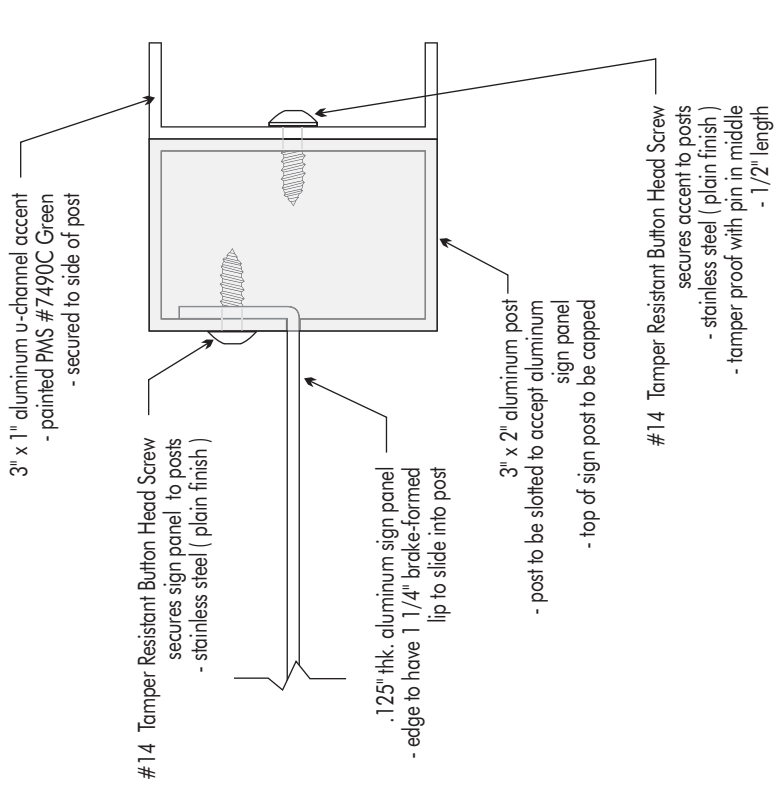
1/2"

1/2"

3/4"

Section View Detail

SCALE: 1/2" = 1"



Sign Type B3.1 Panel Layout

SCALE: 3/16" = 1"

Special Requirements

Note: Do not fabricate Element by Westin brand signage without prior brand approval! All starwood approved vendors should create a brand approval signage submission and direct to the appropriate Starwood Architecture & Construction or Technical Services Office for their property's location. All signage submissions for approval must include sign samples, shop drawings, sign location plan and any unique commentary about property and site with supporting photos.

Sign Type B3.2 Panel Layout

SCALE: 3/16" = 1"

- All electrical signage must bear the required UL (Underwriters Laboratory, www.ul.com) label and permanent identification tag of approved signage vendor. All electrical primary and secondary wiring must match UL requirements and approved component listings as well as match the NEC (National Electrical Code) www.necdirect.org and all local electrical codes.
- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.



Type C1 - Smoking Area Sign constructions / specifications

SIGN PANEL:

.125" thk. flat aluminum panel. Face, edges and back to be painted PMS #418C Dark Taupe (satin finish). Panel top have radius corners

GRAPHICS:

Graphics are surface applied matte white vinyl
Typeface: Futura Book Demi
Text Height: 1 1/2"

POST:

2" x 1" extruded aluminum u-channel painted PMS #7490C Green (satin finish). Post to have 15° bend at top

INSTALLATION:

direct burial of aluminum support set in concrete footing matching local PSI requirements.

COLOR KEY:

- Sign Panel / Post: PMS #418C Dark Taupe
- Post Accent: PMS #7490C Green
- Graphics: 3M Matte White Vinyl

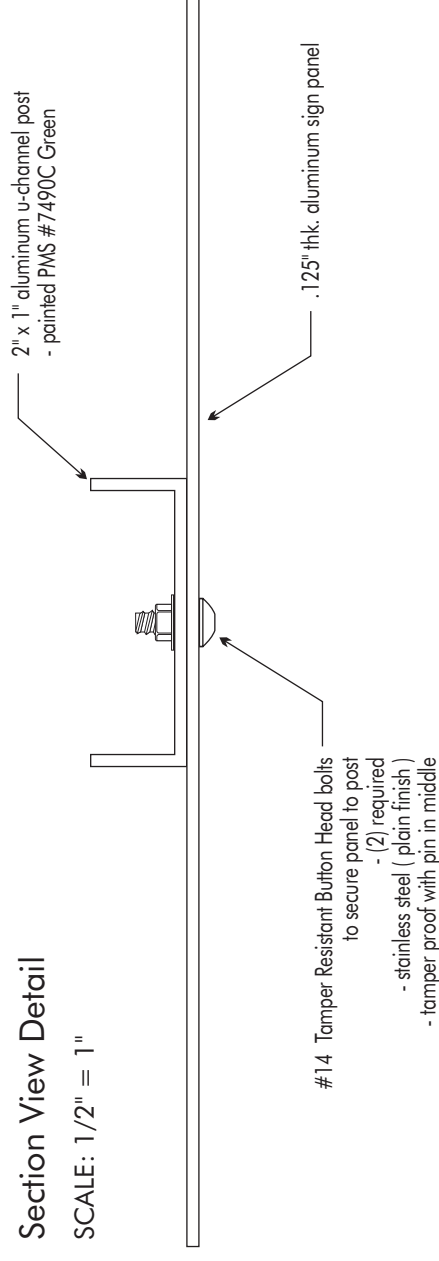
Special Requirements

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- Site specific sign structure including materials, fabrication method, mounting hardware & method of attachment, must be engineered to match local wind-load & code requirements. All structures, load calculations & methods of attachment must be sealed by a locally licensed structural engineer.

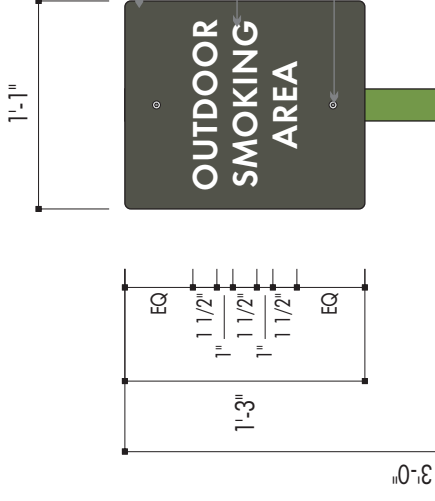
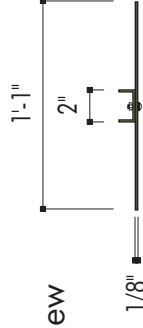
Section View Detail

SCALE: 1/2" = 1"



- .125" thk. aluminum sign panel
- #14 Tamper Resistant Button Head bolts to secure panel to post
 - (2) required
 - stainless steel (plain finish)
 - tamper proof with pin in middle

Plan View

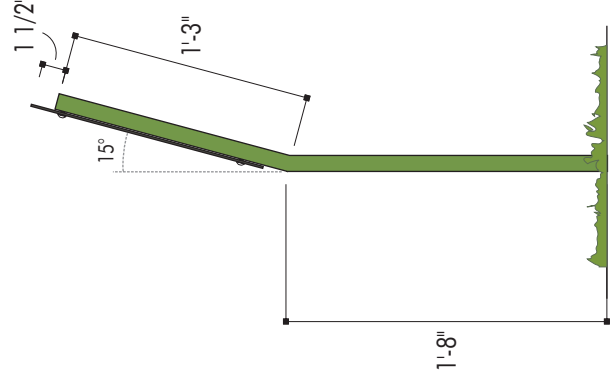


- .125" thk. aluminum sign panel
 - painted PMS #418C Dark Taupe (both sides)
 - to have radius corners
- surface applied Matte White vinyl text
 - Typeface: Futura Book Demi
- #14 Tamper Resistant Button Head bolts to secure panel to post
 - (2) required
 - stainless steel (plain finish)
 - tamper proof with pin in middle
- 2" x 1" aluminum u-channel support
 - painted PMS #7490C Green
 - post to have 15° bend at top

Sign Type C1

Front Elevation SCALE: 1" = 1'-0"

Side View



Installation Detail

