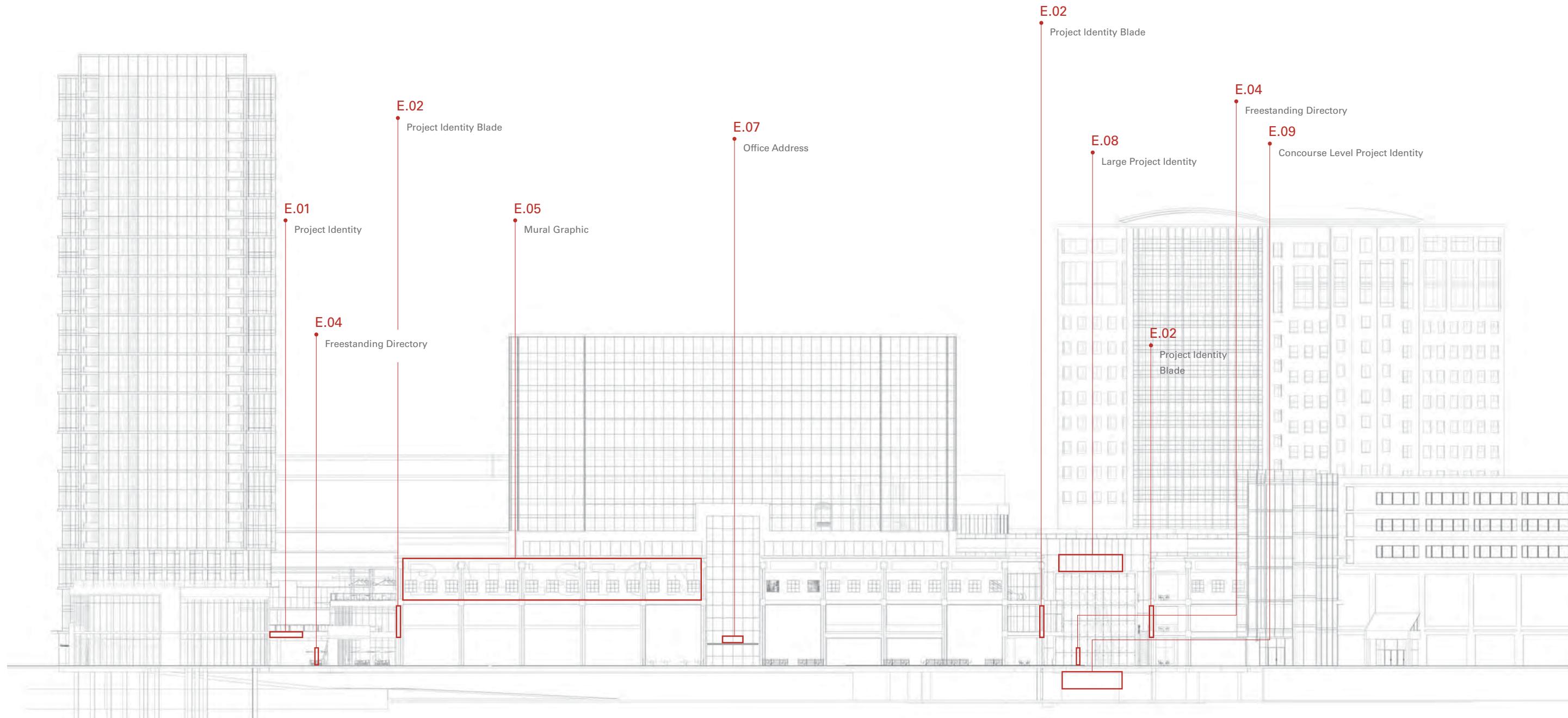
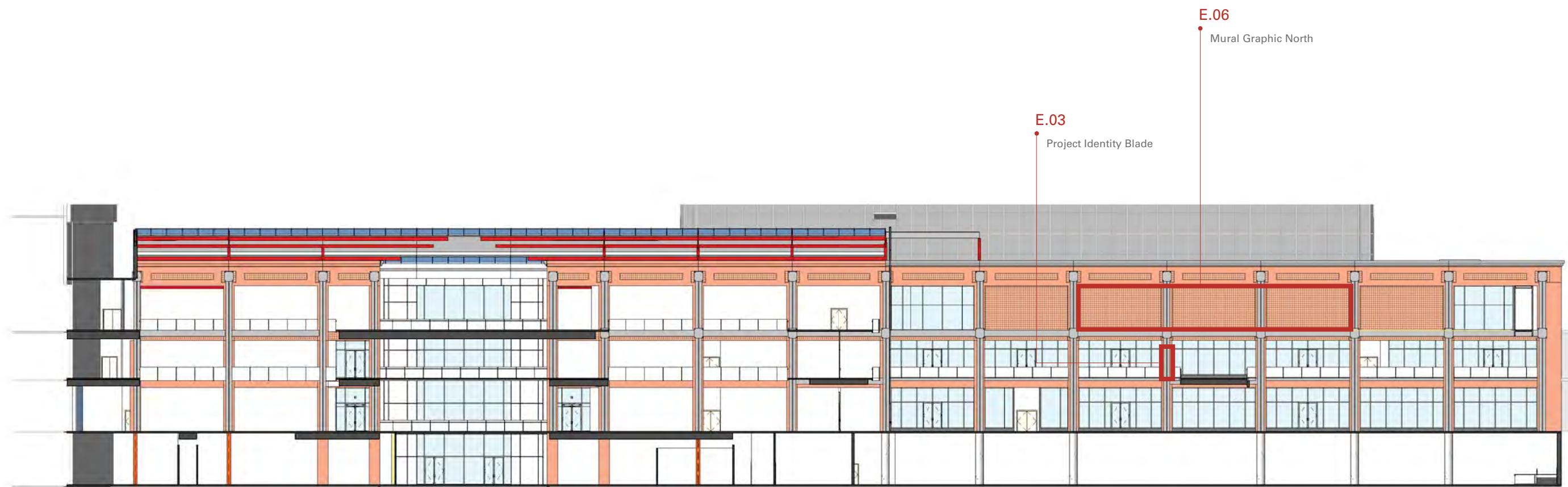
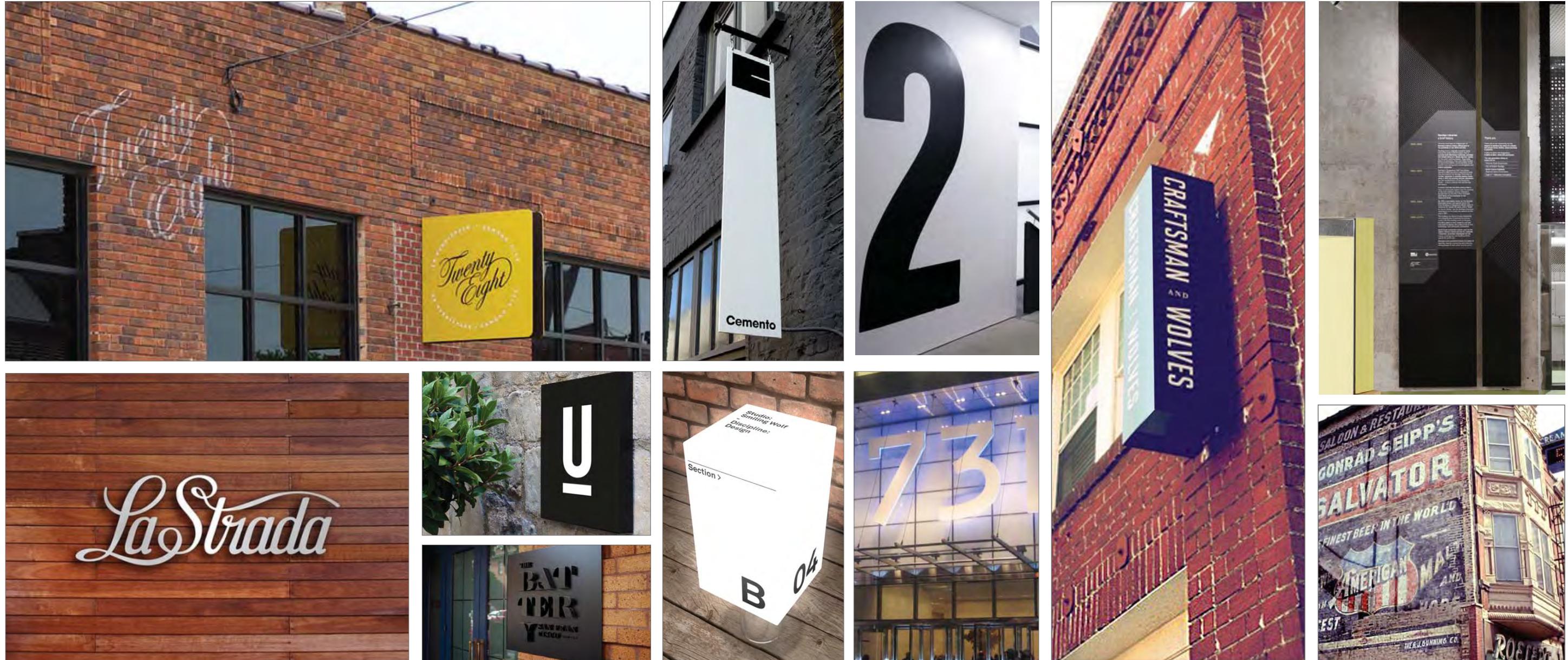

BALLSTON CENTER

PROJECT IDENTITY | EXTERIOR SIGNAGE | JULY 24, 2014

**1 | ELEVATION**

Scale: 1/16" = 1'- 0"





1 | REFERENCE IMAGES

BALLSTON | CENTER

| BALLSTON |
CENTER

Ballston center
SHOP • DINE • PLAY • JOIN • BUZZ

Ballston center

B
CENTER

BALLSTON CENTER

BALLSTON *center*

BALLSTON
center

ballston center

NOTES: Applied dimensional letter forms extruded from bulk head, returns set back 2' from face of bulk head.



1 | DETAIL ELEVATION

Scale: 3/8"=1'-0"



2 | ELEVATION

Scale: 1/8"=1'-0"

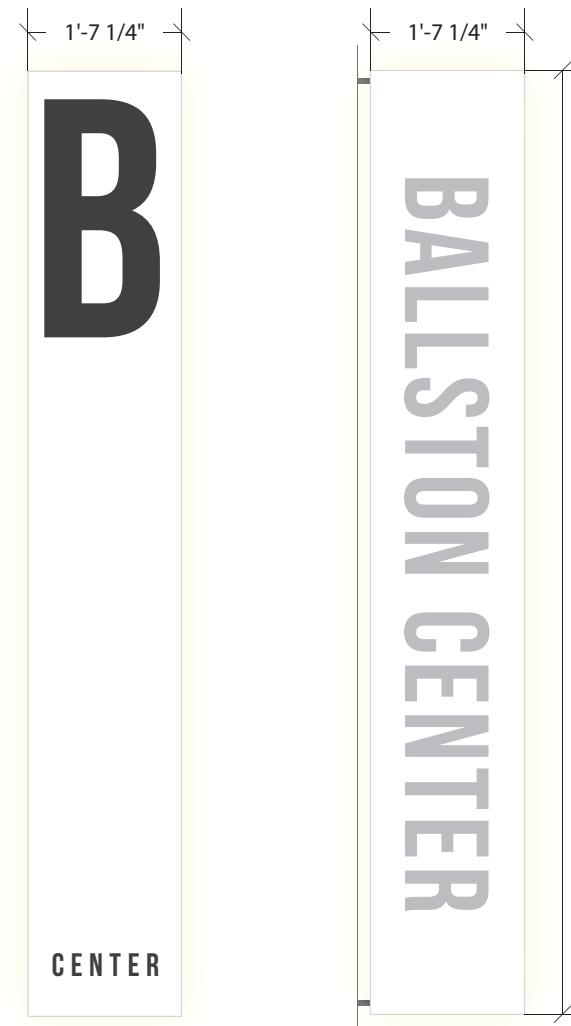


3 | PERSPECTIVE

Scale: NTS

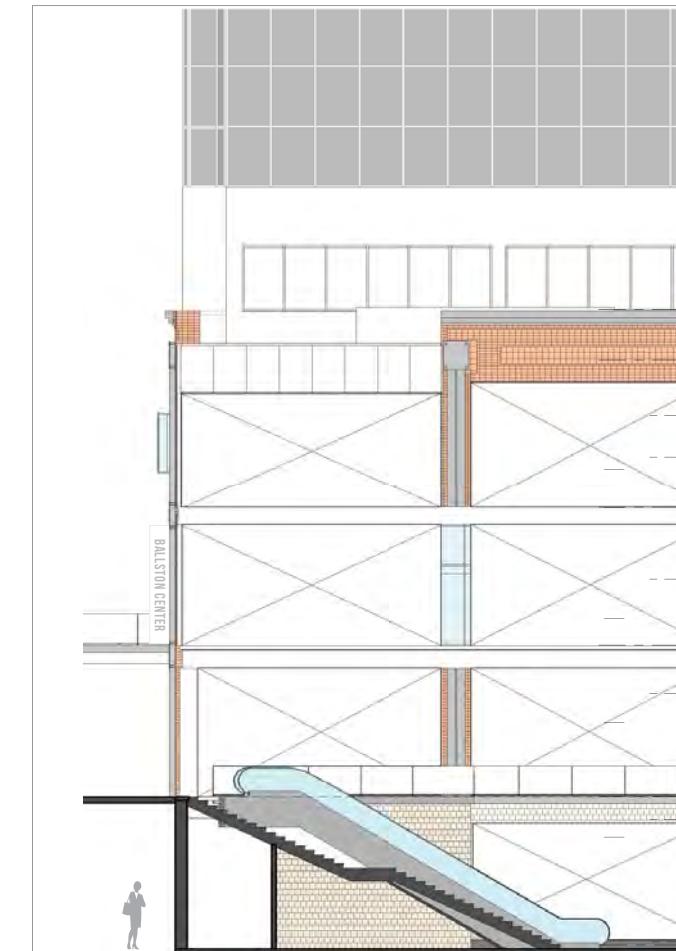


NOTES: Internally illuminated metal blade sign mounted to existing structure, glows downward. Painted copy and graphics.



1 | ELEVATION
Scale: 1/2"=1'-0"

2 | SIDE VIEW
Scale: 1/2"=1'-0"

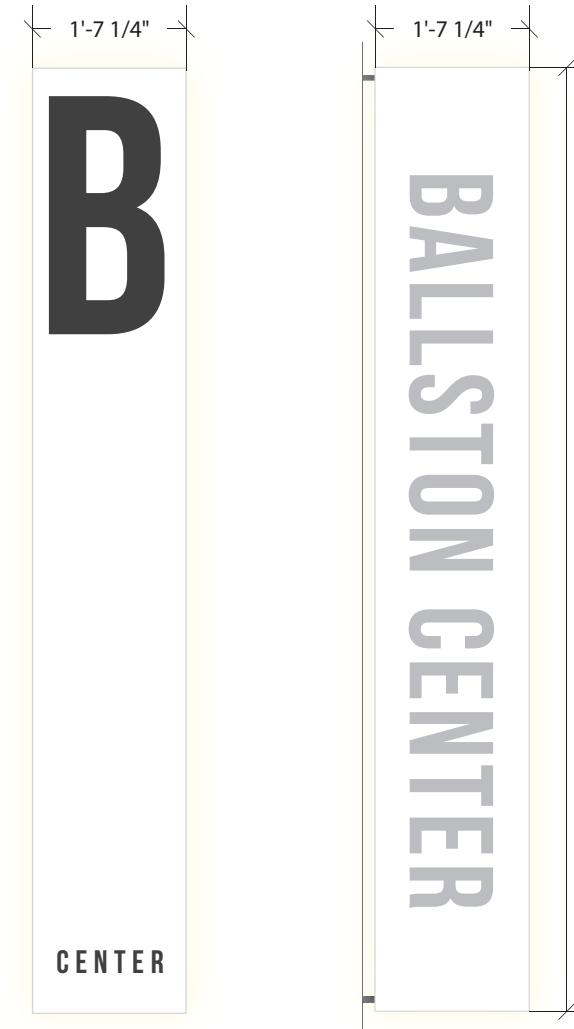


3 | ELEVATION
Scale: 1/16"=1'-0"

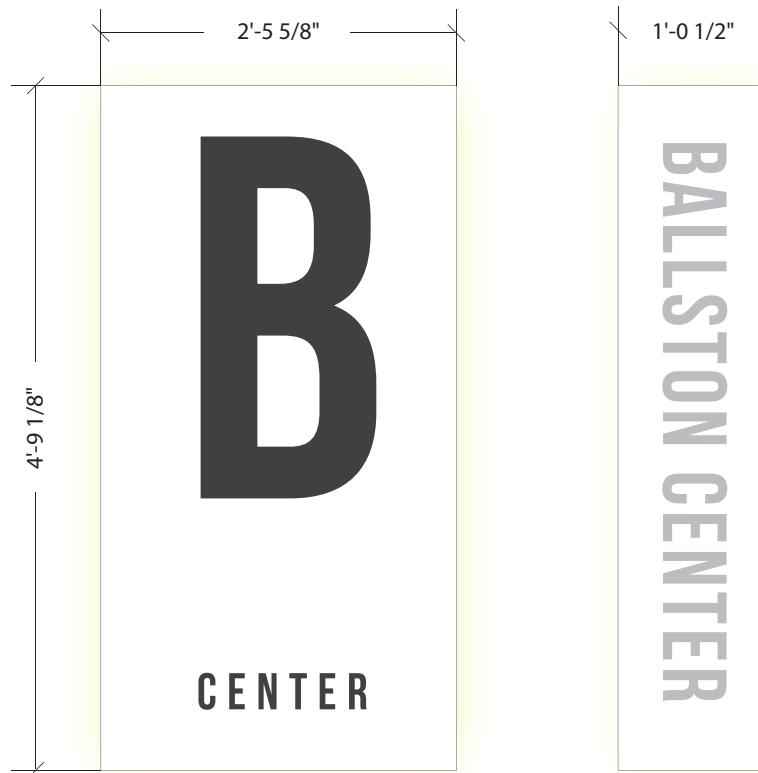


4 | PERSPECTIVE
Scale: NTS

NOTES: Internally illuminated metal blade sign mounted to existing structure, glows downward. Painted copy and graphics.



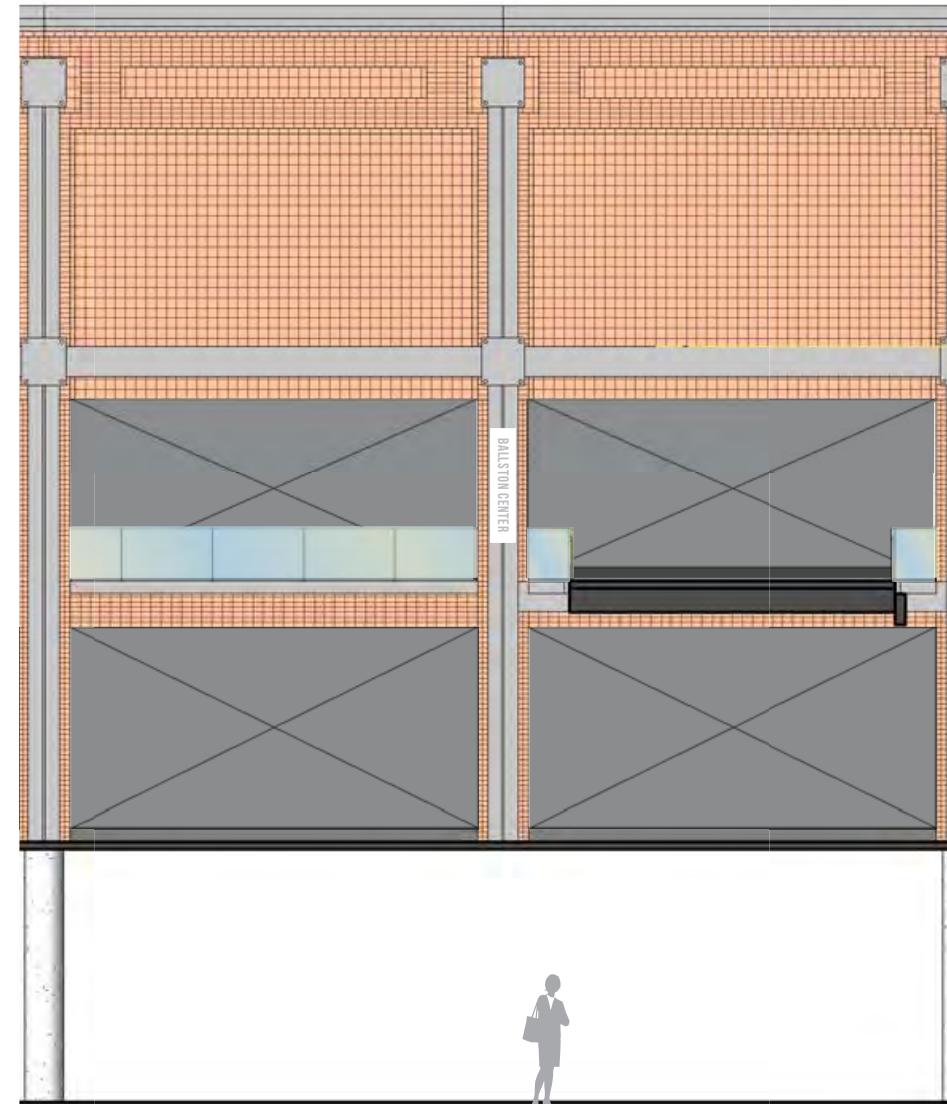
NOTES: Internally illuminated metal blade sign mounted to existing structure, glows downward. Painted copy and graphics.



1 | ELEVATION
Scale: 3/4"=1'-0"

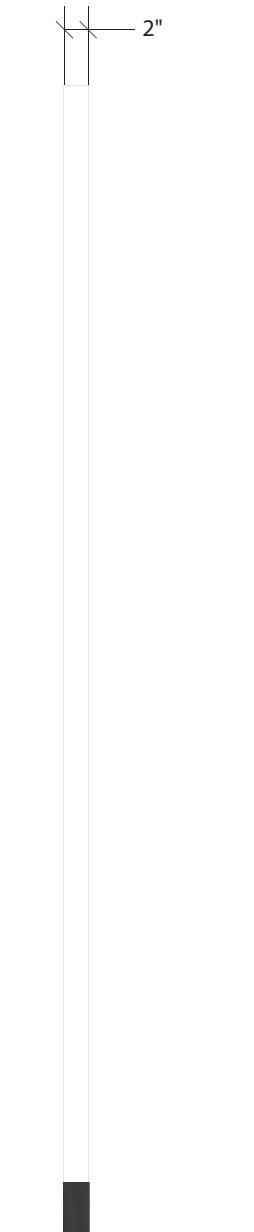
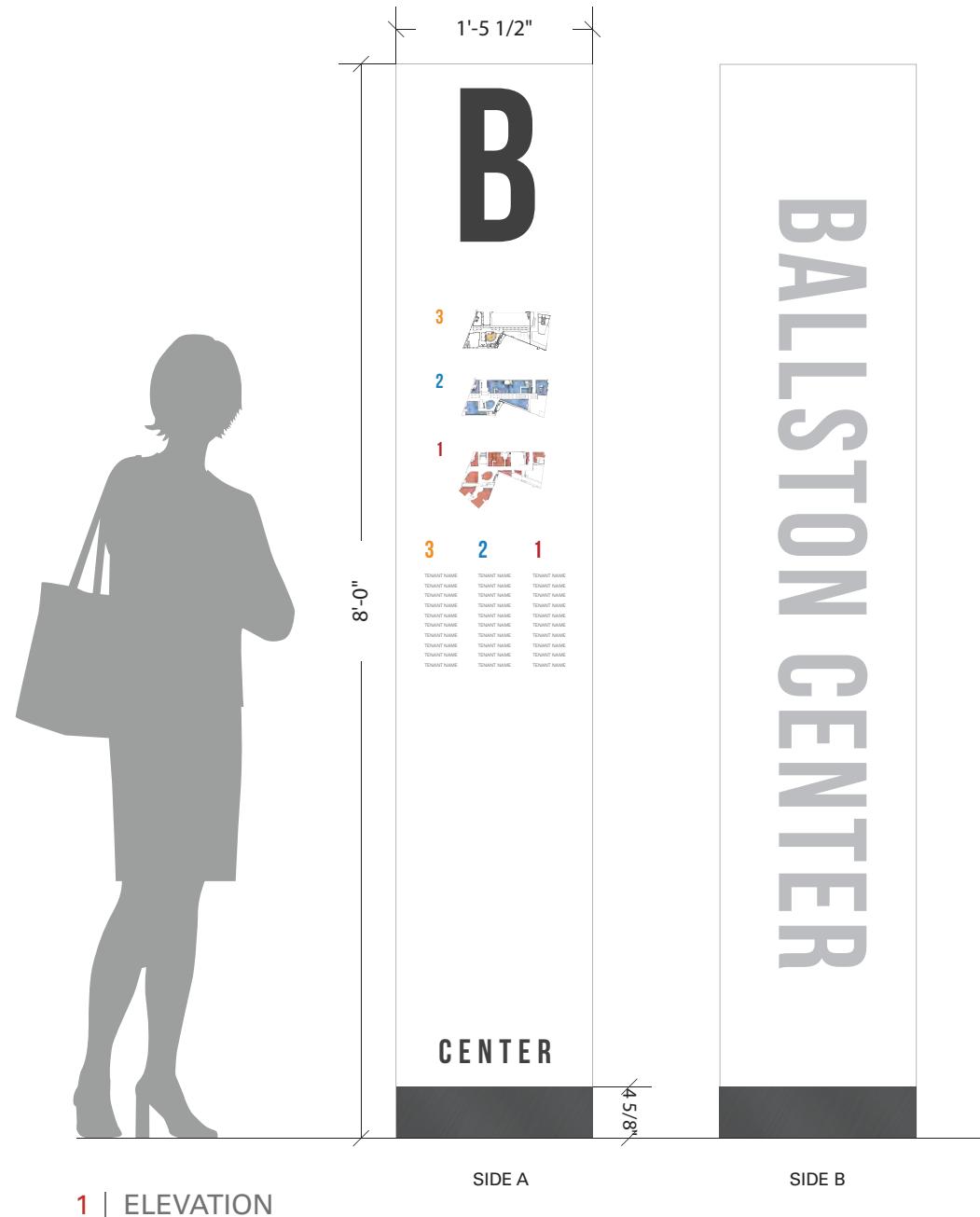
2 | SIDE VIEW
Scale: 3/4"=1'-0"

3 | CONTEXT ELEVATION
Scale: 1/8"=1'-0"



4 | PERSPECTIVE
Scale: NTS

NOTES: Painted metal sign cabinet with applied graphics
or internally illuminated cabinet with frosted glass
and applied graphics.

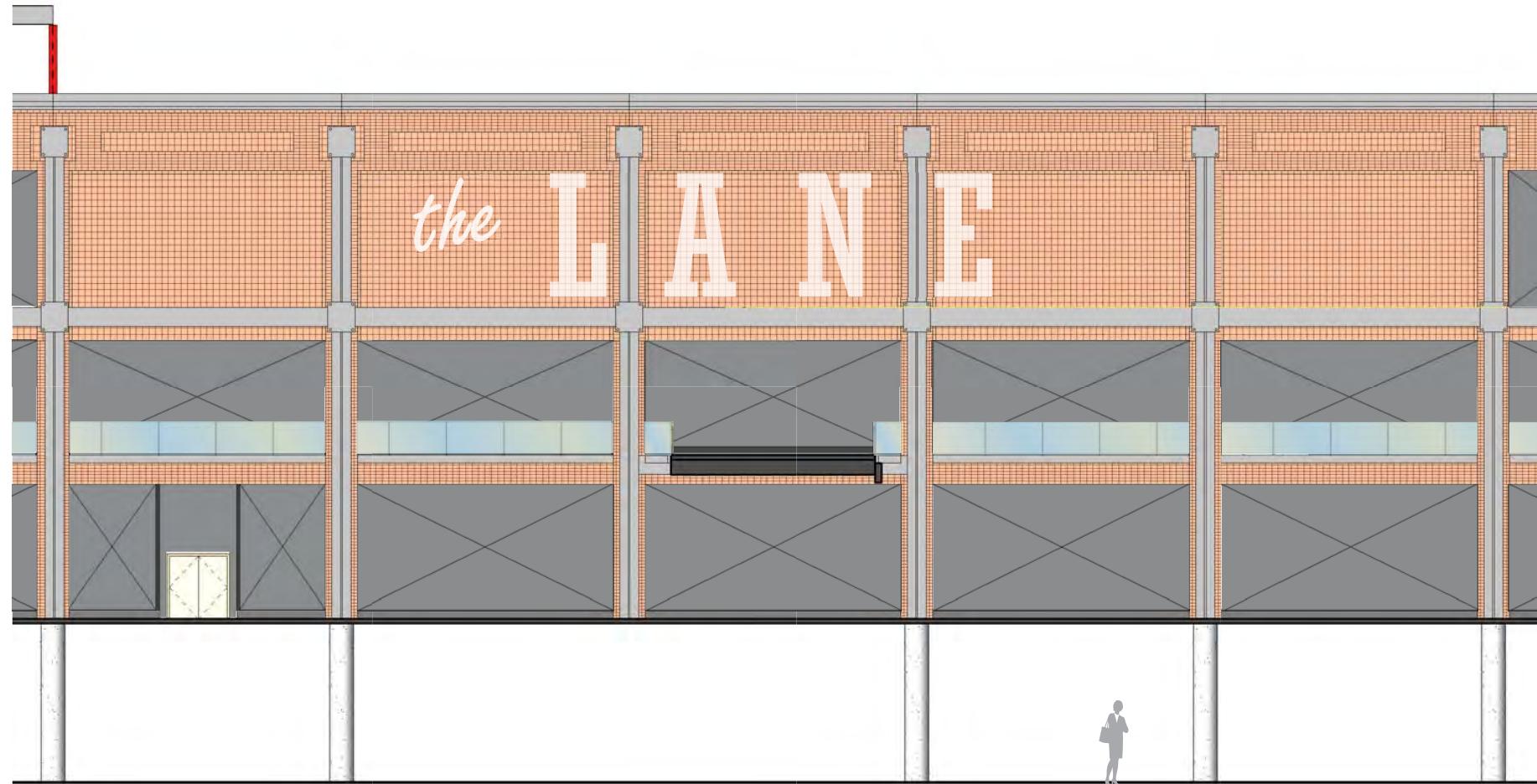


NOTES: "BALLSTON" will be painted on the existing brick façade in a rough, textured and weathered style to create a sense of history and nostalgia. This reference will help tell the story of Ballston Mall and its ongoing significance to the developing community.



1 | ELEVATION
Scale: NTS

NOTES: Painted graphics on brick.

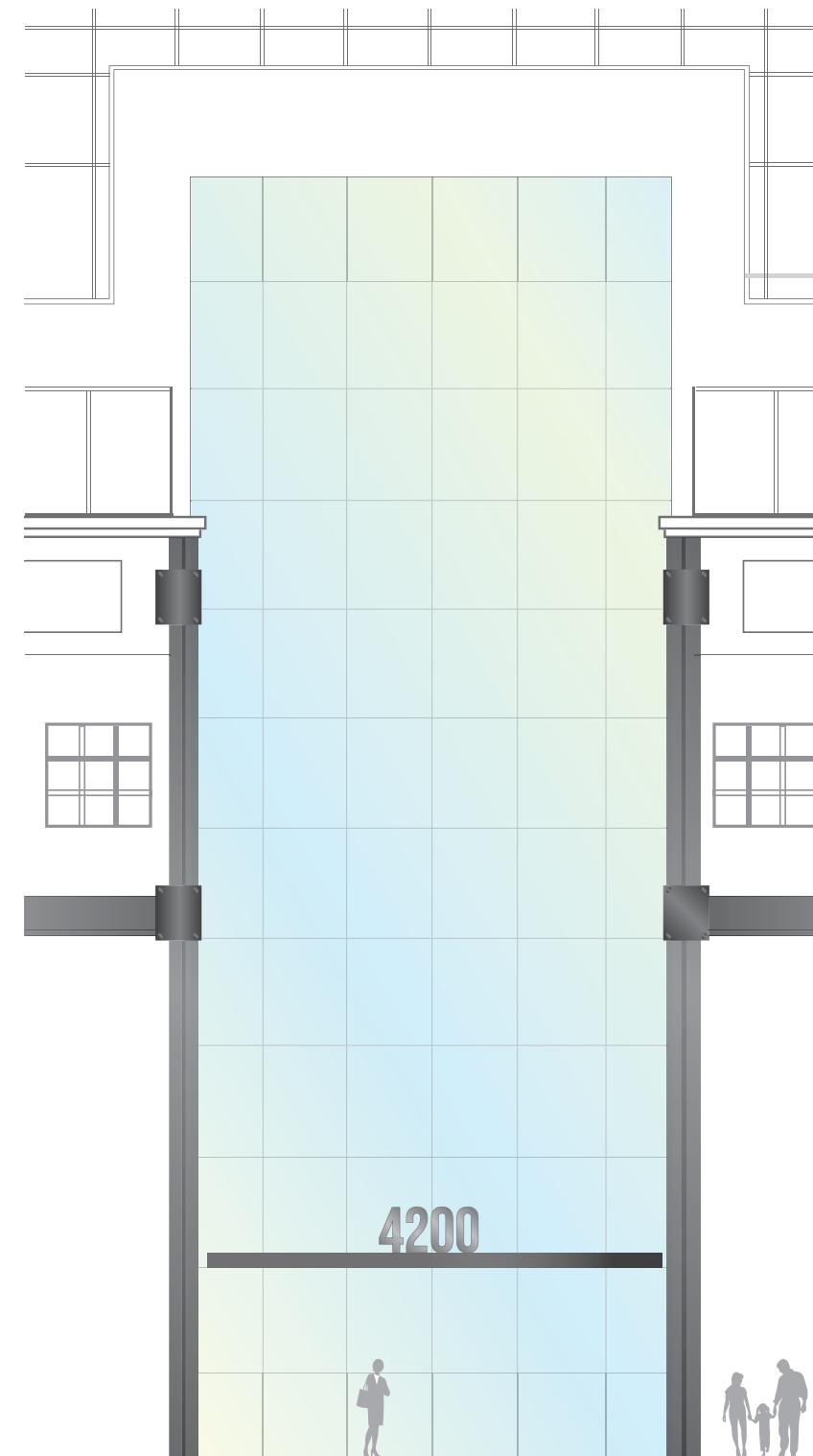


1 | ELEVATION
Scale: 3/32"=1'-0"



2 | PERSPECTIVE
Scale: NTS

NOTES: Metal letter forms mounted to existing structure.



1 | ELEVATION
Scale: 3/32"=1'-0"

NOTES: 6" deep dimensional letter forms mounted in front
of curtain wall.

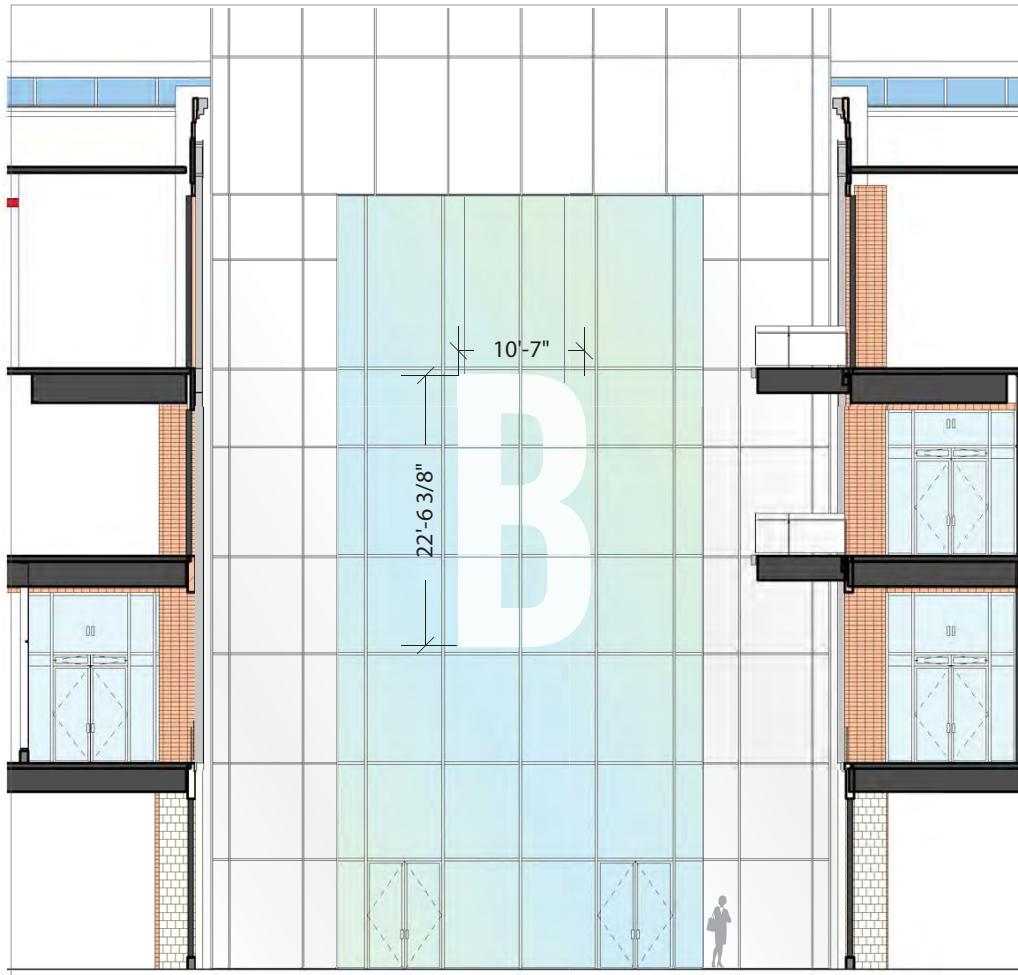


1 | ELEVATION
Scale: 1-16"=1'-0"

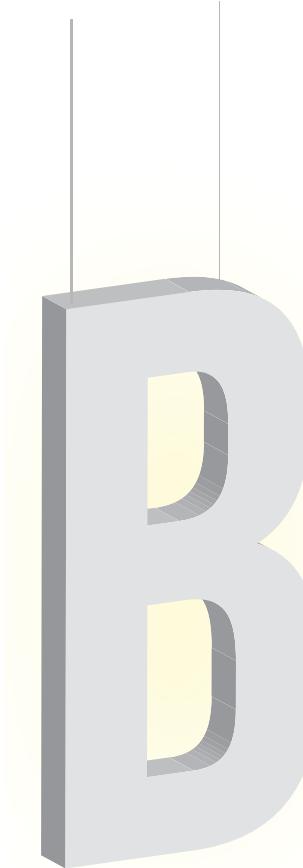


2 | PERSPECTIVE
Scale: NTS

NOTES: Suspended glowing "B" 4' behind curtain wall.



1 | ELEVATION
Scale: 1/16"=1'-0"

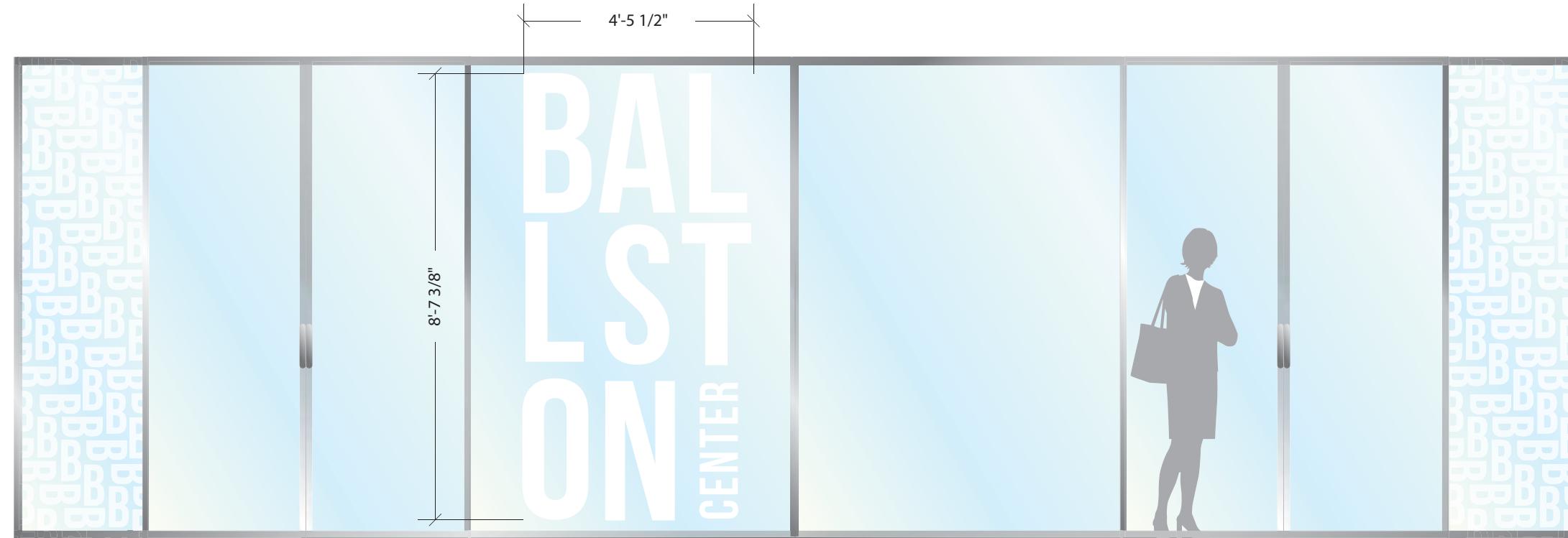


2 | DETAIL ELEVATION
Scale: NTS



3 | PERSPECTIVE
Scale: NTS

NOTES: Applied graphics to glass.



2 | DETAIL ELEVATION

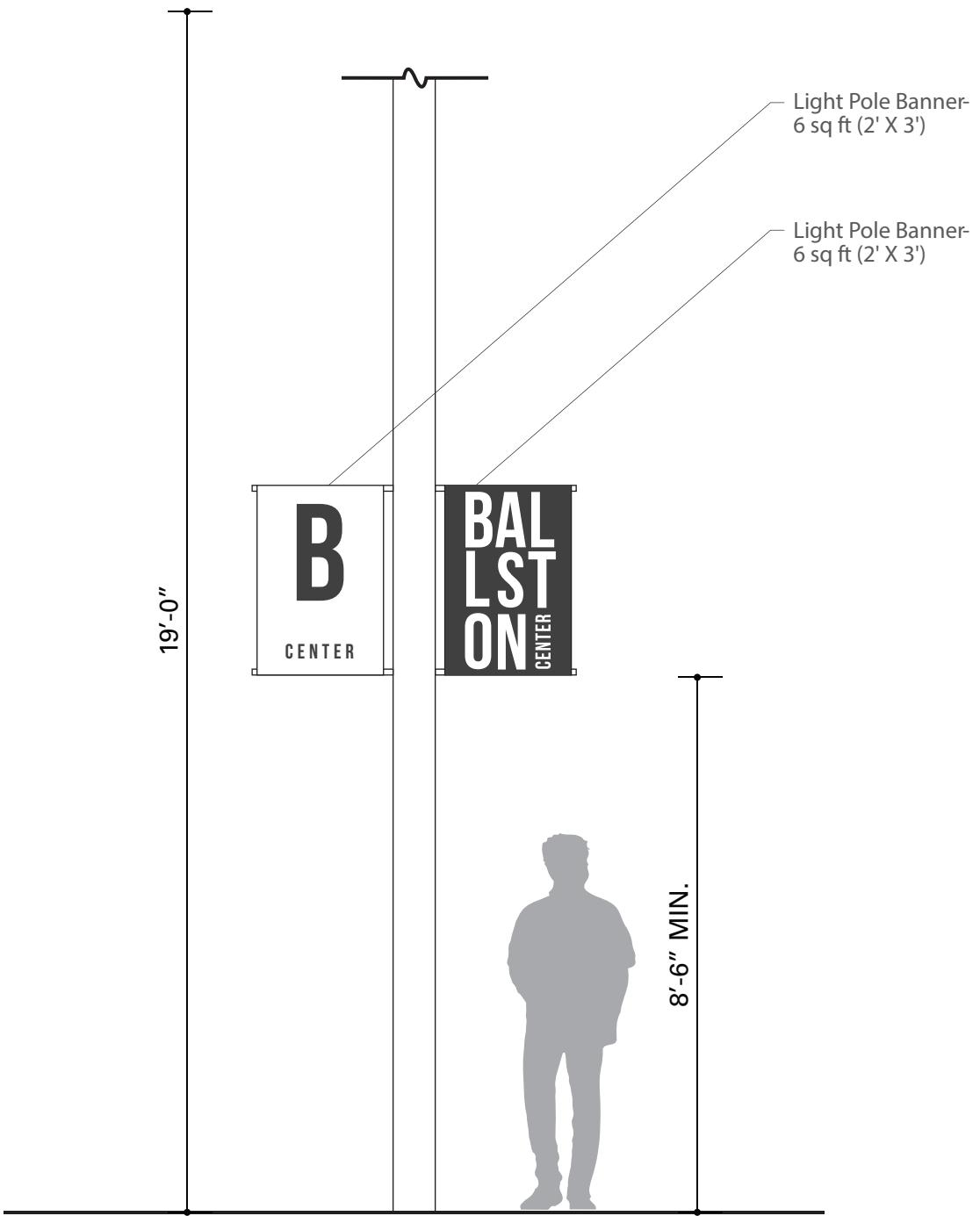
Scale: 3/8"=1'-0"



1 | ELEVATION

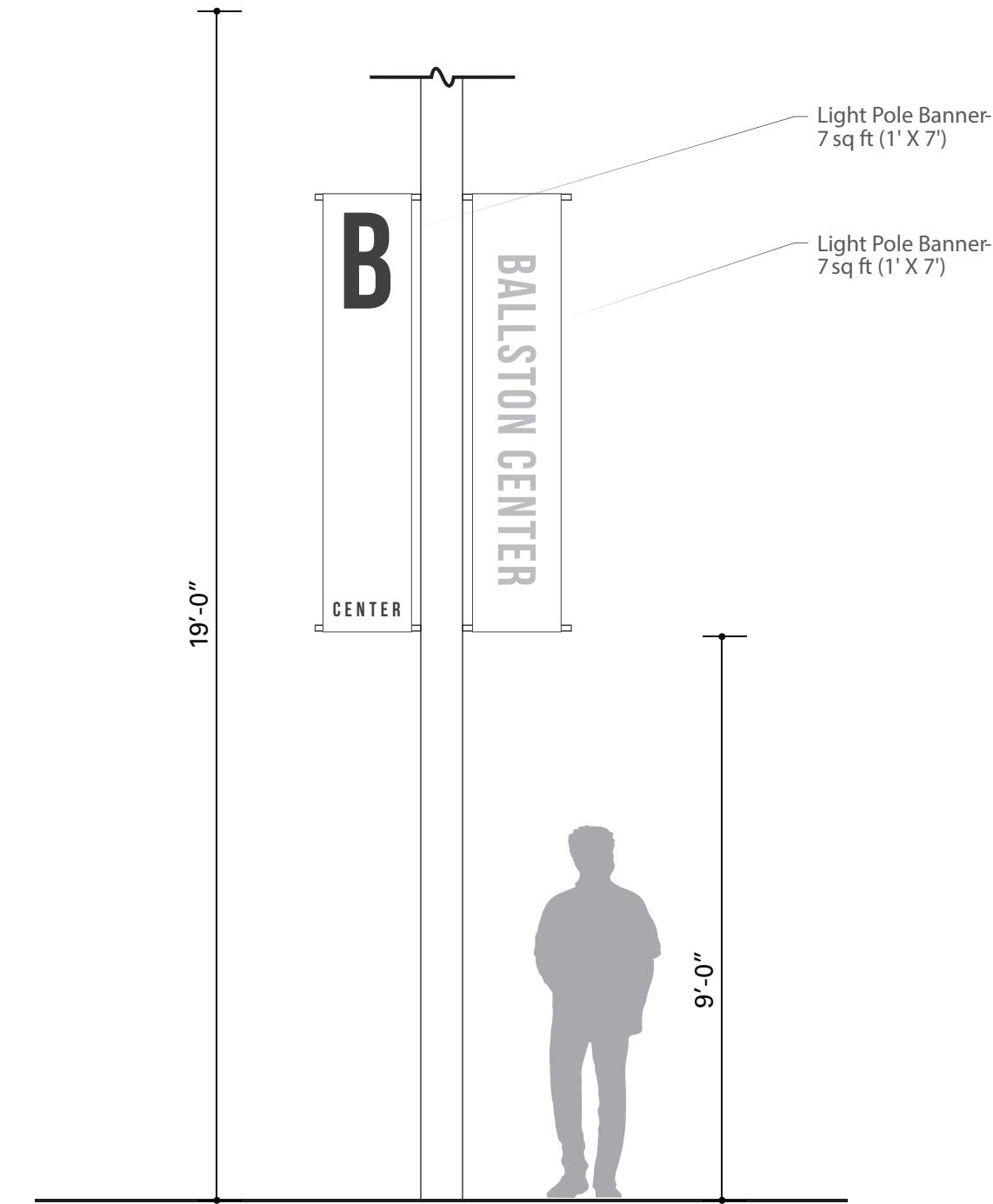
Scale: 3/32"=1'-0"

NOTES: Fabric banners.



1 | ELEVATION - ALLOWED

Scale: 3/8"=1'-0"



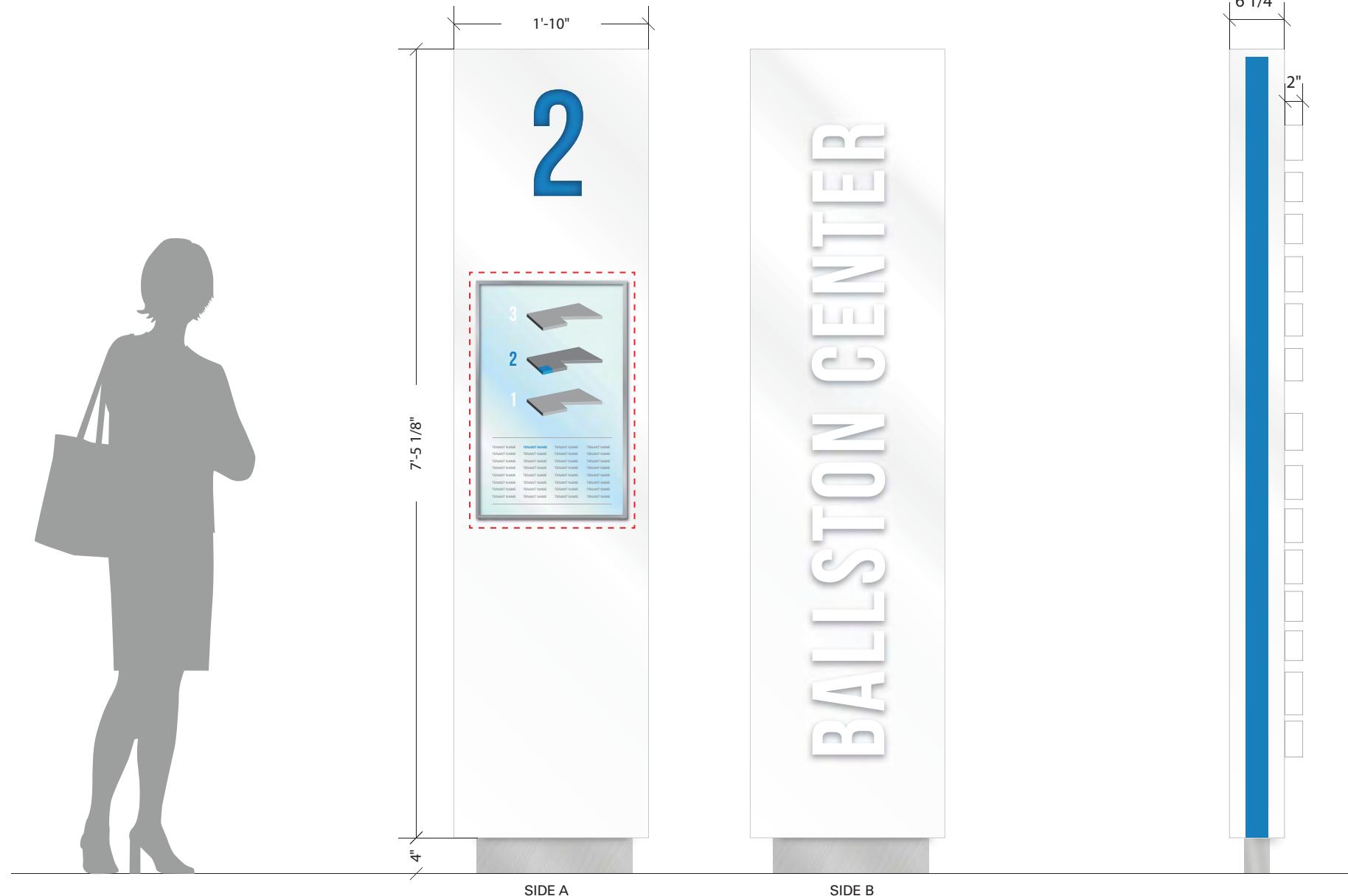
2 | ELEVATION - PROPOSED

Scale: 3/8"=1'-0"

BALLSTON CENTER

PROJECT IDENTITY | INTERIOR SIGNAGE | JULY 24, 2014

NOTES: Freestanding touch-screen directory. Level number punched through acrylic face to reveal colored inset. "Ballston Center" on back side, painted white, 2" deep letter forms.

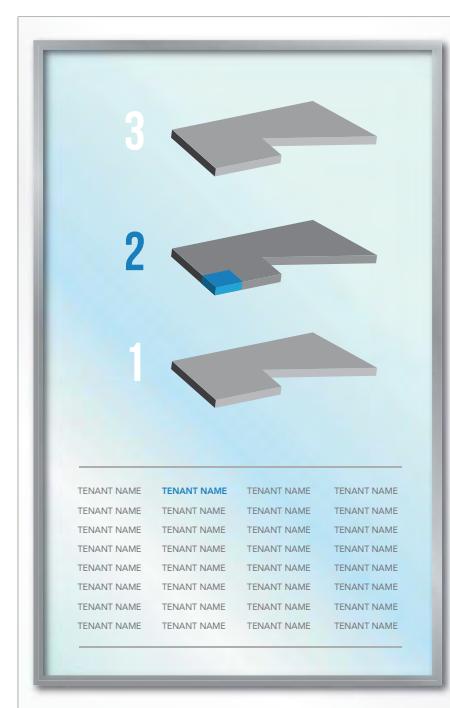


1 | ELEVATION

Scale: 3/4"=1'-0"

2 | SIDE VIEW

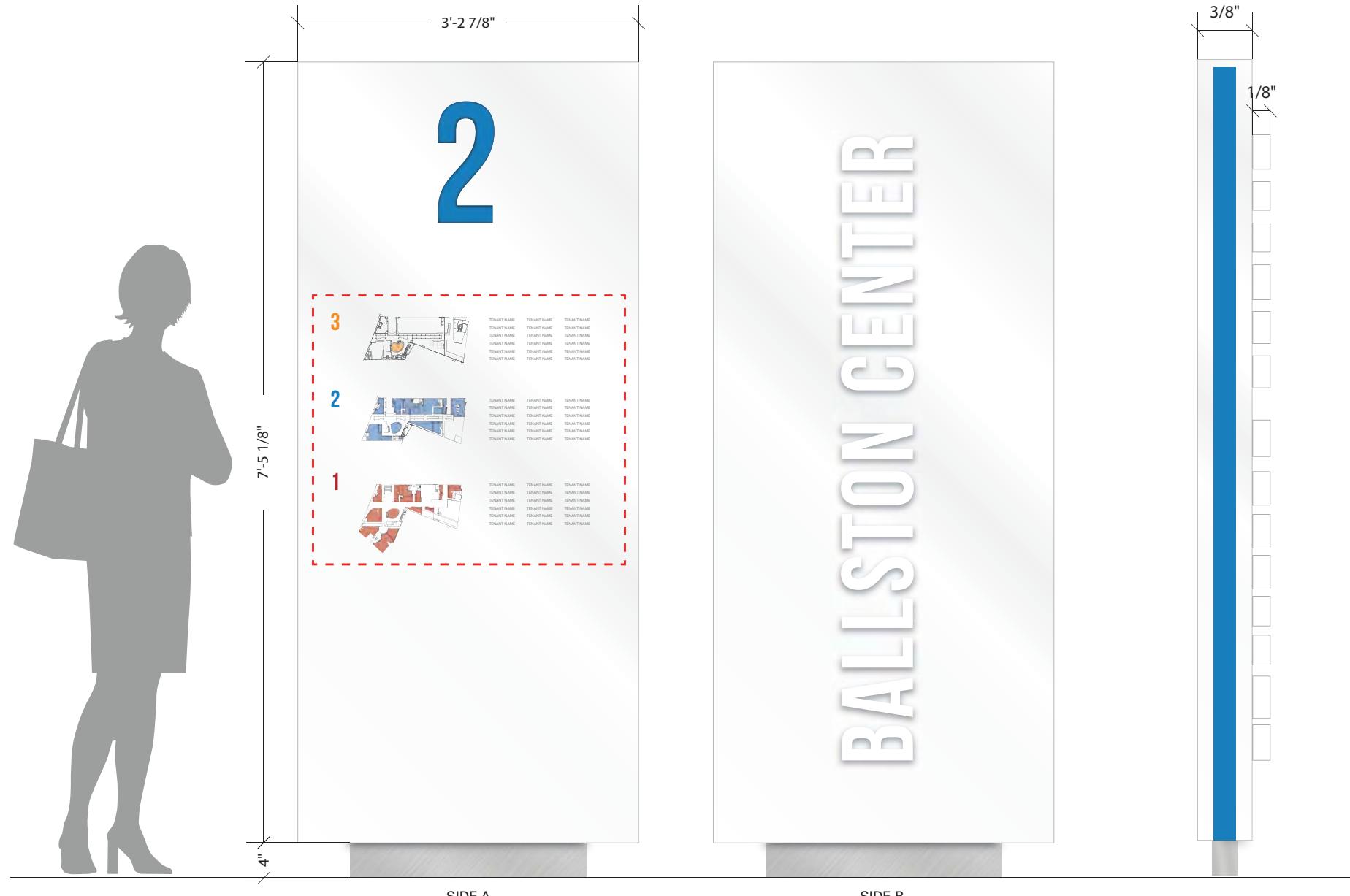
Scale: 3/4"=1'-0"



3 | DETAIL ELEVATION

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

NOTES: Static acrylic directory with applied vinyl on side A and dimensional letter forms on side B. Static Map removable for updating.

**1 | ELEVATION**

Scale: 3/4"=1'-0"

2 | SIDE VIEW

Scale: 3/4"=1'-0"

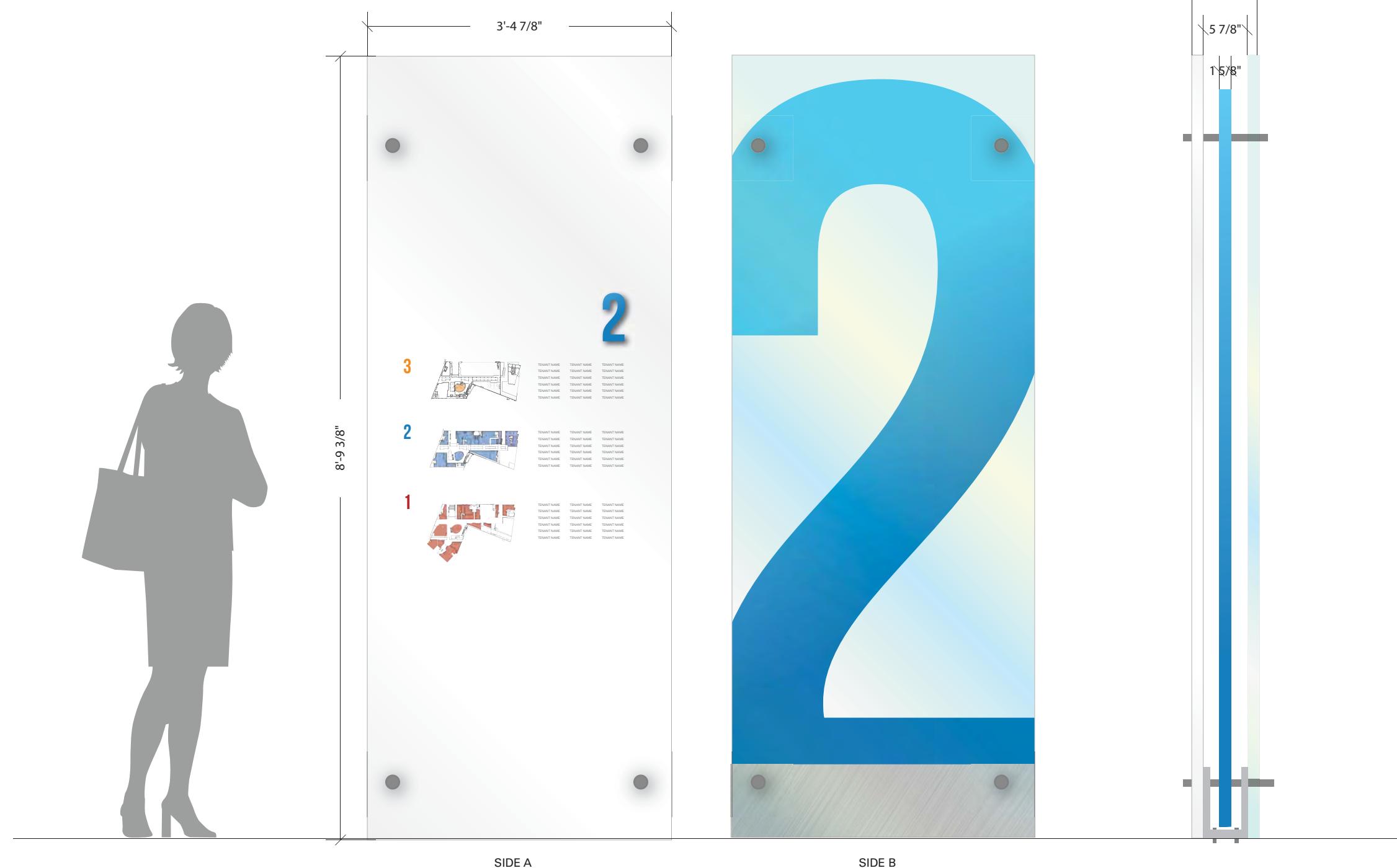
**3 | DETAIL ELEVATION**

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

NOTES: Static acrylic directory.

Side A: Opaque acrylic with applied vinyl graphics

Side B: Transparent acrylic to reveal dimensional number



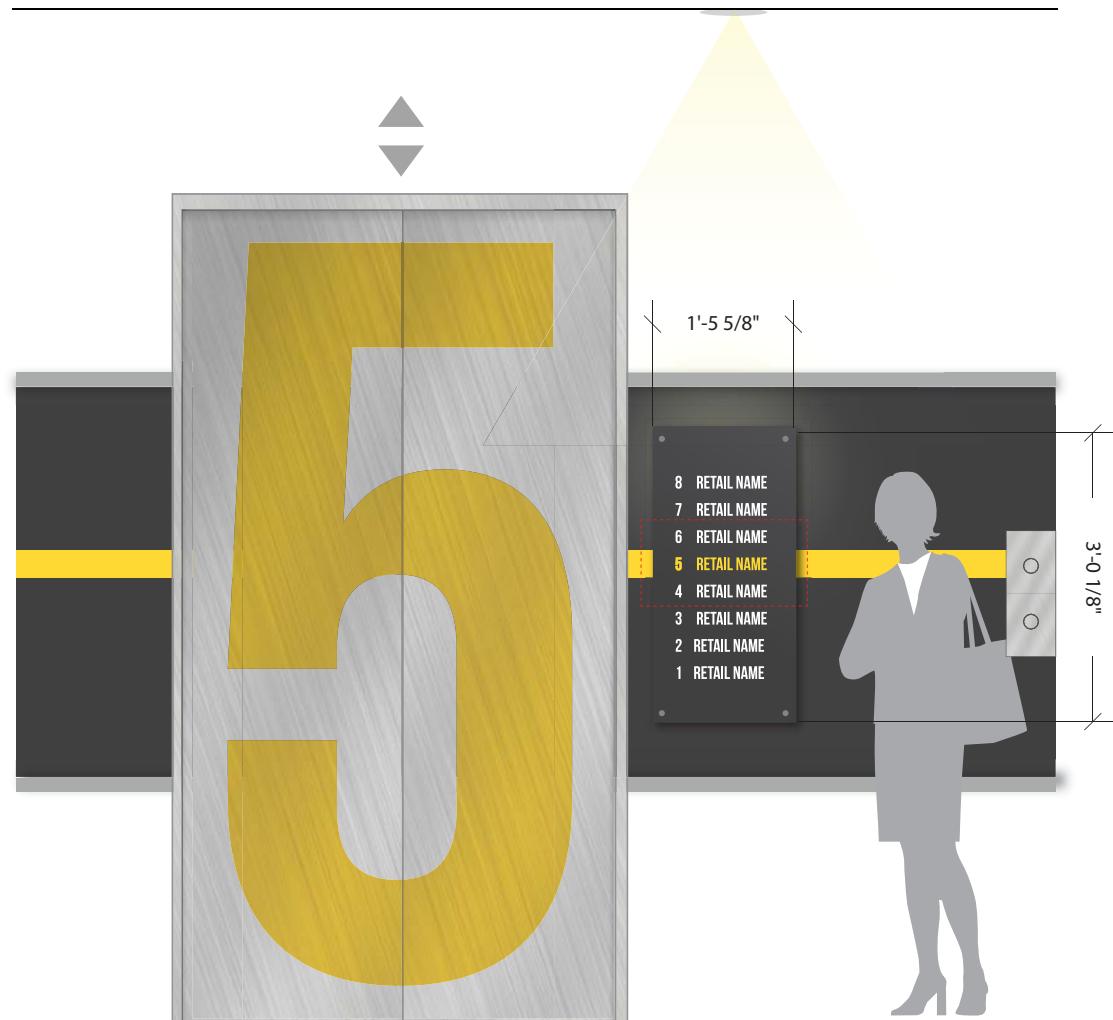
1 | ELEVATION

Scale: 3/4"=1'-0"

2 | SIDE VIEW

Scale: 3/4"=1'-0"

NOTES: Directory level punched through to reveal level color behind. Directory spot-lit from above. "5" graphic on elevator; applied semi-translucent vinyl.



3 | DETAIL ELEVATION
Scale: 3"=1'-0"

NOTES: Painted wall graphics.



1 | ELEVATION

Scale: 3/8"=1'-0"



2 | PERSPECTIVE

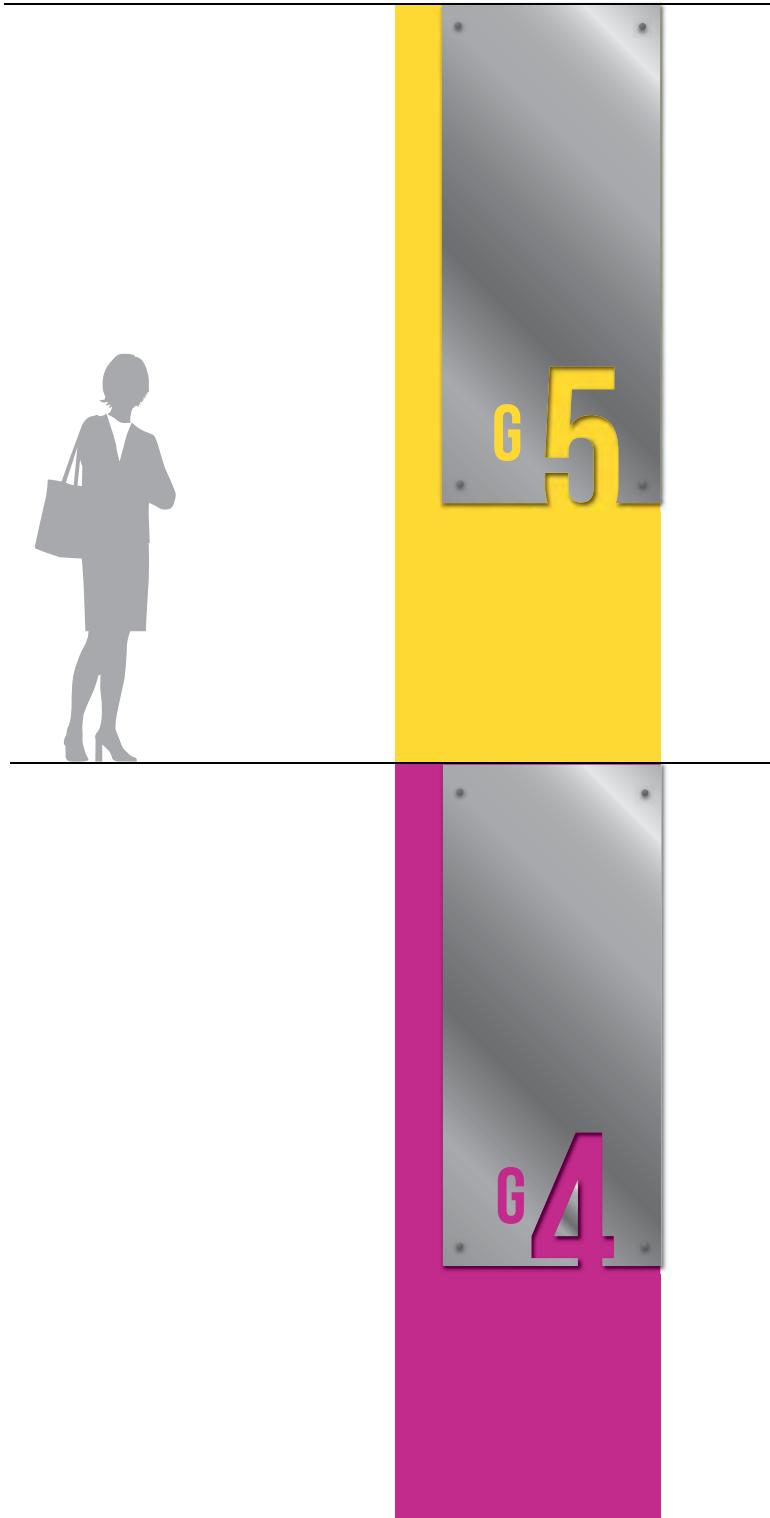
Scale: NTS



3 | PERSPECTIVE

Scale: NTS

NOTES: Band of color painted on wall, mounted painted sentra panel.



1 | ELEVATION

Scale: 3/8"=1'-0"



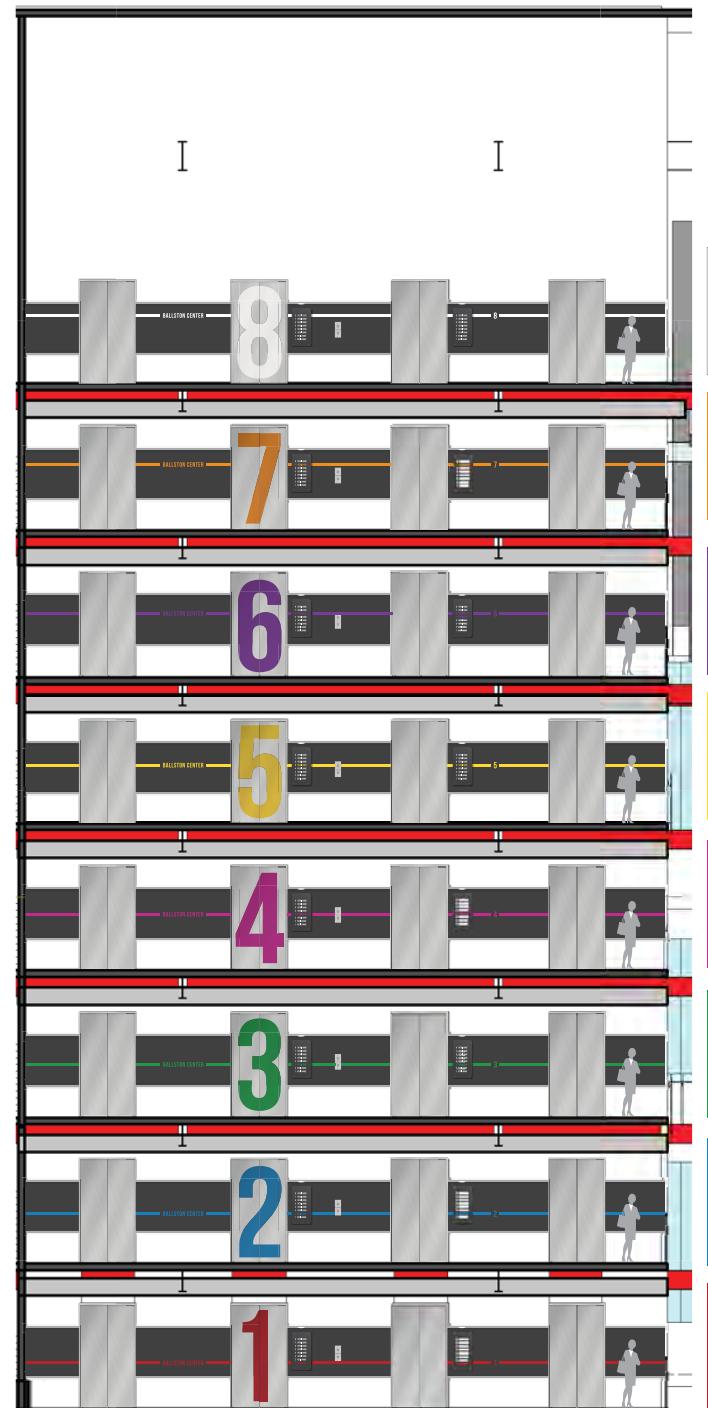
2 | PERSPECTIVE

Scale: NTS



3 | REFERENCE IMAGE

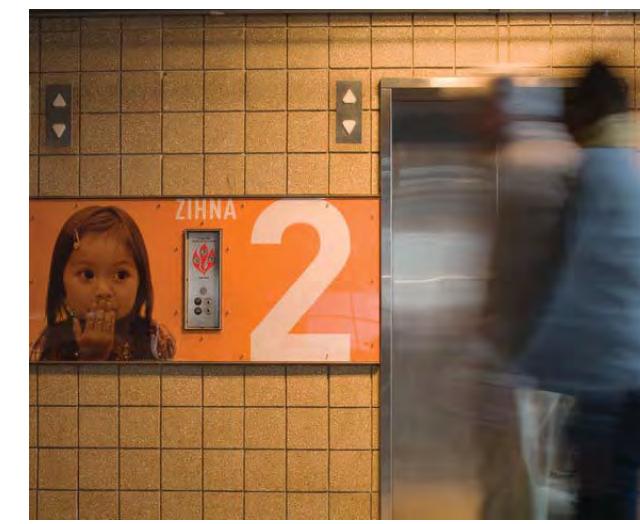
NOTES: Painted wall graphics.



1 | ELEVATION

Scale: 1/16"=1'-0"

3 | REFERENCE IMAGES



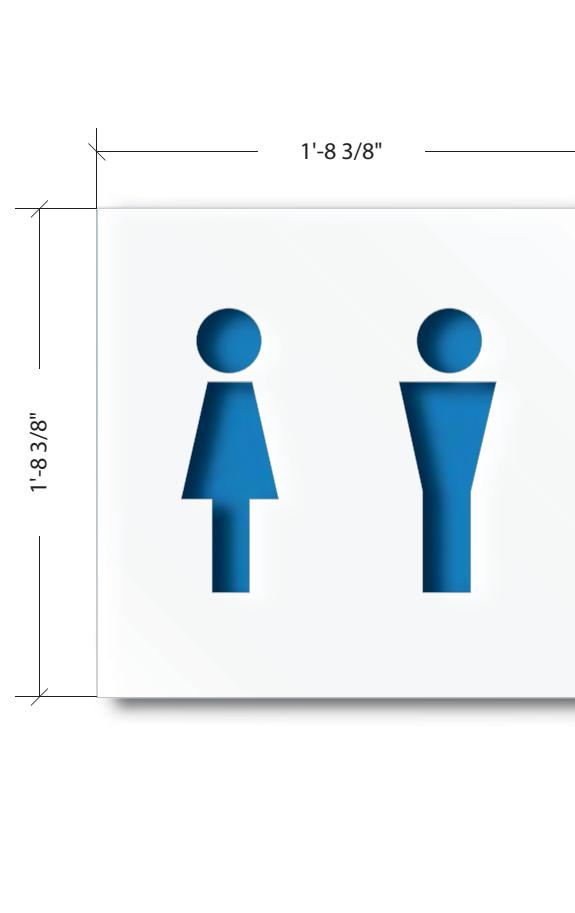
2 | ELEVATION

Scale: 3/16"=1'-0"

NOTES: Painted metal blade sign with routed glyphs.

2 | TOP VIEW

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

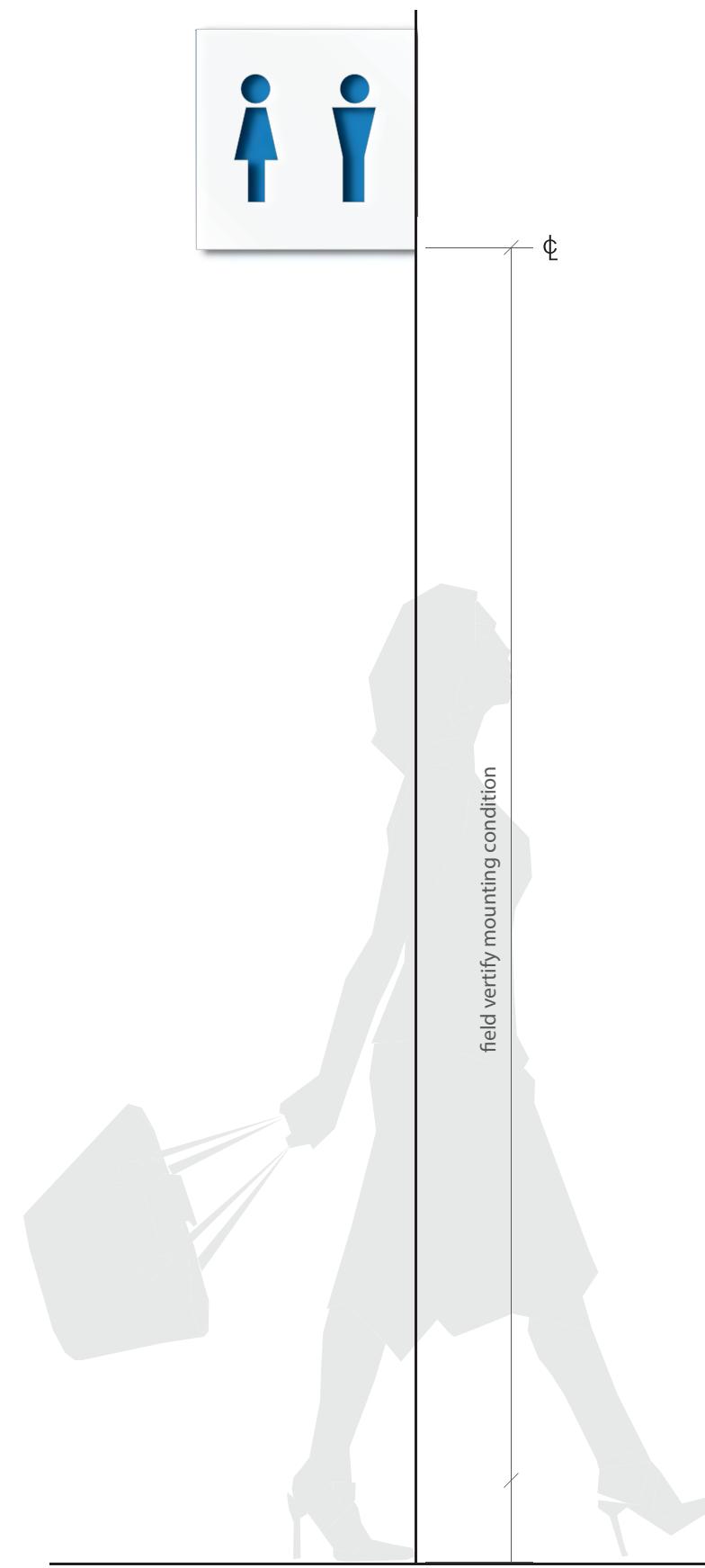


1 | ELEVATION

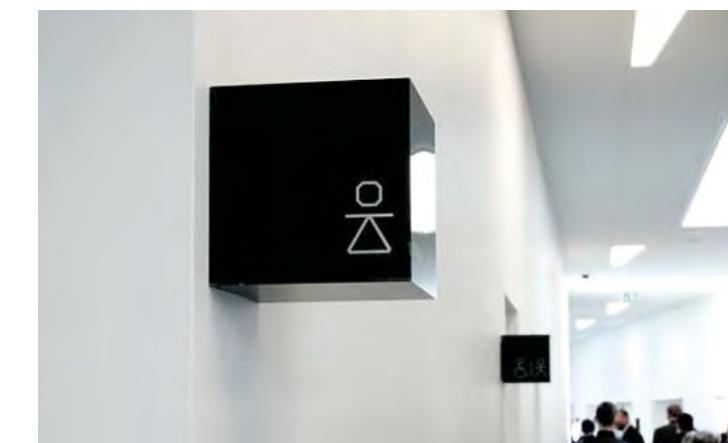
Scale: 1-1/2" = 1'-0"

3 | LOCATION ELEVATION

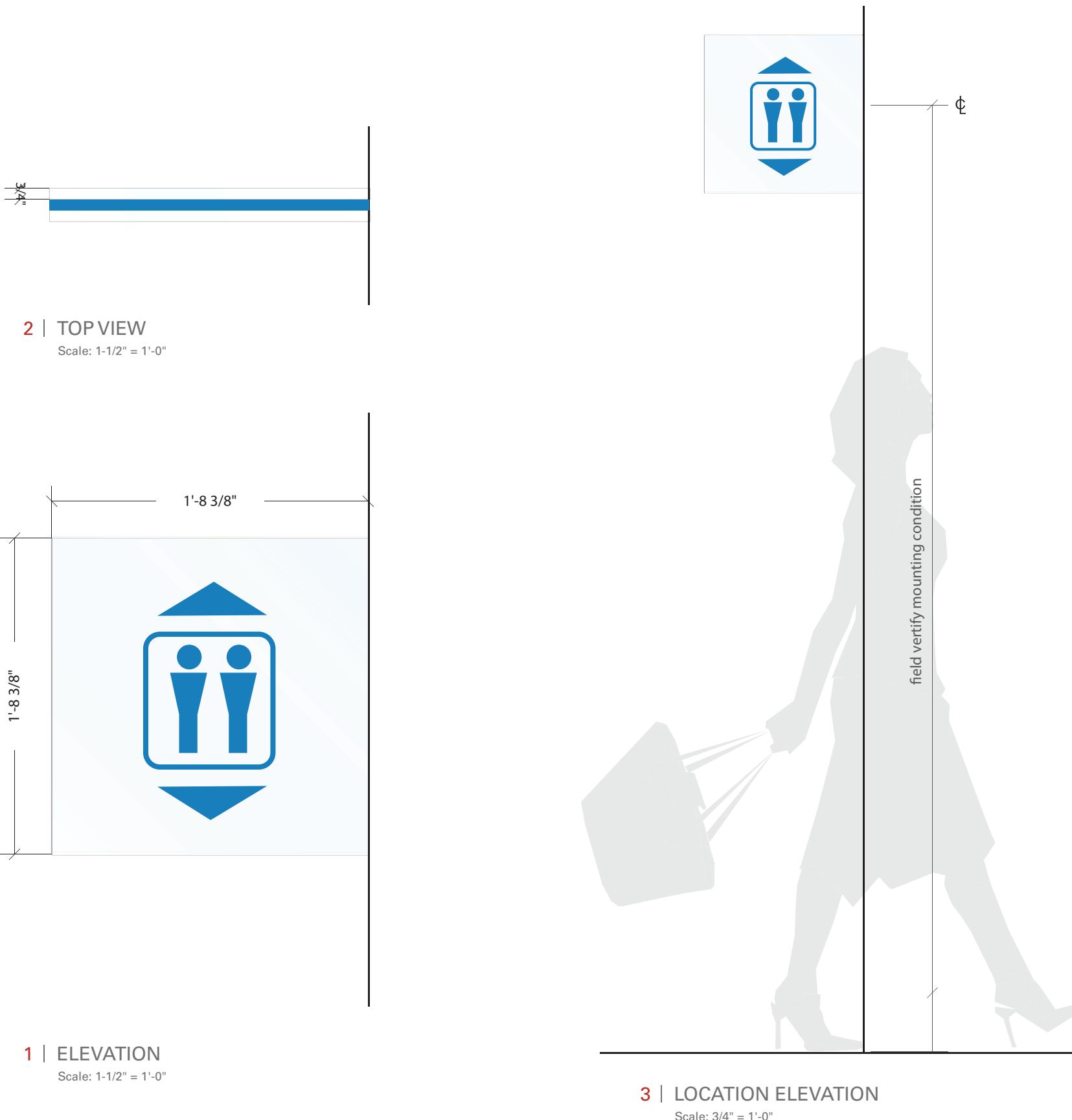
Scale: 3/4" = 1'-0"



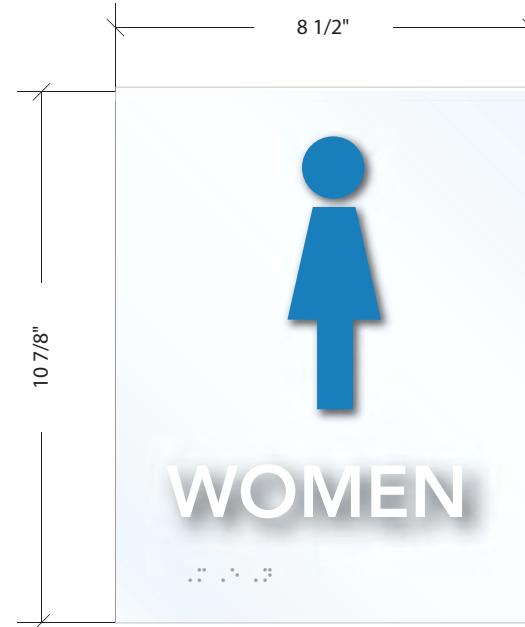
4 | REFERENCE IMAGE



NOTES: Painted metal blade sign with routed glyphs.



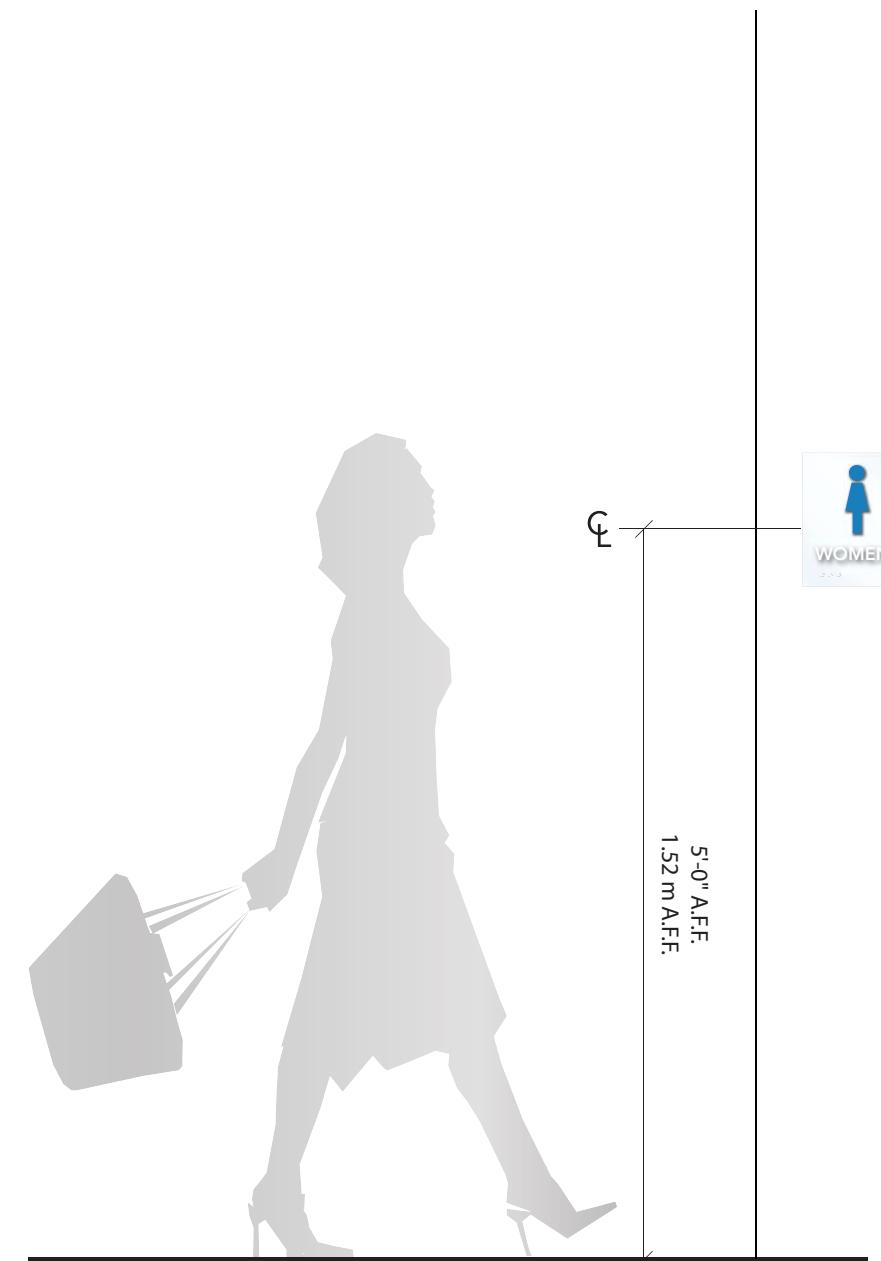
NOTES: Photopolymer panel with raised glyphs and copy.



1 | ELEVATION
Scale: 3" = 1'-0"



2 | SIDE VIEW
Scale: 3" = 1'-0"



3 | LOCATION ELEVATION
Scale: 3/4" = 1'-0"

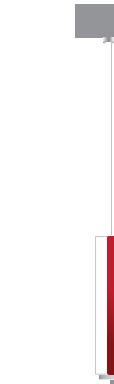
NOTES: Painted metal sign with applied graphics



1 | ELEVATION
Scale: 1/2"=1'-0"



2 | SIDE VIEW
Scale: 1/2"=1'-0"



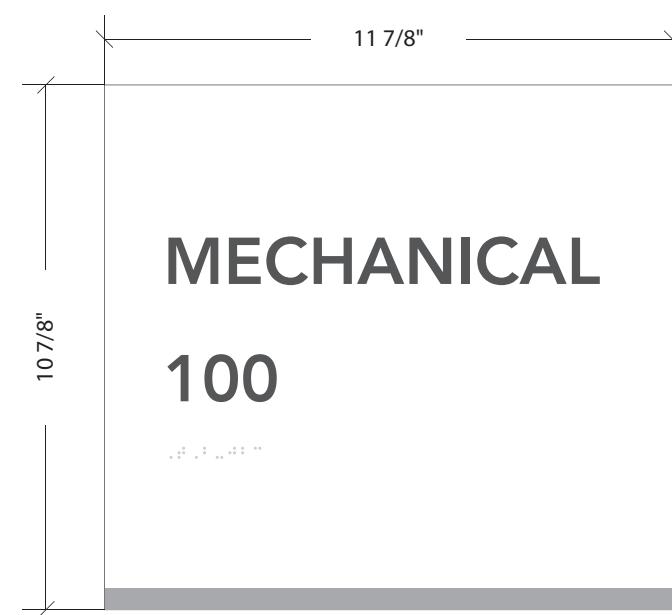
field verify height



4 | ELEVATION
Scale: 1" = 1'-0"



3 | REFERENCE IMAGE



1 | ELEVATION
Scale: 3" = 1'-0"



Scale: 3" = 1'-0"

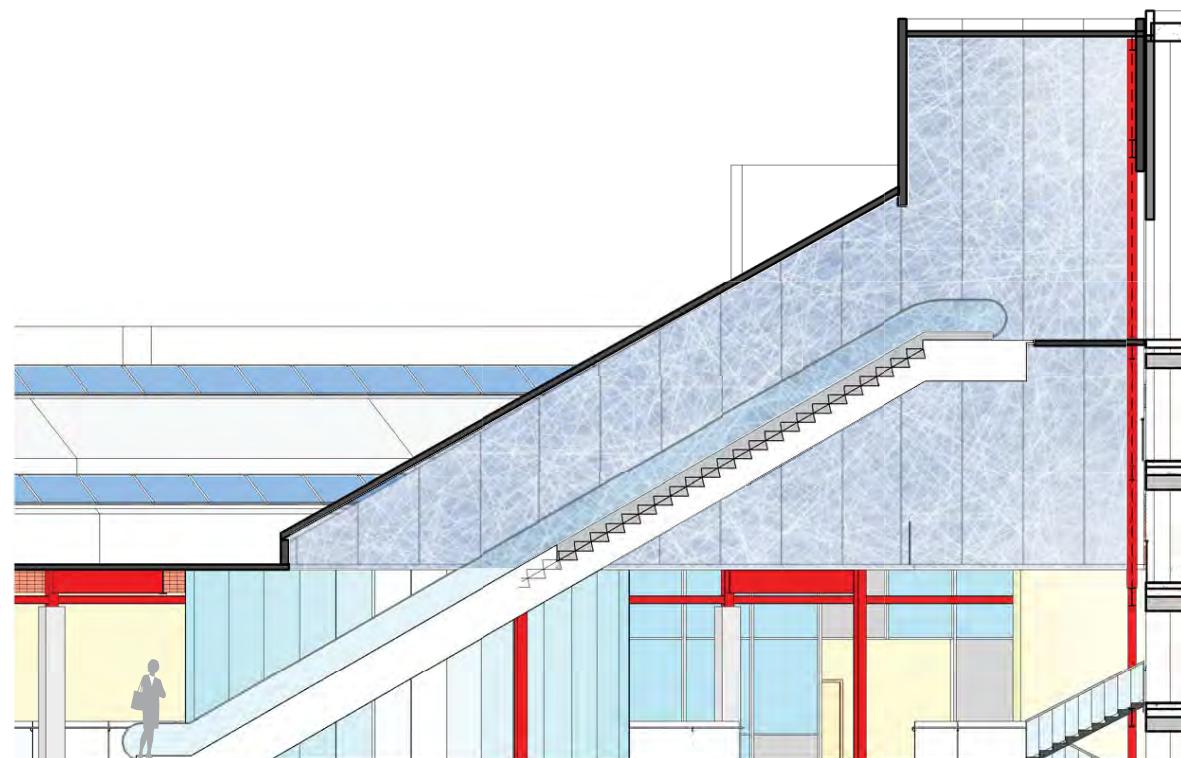


3 | SIDE VIEW
Scale: 3" = 1'-0"



4 | LOCATION ELEVATION
Scale: 3/4" = 1'-0"

NOTES: Applied graphics to glass

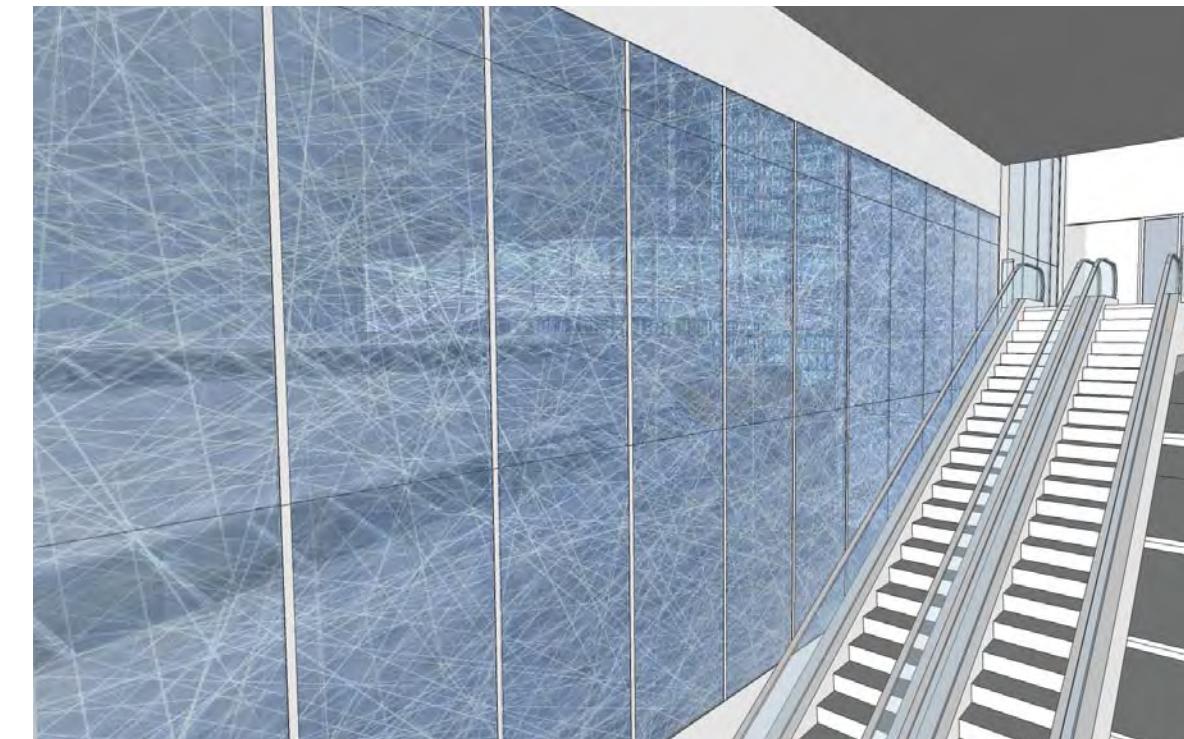


1 | ELEVATION

Scale: 3/32"=1'-0"



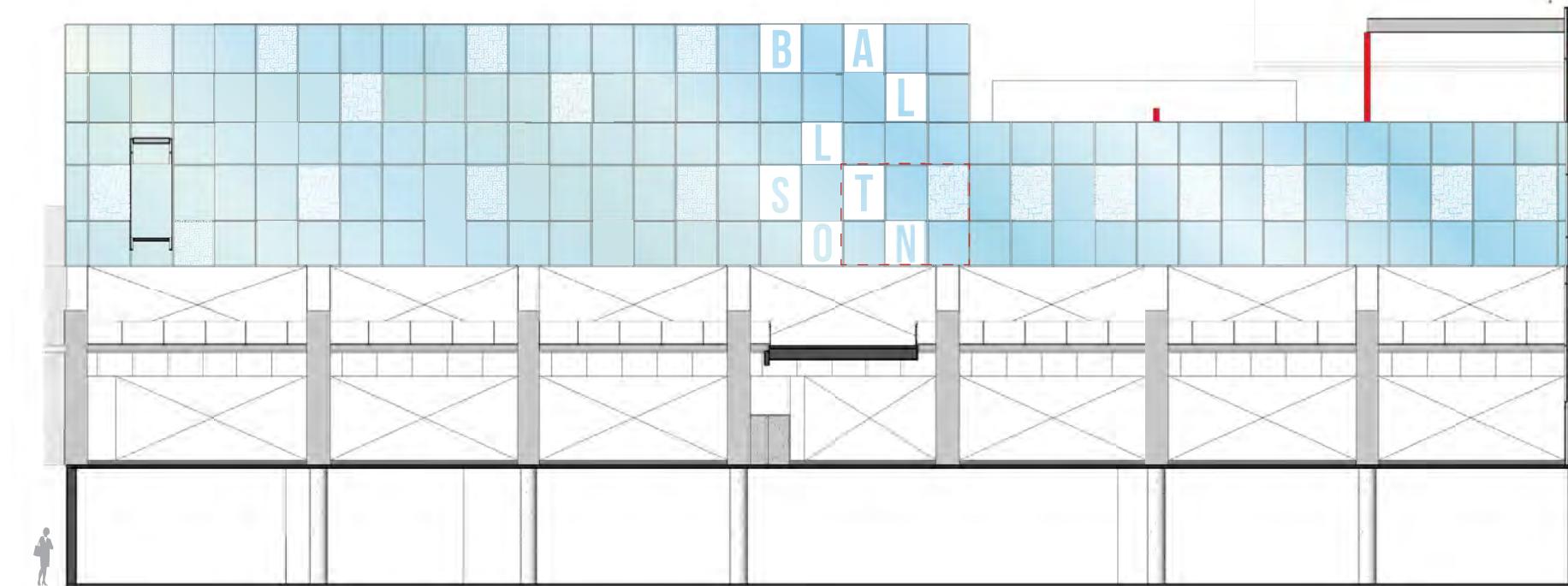
3 | REFERENCE IMAGE



2 | PERSPECTIVE

Scale: NTS

NOTES: Applied graphics to glass



1 | ELEVATION

Scale: 1/16"=1'-0"

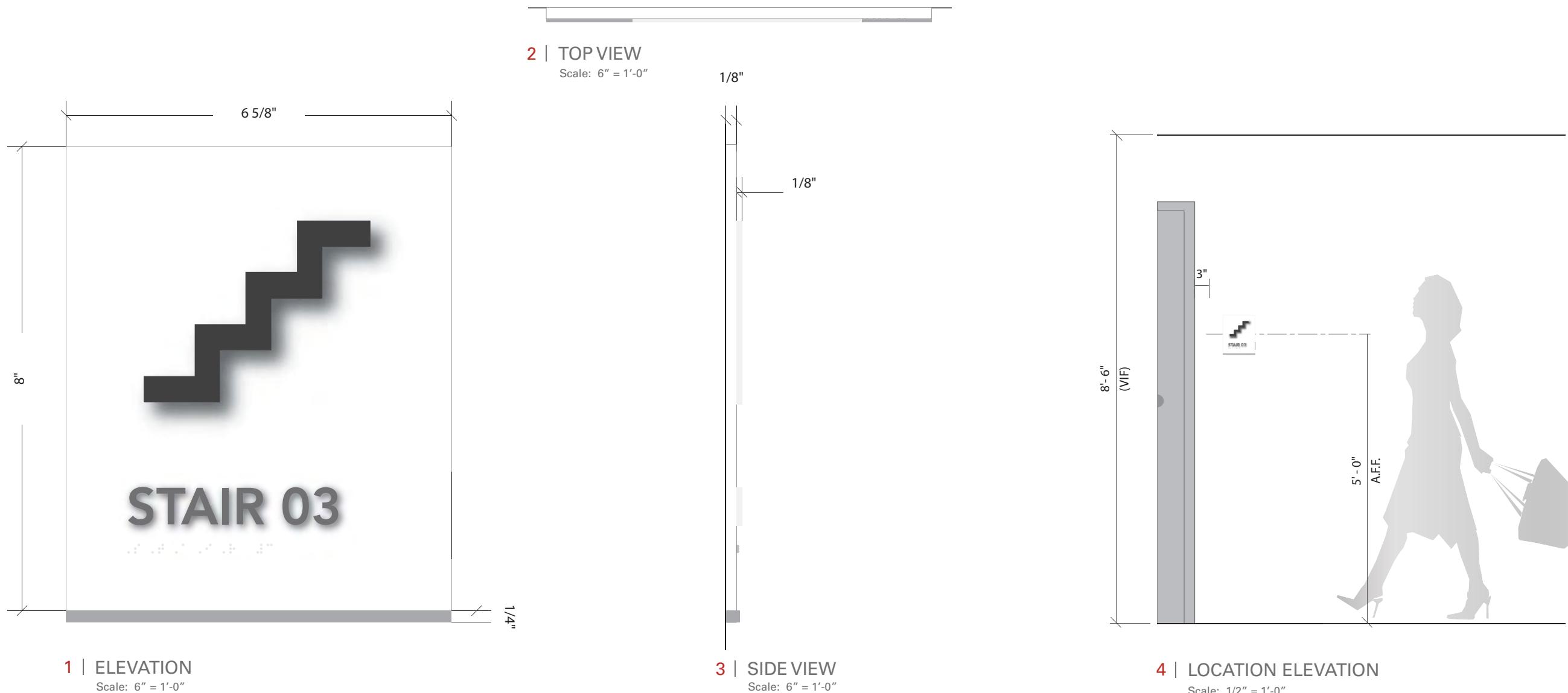


3 | REFERENCE IMAGE



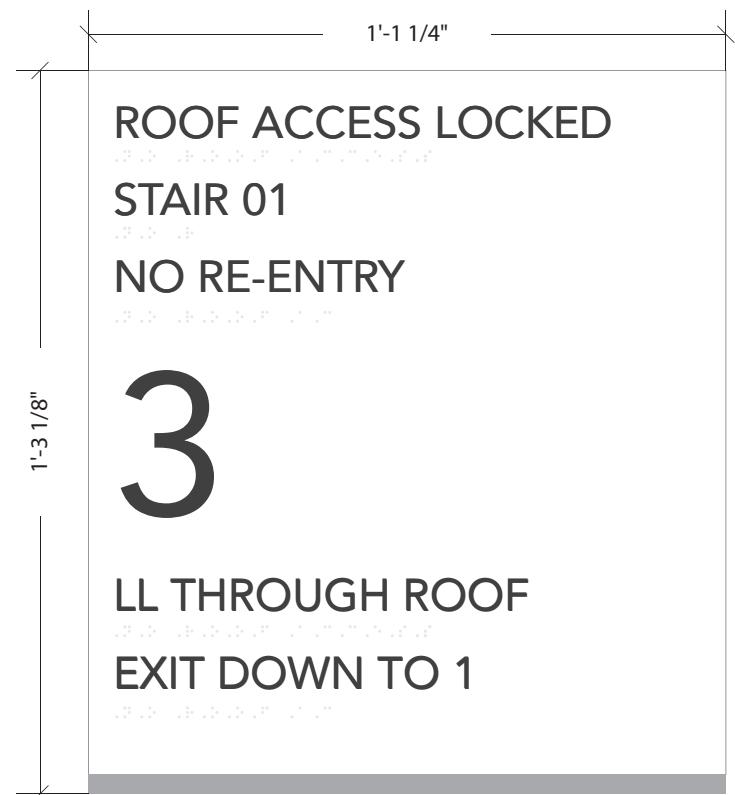
2 | DETAIL ELEVATION

Scale: 1/4"=1'-0"

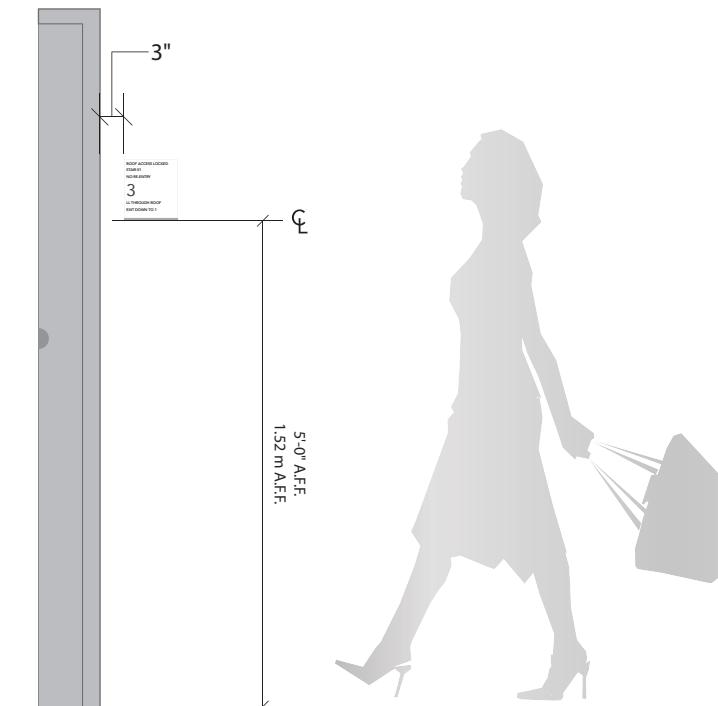
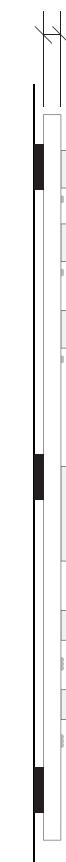


**2 | TOP VIEW**

Scale: 3" = 1'-0"



3/8"

**1 | ELEVATION**

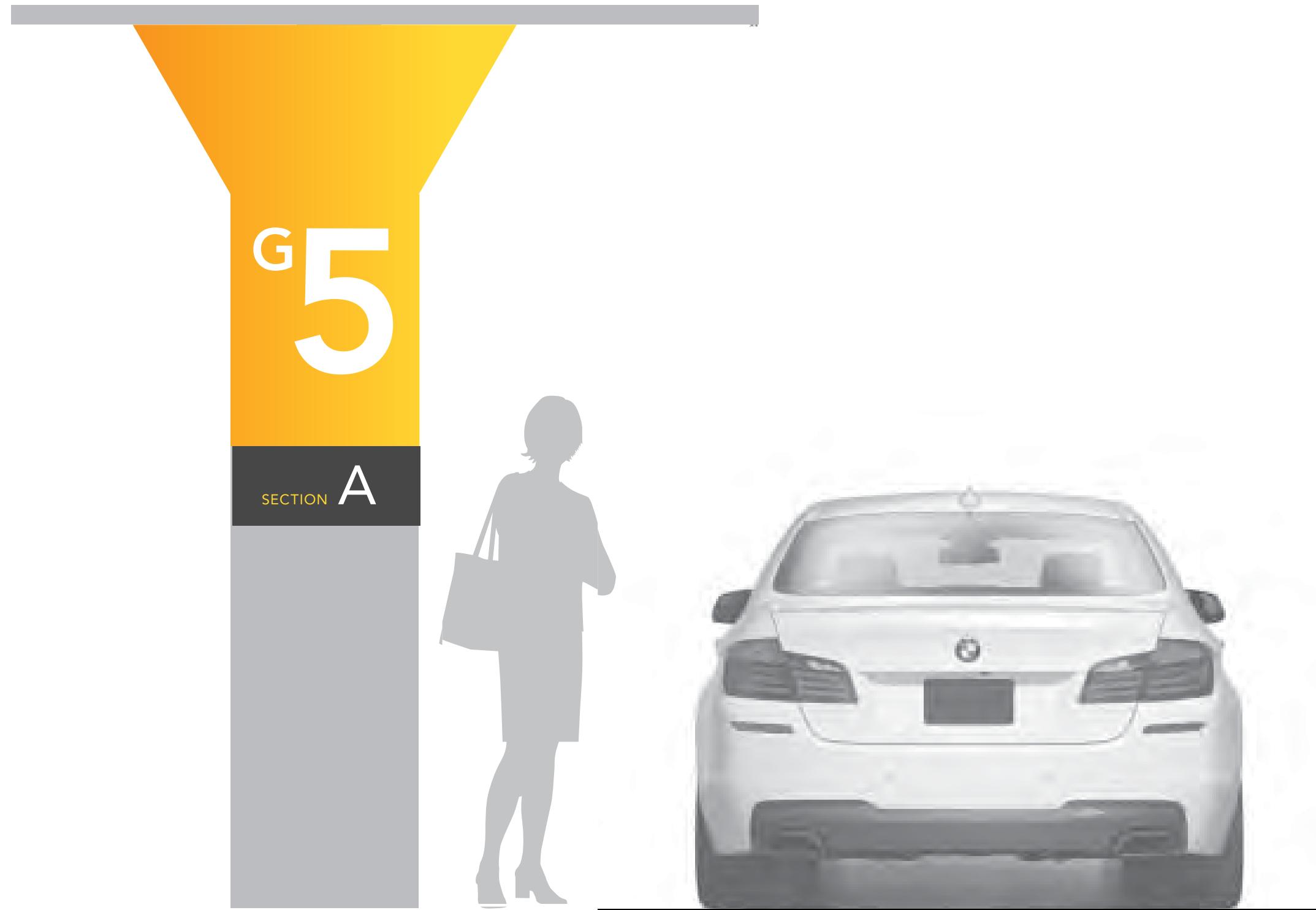
Scale: 3" = 1'-0"

3 | SIDE VIEW

Scale: 3" = 1'-0"

4 | LOCATION ELEVATION

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



1 | LOCATION ELEVATION

Scale: 3/4" = 1'-0"