

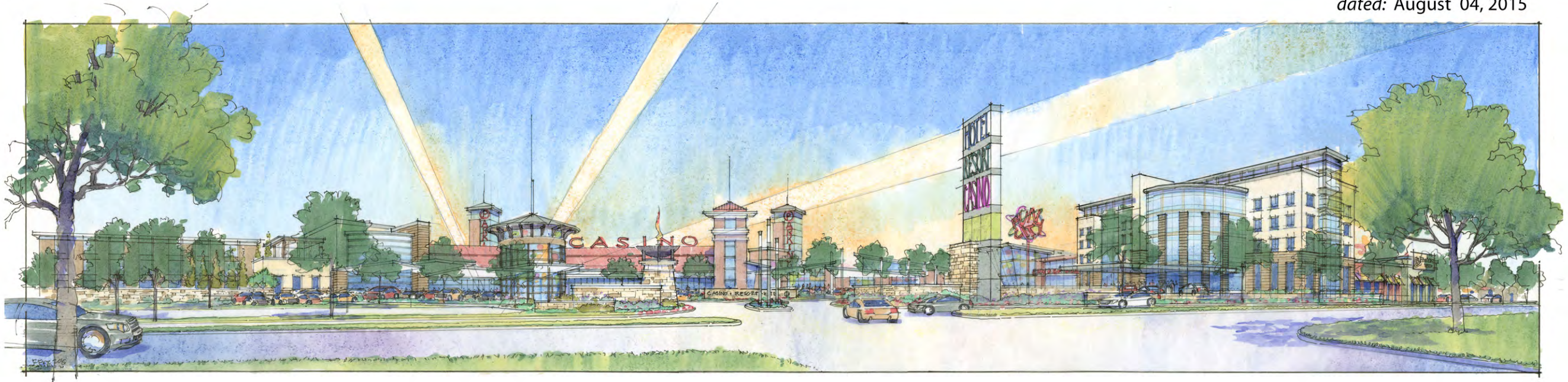
FACILITY DESIGN PLAN

for



Final Design Submittal

SUBMITTAL - VI
dated: August 04, 2015



Presented by:



Kaser Design
M. Kaser & Associates, Inc.
217 S. MacArthur Blvd.
Coppell, Texas 75019
ph: (469) 549-1832

Sheet Schedule

- 00 - Design Goals and Objectives
- 01 - Color Scheme
- 02 - Existing - Site Plan
- 03 - New - Site Plan
- 04 - New - Site Plan with highlighted changes
- 05 - Existing - Architecture Plan
- 06 - Existing - Sign Plan
- 07 - New - Sign Plan
- 08 - Hampton Inn & Suites
- 09 - Improvement Title
- 10 - Resort Style - Overall Aerial
- 11 - Resort Style - Overall Elevation
- 12 - Resort Style - Entertainment Corner
- 13 - Resort Style - Entry
- 14 - Resort Style - Roosevelt Blvd
Individual Site Features
- 15 - Resort Style - Convention Entry
- 16 - Parking Garage Elevator Exterior
- 17 - Parking Garage Elevator Interior
- 18 - Fun City - Exterior Wall
- 19 - Fun City - Entry
- 20 - Pzazz Entry
- 21 - Pzazz Desk
- 22 - Pzazz Lobby
- 23 - Pzazz Entry - North
- 24 - Pzazz Entry - South
- 25 - Casino Interior
- 26 - Casino Interior
- 27 - Huck's Harbor - Exterior
- 28 - Signage - Messaging
- 29 - Signage - Marquee
- 30 - Signage - Level 3 - 4
- 31 - Signage - Corner Marquee
- 32 - 3D Model Study - Entry
- 33 - 3D Model Study - Aerial Front
- 34 - 3D Model Study - Aerial North
- 35 - 3D Model Study - Garage Aerial
- 36 - 3D Model Study - Entry
- 37 - 3D Model Study - Roosevelt Blvd
- 38 - 3D Model Study - Entertainment Corner
- 39 - 3D Model Study - Fun City
- 40 - 3D Model Study - Looking South

Project Design Goal and Objectives

Project Design Goal:

To create and establish Catfish Bend Resort & Casino as a single resort destination with casino, hotel, restaurant, and entertainment venues.

Project Design Objectives:

Guests visiting any of the venues will be made well aware of all other venues.

Visitors will be able to easily identify major resort facilities and entry points.

People will be able to conveniently navigate the grounds on foot or by car.

A unified theme will present resort facilities in a cohesive manner.

Overall design quality will be elevated and new features will respect existing conditions.

Keys to moving forward:

- Create open areas with clear sight lines
- Incorporate natural elements: landscaping, trees, stone, etc.
- Adhere to color scheme
- Avoid static graphics and effects
- Create focal areas

HOTEL RESORT CASINO

FACILITY DESIGN PLAN

August 4, 2015

COLOR SCHEME

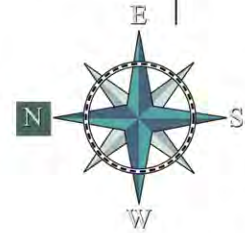
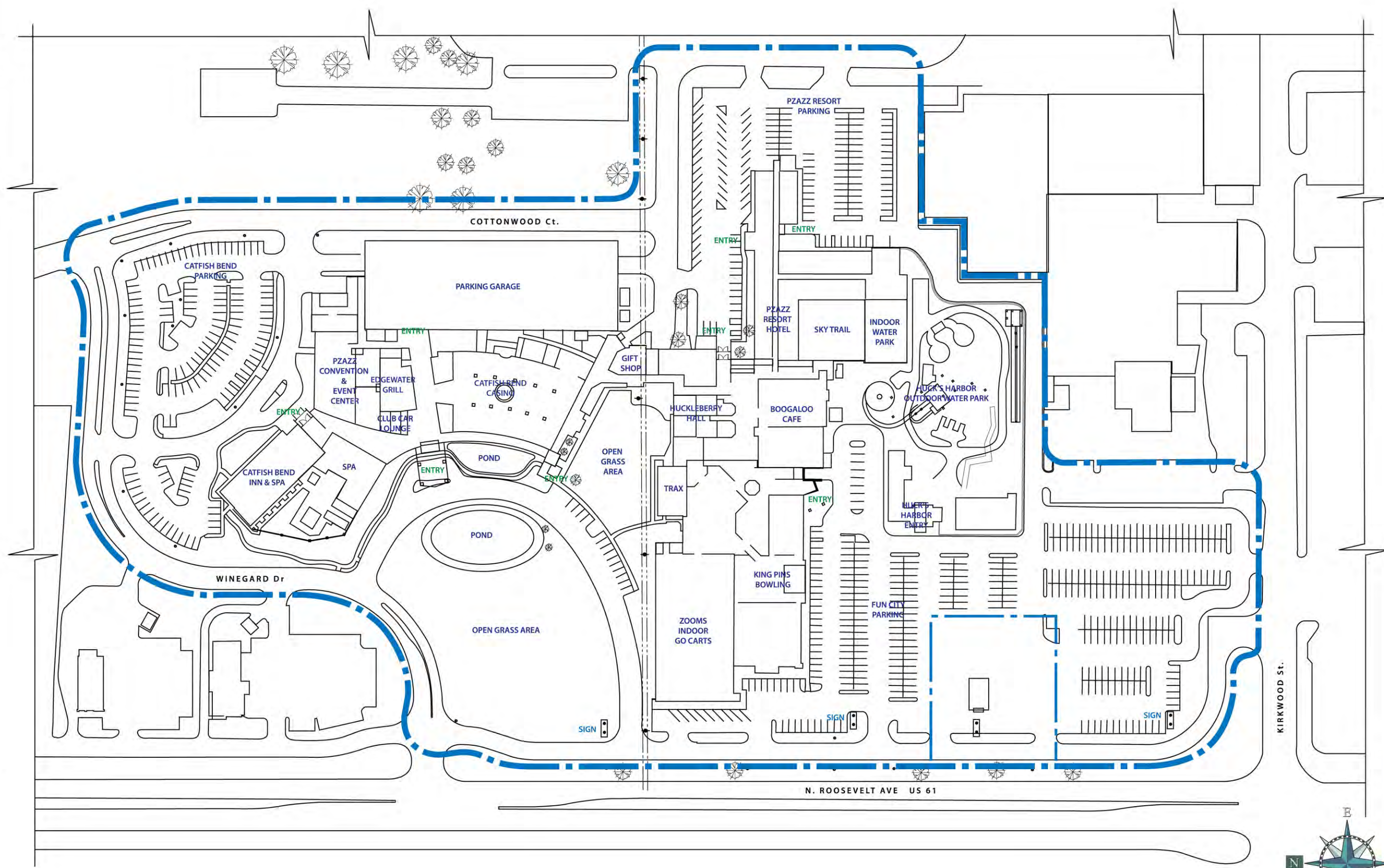


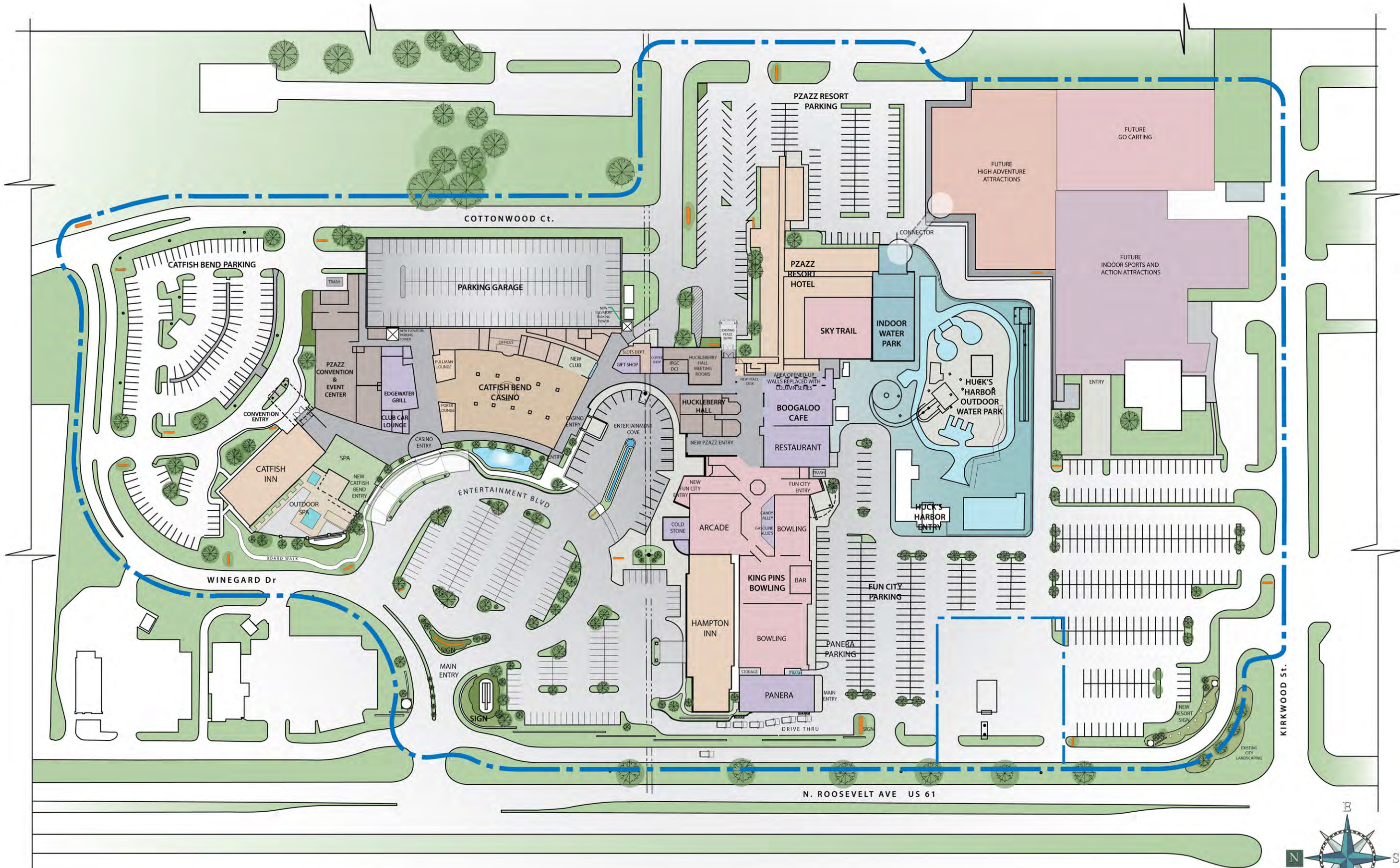
FACILITY DESIGN PLAN

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EXISTING SITE PLAN

sheet





**FACILITY
DESIGN
PLAN**

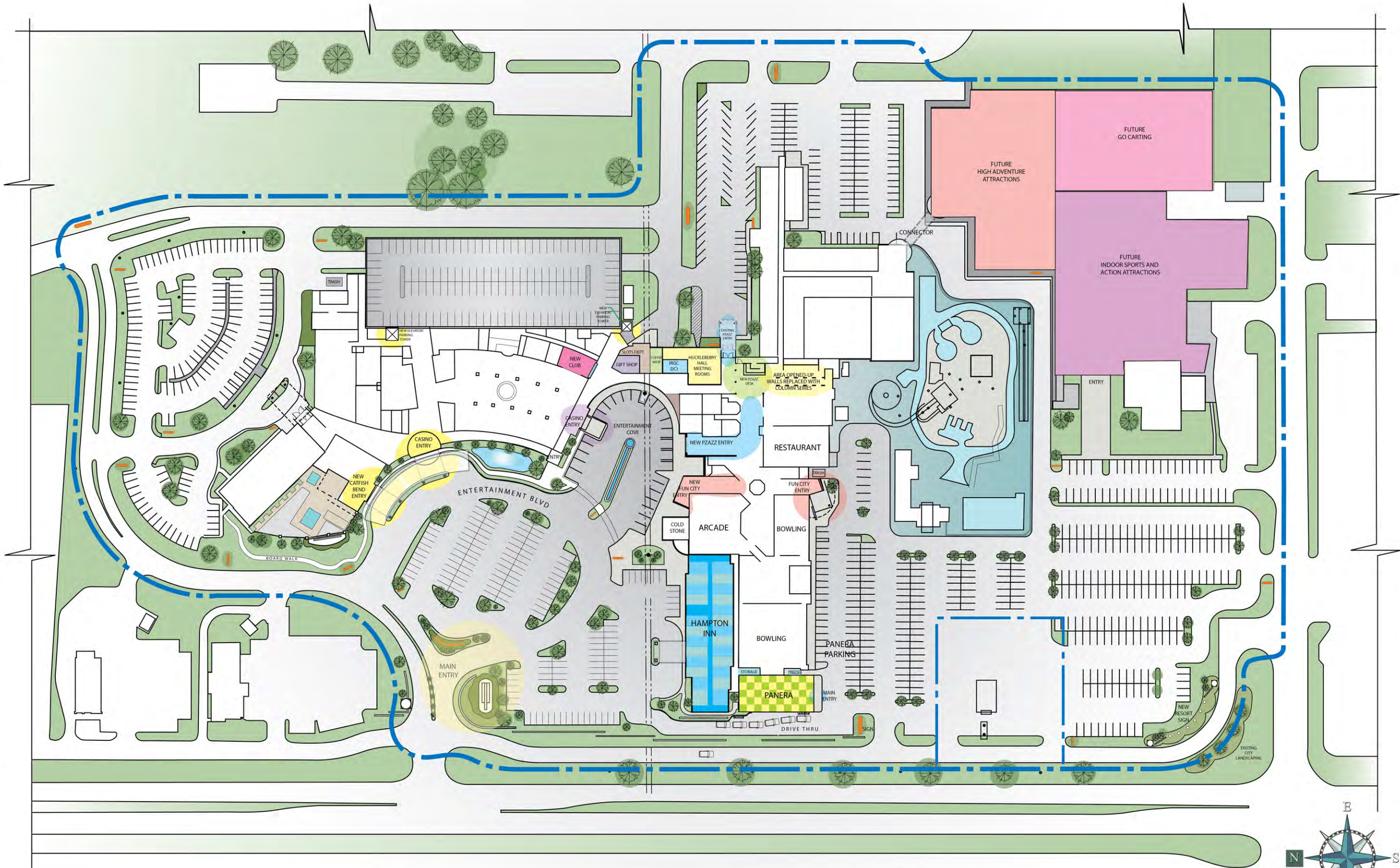
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**NEW
SITE
PLAN**



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PLAN**

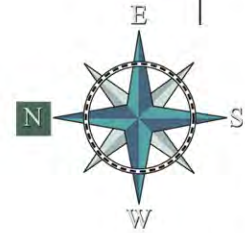
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**NEW
SITE
PLAN
with
HIGHLIGHTED
CHANGES**



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sheet





CASINO



CATFISH BEND INN



FUN CITY



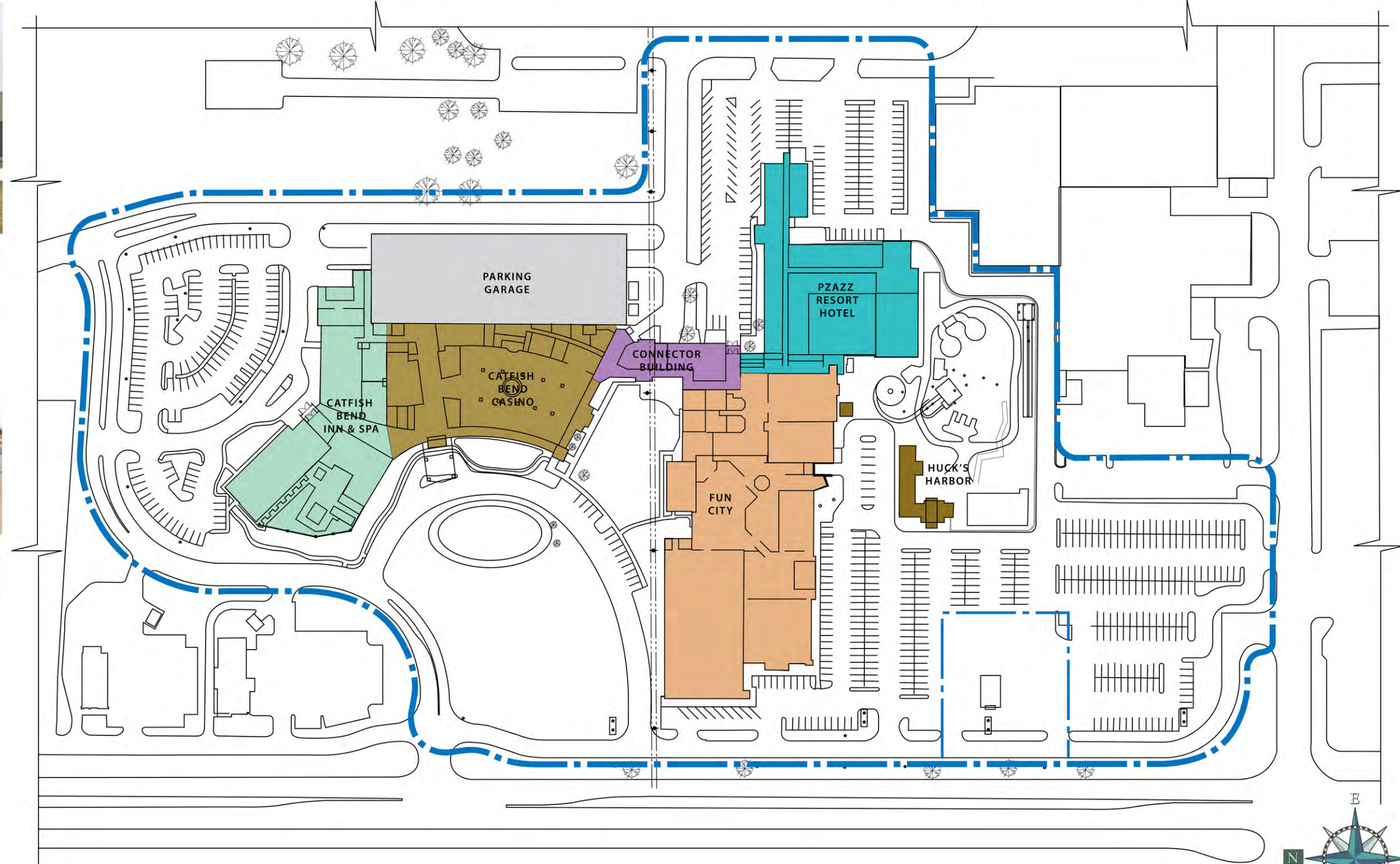
PZAZZ RESORT HOTEL



CONNECTOR BUILDING



HUCK'S HARBOR



Catfish Bend



FACILITY DESIGN PLAN

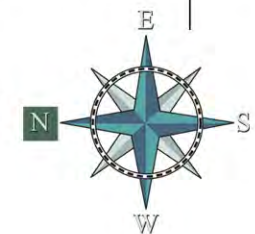
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EXISTING ARCHITECTURE PLAN



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MAIN MARQUEE SIGN - C



BUILDING SIGN



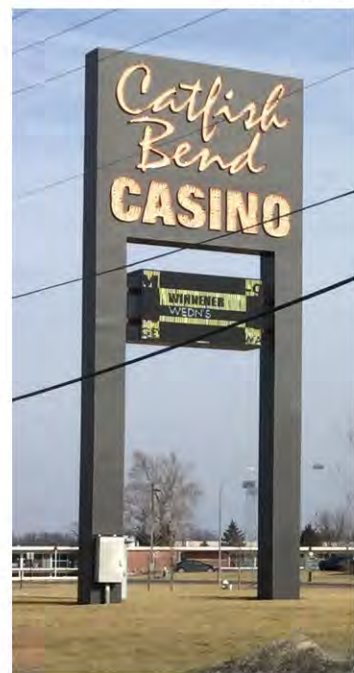
VEHICLE WAYFINDING SIGN



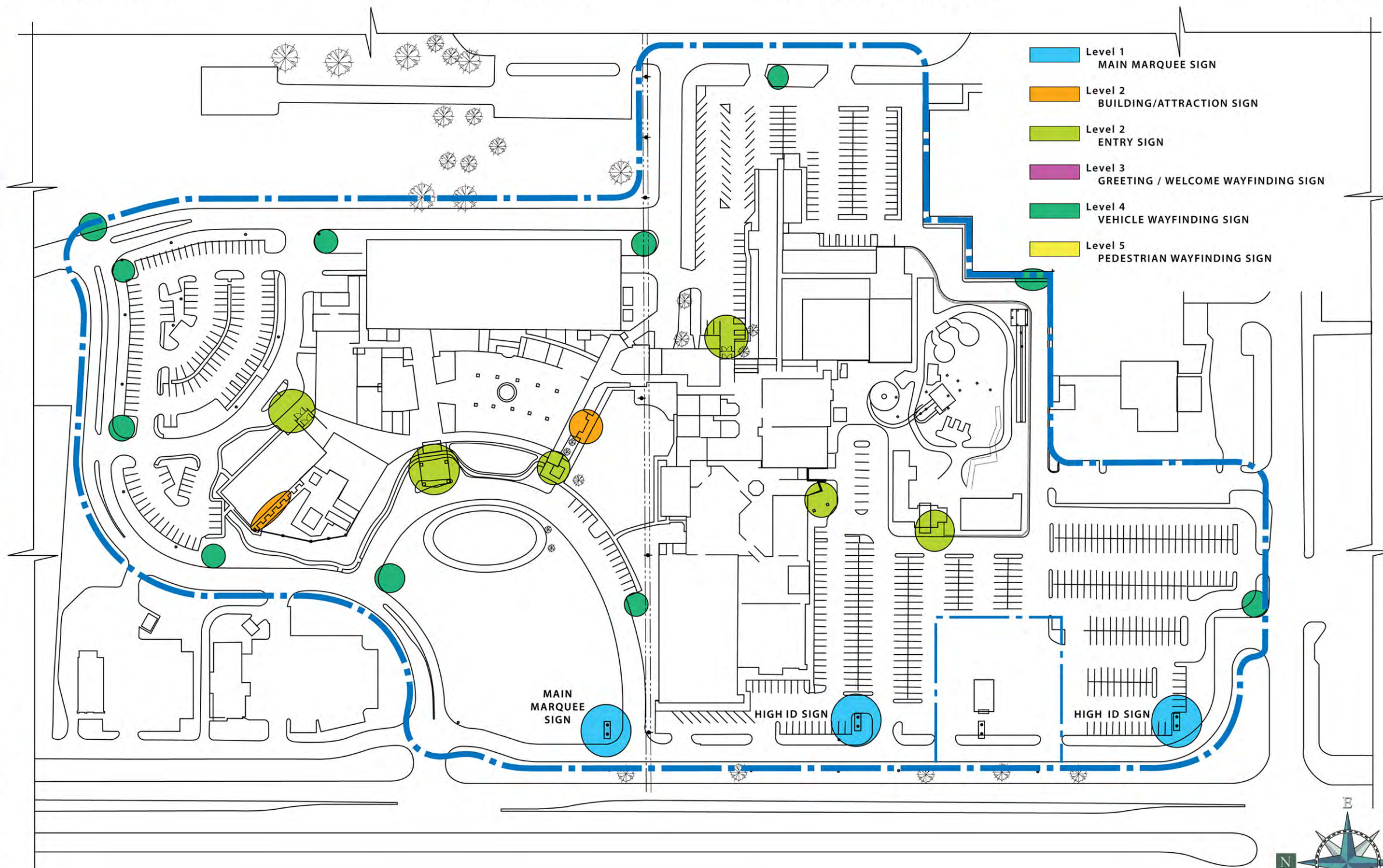
ENTRY SIGN



MAIN MARQUEE SIGN - B



MAIN MARQUEE SIGN - A



FACILITY DESIGN PLAN

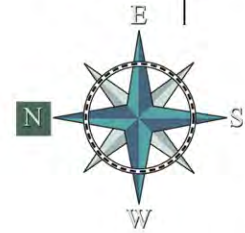
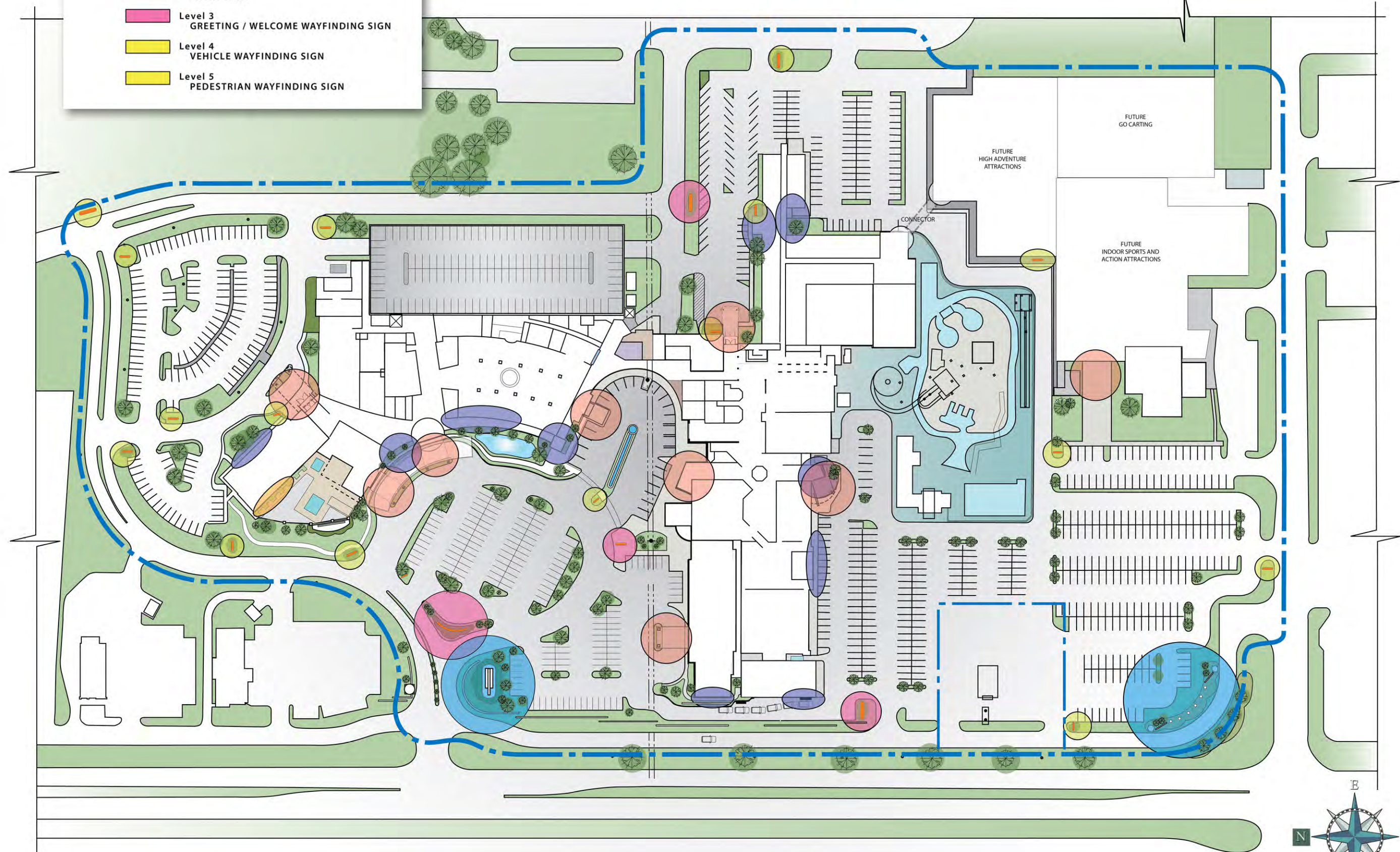
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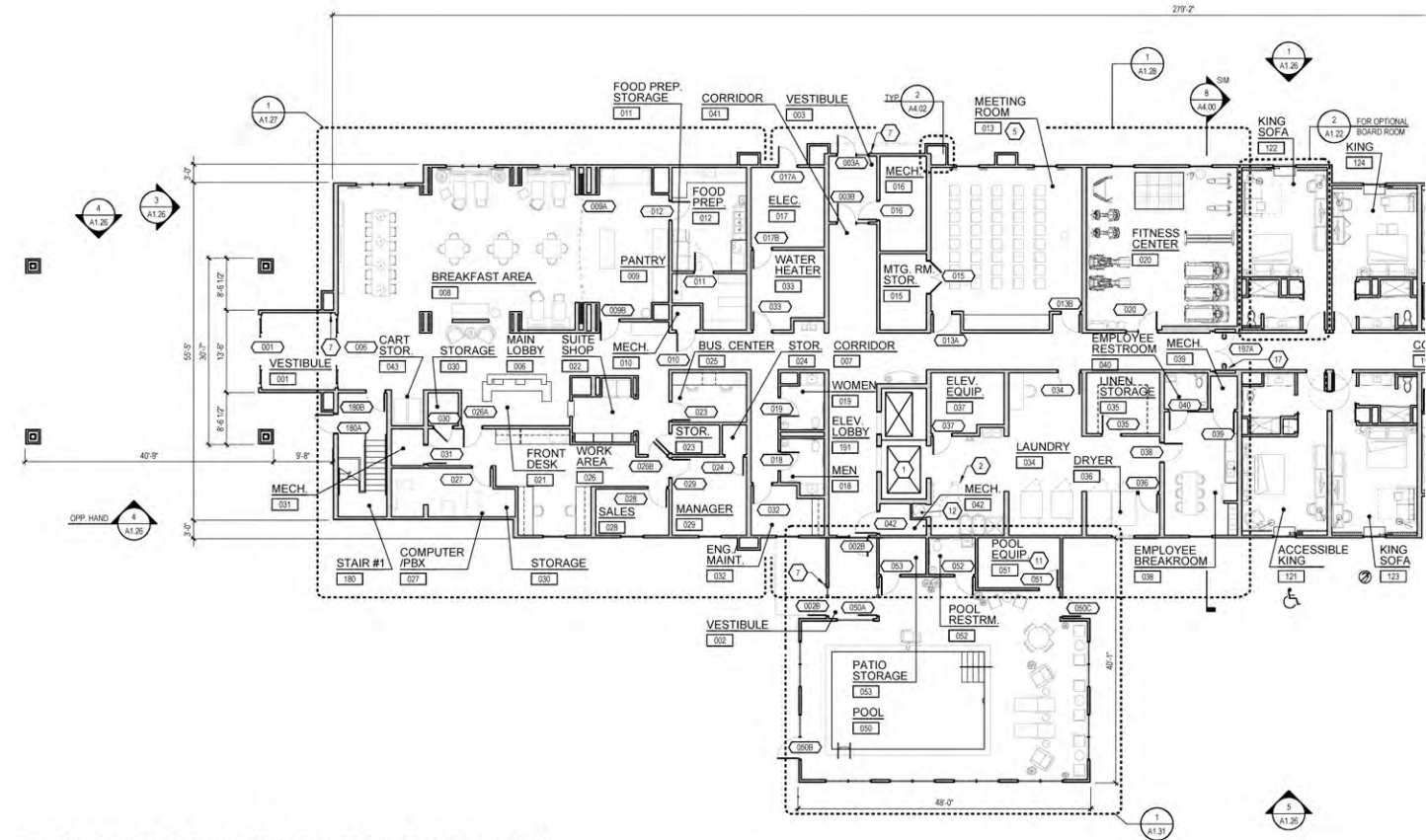
EXISTING SIGN PLAN

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- Level 1
MAIN MARQUEE SIGN
- Level 2
BUILDING/ATTRACTION SIGN
- Level 2
ENTRY SIGN
- Level 3
GREETING / WELCOME WAYFINDING SIGN
- Level 4
VEHICLE WAYFINDING SIGN
- Level 5
PEDESTRIAN WAYFINDING SIGN





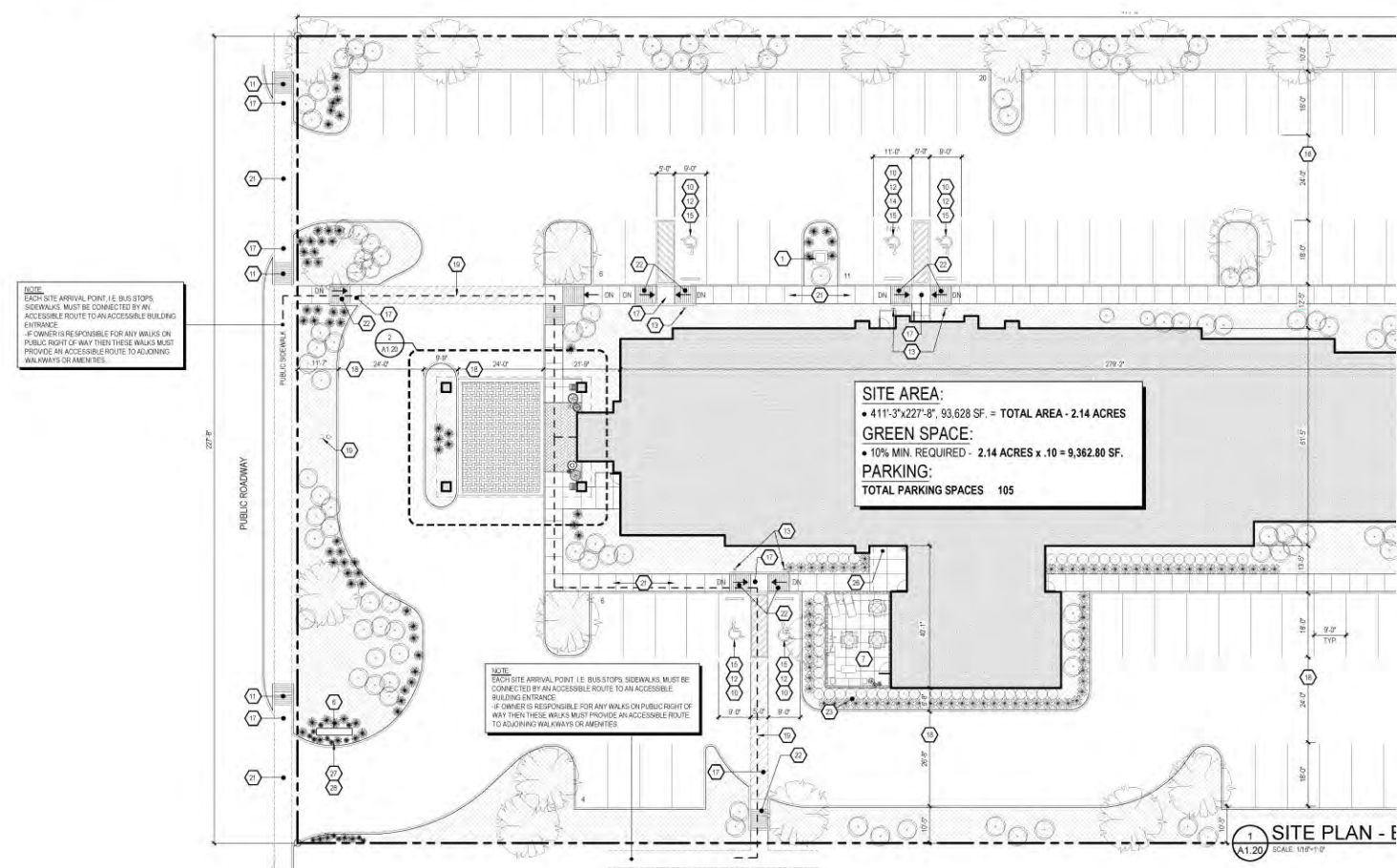
1
A1.22
SCALE: 3/32" = 1'-0"
GROUND FLOOR PLAN - END LOADED LOBBY



REFERENCE



REFERENCE



FACILITY
DESIGN
PLAN

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HAMPTON
INN
&
SUITES



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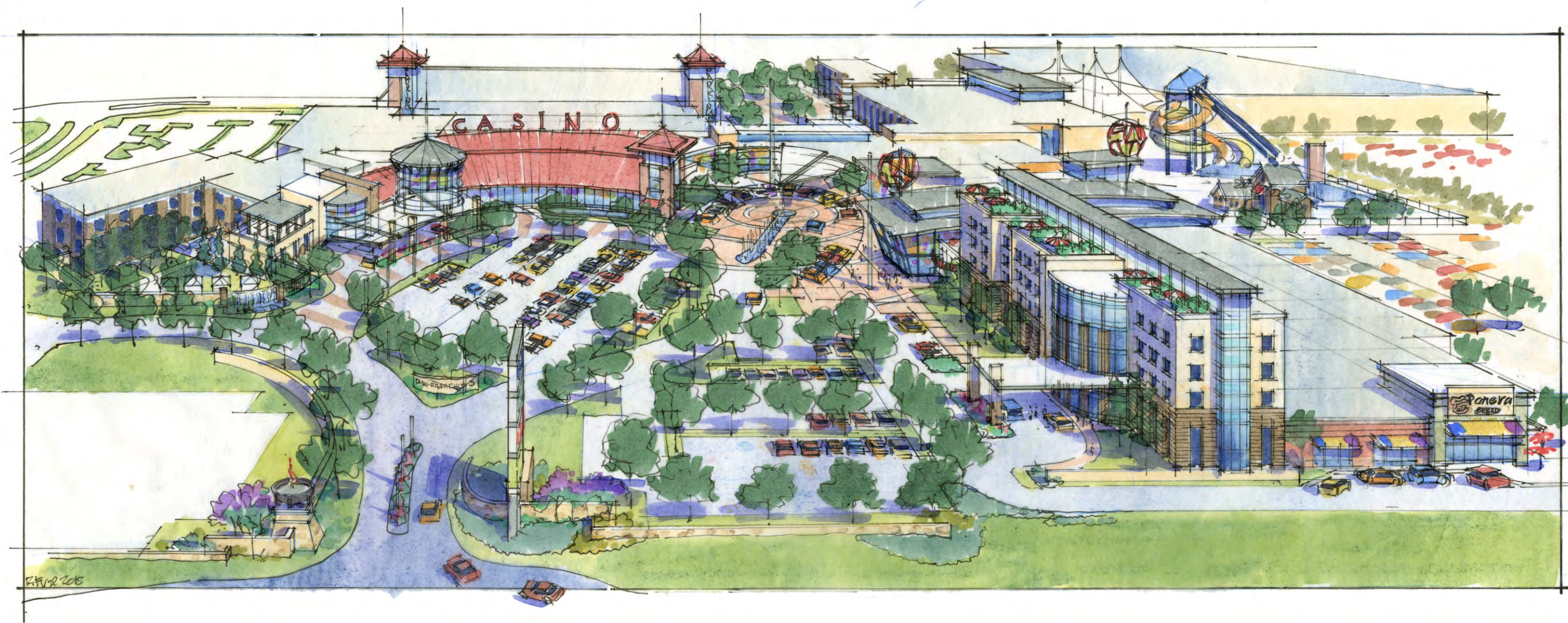
Resort Themed Concepts



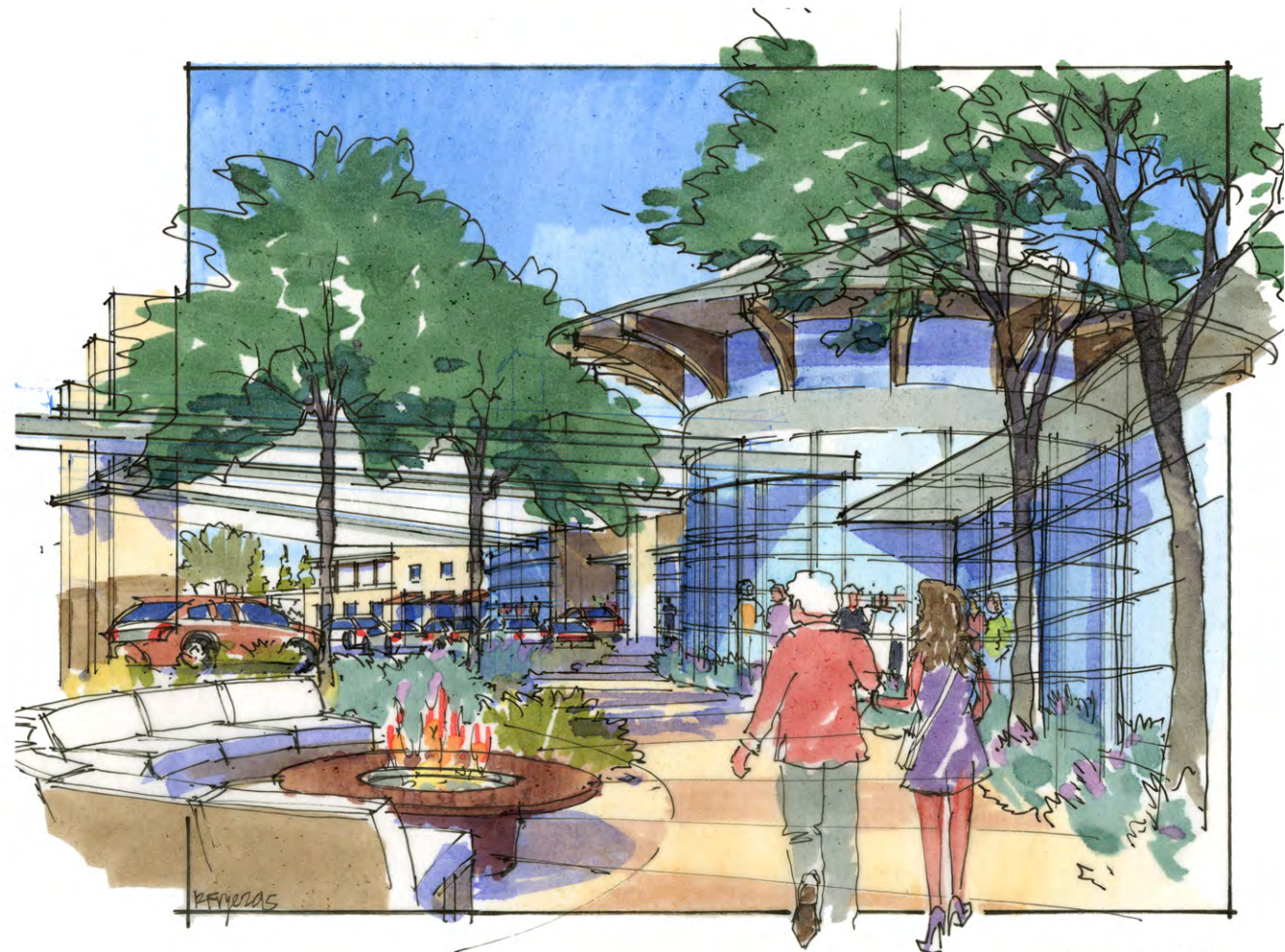
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DESIGN
PLAN

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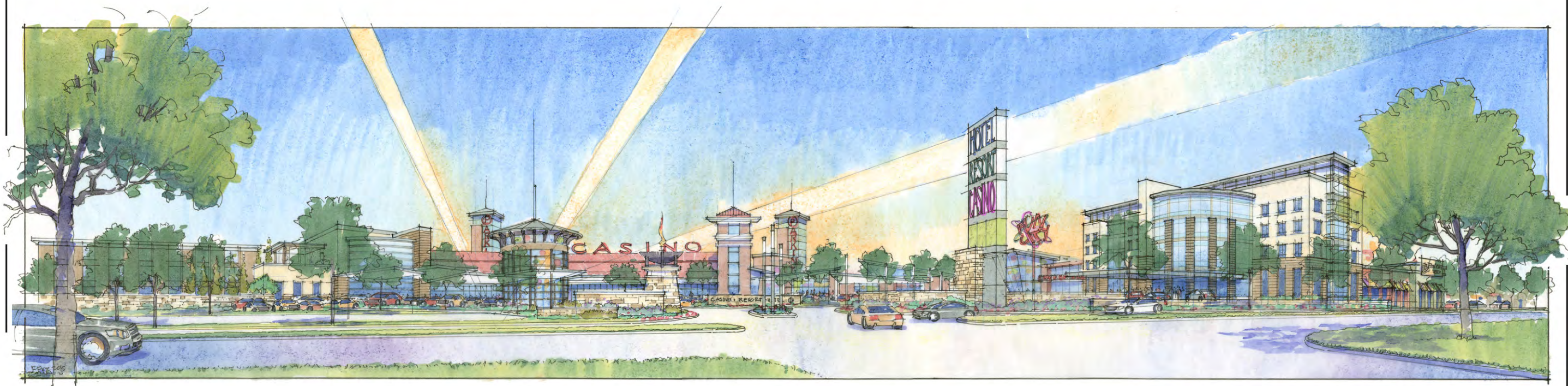
RESORT
CONCEPT
-
OVERALL
AERIAL



EFM 205



BOARDWALK



OVERALL ELEVATION



FACILITY
DESIGN
PLAN

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RESORT
CONCEPT
-
OVERALL
ELEVATION



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RESORT
CONCEPT
-
ENTERTAINMENT
CORNER



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DESIGN
PLAN

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RESORT
CONCEPT
-
ENTRY



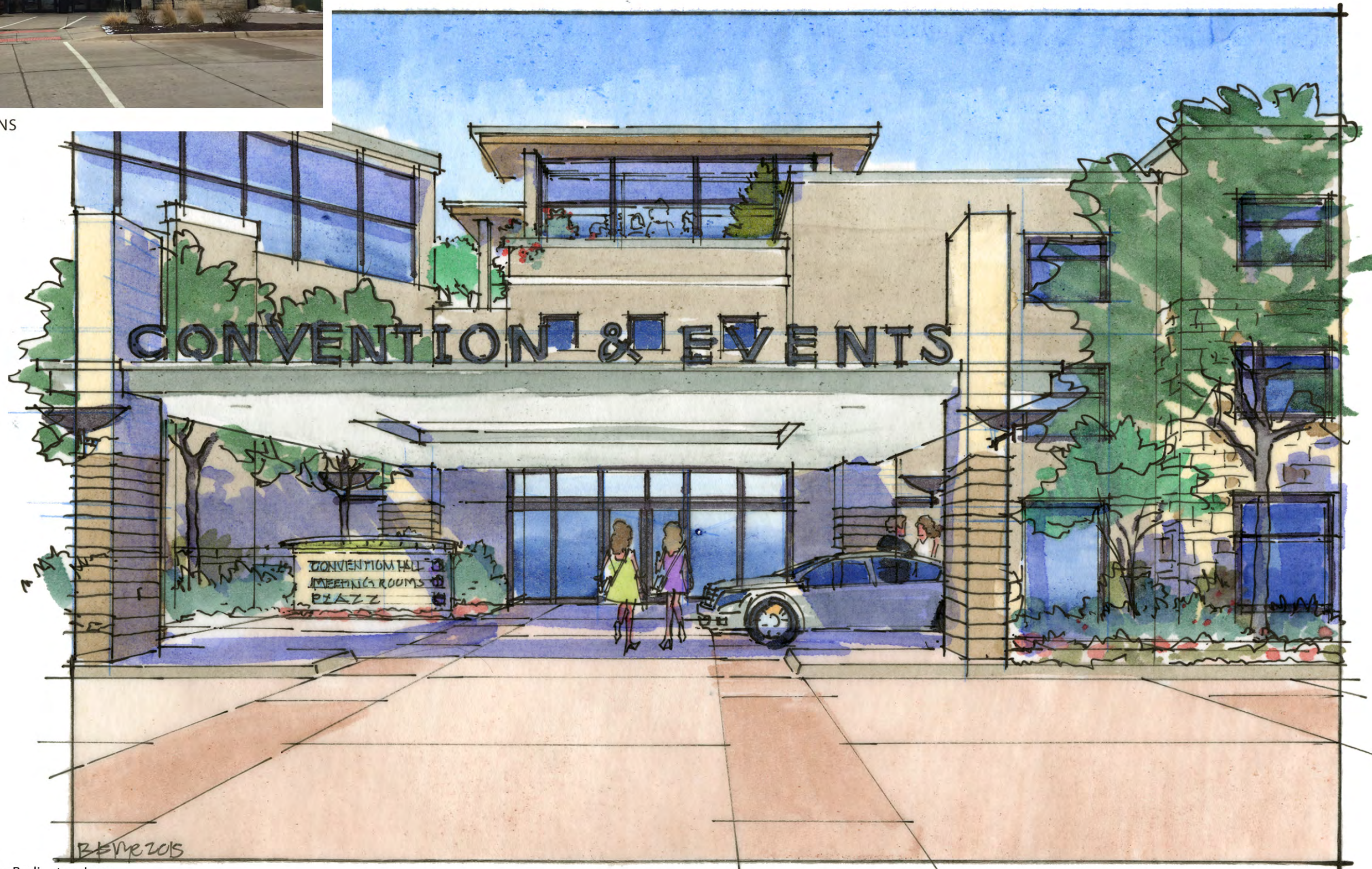
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EXISTING CONDITIONS



FACILITY
DESIGN
PLAN

August 4, 2015

RESORT
CONCEPT
-
CONVENTION
ENTRY

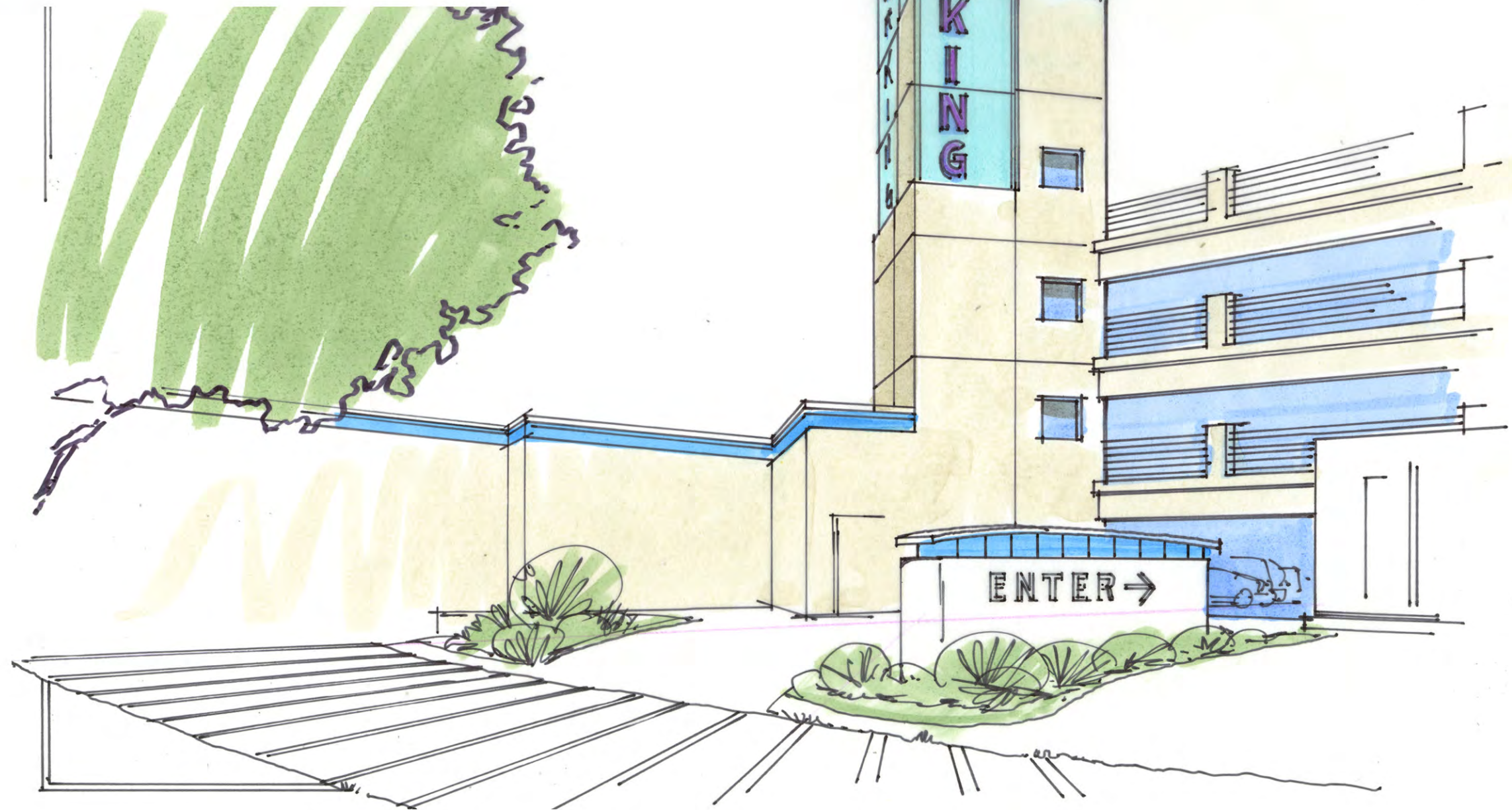


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EXISTING CONDITIONS



FACILITY
DESIGN
PLAN

August 4, 2015

- INDIVIDUAL
- SITE
- FEATURES
-
- PARKING
- GARAGE
- ELEVATOR
- EXTERIOR

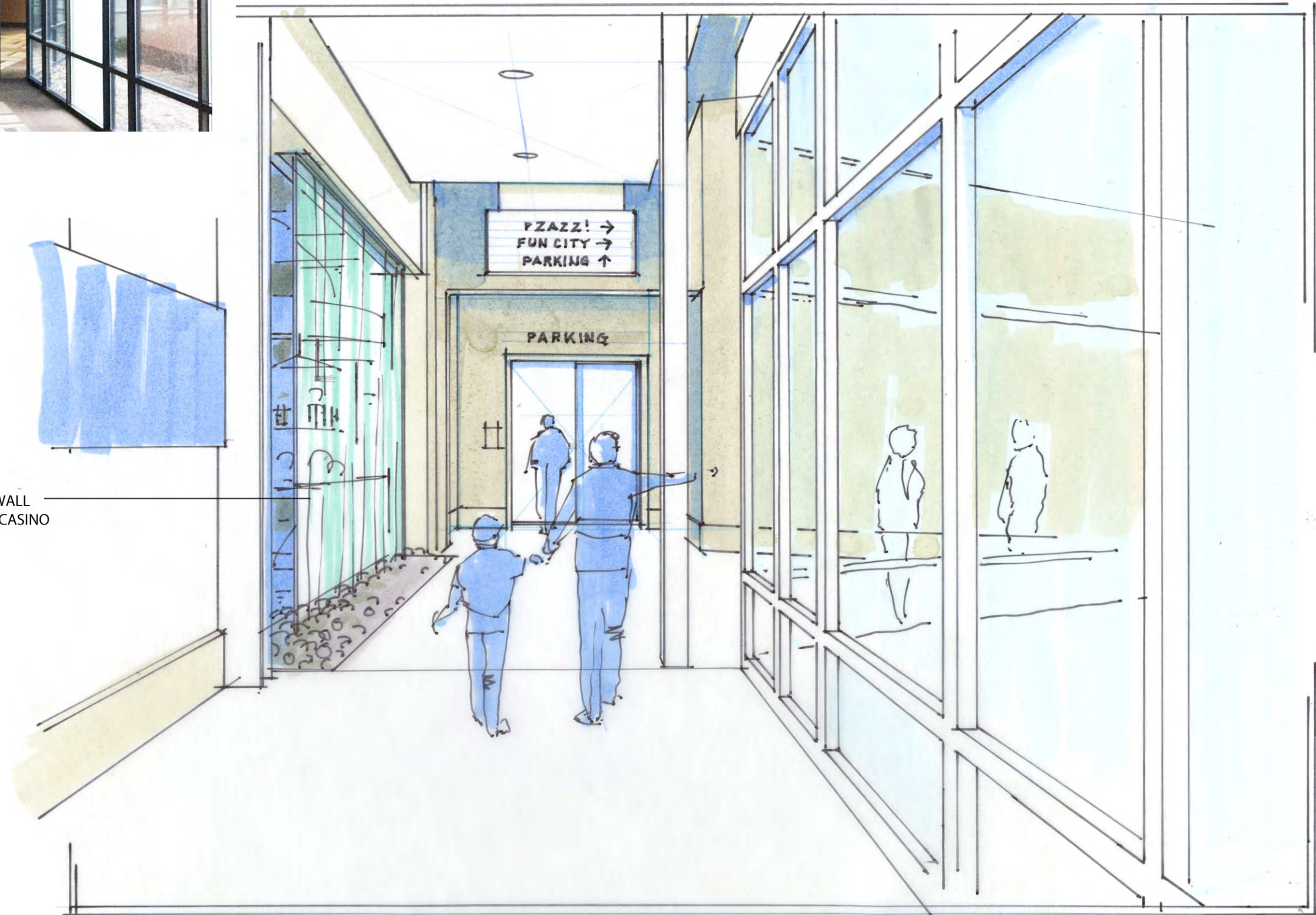


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EXISTING CONDITIONS



GLASS AND WATER WALL
LOOKING INTO NEW CASINO
BAR



Catfish Bend
INN & SPA



FACILITY
DESIGN
PLAN

August 4, 2015

- INDIVIDUAL
- SITE
- FEATURES
-
- PARKING
- GARAGE
- ELEVATOR
- INTERIOR

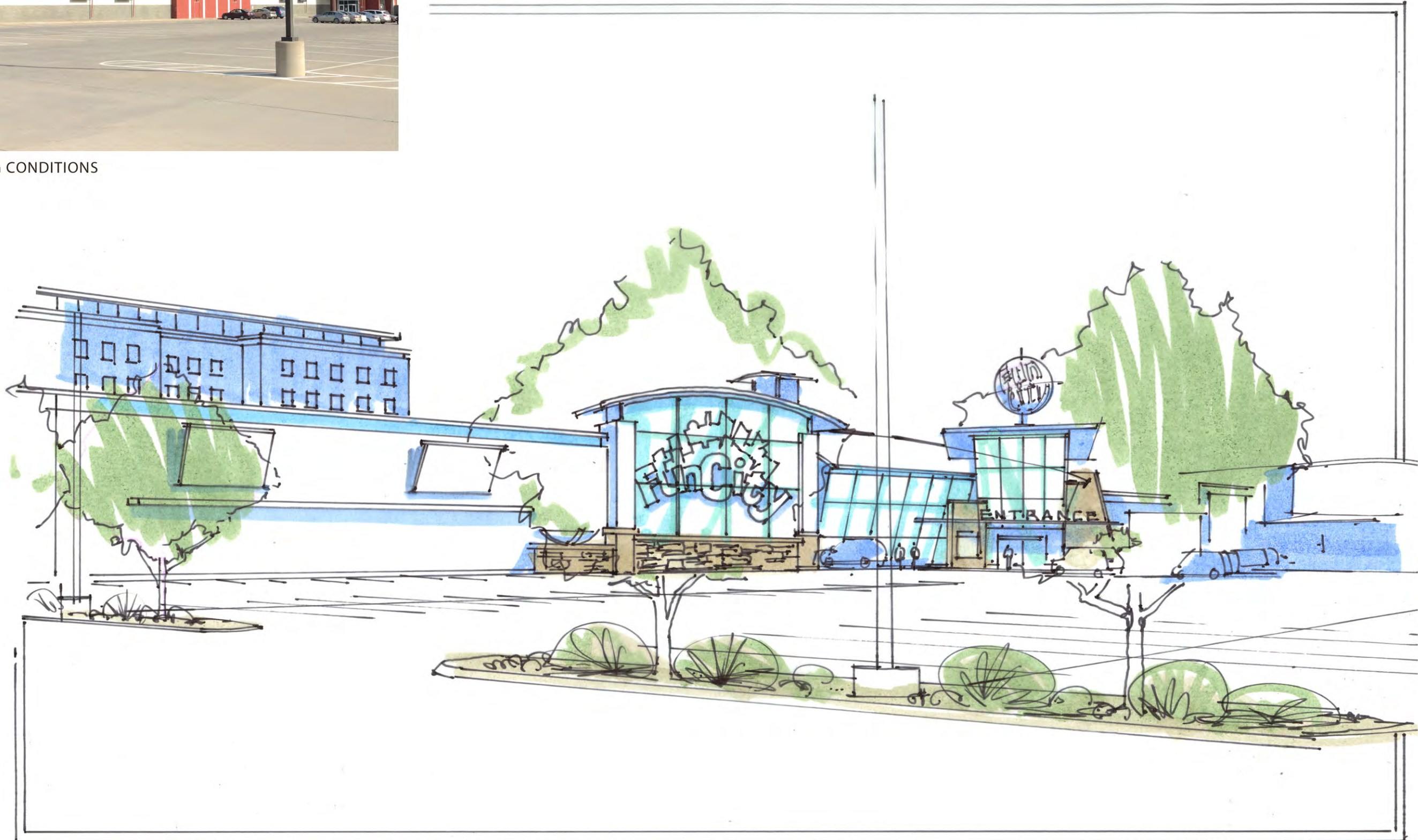


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EXISTING CONDITIONS



Catfish Bend



FACILITY
DESIGN
PLAN

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INDIVIDUAL
SITE
FEATURES
-
FUN CITY
EXTERIOR
ENTRY



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EXISTING CONDITIONS



Catfish Bend
HOTEL & SPA



FACILITY
DESIGN
PLAN

August 4, 2015

INDIVIDUAL
SITE
FEATURES
-
FUN CITY
EXTERIOR
ENTRY

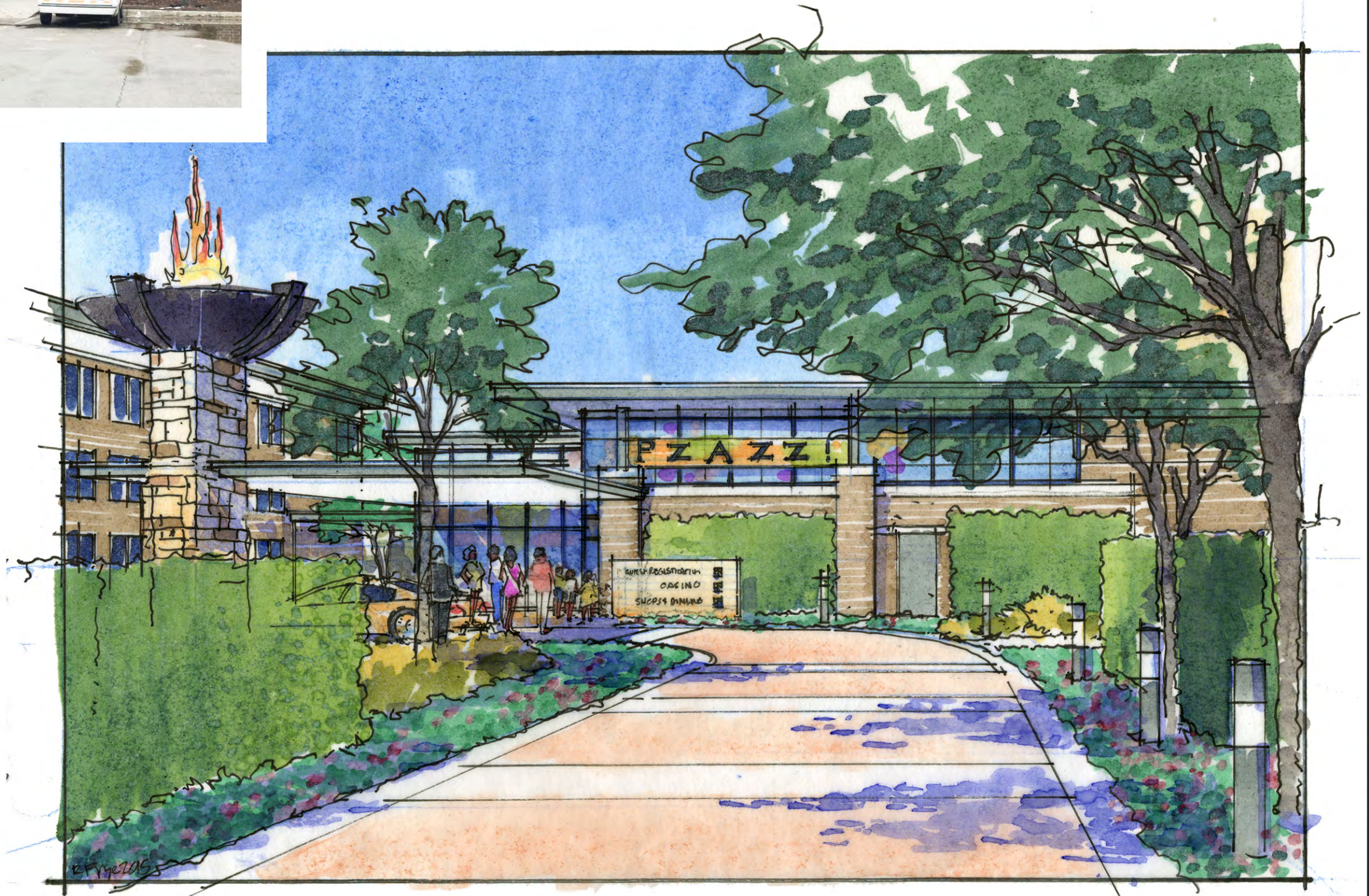


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EXISTING CONDITIONS



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INDIVIDUAL

SITE

FEATURES

PZAZZ

MAIN

ENTRY



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EXISTING CONDITIONS



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DESIGN
PLAN

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INDIVIDUAL
SITE
FEATURES
-
PZZI
DESK

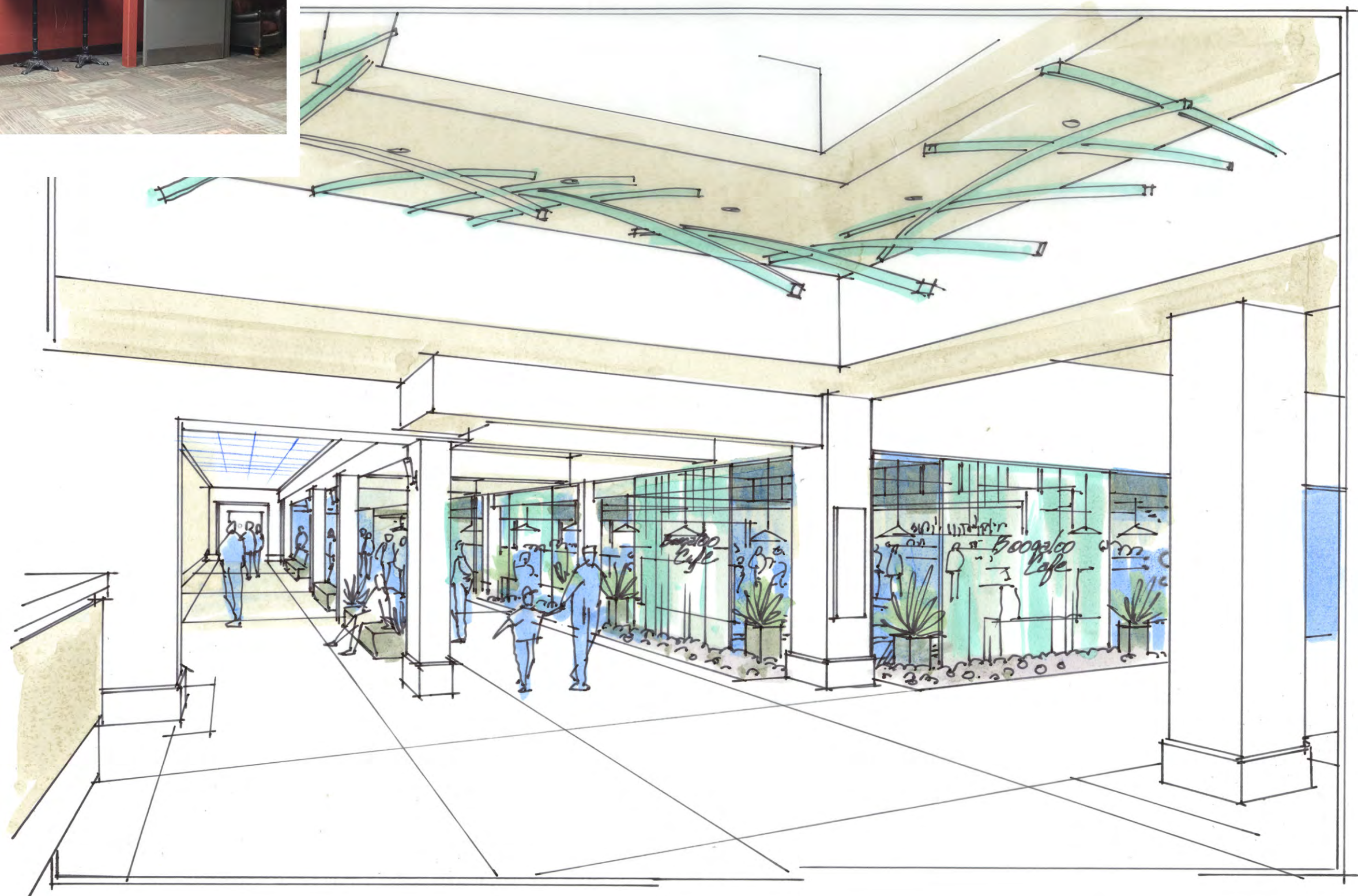


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EXISTING CONDITIONS



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PLAN

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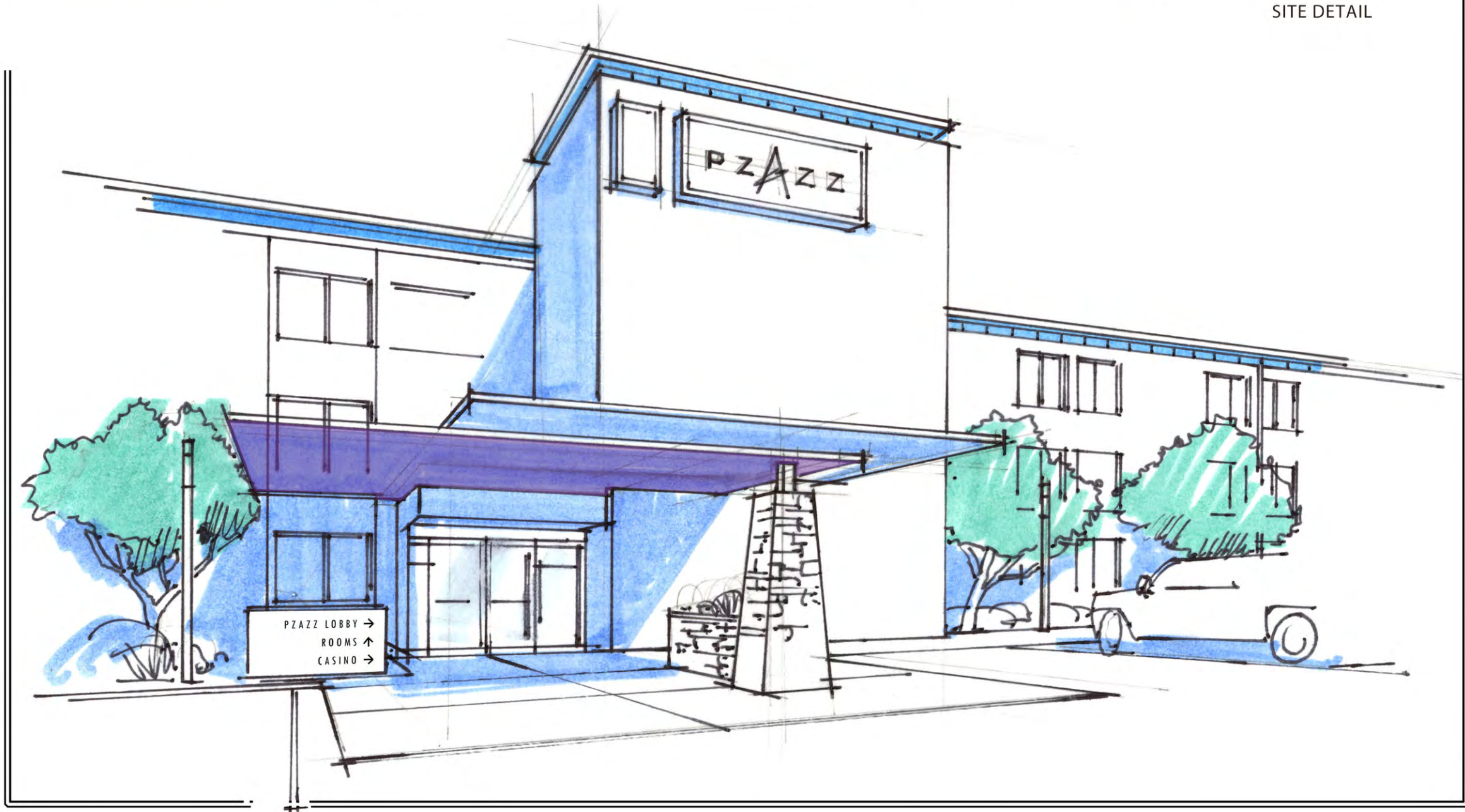
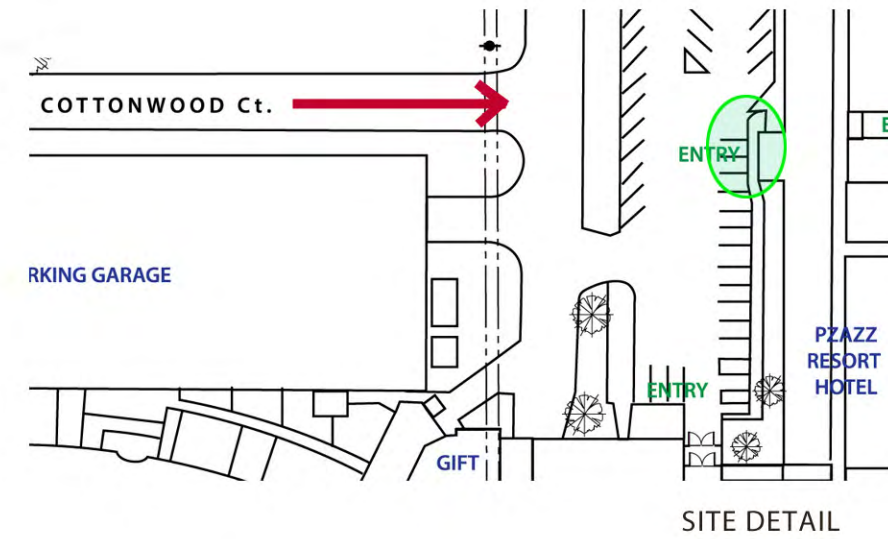
INDIVIDUAL
SITE
FEATURES
-
PZZAZZ
LOBBY



sheet



EXISTING CONDITIONS





EXISTING CONDITIONS



Catfish Bend
INNS & SPA



FACILITY
DESIGN
PLAN

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INDIVIDUAL
SITE
FEATURES

PZAZZ
ENTRY
SOUTH



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EXISTING CONDITIONS



Catfish Bend
HOTEL & SPA



FACILITY
DESIGN
PLAN

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INDIVIDUAL
SITE
FEATURES
-
CASINO
INTERIOR



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EXISTING CONDITIONS





EXISTING CONDITIONS



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DESIGN
PLAN

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INDIVIDUAL
SITE
FEATURES
-
HUCK'S
HARBOR
EXTERIOR
ENTRY



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sheet

Sign Messaging

Primary message - Level 1

Catfish Bend
Resort
Casino
Hotels

Key messages - Level 2

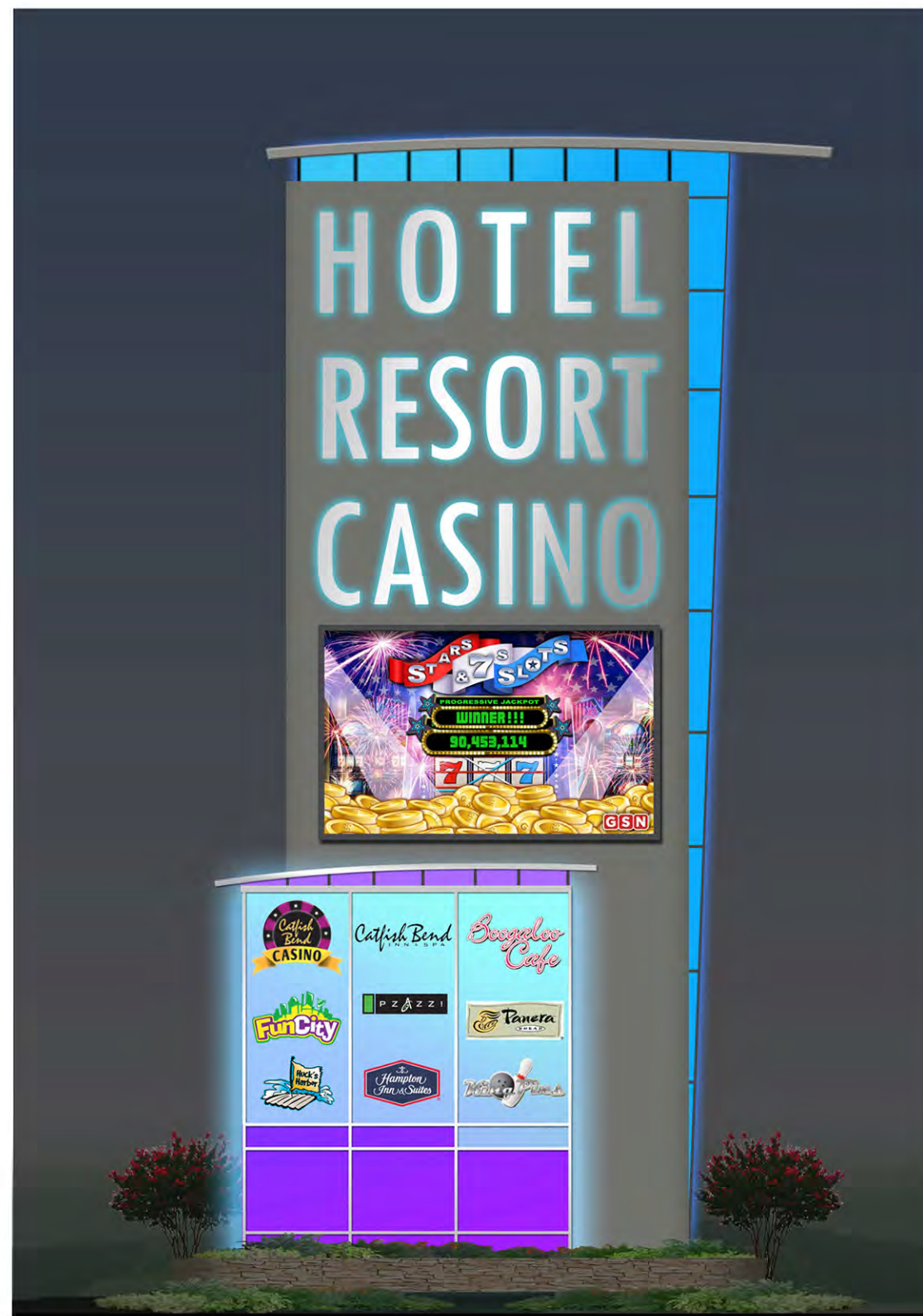
Catfish Bend Casino
Catfish Bend Inn & Spa
PZAZZ! Resort Hotel
Hampton Inn & Suites
FunCity
Restaurants
Convention & Event Center

Information - Level 3

Panera Bread
The Boogaloo Cafe
Huck's Harbor
King Pins
Edgewater Grill
Spa

Instruction - Level 4

Entrances
Parking
Vehicle wayfinding
Pedestrian wayfinding



NIGHT



65' - 70'

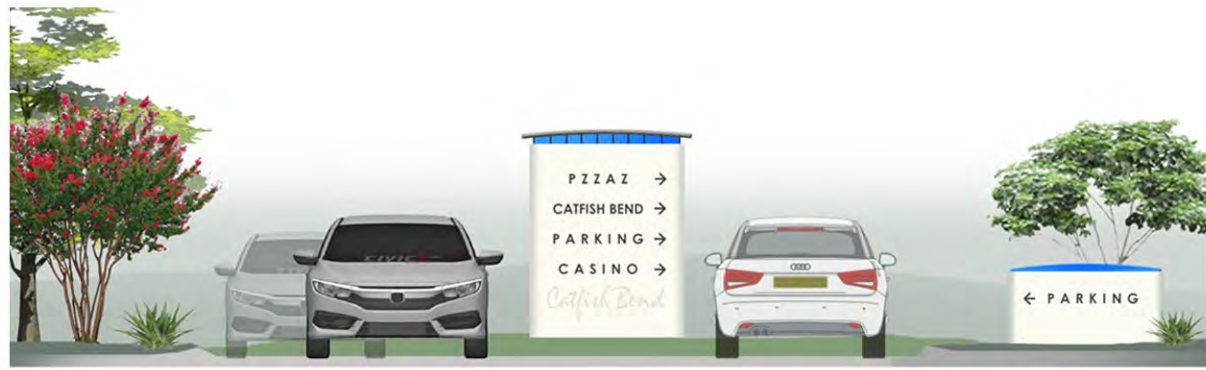
DIGITAL SIGN AREA

Messaging

Primary message - Level 1
Catfish Bend
Resort
Casino
Hotels

Key messages - Level 2
Catfish Bend Casino
Catfish Bend Inn & Spa
PZAZZ! Resort Hotel
Hampton Inn & Suites
FunCity
Restaurants
Convention & Event Center

DAY



LEVEL 4 - VEHICLE WAYFINDING



LEVEL 4 - VEHICLE WAYFINDING



LEVEL 5 - PEDESTRIAN WAYFINDING



NIGHT

LEVEL 3 - GREETING / WELCOME WAYFINDING



DAY

LEVEL 3 - GREETING / WELCOME WAYFINDING



NIGHT

LEVEL 3 - GREETING / WELCOME WAYFINDING

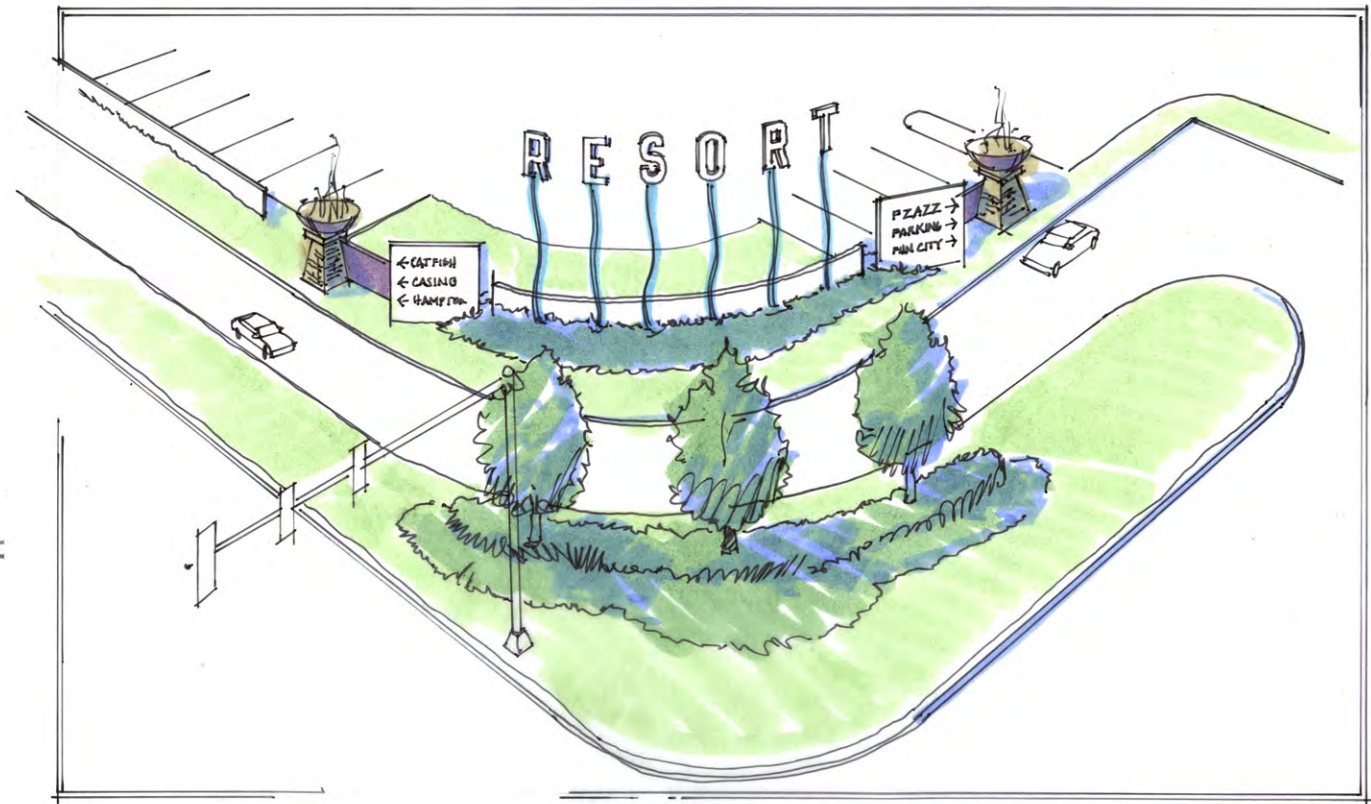


DAY

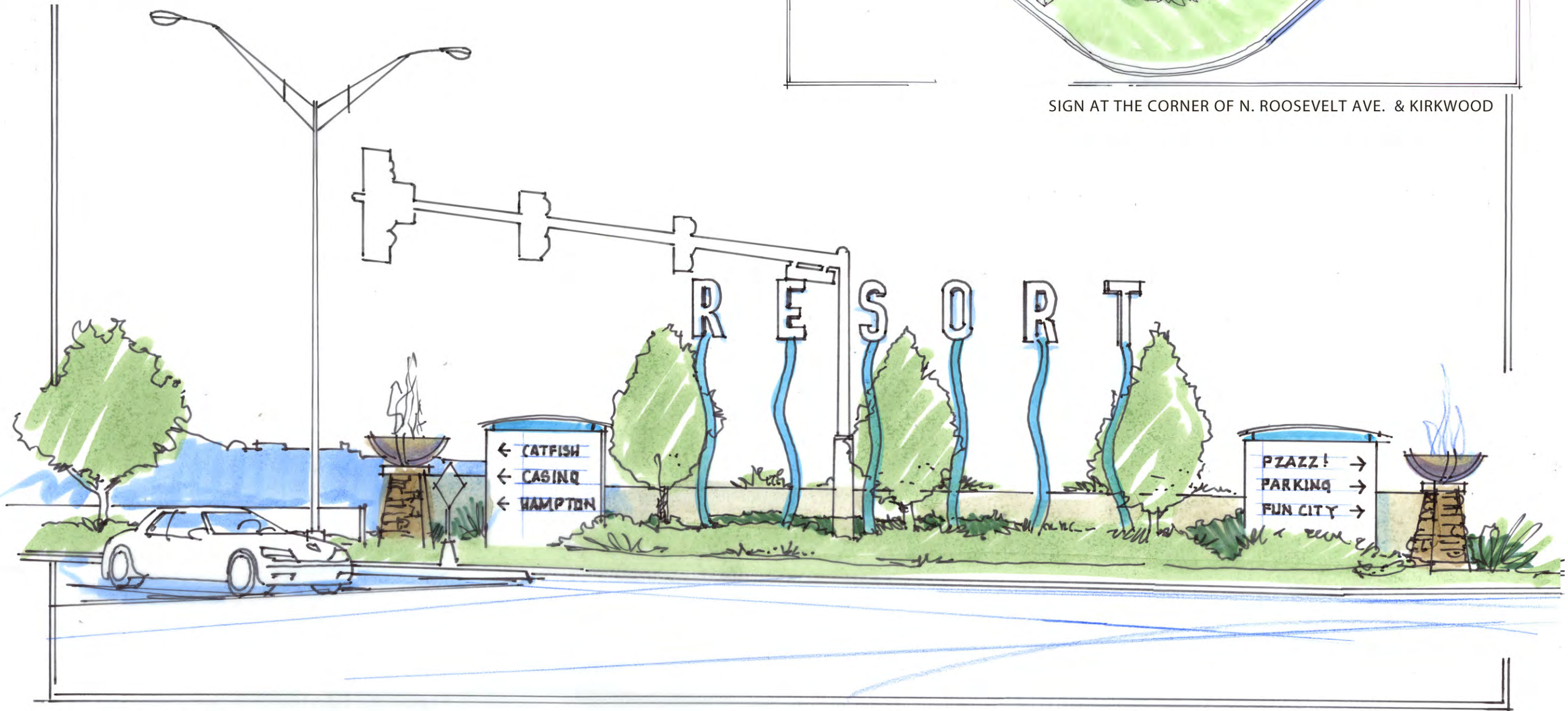
LEVEL 3 - GREETING / WELCOME WAYFINDING



EXISTING CONDITIONS



SIGN AT THE CORNER OF N. ROOSEVELT AVE. & KIRKWOOD



FACILITY
DESIGN
PLAN

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SIGNAGE

CORNER

MARQUEE

SIGN



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Catfish Bend
INNS & SPA



**FACILITY
DESIGN
PLAN**

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**OVERALL
RESORT
MODEL
STUDY
-
ENTRY**



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DESIGN
PLAN

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OVERALL
RESORT
MODEL
STUDY
-
FRONT
AERIAL



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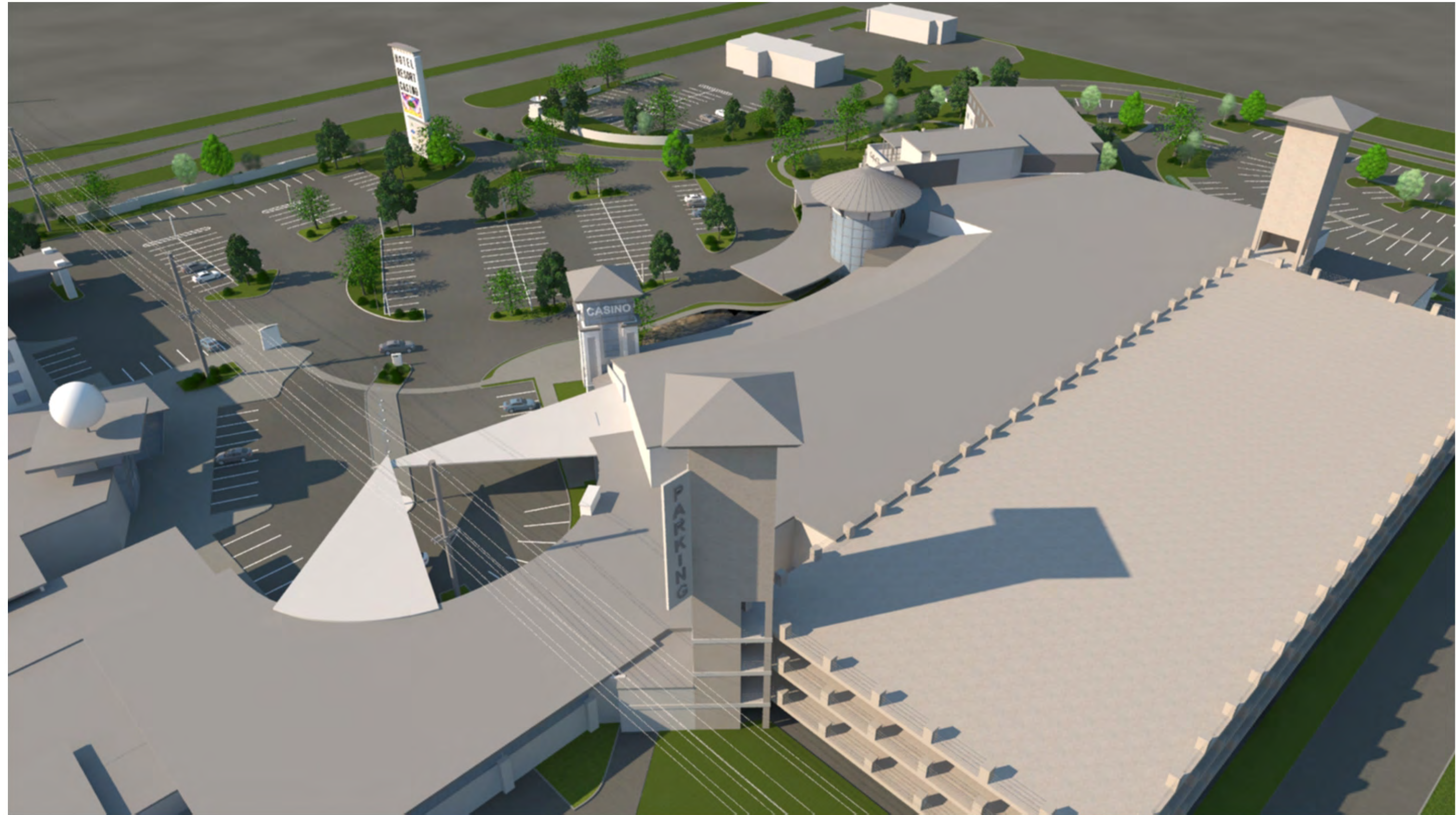
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FACILITY
DESIGN
PLAN

August 4, 2015

OVERALL
RESORT
MODEL
STUDY
-
AERIAL
NORTH



FACILITY
DESIGN
P L A N

August 4, 2015

OVERALL
RESORT
MODEL
STUDY
-
GARAGE
AERIAL



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FACILITY
DESIGN
PLAN

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OVERALL
RESORT
MODEL
STUDY
-
ROOSEVELT
Blvd.

sheet





FACILITY
DESIGN
P L A N

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OVERALL
RESORT
MODEL
STUDY

-
ENTERTAINMENT
CORNER



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OVERALL
RESORT
MODEL
STUDY
-
FUN CITY



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Catfish Bend
INNS & SPA



FACILITY
DESIGN
PLAN

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OVERALL
RESORT
MODEL
STUDY
-
LOOKING
SOUTH



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