

# 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

## 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

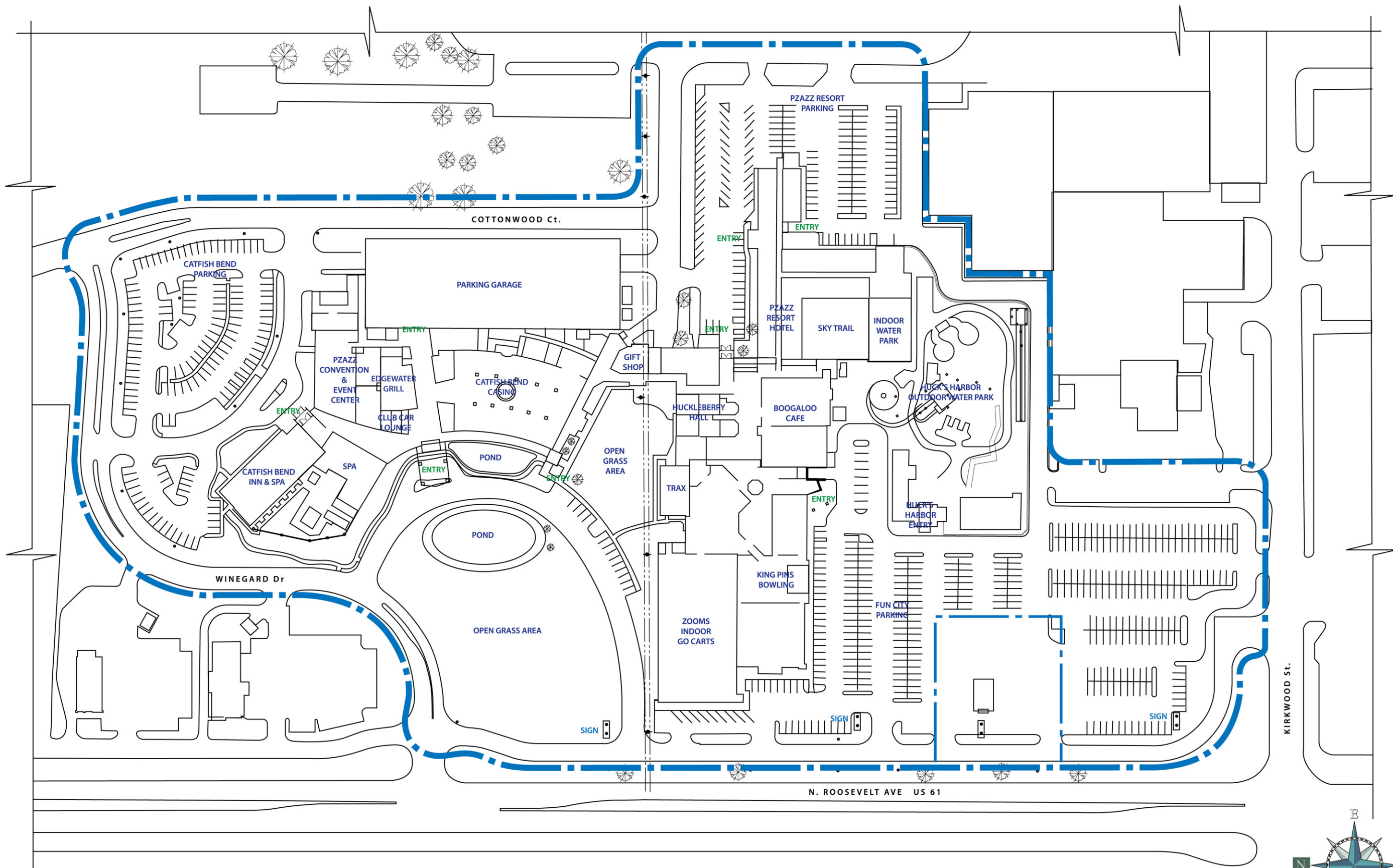
August 4, 2015

EXISTING SITE PLAN

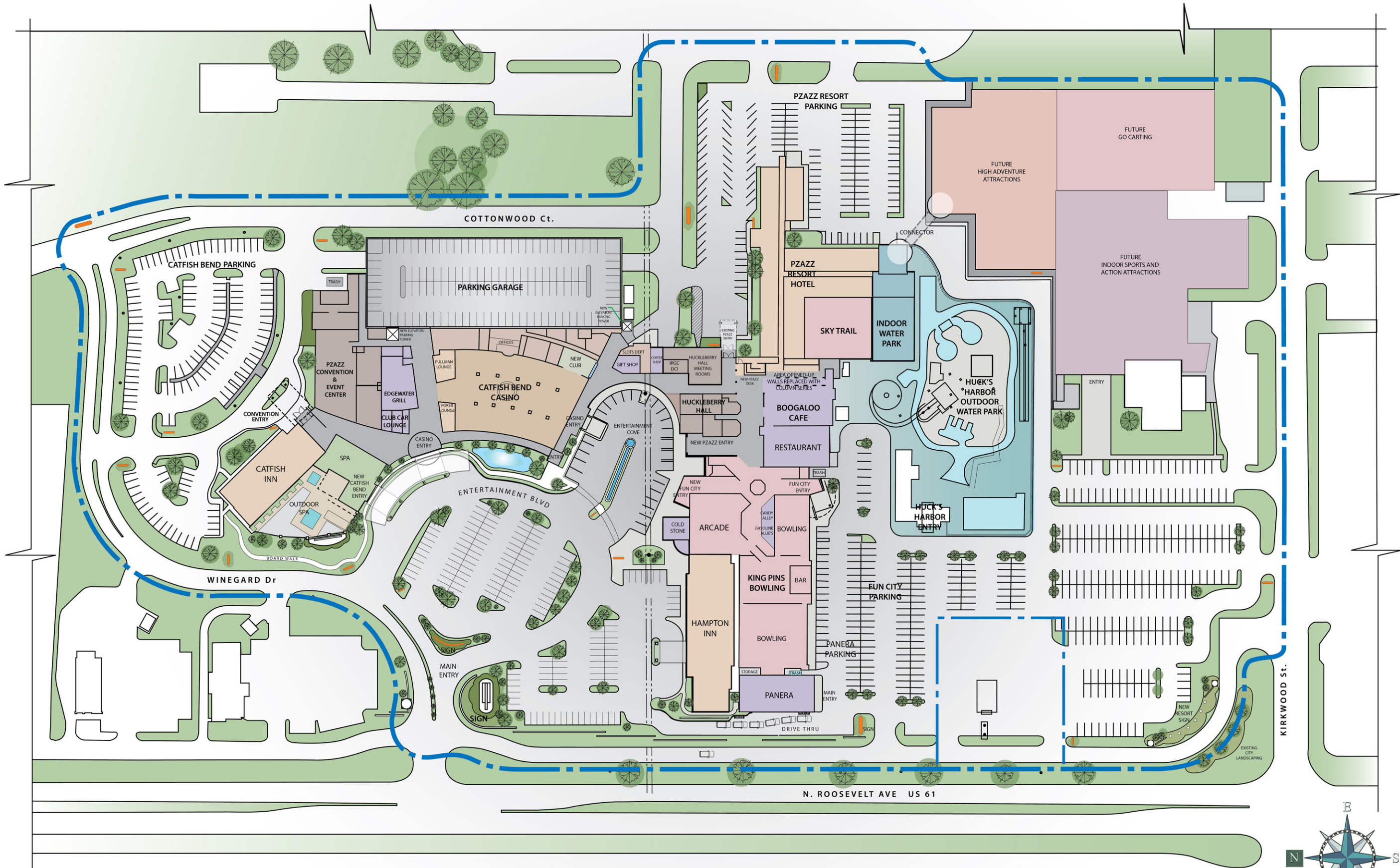


**Kaser design**  
217 S. MacArthur Blvd.  
Coppell, Texas 75019  
ph: (469) 549-1832

sheet







**FACILITY  
DESIGN  
PLAN**

August 4, 2015

**NEW  
SITE  
PLAN**



**Kaser design**  
217 S. MacArthur Blvd.  
Coppell, Texas 75019  
ph: (469) 549-1832

sheet





MAIN MARQUEE SIGN - C



BUILDING SIGN



VEHICLE WAYFINDING SIGN



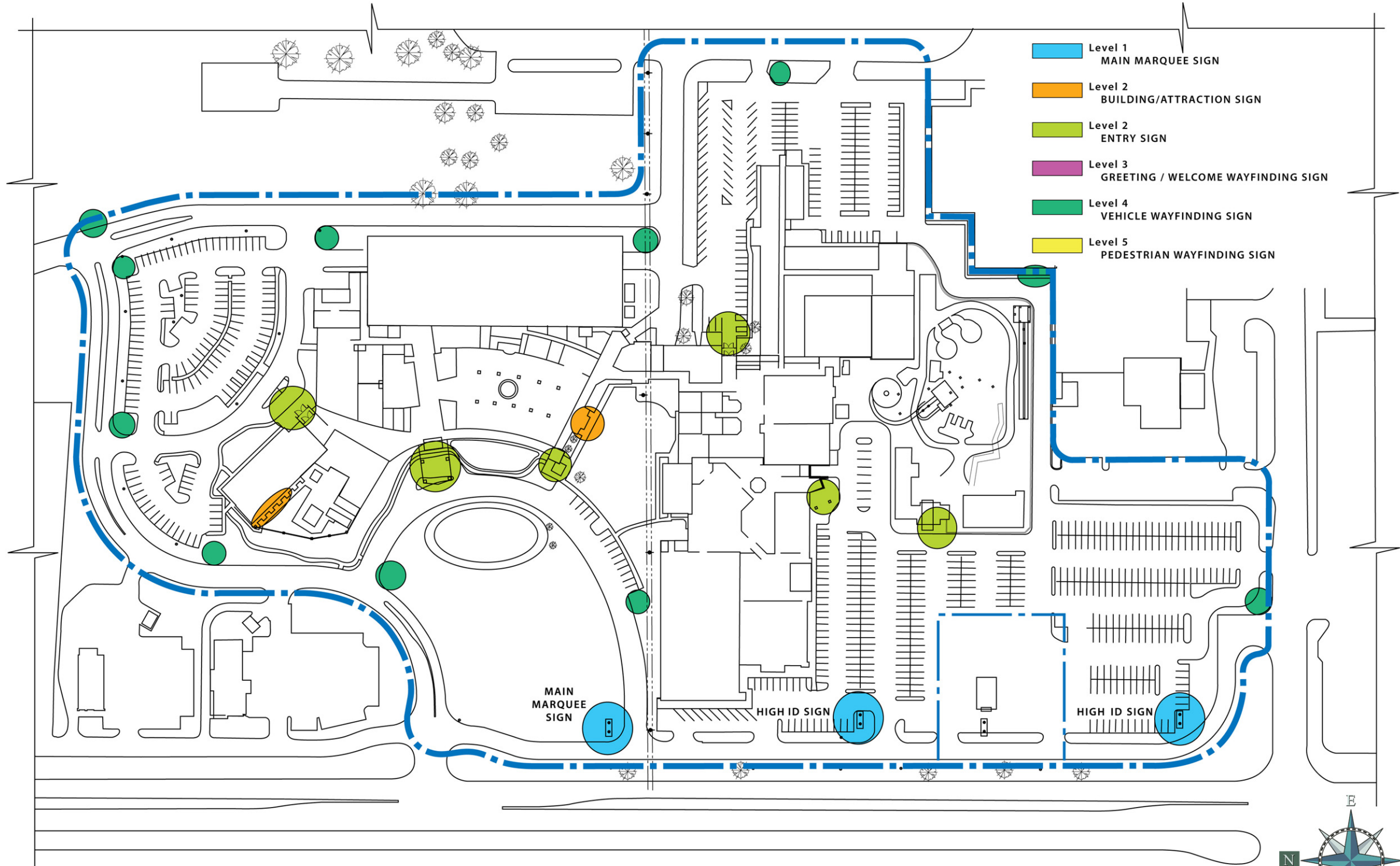
ENTRY SIGN



MAIN MARQUEE SIGN - B



MAIN MARQUEE SIGN - A



FACILITY DESIGN PLAN

August 4, 2015

EXISTING SIGN PLAN



Kaser design  
217 S. MacArthur Blvd.  
Coppell, Texas 75019  
ph: (469) 549-1832

sheet



FACILITY DESIGN PLAN

August 4, 2015

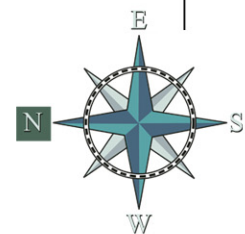
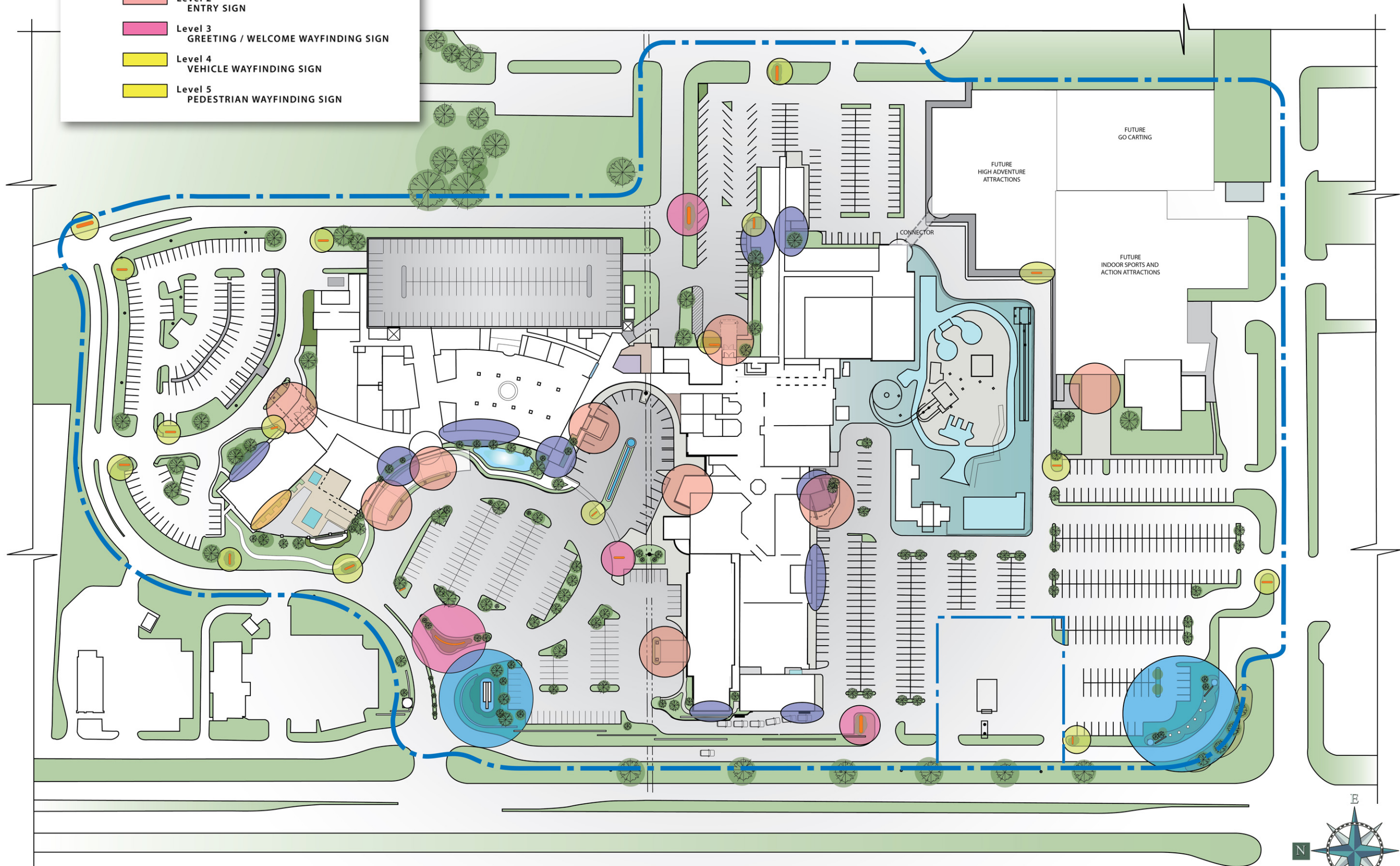
NEW SIGN PLAN



**Kaser design**  
217 S. MacArthur Blvd.  
Coppell, Texas 75019  
ph: (469) 549-1832

sheet

- 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





## 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

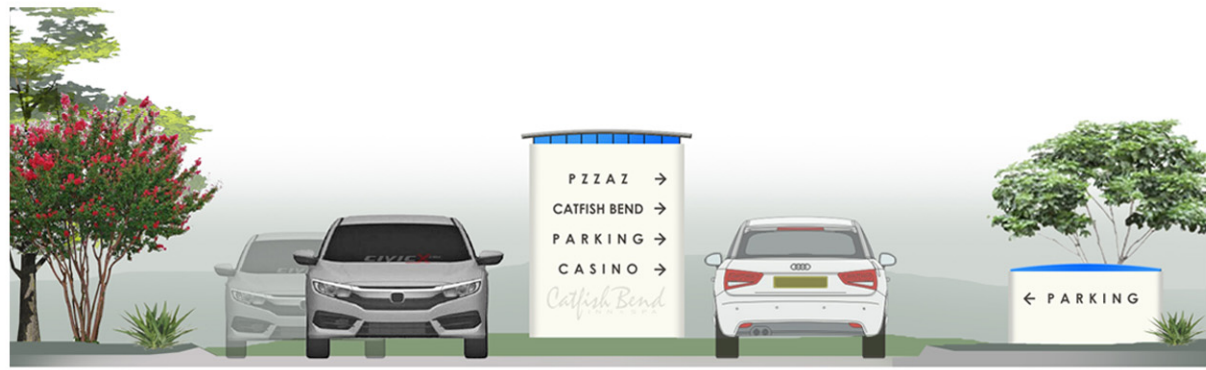
**Messaging**

Primary message - Level 1  
Catfish Bend  
Resort  
Casino  
Hotels

Key messages - Level 2  
Catfish Bend Casino  
Catfish Bend Inn & Spa  
PZAZZI 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



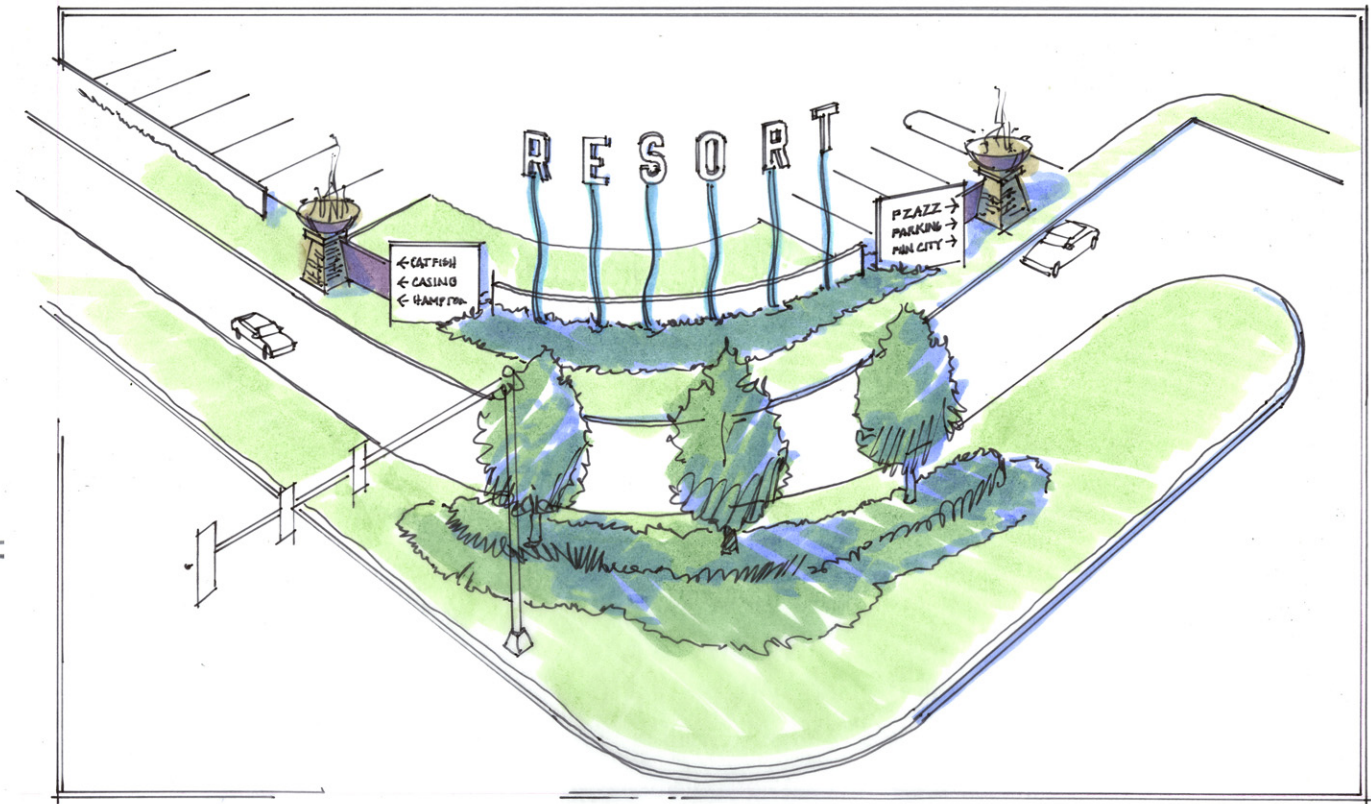
DAY

LEVEL 3 - GREETING / WELCOME WAYFINDING

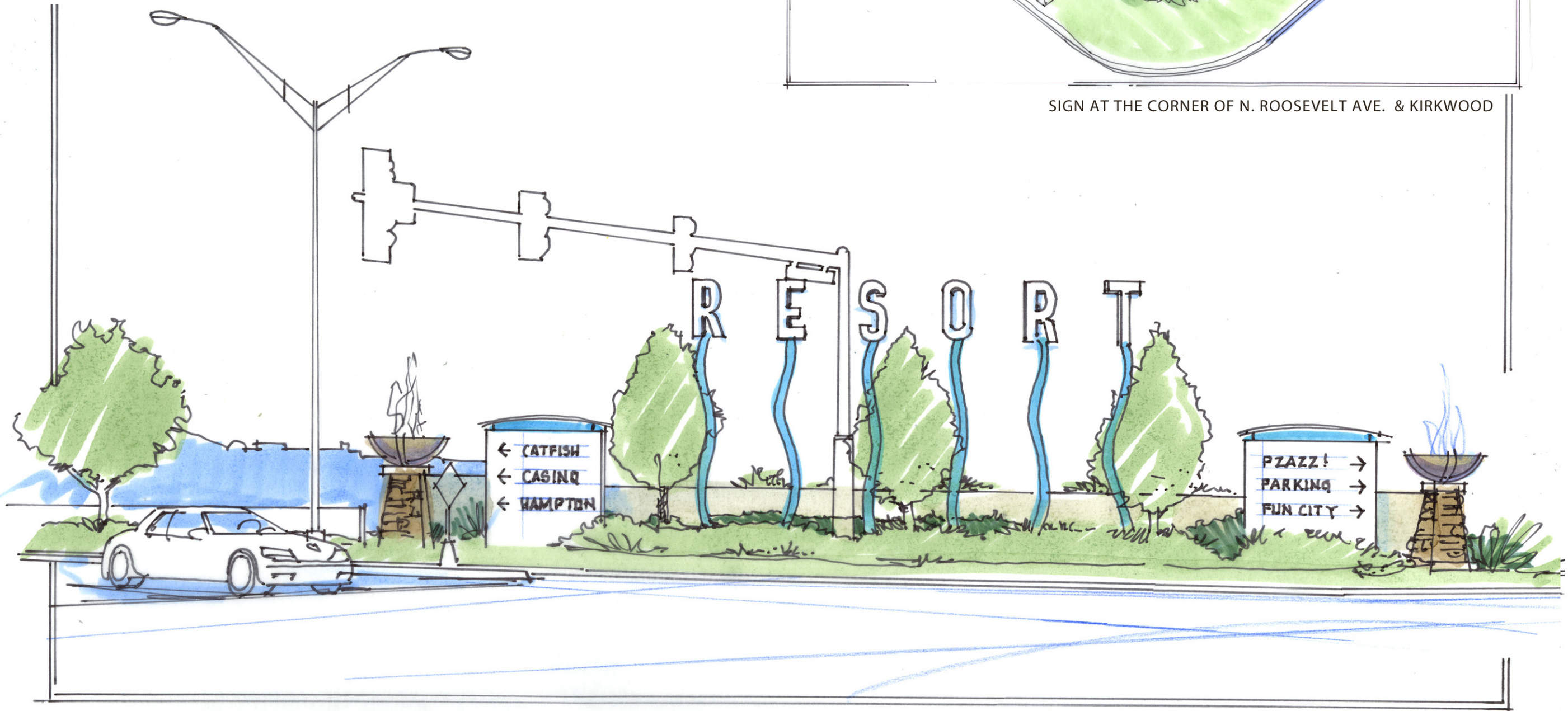




EXISTING CONDITIONS



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







FACILITY  
DESIGN  
PLAN

August 4, 2015

OVERALL  
RESORT  
MODEL  
STUDY  
-  
ENTRY



**Kaser design**  
217 S. MacArthur Blvd.  
Coppell, Texas 75019  
ph: (469) 549-1832

sheet