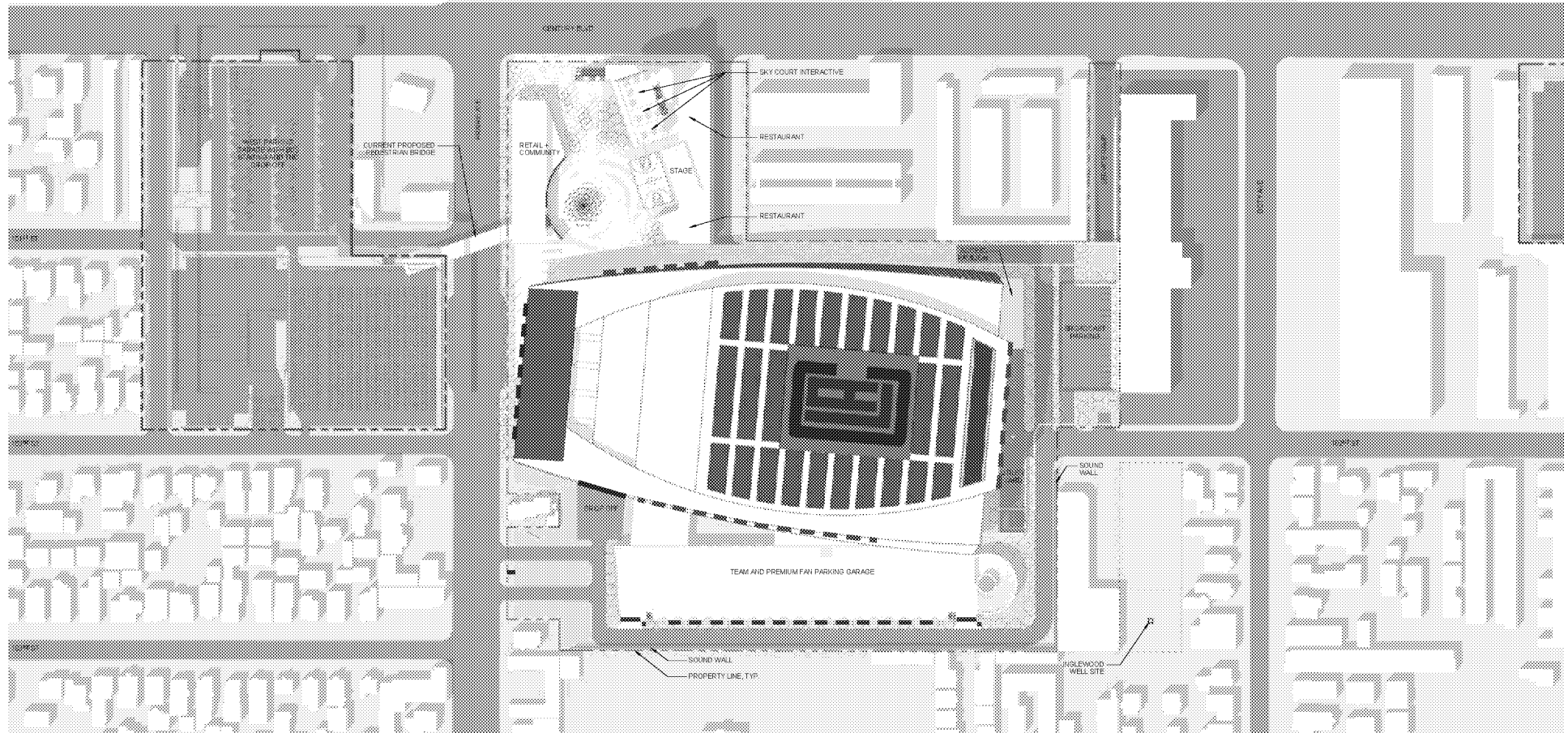


H Graphic Design

H3 CONCEPTUAL SIGN LOCATIONS

CONCEPTUAL SIGN LOCATIONS: ARENA, TRAINING CENTER, AND SOUTH GARAGE



Z1: ARENA

- ▶ Arena ID, Roof
- ▶ Arena ID, Primary
- ▶ Arena ID, Secondary
- ▶ Entrance ID (GA & Premium)
- ▶ Arena Amenities (i.e. Box Office)
- ▶ *Event Graphics*

Z2: TRAINING

- ▶ Training Center ID, Roof
- ▶ Training Center ID, Primary
- ▶ Training Center ID, Secondary
- ▶ Training Entrance ID
- ▶ Primary Vehicular ID
- ▶ *Event Graphics*

Z3: PLAZA

- ▶ Plaza Marquee
- ▶ Plaza Feature ID (i.e. LA Live Towers)
- ▶ Plaza ID, Primary
- ▶ Plaza Orientation / Directional
- ▶ Videoboard, Curve
- ▶ Videoboard, Stage
- ▶ *Event Graphics*

Z4: RETAIL

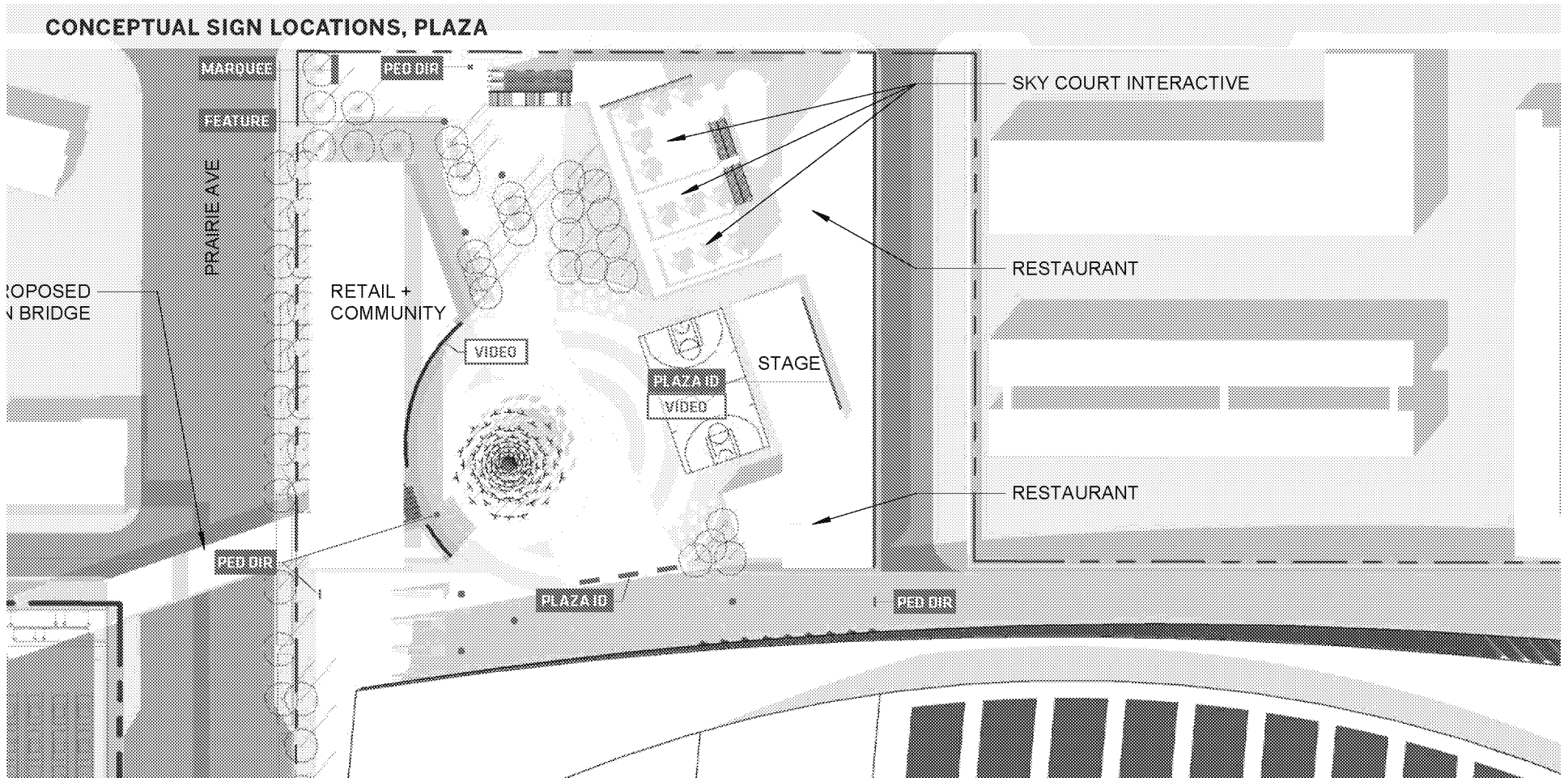
- ▶ Building ID
- ▶ Tenant ID, Primary
- ▶ Tenant ID, Secondary
- ▶ Tenant ID, Tertiary
- ▶ *Event Graphics*

Z5: GARAGE

- ▶ Garage ID (South, West, & East)
- ▶ Garage Entrance ID
- ▶ *Event Graphics*

Z6: SERVICE DRIVE

- ▶ Vehicular Directional
- ▶ Loading Dock ID



Z1: ARENA

- ▶ Arena ID, Roof
- ▶ Arena ID, Primary
- ▶ Arena ID, Secondary
- ▶ Entrance ID (GA & Premium)
- ▶ Arena Amenities (i.e. Box Office)
- ▶ Event Graphics

Z2: TRAINING

- ▶ Training Center ID, Roof
- ▶ Training Center ID, Primary
- ▶ Training Center ID, Secondary
- ▶ Training Entrance ID
- ▶ Primary Vehicular ID
- ▶ Event Graphics

Z3: PLAZA

- ▶ Plaza Marquee
- ▶ Plaza Feature ID (i.e. LA Live Towers)
- ▶ Plaza ID, Primary
- ▶ Plaza Orientation / Directional
- ▶ Videoboard, Curve
- ▶ Videoboard, Stage
- ▶ Event Graphics

Z4: RETAIL

- ▶ Building ID
- ▶ Tenant ID, Primary
- ▶ Tenant ID, Secondary
- ▶ Tenant ID, Tertiary
- ▶ Event Graphics

Z5: GARAGE

- ▶ Garage ID (South, West, & East)
- ▶ Garage Entrance ID
- ▶ Event Graphics

Z6: SERVICE DRIVE

- ▶ Vehicular Directional
- ▶ Loading Dock ID

H Graphic Design

H4 SIGNAGE BY ZONE

SIGNAGE BY ZONE

Identification signage denotes the site, venue, and specific points of interest to fans, guests, and staff.

Directional and information signs aid and guide the flow of vehicular and pedestrian traffic through the site and provide information about the site's amenities and offerings.

Following is a list of these sign types by Zone.

ZONE 1: ARENA

ARENA ID, ROOF (ID01)

Identifies the Arena from the air. Signage intended to communicate location via broadcast and to passengers on flights flying in, out, and over the arena area. Identification signage will be designed to work with required solar array.

ARENA ID, PRIMARY (ID02)

Identifies the Arena at the most visible and highly trafficked areas of the campus site.

ARENA ID, SECONDARY (ID03)

Identifies the Arena at the less visible and less trafficked areas of the campus site.

ENTRANCE ID (ID04)

Identifies the Arena entrances for fans with General Admission and Premium event tickets (Clubs and Suites.)

ARENA AMENITY ID (ID05)

Identifies exterior facing amenities, i.e. Box Office, Team Store, etc. accessible to fans from the Plaza. These elements may operate outside of event hours.

EVENT GRAPHIC OVERLAY (EG)

Allowance for application of temporary event graphics on the Arena. Graphics may include fabric, vinyl, or other material installations on or near the Arena façade and points of entry. Final size and placement may vary by event.

ZONE 2: TRAINING CENTER

TRAINING CENTER ID, ROOF (ID10)

Identifies Training Center from the air. Signage intended to communicate location via broadcast and to passengers on flights flying in, out, and over the arena area.

TRAINING CENTER ID, PRIMARY (ID11)

Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes.

TRAINING CENTER ID, SECONDARY (ID12)

Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes.

ENTRANCE ID (ID13)

Identifies point of entry for the Training Center's users and visitors

ENTRANCE ID, VEHICULAR (ID20)

Free-standing or building-mounted signage that identifies facility along primary vehicular approach; Indicates vehicular entrance

EVENT GRAPHIC OVERLAY (EG)

Allowance for application of temporary event graphics on the Training Center. Graphics may include fabric, vinyl, or other material installations on or near the Training Center façade and points of entry. Final size and placement may vary by event. Event does not have to be specific to Training Center to be eligible to use this allowance – Graphics only need to apply to event hosted by venue in Arena development.

ZONE 3: PLAZA

PLAZA MARQUEE (ID30)

Digital pylon at corner of site that identifies site and promotes upcoming events. May include pedestrian-scale map or directional information at base.

PLAZA FEATURE ID (ID31)

Building-scale feature element that may include lighting or animation that defines and identifies the North Plaza area

PLAZA ID, PRIMARY (ID40)

Signage to identify the Plaza. Signage could be incorporated into Feature, applied to surrounding retail buildings, installed on free-standing element, or integrated into pedestrian wayfinding signage depending on final plaza configuration and programming

PLAZA ORIENTATION / DIRECTIONAL (D01)

Pedestrian-scaled free-standing signage to help orient fans to the campus destinations (Arena, Training, and Retail) and amenities (Rideshare, Shuttle Stop, etc) Signage may include campus regulatory information and may be used to showcase upcoming events.

VIDEO BOARD, WEST RETAIL (V01)

Hi-res video boards attached to curving façade of West retail / Community Center building facing into Plaza; Content to include commissioned artwork from local, national, and international artists. Allowable content, hours of usage and other parameters described in Section 4.1.

VIDEO BOARD, STAGE (V02)

Hi-res video board at back of stage area along east side of plaza. Allowable content, hours of usage and other parameters described in Section 4.1.

EVENT GRAPHIC OVERLAY (EG)

Allowance for application of temporary event graphics within the Plaza area. Graphics may include fabric or vinyl installations on existing infrastructure such as light poles and/or facades depending on the event and audience; Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.

ZONE 4: RETAIL

BUILDING ID (ID100)

Identifies retail building or primary tenant for both vehicular and pedestrian traffic flows around and into site.

TENANT ID, PRIMARY (ID101)

Primary identification of retail tenant that aligns with tenant brand guidelines and complies with site signage parameters and defined by Campus / District zoning.

TENANT ID, SECONDARY (ID102)

Secondary identification of retail tenant that aligns with tenant brand guidelines and complies with site signage parameters and defined by Campus / District zoning.

TENANT ID, TERTIARY (ID103)

Tertiary identification of retail tenant or information specific to tenant identification, hours of operations, regulations, etc. All signage and graphics to comply with tenant brand guidelines defined by Campus / District zoning.

EVENT GRAPHIC OVERLAY (EG)

Allowance for application of temporary event graphics on Retail buildings. Graphics may include fabric or vinyl installations on new infrastructure or existing retail facades depending on the event. Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.

ZONE 5: GARAGE**GARAGE ID (ID200)**

Primary garage identification. Signage may include digital panel to convey pricing, space availability, or other rotating information.

GARAGE ENTRANCE ID (ID201)

Signage identifying garage entrance. May be attached to building or free-standing, depending on location.

EVENT GRAPHIC OVERLAY (EG)

Allowance for application of temporary event graphics on Garages to reach fans approaching venue along primary access roads; Graphics may include fabric or vinyl installations on new or existing infrastructure and/or facades depending on the event and audience. Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.

ZONE 6: SERVICE DRIVE**VEHICULAR DIRECTIONAL (D10)**

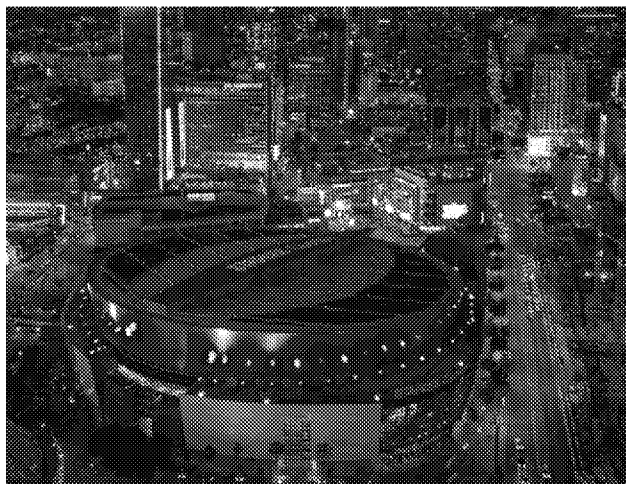
Identifies primary entrance to Service Drive and access to the site's primary vehicular amenities (Parking Garage, Loading Dock)

LOADING DOCK ID (ID210)

Identifies Loading Dock entrance

H Graphic Design

H4.1 SIGN TYPE DETAILS

ZONE 1 : ARENA**ID01: ARENA ID, ROOF**

Staples Center & Microsoft Square, Los Angeles, CA



Golden 1 Center, Sacramento, CA

DESCRIPTION:

Identifies the Arena from the air. Signage intended to communicate location during broadcast events and to passengers on flights passing over the arena area.

Identification signage will be designed to work with required solar array.

PURPOSE:

Place-making and identification of Arena name and campus location in Inglewood for passengers on flights to and from LAX.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Roof mounted architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all site setbacks or other site limitations as required unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name and/or logo, the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

225 ft x 180 ft in Zone 1 for all elements included in identification of Arena name with a maximum height of 5 ft above the roof line.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, UV stabilized polymers or eco-resins, flexible stretch vinyls, or vinyl films (opaque, translucent, transparent, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 1 : ARENA

ID02: ARENA ID, PRIMARY



O2 Arena, London



T-Mobile Arena, Las Vegas, NV

DESCRIPTION:

Identifies the Arena at the most visible and highly trafficked areas of the campus site.

PURPOSE:

Place-making and identification of Arena name for visitors to the campus and the vicinity as defined by periphery roadways and the flight path to and from LAX.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Wall, canopy, or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all site setbacks or other site limitations as required unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name, logo, or associated information (including coming events or promotions), the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

15,000 sf in Zone 1 with a maximum of 125 ft x 40ft per sign and a maximum height of 30 ft above the roof line.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 1 : ARENA

ID03: ARENA ID, SECONDARY



Staples Center, Los Angeles, CA



Barclays Center, Brooklyn, NY

DESCRIPTION:

Identifies the Arena at the less visible and less trafficked areas of the campus site.

PURPOSE:

Secondary place-making and identification of Arena name for visitors to the campus and the vicinity as defined by periphery roadways and pedestrian routes.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Wall, canopy, fascia, or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all ADA guidelines and site setbacks as required unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name, logo, or associated information (including coming events or promotions), the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN AREA:

7,500 sf in Zone 1 with a maximum of 200 ft x 12.5 ft per sign. Building-mounted signage will not extend beyond the top of the roof parapet.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 1 : ARENA

ID04: ENTRANCE ID



NW Entry, Golden 1 Center, Sacramento, CA



Northwest Entry, Little Caesars Arena, Detroit, MI

DESCRIPTION:

Identifies the Arena entrances for fans with General Admission and Premium event tickets (Clubs and Suites.)

PURPOSE:

Identification of Arena entrances; Intended to create a sense of arrival and convey the unique character of the place; Entrances accommodate guests, visitors, employees, vendors, members of the media, players, coaches, visiting teams, performers, and other individuals or groups.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Wall, canopy, fascia, or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all ADA guidelines and site setbacks as required unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the amenity name, logo, or associated information (including coming events or promotions), the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

1,500 sf in Zone 1 with a maximum of 5 ft x 100 ft per sign at a maximum height of 20 ft AFF.

PROPOSED MATERIALS:

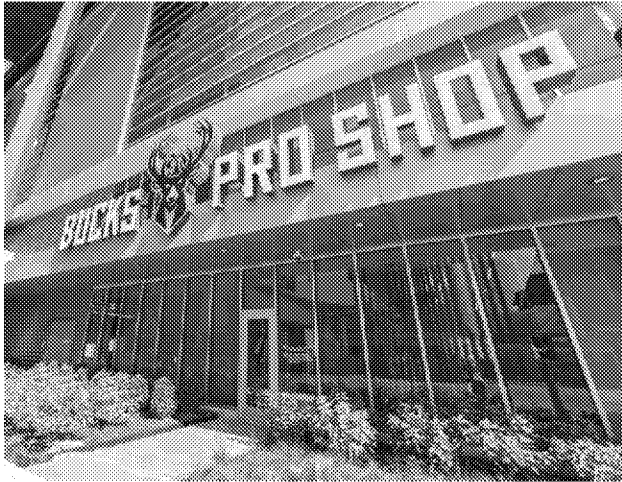
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 1 : ARENA

ID05: AMENITY ID



Bucks Pro Shop at Fiserv Forum, Milwaukee, WI



Cavaliers Team Shop at Quicken Loans Arena, Cleveland, OH

DESCRIPTION:

Identifies exterior facing amenities, i.e. Box Office, Team Store, etc. accessible to fans from the Plaza. These elements may operate outside of event hours.

PURPOSE:

Identification of Arena amenities facing surrounding campus.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Wall, canopy, fascia, or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all ADA guidelines and site setbacks as required unless otherwise negotiated; Light projection or LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the amenity name, logo, or associated information (including coming events or promotions), the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

1,500 sf in Zone 1 with a maximum of 5 ft x 100 ft per building elevation with a maximum height of 20 ft AFF.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

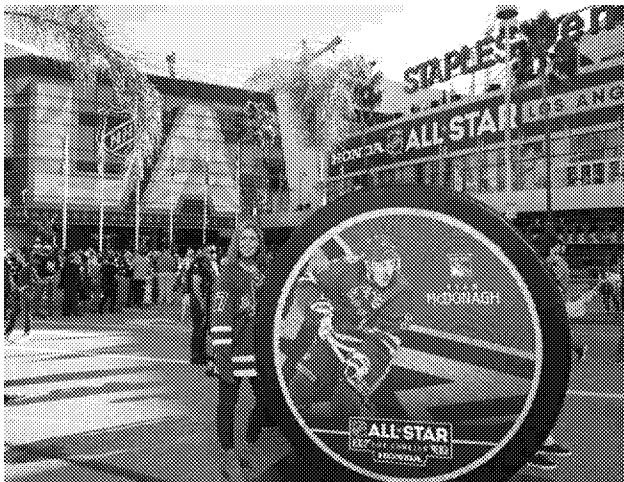
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 1 : ARENA

EG: EVENT GRAPHIC OVERLAY



CFP National Championship, AT&T Stadium, Arlington, TX



NHL All-Star Game, Staples Center, Los Angeles, CA

DESCRIPTION:

Allowance for application of temporary event graphics on the Arena. Graphics may include fabric, vinyl, or other material installations on or near the Arena façade and points of entry. Final size and placement may vary by event.

PURPOSE:

Temporary identification of special event, event presenter, and/or event sponsors.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Temporary (no longer than 45 days for a stand-alone event or a season plus playoff season for a resident tenant) graphics applied directly to the facade or to a support system installed on the facade or a free-standing element adjacent to the facade that promote a specific event or tenant.

PROPOSED SIGN SIZE:

7,500 sf in Zone 1 with a maximum of 7,500 sf per building elevation with a maximum height of 50 ft.

PROPOSED MATERIALS:

UV stabilized vinyl and vinyl mesh; UV stabilized vinyl and vinyl mesh with digitally printed graphics; UV stabilized dyed or digitally printed fabrics, including scrim, banners, flags, or other fabric applications; industry standard materials for the including, but not limited to, aluminum sheeting or aluminum sheet product, such as Dibond® or similar, exterior grade plywood, acrylic or other stabilized resins, glass, and/or rigid foam boards such as Sintra or sign foam which can be finished with applied or direct to surface printed or attached graphics. All attachments of elements to be certified by an engineer.

PROPOSED LIGHTING:

External, Internal, or Accent illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 2 : TRAINING CENTER

ID10: TRAINING CENTER ID, ROOF



UCLA Health Training Center, El Segundo, CA

DESCRIPTION:

Identifies Training Center from the air. Signage intended to communicate location during broadcast events and to passengers on flights passing over the Training Center.

PURPOSE:

Place-making and identification of Training Center name for passengers on flights to and from LAX.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Roof mounted architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all site setbacks or other site limitations as required unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name and/or logo, the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

15,000 sf in Zone 2 with a maximum size of 150 ft x 100 ft and a maximum height of 5 ft above the roof line.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, glass, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

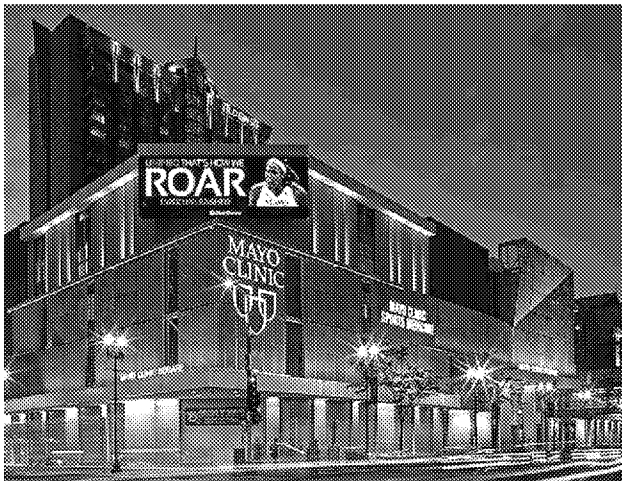
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 2 : TRAINING CENTER

ID11: TRAINING CENTER ID, PRIMARY



UCLA Health Training Center, El Segundo, CA



Mayo Clinic Sports Medicine, Minneapolis, MN

DESCRIPTION:

Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes.

PURPOSE:

Place-making and identification of the Training Center.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Wall, canopy, fascia or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Fabricated elements attached to architectural elements to create letterforms and/or logos when viewed at a distance or in a privileged perspective; Depth of projecting elements to comply with all site setbacks or other site limitations as required unless otherwise negotiated; Light projection or LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name and/or logo, the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN AREA:

7,500 sf in Zone 2 with a maximum size of 250 ft x 30 ft and a maximum height of 5 ft above the roof line.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 2 : TRAINING CENTER

ID12: TRAINING CENTER ID, SECONDARY



Integris Health Thunder Development Center, Oklahoma City, OK



Advocate Center, Chicago Bulls Training Facility, Chicago, IL

DESCRIPTION:

Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes.

PURPOSE:

Place-making and identification of the Training Center.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more) pylon, wall, canopy, or fascia-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all site setbacks or other site limitations as required unless otherwise negotiated.

PROPOSED SIGN AREA:

1,500 sf in Zone 2 with a maximum of 100 ft x 5 ft per sign at a maximum height of 30 ft AFF.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 2 : TRAINING CENTER

ID13: ENTRANCE ID



Advocate Center, Chicago Bulls Training Facility, Chicago, IL



Emory Sports Medicine Complex, Brookhaven, GA

DESCRIPTION:

Identifies point of entry for the Training Center's users and visitors.

PURPOSE:

Place-making and identification of the Training Center.

CONTENT:

Identification, Branding, and Sponsorship

PROPOSED DESIGN OPTIONS:

Wall, canopy, or fascia-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated.

PROPOSED SIGN AREA:

500 sf in Zone 2 with a maximum of 100 ft x 5 ft per sign at a maximum height of 20 ft AFF.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 2 : TRAINING CENTER

ID20: ENTRANCE ID, VEHICULAR



UCLA Health Training Center, El Segundo, CA



Integris Health Thunder Development Center, Oklahoma City, OK

DESCRIPTION:

Free-standing, building-mounted, or fence-mounted signage that identifies facility along primary vehicular approach; Indicates vehicular entrance.

PURPOSE:

Identification and branding of the Training Center's vehicular entrance which leads to parking and/or non-loading dock delivery drop-off.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more) pylon, post and panel, or fence mounted signage to identify the Training Center's vehicular point of entrance; Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated.

PROPOSED SIGN AREA:

180 sf in Zone 2 with a maximum of 20 ft x 3 ft per element with a maximum height of 20 ft.

PROPOSED MATERIALS:

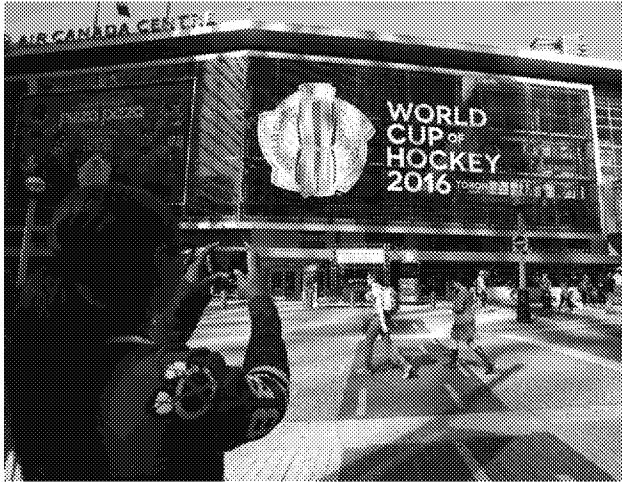
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 2 : TRAINING CENTER

EG: EVENT GRAPHIC OVERLAY



World Cup of Hockey, Air Canada Center, Toronto, ON



NHL All-Star Game, Staples Center, Los Angeles, CA

DESCRIPTION:

Allowance for application of temporary event graphics on the Training Center. Graphics may include fabric, vinyl, or other material installations on or near the Training Center façade and points of entry. Final size and placement may vary by event. Event does not have to be specific to Training Center to be eligible to use this allowance – Graphics only need to apply to event hosted by venue in Arena development.

PURPOSE:

Temporary identification of special event, event presenter, and/or event sponsors.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Temporary (no longer than 45 days for a stand-alone event or a season plus playoff season for a resident tenant event) graphics applied directly to the facade or to a support system installed on the facade or a free-standing element adjacent to the facade that promote a specific event or tenant.

PROPOSED SIGN AREA:

7,500 sf in Zone 2 with a maximum of 7,500 sf per building elevation with a maximum height of 50 ft.

PROPOSED MATERIALS:

UV stabilized vinyl and vinyl mesh; UV stabilized vinyl and vinyl mesh with digitally printed graphics; UV stabilized dyed or digitally printed fabrics, including scrims, banners, flags, or other fabric applications; industry standard materials for the including, but not limited to, aluminum sheeting or aluminum sheet product, such as Dibond® or similar, exterior grade plywood, acrylic or other stabilized resins, glass, and/or rigid foam boards such as Sintra or sign foam which can be finished with applied or direct to surface printed or attached graphics. All attachments of elements to be certified by an engineer. All elements that comply with the Allowable Sign Area will not require additional sign permits.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 3 - PLAZA

ID30: PLAZA MARQUEE



Aria Hotel ID / Promotion Pylon, Las Vegas, NV



Digital Pylons at Entrance Gates, Met Life Stadium, NJ

DESCRIPTION:

Digital pylon at corner of site that identifies site and promotes upcoming events. May include pedestrian-scale map or directional information at base.

PURPOSE:

Create a sense of arrival on campus; Place-making, branding, and identification of the Plaza.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or sculptural element with integrated lighting and/or digital information delivery (screen or hi-res LED panel.) Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, screen, or individual diodes) may be used to display plaza name and/or logo as well as information, regulations, branding, and upcoming event information.

PROPOSED SIGN AREA:

2,400 sf in Zone 3, two-sided, with a maximum size of 15 ft x 40 ft.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

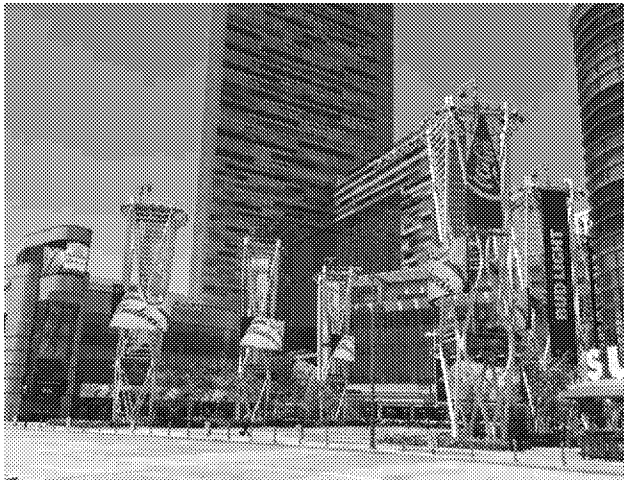
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 3 - PLAZA

ID31: PLAZA ID, FEATURE



Microsoft Square, LA Live, Los Angeles, CA (Night)



Microsoft Square, LA Live, Los Angeles, CA (Day)

DESCRIPTION:

Building-scale feature element that may include lighting or animation that defines and identifies the North Plaza area.

PURPOSE:

Create a sense of arrival on campus; Place-making, branding, and identification of the Plaza.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or sculptural element with integrated lighting and/or digital information delivery (screen or hi-res LED panel.) Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, screen, or individual diodes) may be used to display plaza name and/or logo as well as information, regulations, branding, and upcoming event information.

PROPOSED SIGN AREA:

12,000 sf in Zone 3 with a maximum size of 8 ft x 4 ft x 30 ft tall and maximum area of 1,000 sf per element.

PROPOSED MATERIALS:

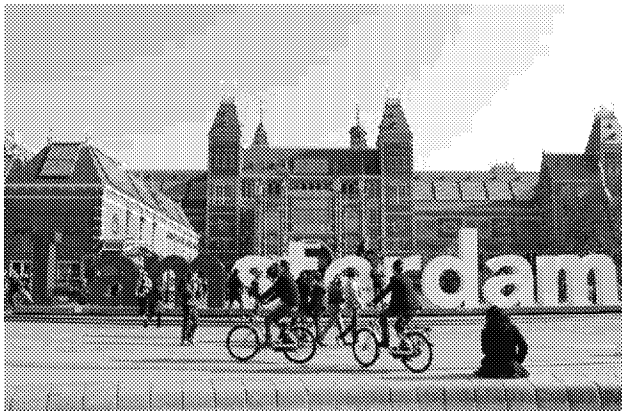
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 3 - PLAZA**ID40: PLAZA ID, PRIMARY**

Toshiba Plaza, Las Vegas, NV



Amsterdam, The Dam, Amsterdam, The Netherlands

DESCRIPTION:

Signage to identify the Plaza. Signage could be incorporated into Feature, applied to surrounding retail buildings, installed on free-standing element, or integrated into pedestrian wayfinding signage depending on final plaza configuration and programming.

PURPOSE:

Create a sense of arrival on campus; Place-making, branding, and identification of the Plaza.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or sculptural element with integrated lighting and/or digital information delivery (screen or hi-res LED panel.) Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, screen, or individual diodes) may be used to display district name and/or logo as well as maps, information, regulations, and upcoming event information.

PROPOSED SIGN AREA:

2,250 sf in Zone 3 with a maximum size of 40 ft x 8 ft.

ALLOWED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

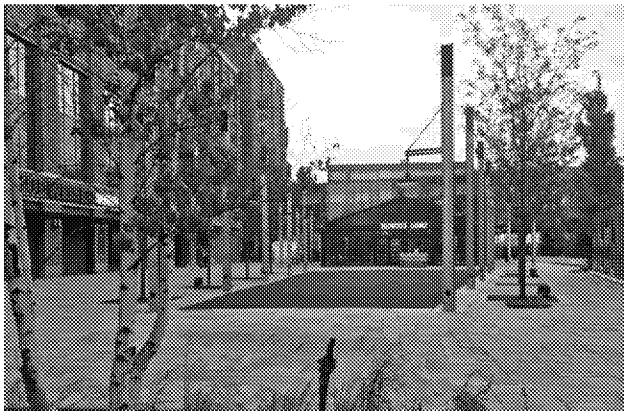
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 3 - PLAZA

ID41: PLAZA ID, SECONDARY



Chevy Plaza, Little Caesars Arena, Detroit, MI



Budweiser Biergarten, Little Caesars Arena, Detroit, MI

DESCRIPTION:

Secondary identification signage applied to surrounding retail buildings, installed on free-standing element, or integrated into pedestrian wayfinding signage depending on final plaza configuration and programming.

PURPOSE:

Create a sense of arrival on campus; Place-making, branding, and identification of the Plaza.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or sculptural element with integrated lighting and/or digital information delivery (screen or hi-res LED panel.) Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, screen, or individual diodes) may be used to display district name and/or logo as well as maps, information, regulations, and upcoming event information.

PROPOSED SIGN SIZE:

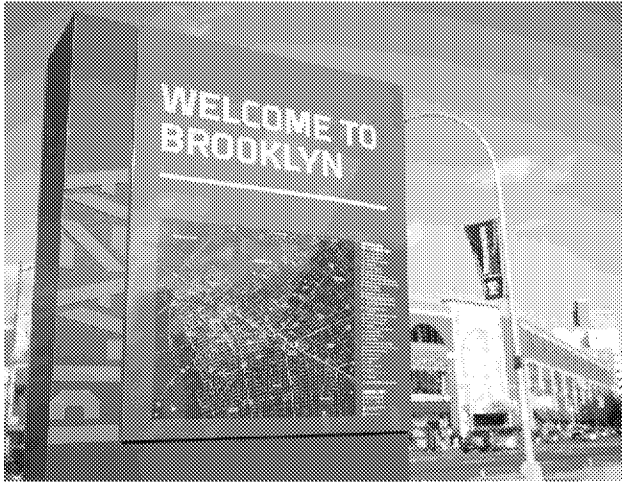
750 sf in Zone 3 with a maximum of 10 ft x 75 ft.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 3 - PLAZA**DOI: PLAZA ORIENTATION / DIRECTIONAL**

Plaza ID, Barclays Center, Brooklyn, NY



Microsoft Square Directional, Los Angeles, CA

DESCRIPTION:

Pedestrian-scaled free-standing signage to help orient fans to the campus destinations (Arena, Training, and Retail) and amenities (Rideshare, Shuttle Stop, etc) Signage may include campus regulatory information and may be used to showcase upcoming events.

PURPOSE:

Create a sense of arrival on campus; Place-making, branding, and identification of the Plaza, campus destinations, and upcoming events.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or sculptural element with integrated lighting and/or digital information delivery (screen or hi-res LED panel.) Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; May include fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, screen, or individual diodes) may be used to display maps, information, regulations, and upcoming event information.

PROPOSED SIGN SIZE:

2,100 sf in Zone 3 with a maximum size of 10 ft x 15 ft per sign face and a combined maximum of 600 sf per sign location.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 3 - PLAZA**VO1: VIDEO BOARD, WEST RETAIL**

Victory Park, American Airlines Center, Dallas, TX

DESCRIPTION:

Hi-res video boards attached to curving façade of West retail / Community Center building facing into Plaza; Content to include commissioned artwork from local, national, and international artists. Allowable content, hours of usage and other parameters described here.

PURPOSE:

Place-making, branding, and identification of the Plaza, campus destinations, and upcoming events.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED SIGN SIZE:

3,000 sf in Zone 3 with a maximum size of 15 ft x 200 ft.

PROPOSED CONTENT:

The Videoboard may display the following: (a) movies and similar or related content, (b) broadcasts of sporting and other events of public interest, (c) a live or recorded feed showing activity occurring at the Site (d) content that markets and promotes upcoming events and/or replaying all or part of prior events or activities occurring at the Site, (e) content that markets and promotes Project Sponsor and Project Sponsor Affiliates, (f) artistic content meant to promote public enjoyment, to promote a non-profit Person operating in the service, arts or related industry, or to otherwise serve the public interest and (g) informational messages (for example, traffic, weather, wayfinding and similar information designed to serve the public interest), in each case with respect to (a)-(f) above, which images may be accompanied by the Arena Name and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, an Site / Arena Partner or Sponsor, provided that such Mark is incidental to such content (collectively, "Primary Videoboard Content") and with respect to (g) above such content may be accompanied by the Arena / Site Mark and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, or an Event Sponsor, provided that such Mark is incidental and is related to the Person that is the source of the informational message.

ZONE 3 - PLAZA**V02: VIDEO BOARD, BACK OF STAGE**

Viking Ship Video Board, US Bank Stadium, Minneapolis, MN

DESCRIPTION:

Hi-res video board at back of stage area along east side of Plaza. Allowable content, hours of usage and other parameters described here.

PURPOSE:

Place-making, branding, and identification of the Plaza, campus destinations, and upcoming events.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED SIGN SIZE:

750 sf in Zone 3 with a maximum size of 20 ft x 37.5 ft.

PROPOSED CONTENT:

The Videoboard may display the following: (a) movies and similar or related content, (b) broadcasts of sporting and other events of public interest, (c) a live or recorded feed showing activity occurring at the Site (d) content that markets and promotes upcoming events and/or replaying all or part of prior events or activities occurring at the Site, (e) content that markets and promotes Project Sponsor and Project Sponsor Affiliates, (f) artistic content meant to promote public enjoyment, to promote a non-profit Person operating in the service, arts or related industry, or to otherwise serve the public interest and (g) informational messages (for example, traffic, weather, wayfinding and similar information designed to serve the public interest), in each case with respect to (a)-(f) above, which images may be accompanied by the Arena Name and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, an Site / Arena Partner or Sponsor, provided that such Mark is incidental to such content (collectively, "Primary Videoboard Content") and with respect to (g) above such content may be accompanied by the Arena / Site Mark and/or the Mark of the Project Sponsor, a Project Sponsor Affiliate, or an Event Sponsor, provided that such Mark is incidental and is related to the Person that is the source of the informational message.

ZONE 3 - PLAZA**EG: EVENT GRAPHIC OVERLAY**

World Cup of Hockey, Toronto, ON



CFP National Championship, Raymond James Stadium, Tampa, FL

DESCRIPTION:

Allowance for application of temporary event graphics within the Plaza area. Graphics may include fabric or vinyl installations on existing infrastructure such as light poles and/or facades depending on the event and audience; Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.

PURPOSE:

Temporary identification of special event, event presenter, and/or event sponsors.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Temporary (no longer than 45 days for a stand-alone event or a season plus playoff season for a resident tenant event) graphics applied directly to the facade or to a support system installed on the facade or a free-standing element adjacent to the facade that promote a specific event or tenant.

PROPOSED SIGN AREA:

10,000 sf in Zone 3 with a maximum of 5,000 sf per application with a maximum height of 50 ft.

PROPOSED MATERIALS:

UV stabilized vinyl and vinyl mesh; UV stabilized vinyl and vinyl mesh with digitally printed graphics; UV stabilized dyed or digitally printed fabrics, including scrim, banners, flags, or other fabric applications; industry standard materials for the including, but not limited to, aluminum sheeting or aluminum sheet product, such as Dibond® or similar, exterior grade plywood, acrylic or other stabilized resins, glass, and/or rigid foam boards such as Sintra or sign foam which can be finished with applied or direct to surface printed or attached graphics. All attachments of elements to be certified by an engineer.

PROPOSED LIGHTING:

External, Internal, or Accent illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 4 : RETAIL

ID100: BUILDING ID



The Shops at Columbus Circle, New York, NY



Olympic & Olive, Los Angeles, CA

DESCRIPTION:

Identifies retail building or primary tenant for both vehicular and pedestrian traffic flows around and into site.

PURPOSE:

Place-making, branding, and identification of the Campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Wall, canopy, roof parapet or fascia-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; Light projection or LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name and/or logo, the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

6,000 sf in Zone 4 with a maximum size of 10 ft x 150 ft and a maximum height of 10 ft above the roof line.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 4 : RETAIL**ID110: TENANT ID, PRIMARY**

Amazon Go, Seattle, WA



Marination at Amazon HQ, Seattle, WA

DESCRIPTION:

Primary identification of retail tenant that aligns with tenant brand guidelines and complies with site signage parameters and defined by Campus / District zoning.

PURPOSE:

Identification and branding of the campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Wall, canopy, fascia, or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; Light projection or LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the tenant name and/or logo, the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN AREA:

6,000 sf in Zone 4 with a maximum size of 5 ft x 100 ft per element with a maximum height of 20 ft AFF.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 4 : RETAIL

ID111: TENANT ID, SECONDARY



Barista, Portland, OR



Byron Proper Hamburgers, London, UK

DESCRIPTION:

Secondary identification of retail tenant that aligns with tenant brand guidelines and complies with site signage parameters and defined by Campus / District zoning.

PURPOSE:

Identification and branding of the campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Wall, canopy, fascia, or roof parapet-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; Light projection or LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the tenant name and/or logo, the allowable size of this display is 100% of the allowable sign area.

PROPOSED SIGN SIZE:

1,200 sf in Zone 4, two-sided, with a maximum size of 7 ft x 7 ft per element at a maximum of 15 ft AFF.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

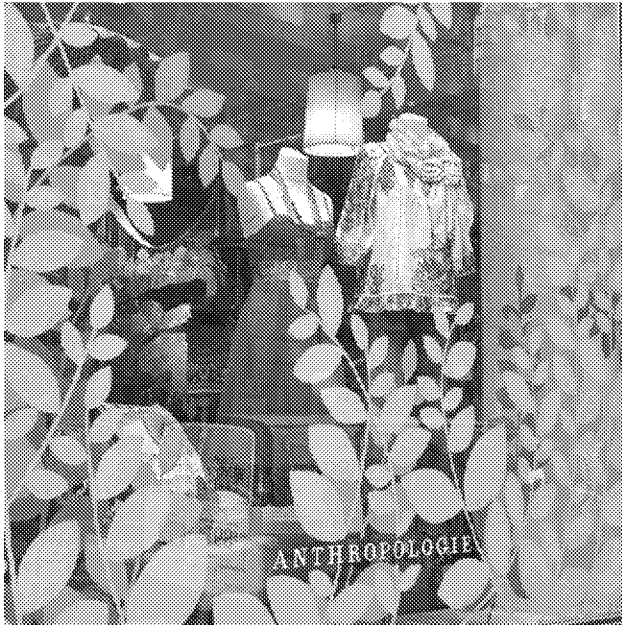
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 4 : RETAIL

ID112: TENANT ID, TERTIARY



Three Pines Coffee, Salt Lake City, UT



Window Graphics framing display, Anthropologie

DESCRIPTION:

Tertiary identification of retail tenant or information specific to tenant identification, hours of operations, regulations, etc. All signage and graphics to comply with tenant brand guidelines defined by Campus / District zoning.

PURPOSE:

Identification and branding of the campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Full-color to single-color, hi-resolution graphics that may include photography, patterns, words, or other graphic elements related to tenant brand applied to first or second surface of glass or finished wall material.

PROPOSED SIGN SIZE:

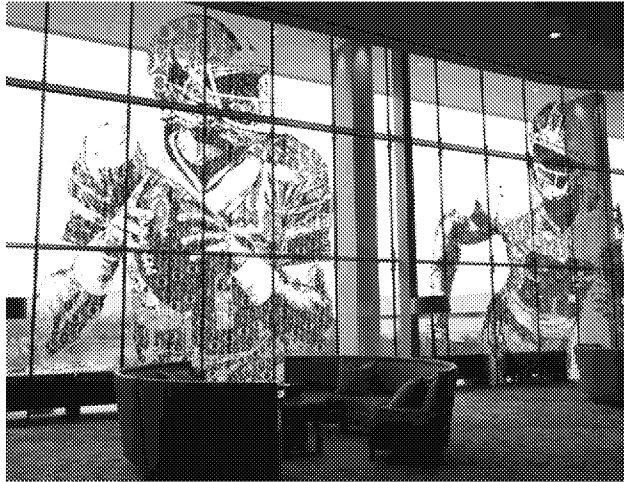
1,000 sf in Zone 4 with a maximum of 200 sf per element. Maximum size of elements to be defined by storefront. Graphics at doors cannot be full coverage.

PROPOSED MATERIALS:

Vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated) applied to first or second surface of glass or finished wall material.

PROPOSED LIGHTING:

Ambient lighting from other sources or interior of space.

ZONE 4 : RETAIL**EG: EVENT GRAPHIC OVERLAY**

Host hotel window graphics, College Football Playoff



Host Hotel, Honda NHL All-Star, Los Angeles, CA

DESCRIPTION:

Allowance for application of temporary event graphics on Retail buildings. Graphics may include fabric or vinyl installations on on new infrastructure or existing retail facades depending on the event. Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.

PURPOSE:

Temporary identification of special event, event presenter, and/or event sponsors.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Temporary (no longer than 45 days for a stand-alone event or a season plus playoff season for a resident tenant event) graphics applied directly to the facade or to a support system installed on the facade or a free-standing element adjacent to the facade that promote a specific event or tenant.

PROPOSED SIGN AREA:

7,500 sf in Zone 4 with a maximum of 4,500 sf per application with a maximum height of 30 ft.

PROPOSED MATERIALS:

UV stabilized vinyl and vinyl mesh; UV stabilized vinyl and vinyl mesh with digitally printed graphics; UV stabilized dyed or digitally printed fabrics, including scrim, banners, flags, or other fabric applications; industry standard materials for the including, but not limited to, aluminum sheeting or aluminum sheet product, such as Dibond® or similar, exterior grade plywood, acrylic or other stabilized resins, glass, and/or rigid foam boards such as Sintra or sign foam which can be finished with applied or direct to surface printed or attached graphics. All attachments of elements to be certified by an engineer.

PROPOSED LIGHTING:

External, Internal, or Accent illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 5 : GARAGE

ID200: GARAGE ID, PRIMARY



Mills Fleet Farm Parking Garage, Minneapolis, MN



24 Hour Parking, New York, NY

DESCRIPTION:

Primary garage identification. Signage may include digital panel to convey pricing, space availability, or other rotating information.

PURPOSE:

Identification and branding of the garage and primary entrance.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or wall, canopy, roof parapet or fascia-mounted, integrated, or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes) to provide changing information related to parking availability or pricing; Where a LED display is used to depict the garage name and/or logo, the allowable size of this display is 25% of the allowable sign area.

PROPOSED SIGN AREA:

800 sf in Zone 5 with a maximum size of 10 ft x 30 ft per element and a maximum height of 10 ft above roof line.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 5 : GARAGE

ID201: GARAGE ENTRANCE ID



Garage Entrance, East 54th Street, New York, NY



Parking ID, Hollywood & Highland, Los Angeles, CA

DESCRIPTION:

Signage identifying garage entrance. May be attached to building or free-standing, depending on location.

PURPOSE:

Identification and branding of the garage entrance.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more sides) pylon, monument, or sculptural element with integrated lighting and/or digital information delivery (screen or hi-res LED panel.) Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, or engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes) to provide changing information related to parking availability or pricing

PROPOSED SIGN AREA:

400 sf in Zone 5 with a maximum size of 10 ft x 20 ft per face and a combined maximum of 400sf per element.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

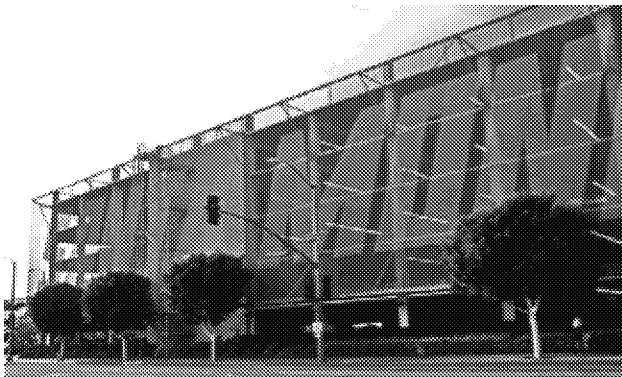
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 5 : GARAGE

EG: EVENT GRAPHIC OVERLAY



World Cup of Hockey, Toronto, ON



Santa Monica Place Parking Graphics, Santa Monica, CA

DESCRIPTION:

Allowance for application of temporary event graphics on Garages to reach fans approaching venue along primary access roads; Graphics may include fabric or vinyl installations on new or existing infrastructure and/or facades depending on the event and audience. Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.

PURPOSE:

Temporary identification of special event, event presenter, and/or event sponsors.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Temporary (no longer than 45 days for a stand-alone event or a season plus playoff season for a resident tenant event) graphics applied directly to the facade or to a support system installed on the facade or a free-standing element adjacent to the facade that promote a specific event or tenant.

PROPOSED SIGN AREA:

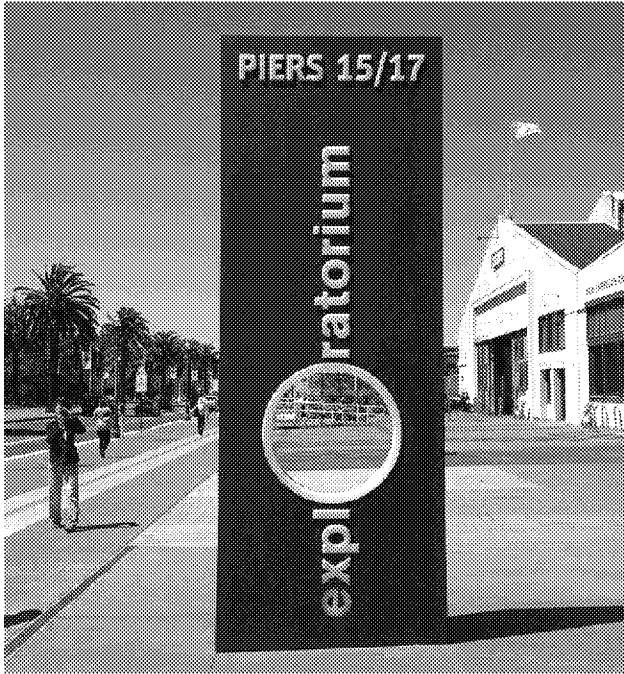
35,000 sf in Zone 5 with a maximum of 20,000 sf per application with a maximum height of 70 ft.

PROPOSED MATERIALS:

UV stabilized vinyl and vinyl mesh; UV stabilized vinyl and vinyl mesh with digitally printed graphics; UV stabilized dyed or digitally printed fabrics, including scrims, banners, flags, or other fabric applications; industry standard materials for the including, but not limited to, aluminum sheeting or aluminum sheet product, such as Dibond® or similar, exterior grade plywood, acrylic or other stabilized resins, glass, and/or rigid foam boards such as Sintra or sign foam which can be finished with applied or direct to surface printed or attached graphics. All attachments of elements to be certified by an engineer.

PROPOSED LIGHTING:

External, Internal, or Accent illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 6 - SERVICE DRIVE**D10: VEHICULAR DIRECTIONAL**

Exploratorium ID, San Francisco, CA

DESCRIPTION:

Identifies primary entrance to Service Drive and access to the site's primary vehicular amenities (Parking Garage, Loading Dock)

PURPOSE:

Identification and branding of the service drive entrance which leads to primary vehicular destinations for visitors and vendors.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Free-standing, multi-sided (two or more) pylon, post and panel signage, or building-mounted or projecting sign to guide vehicles along service drive to vehicular destinations; Signage composed of architectural paneling with dimensional, custom-punched, cut-out, etched, or engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated.

PROPOSED SIGN AREA:

180 sf in Zone 6 with a maximum size of 4 ft x 15 ft per face and a combined maximum of 180 sf per location.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, zinc, glass, ceramic, porcelain, engineered stone, or other solid-surface panels, wood or engineered wood products, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities, animation, movement, or other programmable effects.

ZONE 6 - SERVICE DRIVE**ID210: LOADING DOCK ID**

Loading Dock, Enterprise Center, St. Louis, MO

DESCRIPTION:

Identifies Loading Dock entrance

PURPOSE:

Identify Loading Dock, its entrance, and provide confirmation for visitors or vendors that they have reached the intended destination.

CONTENT:

Identification, Branding, Sponsorship, and Information

PROPOSED DESIGN OPTIONS:

Wall, canopy, or fascia-mounted, integrated or projecting signage elements that may include: Architectural paneling with dimensional, custom-punched, cut-out, etched, or engraved, silkscreen, direct to surface printed, or frisket-painted letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with ADA guidelines, site setbacks, or other site limitations unless otherwise negotiated.

PROPOSED SIGN AREA:

300 sf in Zone 6 with a maximum size 25 ft x 3 ft per element with a maximum height of 20 ft AFF.

PROPOSED MATERIALS:

Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, steel (galvanized, painted, powder coated), aluminum (anodized, painted, powder coated), aluminum composites, UV stabilized polymers or eco-resins, vinyl films (opaque, translucent, transparent, foil, dichroic, or perforated), or panels that include perforation or mesh in their composition.

PROPOSED LIGHTING:

External, Internal, or Accent illumination or a combination thereof which may include color-changing capabilities.

SIGN AREA SUMMARY BY ZONE

ZONE 1	Sign Type	Name / Location	General Description	Max allowable sq ft per sign type	Qty
	ID01	Arena ID, Roof	Identifies the Arena from the air. Signage intended to communicate location during broadcasted events and to passengers on flights passing over the arena area.	42,000	1
	ID02	Arena ID, Primary	Identifies the Arena at the most visible and highly trafficked areas of the campus site.	18,500	1
	ID03	Arena ID, Secondary	Identifies the Arena at the less visible and less trafficked areas of the campus site.	7,500	1
	ID04	Entrance ID	Identifies the Arena entrances for fans with General Admission or Premium event tickets (Clubs and other event tickets).	1,850	2
	ID05	Amenity ID	Identifies exterior facing amenities (ie. Six O'Clock, Team Store, etc.) accessible to fans from the campus area. These elements may operate outside of event hours.	1,500	2
	EG	Event Graphic Overlay	Allowance for application of temporary event graphics on the Arena. Graphics may include fabric, vinyl, or other material installations on or near the Arena facade and points of entry. Final size and placement may vary by event.	7,500 (Does not contribute to allowable square footage)	Varies
ZONE 1 SUBTOTALS				68,500	
ZONE 2	Sign Type	Name / Location	General Description	Max allowable sq ft per sign type	Qty
	ID01	Training Center ID, Roof	Identifies Training Center from the air. Signage intended to communicate location during broadcasted events and to passengers on flights passing over the Training Center.	38,000	1
	ID01	Training Center ID, Primary	Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes.	7,500	1
	ID02	Training Center ID, Secondary	Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes.	1,500	1
	ID03	Entrance ID	Identifies point of entry for the Training Center's users and visitors.	1,000	2
	ID20	Entrance ID, Vehicular	Free-standing, building mounted, or fence-mounted signage that identifies facility along primary vehicular approach. Indicates vehicular entrance.	100	1
	EG	Event Graphic Overlay	Allowance for application of temporary event graphics on the Training Center. Graphics may include fabric, vinyl, or other material installations on or near the Training Center facade and points of entry. Final size and placement may vary by event. Event does not have to be specific to Training Center to be eligible to use this allowance - Graphics only need to apply to event hosted by venue in Arena development.	7,500 (Does not contribute to allowable square footage)	Varies
ZONE 2 SUBTOTALS				56,600	

ZONE 3	Sign Type	Name / Location	General Description	Max allowable sq ft per sign type	Qty
	ID30	Plaza Marquee	Digital pylons at corner of site that identifies site and promotes upcoming events. May include pedestrian-scale map or directional information at base.	2,400	1
	ID31	Plaza Feature ID	Attention grabbing element that serves as landmark or beacon for Arena Campus and exterior gathering space. Generally illuminated. Opportunity to express brand in unique way. Selfie-spot.	12,000	1
	ID40	Plaza ID, Primary	Signage to identify the Plaza. Signage could be incorporated into Feature, applied to surrounding retail buildings, installed on free-standing element, or integrated into pedestrian wayfinding signage depending on final plaza configuration and programming.	2,250	1
	ID41	Plaza ID, Secondary	Secondary identification signage applied to surrounding retail buildings, installed on free-standing element, or integrated into pedestrian wayfinding signage depending on final plaza configuration and programming.	750	1
	D01	Plaza Orientation / Directional	Pedestrian-scaled free-standing signage to help orient fans to the campus destinations (Arena, Training, and Retail) and amenities (Rideshare, Shuttle Stop, etc.) Signage may include campus regulatory information and may be used to showcase upcoming events.	2,100	6
	V01	Video Board, Retail West	Hires video boards attached to existing facade of West Retail / Community Center building facing into Plaza. Content to include commissioned artwork from local, national, and international artists. Allowable content hours of usage and other parameters described in Section 4.1.	30,000 (Does not contribute to allowable square footage)	1 year
	V02	Video Board, Back of Stage	Hires video board at back of Stage area along east side of Plaza. Allowable content hours of usage and other parameters described in Section 4.1.	750 (Does not contribute to allowable square footage)	1
	EG	Event Graphic Overlay	Allowance for application of temporary event graphics within the Plaza area. Graphics may include fabric or vinyl installations on existing infrastructure such as light poles and/or facades depending on the event. Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.	10,000 (Does not contribute to allowable square footage)	Varies

ZONE 4	Sign Type	Name / Location	General Description	Max allowable sq ft per sign type	Qty
	ID100	Building ID	Signage to identify building (Name, address, or tenant) that is visible along primary vehicular and / or pedestrian approach routes.	6,000	2
	ID110	Tenant ID, Primary	Identification of primary tenant as defined by campus or city guidelines or standards. Standards may define maximum allowance, illumination materials, placement or other parameters.	26,000	2
	ID111	Tenant ID, Secondary	Secondary identification of tenant intended to complement or reinforce primary identification signage.	12,000	12
	ID112	Tenant ID, Tertiary	Tertiary identification and / or information for retail tenant, i.e. vinyl or glass representations of name and / or logo hours of operation, etc.	3,000	12
	EG	Event Graphic Overlay	Allowance for application of temporary event graphics on Retail buildings. Graphics may include fabric or vinyl installations on or new infrastructure or existing retail facades depending on the event and audience.	7,500 (Does not contribute to allowable square footage)	Varies
ZONE 4 SUBTOTALS				44,200	
ZONE 5	Sign Type	Name / Location	General Description	Max allowable sq ft per sign type	Qty
	ID200	Garage ID	Primary garage identification. Signage may include digital panel to convey pricing, space availability, or other relating information.	4,000 (1500 each)	2
	ID201	Garage Entrance ID	Signage identifying garage entrance. May be attached to building or free-standing, depending on location.	1,200 (400 each)	3
	EG	Event Graphic Overlay	Allowance for application of temporary event graphics on Garages to reach fans approaching venue along primary access roads. Graphics may include fabric or vinyl installations on new or existing infrastructure and/or facades depending on the event and audience. Allowance includes accommodation for free-standing temporary elements associated with an event, event host, or event sponsor.	75,500 (Does not contribute to allowable square footage)	Varies
ZONE 5 SUBTOTALS				4,950	
ZONE 6	Sign Type	Name / Location	General Description	Max allowable sq ft per sign type	Qty
	D10	Vehicular Directional	Identifies primary entrance to Service Drive and access to the site's primary vehicular amenities (Parking Garages, Loading Dock).	100	2
	ID210	Loading Dock ID	Identifies Loading Dock entrance.	500	1
ZONE 6 SUBTOTALS				600	
TOTAL (ALL ZONES)				229,650	