H  Graphic Design

H3  CONCEPTUAL SIGN LOCATIONS
CONCEPTUAL SIGN LOCATIONS, PLAZA

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 ID, Secondary
- 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
- Vehicular Directional
- Loading Dock ID

Z6: SERVICE DRIVE
- Event Graphics
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.)

ARENAMENITY 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, 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
ZONE 1: ARENA

ID01: ARENA ID, ROOF

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 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.

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.
ZONE 1: ARENA

ID02: ARENA ID, PRIMARY

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 corning events or promotions), the allowable size of this display is 100% of the allowable sign area.

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.

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

ID03: ARENA ID, SECONDARY

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 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.

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.
ZONE 1: ARENA

ID04: ENTRANCE ID

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 trisket-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

IDO5: AMENITY ID

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 corning events or promotions), the allowable size of this display is 100% of the allowable sign area.

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.

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.

Bucks Pro Shop at Fiserv Forum, Milwaukee, WI

Cavaliers Team Shop at Quicken Loans Arena, Cleveland, OH
ZONE 1: ARENA

EG: EVENT GRAPHIC OVERLAY

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 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 2: TRAINING CENTER

ID10: TRAINING CENTER ID, ROOF

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

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 letterforms (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

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, silkscreened, 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.

Integris Health Thunder Development Center, Oklahoma City, OK

Advocate Center, Chicago Bulls Training Facility, Chicago, IL
ZONE 2: TRAINING CENTER

ID13: ENTRANCE ID

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

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

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 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. 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

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

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 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, dicroic, 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.

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.
ZONE 3: PLAZA

ID40: PLAZA ID, PRIMARY

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

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

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

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

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 Video Board 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.
EG: EVENT GRAPHIC OVERLAY

ZONE 3: PLAZA

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 scrims, banners, flags, or other fabric applications; Industry standard materials for the including, but not limited to, aluminum sheething 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

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

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

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.
ZONE 4: RETAIL

ID111: TENANT ID, SECONDARY

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

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

DESCRIPTION:
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.

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 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.

Host Hotel window graphics, College Football Playoff

Host Hotel, Honda NHL All-Star, Los Angeles, CA
ZONE 5: GARAGE

ID200: GARAGE ID, PRIMARY

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

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 letter forms, 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 400 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.
EG: EVENT GRAPHIC OVERLAY

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 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 6: SERVICE DRIVE

D10: VEHICULAR DIRECTIONAL

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

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

<table>
<thead>
<tr>
<th>Sign Type</th>
<th>Name / Location</th>
<th>General Description</th>
<th>Max Available Counterspace</th>
<th>Qty</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Aisle Signage</td>
<td>General Information</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>A2</td>
<td>Entrance Signage</td>
<td>General Information</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>A3</td>
<td>Area Signage</td>
<td>General Information</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>A4</td>
<td>Service Signage</td>
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### ZONE 2

<table>
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<tr>
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<th>Max Available Counterspace</th>
<th>Qty</th>
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</thead>
<tbody>
<tr>
<td>B1</td>
<td>Entrance Signage</td>
<td>General Information</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>B2</td>
<td>Area Signage</td>
<td>General Information</td>
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</tr>
<tr>
<td>B3</td>
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### ZONE 3

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<tr>
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<td>C3</td>
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### ZONE 4

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<tr>
<td>D2</td>
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### ZONE 5

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### ZONE 6

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<td>F3</td>
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### TOTAL (ALL ZONES)

<table>
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