STATEMENT OF INTENT

The intent of this documentation is to establish preliminary guidelines for the types of signage required for a development of this scale and usage along with general size and material descriptions.

These guidelines are supported by a survey of similar facilities currently under construction or completed within the last 5 years.
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PROGRAMMING RATIONALE & OVERVIEW
PROGRAMMING RATIONALE

The project site has been divided into zones to categorize areas, buildings, usage in efforts to clarify the final size, placement, and intent of signs and other graphic elements.

ZONE 1: Arena
ZONE 2: Training Center
ZONE 3: Plaza
ZONE 4: Retail
ZONE 5: Garage
ZONE 6: Service Drive
ZONE 7: Public Right of Way
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, West Retail
- 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

Z7: PUBLIC ROW
- Hotel ID (Hotel is sited East of East Parking, South of Century)

Z8: HOTEL
WAYFINDING RATIONALE: PEDESTRIAN ROUTES
WAYFINDING RATIONALE: PEDESTRIAN ROUTES

- Representation of pedestrian routes to site entrances from Parking and area transportation options (Rideshare, Transit, etc.)
CONCEPTUAL SIGN LOCATIONS: ARENA, TRAINING CENTER, AND SOUTH GARAGE
<table>
<thead>
<tr>
<th>Zone</th>
<th>Area Code</th>
<th>Area Description</th>
<th>Conf.</th>
<th>Remarks</th>
</tr>
</thead>
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<td>Central Business District</td>
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<td>To be updated</td>
</tr>
<tr>
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<td>B2</td>
<td>Industrial Park Zone</td>
<td>67.89</td>
<td>Under construction</td>
</tr>
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<td>C3</td>
<td>Residential Area</td>
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<tr>
<td>4</td>
<td>D4</td>
<td>Commercial District</td>
<td>98.76</td>
<td>In progress</td>
</tr>
<tr>
<td>5</td>
<td>E5</td>
<td>Agricultural Land</td>
<td>34.56</td>
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</tr>
</tbody>
</table>

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**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 (DO1)
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.

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.

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 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

ALLOWED 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.

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, 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.

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

ALLOWABLE 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

ALLOWED 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 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 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.

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, 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.

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

ALLOWABLE 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

ALLOWED 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.

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, 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.

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

ALLOWABLE 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

ALLOWED 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.

ALLOWABLE 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.

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.

ALLOWED 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

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

ALLOWED 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.

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.

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

ALLOWABLE 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.
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

ALLOWED 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 façade or to a support system installed on the façade or a freestanding element adjacent to the façade that promote a specific event or tenant.

ALLOWABLE 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.

ALLOWED 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.

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

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

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

ALLOWED 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.

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, 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.

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

ALLOWABLE 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.
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

ALLOWED 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.

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.

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

ALLOWABLE 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.
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

ALLOWED 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.

ALLOWABLE 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.

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.

ALLOWED 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

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

ALLOWED 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.

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.

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

ALLOWABLE 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.
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

ALLOWED 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.

ALLOWABLE 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.

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.

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

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ACCOM // EIR Technical Narrative // May 14, 2013
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

ALLOWED 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.

ALLOWABLE 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.

ALLOWED 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.

ALLOWED 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

ALLOWED 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.

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.

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

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

ALLOWED 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.

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.

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

ALLOWABLE 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

ALLOWED 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.

ALLOWABLE 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.

ALLOWED 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

ALLOWED 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.

ALLOWABLE SIGN SIZE:
750 sf in Zone 3 with a maximum of 10 ft x 75 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.

ALLOWED 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

DO1: 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

ALLOWED 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.

ALLOWABLE 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.

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.

ALLOWED 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

V01: 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

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

ALLOWED 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

ALLOWABLE SIGN SIZE:
750 sf in Zone 3 with a maximum size of 20 ft x 37.5 ft.

ALLOWED 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**

**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

**ALLOWED 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.

**ALLOWABLE SIGN AREA:**
10,000 sf in Zone 3 with a maximum of 5,000 sf per application with a maximum height of 50 ft.

**ALLOWED 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 scirms, 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.

**ALLOWED 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

ALLOWED 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 letterforms (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.

ALLOWABLE 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.

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.

ALLOWED 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

ALLOWED 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.

ALLOWABLE 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.

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

ALLOWABLE 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.
ZONE 4: RETAIL

ID11: 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

ALLOWED 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.

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.

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

ALLOWABLE 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.
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

ALLOWED 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.

ALLOWABLE 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.

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

ALLOWED LIGHTING:
Ambient lighting from other sources or interior of space.

Three Pines Coffee, Salt Lake City, UT

Window Graphics framing display, Anthropologie
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

ALLOWED 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.

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

ALLOWED 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.

ALLOWED 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

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

ALLOWED 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.

ALLOWABLE 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.

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.

ALLOWED 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

ALLOWED 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.

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.

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

ALLOWABLE 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.
ZONE 5: GARAGE

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

ALLOWED 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.

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

ALLOWED 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.

ALLOWED 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

ALLOWED 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.

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.

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

ALLOWABLE 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.
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

ALLOWED 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.

ALLOWABLE 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.

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, 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.

ALLOWED LIGHTING:
External, Internal, or Accent Illumination or a combination thereof which may include color-changing capabilities.
Following are case studies of the most recent NBA Arena projects, both new construction and renovation to give context to the recommendations included in this section. The projects are:

- BARCLAYS CENTER
- GOLDEN 1 CENTER
- LITTLE CAESARS ARENA
- QUICKEN LOANS ARENA
- CHASE CENTER
- FISERV FORUM
CASE STUDY: BARCLAYS CENTER

Location: Brooklyn, NY
Tenants: Brooklyn Nets
Capacity: 17,732 (Basketball)
Opened 2012
### COMPARABLE SUMMARY: BARCLAYS CENTER

<table>
<thead>
<tr>
<th>Name / Location</th>
<th>Materials</th>
<th>lb/ft²</th>
<th>CFT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ZONE 1: RETAIL</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Building Area</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Interior Signage</strong></td>
<td>Name / Location</td>
<td>Materials</td>
<td>lb/ft²</td>
</tr>
<tr>
<td><strong>Primary Entrance</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Secondary Entrance</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Loading Dock</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Zone 2: SUBTOTALS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Note:** All data is approximate and subject to change. Actual data will be determined through detailed analysis.

- **Signage:**
  - **Primary:** Visible from outside the building, clearly indicating the building's name and purpose.
  - **Secondary:** Located at key internal and external points, providing additional information.

- **Skin:**
  - **Primary:** Reflective and durable, ensuring clear visibility.
  - **Secondary:** Light-weight and aesthetically pleasing.

- **Roof:**
  - **Primary:** Energy-efficient, reducing environmental impact.
  - **Secondary:** Water-resistant, ensuring structural integrity.

- **Flooring:**
  - **Primary:** Non-slip, ensuring safety.
  - **Secondary:** Durable, easy to maintain.

- **Lighting:**
  - **Primary:** Energy-efficient, reducing costs.
  - **Secondary:** Mood-enhancing, creating a welcoming atmosphere.

- **Miscellaneous:**
  - **Primary:** User-friendly, enhancing the user experience.
  - **Secondary:** Environmentally conscious, reducing waste.

### Case Studies: Comparables

- **Barclays Center**
- **Proposed Building**
- **Existing Building**
- **Other Proposals**

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ACOM // EIR Technical Narratives // May 14, 2019
CASE STUDY: GOLDEN 1 CENTER
Location: Sacramento, CA
Tenants: Sacramento Kings
Capacity: 17,608 (Basketball)
Opened 2016
### COMPARABLE SUMMARY: GOLDEN 1 CENTER

<table>
<thead>
<tr>
<th>ZONE 1</th>
<th>SECTION</th>
<th>Name / Description</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq. Ft</th>
<th>API</th>
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<tbody>
<tr>
<td></td>
<td>PRIMARY</td>
<td>Passenger/Mechani...</td>
<td>Golden 1 Center</td>
<td>Metal</td>
<td>1500</td>
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<td></td>
<td>SECONDARY</td>
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<td></td>
<td>Glass</td>
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| ZONE 1 SUBTOTALS | 73  |

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<tr>
<th>ZONE 2</th>
<th>PLAZA</th>
<th>Name / Description</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq. Ft</th>
<th>API</th>
</tr>
</thead>
<tbody>
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| ZONE 2 SUBTOTALS | 10  |

<table>
<thead>
<tr>
<th>ZONE 3</th>
<th>INTERNALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
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<th>API</th>
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</thead>
<tbody>
<tr>
<td></td>
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<td></td>
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| ZONE 3 SUBTOTALS | 100  |

<table>
<thead>
<tr>
<th>ZONE 4</th>
<th>INTERNALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
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<th>API</th>
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<tbody>
<tr>
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</tbody>
</table>

| ZONE 4 SUBTOTALS | 100  |

<table>
<thead>
<tr>
<th>ZONE 5</th>
<th>SUBTOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq. Ft</th>
<th>API</th>
</tr>
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<tbody>
<tr>
<td></td>
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<td>500</td>
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| ZONE 5 SUBTOTALS | 500  |

<table>
<thead>
<tr>
<th>ZONE 6</th>
<th>SUBTOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
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<th>API</th>
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<tbody>
<tr>
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</tbody>
</table>

| ZONE 6 SUBTOTALS | 1000 |

<table>
<thead>
<tr>
<th>ZONE 7</th>
<th>SUBTOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
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<th>API</th>
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<tbody>
<tr>
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| ZONE 7 SUBTOTALS | 500  |

<table>
<thead>
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<th>ZONE 8</th>
<th>SUBTOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq. Ft</th>
<th>API</th>
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</thead>
<tbody>
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</tbody>
</table>

| ZONE 8 SUBTOTALS | 1000 |

<table>
<thead>
<tr>
<th>ZONE 9</th>
<th>SUBTOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
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<th>API</th>
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<tbody>
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</table>

| ZONE 9 SUBTOTALS | 500  |

<table>
<thead>
<tr>
<th>ZONE 10</th>
<th>SUBTOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq. Ft</th>
<th>API</th>
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</thead>
<tbody>
<tr>
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<td></td>
<td>1000</td>
<td>1000</td>
</tr>
</tbody>
</table>

| ZONE 10 SUBTOTALS | 1000 |

<table>
<thead>
<tr>
<th>TOTALS</th>
<th>Name / Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq. Ft</th>
<th>API</th>
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<td>1000</td>
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</tbody>
</table>

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CASE STUDY: LITTLE CAESARS ARENA

Location: Detroit, MI
Tenants: Detroit Red Wings, Detroit Pistons
Capacity: 19,515 / 20,491
Opened: 2017

Naming Rights Partner: Little Caesars
Number of Mentions on Exterior: 10
Secondary Partners, Entrances: 4
Secondary Partners, Plaza Areas: 2
Secondary Partners, Amenities: 2
Training Center Entrances: 1
Retail Tenants, Street-Facing: 4
Parking Garage Entrances: 2
### COMPARABLE SUMMARY: LITTLE CAESARS ARENA

<table>
<thead>
<tr>
<th>Feature/ID</th>
<th>Device/long name</th>
<th>ID</th>
<th>Addrs</th>
<th>Notes</th>
<th>Source</th>
<th>Name of Feature tbl</th>
<th>Msflimit</th>
<th>Notes</th>
<th>Signagern</th>
<th>Notes</th>
<th>Notes</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primary:</strong></td>
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<tr>
<td><strong>Secondary:</strong></td>
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<tr>
<td><strong>In Other:</strong></td>
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<tr>
<td><strong>Other:</strong></td>
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<tr>
<td><strong>Subtotal:</strong></td>
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</tr>
</tbody>
</table>

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CASE STUDY: QUICKEN LOANS ARENA

Location: Cleveland, OH
Tenants: Cleveland Cavaliers, Lake Erie Monsters
Capacity: 20,562 (Basketball)
Renovation Complete 2019

Naming Rights Partner: Quicken Loans
Number of Mentions on Exterior: 5

Secondary Partner, Entrances: 3
### COMPARABLE SUMMARY: QUICKEN LOANS ARENA

<table>
<thead>
<tr>
<th>ZONE 1: EXTERIOR</th>
<th>Feature/Description</th>
<th>Area</th>
<th>Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rendering</td>
<td>Arealtor Aerial from the sky, large image downstairs, and varied weather on the landscape.</td>
<td>Gallery View Area</td>
<td>REV/NGO</td>
<td>89 x 109 ft</td>
<td>9,100</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ZONE 2: PREMISES</th>
<th>Feature/Description</th>
<th>Area</th>
<th>Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rendering</td>
<td>Arealtor Aerial from the sky, large image downstairs, and varied weather on the landscape.</td>
<td>Gallery View Area</td>
<td>REV/NGO</td>
<td>89 x 109 ft</td>
<td>9,100</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### ZONE 1 SUBTOTALS: 9,100

### ZONE 2 PREMISES | Feature/Description | Area | Location | Materials | H x W | Sq Ft | AVF |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Rendering</td>
<td>Arealtor Aerial from the sky, large image downstairs, and varied weather on the landscape.</td>
<td>Gallery View Area</td>
<td>REV/NGO</td>
<td>89 x 109 ft</td>
<td>9,100</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### ZONE 1 SUBTOTALS: 9,100

### ZONE 3: VENTS | Feature/Description | Area | Location | Materials | H x W | Sq Ft | AVF |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Rendering</td>
<td>Arealtor Aerial from the sky, large image downstairs, and varied weather on the landscape.</td>
<td>Gallery View Area</td>
<td>REV/NGO</td>
<td>89 x 109 ft</td>
<td>9,100</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### ZONE 3 SUBTOTALS: 9,100

### ZONE 4: METALS | Feature/Description | Area | Location | Materials | H x W | Sq Ft | AVF |
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Rendering</td>
<td>Arealtor Aerial from the sky, large image downstairs, and varied weather on the landscape.</td>
<td>Gallery View Area</td>
<td>REV/NGO</td>
<td>89 x 109 ft</td>
<td>9,100</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>

### ZONE 4 SUBTOTALS: 9,100

### ZONE 5: TOTALS | Feature/Description | Area | Location | Materials | H x W | Sq Ft | AVF |

### COMPARABLE SUMMARY: QUICKEN LOANS ARENA

<table>
<thead>
<tr>
<th>ZONE 1: EXTERIOR</th>
<th>Feature/Description</th>
<th>Area</th>
<th>Location</th>
<th>Materials</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
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</thead>
<tbody>
<tr>
<td>Rendering</td>
<td>Arealtor Aerial from the sky, large image downstairs, and varied weather on the landscape.</td>
<td>Gallery View Area</td>
<td>REV/NGO</td>
<td>89 x 109 ft</td>
<td>9,100</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
CASE STUDY: CHASE CENTER

Location: San Francisco, CA
Tenants: Golden State Warriors
Capacity: 18,064 (Basketball)
Opens 2019

Naming Rights Partner: Chase
Number of Mentions on Exterior: 5

Secondary Partner, Entrances: 2
Secondary Partner, Plaza Areas: 1

Training Center Entrances: 1 (Private)

Retail Tenants, Street-Facing: 15
Retail Tenants, Plaza-Facing: 19

Office Tower Tenants, Street-Facing: 2

Parking Garage Entrances: 2
### COMPARABLE SUMMARY: CHASE CENTER

#### ZONE 1: EXTERIOR

<table>
<thead>
<tr>
<th>Category/Description</th>
<th>Name / Location</th>
<th>Material</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
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<tbody>
<tr>
<td><strong>Wrapping</strong></td>
<td>Address牌面标识</td>
<td>卷起并系紧于杆上</td>
<td>176.8 x 203.2</td>
<td>183,810</td>
<td>13.6</td>
</tr>
<tr>
<td><strong>Area 01 - SIGN</strong></td>
<td>地球标志牌</td>
<td>卷起并系紧于杆上</td>
<td>176.8 x 203.2</td>
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<td>13.6</td>
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<tr>
<td><strong>Area 03 - PRIMARY</strong></td>
<td>窗口标志牌</td>
<td>卷起并系紧于杆上</td>
<td>176.8 x 203.2</td>
<td>183,810</td>
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#### ZONE 2: SUBTOTALS

<table>
<thead>
<tr>
<th>Category/Description</th>
<th>Name / Location</th>
<th>Material</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
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<tbody>
<tr>
<td><strong>Zone 1: Subtotals</strong></td>
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<td><strong>Total</strong></td>
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#### ZONE 3: PRIMARY ENTRANCE

<table>
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<th>Category/Description</th>
<th>Name / Location</th>
<th>Material</th>
<th>H x W</th>
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<tr>
<td><strong>Secondary Entrance</strong></td>
<td>地址牌面标识</td>
<td>卷起并系紧于杆上</td>
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#### ZONE 4: RESULTS

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<th>Category/Description</th>
<th>Name / Location</th>
<th>Material</th>
<th>H x W</th>
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<th>AVF</th>
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<tr>
<td><strong>Theatre</strong></td>
<td>剧场入口标志牌</td>
<td>卷起并系紧于杆上</td>
<td>176.8 x 203.2</td>
<td>183,810</td>
<td>13.6</td>
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<tr>
<td><strong>Museum</strong></td>
<td>博物馆入口标志牌</td>
<td>卷起并系紧于杆上</td>
<td>176.8 x 203.2</td>
<td>183,810</td>
<td>13.6</td>
</tr>
<tr>
<td><strong>Library</strong></td>
<td>图书馆入口标志牌</td>
<td>卷起并系紧于杆上</td>
<td>176.8 x 203.2</td>
<td>183,810</td>
<td>13.6</td>
</tr>
</tbody>
</table>

#### ZONE 5: SUBTOTALS

<table>
<thead>
<tr>
<th>Category/Description</th>
<th>Name / Location</th>
<th>Material</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Zone 4: Subtotals</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### VENUE TOTALS

<table>
<thead>
<tr>
<th>Category/Description</th>
<th>Name / Location</th>
<th>Material</th>
<th>H x W</th>
<th>Sq Ft</th>
<th>AVF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Venue</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>CHASE CENTER TOTAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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AECOM // EIR Technical Narrative // May 14, 2013

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CASE STUDY: FISERV FORUM
Location: Milwaukee, WI
Tenants: Milwaukee Bucks
Capacity: 17,500 (Basketball)
Opening 2018