

H Graphic Design



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.

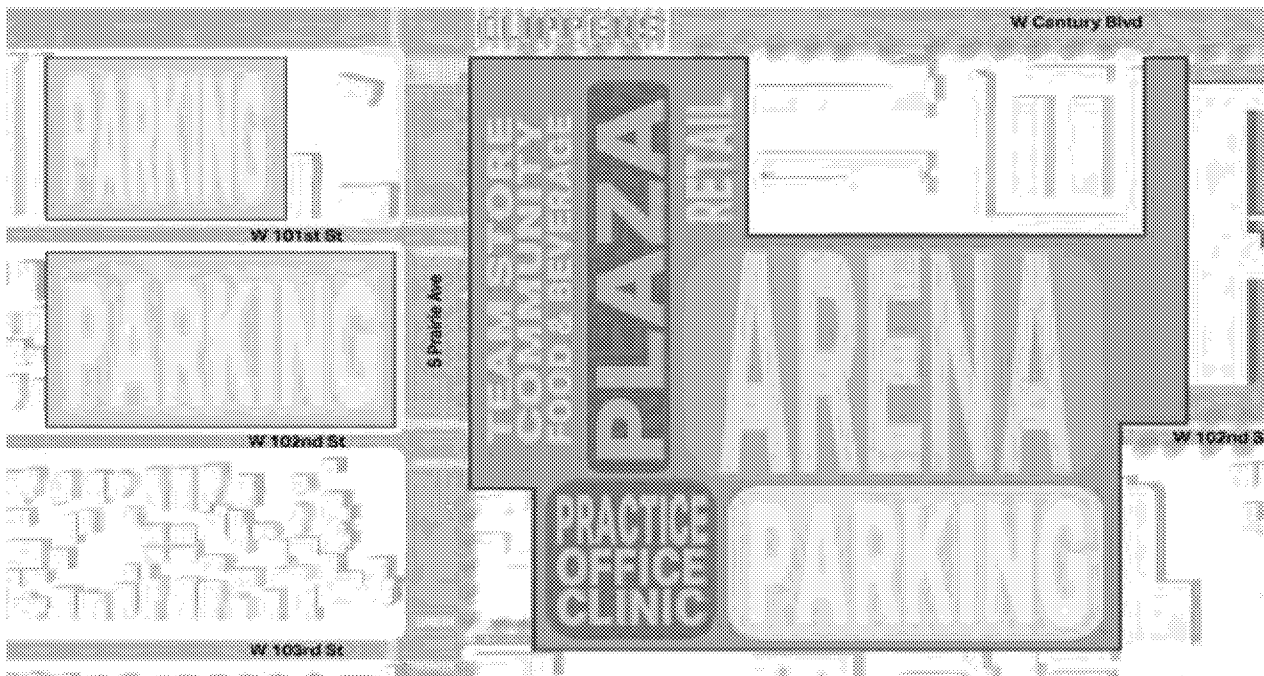
These guidelines are supported by a survey of similar facilities currently under construction or completed within the last 5 years.

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**H1 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

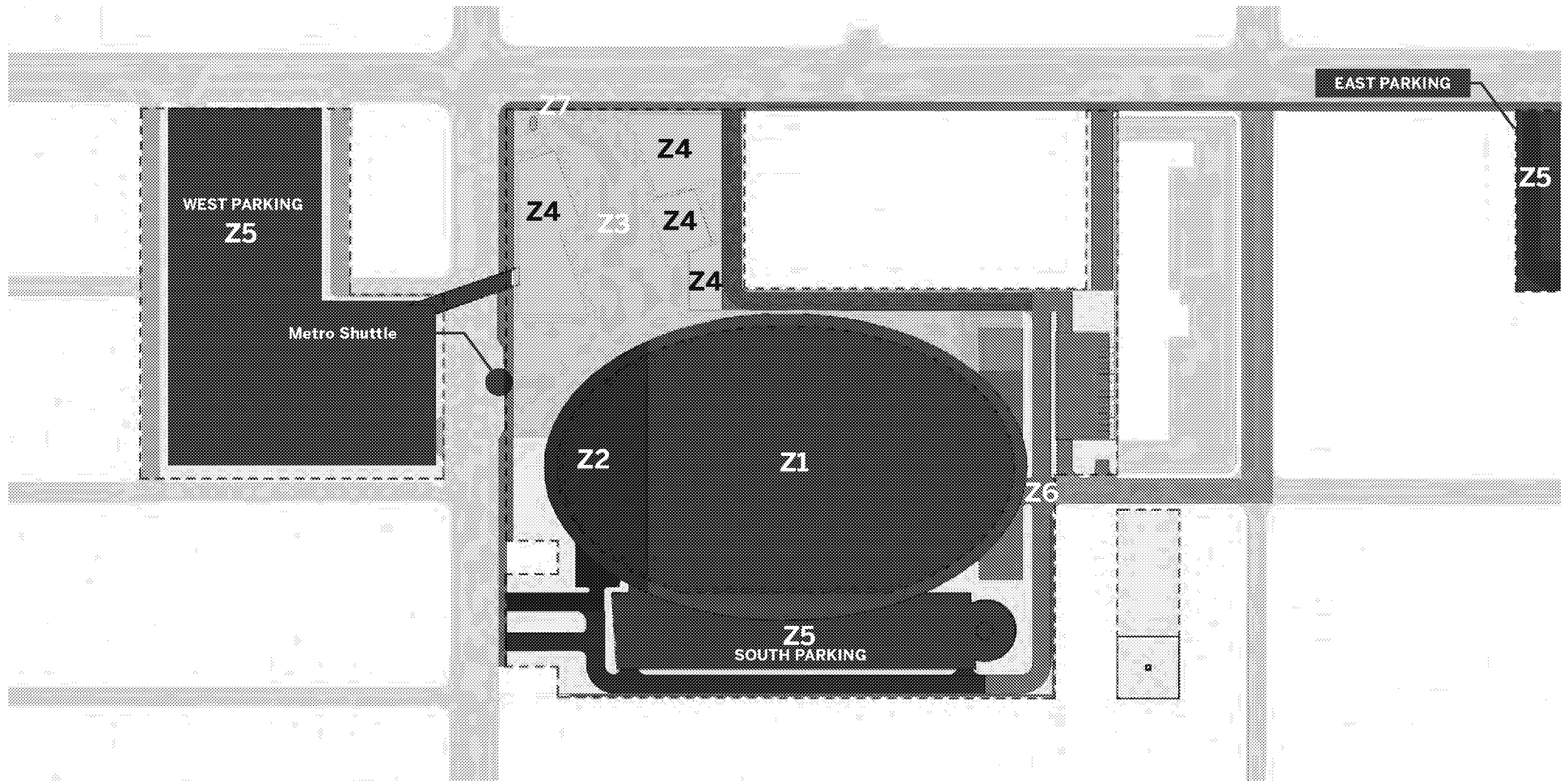
ZONE 3: Plaza

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

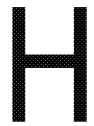
Z6: SERVICE DRIVE

- ▶ Vehicular Directional
- ▶ Loading Dock ID

Z7: PUBLIC ROW**Z8: HOTEL**

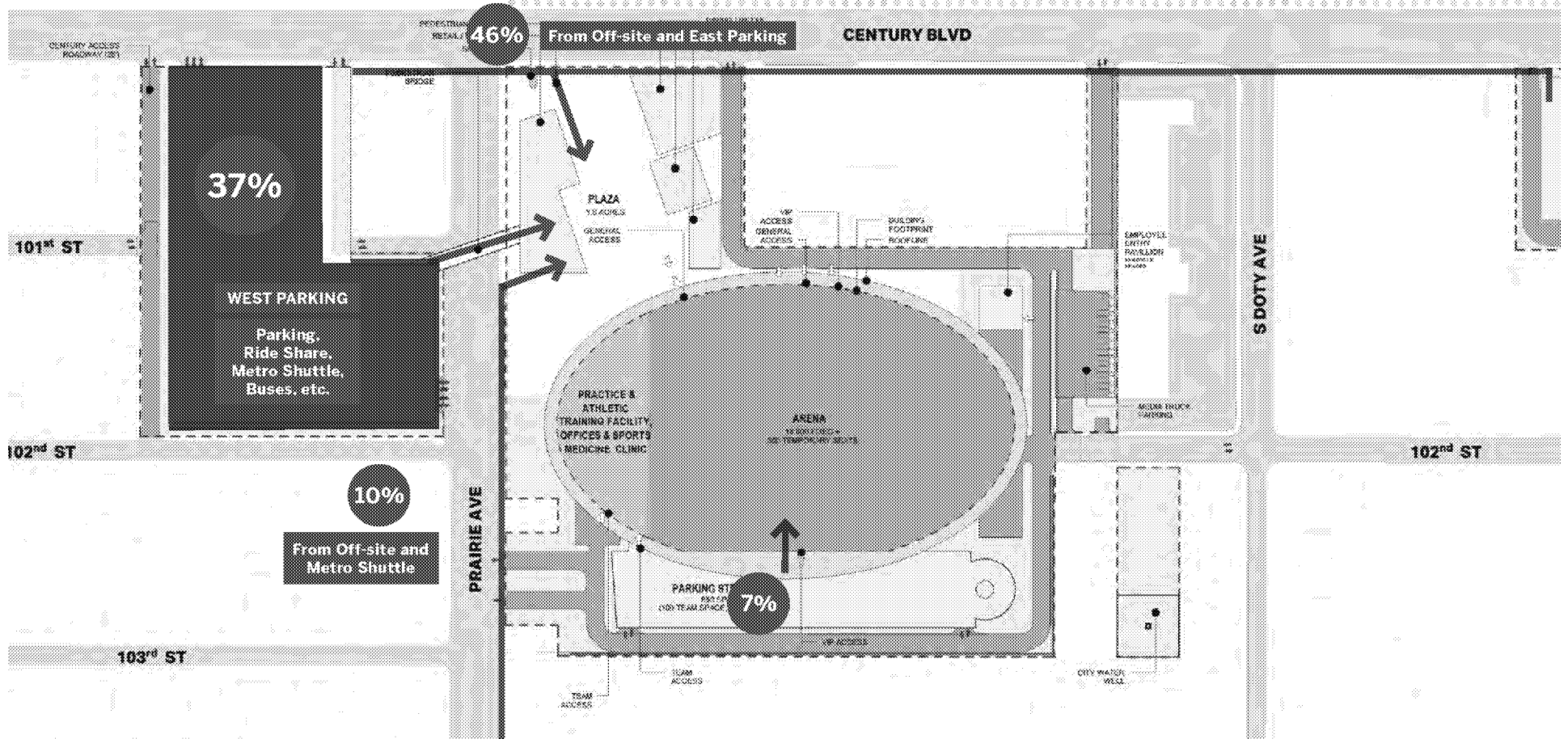
- ▶ Hotel ID (Hotel is sited East of East Parking, South of Century)

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**H2 WAYFINDING RATIONALE:
PEDESTRIAN ROUTES**

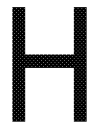
WAYFINDING RATIONALE: PEDESTRIAN ROUTES



PEDESTRIAN ROUTES

- Representation of pedestrian routes to site entrances from Parking and area transportation options (Rideshare, Transit, etc.)

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H3 CONCEPTUAL SIGN LOCATIONS

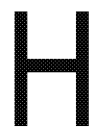
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SIGN AREA SUMMARY BY ZONE

Item #	Item Description	Location	Qty	Product / Material / Finish	Dimensions (ft)	Notes	Weight (lb)	Volume (cu ft)	Estimated Cost (\$)
ENTRANCE - LEBRON FREEMAN									
D1	Curved Façade Mounted Display	North Arena Elevation - Option 1	1	LED 8 mm - Outdoor	1		25	70	1,750
D2	Not Used								
D3	Facade Mounted Display	Central Plaza Stage	1	LED 8 mm - Outdoor	1		20	71	1,420
D4.1	Facade Mounted Display	Central Plaza	1	LED 8 mm - Outdoor	1		8	36	288
D4.2	Facade Mounted Display	Central Plaza	1	LED 8 mm - Outdoor	1		8	80	640
D4.3	Facade Mounted Display	Central Plaza	2	LED 8 mm - Outdoor	1		8	100	800
D5	Ribbon	North Elevation along Century	1	LED 8 mm - Outdoor	1		3	50	150
D6	Facade Mounted Display	North Elevation along Century	1	LED 8 mm - Outdoor	1		12	21	252
D7	Monument Display	SE Corner of Century and Prairie	2	LED 8 mm - Outdoor	1		32	18	576
D8	Curved Suspended Ribbons	Interior Arena Lobby	-	-	-	To be coordinated later	-	-	-
D9	Curved Façade Mounted Display	Interior Arena Lobby	-	-	-	To be coordinated later	-	-	-
D10	Not Used								
D11	Column Mounted Display	Prairie Pedestrian Bridge and Century Pedestrian Bridge	3	LED 10 mm - Outdoor	1		7	37.32	261
D12	Display	West Parking Garage	1	LED 10 mm - Outdoor	1		29	51.55	1,495
D13	Suspended Center Scoreboard	Arena In-bowl	-	-	-	To be coordinated later	-	-	-
D14	LED Ribbon Boards	Arena In-bowl	-	-	-	To be coordinated later	-	-	-
D15	Arena Network Displays - 6 Levels		-	-	-	To be coordinated later	-	-	-
D16	Not Used								
ENTRANCE - PERIMETER PYLONS									
P1	Perimeter Pylons		3	LED 10 mm - Outdoor	2	(2) 24"	6	60	128
ENTRANCE - KIOSK / DOUBLE-SIDED KIOSK									
K1	Exterior Freestanding Kiosk		12	LED 65" Double-sided Kiosk Non-Interactive - Outdoor	2		-	-	-
K2	Not Used								
STATION									
S1	Horizontal Static	Prairie Pedestrian Bridge	1	Static Internally Illuminated - Outdoor	1		7	48	336
S2	Horizontal Static	South Parking Garage / East Parking	2	Static Internally Illuminated - Outdoor	1		14	48	672
S3	Vertical Static	West Parking Garage	2	Static Internally Illuminated - Outdoor	1		48	14	672
S4	Vertical Supergraphic Static	West Parking Garage	1	Static Internally Illuminated - Outdoor	1		24	7	168
S5	Horizontal Static	South Parking Garage Ramp	1	Static Internally Illuminated - Outdoor	1		3	120	360
S6	Not Used								
S7	Not Used								
S8	Vertical Static	West / East Parking Garages Vertical Circulation Points	40	Static Internally Illuminated - Outdoor	1		9	3	27
S9	Optional Vertical Static Tower	Optional Century Bridge	2	Static Internally Illuminated - Outdoor	1		48	14	672
S10	Not Used								
S11	Horizontal Static	East Parking Garage	2	Static Internally Illuminated - Outdoor	1		8	24	192

Item #	Item Description	Location	Qty	Product / Material / Finish	Dimensions (ft)	Notes	Weight (lb)	Volume (cu ft)	Estimated Cost (\$)
CHANNEL LETTERS									
CL1	Channel Letters	Parking Garage	4	Other Channel Letters 7.5" to 14" (RGBW) - Outdoor	1	Channel Letters: GARAGE. Verify letter quantity	No	-	-
CL2	Channel Letters	North Arena Façade	1	Other Channel Letters (RGBW) - Outdoor	1	4'H X 25 Letters	No	-	-
CL3	Channel Letters	Roof Logo	1	Other Channel Letters 7.5" to 14" (RGBW) - Outdoor	1		No	250	250
CL4	Channel Letters	Hotel Façade	2	Other Channel Letters 7.5" to 14" (RGBW) - Outdoor	1		No	-	-
EVENT SPACES									
E1	Event Stage	Central Plaza next to Central Plaza	1	Other Event Audio Performance - Outdoor	N/A		No	50	94
REAR AND CENTRAL COURT SPACES									
B1	Space	Central Plaza	1	Other Live Input Panel - Outdoor	N/A		No	23.5	19.5
B2	Space	Central Plaza	1	Other Live Input Panel - Outdoor	N/A		No	24.08	20.16
B3	Not Used								
B4	Space	West Parking Garage	1	Other Live Input Panel - Outdoor	N/A		No	17	63.83
B5	Space	East Parking Lot	1	Other Live Input Panel - Outdoor	N/A		No	20	40
WEST PARKED LOT LIGHTING									
L1	Lighting	Outdoor Basketball Court	-	Other LED RGB / DMX Controlled Lighting-In ground - Outdoor		Approx. 288 L', (size of NBA Court is 50' W x 94' L), per Landscape Architect	-	-	-
L2	Not Used						-	-	-
L3	Not Used						-	-	-
L4	Not Used						-	-	-
L5	Not Used						-	-	-
L6	Architectural Lighting	Prairie Pedestrian Bridge and South Parking Garage Bridges	-	Other Architectural Lighting - Outdoor		48 Tapered Fixtures	-	-	-
L7	Not Used						-	-	-
L8	Not Used						-	-	-

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H4 SIGNAGE BY ZONE

SIGNAGE BY ZONE

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

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

Following is a list of these sign types by Zone.

ZONE 1: ARENA

ARENA ID, ROOF (ID01)

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

ARENA ID, PRIMARY (ID02)

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

ARENA ID, SECONDARY (ID03)

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

ENTRANCE ID (ID04)

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

ARENA AMENITY ID (ID05)

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

EVENT GRAPHIC OVERLAY (EG)

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

ZONE 2: TRAINING CENTER

TRAINING CENTER ID, ROOF (ID10)

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

TRAINING CENTER ID, PRIMARY (ID11)

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

TRAINING CENTER ID, SECONDARY (ID12)

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

ENTRANCE ID (ID13)

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

ENTRANCE ID, VEHICULAR (ID20)

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

EVENT GRAPHIC OVERLAY (EG)

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

ZONE 3: PLAZA

PLAZA MARQUEE (ID30)

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

PLAZA FEATURE ID (ID31)

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

PLAZA ID, PRIMARY (ID40)

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

PLAZA ORIENTATION / DIRECTIONAL (D01)

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

VIDEO BOARD, WEST RETAIL (V01)

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

VIDEO BOARD, STAGE (V02)

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

EVENT GRAPHIC OVERLAY (EG)

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

ZONE 4: RETAIL

BUILDING ID (ID100)

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

TENANT ID, PRIMARY (ID101)

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

TENANT ID, SECONDARY (ID102)

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

TENANT ID, TERTIARY (ID103)

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

EVENT GRAPHIC OVERLAY (EG)

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

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

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

GARAGE ENTRANCE ID (ID201)

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

EVENT GRAPHIC OVERLAY (EG)

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

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

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

LOADING DOCK ID (ID210)

Identifies Loading Dock entrance

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H4.1 SIGN TYPE DETAILS

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

Staples Center & Microsoft Square, Los Angeles, CA



Golden 1 Center, Sacramento, CA

DESCRIPTION:

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

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

PURPOSE:

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

CONTENT:

Identification, Branding, and Sponsorship

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.

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.

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.

ZONE 1 : ARENA**ID02: ARENA ID, PRIMARY**

O2 Arena, London



T-Mobile Arena, Las Vegas, NV

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, and Sponsorship

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 letterforms, patterns, or graphics; Fabricated letter forms (solid, channel, open face, extruded or other fabricated forms) that are individually anchored or attached to backing panel; Depth of projecting elements to comply with all site setbacks or other site limitations as required unless otherwise negotiated; LED display (panel, ribbon, strip, or individual diodes); Where a LED display is used to depict the arena name, logo, or associated information (including coming events or promotions), the allowable size of this display is 100% of the allowable sign area.

ALLOWABLE SIGN SIZE:

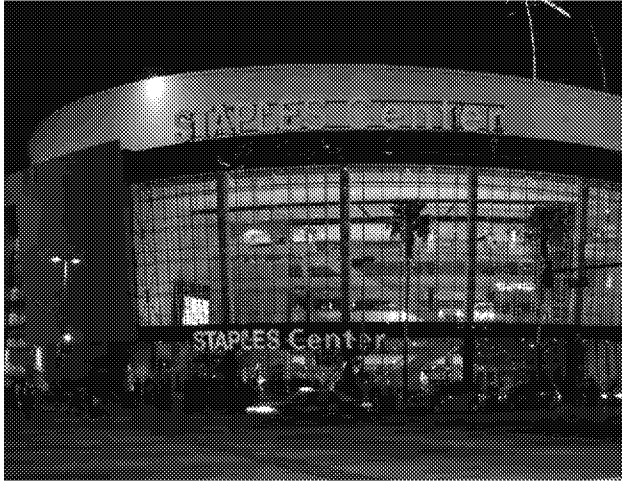
15,000 sf in Zone 1 with a maximum of 125 ft x 40ft per sign and a maximum height of 30 ft above the roof line.

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.

ZONE 1 : ARENA**ID03: ARENA ID, SECONDARY**

Staples Center, Los Angeles, CA



Barclays Center, Brooklyn, NY

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, and Sponsorship

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.

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.

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.

ZONE 1 : ARENA**ID04: ENTRANCE ID**

NW Entry, Golden 1 Center, Sacramento, CA



Northwest Entry, Little Caesars Arena, Detroit, MI

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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:

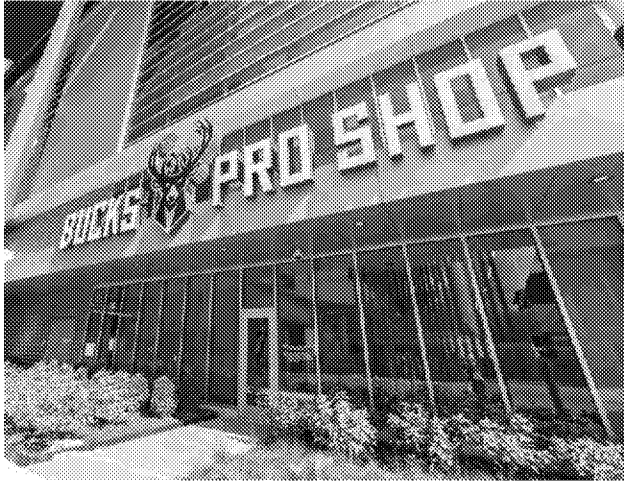
1,500 sf in Zone 1 with a maximum of 5 ft x 100 ft per sign at a maximum height of 20 ft AFF.

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**

Bucks Pro Shop at Fiserv Forum, Milwaukee, WI



Cavaliers Team Shop at Quicken Loans Arena, Cleveland, OH

DESCRIPTION:

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

PURPOSE:

Identification of Arena amenities facing surrounding campus.

CONTENT:

Identification, Branding, Sponsorship, and Information

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.

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.

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**EG: EVENT GRAPHIC OVERLAY**

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



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

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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 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 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 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 2 : TRAINING CENTER**ID10: TRAINING CENTER ID, ROOF**

UCLA Health Training Center, El Segundo, CA

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, and Sponsorship

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.

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.

ALLOWED MATERIALS:

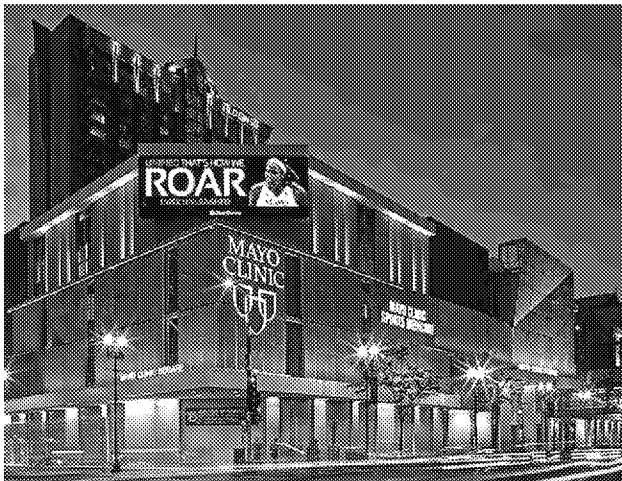
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, 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.

ZONE 2 : TRAINING CENTER**ID11: TRAINING CENTER ID, PRIMARY**

UCLA Health Training Center, El Segundo, CA



Mayo Clinic Sports Medicine, Minneapolis, MN

DESCRIPTION:

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

PURPOSE:

Place-making and identification of the Training Center.

CONTENT:

Identification, Branding, and Sponsorship

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.

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.

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**ID12: TRAINING CENTER ID, SECONDARY**

Integris Health Thunder Development Center,
Oklahoma City, OK



Advocate Center, Chicago Bulls Training Facility, Chicago, IL

DESCRIPTION:

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

PURPOSE:

Place-making and identification of the Training Center.

CONTENT:

Identification, Branding, and Sponsorship

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**

Advocate Center, Chicago Bulls Training Facility, Chicago, IL



Emory Sports Medicine Complex, Brookhaven, GA

DESCRIPTION:

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

PURPOSE:

Place-making and identification of the Training Center.

CONTENT:

Identification, Branding, and Sponsorship

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.

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.

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**ID20: ENTRANCE ID, VEHICULAR**

UCLA Health Training Center, El Segundo, CA



Integris Health Thunder Development Center, Oklahoma City, OK

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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.

ZONE 2 : TRAINING CENTER**EG: EVENT GRAPHIC OVERLAY**

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



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

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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**

Aria Hotel ID / Promotion Pylon, Las Vegas, NV



Digital Pylons at Entrance Gates, Met Life Stadium, NJ

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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.

ALLOWABLE SIGN AREA:

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

ALLOWED MATERIALS:

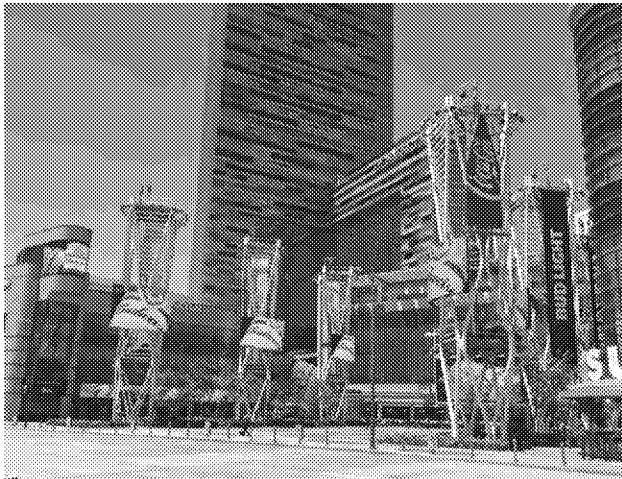
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, 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**ID31: PLAZA ID, FEATURE**

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



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

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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.

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.

ALLOWED MATERIALS:

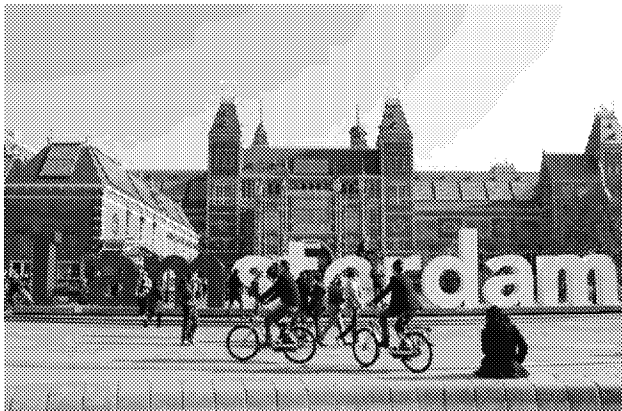
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, 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**ID40: PLAZA ID, PRIMARY**

Toshiba Plaza, Las Vegas, NV



Amsterdam, The Dam, Amsterdam, The Netherlands

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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:

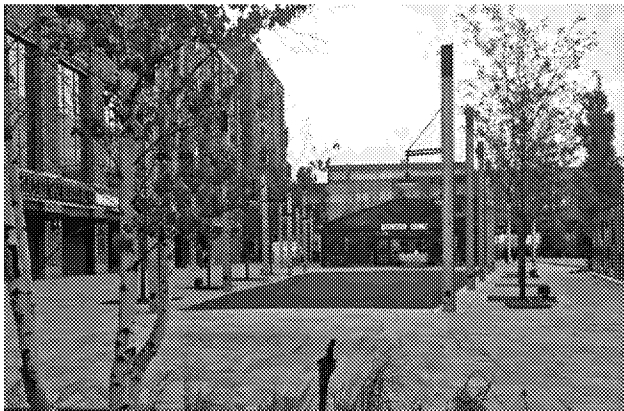
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, 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**

Chevy Plaza, Little Caesars Arena, Detroit, MI



Budweiser Biergarten, Little Caesars Arena, Detroit, MI

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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**D01: PLAZA ORIENTATION / DIRECTIONAL**

Plaza ID, Barclays Center, Brooklyn, NY



Microsoft Square Directional, Los Angeles, CA

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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**

Victory Park, American Airlines Center, Dallas, TX

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

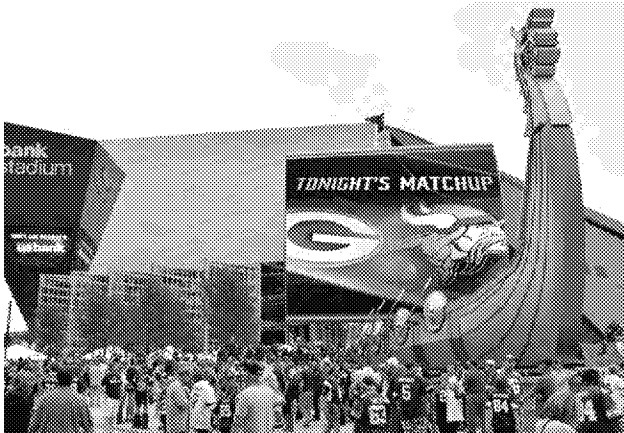
Identification, Branding, Sponsorship, and Information

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**

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

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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**

World Cup of Hockey, Toronto, ON



CFP National Championship, Raymond James Stadium, Tampa, FL

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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 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 4 : RETAIL**ID100: BUILDING ID**

The Shops at Columbus Circle, New York, NY



Olympic & Olive, Los Angeles, CA

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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 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.

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**

Amazon Go, Seattle, WA



Marination at Amazon HQ, Seattle, WA

DESCRIPTION:

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

PURPOSE:

Identification and branding of the campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

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 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.

ALLOWED MATERIALS:

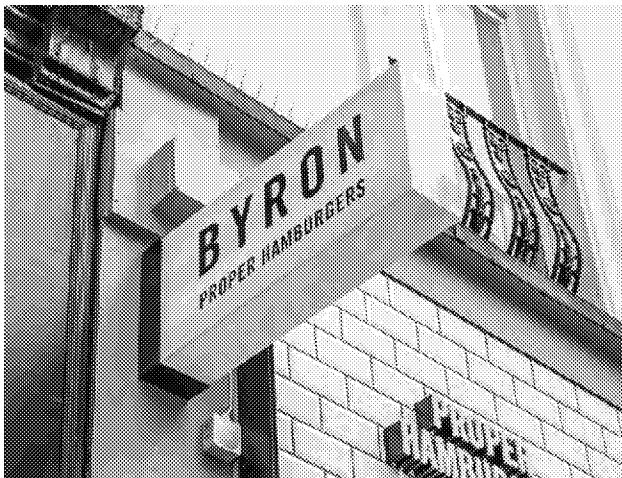
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, 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**ID111: TENANT ID, SECONDARY**

Barista, Portland, OR



Byron Proper Hamburgers, London, UK

DESCRIPTION:

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

PURPOSE:

Identification and branding of the campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

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 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.

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**ID112: TENANT ID, TERTIARY**

Three Pines Coffee, Salt Lake City, UT



Window Graphics framing display, Anthropologie

DESCRIPTION:

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

PURPOSE:

Identification and branding of the campus retail destinations.

CONTENT:

Identification, Branding, Sponsorship, and Information

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:

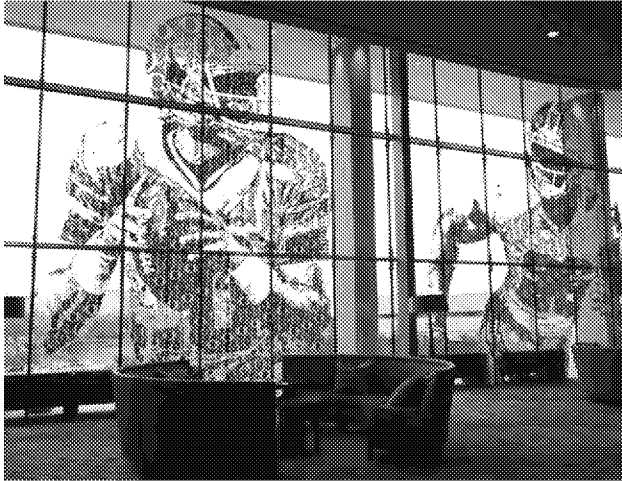
1,000 sf in Zone 4 with a maximum of 200 sf per element. Maximum size of elements to be defined by storefront. Graphics at doors cannot be full coverage.

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.

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

Host hotel window graphics, College Football Playoff



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

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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**

Mills Fleet Farm Parking Garage, Minneapolis, MN



24 Hour Parking, New York, NY

DESCRIPTION:

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

PURPOSE:

Identification and branding of the garage and primary entrance.

CONTENT:

Identification, Branding, Sponsorship, and Information

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**

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



Parking ID, Hollywood & Highland, Los Angeles, CA

DESCRIPTION:

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

PURPOSE:

Identification and branding of the garage entrance.

CONTENT:

Identification, Branding, Sponsorship, and Information

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

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 400sf per element.

ALLOWED MATERIALS:

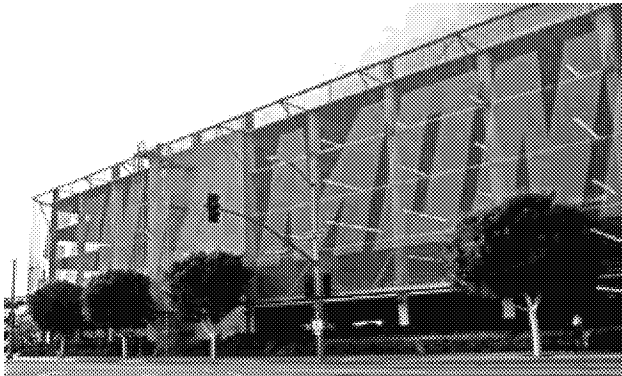
Any material that meets structural and fire rating requirements set forth in the applicable design manuals; Long-lasting architectural finishes that maintain an attractive visual appearance and protect from corrosion and UV radiation; Allowed materials are, but shall not be limited to: Stainless steel, 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**EG: EVENT GRAPHIC OVERLAY**

World Cup of Hockey, Toronto, ON



Santa Monica Place Parking Graphics, Santa Monica, CA

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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:

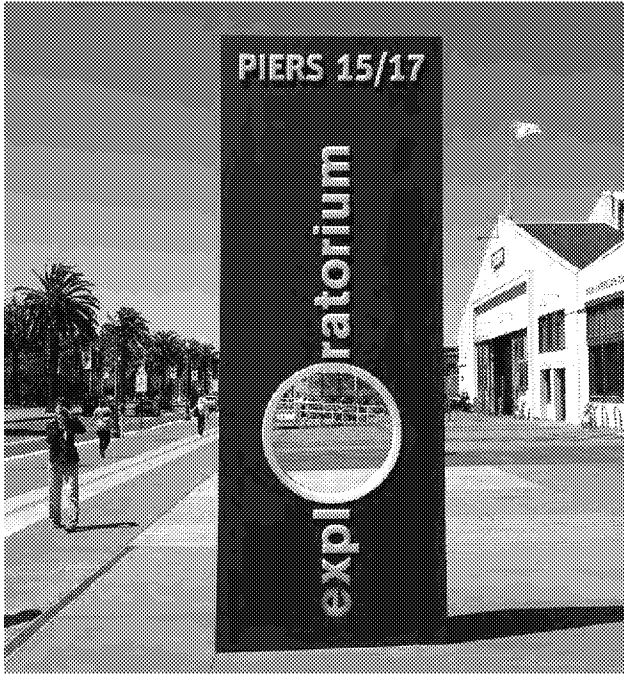
35,000 sf in Zone 5 with a maximum of 20,000 sf per application with a maximum height of 70 ft.

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**

Exploratorium ID, San Francisco, CA

DESCRIPTION:

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

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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.

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.

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

Loading Dock, Enterprise Center, St. Louis, MO

DESCRIPTION:

Identifies Loading Dock entrance

PURPOSE:

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

CONTENT:

Identification, Branding, Sponsorship, and Information

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.

H Graphic Design

H

H5 CASE STUDIES: COMPARABLES

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)

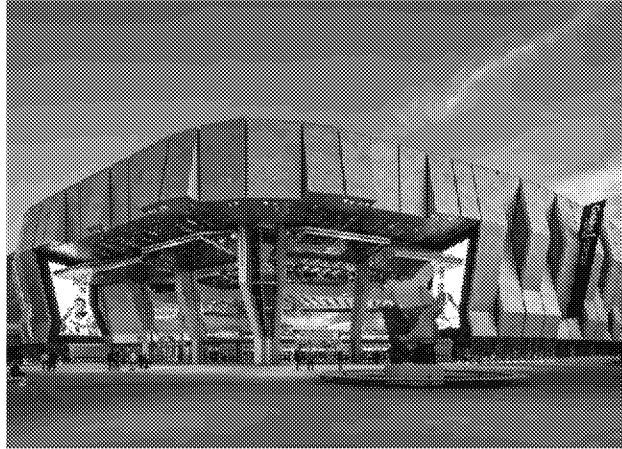
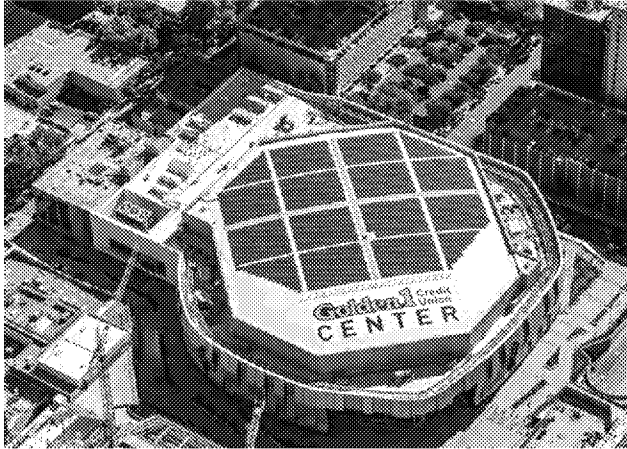
Opened 2012



COMPARABLE SUMMARY: BARCLAYS CENTER

ZONE 1 - EXTERIOR	General Description	Name / Location	Materials	H x W	Sq Ft	AFF
Solar Array	Per panels installed on roof					
Area ID - ROOF	Identifies the Arena from the air. Signage intended to communicate location via broadcast and to passengers on flights flying over the arena area.	Barclay's Center logo	Non-Illuminated	25 ft x 250 ft	10,250	N/A
Area ID - PRIMARY	Identifies the Arena at the most visible and highly trafficked areas of the	Primary Wordmark		12 ft x 30 ft (x 3 locations)	3,600	Varies
		Primary Shield		12 ft tall (x 3 locations)	450	
Area ID - SECONDARY	Identifies the Arena at the less visible and less trafficked areas of the campus	Secondary Wordmark		3 ft x 95 ft (x 3 locations)	285	Varies
		Secondary Shield		3 ft tall (x 3 locations)	27	
Entrance ID - GENERAL ADMISSION	Identifies the Arena entrances for fans with General Admission event tickets.	Entrance Signage		1.5 ft x 10 ft (8 locations)	120	5 ft
Entrance ID - PREMIUM	Identifies the Arena entrances for fans with Premium event tickets (Clubs and Suites.)					
Entrance ID - ARENA AMENITY	Identifies exterior facing amenities, i.e. Box Office, Team Store, etc. accessible to fans from the campus area. These elements may operate outside of event	Nets Shop		1.5 ft x 5 ft	75	5 ft
ZONE 1 SUBTOTALS					14,220	
ZONE 2 - TRAINING CENTER	General Description	Name / Location	Materials	H x W	Sq Ft	AFF
Training Center ID - ROOF	Identifies Training Center from above. Signage intended to communicate location via broadcast and to passengers on flights passing over campus site	N/A			0	
Training Center ID - PRIMARY	Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes	Training Facility off-site			0	
Training Center ID - SECONDARY	Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes	N/A			0	
Entrance ID	Identifies point of entry for users and visitors					
Primary Vehicular ID	Free-standing or building-mounted signage that identifies facility along primary vehicular approach indicates	N/A			0	
ZONE 2 SUBTOTALS					0	
ZONE 3 - PLAZA	General Description	Name / Location	Materials	H x W	Sq Ft	AFF
Plaza Feature / ID	Attention grabbing element that serves as landmark or beacon for Arena Campus and exterior gathering space; Generally Illuminated. Opportunity to express brand in unique way. Selfie-spot					
Plaza ID - PRIMARY	Primary identification of exterior feature area					
Plaza Orientation / Directional		Pedestrian Directional	Non-Illuminated	8 ft x 9 ft (x2) (2 locations)	108	
		Secondary Pylon	Non-Illuminated	2.5 ft x 8 ft (x2)	40	
		Walk NYC Pylon	Includes data point	2 ft x 10 ft (x2)	40	
ZONE 3 SUBTOTALS					188	

ZONE 4 : RETAIL		Name / Location	Materials	H x W	Sq Ft	AFF
Building ID	Signage to identify building (Name, address, or tenant) that is visible along primary vehicular and / or pedestrian approach routes	N/A - Property includes residential			0	
Tenant ID – PRIMARY	Identification of primary tenant as defined by campus or city guidelines or standards. Standards may define maximum of allowable illumination, materials, placement or other parameters	N/A			0	
Tenant ID – SECONDARY	Secondary identification for tenant intended to complement or reinforce primary identification signage	Rele8 Tenant ID	Non-Illuminated	1.5 ft x 10 ft (8 locations)	90	5 ft
Tenant ID – TERTIARY	Tertiary identification and / or information for retail tenants, i.e. vinyl on glass representations of name and / or logo, hours of operation, etc.	N/A			0	
ZONE 4 SUBTOTALS					90	
ZONE 5 : PARKING		Name / Location	Materials	H x W	Sq Ft	AFF
Garage Entrance ID – PRIMARY	Identifies Garage and / or Garage entrance by name; May include digital	Mass Transit Station			0	
Garage Entrance ID – SECONDARY	Secondary identification signage, i.e. symbol visible at a distance rather than garage name	N/A			0	
Garage Entrance ID – FREE-STANDING	Identifies parking / garage entrance in locations where building mounted signage is not applicable or effective	N/A			0	
ZONE 5 SUBTOTALS					0	
ZONE 6 : SERVICE DRIVE		Name / Location	Materials	H x W	Sq Ft	AFF
Primary Entrance ID – VEHICULAR	No vehicle specific signage in program				0	
Secondary Entrance ID – VEHICULAR	No vehicle specific signage in program				0	
Loading Dock ID	Barclays Center ID No Dock Specific signage		Included in Secondary Arena ID calculation		0	
ZONE 6 SUBTOTALS					0	
VENUE TOTALS					BARCLAYS TOTAL	14,518



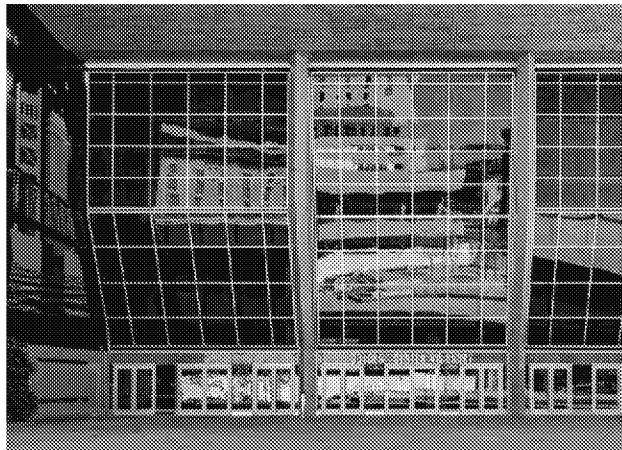
CASE STUDY: GOLDEN 1 CENTER

Location: Sacramento, CA

Tenants: Sacramento Kings

Capacity: 17,608 (Basketball)

Opened 2016



COMPARABLE SUMMARY: GOLDEN 1 CENTER

ZONE 1 : EXTERIOR	General Description	Name / Location	Materials	H x W	Sq Ft	APF
Solar Array	PV panels installed on roof	Solar Array			15,000	
Arena ID – ROOF	Identifies the Arena from the air. Signage intended to communicate location via broadcast and to passengers on flights flying over the arena area.	Golden 1 Center Logo	Non-Illuminated	38.5 ft x 184 ft	5,594	
Arena ID – PRIMARY	Identifies the Arena at the most visible and highly trafficked areas of the	Arena ID, 3th	Power Data	7.5 ft x 56.5 ft (3 locations)	2,273	20 ft
Arena ID – SECONDARY	Identifies the Arena at the less visible and less trafficked areas of the campus					
Entrance ID – GENERAL ADMISSION	Identifies the Arena entrances for fans with General Admission event tickets.	Entrance ID		1.5 ft x 18 ft (3 locations)	81	9 ft
Entrance ID – PREMIUM	Identifies the Arena entrances for fans with Premium event tickets (Clubs and Suites.)					
Entrance ID – ARENA AMENITY	Identifies exterior facing amenities, i.e. Box Office, Team Store, etc. accessible to fans from the campus area. These elements may operate outside of event					
ZONE 1 SUBTOTALS					11,948	

ZONE 2 : TRAINING CENTER	General Description	Name / Location	Materials	H x W	Sq Ft	APF
Training Center ID – ROOF	Identifies Training Center from above. Signage intended to communicate location via broadcast and to passengers on flights passing over campus site	N/A				
Training Center ID – PRIMARY	Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes	Kaiser Permanente Sports Medicine Center ID	Illuminated	2 ft x 13 ft (x2)	40	15 ft
Training Center ID – SECONDARY	Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes	Secondary ID, Blade	Non-Illuminated	3.5 ft x 3.5 ft	25	9 ft
Entrance ID	Identifies point of entry for users and visitors	Graphics at Entrances	Non-Illuminated	1 ft x 6 ft	6	5 ft
Primary Vehicular ID	Free-standing or building-mounted signage that identifies facility along primary vehicular approach indicates	N/A				
ZONE 2 SUBTOTALS					71	

ZONE 3 : PLAZA	General Description	Name / Location	Materials	H x W	Sq Ft	APF
Plaza Feature / ID	Attention grabbing element that serves as landmark or beacon for Arena Campus and exterior gathering spaces. Generally illuminated. Opportunity to express brand in unique way. Traffic spot	Sculpture				
Plaza ID – PRIMARY	Primary identification of exterior feature area					
Plaza Orientation / Directional		Plaza Wayfinding Pylon (20055)	Includes screen	2.5 ft x 8 ft (x2)	40	
ZONE 3 SUBTOTALS					40	

ZONE 4 : RETAIL		Name / Location	Materials	H x W	Sq Ft	APF
Building ID	Signage to identify building (Name, address, or tenants) that is visible along primary vehicular and / or pedestrian approach routes	N/A			0	
Tenant ID – PRIMARY	Identification of primary tenant as defined by campus or city guidelines or standards. Standards may define maximum of allowable illumination, materials, placement or other parameters	Need additional information			0	
Tenant ID – SECONDARY	Secondary identification for tenant intended to complement or re-informal primary identification signage	Retail Tenant ID, Blade	Non-Illuminated	3.5 ft x 3.5 ft (7 locations)	175	5ft
Tenant ID – TERTIARY	Tertiary identification and / or information for retail tenants, i.e. vinyl on glass representations of name and / or logo, hours of operation, etc.	Varies by tenant	Non-Illuminated	25 sq ft (est/vars)	175	Varies
ZONE 4 SUBTOTALS					350	

ZONE 5: PARKING		Name / Location	Materials	H x W	Sq Ft	APF
Garage Entrance ID – PRIMARY	Identifies Garage and / or Garage entrance by name. May include digital	Backwork Board at sidewalk No permanent signage	Non-Illuminated		0	
Garage Entrance ID – SECONDARY	Secondary identification signage, i.e. symbol visible at a distance rather than garage name	Overhead signage	Non-Illuminated	3 ft x 10 ft (3 locations)	30	
Garage Entrance ID – FREE-STANDING	Identifies parking / garage entrance in locations where building mounted signage is not applicable or effective	N/A			0	
ZONE 5 SUBTOTALS					30	

ZONE 6 : SERVICE DRIVE		Name / Location	Materials	H x W	Sq Ft	APF
Primary Entrance ID – VEHICULAR		No vehicle specific signage in program			0	
Secondary Entrance ID – VEHICULAR		No vehicle specific signage in program			0	
Loading Dock ID		Signage not visible from surface streets			0	
ZONE 6 SUBTOTALS					0	

VENUE TOTALS	GOLDEN 1 TOTAL	12,429
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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

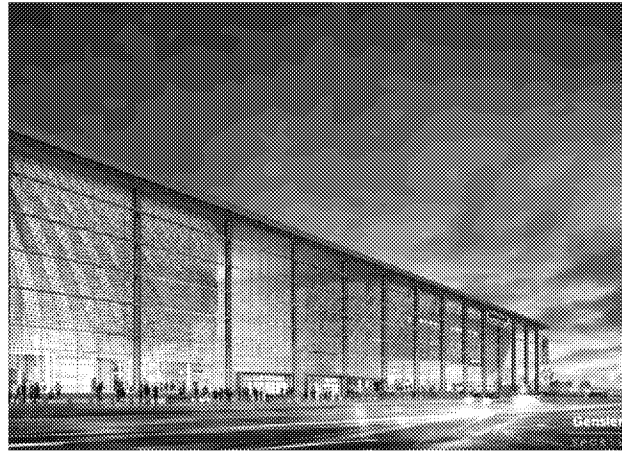
Parking Garage Entrances: 2



COMPARABLE SUMMARY: LITTLE CAESARS ARENA

ZONE 1: EXTERIOR	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Solar Array	PV panels installed on roof				N/A	
Arena ID – ROOF	Identifies the Arena from the air. Signage intended to communicate location via broadcast and to passengers on flights flying over the arena area.	Pizza Men logo	Painted Remate Blumination	243 ft x 192 ft	46,856	113.5 ft
		Wordmark		36 ft x 232 ft	8,392	
		"arena"		25 ft x 109 ft	2,725	
Arena ID – PRIMARY	Identifies the Arena at the most visible and highly trafficked areas of the	SE Corner (above video board)	Illuminated	18 ft x 26 ft	280	48 ft
		NE Corner (Top of Pergola)	Illuminated	10 ft x 95 ft	390	23.8 ft
		SW Corner (above Plaza)	Programmable LED	15.5 ft x 50 ft	775	64 ft
		NW Corner (Pergola, 2 level)	Illuminated	6.5 ft x 45 ft (x 2 signs)	585	72.5 ft
Arena ID – SECONDARY	Identifies the Arena at the less visible and less trafficked areas of the campus	SE Corner (below video board)	Illuminated	2.5 ft x 23 ft	58	27 ft
		NE Corner (Above District Market)	Illuminated	2 ft x 21.5 ft	43	24 ft
		NW Corner (Pergola, 2 level)	Illuminated	10.5 ft x 17 ft	178.5	27 ft
		SW Corner (Wrapping corner)	Illuminated	3 ft x 33 ft (x 2 signs)	180	18 ft
Entrance ID – GENERAL ADMISSION	Identifies the Arena entrances for fans with General Admission event tickets.	SE, NE, SW, NW Corners	Illuminated, full-color	5 ft x 40 ft (4 locations)	800	12 ft
Entrance ID – PREMIUM	Identifies the Arena entrances for fans with Premium event tickets (Clubs and Suites).	West Plaza Entrance	Illuminated	3 ft x 8 ft	8	9 ft
Entrance ID – ARENA AMENITY	Identifies exterior facing amenities, i.e. Box Office, Team Store, etc. accessible to fans from the campus area. These elements may operate outside of event	Box Office	Illuminated	2 ft x 8 ft	16	15 ft
		Team Store	Illuminated	2 ft x 12 ft	24	26 ft
ZONE 1 SUBTOTALS					61,438	
ZONE 2: TRAINING CENTER	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Training Center ID – ROOF	Identifies Training Center from above. Signage intended to communicate location via broadcast and to passengers on flights passing over campus site	N/A			0	
Training Center ID – PRIMARY	Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes	Self for Training Center	Illuminated	5.5 ft x 11.5 ft	48.25	
Training Center ID – SECONDARY	Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes					
Entrance ID	Identifies point of entry for users and visitors	Self for Training Center	Non-Illuminated	1.5 ft x 9 ft	4.5	
Primary Vehicular ID	Free-standing or building-mounted signage that identifies facility along primary vehicular approach indicates	N/A			0	
ZONE 2 SUBTOTALS					48	
ZONE 3: PLAZA	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Plaza Feature / ID	Attention grabbing element that serves as landmark or beacon for Arena Campus and exterior gathering spaces. Generally illuminated. Opportunity to express brand in unique way traffic spot					
Plaza ID – PRIMARY	Primary identification of exterior feature area	Cherry Plaza ID	Illuminated	8 ft x 36 ft	536	32 ft
		Cherry Plaza Video Board	16-megapixel board	18 ft x 50 ft	900	12 ft
Plaza Orientation / Directional		Buchanan Blegarten, Plaza	Non-Illuminated	10.5 ft x 57	598.5	N/A
ZONE 3 SUBTOTALS					2,034.5	

ZONE 4: RETAIL	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Building ID	Signage to identify building (Name, address, or tenancy) that is visible along primary vehicular and / or pedestrian approach routes					
Tenant ID – PRIMARY	Identification of primary tenant as defined by campus or city guidelines or standards. Standards may define maximum of allowable illumination, materials, placement or other parameters	Kid Rock	Illuminated	3 ft x 13 ft	39	10 ft
		Sports & Social	Illuminated	4 ft x 50 ft	200	10 ft
		District Market	Illuminated	3 ft x 13 ft	45	10 ft
		Mike's Pizza	Illuminated	2 ft x 20 ft	40	10 ft
Tenant ID – SECONDARY	Secondary identification for tenant intended to complement or re-formalize primary identification signage	Sports & Social	Non-Illuminated	2 ft x 8 ft	16	10 ft
		District Market, Wall Mounted	Non-Illuminated	2 ft x 4 ft (2)	16	8 ft
		District Market, Canopy	Non-Illuminated	1.5 ft x 15 ft	22.5	8 ft
		Mike's Pizza, Canopy	Non-Illuminated	1.5 ft x 15 ft	22.5	8 ft
		Buchanan Blegarten, Plaza	Non-Illuminated	1.5 ft x 15 ft	22.5	10 ft
Tenant ID – TERTIARY	Tertiary identification and / or information for retail tenants, i.e. vinyl on glass representations of name and / or logo, hours of operation, etc.	Retail ID, Blade	Non-Illuminated	2.5 ft x 2.5 ft (x2) (2 locations)	50	8 ft
		Varies by location	Non-Illuminated	25 sq ft (6 locations)	150	Varies
ZONE 4 SUBTOTALS					615	
ZONE 5: PARKING	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Garage Entrance ID – PRIMARY	Identifies Garage and / or Garage entrance by name. May include digital	Garage ID, Blade	Tricolor LED Band	2 ft x 8 ft (x2)	32	
Garage Entrance ID – SECONDARY	Secondary identification signage, i.e. symbol visible at a distance rather than garage name	N/A			0	
Garage Entrance ID – FREE-STANDING	Identifies parking / garage entrance in locations where building mounted signage is not suitable or effective	N/A			0	
ZONE 5 SUBTOTALS					32	
ZONE 6: SERVICE DRIVE	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Primary Entrance ID – VEHICULAR	No vehicle specific signage in program				0	
Secondary Entrance ID – VEHICULAR	No vehicle specific signage in program				0	
Loading Dock ID	Signage not visible from surface streets				0	
ZONE 6 SUBTOTALS					0	
VENUE TOTALS					LITTLE CAESARS TOTAL	83,965



CASE STUDY: QUICKEN LOANS ARENA

Location: Cleveland, OH

Tenants: Cleveland Cavaliers, Lake Erie Monsters

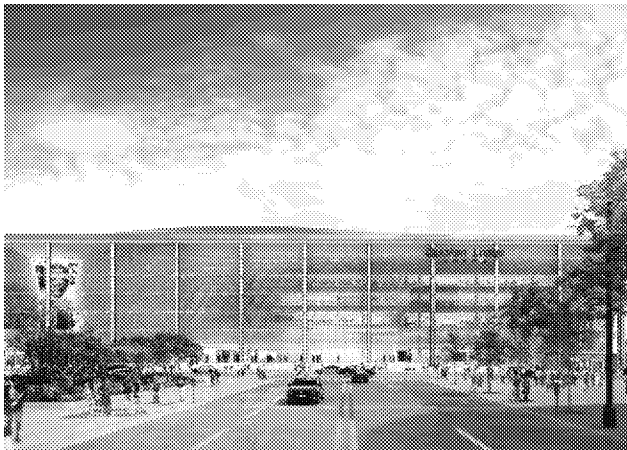
Capacity: 20,562 (Basketball)

Renovation Complete 2019

Naming Rights Partner: Quicken Loans

Number of Mentions on Exterior: 5

Secondary Partner, Entrances: 3



COMPARABLE SUMMARY: QUICKEN LOANS ARENA

ZONE 1 - EXTERIOR	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Solar Array	PV panels installed on roof					
Arena ID - ROOF	Identifies the Arena from the air. Signage intended to communicate location via broadcast and to passengers on flights flying over the arena area.	Quicken Loans Arena	ROSV LED Video	40 ft x 40 ft	1,200	
Arena ID - PRIMARY	Identifies the Arena at the most visible and highly trafficked areas of the campus	North		35 ft x 48 ft	2,380	55 ft
		East		28 ft x 35 ft	1,340	50 ft
		Southwest Corner		18 ft x 78 ft	1,404	50 ft
Arena ID - SECONDARY	Identifies the Arena at the less visible and less trafficked areas of the campus	South		12 ft x 32 ft	624	75 ft
		West		12 ft x 32 ft	624	81.5 ft
Entrance ID - GENERAL ADMISSION	Identifies the Arena entrances for fans with General Admission event tickets.	NW, NE, and South Entrances		2.5 ft x 20 ft (5 locations)	250	5 ft
Entrance ID - PREMIUM	Identifies the Arena entrances for fans with Premium event tickets (Clubs and Suites.)	Bridge Entrance at Club Level		2 ft x 8.75 ft (8-10 ft)	14	5 ft
Entrance ID - ARENA AMENITY	Identifies exterior facing amenities, i.e. Box Office, Team Store, etc. accessible to fans from the campus area. These elements may operate outside of event	Team Shop		3 ft x 25	75	15 ft
ZONE 1 SUBTOTALS					16,911	
ZONE 2 - TRAINING CENTER	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Training Center ID - ROOF	Identifies Training Center from above. Signage intended to communicate location via broadcast and to passengers on flights passing over campus site	N/A			0	
Training Center ID - PRIMARY	Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes	Training facility off-site			0	
Training Center ID - SECONDARY	Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes	N/A			0	
Entrance ID	Identifies point of entry for users and visitors					
Primary Vehicular ID	Free-standing or building-mounted signage that identifies facility along primary vehicular approach indicates	N/A			0	
ZONE 2 SUBTOTALS					0	
ZONE 3 - PLAZA	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Plaza Feature / ID	Attention grabbing element that serves as landmark or beacon for Arena Campus and exterior gathering space. Generally illuminated. Opportunity to express brand in unique way. Selfie-spot	Digital Pylon		4 ft x 40 ft (2x)	640	
		Light Towers (Progressive Plaza)				
Plaza ID - PRIMARY	Primary identification of exterior feature area	N/A			0	
Plaza Orientation / Directional		District Pylon (Existing)		3 ft x 12 ft (4 locations)	144	
		Orientation Cleveland Pylons		3 ft x 8 ft (3 locations)	72	
ZONE 3 SUBTOTALS					856	

ZONE 4 - RETAIL	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Building ID	Signage to identify building (Name, address, or tenant) that is visible along primary vehicular and / or pedestrian approach routes	N/A			0	
Tenant ID - PRIMARY	Identification of primary tenant as defined by campus or city guidelines or standards. Standards may define maximum of allowance, illumination, materials, placement or other parameters	N/A			0	
Tenant ID - SECONDARY	Secondary identification for tenant intended to complement or re-inform primary identification signage	N/A			0	
Tenant ID - TERTIARY	Tertiary identification and / or information for retail tenants, i.e. vinyl or glass representations of name and / or logo, hours of operation, etc.	N/A			0	
ZONE 4 SUBTOTALS					0	
ZONE 5 - PARKING	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Garage Entrance ID - PRIMARY	Identifies Garage and / or Garage entrance by name. May include digital	Parking west part of Arena			0	
Garage Entrance ID - SECONDARY	Secondary identification signage, i.e. Symbol visible at a distance rather than garage name	N/A			0	
Garage Entrance ID - FREE-STANDING	Identifies parking / garage entrance in locations where building mounted signage is not applicable or effective	N/A			0	
ZONE 5 SUBTOTALS					0	
ZONE 6 - SECURANCE ENTRY	General Description	Name / Location	Materials	H x W	Sq Ft	AFT
Primary Entrance ID - VEHICULAR	No vehicle specific signage in program				0	
Secondary Entrance ID - VEHICULAR	No vehicle specific signage in program				0	
Loading Dock ID	Signage not visible from outside streets				0	
ZONE 6 SUBTOTALS					0	
VENUE TOTALS					QUICKEN LOANS TOTAL	19,767



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

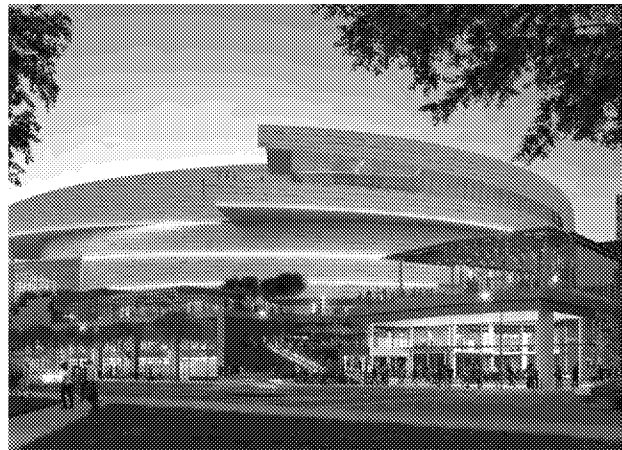
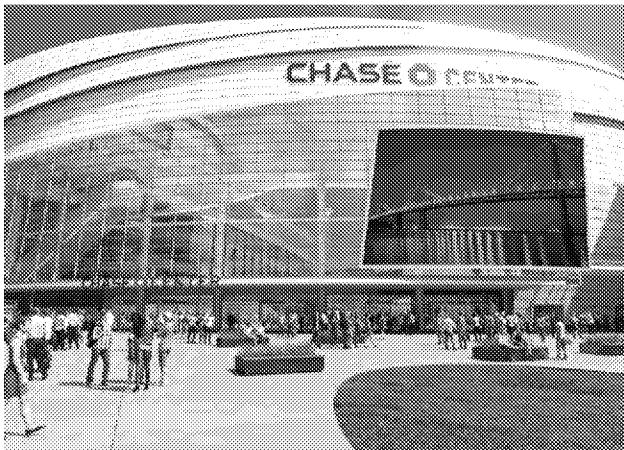
Training Center Entrances: 1 (Private)

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	General Description	Name / Location	Materials	H x W	Sq. Ft.	AFF
Solar Array	PV panels installed on roof				N/A	
Arena ID - ROOF	Identifies the Arena from the air. Signage intended to communicate location via broadcast and to passengers on flights flying over the arena area.	Chase Center Logo	Edge-Illuminated	176.3 ft x 200 ft	35,368	136 ft
Arena ID - PRIMARY	Identifies the Arena at the most visible and highly trafficked areas of the	West (Facing Plaza) East (Facing Bay)		8 ft x 48 ft 8 ft x 78 ft	624 624	105 ft (Opp) 65 ft
Arena ID - SECONDARY	Identifies the Arena at the less visible and less trafficked areas of the campus	East Promenade Entrance West Lobby Canopy		8 ft x 38 ft 8 ft x 29 ft	156 156	12 ft (Canopy)
Entrance ID - GENERAL ADMISSION	Identifies the Arena entrances for fans with general admission event tickets.	At East & West Entrances		1.1 ft x 20 ft (2 locations)	154	8 ft 2in
Entrance ID - PREMIUM	Identifies the Arena entrances for fans with premium event tickets (Clubs and Suites.)	At East & West Entrances		1.1 ft x 20 ft (2 locations)	44	8 ft 2in
Entrance ID - ARENA AMENITY	Identifies exterior facing amenities, i.e., Box Office, Team Store, etc., accessible to fans from the campus area. These elements may operate outside of event	Box Office Bike Valet		1 ft x 7 ft. ea. 1 ft x 7 ft. ea.	7 7	8 ft 6in 8 ft 6in
ZONE 1 SUBTOTALS						37,072
ZONE 2 - TRAINING CENTER	General Description	Name / Location	Materials	H x W	Sq. Ft.	AFF
Training Center ID - ROOF	Identifies Training Center from arena. Signage intended to communicate location via broadcast and to passengers on flights passing over campus site	N/A			0	
Training Center ID - PRIMARY	Large-scale identification facing heavily trafficked vehicular and/or pedestrian routes	Administrative Entrance Training on site, No street	Non-Illuminated	5 ft x 5 ft	25	5 ft
Training Center ID - SECONDARY	Smaller-scale identification facing lesser trafficked vehicular and/or pedestrian routes	N/A			0	
Entrance ID	Identifies point of entry for users and visitors					
Primary Vehicular ID	Free-standing or building-mounted signage that identifies facility along primary vehicular approach. Indicates	N/A			0	
ZONE 2 SUBTOTALS						0
ZONE 3 - PLAZA	General Description	Name / Location	Materials	H x W	Sq. Ft.	AFF
Plaza Feature / ID	Attention grabbing element that serves as landmark or beacon for Arena Campus and exterior gathering spaces. Generally illuminated. Opportunity to express brand in unique way. Selfie-spot	Artwork		100		
Plaza ID - PRIMARY	Primary identification of exterior feature area	Global ID, 7th St North Global ID, 7th St South		2.5 ft x 1.7 2.5 ft x 1.7	43 43	N/A N/A
Plaza Orientation / Directional		Small Pylon Medium Pylon Medium Pylon with Map		2.1 ft x 8 ft (x2) (6 locations) 3.5 ft x 8 ft 4 ft x 8.5 ft (13 locations)	138 56 680	N/A N/A N/A
ZONE 3 SUBTOTALS						828

ZONE 4 - RETAIL	General Description	Name / Location	Materials	H x W	Sq. Ft.	AFF
Building ID	Signage to identify building (Name, address, or tenant) that is visible along primary vehicular and / or pedestrian approach routes	Tenant ID, Façade	Non-Illuminated	16 ft x 16 ft (2 locations)	512	30 ft
Tenant ID - PRIMARY	Identification of primary tenant as defined by campus or city guidelines or standards. Standards may define maximum of allowable illumination, materials, placement or other parameters	Tenant ID, Entrance Retail ID, Street Retail ID, Plaza	Non-Illuminated Non-Illuminated Non-Illuminated	1.5 ft x 25 ft (2 locations) 2 ft x 15 ft (15 locations) 2 ft x 15 ft (15 locations)	75 450 570	16 ft Varies Varies
Tenant ID - SECONDARY	Secondary identification for tenant intended to complement or re-inform primary identification signage	Tenant ID Street-Facing Retail ID, Blade Place-Facing Retail ID, Blade	Non-Illuminated Non-Illuminated Non-Illuminated	1 ft x 12 ft 2 ft x 6 ft (x2) (15 locations) 2 ft x 6 ft (x2) (15 locations)	24 120 152	16 ft 8 ft 8 ft
Tenant ID - TERTIARY	Tertiary identification and / or information for retail tenant, i.e., sign on glass representations of name and / or logo, hours of operation, etc.	TBD by Tenant		25 of (34 locations)	850	Varies
ZONE 4 SUBTOTALS						2,758
ZONE 5 - PARKING	General Description	Name / Location	Materials	H x W	Sq. Ft.	AFF
Garage Entrance ID - PRIMARY	Identifies Garage and / or Garage entrance by name. May include digital	Garage ID, South St Entrance Garage ID, 10th St Entrance	Non-Illuminated Non-Illuminated	3 ft x 25 ft 3 ft x 25 ft	75 75	18 ft 18 ft
Garage Entrance ID - SECONDARY	Secondary identification signage, i.e., symbol visible at a distance rather than garage name	Parking ID, Blade	Non-Illuminated	3 ft x 6 ft (x3) (3 locations)	30	18 ft
Garage Entrance ID - FREE-STANDING	Identifies parking / garage entrance in locations where building mounted signage is not applicable or effective	N/A				
ZONE 5 SUBTOTALS						210
ZONE 6 - SERVICE DRIVE	General Description	Name / Location	Materials	H x W	Sq. Ft.	AFF
Primary Entrance ID - VEHICULAR	No vehicle specific signage in program				0	
Secondary Entrance ID - VEHICULAR	No vehicle specific signage in program				0	
Loading Dock ID	Trucks will use Garage Entrance off of 10th Street				0	
ZONE 6 SUBTOTALS						0
VENUE TOTALS					CHASE CENTER TOTAL	40,994



CASE STUDY: FISERV.FORUM

Location: Milwaukee, WI

Tenants: Milwaukee Bucks

Capacity: 17,500 (Basketball)

Opening 2018

