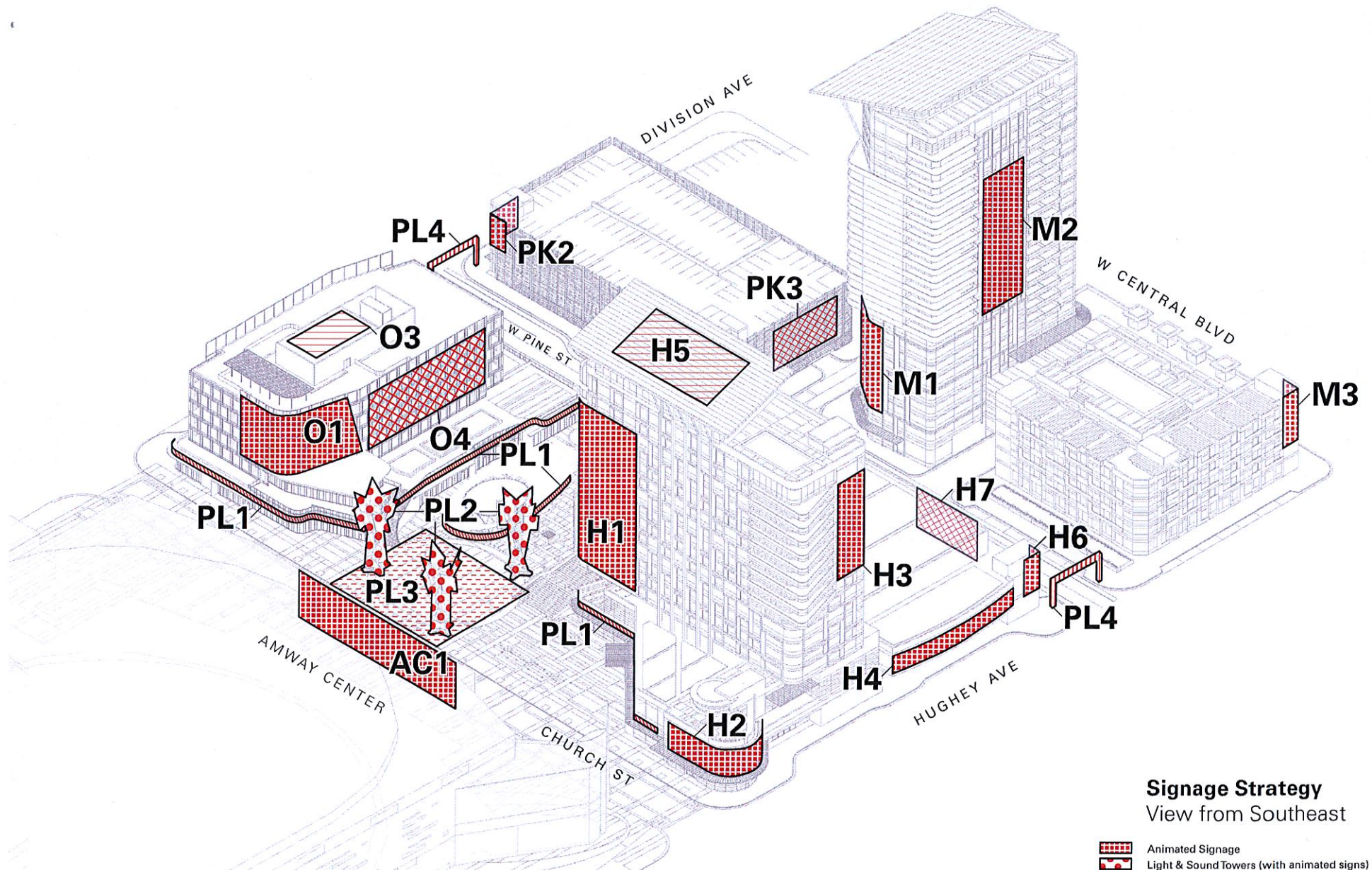


### Signage Strategy View from Southwest

-  Animated Signage
-  Light & Sound Towers (with animated signs)
-  Non-Animated Signage
-  Rooftop Non-Animated Signage
-  Zipper Signage
-  GOBO Area
-  Gateway Signage







### Signage Strategy View from Southeast

-  Animated Signage
-  Light & Sound Towers (with animated signs)
-  Non-Animated Signage
-  Rooftop Non-Animated Signage
-  Zipper Signage
-  GOBO Area
-  Gateway Signage



**ORLANDO SED Signage Dimensions**

	Sign	Parcel	Dimensions	
			Height (ft)	Length (ft)
<b>PARCEL 1</b> Office/Retail	O1	1	50	100
	O2	1	30	60
	O3	1	30 width	60
	O4	1	50	100
<b>PARCEL 2</b> Plaza	Sign		Parcel	
			Dimensions	
			Height (ft)	Length (ft)
	PL1	2	3 TBD	
	PL2	2	70' tower	60' signs
	PL3	2	projected area in plaza	
	PL4	2	20'	TBD
<b>PARCEL 3/3A</b> Hotel/Retail/Expo Center	Sign		Parcel	
			Dimensions	
			Height (ft)	Length (ft)
	H1	3	144	60
	H2	3	20	100
	H3	3	84	28
	H4	3A	18	90
	H5	3A	60 width	120
	H6	3A	45	45
	H7	3A	30	60
<b>PARCEL 4</b> Multifamily/Retail	Sign		Parcel	
			Dimensions	
			Height (ft)	Length (ft)
	M1	4	70	90
	M2	4	120	40
	M3	4	45	45
<b>PARCEL 5</b> Parking Structure	Sign		Parcel	
			Dimensions	
			Height (ft)	Length (ft)
	PK1	5	30	90
	PK2	5	30	60
	PK3	5	40	80
<b>AMWAY CENTER</b>	Sign		Parcel	
			Dimensions	
			Height (ft)	Length (ft)
	AC1	n/a	40	160

**5/1314 REVISED SIGNAGE TABLE:**

**PARCEL 1: (OFFICE/RETAIL)**

<b>SIGN</b>	<b>LOCATION</b>	<b>SIZE</b>	<b>SIGN TYPE</b>
O1	South-East Corner of Office	50'H X 100'L	SIGN TYPE 1A*
O2	Western Elevation of Office	30'H X 60'L	SIGN TYPE 1A
O3	Office Rooftop	30'W X 60'L	SIGN TYPE 3
O4	Banner	50'H X 100'L	Sign Type 1C

**PARCEL 2: (PLAZA)**

<b>SIGN</b>	<b>LOCATION</b>	<b>SIZE</b>	<b>SIGN TYPE</b>
PL1	Wrap Office, retail and Hotel facing plaza	3'H	SIGN TYPE 4
PL2	Three (3) locations within Plaza	70' H Tower / 60'H animated signs	SIGN TYPE 5
PL3	Plaza Pavement	Projection in Plaza Footprint	SIGN TYPE 6
PL4	Plaza Marquis	Non-animated sign at vehicular entry points into SED site.20' H	SIGN TYPE 7

\* Note: Content may also include graphics to enhance the concerts and other functions held within the Plaza.

**PARCEL 3 / 3A: (HOTEL / RETAIL / CONFERENCE CENTER)**

<b>SIGN</b>	<b>LOCATION</b>	<b>SIZE</b>	<b>SIGN TYPE</b>
H1	South-West Corner of Hotel	144' H X 60' W	SIGN TYPE 1A*
H2	South-East Corner of Hotel	20' H X 100' L	SIGN TYPE 1A
H3	East Elevation of Hotel	84' H X 28' L	SIGN TYPE 1B
H4	East Elevation of Conference Center	18' H X 90' L	SIGN TYPE 1B
H5	Hotel Rooftop	60' H X 120' L	SIGN TYPE 3
H6	East Elevation of Conference Center	45' H X 45' L	SIGN TYPE 1A
H7	Banner	30' H X 60' L	SIGN TYPE 1C

**AMWAY CENTER:**

<b>SIGN</b>	<b>LOCATION</b>	<b>SIZE</b>	<b>SIGN TYPE</b>
AC1	North Elevation of Amway Center	40' H X 160' L	SIGN TYPE 1A*

**PARCEL 5: (PARKING STRUCTURE)**

<b>SIGN</b>	<b>LOCATION</b>	<b>SIZE</b>	<b>SIGN TYPE</b>
PK1	South Elevation of	30' H X 90' L	SIGN TYPE 1A

\* Note: Content may also include graphics to enhance the concerts and other functions held within the Plaza.

	Parking Structure		
PK2	West Elevation of Parking Structure	30' H X 60' L	SIGN TYPE 1A
PK3	East Elevation / Bryan Avenue Signs	40' H X 80' L	SIGN TYPE 1C

**PARCEL 4: (MULTIFAMILY / RETAIL)**

<b>SIGN</b>	<b>LOCATION</b>	<b>SIZE</b>	<b>SIGN TYPE</b>
M1	South-West Corner of Residential Tower	70' H X 90' L	SIGN TYPE 1A*
M2	East Elevation of Residential Tower	120' H X 40' L	SIGN TYPE 1B
M3	North-East Corner of the Residential Tower	45' H X 45' L	SIGN TYPE 1

\* Note: Content may also include graphics to enhance the concerts and other functions held within the Plaza.



SIGNAGE TYPE KEY	
SIGN TYPE	CONTENT
<b>SIGN TYPE 1A</b>	Permanent signage that can be either non-electronic or electronic with animation. Signs in this category can serve as an advertisement of businesses with a presence within the SED development and/or the Amway Center or businesses with a contractual right to advertise within the SED development. Also permitted to advertise events occurring within the SED development, Amway Center or within the downtown CBD and owner/sponsors of the associated events.
<b>SIGN TYPE 1B</b>	Permanent signage that can be either non-electronic or electronic with animation. Signs in this category can serve as an advertisement of businesses with a presence within the SED development and/or the Amway Center or businesses with a contractual right to advertise within the SED development. Also permitted to advertise events occurring within the SED development, Amway Center or within the downtown CBD and owner/sponsors of the associated events. Signs in this category shall be subject to FDOT regulations.
<b>SIGN TYPE 1C</b>	Banner sign. Signs in this category can serve as an advertisement of businesses with a presence within the SED development and/or the Amway Center or businesses with a contractual right to advertise within the SED development. Also permitted to advertise events occurring within the SED development, Amway Center or within the downtown CBD and owner/sponsors of the associated events.
<b>SIGN TYPE 3</b>	Identification of SED development, Orlando Magic or businesses with a presence within the SED development. Signs in this category shall be subject to FAA regulations.
<b>SIGN TYPE 4</b>	Zipper sign with crawling, animated text and graphics displaying advertisement of businesses with a presence within the SED development and/or the Amway Center, businesses with a contractual right to advertise within the SED development or informational messages. Also permitted to advertise events occurring within the SED development, Amway Center or within the downtown CBD and owner/sponsors of the associated events. Content may also include graphics to enhance the events and functions held within the Plaza.
<b>SIGN TYPE 5</b>	Light / Sound Towers (projecting light and sound) and advertising businesses with a presence within the SED development and/or the Amway Center or businesses with a contractual right to advertise within the SED development. Also anticipated is the advertisement of events occurring within the SED development, Amway Center or within the downtown CBD and owner/sponsors of the associated events. Also to be incorporated as part of Plaza entertainment and visual/auditory enhancement of events and functions occurring within the SED development and the Amway Center.
<b>SIGN TYPE 6</b>	Projected lighting commonly referred to as "gobo signs" displaying advertisement of businesses with a presence within the SED development and/or the Amway Center, businesses with a contractual right to advertise within the SED development or informational messages between sunset and 2:00AM. Content may also include graphics and effects to enhance events and functions held within the Plaza.
<b>SIGN TYPE 7</b>	Gateway signs that are non-animated signs at certain vehicular and pedestrian entry points into the SED development and may include the identification of the SED development, Orlando Magic, business with a presence within the SED development and/or the Amway Center or businesses with a contractual right to advertise within the SED development. All gateway signs shall be subject to review by the City of Orlando and meet the applicable regulatory requirements set forth in the Orlando City Code of Ordinances.

\* Note: Content may also include graphics to enhance the concerts and other functions held within the Plaza.