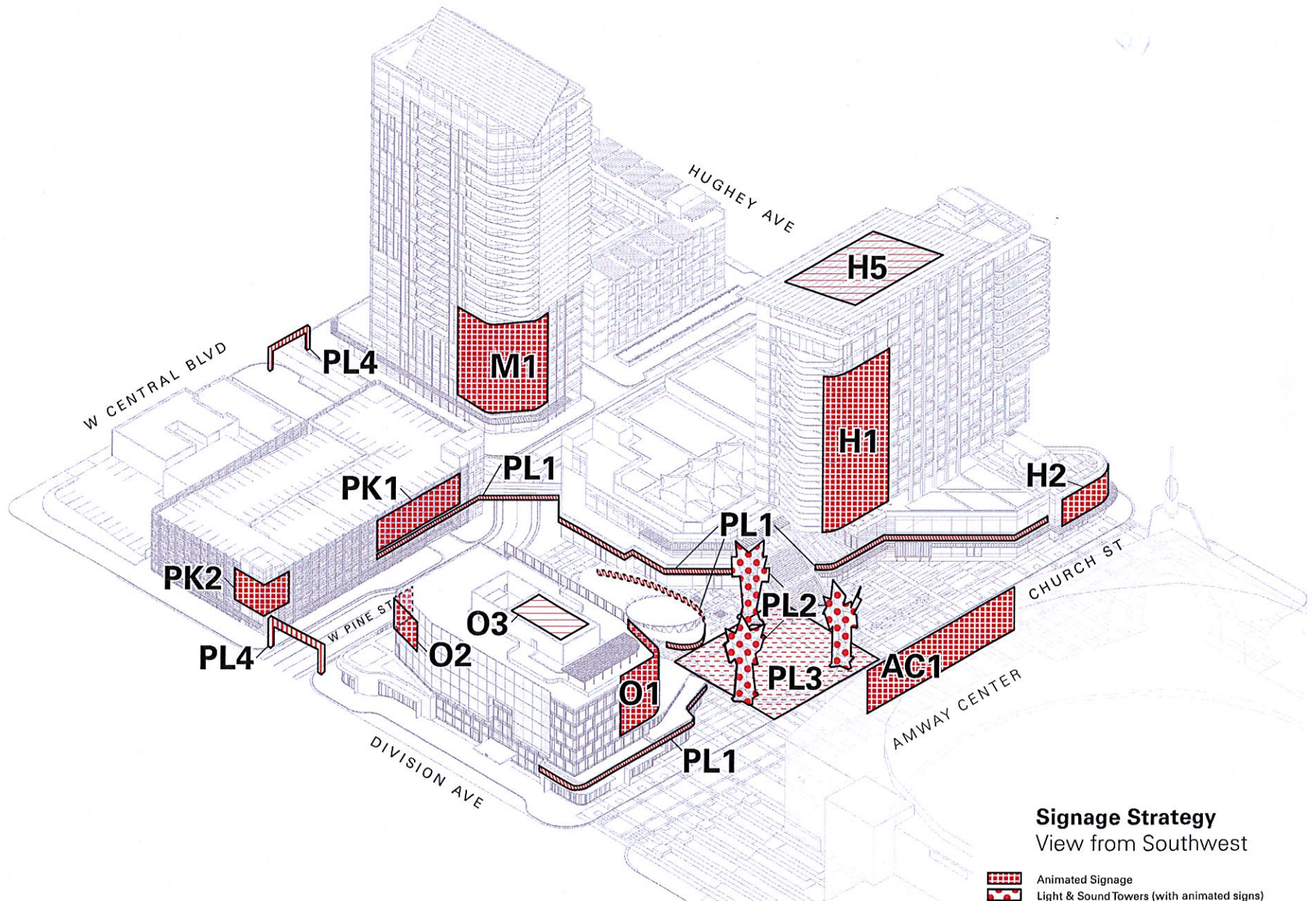


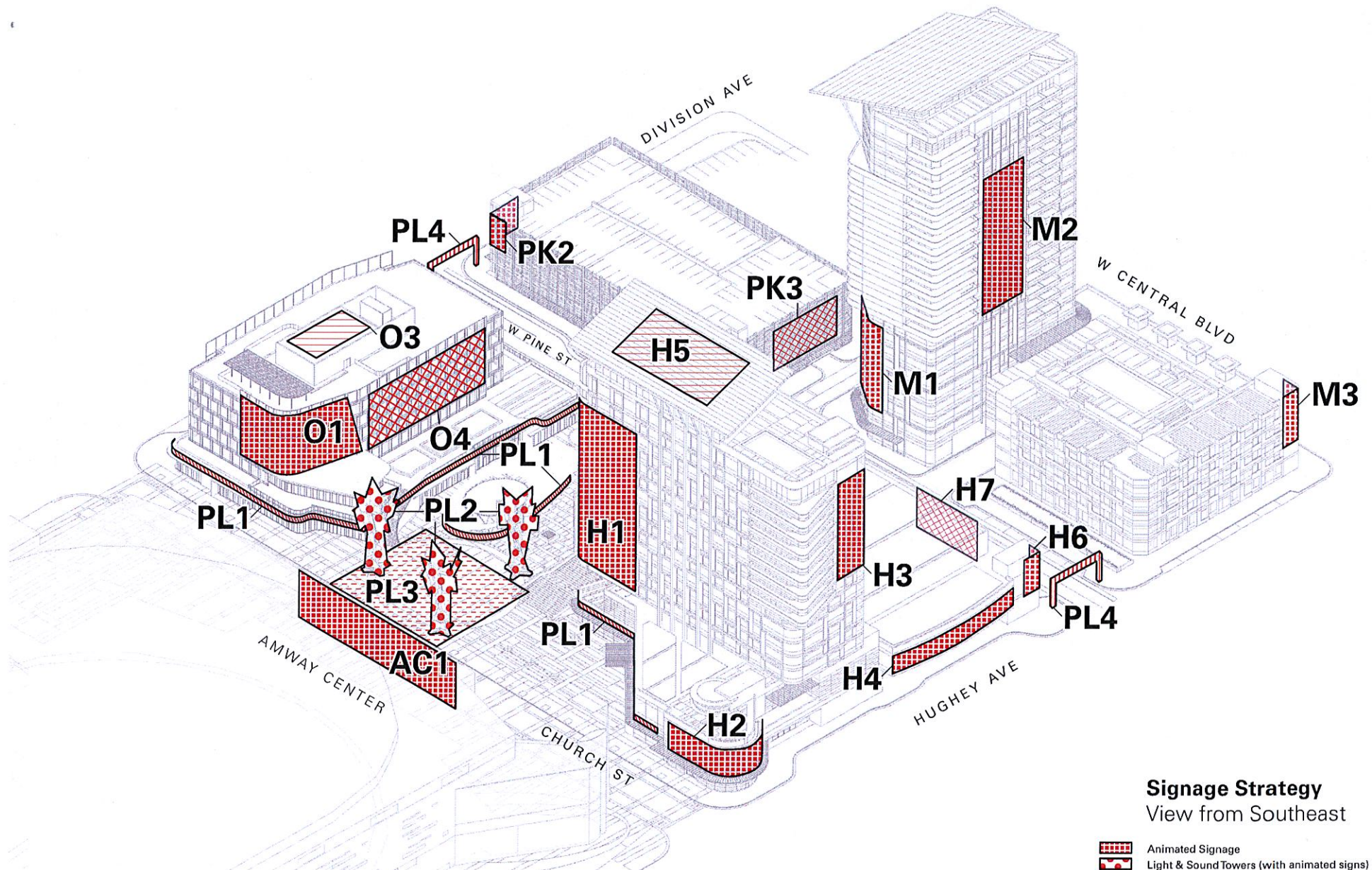


### Signage Strategy View from Southwest

-  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><br>Office/Retail               | O1                      | 1      | 50                      | 100         |
|                                                | O2                      | 1      | 30                      | 60          |
|                                                | O3                      | 1      | 30 width                | 60          |
|                                                | O4                      | 1      | 50                      | 100         |
| <b>PARCEL 2</b><br>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><br>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          |
|                                                | Sign Parcel Dimensions  |        |                         |             |
|                                                | Height (ft) Length (ft) |        |                         |             |
|                                                | M1                      | 4      | 70                      | 90          |
| <b>PARCEL 4</b><br>Multifamily/Retail          | M2                      | 4      | 120                     | 40          |
|                                                | M3                      | 4      | 45                      | 45          |
|                                                | Sign Parcel Dimensions  |        |                         |             |
|                                                | Height (ft) Length (ft) |        |                         |             |
|                                                | PK1                     | 5      | 30                      | 90          |
|                                                | PK2                     | 5      | 30                      | 60          |
| <b>PARCEL 5</b><br>Parking Structure           | PK3                     | 5      | 40                      | 80          |
|                                                | 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.