

1 **AN ORDINANCE OF THE CITY COUNCIL OF THE CITY**
2 **OF ORLANDO, FLORIDA, RELATING TO REGIONAL**
3 **FACILITY IDENTIFICATION SIGNAGE; APPROVING**
4 **THE SIGN PACKAGE FOR THE ORLANDO CITY**
5 **SOCCER STADIUM PURSUANT TO SECTION 64.320,**
6 **ORLANDO CITY CODE; PROVIDING FOR PENALTIES,**
7 **SEVERABILITY, PERMIT DISCLAIMER, CORRECTION**
8 **OF SCRIVENER'S ERRORS, AND AN EFFECTIVE**
9 **DATE.**

10
11 **WHEREAS**, section 64.320, Code of the City of Orlando, Florida (the "Orlando
12 City Code"), provides that "[n]otwithstanding anything in [] chapter [64] to the contrary,
13 City Council may approve signage for regional landmarks, and regional facilities which
14 serve the greater metropolitan area and/or the tourist population;" and

15
16 **WHEREAS**, section 64.320, Orlando City Code, further provides that "[s]uch
17 signage shall be approved by ordinance for regional landmarks/facilities identified by
18 City Council..." and

19
20 **WHEREAS**, section 64.320, Orlando City Code, further provides that "[s]uch
21 landmark/facility may be publicly or privately owned, and must be located within the
22 downtown CRA;" and

23
24 **WHEREAS**, the Orlando City Council hereby approves the planning official
25 determination dated November 11, 2016, attached to this ordinance as **Exhibit "A,"** as
26 made in accordance with section 64.320, Orlando City Code, that (1) the Orlando City
27 Soccer Stadium is a regional landmark within the meaning of section 64.320, Orlando
28 City Code, (2) the signage reviewed by the planning official determination, and also
29 attached to this ordinance as **Exhibit "B"** (the "sign package") fosters the public health,
30 safety, and welfare by promoting safe and efficient public access to the Orlando City
31 Soccer Stadium, and (3) such signage will not have a negative impact on surrounding
32 land uses; and

33
34 **WHEREAS**, the Orlando City Council hereby finds and declares that this
35 ordinance is in the best interest of the public health, safety, and welfare, and that it
36 advances a valid and important public purpose; and

37
38 **NOW, THEREFORE, BE IT ENACTED BY THE CITY COUNCIL OF THE CITY**
39 **OF ORLANDO, FLORIDA, AS FOLLOWS:**

40
41 **SECTION 1. SIGN PACKAGE APPROVED.** In accordance with section 64.320,
42 Orlando City Code, the Orlando City Council hereby approves the sign package
43 described and depicted in Exhibit B to this ordinance for use at the Orlando City Soccer
44 Stadium. Depictions and descriptions in the package are depictions and descriptions of
45 the approved size, type, and location of allowed signs. Names and other copy depicted

ORDINANCE NO. 2016-95

46 in the package, such as “Stadium Naming,” and “Gate Sponsor Signage,” are design
47 samples and placeholders for illustrative purposes only. Requested changes to the
48 names and copy in the sign package are subject to review and approval by minor
49 certificate of appearance approval in accordance with Part 4F, Chapter 65, Orlando City
50 Code. In addition, requested changes to the size, type, material, color, location, and
51 other elements of signs may be approved by minor certificate of appearance approval if
52 the proposed changes constitute a minor modification. For purposes of this ordinance, a
53 minor modification means any of the following:

- 54
- 55 a. Removing or reducing the size of any sign.
- 56
- 57 b. Increasing the size of any sign by 10% or less.
- 58
- 59 c. Changing the display technology, illumination features, type, materials,
60 shape, design, or colors of any sign.
- 61
- 62 d. Any changes to an existing sign not visible from a public right-of-way or the
63 addition of a new sign not visible from a public right-of-way.
- 64
- 65 e. Changing the location of any sign if the sign remains within the same
66 architectural feature or element of the building.
- 67
- 68 f. Addition or elimination of flags and flagpoles.
- 69
- 70 g. Addition or elimination of temporary signs and banner signs.
- 71

72 Notwithstanding any other provision of the Orlando City Code to the contrary,
73 proposed minor modifications to the sign package are subject to review and approval by
74 minor certificate of appearance approval. In reviewing an application for a proposed
75 minor modification, the appearance review official may approve, approve with conditions,
76 or deny the application based on the standards provided at sections 64.320 and 65.519,
77 Orlando City Code.

78

79 **SECTION 2. DIGITAL SIGNS.** The sign package proposes one digital
80 sign/scoreboard which will be installed on the south side of the stadium and will be
81 oriented towards the inside of the stadium. The digital sign may be no brighter than
82 necessary for clear and adequate visibility, may not display light of such intensity or
83 brilliance to cause glare or otherwise impair the vision of or create a nuisance for
84 passing motorists, nor can it interfere with the effectiveness of official traffic control
85 devices. The digital sign must be attached to the structure of the scoreboards, by using
86 similar materials and finishes so that it is integrated to the greatest extent possible to the
87 overall design and finishes of the rest of the scoreboard.
88

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89 **SECTION 3. HIGH RISE SIGNS.** High rise building identification signs, as
90 defined by section 66.200, Orlando City Code, and included in the sign package are
91 hereby made exempt from section 64.246, Orlando City Code.

92
93 **SECTION 4. CONFLICTS.** In the event of conflict, the text of this ordinance
94 controls over the depictions, descriptions, and text contained within the exhibits to this
95 ordinance.

96
97 **SECTION 5. PENALTY.** Violations of this ordinance are violations of the City's
98 land development code and shall be punished as provided therein.

99
100 **SECTION 6. SEVERABILITY.** If any provision of this ordinance or its application
101 to any person or circumstance is held invalid, the invalidity does not affect other
102 provisions or applications of this ordinance which can be given effect without the invalid
103 provision or application, and to this end the provisions of this ordinance are severable.

104
105 **SECTION 7. SCRIVENER'S ERROR.** The city attorney may correct scrivener's
106 errors found in this ordinance by filing a corrected copy of this ordinance with the city
107 clerk.

108 **SECTION 8. OTHER STATE AND FEDERAL PERMITS.** As provided by
109 subsection 166.033(5), Florida Statutes, issuance of a development permit by a
110 municipality does not in any way create any right on the part of an applicant to obtain a
111 permit from a state or federal agency and does not create any liability on the part of the
112 municipality for issuance of the permit if the applicant fails to obtain requisite approvals
113 or fulfill the obligations imposed by a state or federal agency or undertakes actions that
114 result in a violation of state or federal law. In accordance with subsection 166.033(5),
115 Florida Statutes, it is hereby made a condition of this ordinance that all other applicable
116 state or federal permits be obtained before commencement of the development.

117
118 **SECTION 9. EFFECTIVE DATE.** This ordinance takes effect immediately upon
119 final passage.

120
121 **DONE, THE FIRST READING,** by the City Council of the City of Orlando,
122 Florida, at a regular meeting, this _____ day of _____, 2016.

123
124 **DONE, THE PUBLIC NOTICE,** in a newspaper of general circulation in the City
125 of Orlando, Florida, by the City Clerk of the City of Orlando, Florida, this _____ day
126 of _____, 2016.

127
128 **DONE, THE SECOND READING, A PUBLIC HEARING, AND ENACTED ON**
129 **FINAL PASSAGE,** by an affirmative vote of a majority of a quorum present of the City
130 Council of the City of Orlando, Florida, at a regular meeting, this _____ day of
131 _____, 2016.

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BY THE MAYOR/MAYOR PRO TEMPORE
OF THE CITY OF ORLANDO, FLORIDA:

Mayor / Mayor Pro Tempore

ATTEST, BY THE CLERK OF THE
CITY COUNCIL OF THE CITY OF
ORLANDO, FLORIDA:

City Clerk

APPROVED AS TO FORM AND LEGALITY
FOR THE USE AND RELIANCE OF THE
CITY OF ORLANDO, FLORIDA:

City Attorney

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Ordinance No. 2016-95

EXHIBIT A



CITY OF ORLANDO

November 11, 2016

PLANNING OFFICIAL DETERMINATION

Scott Neal
Orlando Soccer Stadium Land Company, LLC
618 E. South St., Suite 510
Orlando, FL 32801

RE: Orlando City Soccer Stadium
Master Sign Plan Determination LDC2016-00466

Dear Mr. Eber:

On November 10, 2016, the City Planning Division received your Planning Official Determination request to review Orlando City Soccer Stadium Master Sign Plan. In review of your request, I have found the following:

Background: The Orlando City Soccer Stadium is an open-air soccer stadium located east of Glenn Lane, north of W. Church Street, west of N. Terry Avenue and south of W. Central Avenue in the Parramore Neighborhood. The stadium is currently under construction and will be open for fans, matches and other regional events in March of 2017. The facility is easily accessible and visible from Downtown Orlando.

Orlando City Soccer Stadium Sign Package: The type, size and location of signs proposed on the exterior of the soccer stadium are depicted in the attached Signage Master Plan. The sign package includes a variety of identification, directional, informational, banner and sponsorship signs to be located on the exterior of the stadium and throughout the site. The following signs are among the signs included in the sign package:

1. Exterior Identity and Wayfinding Signs:
 - Stadium name high-rise signs – 4 signs, 428 s.f. east façade, 228 s.f. west façade, 428 s.f. north façade, 175 s.f. south façade.
 - Stadium name sign -- 1,935 s.f. at the Church Street entry gate [958 s.f. illuminated letters on top of 1,935 s.f. non-illuminated lion logo.
 - Wayfinding pylons – 4 at 416 s.f. each
 - Various ticket office, service area, staff and gate I.D. signs
2. Exterior Sponsor Signs
 - Gate sponsor signs – Church Street 76 s.f., Terry Street 54 s.f., W. Central Boulevard 67 s.f., Glenn Lane 67 s.f.
 - Gate sponsor graphic panels – 2 at 168 s.f. each
3. Brand Pageantry and Graphics
 - OSCS brand banners – west facade 1,436 s.f., northeast facade 1,035 s.f., east façade 5,828 s.f., north façade 2,280 s.f., south façade 2,850
 - OCSC history panels – east façade 176 s.f.
 - Parramore history panels – east façade 189 s.f., south façade 216 s.f.
4. Interior Facing Digital Screens [no exterior facing digital screens proposed]
 - Field LED display board – 1,720 s.f.

- Scoreboard display screen – 2,040 s.f.
- Fascia ribbon board display screen – 1,000 s.f.

A spreadsheet entitled "Wayfinding and Identity Signage" has been provided in the attached Master Sign Plan that identifies all of the wayfinding, identity, sponsorship and brand pageantry signs proposed. The total square foot area of signs proposed totals 20,346 s.f.

City Code: Section 64.320 of the Land Development Code (Regional Public Facility Identification Signage) provides that the City Council may approve specific signage for public landmarks and public/private regional facilities which serve the greater metropolitan area and/or the tourist population. Such signage shall be approved by ordinance for regional public/private landmarks/facilities identified by City Council, and may include both on-site and off-site roadway/directional signage.

Section 64.320 also provides that the ordinance approving signage for regional public landmarks shall include a determination by the Director of Planning and Development that: (1) the facility is a regional public/private landmark or facility; (2) such signage fosters the public health, safety, and welfare by promoting safe and efficient public access to the regional facility; and (3) such signage shall not have a negative impact on surrounding land uses.

Determination:

1. The Orlando City Soccer stadium is a regional public/private landmark. Due to its size, location and function (location for world-class sporting and entertainment events), the facility clearly serves residents of multiple counties throughout the region.
2. The proposed signage will foster the public health, safety, and welfare by promoting safe and efficient public access to the facility. Events at the Orlando City Soccer Stadium will attract up to 25,500 attendees. The proposed signage will improve safety and efficiency by communicating information to large numbers of visitors who may not be familiar with this particular area of downtown Orlando, especially in the hours preceding an event.
3. The proposed signage will not have a negative impact on the surrounding land uses.
4. The signs presented in the sign package have been reviewed and recommended for approval, with the conditions presented in the staff report and meeting minutes of the Appearance Review Board (Case #ARB2016-00028). The Certificate of Appearance Approval and ARB Staff Report are attached to this determination.
5. All exterior signs at the Orlando City Soccer Stadium shall conform to the type, size, location, materials, and other details provided in the sign package attached to the Regional Public Facility Identification Signs
6. ordinance adopted by City Council pursuant to Section 64.320 of the Land Development Code. Text depicted in the sign package (for example, "Gate Sponsor") are place holders for illustrative purposes only. The names and text of the actual signs are subject to review and approval by the ARB, for consistency with the sign ordinance.

Please note that this determination is further conditioned on your compliance with all other applicable requirements of the Land Development Code, including any additional review requirements and the receipt of all necessary permits before installing signage. If you need additional information, please contact Project Manager Doug Metzger at 407.246.2726 or douglas.metzger@cityoforlando.net.

Sincerely,



Dean Grandin, Jr., AICP
Planning Official



CITY OF ORLANDO

MAJOR CERTIFICATE OF APPEARANCE APPROVAL

CASE #: ARB2016-00028
SITE ADDRESS: 655 W Church St
APPLICANT: BRUCE BEAHM
4800 MAIN STREET
KANSAS CITY, MS 64112
OWNER: ORLANDO SOCCER STADIUM LLC
618 E SOUTH ST STE 510
ORLANDO, FL 328012986

The Orlando Appearance Review Board grants permission on this date to the above referenced applicant to secure the appropriate permits for the purpose stated below:

The proposed master sign plan for the Orlando City Soccer Stadium is approved with the following conditions:

1. Font and sign style: All general wayfinding and ancillary signs shall be of the same font and style as presented in the application. All conduit of the signs shall be either hidden or match the color of the adjacent structure. Minor adjustments to allow for larger gate sign identification letters on the monument signs to be visible along the street shall be reviewed as an ARB Minor review.
2. Monument Signs: The monument signs shall be installed perpendicular to the curb of the street.
3. Design: Any changes in materials from those presented in the final application shall be reviewed as an ARB Minor Review for consistency with the design intent. If the changes are determined to be significant, they may be required to be reviewed by the ARB as a Major Review.
4. Sponsorship Signs: When the Stadium Name and sponsors have been established, an ARB Minor review shall be conducted prior to permits being issued, to verify that the sign location, size, and details are consistent with the Master Sign Plan.
5. Digital Signs: Digital signs shall be attached to the structure of the scoreboards, by using similar materials and finishes so that they are integrated to the greatest extent possible to the overall design and finishes of the rest of the score board.

This Certificate of Appearance Approval does not constitute final development approval. The applicant is responsible for obtaining all necessary permits and approvals from applicable departments before initiating development.

Certificate of Appearance Approval executed July 11, 2016, for and relative to the above referenced site. This Certificate of Appearance Approval will expire one year from date of issuance.

September 23, 2016

10:20:23AM

Major Certificate of
Appearance Approval


Signature

DOUGLAS A. METZGER, ACP, LMT
Appearance Review Official

APPEARANCE REVIEW BOARD

JUNE 16, 2016

AGENDA ITEM 2 655 W. CHURCH STREET ORLANDO CITY STADIUM MASTER SIGN PLAN

Case Number

ARB2016-00028

Applicant

Scott Neal, Stadium Gen. Mgr.
Orlando Sports Holdings, LLC

Property Location

655 W. Church Street

Requested Action

Request for a Major Certificate of Appearance Approval for the Orlando City Soccer Stadium Master Sign Plan.

Recommendation

Staff recommends APPROVAL based on the conditions in this staff report

Project Planner

Doug Metzger, AICP, LMT



Updated: June 12, 2016



Aerial Photograph

SUMMARY

Project Description

The subject site is bounded on the north by the W. Central Avenue on the east by vacant land and the Faith Deliverance Temple; on the south by W. Church Street and on the west by Glenn Lane. This application is a request for a Major certificate of Appearance Approval for the Orlando City Soccer Stadium Master Sign Plan.

Project History

- November 2014—ARB2014-00091 , plans for a 19,200 seat City of Orlando soccer stadium are approved by ARB
- Spring 2015—Orlando City SC announced

that it will take over the stadium and stadium design

- October 2015—Orlando City SC submits revised plans for a 25,200 seat stadium to the ARB as an amendment to the 2014 Major Certificate of Appearance Approval [ARB2015-00071].
- February 2016—The ARB approves ARB2015-00071, and amendment to the 2014 ARB stadium approval.

Public Notice

A poster was posted on site, as of June 12th, Staff has received several inquires from the public regarding this case.

PROJECT OVERVIEW

This application is requesting Final ARB approval for the Master Sign Plan for the Orlando City Soccer Stadium, as required by ARB. The plan will be reviewed also by the Planning Official and City Council as an ordinance for this Master Sign Plan [MSP]. The plan is establishing the location and square footage and allowable sign area for the stadium signage and future sponsorship signs. The “sponsorship” signs are place holders, as at this time, main sponsor and minor sponsors have not been identified. This is the same case for the Stadium Name sign, as it also has not been established. However, the overall design of the way-finding signs and stadium activity identifying signs have been established in the plan and will be installed, regardless of sponsorship. Monument way-finding signs have also been designed and located in this plan.

Five main Stadium Name signs are proposed, all of them are high-rise signs. Two are located on the Church St. side of the stadium; one on the back of the large scoreboard and the second at the terminus of Parramore Ave. at Church Street. There is one high-rise stadium name sign on each of the other three sides of the stadium.

One large scoreboard/digital screen will be installed on the south side of the stadium and will be oriented towards the inside of the stadium. There is not a digital screen that face outward from the stadium but there is a large 1,900 s.f. Lions logo sign with stadium name sign on the rear of the scoreboard facing Church St.

Additionally, there are four gate sponsor signs located above the entry gates into the stadium. There are also large Orlando City Sporting Club [OCSC] banner signs on every side of the stadium.

Monument way-finding signs will be located perpendicular to the street, within the streetscape adjacent to the stadium for pedestrian and vehicular way-finding. These signs will range in height from approximately 10 to 12-feet tall and will be similar to the wayfinding signs located at the Amway Center and Camping World Stadium.

There are also two areas identified as Parramore Heritage display areas; one on Church St. and the second adjacent to the Pine St. entry on the east side of the stadium. Other ancillary signs will be installed, per the plans, to identify the gate entrances, service entrances, and ticket office location.

The total sign area proposed on the stadium, as wayfinding signage totals 719 s.f.; The total stadium naming signage and sponsorship signage totals 3,376 s.f.; and the total brand pageantry and graphics, including the back side of the scoreboard and OCSO brand banners, totals 16,241 s.f. The combined total of all the proposed signage is 20, 346 s.f.

ARB CONDITIONS OF APPROVAL

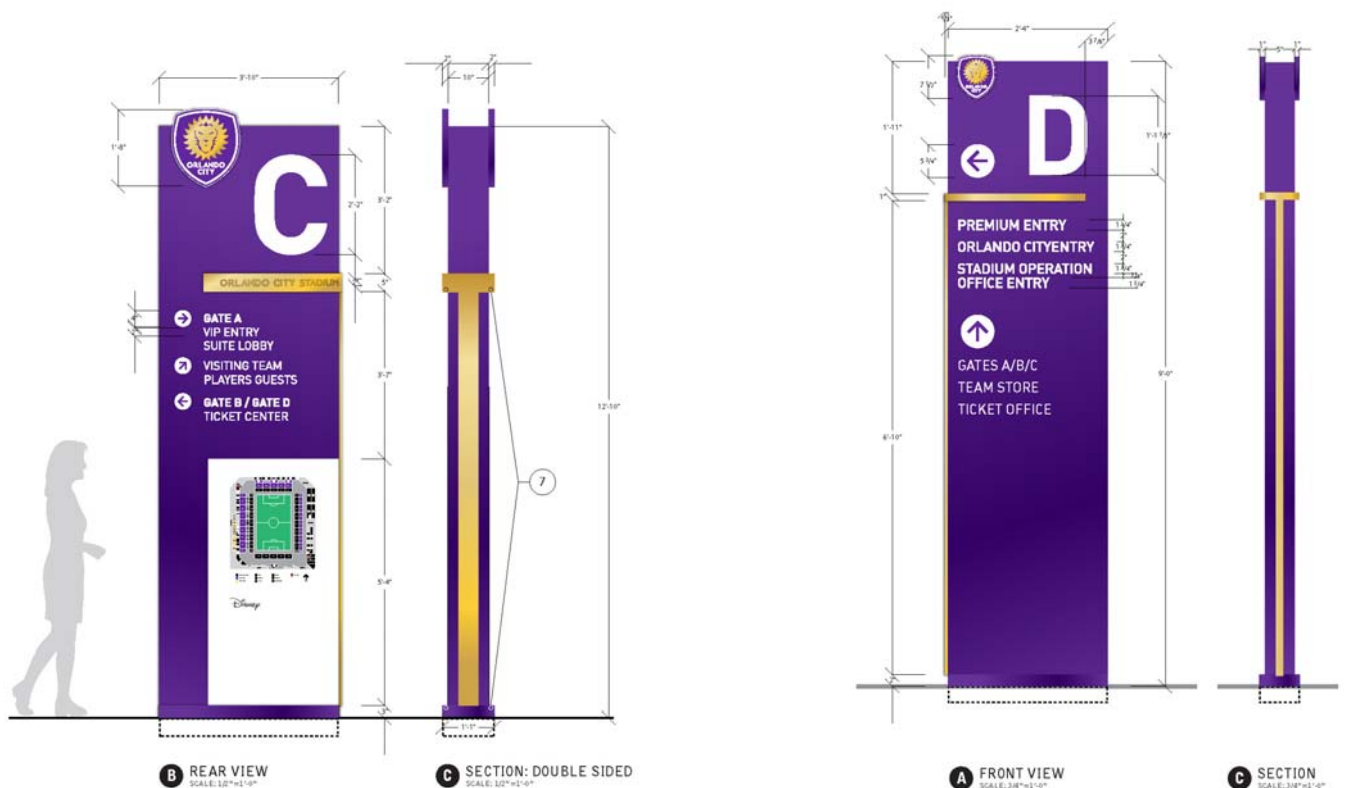
ARB Staff has reviewed the Orlando City Soccer Stadium Master Sign Plan application and is recommending approval of the application with the following conditions:

1. Font and sign style: All general wayfinding and ancillary signs shall be of the same font and style as presented in the application. All conduit of the signs shall be either hidden or match the color of the adjacent structure. Minor adjustments to allow for larger gate sign identification letters on the monument signs to be visible along the street shall be reviewed as an Minor ARB review.
2. Monument Signs: The monument signs shall be installed perpendicular to the curb of the street.
3. Design: Any changes in materials from those presented in the final application shall be reviewed as an ARB Minor Review for consistency with the design intent. If the changes are determined to be significant, they may be required to be reviewed by the ARB as a Major Review.
4. Sponsorship Signs: When the Stadium Name and sponsors have been established, an ARB Minor review shall be conducted prior to permits being issued, to verify that the sign location, size, and details are consistent with the Master Sign Plan.
5. Digital Signs: Digital signs shall be attached to the structure of the scoreboards, by using similar materials and finishes so that they are integrated to the greatest extent possible to the overall design and finishes of the rest of the score board.

Freestanding Gate ID and Directional Signs

FREESTANDING GATE ID: TYPICAL, SE, EAST, NE, WEST: X-12

FREESTANDING DIRECTIONAL: SW: X-15



*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

SIGN SCHEDULE

WAYFINDING AND IDENTITY SIGNAGE

TOTAL SIGNAGE PER ELEVATION

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
East Facade		
X-01	Stadium Naming Scoreboard	1526
X-04	Stadium Naming East Facade	428
X-08	Gate ID/Sponsor Signage Church Street	76
X-09	Gate ID/Sponsor Signage Terry Street	54
X-10	Gate ID/Sponsor Signage W Central Boulevard	58
X-12	Wayfinding Pylon (X3)	312
X-13	Ticket Office	28
P-01	Gate Sponsor Graphic Panels	168
P-02	Gate Sponsor Graphic Panels	168
B-03	OCSC History Panels	176
B-04	East Paramore History Panels	189
	NE OCSC Brand Banners 10.83.16 [X3]	1035
	East OCSC Brand Banners 10.83.16 [X14]	5828
	Scoreboard OCSC Scoreboard Brand Graphic [Lion]	1935
	EAST SUBTOTAL	11,981

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
West Facade		
X-05	Stadium Naming	228
X-06	Corner Fencing Directional [X2]	72
X-11	Gate Sponsor Signage Premium	67
X-12	Wayfinding Pylon [1]	104
X-17	Wayfinding Staff Entry Id	5
X-18	Loading Dock Id [X3]	9
X-20	Lead Parking Signs [X8]	16
ID-04	Staff Entry Sign	1
B-01	West OCSC Brand Banners [2]	1436
	WEST SUBTOTAL	1,938

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
North Facade		
X-03	Stadium Naming	428
X-06	Wayfinding: Corner Fencing Directional	36
X-16	Wayfinding: Service Entry Signage	23
	North OCSC Brand Signage 10.83.16 [X8]	2280
	NORTH SUBTOTAL	2,767

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
South Facade		
X-06	Corner Fencing Directional	36
X-07	Stadium Naming	175
X-13	Ticket Office ID Signage	28
X-14	Building Address	3
X-15	Freestanding Exterior Directional Pylon	45
X-19	Assisted Listening Device ID	1
	South OCSC Brand Graphic [LION] Half Panel	296
	South Paramore History Glass Collage	216
	South OCSC Brand Banners 10.83.16 [X10]	2850
	SOUTH SUBTOTAL	3,650

WAYFINDING SIGNS

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
ID-04	Staff Entry Sign	1
X-06	Corner Fencing Directional [X4]	144
X-12	Wayfinding Pylon (X4)	416
X-13	Ticket Office ID Signage (X2)	56
X-14	Building Address	3
X-15	Freestanding Exterior Directional Pylon	45
X-16	Wayfinding Service Entry Signage	23
X-17	Wayfinding Staff Entry Id	5
X-18	Loading Dock Id [X3]	9
X-19	Assisted Listening Device ID	1
X-20	Lead Parking Signs [X8]	16
	WAYFINDING SUBTOTAL	719

INWARD FACING DIGITAL SCREENS

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
B-01	Field Led Display Board	1720
B-03	Scoreboard Display Screen	2040
B-04	Fascia Ribbon Board Display Screen	1000
	INWARD FACING DIGITAL SCREENS SUBTOTAL	4,760

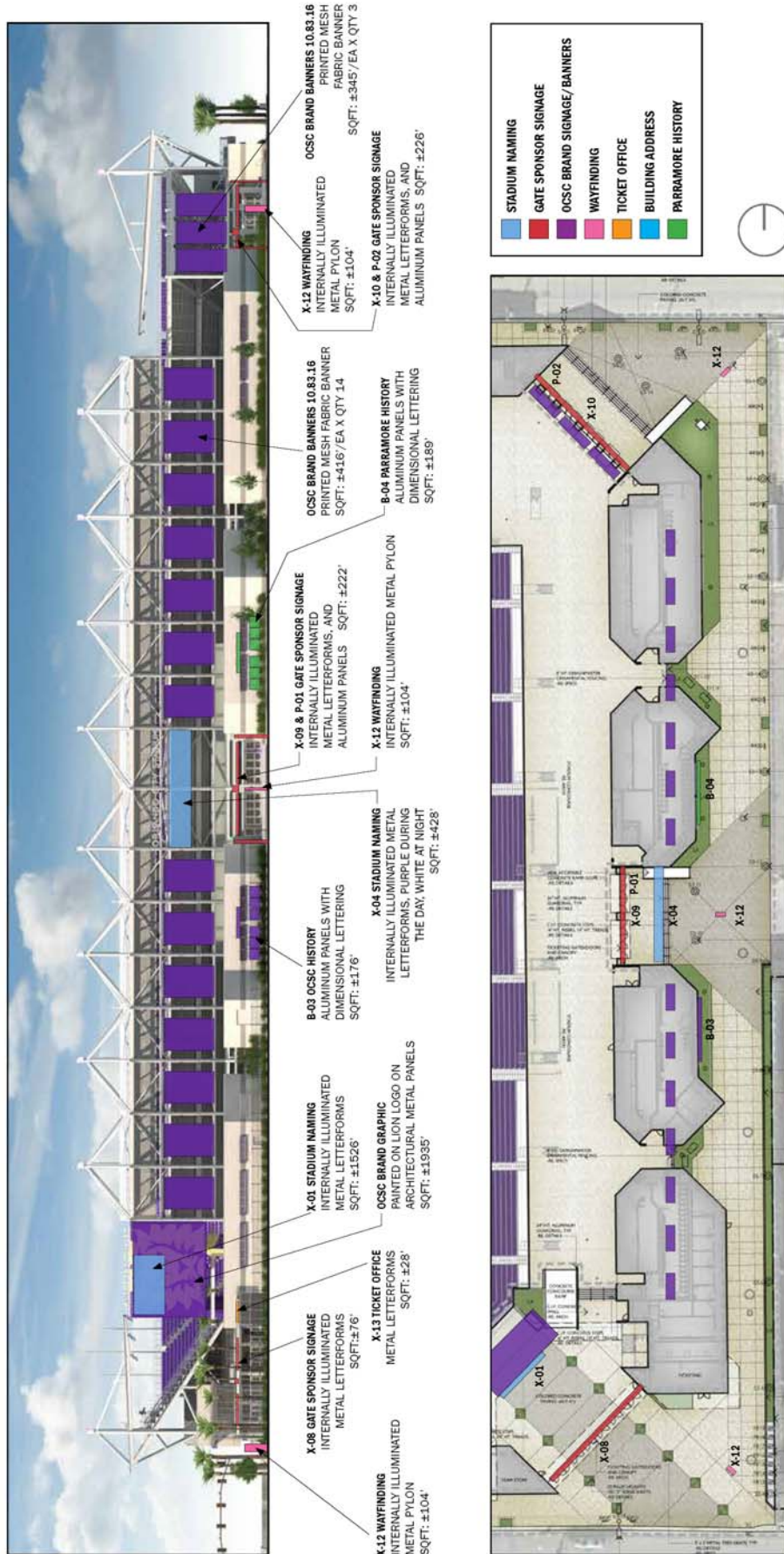
SPONSOR SIGNAGE

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
X-01	Stadium Naming Scoreboard	1526
X-03	Stadium Naming	428
X-04	Stadium Naming East Facade	428
X-05	Stadium Naming	228
X-07	Stadium Naming	175
X-08	Gate ID/Sponsor Signage Church Street	76
X-09	Gate ID/Sponsor Signage Terry Street	54
X-10	Gate ID/Sponsor Signage W Central Boulevard	58
X-11	Gate Sponsor Signage Premium	67
P-01	Gate Sponsor Graphic Panels	168
P-02	Gate Sponsor Graphic Panels	168
	SPONSOR SIGNAGE SUBTOTAL	3,376

BRAND PAGEENTRY & GRAPHICS

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
B-01	West OCSC Brand Banners [2]	1436
B-03	OCSC History Panels	176
B-04	East Paramore History Panels	189
	NE OCSC Brand Banners 10.83.16 [X3]	1035
	East OCSC Brand Banners 10.83.16 [X14]	5828
	Scoreboard OCSC Scoreboard Brand Graphic [Lion]	1935
	North OCSC Brand Signage 10.83.16 [X8]	2280
	South OCSC Brand Graphic [LION] Half Panel	296
	South Paramore History Glass Collage	216
	South OCSC Brand Banners 10.83.16 [X10]	2850
	BRAND PAGEENTRY & GRAPHICS SUBTOTAL	16,241

EAST SIDE SIGNAGE

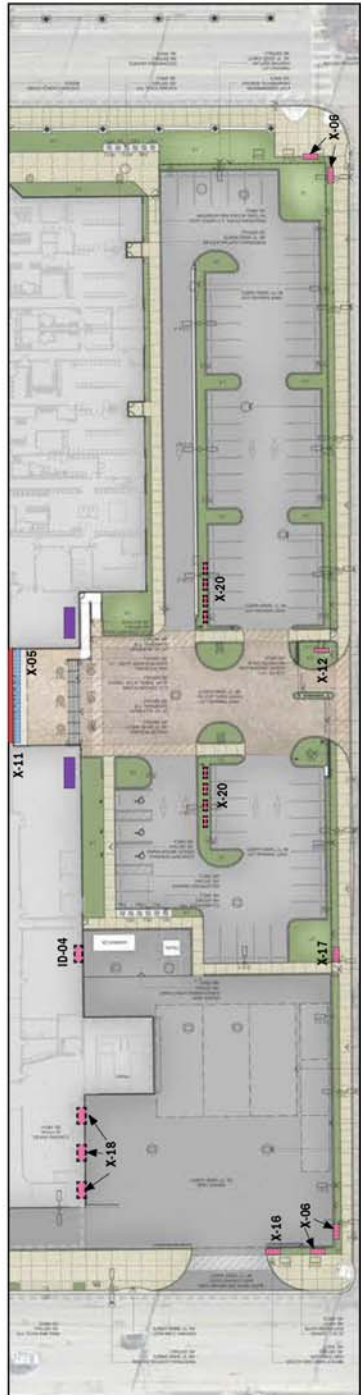


WEST SIDE SIGNAGE



- X-06 WAYFINDING**
ALUMINUM CORNER DIRECTIONAL SIGN
SQFT: ±36
- X-17 WAYFINDING**
STAFF ENTRY, ALUMINUM PANEL
SQFT: ±5'
- X-18 WAYFINDING**
LOADING DOCKS, ALUMINUM PANEL
SQFT: ±3'/EA X QTY 3
- X-05 STADIUM NAMING**
INTERVALLY ILLUMINATED
METAL LETTERFORMS, PURPLE
DURING THE DAY, WHITE AT NIGHT
SQFT: ±228'
- B-01 OCSG BRAND BANNERS**
PRINTED FABRIC BANNER
SQFT: ±718'/EA X QTY 2
- X-12 WAYFINDING**
INTERVALLY ILLUMINATED
METAL PYLON
SQFT: ±104'
- X-11 GATE SPONSOR SIGNAGE**
INTERVALLY ILLUMINATED
METAL LETTERFORMS
SQFT: ±67'
- X-20 LEED PARKING SIGN**
ALUMINUM PANEL
SQFT: ±2'/EA X QTY 8
- ID-04 WAYFINDING**
STAFF ENTRY ID,
ETCHED ZINC PANEL
SQFT: ±1'

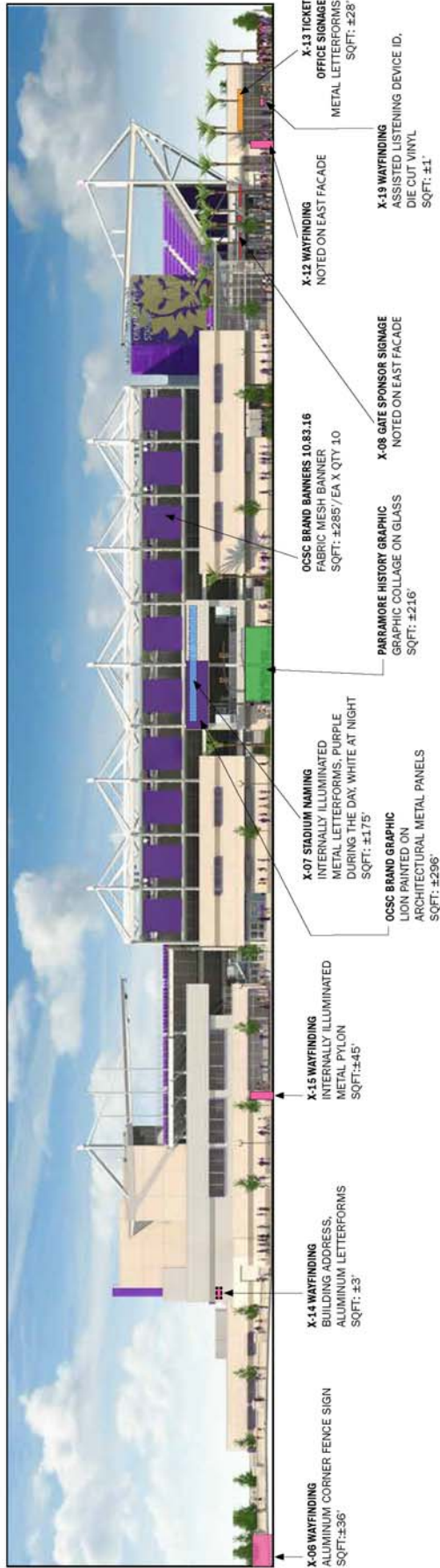
STADIUM NAMING	GATE SPONSOR SIGNAGE	OCSG BRAND SIGNAGE/BANNERS	WAYFINDING	TICKET OFFICE	BUILDING ADDRESS	PARRAMORE HISTORY



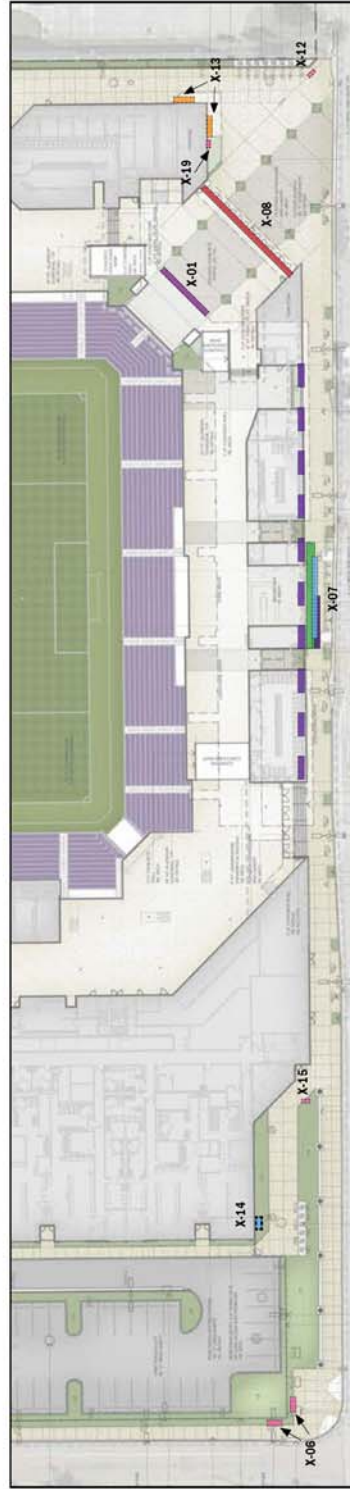
NORTH SIDE SIGNAGE



SOUTH SIDE SIGNAGE



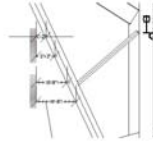
STADIUM NAMING
GATE SPONSOR SIGNAGE
OCSG BRAND SIGNAGE/BANNERS
WAYFINDING
TICKET OFFICE
BUILDING ADDRESS
PARRAMORE HISTORY



STADIUM NAMING SIGNAGE

EXTERIOR SIGNAGE DETAILS

STADIUM NAMING SIGNAGE: NORTH: X-03, EAST: X-04



SIDE MOUNTING DETAIL



CONTEXT ELEVATION

STADIUM NAMING SIGNAGE: SOUTH: X-07



SIDE MOUNTING DETAIL



CONTEXT ELEVATION

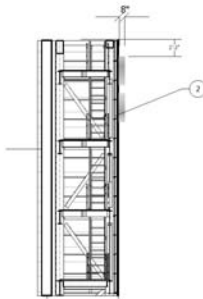
*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

EXTERIOR SIGNAGE DETAILS

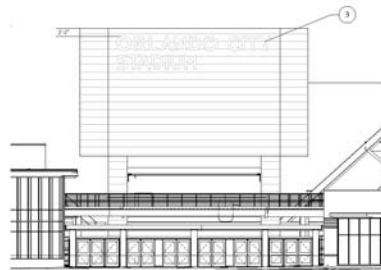
STADIUM NAMING SIGNAGE: SE: X-01



CONTEXT ELEVATION

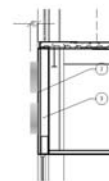


SECTION



CONTEXT ELEVATION

STADIUM NAMING SIGNAGE: WEST: X-05



SIDE MOUNTING DETAIL



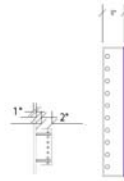
CONTEXT ELEVATION

*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

GATE ID/SPONSOR AND OCSC BRAND BANNERS

EXTERIOR SIGNAGE DETAILS

GATE ID/SPONSOR SIGNAGE: TYPICAL, SE: X-08, EAST: X-09, NE: X-10



SIDE DETAIL



1 CONTEXT ELEVATION

GATE ID/SPONSOR SIGNAGE: WEST: X-11



SIDE DETAIL

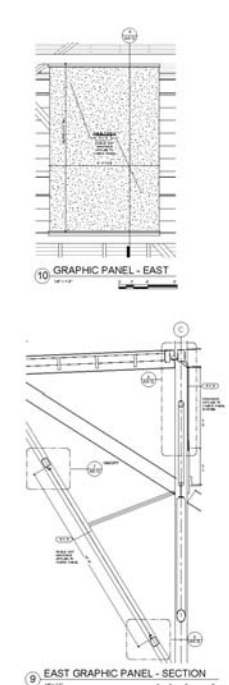
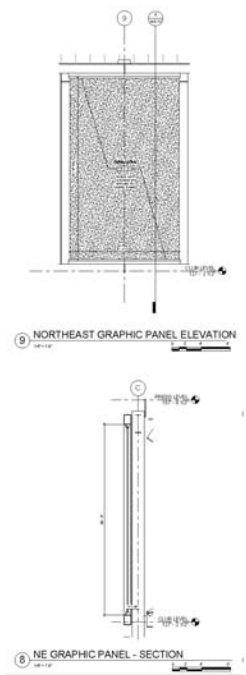
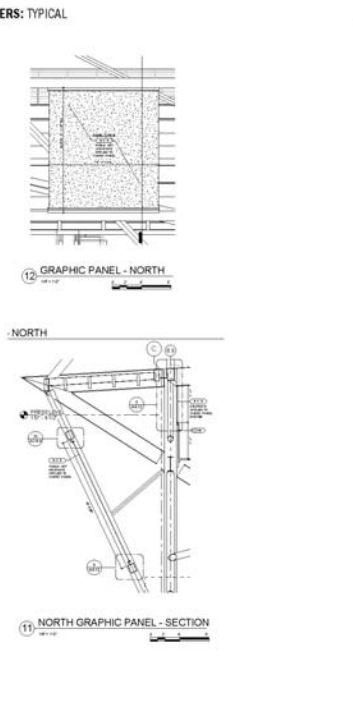


2 CONTEXT ELEVATION

*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

EXTERIOR SIGNAGE DETAILS

OCSC BRAND BANNERS: TYPICAL

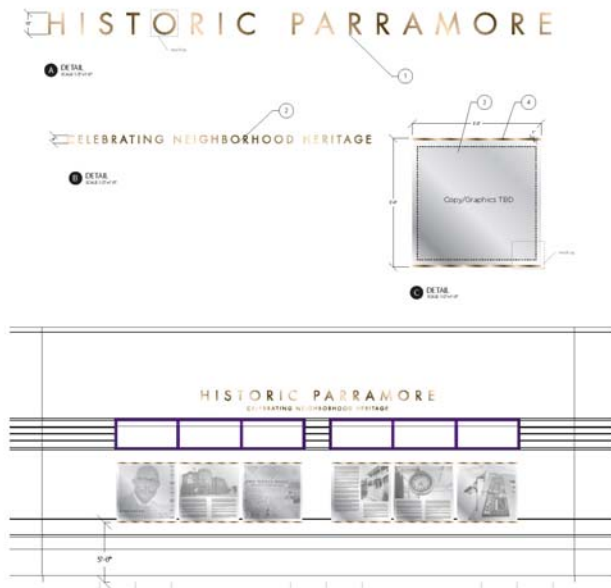


*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

OCSC AND PARRAMORE HISTORY DISPLAYS

EXTERIOR SIGNAGE DETAILS

PARRAMORE / CLUB HISTORY: EAST



*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

EXTERIOR SIGNAGE DETAILS

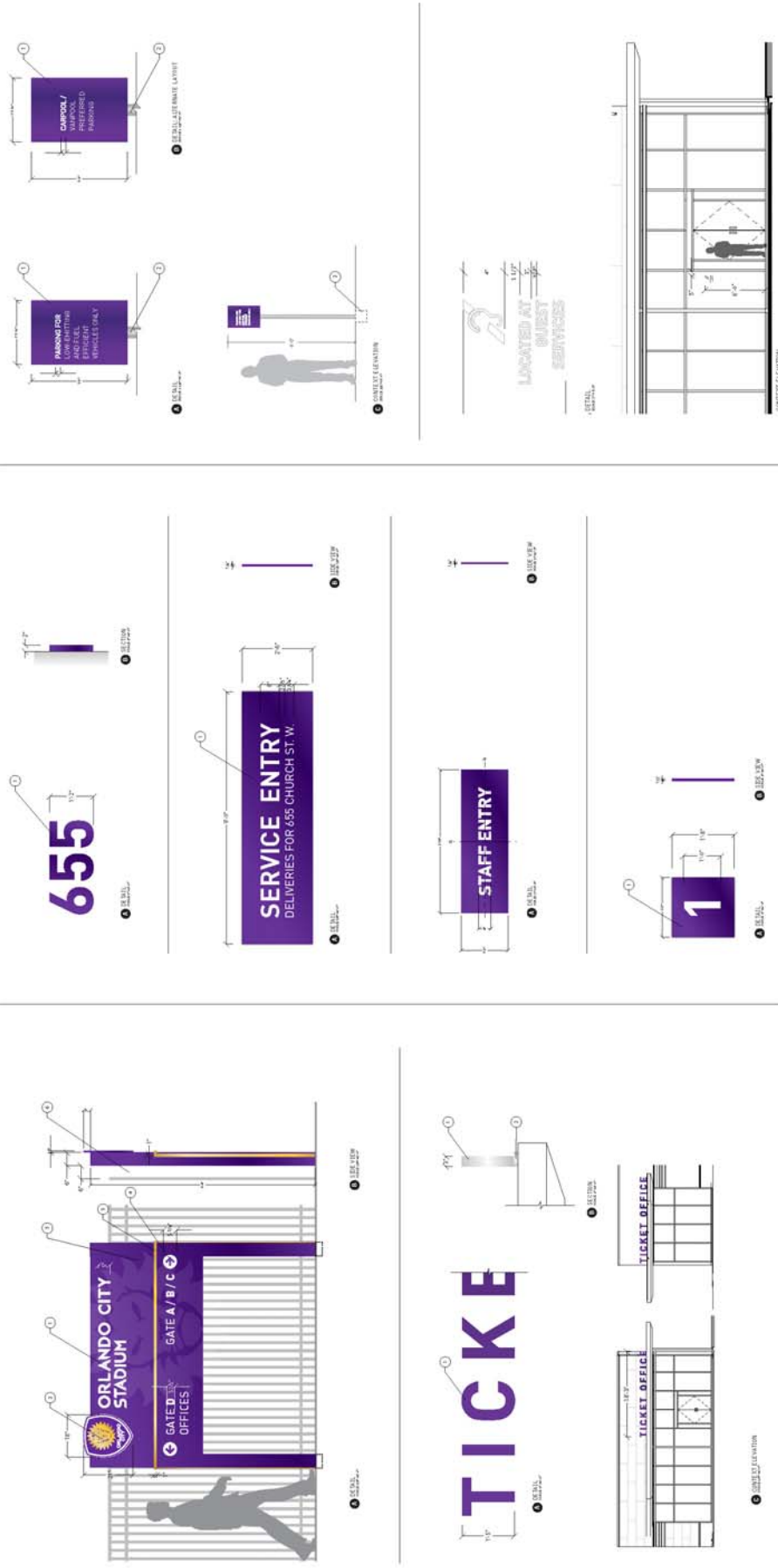
PARRAMORE HISTORY COLLAGE ON GLASS: EAST



WAYFINDING SIGNAGE

EXTERIOR SIGNAGE DETAILS

WAYFINDING: TYPICAL EXAMPLES



*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

Ordinance No. 2016-95

EXHIBIT B



ORLANDO CITY

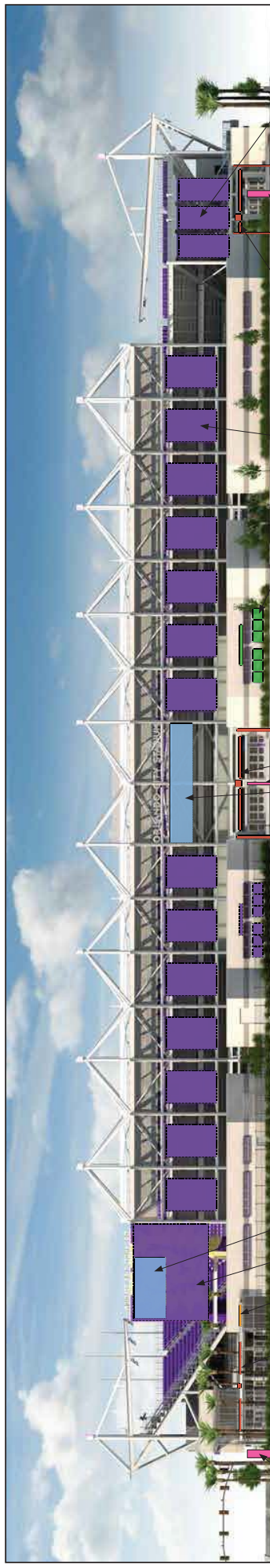
ORLANDO CITY SOCCER STADIUM

ARB REVIEW: SIGNAGE MASTER PLAN

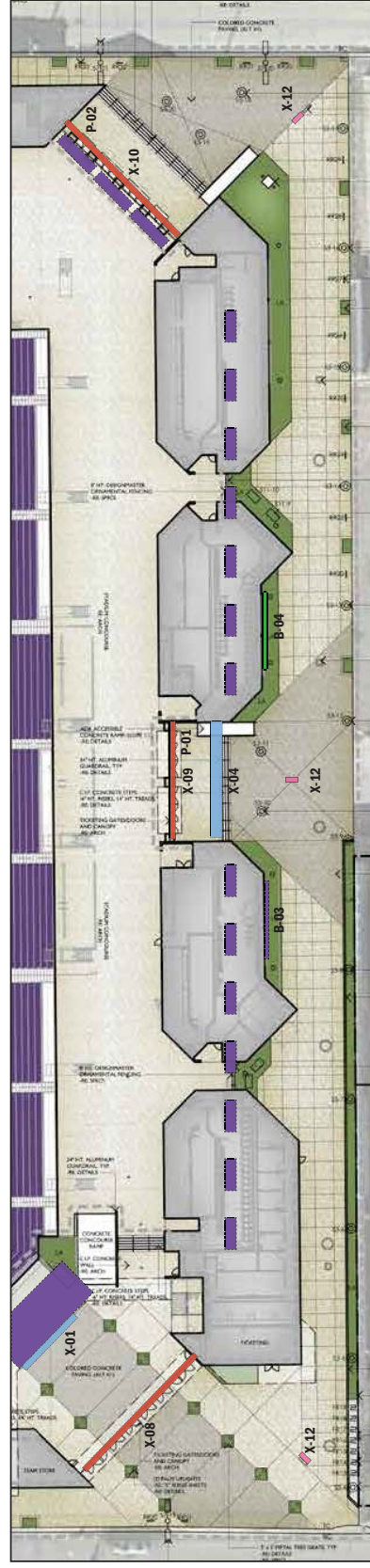
05.17.2016

POPULOUS

EAST FACADE



- X-08 GATE SPONSOR SIGNAGE**
INTERNALLY ILLUMINATED METAL LETTERFORMS
SQFT: ±176'
- X-01 STADIUM NAMING**
INTERNALLY ILLUMINATED METAL LETTERFORMS
SQFT: ±1526'
- B-03 OCSC HISTORY**
ALUMINUM PANELS WITH DIMENSIONAL LETTERING
SQFT: ±176'
- X-04 STADIUM NAMING**
INTERNALLY ILLUMINATED METAL LETTERFORMS: PURPLE DURING THE DAY, WHITE AT NIGHT
SQFT: ±428'
- B-04 PARRAMORE HISTORY**
ALUMINUM PANELS WITH DIMENSIONAL LETTERING
SQFT: ±189'
- X-09 & P-01 GATE SPONSOR SIGNAGE**
INTERNALLY ILLUMINATED METAL LETTERFORMS, AND ALUMINUM PANELS
SQFT: ±222'
- X-12 WAYFINDING**
INTERNALLY ILLUMINATED METAL PYLON
SQFT: ±104'
- X-03 OCSC BRAND GRAPHIC**
PAINTED ON LION LOGO ON ARCHITECTURAL METAL PANELS
SQFT: ±1935'
- X-13 TICKET OFFICE**
METAL LETTERFORMS
SQFT: ±28'
- X-10 & P-02 GATE SPONSOR SIGNAGE**
INTERNALLY ILLUMINATED METAL LETTERFORMS, AND ALUMINUM PANELS
SQFT: ±226'
- X-12 WAYFINDING**
INTERNALLY ILLUMINATED METAL PYLON
SQFT: ±104'
- OCSC BRAND BANNERS 10.83.16**
PRINTED MESH FABRIC BANNER
SQFT: ±345'/EA X QTY 3



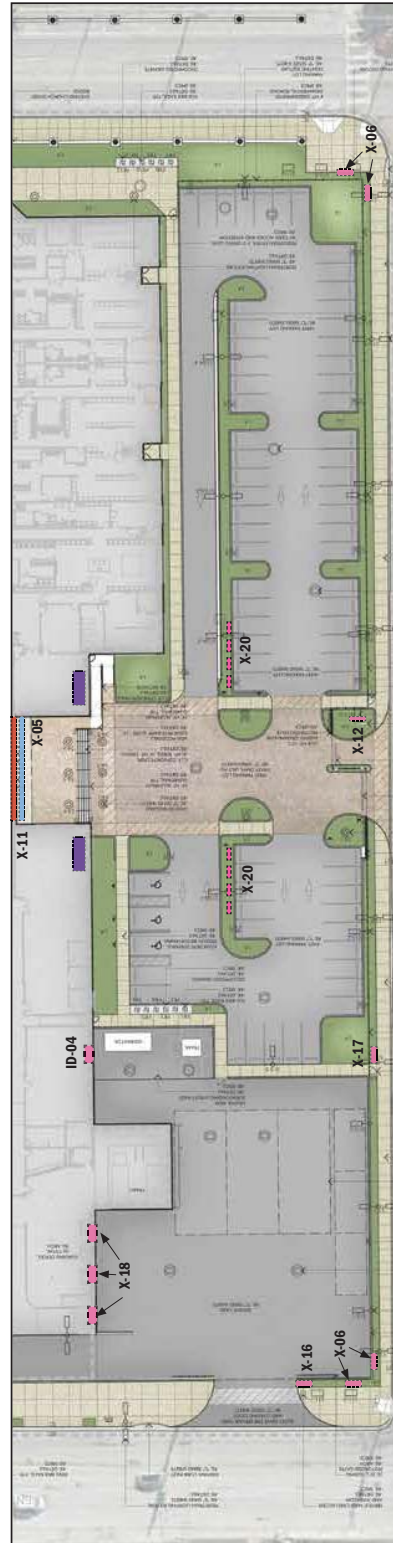
STADIUM NAMING	GATE SPONSOR SIGNAGE	OCSC BRAND SIGNAGE/BANNERS	WAYFINDING	TICKET OFFICE	BUILDING ADDRESS	PARRAMORE HISTORY
[Blue square]	[Red square]	[Purple square]	[Pink square]	[Orange square]	[Light blue square]	[Green square]



WEST FACADE



- X-06 WAYFINDING**
ALUMINUM CORNER DIRECTIONAL SIGN
SQFT: ±36'
- X-17 WAYFINDING**
STAFF ENTRY, ALUMINUM PANEL
SQFT: ±5'
- X-18 WAYFINDING**
LOADING DOCKS, ALUMINUM PANEL
SQFT: ±3' / EA X QTY 3
SQFT: ±11'
- X-05 STADIUM NAMING**
INTERNALLY ILLUMINATED
METAL LETTERFORMS, PURPLE
DURING THE DAY, WHITE AT NIGHT
SQFT: ±228'
- B-01 OCSC BRAND BANNERS**
PRINTED FABRIC BANNER
SQFT: ±718' / EA X QTY 2
- X-12 WAYFINDING**
INTERNALLY ILLUMINATED
METAL PYLON
SQFT: ±104'
- X-11 GATE SPONSOR SIGNAGE**
INTERNALLY ILLUMINATED
METAL LETTERFORMS
SQFT: ±67'
- X-20 LEED PARKING SIGN**
ALUMINUM PANEL
SQFT: ±2' / EA X QTY 8



STADIUM NAMING	GATE SPONSOR SIGNAGE	OCSC BRAND SIGNAGE/BANNERS	WAYFINDING	TICKET OFFICE	BUILDING ADDRESS	PARRAMORE HISTORY
Blue	Red	Purple	Pink	Orange	Light Blue	Green



NORTH FACADE



X-10 & P-02 GATE SPONSOR SIGNAGE
NOTED ON EAST FACADE

X-12 WAYFINDING
NOTED ON EAST FACADE

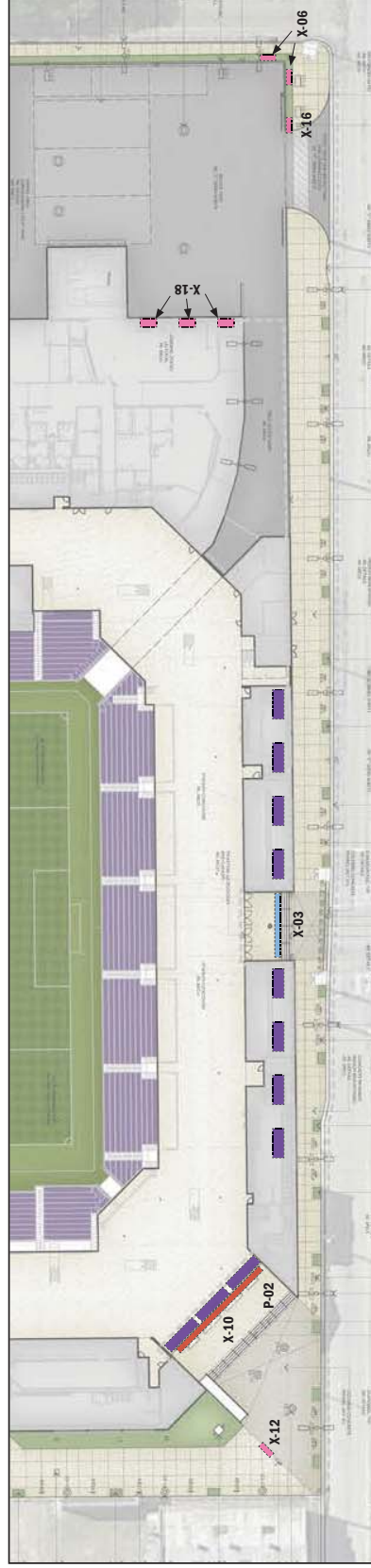
X-03 STADIUM NAMING
INTERNALLY ILLUMINATED METAL
LETTERFORMS. PURPLE DURING
THE DAY, WHITE AT NIGHT
SQFT: ±428'

OCSC BRAND BANNERS
NOTED ON EAST FACADE

OCSC BRAND BANNERS 10.83.16
PAINTED FABRIC MESH BANNER
SQFT: ±2857'EA X QTY 8

X-16 WAYFINDING
SERVICE ENTRY ALUMINUM PANEL
SQFT: ±423'

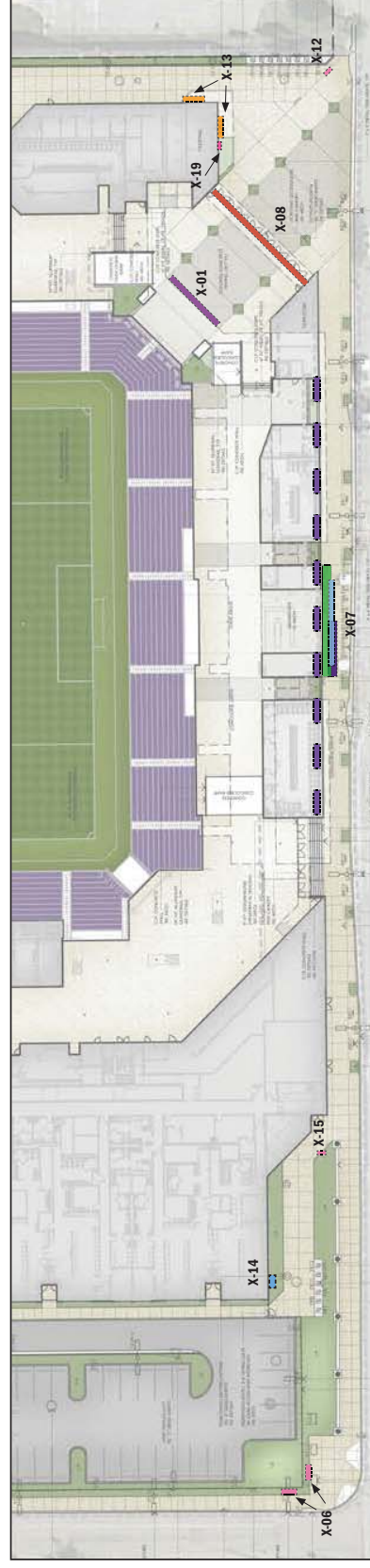
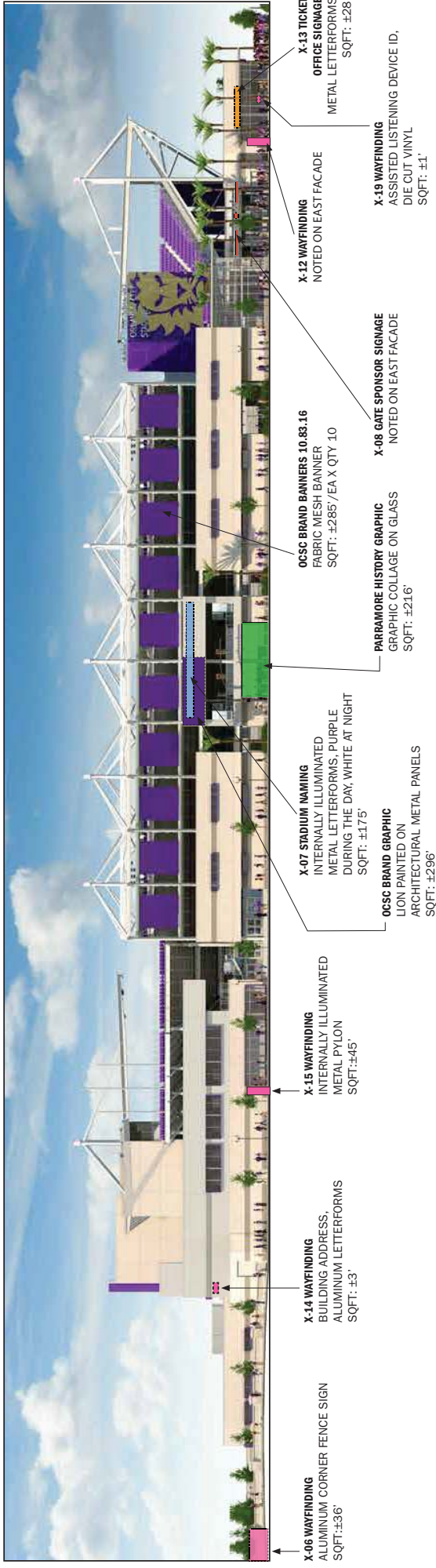
X-06 WAYFINDING
ALUMINUM CORNER DIRECTIONAL SIGN
SQFT: ±36'



Blue	STADIUM NAMING
Red	GATE SPONSOR SIGNAGE
Purple	OCSC BRAND SIGNAGE/BANNERS
Pink	WAYFINDING
Orange	TICKET OFFICE
Light Blue	BUILDING ADDRESS
Green	PARRAMORE HISTORY



SOUTH FACADE



STADIUM NAMING	GATE SPONSOR SIGNAGE	OCSC BRAND SIGNAGE/BANNERS	WAYFINDING	TICKET OFFICE	BUILDING ADDRESS	PARRAMORE HISTORY
Blue	Red	Purple	Pink	Orange	Light Blue	Green



WAYFINDING AND IDENTITY SIGNAGE

TOTAL SIGNAGE PER ELEVATION

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
X-01	East Facade	1526
X-04	Stadium Naming Scoreboard	428
X-08	Gate ID/Sponsor Signage Church Street	76
X-09	Gate ID/Sponsor Signage Terry Street	54
X-10	Gate ID/Sponsor Signage W Central Boulevard	58
X-12	Wayfinding Pylon (X3)	312
X-13	Ticket Office	28
P-01	Gate Sponsor Graphic Panels	168
P-02	Gate Sponsor Graphic Panels	168
B-03	OCSC History Panels	176
B-04	East Parramore History Panels	189
	NE OCSC Brand Banners 10.83.16 [X3]	1035
	East OCSC Brand Banners 10.83.16 [X14]	5828
	Scoreboard OCSC Scoreboard Brand Graphic [Lion]	1935
	EAST SUBTOTAL	11,981

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
X-05	West Facade	228
X-06	Stadium Naming	72
X-11	Corner Fencing/Directional [X2]	67
X-12	Gate Sponsor Signage Premium	104
X-17	Wayfinding Pylon [1]	5
X-18	Wayfinding: Staff Entry Id	9
X-20	Loading Dock Id [X3]	16
ID-04	Leed Parking Signs [X8]	16
B-01	Staff Entry Sign	1
	West OCSC Brand Banners [2]	1436
	WEST SUBTOTAL	1,938

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
X-03	North Facade	428
X-06	Stadium Naming	36
X-16	Wayfinding: Corner Fencing/Directional	23
	Wayfinding: Service Entry Signage	2280
	North OCSC Brand Signage 10.83.16 [x8]	
	NORTH SUBTOTAL	2,767

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
X-06	South Facade	36
X-07	Corner Fencing/Directional	175
X-13	Stadium Naming	28
X-14	Ticket Office ID Signage	3
X-15	Building Address	45
X-19	Freestanding Exterior Directional Pylon	1
	Assisted Listening Device ID	296
	South OCSC Brand Graphic [LION] Half Panel	216
	South Parramore History Glass Collage	2850
	South OCSC Brand Banners 10.83.16 [X10]	
	SOUTH SUBTOTAL	3,650

WAYFINDING SIGNS

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
ID-04	Staff Entry Sign	1
X-06	Corner Fencing/Directional [X4]	144
X-12	Wayfinding Pylon (X4)	416
X-13	Ticket Office ID Signage (X2)	56
X-14	Building Address	3
X-15	Freestanding Exterior Directional Pylon	45
X-16	Wayfinding: Service Entry Signage	23
X-17	Wayfinding: Staff Entry Id	5
X-18	Loading Dock Id [X3]	9
X-19	Assisted Listening Device ID	1
X-20	Leed Parking Signs [X8]	16
	WAYFINDING SUBTOTAL	719

INWARD FACING DIGITAL SCREENS

ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
B-01	Field Led Display Board	1720
B-03	Scoreboard Display Screen	2040
B-04	Fascia Ribbon Board Display Screen	1000
	INWARD FACING DIGITAL SCREENS SUBTOTAL	4,760

SPONSOR SIGNAGE

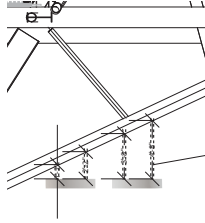
ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
X-01	Stadium Naming Scoreboard	1526
X-03	Stadium Naming	428
X-04	Stadium Naming East Facade	428
X-05	Stadium Naming	228
X-07	Stadium Naming	175
X-08	Gate ID/Sponsor Signage Church Street	76
X-09	Gate ID/Sponsor Signage Terry Street	54
X-10	Gate ID/Sponsor Signage W Central Boulevard	58
X-11	Gate Sponsor Signage Premium	67
P-01	Gate Sponsor Graphic Panels	168
P-02	Gate Sponsor Graphic Panels	168
	SPONSOR SIGNAGE SUBTOTAL	3,376

BRAND PAGEANTRY & GRAPHICS

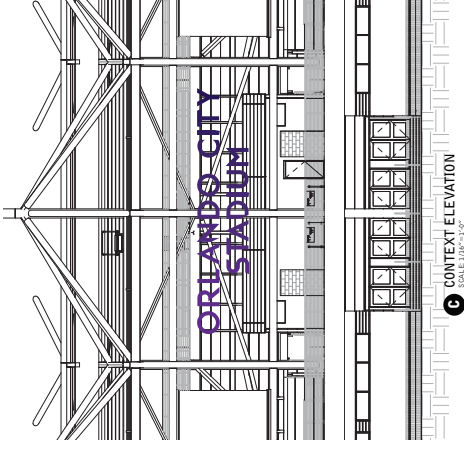
ITEM	DESCRIPTION	APPROX. AREA (SQ. FT.)
B-01	West OCSC Brand Banners [2]	1436
B-03	OCSC History Panels	176
B-04	East Parramore History Panels	189
	NE OCSC Brand Banners 10.83.16 [X3]	1035
	East OCSC Brand Banners 10.83.16 [X14]	5828
	Scoreboard OCSC Scoreboard Brand Graphic [Lion]	1935
	North OCSC Brand Signage 10.83.16 [x8]	2280
	South OCSC Brand Graphic [LION] Half Panel	296
	South Parramore History Glass Collage	216
	South OCSC Brand Banners 10.83.16 [x10]	2850
	BRAND PAGEANTRY & GRAPHICS SUBTOTAL	16,241

EXTERIOR SIGNAGE DETAILS

STADIUM NAMING SIGNAGE: NORTH: X-03, EAST: X-04

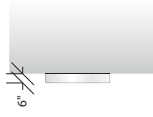


SIDE MOUNTING DETAIL

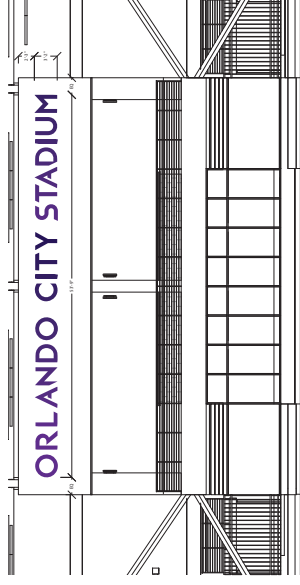


CONTEXT ELEVATION
SCALE 1/8"=1'-0"

STADIUM NAMING SIGNAGE: SOUTH: X-07



SIDE MOUNTING DETAIL

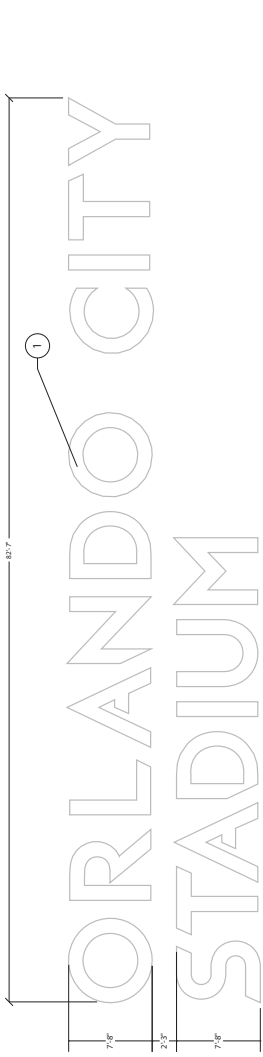


CONTEXT ELEVATION
SCALE 1/8"=1'-0"

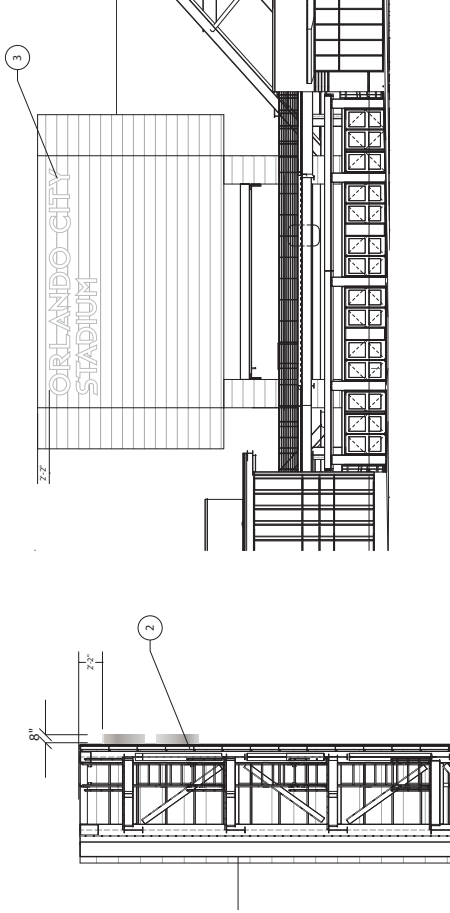
*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

EXTERIOR SIGNAGE DETAILS

STADIUM NAMING SIGNAGE: SE: X-01



A CONTEXT ELEVATION
SCALE: 1/8" = 1'-0"

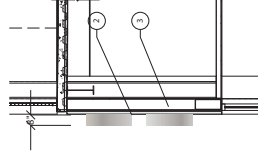


B SECTION
SCALE: 1/8" = 1'-0"

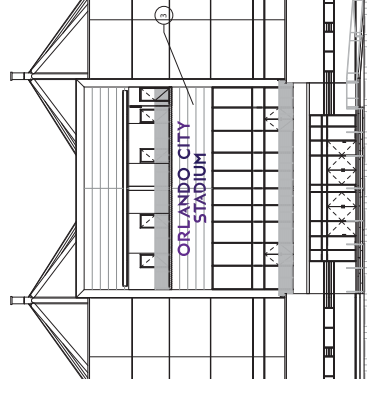
C CONTEXT ELEVATION
SCALE: 1/8" = 1'-0"

*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

STADIUM NAMING SIGNAGE: WEST: X-05



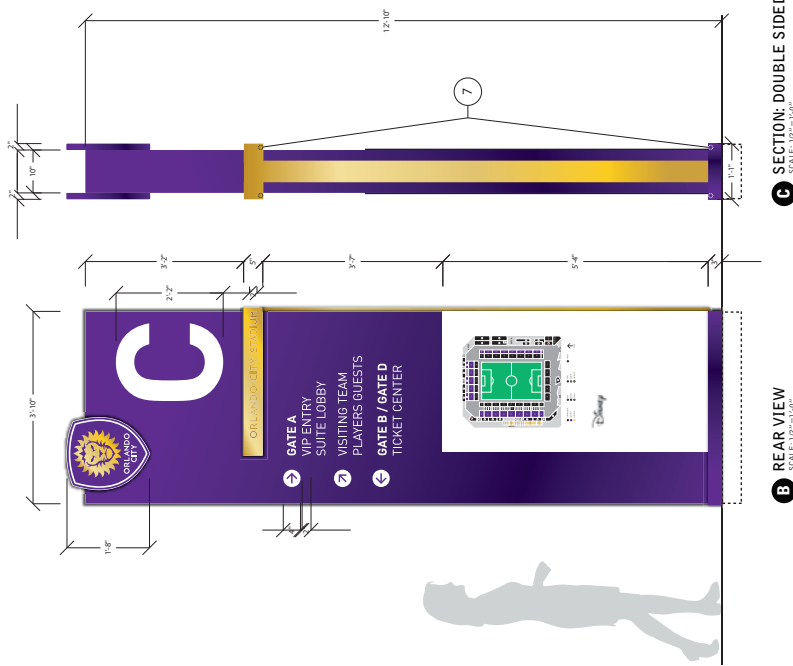
SIDE MOUNTING DETAIL



C CONTEXT ELEVATION
SCALE: 1/8" = 1'-0"

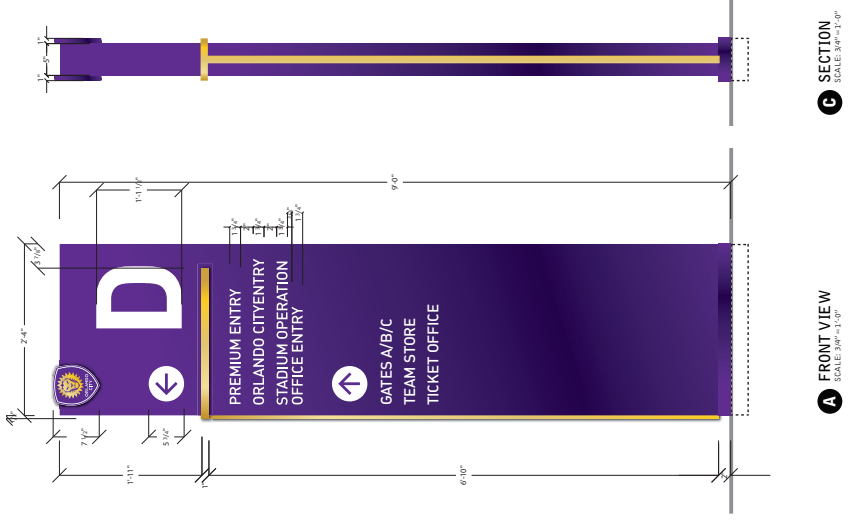
EXTERIOR SIGNAGE DETAILS

FREESTANDING GATE ID: TYPICAL, SE, EAST, NE, WEST: X-12



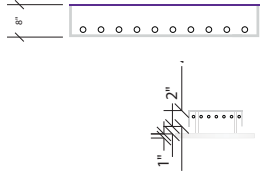
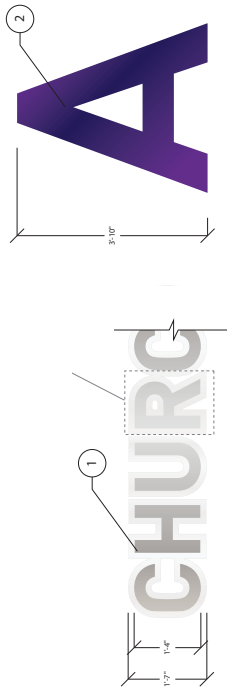
*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

FREESTANDING DIRECTIONAL: SW: X-15



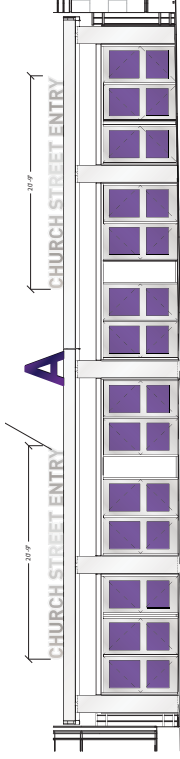
EXTERIOR SIGNAGE DETAILS

GATE ID / SPONSOR SIGNAGE: TYPICAL, SE: X-08, EAST: X-09, NE: X-10

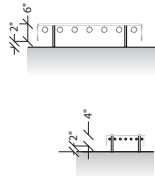
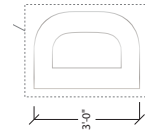


SIDE DETAIL

F CONTEXT ELEVATION
SCALE: 1/8"=1'-0"

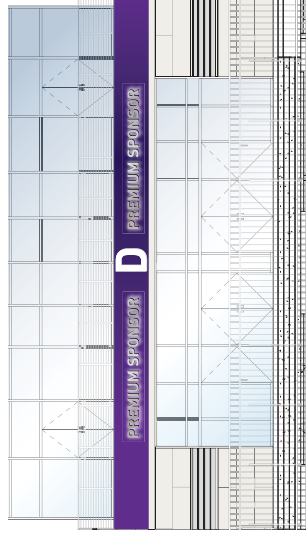


GATE ID / SPONSOR SIGNAGE: WEST: X-11



SIDE DETAIL

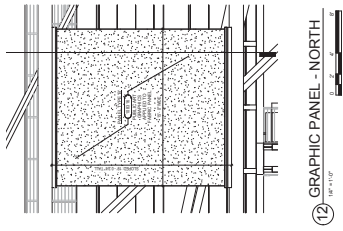
E CONTEXT ELEVATION
SCALE: 1/8"=1'-0"



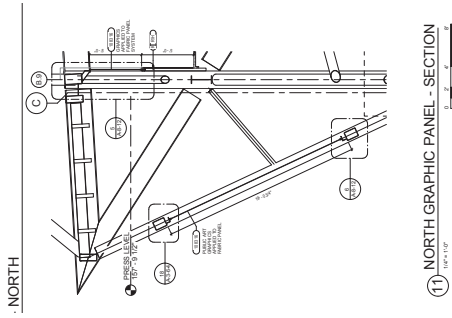
*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

EXTERIOR SIGNAGE DETAILS

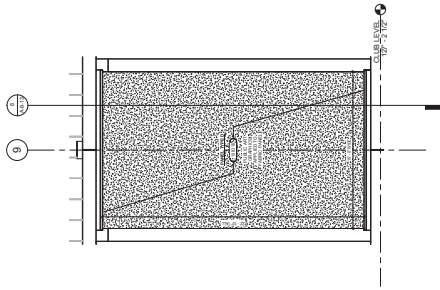
OCSB BRAND BANNERS: TYPICAL



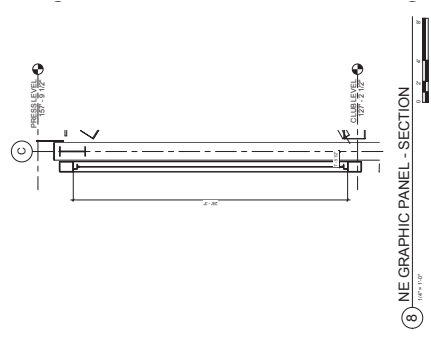
12 GRAPHIC PANEL - NORTH
1/8" = 1'-0"



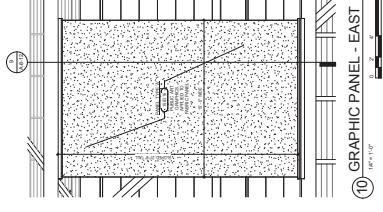
11 NORTH GRAPHIC PANEL - SECTION
1/8" = 1'-0"



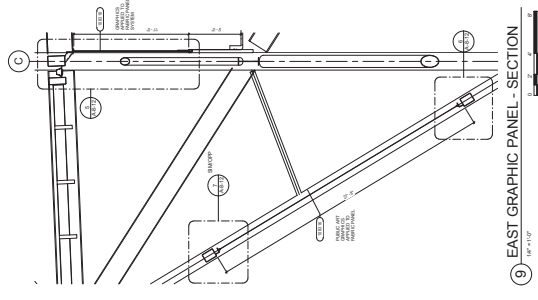
9 NORTHEAST GRAPHIC PANEL ELEVATION
1/8" = 1'-0"



8 NE GRAPHIC PANEL - SECTION
1/8" = 1'-0"



10 GRAPHIC PANEL - EAST
1/8" = 1'-0"



9 EAST GRAPHIC PANEL - SECTION
1/8" = 1'-0"

*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

EAST

QTY: 14
23,100 X 13,500 pixels

East_Banner_A.ai



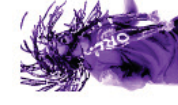
East_Banner_B.ai



East_Banner_C.ai



East_Banner_D.ai



East_Banner_E.ai



East_Banner_F.ai



East_Banner_G.ai



Stadium Naming Signage

East_Banner_H.ai



East_Banner_I.ai



East_Banner_J.ai



East_Banner_K.ai



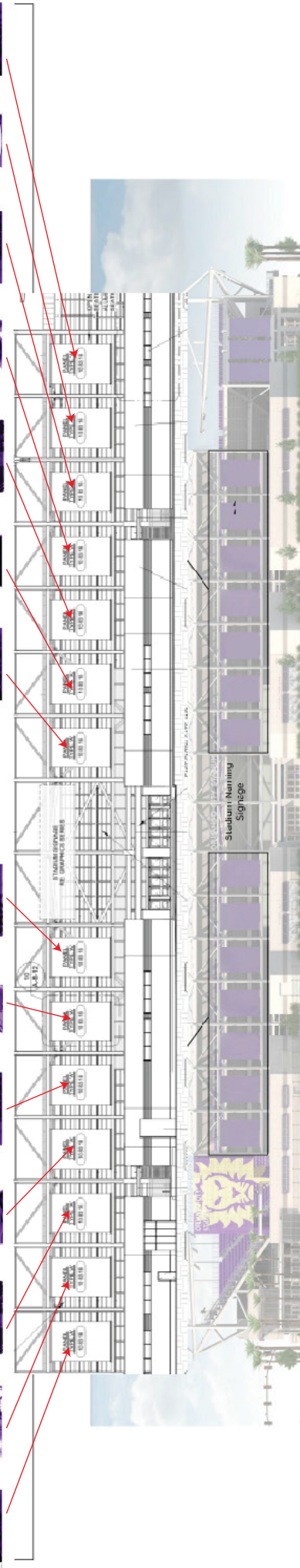
East_Banner_L.ai



East_Banner_M.ai



East_Banner_N.ai



NE CORNER

QTY: 3
21,900 X 13,500 pixels

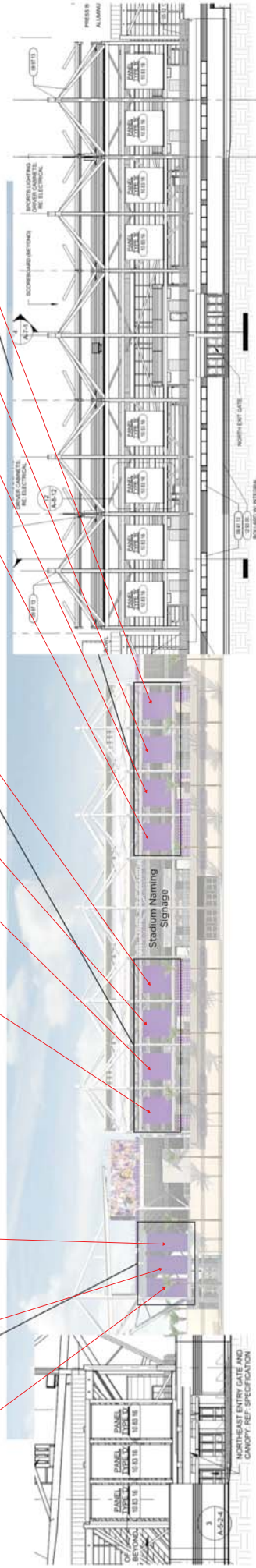


NORTH

QTY: 8
15,600 X 13,500 pixels

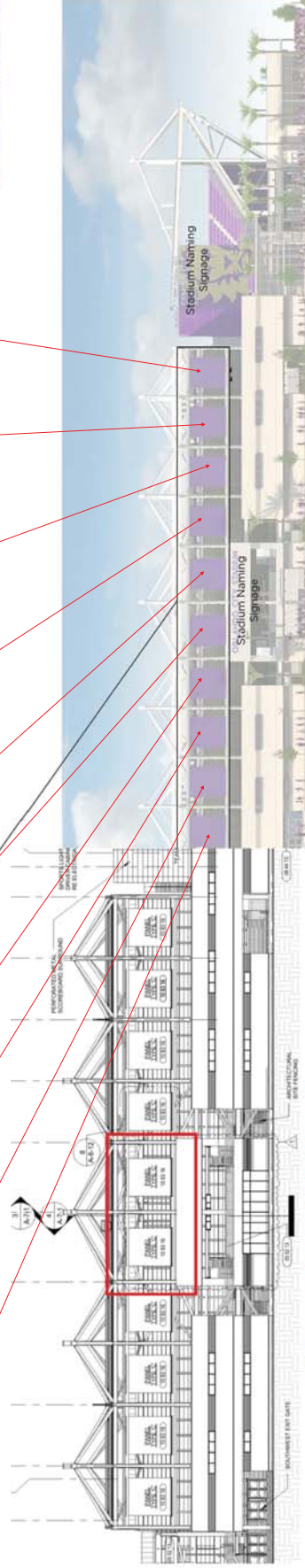


Stadium Naming Signage



SOUTH

QTY: 10
15,600 X 13,500 pixels



2 Banners recently added with CCD 10 - not in
Structurflex contract yet, pricing as CO

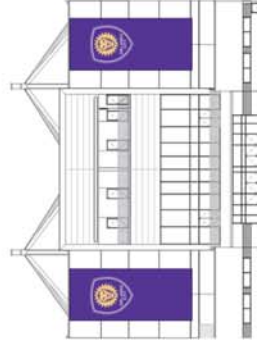
WEST
QTY: 2

West_Banner_A.ai

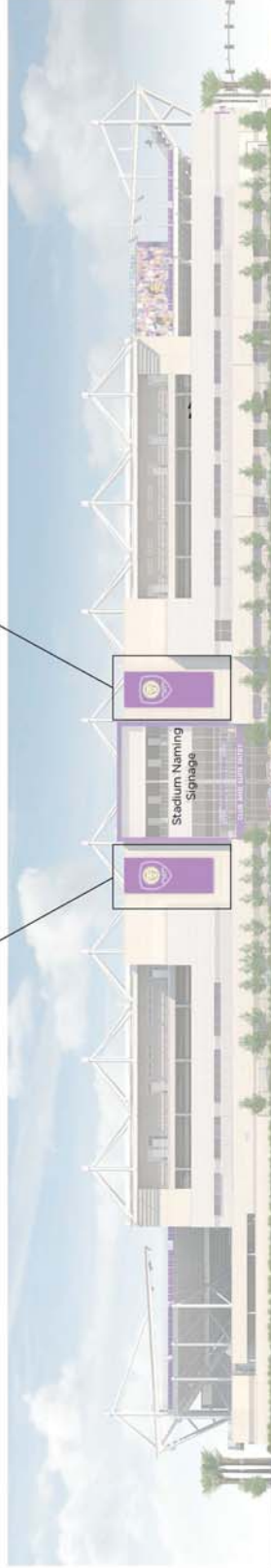


Stadium Naming
Signage

West_Banner_B.ai

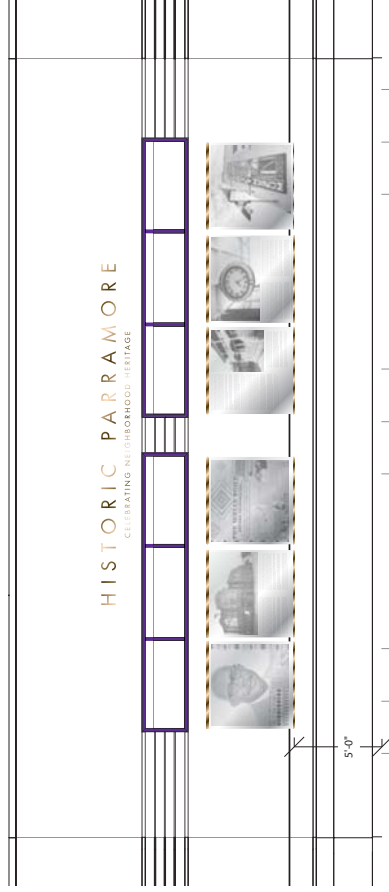
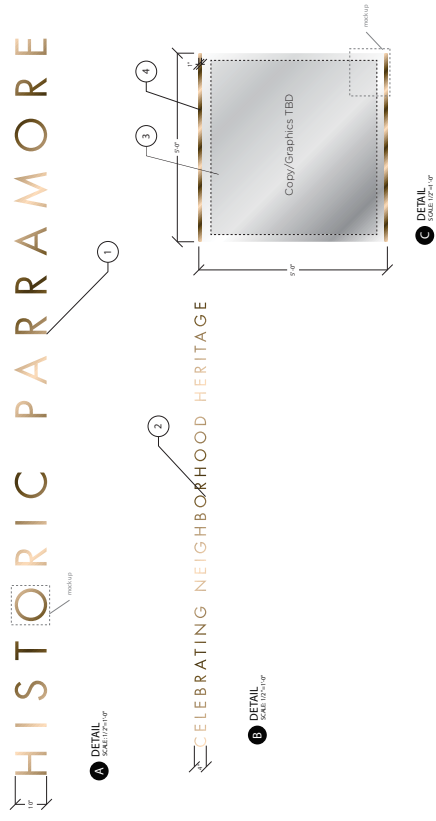


This sign type (B-01) by L&H not
Structurflex - will advise drop dead
date that graphics are needed for
fabrication.

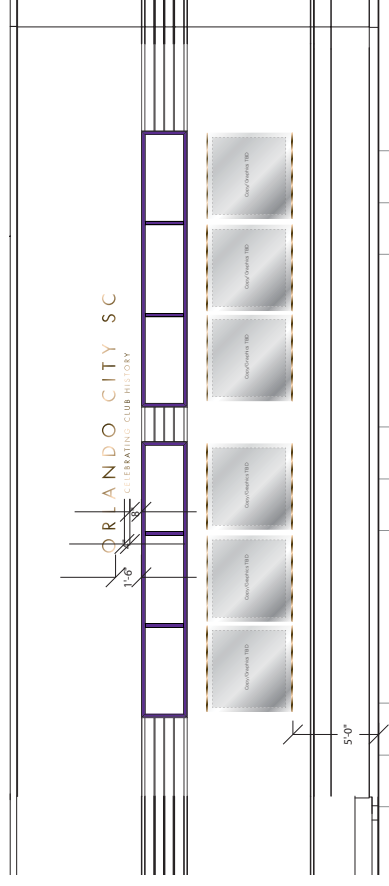
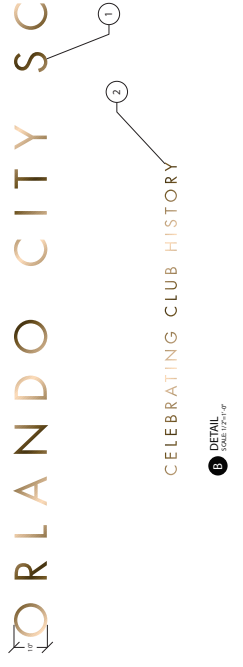


EXTERIOR SIGNAGE DETAILS

PARRAMORE / CLUB HISTORY: EAST

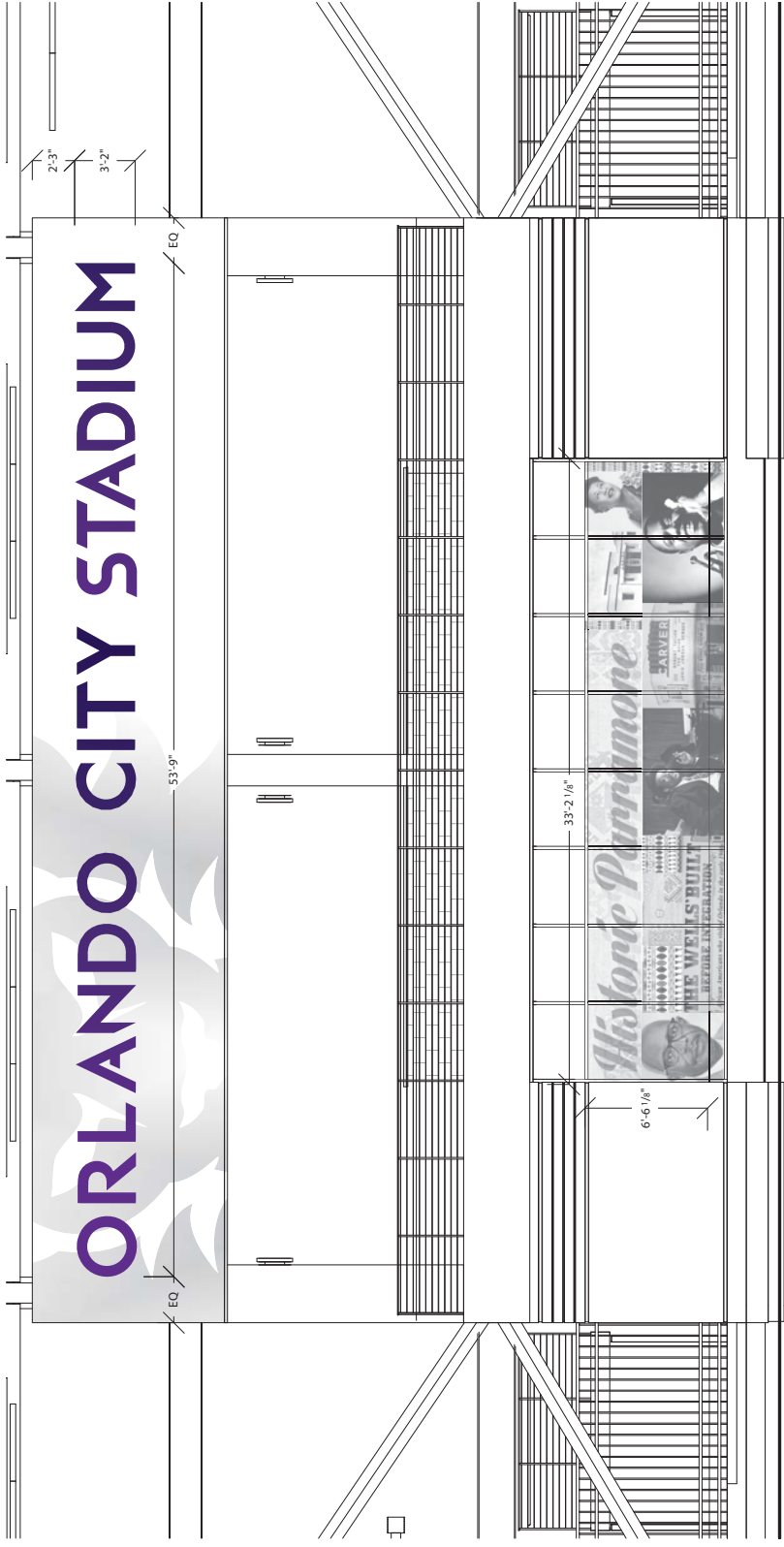


*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.



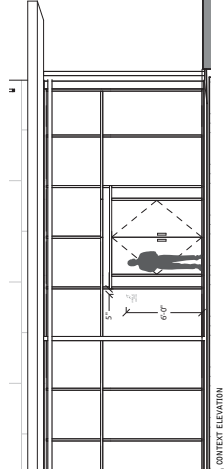
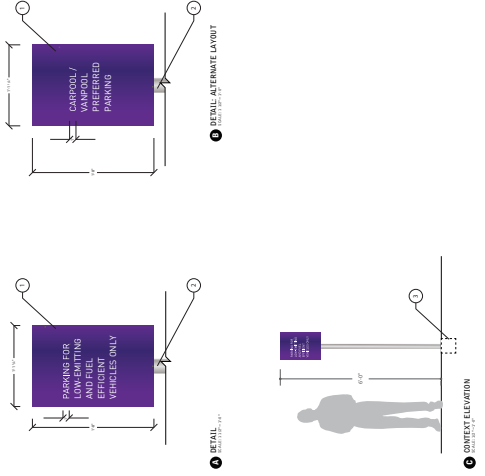
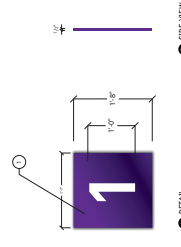
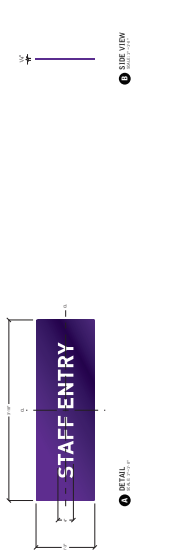
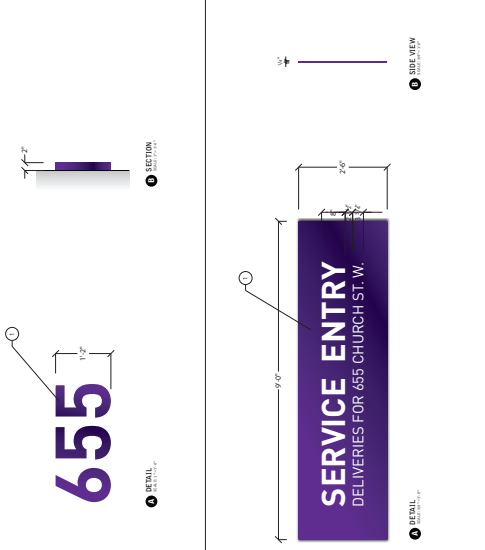
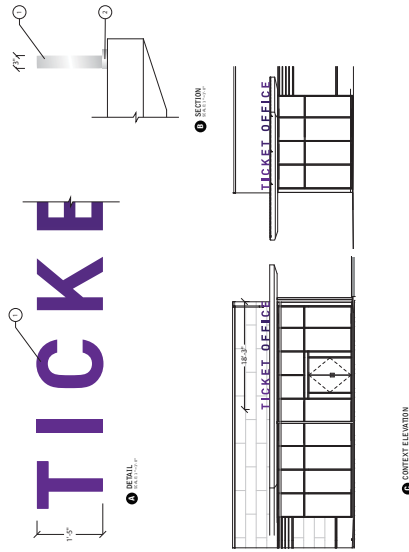
EXTERIOR SIGNAGE DETAILS

PARRAMORE HISTORY COLLAGE ON GLASS: EAST



EXTERIOR SIGNAGE DETAILS

WAYFINDING: TYPICAL EXAMPLES



*EXAMPLES OF SIGNAGE DESIGN, SCALE AND FABRICATION. FINAL SPONSOR NAME / CONTENT TBD.

